



PSGR KRISHNAMMAL COLLEGE FOR WOMEN

College of Excellence

(An Autonomous Institution, Affiliated to Bharathiar University)
(Reaccredited with 'A' Grade by NAAC, An ISO 9001:2015 Certified Institution)

Peelamedu, Coimbatore-641004



DEPARTMENT OF BUSINESS ADMINISTRATION

(RETAIL MANAGEMENT)

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION SYLLABUS

DEPARTMENT OF BUSINESS ADMINISTRATION

(RETAIL MANAGEMENT)

2018 - 2021



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PROGRAMME OUTCOME - UG

- PO1:** Develop ethical thinking, functional and general management skills, exhibit understanding of broad business concepts and principles.
- PO2:** Evaluate different business problems using analytical, creative and integrative abilities with a global mindset.
- PO3:** Equip students to build and demonstrate leadership, team work and social skills.
- PO4:** Communicate effectively in different contexts and understand geopolitical environment of business organisations, analyse financial performance of an organization applying various tools that aid in decision making.

PROGRAMME SPECIFIC OUTCOME

At the end of the programme the student will

- PSO1:** Classify the retailers based on categories- traditional, merchandise offered ownership, operations and non store retailing.
- PSO2:** Evaluate the factors contributing to the growth of Indian retail industry and how it has an impact on the GDP of Indian economy.
- PSO3:** Design their own strategies for satisfying the retail customers.
- PSO4:** Analyze the cases on retail life cycle and strategies taken by the retail players at different stages during introduction, growth, maturity and decline stages.
- PSO5:** Design the retail business plan by doing SWOT analysis.
- PSO6:** Design the retail marketing mix and make decisions on product merchandise, price, supply chain, and promotional mix with respect to their retail business.
- PSO7 :**Evaluate the impact of information technology on retail business concerns.



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DEPARTMENT OF BUSINESS ADMINISTRATION

(RETAIL MANAGEMENT)

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION SYLLABUS & SCHEME OF EXAMINATION

2018 - 2021

| Semester | Part | Subject Code | Title of the Paper | Instruction persem | Tutorial (Hrs) | Practical | Instruction perweek | Total (Hrs) | Duration of theexam(Hrs) | Exam Marks | | | Credits |
|----------|------|--------------------------------------|------------------------------------------------------------------------------------------|--------------------|----------------|-----------|---------------------|-------------|--------------------------|------------|---------|------------|---------|
| | | | | | | | | | | CIA | ESE | Total | |
| I | I | TAM1701/ HIN1701/ FRE1701 | Tamil Paper I / Hindi Paper I / French Paper I | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 3 |
| I | II | ENG1701/ ENG17F1 | English Paper I / Functional English Paper I | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 3 |
| I | III | APB1701 | Core -1: Principles and practice of Management | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 4 |
| I | III | AOB1702 | Core-2: OrganisationalBehaviour | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 4 |
| II | III | TH16A02 A/ TH16A02B | Allied 1: Mathematics for Management- Level II /Level I | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 5 |
| I | IV | NME12WS/ AS/GS/ NME16A1/ B1 | Women Studies/ Ambedkar Studies/ Gandhian Studies Advance Tamil/ Basic Tamil | 26 28 | 4 2 | - - | 2 2 | 30 30 | 2 2 | 100 50 | - 50 | 100 100 | 2 |

| | | | | | | | | | | | | | |
|-----|-----|---------------------------------|--------------------------------------------------------------------------------------------------------------|---------------|---|---|---------------|-----|-----------------|-----|----|-----|-------|
| II | I | TAM1702/ HIN1702/ FRE1702 | Tamil Paper II / Hindi Paper II / French Paper II | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 3 |
| II | II | ENG1702 ENG17F2 | English Paper II/ Functional English Paper II | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 3 |
| II | III | RM17C03 | Core – 3: Principles of Retailing | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 4 |
| II | III | ABC1703 | Core -4 :Business Communication | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 4 |
| II | III | TH16A24A / TH16A24B | Allied - 2 Mathematics for Management - Level II /Level I | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 5 |
| II | VI | | PDP | - | - | - | - | - | - | - | - | 100 | 2 |
| II | IV | NME16B2/ NME16A2/ IV | *Basic Tamil/ Advanced Tamil **Open Course: (Self study- Online Course) | - | - | - | 2 | - | - | - | - | - | - |
| II | VI | NM12GAW | General Awareness | - | - | - | Self study | - | Onlin e test | 100 | - | 100 | Grade |
| III | III | AFA1604 | Financial Accounting | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 4 |
| III | III | RM16C04 | Retail Operations | 101 | 4 | - | 7 | 105 | 3 | 40 | 60 | 100 | 5 |
| III | III | AMM1606 | Marketing Management | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 4 |
| III | III | IB16A01 / RM16A01/ | Allied-1 Management of Innovation / Tourism Management | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 5 |
| III | IV | SB14FA01 | Skill Based Subject– Finance and Accounting for Business Process Services – Paper I (Theory)/Optional/ | 41 | 4 | - | 3 | 45 | 2 | 25 | 75 | 100 | 3 |
| III | IV | SB18BA01 | Business Analytics Paper I(Theory)*** | 29 | 1 | - | 2 | 30 | 2 | - | - | - | |
| III | IV | SB18BAP1 | Basics in R-Programming (Practicals)*** | 15 | - | - | 1 | 15 | 2 | - | - | - | |
| III | III | NM14EVS | Foundation Course: Environmental Studies | Self Study | - | - | - | - | - | - | - | - | - |
| IV | III | AHR1607 | Human Resource Management | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 4 |
| IV | III | AFM1608 | Financial Management | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 4 |
| IV | III | RM16C10 | Principles of Economics | 101 | 4 | - | 7 | 105 | 3 | 40 | 60 | 100 | 5 |
| IV | III | IB16A02/ RM16A02 | Allied-4 Corporate Governance /Banking and Insurance Management | 86 | 4 | - | 6 | 90 | 3 | 40 | 60 | 100 | 5 |
| IV | IV | SB14FA02 | Finance and Accounting for Business Process Services – Paper II (Theory)/Optional/ | 41 | 4 | - | 3 | 45 | 2 | 25 | 75 | 100 | 3 |
| IV | IV | SB18BA01 | Business Analytics Paper I(Theory)*** | 29 | 1 | - | 2 | 30 | 2 | 25 | 75 | 100 | 4 |

| | | | | | | | | | | | | | |
|----|-----|-------------------|-------------------------------------------------------------------------------|----|---|---|---|----|---|----|----|-----|-------|
| IV | IV | SB18BAP1 | Basics in R-Programming (Practicals)*** | 13 | 2 | - | 1 | 15 | 2 | 40 | 60 | 100 | 2 |
| IV | IV | | NCC/NSS/YRC | - | - | - | - | - | - | - | - | - | 1 |
| V | III | RM18C11 | Merchandise Management | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 4 |
| V | III | RM18C12 | Services Marketing | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 4 |
| V | III | RM18C13 | Customer Relationship Management | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 5 |
| V | III | ARM1811 / RM18E05 | Research Methods for Management / Sales Management | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 5 |
| V | III | RM18E02/ RM18E06 | Business Ethics / Brand Management | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 4 |
| V | IV | SB18FAP1 | Skill Based Subject – Computational Finance – Paper- I (Practical)/Optional/ | 41 | 4 | - | 3 | 45 | 2 | 25 | 75 | 100 | 3 |
| V | IV | SB18BA02 | Business Analytics Paper II(Theory)*** | 29 | 1 | - | 1 | 30 | 2 | - | - | - | |
| V | IV | SB18BAP2 | Business Analytics-II (Practicals) Advances in R-Programming (Practicals)*** | 15 | - | - | 1 | 15 | 2 | - | - | - | |
| V | III | IB18AC2 | Event Management** | - | - | - | - | - | 3 | 25 | 75 | 100 | 5 |
| V | | | Personality Development | - | - | - | - | - | - | - | - | 100 | - |
| V | | | Field Work | | | | | | | | | 100 | 2 |
| V | III | | Comprehensive Examination | | | | | | | | | 100 | Grade |
| VI | III | UED1801 | Entrepreneurial Development | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 4 |
| VI | III | RM18C14 | Mercantile Law | 86 | 4 | - | 5 | 90 | 3 | 40 | 60 | 100 | 4 |
| VI | III | SCM18E03/ RM18E07 | Supply Chain Management/ Merchant Banking | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 4 |
| VI | III | ASP1813/ RM18E08 | Advertising and Sales Promotion / Rural Marketing | 71 | 4 | - | 5 | 75 | 3 | 40 | 60 | 100 | 4 |
| VI | III | RM18PROJ | Project Work and Viva Voce | 6 | - | - | - | - | - | - | - | - | 5 |
| VI | IV | SB18FAP2 | Skill Based Subject – Computational Finance – Paper- II (Practical)/Optional/ | 41 | 4 | - | 3 | 45 | 2 | 25 | 75 | 100 | 3 |
| VI | IV | SB18BA02 | Business Analytics Paper II(Theory)*** | 29 | 1 | - | 2 | 30 | 2 | 25 | 75 | 100 | 4 |
| VI | IV | SB18BAP2 | Business Analytics –II (Practicals) Advances in R-Programming (Practicals)*** | 13 | 2 | - | 1 | 15 | 2 | 40 | 60 | 100 | 2 |
| VI | III | IB18AC3 | E- Business Management** | - | - | - | - | - | 3 | 25 | 75 | 100 | 5 |
| VI | III | RM18AC4 | Total quality management ** | - | - | - | - | - | 3 | 25 | 75 | 100 | 5 |

* Outside regular class hours.

