



PSGR Krishnammal College for Women



**DEPARTMENT OF BUSINESS ADMINISTRATION
(BUSINESS PROCESS MANAGEMENT)**

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION SYLLABUS

**BACHELOR OF BUSINESS ADMINISTRATION
(BUSINESS PROCESS MANAGEMENT)**

2020-2021 BATCH



PSGR KRISHNAMMAL COLLEGE FOR WOMEN

BBA (BPM) PROGRAM OBJECTIVES

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 create awareness about the industry environment and demonstrate a thorough understanding of the internal structures and processes of businesses at multinational level.

PO3: To identify, articulate and disseminate core organizational values and to propose feasible solutions for the ethical, global and social issues of various business options for all stakeholder groups.

PO4: To demonstrate competence in applying the tools and techniques of business management in the major domains of business process industry.

PO5: To transform the students to play a leading role in the community, enabling her to take responsibilities and effectively utilize various human relation skills including leadership, oral and written communication, teamwork and collaboration

PROGRAMME SPECIFIC OUTCOME

The students at the time of graduation will be able

PSO1: To build an understanding in the areas of management and Business process services.

PSO2: To apply Innovation in learning program to enhance employability

PSO3: To enable a student to communicate effectively both in verbal and written form.

PSO4: To apply technical and professional skills to excel in business fields

PSO5: To integrate the blended approach with exposure to core subjects, industry practices and domain knowledge

PSO6: This program is a pioneering effort that contributed to social transformation



**DEPARTMENT OF BUSINESS ADMINISTRATION (BUSINESS PROCESS MANAGEMENT)
CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION
SYLLABUS & SCHEME OF EXAMINATION
BACHELOR OF BUSINESS ADMINISTRATION (BUSINESS PROCESS MANAGEMENT)
2020-2021 BATCH**

(Applicable to students admitted during the academic year 2020-21 onwards)

Sem	Part	Subject Code	Title of the Paper	Instruction hours/Week	Lecture Hrs	Tutorial Hrs	Practical Hrs	Total Hrs	Exam Duration (ESE)	Exam Marks			Credit
										CIA	ESE	TOTAL	
SEMESTER I													
I	I	TAM2001/ HIN2001/ FRE2001	<u>Language Paper I-</u> Tamil/Hindi/French - Paper I	6	86	4	-	90	3	40	60	100	3
I	II	ENG2001/ ENG20F1	English Paper I /Functional English Paper 1	6	86	4	-	90	3	40	60	100	3
I	III	BA20C01	Core 1: Management Principles and practices	5	71	4	-	75	3	40	60	100	4
I	III	AFA2004	Core 2: Financial Accounting	5	71	4	-	75	3	40	60	100	4
I	III	TH20A02	Allied I: Mathematics for managementI	6	86	4	-	90	3	40	60	100	5

I	IV	NME19B1/ NME19A1/ NME12WS/ NMB12AS/ NME12GS	Basic Tamil/ Advanced Tamil/ Women studies/ Ambedkar/ Gandhian studies	2 2 2	28 28 26	2 2 4	-	30 30 30	3 3 -	50 50 100	50 50 -	100	2
SEMSETER II													
II	I	TAM2002/ HIN2002/ FRE2002	<u>Language Paper II-</u> Tamil/Hindi/French-Paper II	6	86	4	-	90	3	40	60	100	3
II	II	ENG2002 ENG20F2	English Paper II /Functional English Paper- II	6	86	4	-	90	3	40	60	100	3
II	II	BA20C03	Core 3 – Finance and Accounting for BPS	5	71	4	-	75	3	40	60	100	4
II	III	BA20C04	Core 4- Business Economics	5	71	4	-	75	3	40	60	100	4
II	III	TH20A24	Allied II: Mathematics for Management II	6	86	4	-	90	3	40	60	100	5
II	IV		Open course: (Self Study – Online Course)	-	-	-	-	-	-	-	-	-	-
II	IV	NME16B2 / NME16A2	Basic Tamil** / Advanced Tamil** /	-	-	-	-	-	-	-	-	Grade	-
II	IV	REG16EE	Effective English Communication	2	26	4	-	30	2	50	50	100	2

II	VI	NM12GAW	General Awareness (Self study)	-	-	-	-	-	On lin e tes t	-	-	Grad e	-
SEMESTER III													
III	III	BA19C05	Core 5 –Insurance for Business Process Services	6	86	4	-	90	3	40	60	100	4
III	III	BA19C06	Core 6 – Supply chain management for Business Process Services	7	101	4	-	105	3	40	60	100	5
III	III	AMM1906	Core 7 - Marketing Management	6	86	4	-	90	3	40	60	100	4
III	III	BA20A03	Allied III: Business and Company Law	6	86	4	-	90	3	40	60	100	5
III	III	IB19A01	Allied III : Management of Innovation	6	86	4	-	90	3	40	60	100	5
III	III	BA19SB01	Core: Skill Based Subject – Paper I: Theory - Data Analysis	2	29	1	-	30	-	-	-	-	-
III	III	BA19SBP1	Paper II: Practical- Data Analysis using SPSS	1	14	1	-	15	-	-	-	-	-
III	IV	NM14VHR	Value Education and Human rights	2	26	4	-	30	-	100	-	100	2
SEMESTER IV													
IV	III	BA19C07	Core 8- Retail, CPG and Market Research	6	86	4	-	90	3	40	60	100	4

IV	III	AFM1908	Core 9 – Financial Management	6	86	4	-	90	3	40	60	100	4
IV	III	BA19C08	Core 10 : Banking for Business Process Services	7	101	4	-	90	3	40	60	100	5
IV	III	BA19A04	Allied IV: Campus to Corporate Transition	6	86	4	-	105	3	40	60	100	5
IV	III	IB19A02	Allied IV: Corporate Governance	6	86	4	-	105	3	40	60	100	5
IV	III	BA19SB01	Core: Skill Based Subject – Paper I: Theory - Data Analysis	1	14	1	-	15	2	25	75	100	4
IV	III	BA19SBP1	Paper II: Practical- Data Analysis using SPSS	2	29	1	-	30	2	40	60	100	2
IV	IV	NM10EVS	Foundation Course (Environmental Studies)	2	26	4	-	30	-	100	-	100	2

CIA: Continuous Internal Assessment

ESE: End Semester Examination

QUESTION PAPER PATTERN

CORE & ALLIED PAPERS

Continuous Internal Assessment: 20 Marks

SECTION	MARKS	TOTAL
A – 5 X 2 Marks	10	50
B – 4 X 5 Marks	20	
C - 2/3 X 10 Marks	20	

End Semester Examination:

SECTION	WORD LIMIT	MARKS	TOTAL
Section: A -11x2=22 marks (11/13 Open choice)	One or two sentences	22	100
Section B – 6x5=30 marks (5/7 Open choice)	300	30	
Section C – 4x12=48marks (4/6 Open choice)	600-800	48	

Knowledge level for UG

Section A and B	K1 and K2	52 marks
Section C	K3 and K4	48 marks

SKILL BASED SUBJECT

For II Year

SBS-Paper I: Theory-Data Analysis and Practical-Data Analysis using SPSS will be studied in Semester III and IV. Evaluation for theory-Data Analysis and Practical – Data Analysis using SPSS will be during the Semester IV.

VALUE EDUCATION AND HUMAN RIGHTS / WOMEN STUDIES / AMBEDKAR STUDIES / GANDHIAN STUDIES / ENTREPRENEURSHIP / ENVIRONMENTAL STUDIES

Continuous Internal Assessment: 50 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 5 Marks	20	50
B – 2/3 X 15 Marks	30	

Value Education and Human Rights & Environmental Studies two internal tests will be conducted for 50 marks each and the total marks secured will be equated to a maximum of 75 marks and 25 marks is allotted for project / group discussion / presentation of a report.

**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
SBS II Yrs's	-	10	15							25
SBS III Yrs's	-	-	10							10
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 specific examples and detailed descriptions	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
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, both in groups and in class. Student incorporates or builds off of the ideas of others.	Student listens when others talk, both in groups and in class.	Student listens when others talk in groups and in class occasionally	Student does not listen when others talk, both in groups and in class.	Student does not listen when 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.

QUIZ

Maximum – 20 Marks(Converted to 4 marks)

MAPPING OF POs with COs

COURSE	PROGRAMME OUTCOMES				
	PO1	PO2	PO3	PO4	PO5
COURSE-BA20C01					
CO1	Strong	Medium	Medium	Medium	Medium
CO2	Medium	Medium	Strong	Medium	Medium
CO3	Medium	Medium	Medium	Strong	Medium
CO4	Medium	Medium	Medium	Medium	Strong
CO5	Medium	Medium	Strong	Medium	Medium
COURSE-AFA2004					
CO1	Strong	Strong	Medium	Strong	Strong
CO2	Strong	Strong	Medium	Strong	Strong
CO3	Strong	Strong	Strong	Medium	Strong
CO4	Strong	Strong	Strong	Strong	Strong
CO5	Strong	Strong	Strong	Strong	Strong
COURSE-BA20C03					
CO1	Strong	Medium	Medium	Medium	Medium
CO2	Medium	Medium	Strong	Medium	Medium
CO3	Medium	Medium	Medium	Strong	Medium
CO4	Medium	Medium	Medium	Medium	Strong
COURSE-BA20C04					
CO1	Medium	Strong	Medium	Medium	Medium
CO2	Strong	Strong	Strong	Medium	Medium
CO3	Strong	Strong	Medium	Medium	Medium

CO4	Strong	Medium	Medium	Strong	Strong
CO5	Strong	Medium	Medium	Strong	Strong
COURSE-BA19C05					
CO1	Strong	Medium	Medium	Medium	Medium
CO2	Medium	Medium	Strong	Medium	Medium
CO3	Medium	Medium	Medium	Strong	Medium
CO4	Medium	Medium	Medium	Medium	Strong
CO5	Medium	Medium	Strong	Strong	Medium
COURSE-BA19C06					
CO1	Strong	Medium	Strong	Strong	Medium
CO2	Strong	Strong	Medium	Strong	Strong
CO3	Medium	Strong	Strong	Strong	Strong
CO4	Strong	Medium	Strong	Medium	Strong
CO5	Strong	Strong	Strong	Strong	Medium
COURSE-AMM1906					
CO1	Strong	Strong	Strong	Strong	
CO2	Strong	Strong	Strong	Strong	
CO3	Strong	Strong	Strong	Medium	
CO4	Medium	Strong	Strong	Medium	
CO5	Medium	Strong	Strong	Medium	
COURSE-BA20A03					
CO1	Strong	Strong	Medium	Low	Low
CO2	Strong	Strong	Medium	Strong	Low
CO3	Strong	Strong	Medium	Strong	Low
CO4	Strong	Strong	Strong	Strong	Medium

COURSE-IB19A01					
CO1	Strong	Strong	Strong	Strong	
CO2	Strong	Strong	Strong	Strong	
CO3	Strong	Strong	Strong	Strong	
CO4	Strong	Strong	Strong	Strong	
CO5	Strong	Strong	Strong	Strong	
COURSE-BA19C07					
CO1	Strong	Medium	Medium	Medium	Medium
CO2	Medium	Strong	Medium	Medium	Medium
CO3	Strong	Medium	Medium	Medium	Medium
CO4	Medium	Strong	Medium	Medium	Medium
CO5	Medium	Medium	Medium	Strong	Medium
COURSE-AFM1908					
CO1	Strong	Strong	Medium	Strong	
CO2	Strong	Strong	Medium	Strong	
CO3	Strong	Strong	Strong	Medium	
CO4	Strong	Strong	Strong	Strong	
CO5	Strong	Strong	Strong	Strong	
COURSE-BA19C08					
CO1	Strong	Strong	Medium	Strong	Medium
CO2	Strong	Strong	Medium	Strong	Medium
CO3	Strong	Strong	Medium	Medium	Medium
CO4	Strong	Strong	Medium	Medium	Strong
CO5	Strong	Strong	Medium	Medium	Strong