**Self Study Courses

CIA Continuous internal Assessment
ESE End Semester Examination

*** SBS Finance and Accounting for BPS-I will be studied in Semester III and Finance and Accounting for BPS-II will be studied in Semester IV. Business Analytics – I(Theory) and Basic in R-Programming (Practical) will be optional to Finance and Accounting for BPS-I and II and will be studied in Semester III and IV. Evaluation for Finance and Accounting for BPS I and II will be during Semesters III and IV respectively. Evaluation for Business Analytics – I and Basic in R-Programming will be during the Semester IV.

*** SBS Computational Finance Practical -I will be studied in Semester V and Computational Finance Practical II will be studied in Semester VI. Business Analytics – II (Theory) and Advances in R-Programming (Practical) will be optional to Computational Finance Practical-I and II and will be studied in Semester V and VI. Evaluation for Computational Finance Practical- I and II will be during Semesters V and VI respectively. Evaluation for Business Analytics – II and Advances in R-Programming will be during the Semester VI.

QUESTION PAPER PATTERN

CORE & ALLIED PAPERS

Continuous Internal Assessment: 50 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: 100 Marks

| SECTION | WORD LIMIT | MARKS | TOTAL |
|-------------------------------------------|----------------------|-------|-------|
| -12/15 X 2 Marks (Open Choice) | One or two sentences | 24 | 100 |
| B – 6/8 X 6 Marks (Open Choice) | 300 words | 36 | |
| C – 4/6 X 10 Marks (Open Choice) | 600 – 800 words | 40 | |

SKILL BASED SUBJECT

Continuous Internal Assessment: 25 Marks

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

End Semester Examination: 50 Marks

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

ADVANCED LEARNERS COURSE (ALC)

Continuous Internal Assessment: 25 Marks

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

End Semester Examination: 75 Marks

| SECTION | | MARKS | TOTAL |
|---------|-----------------|-------|-------|
| A | 5 / 8 X 5 Marks | 25 | 75 |
| B | 5/8 X 10 Marks | 50 | |

V VALUE EDUCATION AND HUMAN RIGHTS / WOMEN STUDIES / AMBEDKAR

S 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.

INFORMATION SECURITY

Continuous Internal Assessment: 40 Marks

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

FIELD TRAINING

The students have the option to carry out their field training work at any organizations such as Government / private organizations of different domains (Manufacturing, Textiles, Retails, Insurance & Banking, etc.,) and R&D institutes. Students will start the training work after getting approval from the respective faculty guide and HoD. The students will undergo training for a period of two weeks (15days) at the end of semester IV during vacation. The students must maintain a work diary and prepare report of the training undergone and submit the report. The field training will be assessed based on the components attendance, work diary, report and viva-voce with internal examiners at the beginning of the semester V.

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

PROJECT

Individual Project and Viva Voce

Each student will be allotted with a faculty for project guidance. The topic/area of the project work and the organization will be finalized at the end of V semester and approved by the respective guide and HoD. The work will be carried out in the computer science lab as well as in the organization. Internal review will be conducted periodically to assess the progress of the project work. After completion of the work, a detailed project report will be prepared and submitted at the end of the semester VI. External examiner appointed by the Controller of Examination) will conduct the viva voce examination along with respective guide.

Area of Work

Mobile app development, website development, IoT, Dataset preparation, Biological sequence analysis etc.,

Methodology

- Each project should contain the following details
- Brief introduction on the topic
- System Analysis
- System Design
- Testing and Implementation
- Conclusion
- Scope for Future Enhancement
- Bibliography

The above contents should not exceed 50 pages

Internal Assessment: 20 Marks

| Review | Mode of Evaluation | Marks | Total |
|---------------|----------------------------------------------------------------------------------------|--------------|--------------|
| I | Synopsis, Organization profile, System Specification, Existing system, Proposed system | 5 | 20 |
| II | DFD,ERD, Table Design | 10 | |
| III | Input forms, Output forms and Preparation of rough draft | 5 | |

External Assessment: 80 Marks

| Mode of Evaluation | Marks | Total |
|---------------------------|--------------|--------------|
| Project Report | | |
| Relevance of the topic | 10 | 60 |
| Technology | 10 | |
| Designing and development | 20 | |
| Report | 20 | |
| Viva Voce | | |
| Presentation | 10 | 20 |
| Performance | 10 | |

W EIGHTAGE 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 | 5 | 5 | 15 | - | - | - | - | - | - | 25 |
| ALC | | 10 | 15 | - | - | - | - | - | - | 25 |
| Information Security | 40 | 40 | | 10 | | 10 | | | | 100 |

Practical

| | Model Exam | Lab Performance | Regularity in Record Submission | Attendance | Maximum Marks |
|---------------------|------------|-----------------|---------------------------------|------------|---------------|
| Core / Allied / SBS | 12 | 20 | 5 | 3 | 40 |

R UBRICS

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 |
| Organization: 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 amounts 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 |
|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| 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. |

MAPPING OF POs WITH COs

| COURSE | PROGRAMME OUTCOMES | | | |
|---------------------------|--------------------|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 |
| COURSE 1 - APB1701 | | | | |
| CO1. | M | H | M | M |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | M | M |
| CO5. | H | H | H | H |
| COURSE 2 - AOB1702 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | M |
| CO4. | M | H | H | M |
| CO5. | M | H | H | M |
| COURSE 3 - RM17C03 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |
| COURSE 4 -ABC1703 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | M |
| CO3. | H | H | H | M |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |
| COURSE 5 -AFA1604 | | | | |
| CO1 | H | H | M | H |
| CO2 | H | H | M | H |
| CO3 | H | H | H | M |
| CO4 | H | H | H | H |

| | | | | |
|----------------------------|---|---|---|---|
| CO5 | H | H | H | H |
| COURSE 6 - RM16C04 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |
| COURSE 7 - AMM1606 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | M |
| CO4. | M | H | H | M |
| CO5. | M | H | H | M |
| COURSE 8 - RM16A01 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | M | H | H |
| CO4. | H | M | H | M |
| CO5. | H | H | H | H |
| COURSE 9 - AHR1607 | | | | |
| CO1. | M | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | M |
| CO4. | M | H | H | M |
| CO5. | M | H | H | M |
| COURSE 10 - AFM1608 | | | | |
| CO1. | H | H | M | H |
| CO2. | H | H | M | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |
| COURSE 11 - RM16C10 | | | | |

| | | | | |
|----------------------------|---|---|---|---|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |
| COURSE 12 - RM16A02 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |
| COURSE 13 - RM16C11 | | | | |
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | H | H |
| CO4 | H | H | H | H |
| CO5 | H | H | H | H |
| COURSE 14 - RM16C12 | | | | |
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | H | H |
| CO4 | H | H | H | H |
| CO5 | H | H | H | H |
| COURSE 15 - RM16C13 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |

| | | | | |
|----------------------------|---|---|---|---|
| | | | | |
| CO5. | H | H | H | H |
| COURSE 16 - ARM1611 | | | | |
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | M | H |
| CO4 | H | H | M | M |
| CO5 | H | H | H | H |
| COURSE 17 - RM16E05 | | | | |
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | H | H |
| CO4 | H | H | H | H |
| CO5 | H | H | H | H |
| COURSE 18 -RM16E02 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |
| COURSE 19 - RM16E06 | | | | |
| CO6. | H | H | H | H |
| CO7. | H | H | H | H |
| CO8. | H | H | H | M |
| CO9. | M | H | H | M |
| CO10. | M | H | H | M |
| COURSE 20 17B16AC1 | | | | |

| | | | | |
|-----------------------------|---|---|---|---|
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | H | H |
| CO4 | H | H | H | H |
| CO5 | H | H | H | H |
| COURSE 21 - IB16AC2 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |
| COURSE 22 - UED1601 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| COURSE 23 - RM16C14 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |
| COURSE 24 - SCM16E03 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | M | H |
| CO5. | H | H | H | H |
| COURSE 25 - ASP1613 | | | | |
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |

| | | | | |
|---------------------------|---|---|---|---|
| | | | | |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |
| COURSE 26- RM16E08 | | | | |
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | H | M |
| CO4 | M | H | H | M |
| CO5 | M | H | H | M |