COURSE-BA19A04					
CO1	Strong	Medium	Medium	Medium	Medium
CO2	Medium	Medium	Strong	Medium	Medium
CO3	Medium	Medium	Medium	Strong	Medium
CO4	Strong	Medium	Medium	Medium	Strong
CO5	Strong	Medium	Strong	Medium	Medium
COURSE-IB19A02					
CO1	Strong	Strong	Strong	Strong	
CO2	Strong	Strong	Strong	Strong	
CO3	Strong	Strong	Strong	Strong	
CO4	Strong	Strong	Strong	Strong	
CO5	Strong	Strong	Strong	Strong	

BA20C01	Management Principles and Practices	Category	L	T	P	Credit
		Core-1	71	4	-	4

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Describe the key management theories and practices related to the planning, organising, controlling, leadership, motivation, co-ordination and effective communication.	K1
CO2.	Identify the essential characteristics of decision making, understand the steps in decision making and types of decisions a manager is required to make ethically.	K2
CO3.	Associate the link between planning and controlling, and the various means by which managers measure and compare performance to management objectives.	K2
CO4.	Assess the interpersonal skills required for effective teamwork, conflict resolution, motivation, leadership and communication.	K3
CO5.	Apply management principles into management practices	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	Strong	Medium	Medium	Medium	Medium
CO2.	Medium	Medium	Strong	Medium	Medium
CO3.	Medium	Medium	Medium	Strong	Medium
CO4.	Medium	Medium	Medium	Medium	Strong
CO5.	Medium	Medium	Strong	Medium	Medium

S- Strong; M-Medium; L-Low

Syllabus

UNIT – 1 (14 Hours)

Management: Meaning – Scope – Features – Levels of Management – Managerial roles and skills - Management as an art or a science or a profession – Management thoughts: Scientific Management & Modern Management Thoughts – Principles and Functions of Management.

UNIT –2 (15 Hours)

Planning: Definition – Nature and Characteristics of Planning – Importance – Types of Plans – Planning process – Limitations – Management by Objectives

Organizing: Meaning – Principles and *Types of Organization – Delegation of Authority – Decentralization – Organizational Charts.

UNIT – 3 (14 Hours)

Leadership: Meaning – Nature – Importance – Types of Leadership – Qualities of a good leader – Leadership and Management – Leader Vs Manager – Emotional Intelligence for Leaders – Organisational Leadership - Leadership theories.

UNIT – 4 (14 Hours)

Motivation: Meaning – Definition – Nature – Types of Motivation – Theories of Motivation – Leadership and motivation

UNIT – 5 (14 Hours)

Controlling: Definition – Characteristics of control – Steps in controlling – Effective control – Control Techniques.

Co-ordination: Definition – Features and Benefits of co-ordination – Techniques of effective co-ordination.

*** Self Study**

Pedagogy:

Lecture, Discussion, Oral questions, Debate, Role play, Picture Making, Mind Mapping, Management games, Group Discussion, Story telling, PPT, Seminar

Text Book

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	L. M. Prasad	Principles and Practice of Management	Sultan Chand and Sons	<i>8th Edition,</i> 2015
1.	R.N. Gupta	Principles of Management	S.Chand & Company Limited	2011

2.	Karminder Ghuman & K. Aswathappa	Management Concept, Practices, Cases	Tata McGraw Hill Education Private Ltd	2010
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Reference Books

Sl.No.	Author	Book name	Publisher	Year of Publication
1	Harold Koontz and Heinz Weihrich	Essentials of Management	Tata McGraw Hill	2014
2	Stephen 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
4	Charles W.L.Hill and Steven L Mcshane	Principles of Management	Tata McGraw Hill	2011

AFA2004	FINANCIAL ACCOUNTING	Category	L	T	P	Credit
		CORE 2	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
CO6.	Identify the importance of accounting and to gain a broad understanding of concepts, principles and terminology of financial accounting.	K1
CO7.	Recognize and familiarize kinds of accounts and use of various accounting tools.	K1
CO8.	Associate the components of balance sheet using double entry booking keeping.	K2
CO9.	Analyse and perform fundamental accounting operations.	K2
CO10.	Demonstrate the critical thinking skills to analyse and prepare financial reports in any given context or situation.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	Strong	Strong	Medium	Strong
CO2	Strong	Strong	Medium	Strong
CO3	Strong	Strong	Strong	Medium
CO4	Strong	Strong	Strong	Strong
CO5	Strong	Strong	Strong	Strong

S- Strong; M-Medium; L-Low

Syllabus

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)

Pedagogy: Lecture, Discussion, Quiz, practical exercise

TEXT BOOK:

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
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REFERENCE BOOKS:

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

BA20C03	Finance and Accounting for BPS	Category	L	T	P	Credit
		Core-3	71	4	-	4

Preamble

1. To understand the basic concepts of Outsourcing.
2. To learn about the different aspects of Supply chain management.
3. To familiarize the students with the concept of Accounts Payable and Receivable.
4. To convey sufficient knowledge on Emerging trends in Finance and Accounting.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Describe the key Finance and Accounting theories related to Business Processes Services.	K1
CO2.	Identify the emerging trends in F&A technology	K2
CO3.	Understand the Accounts standards , Controls and Compliance	K2
CO4.	Apply Finance and Accounting principles into Finance and Accounting practices	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	Strong	Medium	Medium	Medium	Medium
CO2.	Medium	Medium	Strong	Medium	Medium
CO3.	Medium	Medium	Medium	Strong	Medium
CO4.	Medium	Medium	Medium	Medium	Strong

S- Strong; M-Medium; L-Low

Syllabus

UNIT 1(14 HRS)

Overview of BPS: Outsourcing need and current trends- BPO areas- horizontal and business verticals-BPO industry- Future of BPO.

Operating models of BPS: Operating model of BPS -Cost effectiveness and process efficiency- Phases in process outsourcing-transaction flows in BPS

UNIT 2 (14 HRS)

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

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

UNIT 3 (15 HRS)

Accounts Receivable: Accounts receivable-Sub categories-credit management-sales order management-Billing and revenue recognition-collection procedures-cash application-reconciliation and reporting.

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

UNIT4 (14 HRS)

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

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

UNIT 5 (14 HRS)

Controls and Compliance: F&A control and compliance-Internal controls-SOX act-2002-corporate governance in India-SOX compliance/ISAE 3402provision-types of SSAE 16-audit engagements-information security.

Pedagogy

Pedagogy: Lecture, Caselet discussion, Role play using, Demonstration of cases.

TEXT BOOK:TCS MATERIALS

BA20C04	BUSINESS ECONOMICS	Category	L	T	P	Credits
		Core IV	71	4	-	4

Preamble

1. Describe the Meaning, scope of Business economics and role of business economists in the context of Business decisions.
2. Determine the equilibrium price and output under perfect competition and imperfect competition market structures.
3. Differentiate the balance of trade from balance of payments and its implications on the correction of disequilibrium

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand the nature of production in the modern economy.	K1
CO2.	Explain the Meaning, scope of Business economics and role of business economists in the context of Business decisions.	K2
CO3.	Identify the profit maximizing price and the relationship between different types of cost	K2
CO4.	Distinguish between monopoly markets and other competitive markets	K3
CO5.	Apply the basic concepts of behavioral economics	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	Medium	Strong	Medium	Medium	Medium
CO2.	Strong	Strong	Strong	Medium	Medium
CO3.	Strong	Strong	Medium	Medium	Medium
CO4.	Strong	Medium	Medium	Strong	Strong
CO5.	Strong	Medium	Medium	Strong	Strong

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (14 hrs)

Economics – Definition – Nature – Scope - Objectives of Firm – Social responsibilities of firm – Demand – Meaning - Types- Demand Analysis --Indifference Curve Analysis – Elasticity of Demand – Consumer’s Surplus. Supply – Meaning – Types – Factors influencing supply of a product – Elasticity of supply

UNIT II (14 hrs)

Production – Factors of production – Production Function – Least Cost Combination – Laws of Returns – Law of Variable Proportions – Returns to Scale – Economies of Scale – Cost and Revenue concepts and curves.

UNIT III (14 hrs)

Equilibrium of the firm – Industry – Pricing under Perfect Competition –Monopoly – Price Discrimination – Pricing under Monopolistic Competition – Pricing under Oligopoly and duopoly.

UNIT IV (14 hrs)

Distribution- Marginal Productivity Theory – Theories of Wages – Keynes liquidity preference theory of Interest, Theories of Profit and Rent. National Income- Inflation-types- causes and controlling methods, Trade cycle-phases of trade cycle- Balance of Payments- Disequilibrium and correction.

UNIT V (15 hrs)

Introduction to behavioral economics – Importance of behavioral economics – The behavioral decision theory – Methods of Behavioral economics – Social Preferences economics - Behavioral economics and Finance - Recent trends in behavioral economics

Pedagogy

Pedagogy: Lecture, Lecture and discussion, Demonstration, Group discussion, Case study

Lecture and quiz.

Text Book

Sl.No.	Author	Book name	Publisher	Year of Publication
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1.	Dr.S.Sankaran	Business Economics	Margham Publications, Chennai	2016
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Reference Books

Sl.No.	Author	Book name	Publisher	Year of Publication
1	Sanjit Dhani	The Foundations of Behavioral Economic Analysis	Oxford university press	2016
2	Edward Cartwright	Behavioral Economics	Routledge Advanced Texts in Economics and Finance	2018

BA19C05	INSURANCE FOR BUSINESS PROCESS SERVICES	Category	L	T	P	Credits
		CORE 5	86	4	-	4

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To understand the importance of annuity	K1
CO2.	Associate and Contrast the implications of each type of life insurance policy and non life insurance policy	K2
CO3.	Illustrate the process of making valid contract under general insurance	K2
CO4.	Examine the role of health care insurance in promoting the interest of individual and health care industry	K3
CO5.	Assess the defined benefits and defined contributions of retirement planning of an individual investor in USA and third party.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	Strong	Medium	Medium	Medium	Medium
CO2.	Medium	Medium	Strong	Medium	Medium
CO3.	Medium	Medium	Medium	Strong	Medium
CO4.	Medium	Medium	Medium	Medium	Strong
CO5.	Medium	Medium	Strong	Strong	Medium

S- Strong; M-Medium; L-Low

UNIT-I (18 Hours)

Concept of Risk – Risk of Management – Basic concept (Hazards, Perils, Assets, etc.)- Fundamentals of Insurance-Characteristics of a valid contract – Insurance contract-Principles & Practices of insurance contract – Important terminologies & parties in insurance contract –Types of Insurance (Personal, Commercial, Health, Life ,etc.) –History of Insurance – Types of Insurance companies – Business units in an Insurance company – Overview of Insurance Life Cycle - Reinsurance concept.

UNIT-II(17 Hours)

Important terminologies in a Life Insurance policy – Parties in a Life Insurance policy – Individual Life Insurance plans – Supplementary Benefits – Policy Provisions – Ownership rights – Life insurance policy life cycle (New Business & Underwriting, Policy servicing, Claims, etc.) – Concept of Annuity – Types of Annuity– Annuitized pay-out options– calculating annuity benefit payments – Annuity contract provisions – Annuity: USA – Fixed Annuity, Fixed Index Annuity, Variable Annuity – Qualified & Non-Qualified Annuity – Principles of Group Insurance – Group Retirement Plans.

UNIT-III(17 Hours)

Property and Casualty Insurance: Non-Life Insurance concepts: Hazards, Perils, Catastrophe, Property Damage & Business Interruption, Policy exclusions, Indemnity, Deductibles, Retention, Premiums, Limits, Salvage, Subrogation, etc. – Insurance Providers –Co-Insurance, Reinsurance, Captive Insurance – Underwriting process – Policy Servicing process – Claims process.

UNIT-IV(17 Hours)

Concept of Healthcare Insurance – How Healthcare Insurance works – Key Challenges of Healthcare Industry – Healthcare Eco System – Healthcare regulations & Standards ; HIPAA – Medicare – Medicaid - Individual Health Insurance policies – Group Health Insurance Policies – Managed Care Plans.