H- High; M-Medium; L-Low

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|----------------------------------------------|-----------------|----------|----------|----------|---------------|
| APB1701 | PRINCIPLES AND PRACTICE OF MANAGEMENT | Core | 71 | 4 | - | 4 |

Preamble

- To develop ability to critically analyse and evaluate a variety of management practices in the contemporary context;
- To understand and apply a variety of management and organisational theories in practice;
- To be able to mirror existing practices or to generate their own innovative management competencies, required for today's complex and global workplace;
- To be able to critically reflect on ethical theories and social responsibility ideologies to create sustainable organisations.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO1. | Understand various management concepts and the functions at various levels in the organizational. | K1 |
| CO2. | Identify and understand the various types of plans and their process and limitations. | K2 |
| CO3. | Interpret why a good organisational structure and coordination is needed for effective organizations | K2 |
| CO4. | Understand the various types of decision and how to apply scientific decision making process | K3 |
| CO5. | Estimate various types of performance evaluation and apply how budgetary controls promote efficient and optimal utilization of Resources | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | M | H | M | M |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | M | M |
| CO5. | H | H | H | H |

H- High; M-Medium; L-Low

PRINCIPLES AND PRACTICE OF MANAGEMENT - APB1701 (71 Hrs)

Syllabus

UNIT – I (15 Hours)

Management: Meaning & Definition – Scope -- Features - Level and Role of Management – Process of Managing — Management as an art or a science or a profession – Management Thought: Scientific & Modern Management thoughts only – Functions of Management.

UNIT – II (15 Hours)

Planning: Meaning and Definition – Nature and Characteristics of Planning – Importance – Types of Plans – Planning process – Limitations of Planning Decision Making: Definition, meaning and features of decision making- Types of decision making – Decision making process.

UNIT – III (15 Hours)

Organising: Meaning and Definition – Principles of Organizing – Formal and Informal Organisation – Importance of Organization - Delegation and Authority – Forms of organisation (organisation structure) – Organisation Charts.

UNIT – IV (14 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.

UNIT – V (12 Hours)

Co-ordination: Meaning and Definition – Features and Benefits of co-ordination – Essential for effective co-ordination.

Case study Analysis- Simple cases from all units.

Text Books :

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|---------------------------------------|--------------------------|--------------------|----------------------------|
| 1. | A.Kumudha | Principles of Management | Kalyani Publishers | 2012 |
| 2. | Charles W.L.Hill and Steven L Mcshare | Principles of Management | Tata McGraw Hill | 2011 |

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. | 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 Mcshare | Principles of Management | Tata McGraw Hill | 2011 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Dr.A.Kumudha&Dr.S.Poornima

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|---------------------------------|-----------------|----------|----------|----------|---------------|
| AOB1702 | ORGANISATIONAL BEHAVIOUR | Core | 71 | 4 | - | 4 |

Preamble

- To provide an introduction to behavioural approach in management.
- To familiarize the students with the behavioural patterns of human beings at individual and group levels in the context of an organization
- To introduce students with the history of the behavioural movement in management.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO1. | Identify the determinants of personality and relate the importance of attitudes to understand behavior. | K1 |
| CO2. | Recognize how workplace perceptions, attitudes, and behaviors impact organizational performance | K1 |
| CO3. | Describe the concepts, theories and models of organisational behaviour. | K2 |
| CO4. | Associate the behaviour of individuals and groups in organisations and identify the problems associated with organizing and managing teams | K2 |
| CO5. | Demonstrate the ability to use theories in the practice of leadership | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | M |
| CO4. | M | H | H | M |
| CO5. | M | H | H | M |

H- High; M-Medium; L-Low

ORGANISATIONAL BEHAVIOUR - AOB1702 (71 Hrs)

Syllabus

UNIT – 1 (15 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.

UNIT – II (15 Hours)

Perception- process, importance, factors influencing perception, Managerial and Behavioural applications of Perception. Motivation-Concept, Theories (Maslow, Herzberg and McGregor).

UNIT – III (15 Hours)

Attitudes: characteristics, components, measurement of attitude, attitude surveys. Personality, meaning, self concept, self -esteem, major determinants of personality – personality tests.

UNIT – IV (15 Hours)

Group Dynamics- Definition, types of Groups, Stages of Group development, Team Building, Group processes and group decision Making, Transactional Analysis and Johari Window, Kinesics, Body Language.

UNIT – V (11 Hours)

Leadership- Leader Vs Manager, Leadership styles, Concepts and Theories, Transformational vs. Transactional Leadership.

Case study Analysis- simple cases from all units. (For Internal Evaluation Only)

Text Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|--------------------------|---------------------|----------------------------|
| 1. | L.M. Prasad | Organizational Behavior | Sultan Chand & Sons | 2014 |
| 2. | Fred Luthans | Organizational Behavior | Tata McGraw Hill | 2014 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|-----------------------------|--------------------------|-------------------------------------|----------------------------|
| 1. | K. Aswathappa | Organizational Behavior | Himalaya Publishing House Pvt. Ltd. | 2014 |
| 2. | Shashi K. Gupta & RosyJoshi | Organizational Behavior | Kalyani publishers | 2014 |
| 3. | N. Kumar &R.Mittal | OrganisationalBehaviour | Anmol | 2011 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Dr.K.Vidyakala & Ms.J.Deepa.

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|--------------------------------|-----------------|-----------|----------|----------|---------------|
| RM17C03 | PRINCIPLES OF RETAILING | Core | 71 | 4 | - | 4 |

Preamble

- To understand the impact of retailing industry on the business world, and on individuals.
- To understand the details of retailing and retail management and how that impacts and improves the rate of the success of a retail operation.
- To explore the techniques and strategies employed in retailing
- To impart how location decisions, vendor selections, pricing, and merchandising impact a retail operation

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|----------------------------------------------------------------------------------------------------------------|------------------------|
| CO1. | Identify the types of retail organizations and their basic retail operations. | K1 |
| CO2. | Identify and describe current domestic and international retail environment | K1 |
| CO3. | Describe the key factors which influence the development of retail industry. | K2 |
| CO4. | Discuss how to become a good retail planner and decision maker and help focus on change and adaption to change | K2 |
| 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. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |

H- High; M-Medium; L-Low

PRINCIPLES OF RETAILING - RM17C03 (71 Hrs)

Syllabus

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.

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. | SwapnaPradhan | Retailing Management- Text &cases | Tata McGraw-Hill Education Private Limited | 2013 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|-------------------------------------------|--------------------------------------------------------|----------------------------------|----------------------------|
| 1 | Gibson G Vedamani | Retail Management – Functional Principles and Practice | Jaico Publishing House, | 2013 |
| 2 | Michael Levy, Barton a Weitz, Ajay Pandit | Retail Management | The McGraw-Hill companies | 2010 |
| 3 | Barry Berman ,Joel R. Evans, Mini Mathur | Retail Management – a Strategic Approach | Dorling Kindersley (India) p ltd | 2011 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designer:

Mrs. G. Nagamuthu

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|-------------------------------|-----------------|-----------|----------|----------|---------------|
| ABC1703 | BUSINESS COMMUNICATION | Core | 71 | 4 | - | 4 |

Preamble

- To give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program.
- To create an awareness of the importance of written expression to modern business communication.

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 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 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | M |
| CO3. | H | H | H | M |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |

H- High; M-Medium; L-Low

BUSINESS COMMUNICATION - ABC1703 -(71 Hrs)

Syllabus

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 – Making Presentation – Use of Charts, Diagrams and Tables – 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- Corporate culture- Inter cultural communication– Communication devices – Use of internet and email- Business etiquette and email etiquette. Case study Analysis (For Internal Evaluation Only) - simple cases from all units.

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. | 2014 |
| 2. | Gupta C.B | Basic Business Communication | Sultan Chand & Sons. | 2014 |

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 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Dr.K.Nithyakala&Dr.K.Vidyakala

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|-----------------------------|-----------------|-----------|----------|----------|---------------|
| AFA1604 | FINANCIAL ACCOUNTING | Core | 86 | 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 | H | H | M | H |
| CO2 | H | H | M | H |
| CO3 | H | H | H | M |
| CO4 | H | H | H | H |
| CO5 | H | H | H | H |

H- High; M-Medium; L-Low

FINANCIAL ACCOUNTING - AFA1604 - (86 Hrs)

Syllabus

UNIT – I (17Hours)

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

UNIT – II (16 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 (19 Hours)

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

UNIT – IV (16 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 (18 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 BOOK:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|---------------------|--------------------------|--------------------|----------------------------|
| 1 | Mohan JunejaC | Financial Accounting | Kalyani Publishers | 2013 |
| 2 | S P Jain and Narang | Financial Accounting | Kalyani Publishers | 2005 Reprint 2016 |

REFERENCE BOOKS:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|----------------------|---------------------------|------------------------|----------------------------|
| 1 | Grewal T.S | Double entry book keeping | Sultan Chand & Company | 2000 |
| 2 | Gupta and Radhaswamy | Advanced Accountancy | Sultan Chand & Sons | 2002 |
| 3 | S.N. Maheswari | Financial Accounting | Sultan Chand & Sons. | 2000 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Dr.S.Poornima&Dr.K.Nithyakala

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|--------------------------|-----------------|------------|----------|----------|---------------|
| RM16C04 | RETAIL OPERATIONS | Core | 101 | 4 | - | 5 |

Preamble

1. To enable the students to understand the importance of store location for a retailer.
2. To enlighten the students about the different store operating processes and their significance in running retail operations smoothly.
3. To increase an awareness and understanding of key financial operations such as profit planning, asset management and budgeting.
4. To help the students to develop skill and knowledge in retail methods of accounting.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|--------------------------------------------------------------------------------------|------------------------|
| CO1. | Identify the types of retail locations and their merits. | K1 |
| CO2. | Identify and describe site evaluation criteria and store layout. | K1 |
| CO3. | Describe the scope of operations management in operational and financial dimensions. | K2 |
| CO4. | Discuss the concept of trading area and storekeeping. | K2 |
| CO5. | Apply the retail methods of inventory valuation. | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |

H- High; M-Medium; L-Low

RETAIL OPERATIONS - RM16C04 - (101 Hrs)

Syllabus

UNIT –I (21 Hours)

Store Location: Trading Area Analysis-Importance of location to a retailer- Size and shape of Trading Areas- Use of GIS in TA Analysis-Delineating TA of an Existing Store and New Store- Methods of Evaluating Retail Trade Area-Characteristics of the trading areas.

UNIT –II (21 Hours)

Site selection :Types of location – Location and Site Evaluation - Characteristics of the available site - Retail store layout - The circulation plan - Space mix and effective retail space management - Floor space management.

UNIT- III (21 Hours)

Operations Management : Operational Dimensions - Operations Blueprint-Store maintenance , Energy management and renovations - Inventory management - Store security – Insurance - Credit management- Computerisation – Outsourcing – Crisis Management-Evaluating a retail operation: Store Operating parameters – Using the Strategic resources model in retailing- Designing a performance programme.

UNIT –IV (19 Hours)

Operation Management- Financial Dimensions-: Profit Planning- Asset Management-Budgeting, Store keeping : Objectives, Functions, Importance of Storekeeping – Duties and Responsibilities of a storekeeper – Factors underlying successful storekeeping – Stores ledger – Bin card.

UNIT –V (19 Hours)

Retail Inventory : Inventory Planning - Return on inventory investments and stock turnover - Inventory Management - Physical and perpetual inventory systems - Retail method of inventory valuation , Retail Technology- e- Retailing, Retail Analytics, RetailDisruption.

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|-------------------------------|----------------------------------------|--------------------------------------------------|---------------------|
| 1. | Barry Berman and Joel R Evans | Retail Management, A strategicApproach | Prentice Hall of India, 12 th Edition | 2013 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|---------------------------------|-------------------------------------------------------|-------------------------------------------------|----------------------------|
| 1. | SwapnaPradhan | Retailing Management, Text and cases | Tata McGrawhill | 2009 |
| 2. | Gibson G Vedamani | Retail Management ,Functional Principles and Practice | Jaico Publishing House, 4 th Edition | 2012 |
| 3. | James R Ogden and Denise TOgden | Integrated Retail Management | Biztantra | 2015 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Mrs.N.V.Kavitha & Ms. V. Devipriya

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|----------------------------|-----------------|-----------|----------|----------|---------------|
| AMM1606 | MARKETING MANGEMENT | Core | 86 | 4 | - | 4 |

Preamble

1. To inculcate the importance and role of marketing mix in businessworld.
2. To develop marketing skills (communication skill,product).
3. To analyse the channel methods and its impact inorganization.
4. To apply marketing research for the development of marketingfunctions.
5. To develop customer relationships and value through branding, packaging,and demonstration.
6. To provide knowledge and demonstrate e-marketing forms and benefits inmarketing.

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 marketing and to understand the role of marketing in economic development | K1 |
| CO2. | Recognize how product mix have impact on buying behaviour. | K1 |
| CO3. | To apply marketing research for the development of marketing function. | K2 |
| CO4. | Analyze and perform the functions of channels in organisation. | K2 |
| CO5. | Demonstrate the critical thinking skills and analyze e-marketing in the Indian context. | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | M |
| CO4. | M | H | H | M |
| CO5. | M | H | H | M |

H- High; M-Medium; L-Low

MARKETING MANGEMENT - AMM1606 - (86 Hrs)

Syllabus

UNIT – 1 (17 Hours)

Introduction to Marketing: Meaning and Nature of Marketing - Market – Objectives and Characteristics- Marketing Functions- Factors influencing on Marketing functions- Marketing Management- Role of Marketing in Economic Development- Analyzing Consumer Markets- Consumer Behavior- Factors influencing Buyer Behavior.

UNIT – II (17 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 (17 Hours)

Branding and Packaging: Brand Identity- Brand Image-Brand Equity- Types of Brand- Objectives and Functions of Packaging- Purpose of Labeling.
Pricing: Pricing Objectives- Factors affecting Pricing Decisions- Pricing Methods.

UNIT – IV (17 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 (13 Hours)

e-marketing - meaning, definition and benefits ,traditional Vs e-marketing, forms of e-marketing, 7Cs of e-marketing, e-business, past, present and future. Ethics in marketing

- * 5 Hrs 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 | 2014 |
| 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 | Ramasamyand S.Namakumari | Marketing Management | Mc Million Ltd., | 2013 |
| 2. | S.H.H Kazmi | Marketing Management Text and cases | Excel books, First edition, New Delhi. | 2007 |
| 3 | Philip Kotler and Kevin Lane Keller | A Framework for Marketing Management | Third edition, Pearson Education, New Delhi. | 2015 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Dr.A.Kumudha&J.Deepa

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|---------------------------|-----------------|-----------|----------|----------|---------------|
| RM16A01 | TOURISM MANAGEMENT | ALLIED | 86 | 4 | - | 5 |

Preamble

1. To enable the student to understand the tourism concept and the role played by different types of tourists.
2. To help the students to apply relevant knowledge and skills on domestic and international tour.
3. To increase the awareness and understanding the importance of technology in tourism.
4. To help the students to develop the skill and knowledge in business tourism.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|-------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO1. | To impart fundamentals of tourism management. | K1 |
| CO2. | To understand the theoretical foundations of tourism and enabling them to learn the pattern, methods and services of tourism. | K2 |
| CO3. | To acquaint the students with the managerial functions of tourism. | K2 |
| CO4. | To compare various aspects relating to global tourism. | K2 |
| CO5. | To analyse the services provided by tourism in other sector. | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | M | H | H |
| CO4. | H | M | H | M |
| CO5. | H | H | H | H |

H- High; M-Medium; L-Low

TOURISM MANAGEMENT - RM16A01 - (86 Hrs)

Syllabus

UNIT – I (17Hours)

Introduction of Tourism: Definition and Meaning - Basic Components-Elements-Domestic Tourism – Measurement-Historical Developments - WTO.

UNIT – II (17 Hours)

Marketing Concepts and Strategies In Tourism: Definition of Marketing Concept-Marketing for Tourism-The Tourist Product- Special Features of Tourism Marketing-Marketing Functions-Marketing Research-Market Segmentation-Tourist Marketing Mix.

UNIT – III (18 Hours)

Marketing Communication: Advertising - Planning the Advertising- Advertising Agency- Public Relations in Tourism- Public Relation Techniques- Sales Support- Sales Support Techniques- Tourist Publicity- Travel Agency Operation- Scope of Work of Travel Agency- The Tour Operator.

UNIT – IV (17 Hours)

Business Tourism: Defining Business Travel - Geographical Factors for Distribution - Structure of the Market- Conference Bidding Process – ICCA – ICPB - Incentive Travel-Marketing Objectives.

UNIT – V (17 Hours)

Information Technology in Tourism: Modern Media Techniques – Networking – Internet and Tourism Industry – Computer Technology – Computers in Air Cargo, Airlines, Hotels and Railways – Computers Reservation Systems (CRS).

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|--------------------------------------------------|--------------------|----------------------------|
| 1. | Bhatia, A.K. | Tourism Development and Principles and Practices | Sterling Publisher | 2014 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|----------------------------------|-------------------------------------|---------------------|----------------------------|
| 1. | Vandhana Joshi and Archana Biwal | Tourism Operations Management | Oxford Publications | 2016 |
| 2. | A.K. Raina | Fundamentals of Tourism System | Kanishka Publishers | 2003 |
| 3. | Dr. Lathika Goswami | Perspectives of Tourism Development | S.S. Publishers | 2007 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

k. Sathiya Priya & V. Akalya

SEMESTER –III SKILL BASED SUBJECT
FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES–Paper I-
SUB CODE_ - SB14FA01

Credits:3

Hours-41

Objectives: To give an understanding of F&A standards, accounts payable and receivable financial processes and general ledger activities.