UNIT-V(17 Hours)

Concepts of Retirement Services –Retirement Planning – Asset Allocation & Asset Classes – Life stages of an Investor – Defined Benefits & Defined Contribution – Individual Retirement Arrangement in USA – Third Party- Superannuation.

Text Book

TCS MATERIAL

Reference Books

Sl.No.	Author	Book name	Publisher	Year of Publication
1	<i>M.N. Mishra & S B Mishra</i>	Insurance Principles & Practices	S.Chand Publishing, 22nd edition	2016

COURSE NUMBER BA19C06	COURSE NAME - SUPPLY CHAIN MANAGEMENT FOR BUSINESS PROCESS SERVICES	Category	L	T	P	Credits
		Theory	101	4	-	5

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Identify the importance and understand the multiple facets of supply chain business in their own perspective.	K1
CO2	Discuss supply chain management principles and operational concepts	K2
CO3	Identify the principles of customer and supplier relationship management in supply chain	K3
CO4	Assess the smooth transition of goods and services from manufacturers to the customers.	K3
CO5	Apply the knowledge of current information technology in all the major supply chain management practices.	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	Strong	Medium	Strong	Strong	Medium
CO2	Strong	Strong	Medium	Strong	Strong
CO3	Medium	Strong	Strong	Strong	Strong
CO4	Strong	Medium	Strong	Medium	Strong
CO5	Strong	Strong	Strong	Strong	Medium

S- Strong; M-Medium; L-Low

UNIT- I (20 Hrs)

Supply Chain Management (SCM) -Overview– Meaning and Definition- Objectives – Importance of SCM- Scope of SCM- Types of SCM- Major drivers of SCM- Supply chain as a profession- Need for SCM in market today-Supply chain strategy - Supply chain metrics- Basics of Businesses.

UNIT- II (20 Hrs)

Demand Management- Supplier Management-concepts-Operation Management in SCM-Principles- SC design, SC planning, global order processing, manufacturing scheduling, replenishment, parameters monitoring, demand driven MRP, data analytics, and insights reporting-Mass Customization-Levels- characteristics- Outsourcing Need and its current Trend-Core competencies-working models.

UNIT- III (20Hrs)

Sourcing & Procurement – Introduction-Purchasing cycle- types- Inventory models-EOQ model-Inventory terminology- Inventory Management- Inventory counting system. JIT-Elements- Benefits-Vendor Management- Contract Management.

UNIT- IV (21 Hrs)

Logistics Management- History and Evolution- Elements-Functions-distribution management-Transportation Management-Participants in transportation-modes of Transportation- Multimodal transportation- Fleet management- process- factors- Inter model transportation- containerization- Warehousing-Types- Warehouse Management System (WMS)- 3PL-4PL-Reverse Logistics-Green Logistics

UNIT-V (20 Hrs)

Sales Order Management -After Market Services - Warranty Management- spares management and return material authorization

Information Technology for SCM- RFID – GPS – GIS -concepts- Role of internet in logistics and SCM-Emerging trends in SCM-Data Mining and Data Warehouse - Logistics Administration- Master Data Management

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rahul V.Altekar	Supply chain management (Concepts and cases)	PHI learning Pvt Ltd	2013

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of
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				Publication
1	Donald Bowersox, David Closs, M. Bixby Cooper	Supply Chain Logistics Management	MC Graw Hill	2012
2	G.Raghuram, N.Rangaraj	Logistics and Supply Chain Management	Macmillan India Ltd	2010

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.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Medium
CO4.	Medium	Strong	Strong	Medium
CO5.	Medium	Strong	Strong	Medium

S-Strong ; M-Medium; L-Low

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
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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:

Units	Topics	Links	No of Hrs
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
Unit –III & IV	Pricing and Channel of Distribution Introduction to Marketing	https://www.edx.org/course/introduction- marketing-ubcx-busmktg1x	20 Hrs
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

BA20A03	BUSINESS & COMPANY LAW	Category	L	T	P	Credit
		Theory	86	4	-	5

Preamble

1. To provide an overview of important laws that have a bearing on the conduct of business in India
2. To introduce learners to ethics and legal framework of business
3. To emphasis on contracts, negotiable instruments, companies act and cyber law

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Define the fundamental legal terminology regarding contracts, sale of goods, Companies Act, Negotiable instruments act and cyber law.	K1
CO2	Differentiate between an enforceable contract and an unenforceable contract, a sale and hire-purchase agreement	K2
CO3	Understand the different ways in which law can respond to the economic demands and problems.	K2
CO4	Identify and resolve the remedies for consumer disputes and complaints	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	L	L
CO2	S	S	M	S	L
CO3	S	S	M	S	L
CO4	S	S	S	S	M

S- Strong; M-Medium; L-Low

UNIT I: (17Hrs)

Law of contract- Contracts- Essential of contract- Agreements- Classification of contracts- Offer- Legal rules as to offer & lapse of offer- Acceptance- Legal rules as to acceptance- Capacity of parties to create legal relation - Consideration - Legal rules as to consideration- Stranger to a contract- Contract without consideration

UNIT –II (17Hrs)

Free consent- Coercion- Undue Influence- Misrepresentation- Fraud- Mistake of law and Mistake of fact- Discharge of contract- Remedies for Breach of Contract.

Contract of Indemnity and Guarantee- Essentials- Rights of Indemnity holder-Rights of Indemnifier- contract of Guarantee- Essentials- Invalid Guarantee- Surety's Liability- Discharge of Surety from Liability.

UNIT III: (17Hrs)

Law of sales of goods- Formation of Contract of Sale- Sale and agreement to sell- Sale and hire- Purchase agreement- Subject matter of contract of sale- Effect of destruction of goods- Document of title to goods- Delivery of Goods - Conditions and Warranties- Caveat Emptor- Exceptions- Transfer of property- Unpaid Seller – Rights of an Unpaid Seller.

UNIT IV: (17Hrs)

Companies Act of 2013: Definition-characteristics and kinds of companies-steps in formation of company.Documents to commence business- Memorandum of Association and prospectus. Directors-Appointment, power, duties and liabilities of directors. Meeting and resolutions-types of meetings. Auditor-Appointment, rights and liabilities of auditors. Winding up of company-modes of winding up of company.

UNIT V: (18Hrs)

Negotiable Instruments act 1881: Meaning and essential features of Negotiable instruments – presumptions – Parties to Negotiable instruments –Types of Negotiable instruments-Holder and Holder in due course – Promisory note – Bill of Exchange – distinction between Promisory note and Bill of exchange – Cheque – endorsement –dishonouring of cheques – demand draft – discharge of negotiable instruments act- distinction between a cheque and bill of exchange

Cyber law: Objectives-definition and salient features- provisions pertaining to piracy and related offences and penalties.

Text Book

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	N.D. Kapoor	Business laws	Sultan Chand & Sons	2012
2.	Dr.P.CTulsian	Business and corporate laws	S.Chand& Sons	2011

Reference Books

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	P.P.S Gogna	A Text Book mercantile law (Commerical law)	Sultan Chand & Sons, New Delhi	2013
2.	Ravinder Kumar	Legal aspects of Business	Ceneage learning India (P) Ltd	2013
3.	P.C Tulsian	Business law	Tata McGraw Hill ed (p) Ltd	2013
4.	Pillai &Bagavathi	Business Law	S.Chand& Sons	2014

Reference Links

Sl. No.	Topic	Hours & Modules	Web link
1	Law of contract- Contracts- Essential of contract- Contract of Indemnity and Guarantee- Memorandum of Association and prospectus. Directors- Appointment, power, duties and liabilities of directors	Unit: 1,2,3 & 4 14 hrs	https://www.udemy.com/course/corporate-and-business-law/?utm_source=adwords&utm_medium=udemyads&utm_campaign=DSA-Catchall_la.EN_cc.INDIA&utm_content=deal4584&utm_term=.ag_82569850245_.ad_521900060135_.kw_.de_c_.dm_.pl_.ti_dsa-41250778272_.li_1007810_.pd_.

			https://www.coursera.org/learn/corporate-commercial-law-part2
2	Companies Act of 2013: Definition- characteristics and kinds of companies- steps in formation of company. Documents to commence business- Memorandum of Association and prospectus	Unit : 1,3&5 8 weeks	https://www.coursera.org/learn/corporate-commercial-law-part2

COURSE NUMBER IB19A01	COURSE NAME - MANAGEMENT OF INNOVATION	Category	L	T	P	Credit
		Theory	86	4	-	5

Preamble

1. Develop an awareness of the range, scope, and complexity of technological innovation, and the issues related to managing technological change.
2. Understand different approaches to managing of innovation.
3. Identify drivers and barriers to technological innovation within an organization.
4. Understand what it takes to manage technological innovation.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To acquire the basic knowledge, concepts, tools, innovation and new product creation.	K1
CO2.	To understand the innovation strategy, planning and evaluation.	K2
CO3.	Demonstrate a broad view of technological innovation and methods.	K2
CO4.	Apply knowledge paradigms in creating new product and methods in protecting the innovated product.	K3
CO5.	To develop a formal analytical framework in selecting the tools for developing new product.	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

Syllabus

UNIT- I (17 Hours)

Concept of innovation and creativity- definition – Importance of innovation - 4 P’s of creativity – Sources of innovation – Types and pattern of innovation – Technologies used in innovation .

UNIT – II (17 Hours)

Innovation internal strategy – innovation planning- types – process – internal innovation and implementation – evaluation and control – implementing evaluation and control.

UNIT – III (17 Hours)

Formulating technological innovation strategy- defining the organization’s strategy – Identifying core competencies - choosing innovation project – quantitative method – qualitative method – Advantages and Disadvantages.

UNIT – IV (17 Hours)

Collaborative strategy – types and advantages of collaboration – choosing the mode of collaboration - protecting innovation – effectiveness and uses of protection – mechanism – advantages.

UNIT – V (18 Hours)

Managing new product development process – objectives –tools for measuring new product development – team – structure. Case studies on innovative management strategies.

Case Studies: For internal evaluation only.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Margaret A.White, Garry D.Bruton	The Management of Technology & Innovation: a Strategic Approach	Cengage Learning	2011
2.	Melissa A. Schilling	Strategic Management of Technological Innovation - Fifth Edition	McGrawHill, International Edition	2011

Reference Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Paul Trott	Innovation Management and New Product Development	Prentice Hall	2013
2.	John Dessant	Innovation and Entrepreneurship	Wiley Publication	2015

**SEMESTER III & IV – PART III- SKILL BASED SUBJECT- PAPER I DATA
ANALYSIS – (BA19SB01)**

Credits: 3

Hours: 43

Objectives:

1. To train students in SPSS Software
2. To expose the students to analysis of statistical data

UNIT – I (9 Hours)

Introduction to SPSS - General description – functions – menus- scales- data file – Managing data file

UNIT –II (9 Hours)

Frequencies: Frequencies- bar charts- histograms- percentiles

Descriptive Statistics: Descriptive Statistics- Measures of central tendency- variability- deviation from normality- size and stability

UNIT – III (8 Hours)

Parametric Analysis: One Sample- Independent Sample- Paired Sample- One way ANOVA- Correlation- Regression

UNIT – IV (8 Hours)

Non Parametric Analysis: Chi Square Analysis- Friedman Rank Analysis Mann Whitney U Test

UNIT – V (9 Hours)

Multiple response analysis- Garret Ranking - Pilot study- Reliability Analysis- Cronbach Alpha.