Unit –I (6hrs)

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

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

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

TEXT BOOKS: TCS MATERIALS

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|------------------------------------|-----------------|-----------|----------|----------|---------------|
| SB18BA01 | Business Analytics- Level I | | 86 | | | |

Preamble

- To achieve and establish vital understanding of big data application in business intelligence.
- To institute the concept of systematic transformation of process-oriented data into information of underlying business process.
- To exhibit knowledge of data analysis techniques and to apply principles of data sciences integrating enterprise reporting.

Course Outcomes

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

Programme Outcomes

| CO Number | CO Statement | Knowledge Level |
|------------------|---------------------------------------------------------------------|------------------------|
| CO1 | To identify the importance of data science in business process | K1 |
| CO2 | To discuss data integration and modelling techniques | K2 |
| CO3 | To examine business intelligence concepts for enterprise reporting. | K3 |

Mapping with Programme Outcome

| Cos/POs | PO1 | PO2 | PO3 | PO4 |
|----------------|------------|------------|------------|------------|
| CO1 | S | S | S | S |
| CO2 | S | M | S | S |
| CO3 | S | S | M | S |

S- Strong; M-Medium

Syllabus

Unit I (12 hrs)

Introduction to Business Analytics: Business Analytics- Business Analyst- Evolving role of Business Analyst-BA Roadmap: Different levels of Business Analysis-Basic rules of Business and Business Analysis

Unit II (12 hrs)

Data Modeling: Basics- Types-Techniques- Fact table- Dimension table- Typical dimensional Models- Dimensional modeling life cycle- Designing the dimensional model

Unit III (12 hrs)

An overview of R: Introduction to R expressions, variables and functions- Vectors: Grouping variables into vectors and then doing arithmetic and graphs with them

Unit IV (12 hrs)

Matrices: Creating and graphing two dimensional data sets

Unit V (10 hrs)

Calculating and plotting some basic statistics:
Mean, median and standard deviation- Factors: Creating and plotting categorized data

Program: (28 Hours) SB18BAP1

1. Check if a number is positive, negative or zero
2. Creating vector and matrices using R program.
3. Import and visualize data using scatter plots.
4. Create datasets using data frames and plot a graph
5. Create factors and plot a graph
6. Find addition, subtraction, multiplication and division of given data using R.
7. Write program to calculate multiplication matrix using R
8. Find mean, median and mode using R.
9. Find Standard deviation and variance using R.
10. Find factorial of a number using R.

Text Book:

| Sl.No. | Author | Book name | Publisher | Year of Publication |
|--------|----------------|--------------------|---------------|---------------------|
| 1. | Hadley Wickham | R for Data Science | O'Reily Media | 2018 |

Reference Book

| S.No. | Author | Book name | Publisher | Year of Publication |
|-------|-----------------------------|------------------------------------|-----------|-------------------------|
| 1 | RN Prasad, Seema Acharya | Fundamentals of Business Analytics | Wiley | Reprint Edition 2014 |
| 2 | Haydn Thomas - Demonoid | Business Analysis Fundamentals | Pearson | First Edition, 2014 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar.

Course Designers:

Dr.M.Theivanayaki

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|----------------------------------|-----------------|-----------|----------|----------|---------------|
| AHR1607 | HUMAN RESOURCE MANAGEMENT | Core | 86 | 4 | - | 4 |

Preamble

1. Provide the students with knowledge on concepts, theories, scope and development of Human Resource Management practice at national and global level.
2. To develop human relation skills (Writing a Job Description, Job Specification, 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 Import knowledge on e-HRM and its significance in business.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO1. | Analyze the process of Job analysis and its importance as a foundation of human resource management practice. | K1 |
| CO2. | Understand the importance of career planning and succession planning. | K1 |
| CO3. | Understand the practical knowledge on e-HRM, e-compensation, e-learning | K2 |
| CO4. | Expose knowledge on HRD intervention in Business | K2 |
| CO5. | Apply the policies and practice of the primary areas of human resource Management, including staffing, training and compensation. | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | M | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | M |
| CO4. | M | H | H | M |
| CO5. | M | H | H | M |

H- High; M-Medium; L-Low

HUMAN RESOURCE MANAGEMENT - AHR1607 - (86 Hrs)

Syllabus

UNIT – 1 (16Hours)

- (A) Meaning and Definition of HRM – Objectives and Nature of HRM – Functions and Importance of HRM – Role of HRM
- (B) Job Analysis: Process of Job Analysis – Job Description – Job Specification.

UNIT – II (17 Hours)

- (A) Recruitment: Definition and Objectives of Recruitment – Recruitment Policy – Sources of Recruitment and Methods of Recruitment. Selection: Definition and Purpose of Selection – Selection Procedure.
- (B) Training and development of Employees – Training Objectives – Need for Training – Training Methods – Advantages of Training – Performance Appraisal System: Components and Methods of Performance Appraisal.

UNIT – III (16 Hours)

Individual and Organizational Development: Definition, Objectives and Characteristics of OD and HRD Intervention. Job Satisfaction: Definition and Factors of Job Satisfaction. Job enrichment, Job Enlargement, and Job rotation

UNIT – IV (16 Hours)

Career Planning and Succession Planning- Objectives, Process and Career Counseling – Advantages and Limitations – Career Development stages Promotion, Transfer and Demotion

UNIT – V (16 Hours)

e-HRM, Nature of e-HRM, e-learning, e-compensation -Recent Techniques in HRM: HRM audit, Knowledge management, Talent management, cloud computing, ethics in HRM.

Case let -5Hrs (Internal evaluation only).

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|----------------------------------------------------------|---------------------------|----------------------------|
| 1. | SubbaRao. P, | Personnel and Human Resource Management (Text and cases) | Himalaya Publishing House | 2010 |
| 2 | C.B. Gupta | Human resource Management | Sultan Chand & sons. | 2015 |

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. | 2016 |
| 3 | Shashi K. Gupta | Human Resource Management | Kalyani publishers | 2014 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Dr.A.Kumudha&J.Deepa

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|-----------------------------|-----------------|-----------|----------|----------|---------------|
| AFM1608 | FINANCIAL MANAGEMENT | Core | 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 | K2 |
| CO5. | Demonstrate the critical thinking skills for interpretation of business information and application of financial theory in corporate investment decisions, with special emphasis on working capital management. | K3 |

Mapping with Programme Outcomes

| Cos | PO1 | PO2 | PO3 | PO4 | PO5 |
|------------|------------|------------|------------|------------|------------|
| CO1. | H | H | M | H | H |
| CO2. | H | H | M | H | H |
| CO3. | H | H | H | H | M |
| CO4. | H | H | H | H | H |
| CO5. | H | H | H | H | H |

H- High; M-Medium; L-Low

FINANCIAL MANAGEMENT - AFM1608 - (86 Hrs)

Syllabus

UNIT – I-Theory (17Hours)

Meaning of finance – Definition and scope of finance function – Objectives of financial management Time Value of money – Present value, Future Value, Lumpsum& Annuity – Functions – Sources of finance long term equity – Preference – Debt – Short term bank and non bank sources.

UNIT – II-Theory and simple problems (17 Hours)

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

UNIT – III-Theory (17 Hours)

Capital structure – Factors influencing capital structure – Approaches – MM – Optimal capital structure – Operating leverages and financial leverage.
Dividend decisions-Determinants-Dividend policies-forms.

UNIT – IV-Theory and simple Problems (18 Hours)

Capital Budgeting-Meaning-Factors affecting capital expenditure-Methods of appraisal-pay back-ARR-NPV-IRR-Profitability index.

UNIT – V-Theory (17 Hours)

Working capital management: Meaning – Concepts – Importance – Determinants of working capital – Cash management: Motives for holding cash – Objectives and strategies of cash management. Receivables management: Objectives – Cost of credit extension, Benefits – Credit policies – Credit terms – Collection policies.