Text Book

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Argyrous G	Statistics for Research: With a guide to SPSS	SAGE UK	<i>2nd Edition, 2005</i>

Reference Books

Sl.No.	Author	Book name	Publisher	Year of
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				Publication
1	LevesqueR	SPSS Programming and Data Management: A Guide for SPSS and SAS Users.	SPSS Inc.,Chicago III	4 th Edition 2007

SEMESTER III & IV – PART III- SKILL BASED SUBJECT- PAPER II- DATA ANALYSIS USING SPSS – (BA19SBP1)

Credits: 3

Hours: 43

1. Data Entry - Data view and Variable view- creating and editing a data file- output file
2. Perform percentage analysis and Descriptive Statistics for given data using SPSS.
3. Perform One Sample test- Independent Sample test- Paired Sample test- One way ANOVA
4. Calculate correlation using Pearson Correlation for given data using SPSS and interpret the result.
5. Calculate regression using Multiple linear Regression Analysis for given data using SPSS and interpret the result.
6. Perform chi-square test for given data using SPSS.
7. Perform Friedman Rank Analysis Mann Whitney U Test for given data using SPSS
8. Perform Multiple response analysis and Garret Ranking for given data using SPSS.
9. Perform reliability test for given data in SPSS.

Books for Study:

1. Clifford E.Lunneborg (2000). Data analysis by resampling: concepts and applications. Dusbury Thomson learning. Australia.
2. Everitt, B.S and Dunn, G (2001). Applied multivariate data analysis. Arnold London.

SEMESTER IV

COURSE NUMBER BA19C07	COURSE NAME - RETAIL,CPG AND MARKET RESEARCH	Category	L	T	P	Credits
		Theory	86	4	-	4

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand the basic concepts of Retailing and retail research	K1
CO2.	Understand the concepts of Consumer Research.	K1
CO3.	Describe the meaning of Market Research and its scope in all types of goods especially in CPG industry	K2
CO4.	Contrast the changing role and functions of retailer in the context of different retail formats at national and global level.	K2
CO5.	Interpreting retail research report in the context of Media and consumer panel research report.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	Strong	Medium	Medium	Medium	Medium
CO2.	Medium	Strong	Medium	Medium	Medium
CO3.	Strong	Medium	Medium	Medium	Medium
CO4.	Medium	Strong	Medium	Medium	Medium
CO5.	Medium	Medium	Medium	Strong	Medium

S- Strong; M-Medium; L-Low

UNIT-I (18 Hours)

Market Research: Market Research- Meaning- Types- Need for Market Research-Difference between Market research and Marketing Research- Market research concept- Custom Study - Syndicated study - Quantitative Research methodology - Qualitative Research- Methodology

UNIT-II (17 Hours)

Retail & Retailing: Retail- Meaning- Functions- Significance - future of Retailing-Retail Formats - Strategy behind different formats of Retail - Function of a Retailer - Retail Function Flow- Drivers of Retail Change in India- Challenges in Retail Developments in India- Environment and Legislation for Retailing - Global Retailers.

UNIT-III (17 Hours)

Retail research: Retail Research –Benefits- Retail Data- Characteristics of Retail Data-Types- Retail Data Validation- Retail Reports- Product Coding- Product Reference- Product Features- Features Coding-Items Coding- store reference-price range.

UNIT-IV (17 Hours)

Consumer Research: Consumer Research – Importance – Consumer Marketing research-key consumer research methodology- Consumer Research Cycle

CPG Classification of Goods: Consumer goods, Industrial goods - Concept of Consumer-Packaged Goods (CPG) – CPG Industry – Global CPG Manufacturers - CPG and MR Offerings - Consumer Behavior and CPG - Influencers of CPG.

UNIT-V (17 Hours)

Media & Panel Research: Media Research – Importance –Types – Media Data- Characteristics – Media Data Validation – Media Research Report- Retail Audit –Importance -Panel Data - Consumer Panels –Importance - Types of Consumer Panel- Panel Research Report.

Text Book

TCS Material

Reference Books

Sl.No.	Author	Book name	Publisher	Year of Publication
1	Nargundkar.R,	Marketing Research Text and Cases, 3 rd Edition	Tata McGraw Hill	2017

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

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:

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

REFERENCE BOOKS:

Sl.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

WEB 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

COURSE NUMBER BA19C08	COURSE NAME - BANKING FOR BUSINESS PROCESS SERVICES	Category	L	T	P	Credits
		Theory	101	4	-	5

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Describe the different forms of credit and different modes of securing advances.	K1
CO2.	Outline the basics of mortgage industry concepts, products and offering in current practice	K1
CO3.	Identify the various banking processes.	K2
CO4.	Recognise the various cash management products, payments and clearing system.	K2
CO5.	Demonstrate broad and coherent knowledge of trade finance.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	Strong	Strong	Medium	Strong	Medium
CO2.	Strong	Strong	Medium	Strong	Medium
CO3.	Strong	Strong	Medium	Medium	Medium
CO4.	Strong	Strong	Medium	Medium	Strong
CO5.	Strong	Strong	Medium	Medium	Strong

S- Strong; M-Medium; L-Low

Unit I (20 Hrs)

Overview of Banking - Legal aspects of Banking - Risks and Control - Customer service - Customer complaints & Dispute Handling - Pricing Methodologies - Anti-Money Laundering - Know your Customer - Information Security.

Unit II (20 Hrs)

Account Origination - customer types - account types - Account servicing: Record maintenance- account closures- signature maintenance- check issuance and payment- Passbook- debit card - internet Banking - Mobile Banking-customer correspondence - ATM Management and services - challenges - White Label ATM- Payment system - Payment instruments - messaging and settlement - Retail wealth management- Investment objectives - Investment Avenues : - Equities - Bonds - Structured notes.

Unit III (21Hrs)

Cards - Overview of cards- Types - entities involved-overview on association- Card Transactions - Transaction cycle - STIP authorizations - Settlement: Settlement cycle - statement generation- Payment processing - Card operations - Card life cycle- Cards: Charge back & Dispute resolution - charge back lifestyle - Customer Service - roles and responsibilities - Fraud Management - Different methods of frauds - fraud prevention, detection and Investigation - Card collections, delinquency and recovery.

Payments overview and definition- brief overview on major kinds of payment system-clearing settlement cycle- various types of fund transfers – messaging- know your customer- corporate account- post account opening below is the product range services- Nostro account-Vostro account- risks and liquidity issues.

Unit IV (20Hrs).

Mortgages-Purpose of mortgage loan-US mortgage-brief history-Federal regulation on borrower's right-Mortgage products-Mortgage schemes or programmes-Major parties in the mortgage industry-Mortgage loan cycle-Mortgage insurance-Mortgage frauds-Recent developments in mortgage industry.

Unit V (20 hrs)

Introduction to trade-Various trade payment method-Role of bank in international trade-Documents in international trade-Guarantee /SBLC – types of guarantee-issuance, amendment, claim/settlement & cancellation- Reimbursement-authorization, claim/ payment, irrevocable undertaking-Basics and outline of UCP 600, ISBP, URC 522, URR 725, URDG and ISP98- Value added services-after service-customer service (voice/non-voice), trade compliance, trade advisory, customer owner – Importance of trade finance professionals in banking services- Overview on specialized training course for CDCS certification.

Text Book

TCS Material

Reference Links

Units	Topic	Web link
I	Banking Products and Services, Digital Bank, Fundamentals of Banking	https://swayam.gov.in/explorer?searchText=BANKING
V	Liquidity & Solvency Risk, Operational Risk, Foreign Exchange Risk, Payment Structure	https://www.edx.org/professional-certificate/iimbx-risk-management-in-banking-and-financial-markets

COURSE NUMBER BA19A04	COURSE NAME - CAMPUS TO CORPORATE TRANSITION	Category	L	T	P	Credits
		Theory	86	4	-	5

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Outline the importance and Domains in BPS.	K1
CO2.	Assess their personality and to upgrade their presentation skills.	K2
CO3.	Develop their inter personal communication skills through effective use of English and business correspondence.	K2
CO4.	Understand the importance and necessity of report writing.	K3
CO5.	Develop etiquette among students as it will help them in grooming themselves at the workplace in the organization.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1.	Strong	Medium	Medium	Medium	Medium
CO2.	Medium	Medium	Strong	Medium	Medium
CO3.	Medium	Medium	Medium	Strong	Medium
CO4.	Strong	Medium	Medium	Medium	Strong
CO5.	Strong	Medium	Strong	Medium	Medium

S- Strong; M-Medium; L-Low

UNIT – I (17 Hours)

Overview of corporate-Origin of corporate- campus and corporate -distinction-overview of BPS industry in India and world- Benefits of BPS-BPS Domains.

UNIT – II (18 Hours)

Corporate etiquette-Dressing and grooming skills-Workplace etiquette-Business etiquette- Email etiquette-Telephone and meeting etiquette-Presentation skills. Professional competencies: analytical thinking-listening skills-time management-team skills-stress management-Assertiveness-Ownership-Attention to detail.

UNIT – III (17 Hours)

Elementary Level English Communication-Grammar-Parts of speech-Noun-Pronoun-Adjectives-Verbs-Adverbs-Preposition-Conjunction-Interjection-Articles-Tenses-Punctuation-Sentence construction-Types of sentence-Pronunciation-Vowels and Consonants-Sounds of English Language-Diphthongs-Pronunciation of Vowel sounds-Syllables.

UNIT – IV (17 Hours).

Intermediate Level English Communication – Comprehension-Reading Comprehension-Listening Comprehension-Importance of Listening Comprehension-Listening to speakers effectively-Improving Vocabulary-Antonym-Synonyms-Homophones-Common Errors-Idiom-Improving writing skill-Good writing Skill-Report-Structure of a Report.

UNIT – V (17 Hours)

Advanced Level English Communication-Recitation of Short Stories-Elements of Recitation of Short Story-Interview Skills-Stages of Interview-Skill-Practice on communication skills-Answering strategies-Resume Writing-Group Discussion-Critical success factors of Group Discussion- Social Conversion skills-Presentation-Difference between Conversations and Presentation-Critical success factors of Presentation-Act Play.

Text Book

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Rajendra Pal &Korlahalli	Essentials of Business Communication	Sultan Chand & Sons	2017
3.	TCS MATERIAL-CAMPUS TO CORPORATE			

Course Number	Course Name	Category	L	T	P	Credit
IB19A02	CORPORATE GOVERNANCE	Theory	86	4	-	5

Preamble

1. Recognize the theory and practice of Corporate Governance
2. Identify the role of Board of directors and other stakeholders
3. Analyze the issues and problems of Corporate Governance in emerging economies
4. Appreciate ethical practices in business/ profession

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To acquire knowledge of ethics, trends in good governance practices and sustainability.	K1
CO2.	To understand Corporate governance in emerging economies and models .	K2
CO3.	To build Rights, privileges, shareholder & investors protection and its relationship with corporate governance.	K2
CO4.	To develop Institutional framework for corporate governance.	K3
CO5.	To apply Ethical and legal principles of Corporate governance in organization.	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

UNIT – I

(17 Hours)

Introduction to Corporate Governance – People orientation of Public Governance – Different systems in Public Governance – Structure of Corporate Governance – History – Indian Context – Concept of Corporate Governance and Stake Holder .

UNIT – II

(18 Hours)

Corporate Governance Mechanism and Principles- 4 P's of Corporate Governance – Wealth creation, Management and Distribution – Rights and Equitable Treatment of shareholders – Role and Responsibilities of Board – Disclosure and Transparency - OECD Principles .

UNIT – III

(18Hours)

Corporate Capital and Property Rights – Mechanism and Control - Decision System – Performance Monitoring System – Remuneration System – Bankruptcy System.

UNIT – IV

(17 Hours)

Ownership Structure – Ownership Concentration and Composition – Ambiguous Relationship – Kinds of Ownership Structures – Corporate Social Responsibility .

UNIT – V**(16 Hours)**

Codes and Guidelines – Rules Vs Regulations – International Corporate Governance –Germany, United Kingdom, USA.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Swami Dr.Parthasarathy	Corporate Governance Principles, Mechanisms	Biztantra Publication	2009

Reference Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jayati Sarkar and Subrata Sarkar	Corporate Governance in India	Sage Publishing	2012
2.	Vasudha Joshi	Corporate Governance: The Indian Scenario	Foundation Books	2004
3.	Fernando A C	Corporate Governance: Principles, Policies and Practices	Pearson Education	2012