***70% theory and 30% problems.**

Text Book:

| S. No. | Author | Book name | Publisher | Year of Publication |
|---------------|------------------------|----------------------|----------------------|----------------------------|
| 1. | Sharma RK and Gupta SP | Financial Management | Kalyani Publications | 2012 |

Reference Books:

| S. No. | Author | Book name | Publisher | Year of Publication |
|---------------|---------------|-------------------------------|-----------------------------|----------------------------|
| 1. | Khan and Jain | Financial Management Approach | Tata McGraw Hill Publishing | 2004 |
| 2. | I.M.Pandey | Financial Management | Vikas Publishing | 2009 |
| 3. | S.N.Maheswari | Management Accounting | Sultan Chand & Sons | 2008 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Dr. S. Poornima & Mrs. N. Nandhinidevi

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|--------------------------------|-----------------|------------|----------|----------|---------------|
| RM16C10 | PRINCIPLES OF ECONOMICS | Core | 101 | 4 | - | 5 |

Preamble

1. To familiarize the students with elementary concepts of Economics.
2. To acquaint the students with tools and techniques that are useful in their profession in Managerial Decision Making which will enhance their employability.
3. To gain understanding of some Macroeconomic concepts to improve their ability to understand the business climate.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|----------------------------------------------------------------------------------|------------------------|
| CO1. | Remember concepts of demand, supply, cost and revenue. | K1 |
| CO2. | Identify and describe the cost minimization techniques and relevant theories. | K1 |
| CO3. | Describe the scope of macroeconomic variables in influencing business decisions. | K2 |
| CO4. | Discuss the concept of factor distribution and its pricing. | K2 |
| CO5. | Apply the strategies of pricing product under different market types. | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |

H- High; M-Medium; L-Low

PRINCIPLES OF ECONOMICS - RM16C10 - (101 Hrs)

Syllabus

UNIT - I (21Hrs)

Meaning and Definition of Economics, Nature and Scope of Economics, Firm- Industry- Objectives of firm-Profit Maximization-Social responsibilities of firm- Demand- Meaning- Types-Law of demand- Elasticity of Demand- Measurement of Elasticity of Demand – Advertising Elasticity of Demand – Demand Forecasting : Types and Methods.

UNIT - II (20 Hrs)

Production- Factors of Production- Production function- Least cost combination- Laws of Returns- Law of Variable Proportions- Returns to scale- Economies of Scale- Law of Supply- Elasticity of Supply - Cost and Revenue- Concepts and curves.

UNIT - III (20 Hrs)

Market- Meaning- Types- Equilibrium of the firm- Industry- Pricing under perfect competitions- Monopoly- Price Discrimination- Pricing under Monopolistic Complementation- Pricing under Oligopoly – Pricing under Duopoly.

UNIT – IV (20 Hrs)

Distribution- Factor Pricing- Marginal Productivity theory- Wages- Demand and supply theory- Causes for wage difference- Trade Union and wages- Rent- Ricardian theory rent- Quasi – Rent- Modern theory of rent- Interest- Profit – Theories of Profit.

UNIT - V (20 Hrs)

National Incomes- Concepts- measurement – Problems- Uses- Inflation- Types- Causes and Control – Trade Cycle – Balance of Payments.

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|--------------------------|----------------------|----------------------------|
| 1. | Sankaran S | Principles of Economics | Marghan Publications | 2015 |

Reference books:

| Sl.No | Author(s) | Title of the Book | Publisher | Year of Publication |
|--------------|-----------------------------------------|--------------------------|---------------------|----------------------------|
| 1. | H.L Ahuja | Business Economics | Sultan Chand & Sons | 2014 |
| 2. | PL Mehta | Managerial Economics | Tata McGraw Hill | 2008 |
| 3. | Kaveri,SudhaNayak, Girija&Meenakashi | Business Economics | Sultan Chand & Sons | 2013 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Mrs.N.V.Kavitha& Mrs. P.Saranya

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|-------------------------------------------|-----------------|-----------|----------|----------|---------------|
| RM16A02 | BANKING & INSURANCE MANAGEMENT | Core | 86 | 4 | - | 5 |

Preamble

1. To give students a basic understanding of corporate banking and insurance markets.
2. To impart the principles and governance perspectives in the current banking and insurance environment.
3. To inculcate students with knowledge in life and non-life insurance including reinsurance management.
4. To analyze practical applications of insurance and risk management techniques in a dynamic business environment.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO1. | To obtain fundamentals of banking and insurance markets. | K1 |
| CO2. | To understand the structure and pattern of banking and insurance operations in India. | K2 |
| CO3. | To accustom the students with the knowledge on policy framework of various types and terms of insurance business. | K2 |
| CO4. | To acquaint the students with the structure and procedures of regulatory authorities in India. | K2 |
| CO5. | To analyse the risk associated in banking and insurance markets and enabling the students to apply risk management concepts in the business. | K3 |

Mapping with Programme Outcomes

| Cos | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |

H- High; M-Medium; L-Low

Syllabus

UNIT – I (17Hours)

Introduction to Banking Sector- Basic Concepts: Origin, Need, Scope and Functions of Banking - Need for Regulation and Supervision.

UNIT – II (18 Hours)

Banking Scenario in India - Banking Operations -Types of accounts - Banking Services - Current Scenario, Financial Inclusion and Banking Regulations & Role of RBI.

UNIT – III (18Hours)

Understanding Risk - Kinds of business risks - Principles of insurance, Types of insurance and policies, Need and Scope of insurance - Risk and Return relationship.

UNIT – IV (18 Hours)

Principles of General Insurance- Role of Tariff Advisory Committee- Fire insurance- Essentials elements, types, Coverage- Marine insurance –Basic Principles, Types of Marine insurance Policies, Coverage.

UNIT – V (15 Hours)

Insurance Business Environment in India - Growth of Insurance Business - Actuarial Role - Claim and Settlement Procedures - Insurance Regulations Role of IRDA.

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|-------------|-------------------------------|---------------------------|---------------------|
| 1. | P.K Guptha | Insurance and Risk Management | Himalaya Publishing House | 2016 |
| 2. | O.P.Agarwal | Banking and Insurance | Himalaya Publishing House | 2014 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|----------------------|------------------------------------|--------------------------------------|----------------------------|
| 1. | Vasantdesai | Banks and Institutional Management | Himalaya Publishing House | 2010 |
| 2. | Shakti R. Mohapatra, | Banking and Insurance | Dorling Kindersley (India) Pvt Ltd., | 2012 |
| 3. | Neelam C. Gulati | Banking and Insurance | Anurag Jain for Excel Books | 2011 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Mrs. N.V.Kavitha & S.Deivamani

SEMESTER –IV
SKILL BASED SUBJECT

FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES- Paper II

SUB CODE : SB14FA02

Credits:3

Hours-41

Objectives: To give an insight into supply chain, F & A control and compliance and Operating model of BPS

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

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 | COURSE NAME | Category | L | T | P | Credit |
|----------------------|-------------------------------|-----------------|-----------|----------|----------|---------------|
| RM18C11 | MERCHANDISE MANAGEMENT | Theory | 71 | 4 | - | 4 |

Preamble

1. To enable the students to understand the importance of merchandise management for a retailer.
2. To impart knowledge on merchandise budget through increase awareness to the students about branding strategies, merchandise planning and control concepts.
3. To enlighten the students about the different marketing channels and its importance.
4. To help the students to develop skill and knowledge in role of information system in merchandise management.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO1 | Identify the concept of merchandise management | K1 |
| CO2 | Associate the various structure of marketing channel. | K2 |
| CO3 | Describe the role of information system and various applications in merchandise management | K2 |
| CO4 | Describe the types of buying and different branding strategies and demonstrate through exercise in given context. | K3 |
| CO5 | Describe the steps involved in merchandise planning, control and merchandise budget and demonstrate through exercise in any given context. | K3 |

Mapping with Programme Outcomes

| Cos | PO1 | PO2 | PO3 | PO 4 |
|------------|------------|------------|------------|-------------|
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | H | H |
| CO4 | H | H | H | H |
| CO5 | H | H | H | H |

H- High; M-Medium; L-Low

MERCHANDISE MANAGEMENT - RM16C11 - (71 Hrs)

Syllabus

UNIT - I (14Hrs)

Merchandising – Meaning – Concept – Factors affecting merchandising -Merchandising Merchandising function – Merchandise hierarchy – Merchandise Mix – Components of merchandise management – Merchandise strategies.

UNIT - II (14 Hrs)

Merchandise planning – Steps involved – Merchandise control – The open –to buy – Assortment planning – Steps involved –Merchandise budgets.

UNIT - III (15 Hrs)

Merchandise buying – Types of buying – Sources of Supply – Identifying and Contracting – Evaluating Sources – Branding Strategies – Category Management – Components of Category Management – Role of Category Captain.

UNIT - IV (14 Hrs)

Meaning of Marketing Channels – Functions – Structure of Channels–Customer, Competitive, Internal, Environmental analysis- Analytical tools for evaluating alternative structure.

UNIT - V (14 Hrs)

Role of technology in merchandise management: Need-Importance-benefits- Application of technology: Database management, RMS, RTM,RESA.

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|---------------------|----------------------------------------|------------------|----------------------------|
| 1. | Donald J. Bower sox | Strategic Marketing Channel management | McGraw Hill | 2002 |
| 2. | SwapnaPradhan | Retailing Management, Text and cases | Tata McGrawhill | 2011 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|-----------------------------|--------------------------|-----------------------------------------|----------------------------|
| 1. | Barry Berman & Joel R Evans | Retail Management | McGraw Hill | 2002 |
| 2. | Chetan Bajaj and Ranjith | Retail Management | Oxford university press, Second Edition | 2005 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Mrs. D.Mythili& Mrs. K.SathiyaPriya

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|---------------------------|-----------------|-----------|----------|----------|---------------|
| RM18C12 | SERVICES MARKETING | Theory | 71 | 4 | - | 4 |

Preamble

1. To provide students with a basic knowledge of service marketing concepts.
2. To understand the meaning of services and the significance of marketing the services.
3. To inculcate knowledge on Service delivery system.
4. To impart knowledge about practical application of concepts in service industry.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO1 | To recognize the primary requirements and magnitude of services marketing in promoting services. | K1 |
| CO2 | To Identify and discuss characteristics and challenges of managing service firms in the modern world. | K2 |
| CO3 | To enable the students in evolving marketing strategies that meets the unique challenges and opportunities of the services industry. | K2 |
| CO4 | To examine the service gap between customers' expectation and perceived services by developing appropriate communication system. | K2 |
| CO5 | To analyse the customer satisfaction by applying key elements of service concepts in service industry and to establish and sustain service excellence and provide better customer value for long run. | K3 |

Mapping with Programme Outcomes

| Cos | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | H | H |
| CO4 | H | H | H | H |
| CO5 | H | H | H | H |

H-High, M-Medium,L-Low

SERVICES MARKETING - RM18C12 - (71 Hrs)

Syllabus

UNIT –I (14Hours)

Introduction to Services - Service Marketing - Meaning and Definition- Nature and Scope- Characteristics - Challenges and issues of service marketing- Service marketing in India – Classifications of services - Services and Technology.

UNIT -II (14 Hours)

Marketing Mix in Service Marketing: The Seven Ps: Product Decision, Pricing, Strategies and Tactics, Promotion of Service and Placing of Distribution Methods for Services- additional dimension in Services Marketing – People, Physical Evidence and Process.

UNIT - III (14 Hours)

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, – objectives - methods -Services on retail sector – Service Level Agreements (SLA) – Service marketing triangle - Integrated Service marketing communication.

UNIT- IV (15 Hours)

Importance of quality in services, Delivering Quality Service: Causes of Service – Service Quality Dimensions-Service Quality Models, Parsuraman-Zeithaml-Bitner(PZB) Gaps Model, SERVQUAL and SERVPEF.

UNIT – V (14 Hours)

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services – Applying technology to service settings – e-services.

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------------------------------------------------|----------------------------------------------------------------|-------------------------------|----------------------------|
| 1. | Valarie A.Zeithaml, Mary Jo Bitner, Dwayne D.Gremler | Services marketing: Integrating customer focus across the firm | Dubuque McGraw-Hill Education | 2018 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|--------------------------------------------|------------------------------------------------|--------------------------|----------------------------|
| 1. | R. Srinivasan | Services Marketing: The Indian Context | PHI Learning Pvt. Ltd | 2014 |
| 2. | Malcolm McDonald, PennieFrow, Adrian Payne | Marketing Plans for Services: A Complete Guide | Wiley India Pvt. Limited | 2015 |
| 3. | K Rama MohanaRao | Services Marketing | Pearson Education | 2011 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Ms. V.Devipriya & Mrs.K.Sathiyapriya

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|-----------------------------------------|-----------------|-----------|----------|----------|---------------|
| RM18C13 | CUSTOMER RELATIONSHIP MANAGEMENT | Theory | 71 | 4 | - | 4 |

Preamble

1. To provide students with a basic knowledge of building customer-retailer relationship and the ways to manage it.
2. To inculcate students with the benefits of customer retention strategies and technologies.
3. To impart knowledge on e- CRM solutions and CRM software packages.
4. To analyze the successful implementation of CRM, aimed at winning and retaining customers profitably.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO1. | To identify the fundamental needs and importance of maintaining a good customer relationship. | K1 |
| CO2. | To understand the Customer relationship management concepts, techniques and strategies. | K2 |
| CO3. | To elucidate the students with the successful framework of CRM and its implementation in an organization. | K2 |
| CO4. | To use strategic customer acquisition and retention techniques in CRM with an introduction of CRM software packages. | K2 |
| CO5. | To analyse the customer satisfaction by implementing CRM practices, strategies and technologies thereby, to retain customers as well as to achieve long term profitability. | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |

H-High, M-Medium, L-Low

CUSTOMER RELATIONSHIP MANAGEMENT - RM18C13 - (71 Hrs)

Syllabus

UNIT- I (15Hours)

Relationship Marketing- Overview, Meaning- Basis of Building Relationships- Customer Lifetime Value- Transactional Vs Relationship Approach- Customer Acquisition and Customer Retention.

UNIT- II (15 Hours)

CRM- Evolution, Meaning, Definition, Objectives, and Benefits- Relationship between CRM & Technology- Creating a CRM culture- Building blocks of CRM- CRM Strategies- Types of CRM.

UNIT- III (15 Hours)

Strategic CRM planning process - Framework of Successful CRM- CRM: Implementation Steps- Role of CRM Managers, the HCRM Model, CRM: Opportunities, Challenges and Ways to avoid Pitfalls.

UNIT- IV (14 Hours)

Sales Force Automation (SFA)- Sales Territory Management , Lead, Contact and Knowledge Management, Strategic Advantages, Disadvantages, - Call Center- Objectives, Classification, Functionality and Developments

UNIT- V (12 Hours)

e- CRM-Levels, e-CRM tools- Difference between CRM and e-CRM- Data Warehousing – Data mining for CRM – an introduction to CRM software packages -Siebel, Oracle, People soft, My SAP CRM.

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|--------------------|----------------------------------|---------------------------|----------------------------|
| 1. | Dr. K. GovindaBhat | Customer Relationship Management | Himalaya Publishing House | 2010 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-----------------------------------------------|----------------------------|
| 1. | Jagdish N Sheth, Parvatiyar Atul, G Shainesh | Customer Relationship Management: Emerging Concepts, Tools and Applications | McGraw Hill Education | 2017 |
| 2. | Alok Kumar Rai | Customer Relationship Management: Concepts and Cases | PHI Learning Pvt. Ltd., | 2012 |
| 3. | <u>William G. Zikmund,</u> <u>Raymond Mcleod,</u> <u>Faye</u> <u>W. Gilbert</u> | CRM: Integrating Marketing Strategy and Information Technology | Wiley India Pvt. Limited | 2012 |
| 4. | Anil Maheswari | Data Analytics | McGraw Hill Education (India) Private Limited | 2018 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Mrs. S.Deivamani & Ms.V.Devipriya

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|----------------------------------------|-----------------|-----------|----------|----------|---------------|
| ARM1811 | RESEARCH METHODS FOR MANAGEMENT | 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 meaning of research types and methodology. | K1 |
| CO2 | Identify various sampling methods and its scope. | K1 |
| CO3 | Understand the statistical application and its importance. | K2 |
| CO4 | Understand the process of designing questionnaire and tabulation. | K2 |
| CO5 | To analysis the data and report writing. | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | M | H |
| CO4 | H | H | M | M |
| CO5 | H | H | H | H |

H- High; M-Medium; L-Low

RESEARCH METHODS FOR MANAGEMENT - ARM1811 - (71 Hrs)

Syllabus

UNIT – I (15Hours)

Meaning and Importance of Research – Methods of research – Defining research problem – Research process.

UNIT – II (13 Hours)

Research Design - Formulation –Sampling and Sampling Design - Sampling Method:Probability Sampling and Non- probability Sampling.

UNIT – III (16 Hours)

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

UNIT – IV (14 Hours)

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

UNIT – V (12 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.

- Case study – Internal Evaluationonly
- 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 Intrnational(P) Ltd Publishers | Re-print 2017 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|-------------------------------------------|---------------------------------------------------------------|----------------------------|------------------------------|
| 1 | P.Saravanavel | Research Methodology | KitabMahal | 2015 |
| 2 | P.P.Arya and Yesh Pal | Research Methodology in Management (Theory and Case studies) | 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 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Mrs.D.Mythili & Mrs. G.Nagamuthu

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|-------------------------|-----------------|-----------|----------|----------|---------------|
| RM18E05 | SALES MANAGEMENT | Theory | 71 | 4 | - | 5 |

Preamble

1. To impart the students with the knowledge, concepts of the unique aspects involved in sales force management.
2. To give students a basic understanding of services and various risks associated with it.
3. To develop and improve the ability to plan for sales and implement for that.
4. To learn and apply skills to improve sales in today's competitive world.

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 sales knowledge, concepts, tools which are necessary to understand sales. | K1 |
| CO2 | To understand how companies adjust their sales strategies based on the global marketing changes. | K2 |
| CO3 | To understand the importance of recruiting proper sales force. | K2 |
| CO4 | Apply knowledge and to gain insights into planning, executing and evaluating sales. | K3 |
| CO5 | Apply knowledge and to gain insights into analyzing sales volume and evaluating the performance of sales person. | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | H | H |
| CO4 | H | H | H | H |
| CO5 | H | H | H | H |

H- High; M-Medium; L-Low

SALES MANAGEMENT - RM18E05 - (71 Hrs)

Syllabus

UNIT - I (14Hours)

Conceptual understanding of Sales Management, Importance of sales force management in the Indian context, Personal selling process- prospecting, pre approach, approach presentation, convincing the prospect, handling the objection and closing.

UNIT - II (15 Hours)

Forecasting Sales and Developing Sales Budgets, Designing and organizing Sales Territories.

UNIT - III (14 Hours)

Sales organisations, Relations with other departments, Profiling and recruiting sales people, Selecting and hiring applicants.

UNIT - IV (14 Hours)

Planning, executing and evaluation of sales training programs. Motivating a sales force and Sales force compensation, Sales force expenses and transportation, Sales meeting and Sales contest.

UNIT-V(14Hours)

Analysis of Sales Volume, Marketing Cost and Profitability Analysis, Evaluating Sales persons performance books.

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|----------------------|---------------------------|--------------------|----------------------------|
| 1. | Spiro, Stanton, Rich | Management of Sales Force | Tata – Mcgraw Hill | 2003 |

Reference Books

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|------------------------------|----------------------------------------------|---------------|---------------------|
| 1. | Still, R.R. & Cundiff, et al | Sales Management Decision Strategies & Cases | Prentice Hall | 1996 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Mrs. K.SathyaPriya & Ms.V.Devipriya

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|------------------------|-----------------|-----------|----------|----------|---------------|
| RM18E02 | BUSINESS ETHICS | Theory | 71 | 4 | - | 4 |

Preamble

1. To give students a basic understanding of ethics and its role in business.
2. To appreciate ethical practices in business/profession.
3. To increase an awareness and understanding of key factors which influence ethics in business.
4. To help the students to Formulate reasonable solutions to ethical dilemmas.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|-------------------------------------------------------------------------------|------------------------|
| CO1. | Identify ethical issues that arise in everyday business and social situations | K1 |
| CO2. | Demonstrate knowledge and application of ethical principles | K1 |
| CO3. | Describe the key factors which influence the development of business. | K2 |
| CO4. | Express the students to become a good business planner and decisionmaker. | K2 |
| CO5. | Apply ethical reasoning and critical analysis to real-world scenarios | K3 |

Mapping with Programme Outcomes

| Cos | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |

H-High; M-Medium; L-Low

BUSINESS ETHICS - RM18E02 - (71 Hrs)

Syllabus

UNIT – I (15Hours)

Ethics – Meaning, Definition, Objectives, Sources, Types – Ethics and Business– Need, Importance, Nature, Scope and Objectives – Myths about Business Ethics - Ethics and the Organization -Running an ethical business.

UNIT – II (16 Hours)

Ethics in Marketing: Ethics in area of advertising, new product pricing, product packaging and labeling, personal selling, International marketing, Supply Chain Management - Criticism of ethics in marketing – Establishing ethical standards – Ethics in Retail Business.

UNIT – III (17 Hours)

Ethics in HRM: Privacy issues – Psychological expectation model – Restructing and layoffs – wages empowerment of the weakest and unique – advancement of women in the workforce- Human Quality Development – Discrimination – Whistle Blowing Vs. Organizational loyalty – Employer rights and responsibilities.

UNIT – IV (13 Hours)

Ethics in Production and Operations Management – Ethics in Finance Specific laws that affect retailers.

UNIT – V (9 Hours)

Ethics in global business – Ethical International decision-making methods – Corporate Responsibility and the environment.

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|--------------------------------|------------------------------------------|----------------------------|
| 1. | C S V Murthy | Business Ethics, Text andCases | Himalaya Publishing House, SecondEdition | 2006 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|---------------------------------------------------------------|---------------------------------------|----------------------------|
| 1 | Joseph W Weiss | Business Ethics, A Stakeholder and Issues Management Approach | Thomson(South-Western), Third Edition | 2003 |
| 2 | SwapnaPradhan | Retailing Management ,Text andCases | Tata McGraw Hill, Second Edition | 2004 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Mrs.K.SathiyaPriya& Mrs. G.Nagamuthu

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|-------------------------|-----------------|-----------|----------|----------|---------------|
| RM18E06 | BRAND MANAGEMENT | Theory | 71 | 4 | - | 4 |

Preamble

1. To explain the basic concepts in brandmanagement.
2. To impart the students with the latest techniques followed in brandmanagement.
3. To explain specific guidelines and values of brandmanagement.
4. To develop analytical skills for investigating and analyzing brand managementissues.
5. To explain the process of planning for brandmanagement.

Curse Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|------------------------------------------------------------------------------------------|------------------------|
| CO1 | Identify theimportanceof history, challenges and opportunities of branding | K1 |
| CO2 | To recognize the role of brand positioning | K1 |
| CO3 | To understand the capturing market performance comparative methods. | K2 |
| CO4 | Analyze and perform the tactics for brand elements and its new perspective on marketing. | K2 |
| CO5 | Demonstrate the critical thinking skills and analyze brand strategies | K3 |

Mapping with Programme Outcomes

| Cos | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO6. | H | H | H | H |
| CO7. | H | H | H | H |
| CO8. | H | H | H | M |
| CO9. | M | H | H | M |
| CO10. | M | H | H | M |

H-High; M-Medium; L-Low

BRAND MANAGEMENT - RM18E06 - (71 Hrs)

Syllabus

UNIT - I (14 Hours)

Brand-history of branding-importance of branding-strategic brand management process brand image-branding challenges and opportunities.

UNIT -II (15 Hours)

Brand positioning-brand equity-sources-building a strong brand-brand building Implications-identifying brand positioning-positioning guidelines-defining brand values internal branding.

UNIT - III (14 Hours)

Planning and implementing brand marketing-choosing brand elements-criteria-options and tactics for brand elements-new perspective on marketing-co-branding-guidelines licensing guidelines.

UNIT - IV (14 Hours)

Measuring and interpreting brand performance-brand value chain-brand tracking studies establishing effective brand equity management systems-capturing market performance comparative methods.

UNIT - V (14 Hours)

Implementing brand strategies-brand product matrix-breadth and depth of branding strategy-brand hierarchy-designing a long term brand strategy-brand extensions advantages and disadvantages-reinforcing brands-adjusting brand portfolios.

TEXT BOOK:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|--------------------|----------------------------|------------------------|----------------------------|
| 1. | Kelvin Lane Keller | Strategic Brand Management | Prentice Hall India | 2016 |

REFERENCE BOOKS:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|-------------------------------|--------------------------------------------|-------------------------|---------------------|
| 1. | Jean Noel Kapferer | Strategic Brand Management | Prentice Hall | 2016 |
| 2. | Micheal Moon And DovaMillison | Building Brand Loyalty In the Internet Age | Tata McGraw Hill | 2013 |
| 3. | Ajay Kumar | Brand Management Text and Cases | India Book Distributors | 2013 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Mrs. K. SathiyaPriya& Mrs. S.Deivamani

SEMESTER - V
SKILL BASED SUBJECT
Computational Finance Paper I - SB18FAP1

Credit:3

Hours: 43

Objective: To enable the students to construct spreadsheet for basic financial applications using financial functions available in spreadsheet.

Syllabus

Unit I (9 hrs)

Introduction to Excel: Creating an Excel Workbook- Entering Data - Formatting - Using Formulas - Working with Rows and Columns- Editing Worksheets- Finalizing Excel Worksheets. Computation of Mean, Mode, Standard Deviation and Correlation in MsExcel.

Unit II (9 hrs)

Preparation of Income Statement

Input : Receipts & Payments

Tools to be used: Data Validation, 'fx' – functions, Conditional Formatting, Scenarios, Goal seek, Auto correct & Comboboxes

Expected Outcome : Income statement

Unit III (9 hrs)

Financial Analysis with Spread sheets

Input : Cash flows

Tools to be used: NPV, IRR

Expected output : NPV,IRR and Payback

Unit IV (8 hrs)

Forecasting and Estimation of Share price

Input : Share Prices

Tools to be used: Graph and Trend

Expected output : Trend

Unit V (8 hrs)

Preparation of Cash Budget and Flexible Budget

Input : Cash flows

Tools to be used: Auto Correct

Expected output : Cash budget.

Note: Practical Classes to be arranged in Computer lab.
Software essential: MS Office Excel.

TEXT BOOK:

| Sl.No. | Author | Book name | Publisher | Year of Publication |
|--------|----------------|----------------------------------------------|--------------------------------|---------------------|
| 1. | Bodhanwala.R.J | Financial Management using Excel Spreadsheet | Taxmann Publication, New Delhi | 3rd Edition, 2010 |

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|---------------|------------------------------|----------|----|---|---|--------|
| SB18BA02 | Business Analytics- Level II | Theory | 86 | | | 6 |

Preamble

- To be exposed with the basic fundamentals of business intelligence system
- To understand the modeling aspects behind Business Intelligence
- To understand of the importing and exporting of data's.
- Be exposed with different data analysis techniques.

Course Outcomes

On the successful completion of the course, students will be able to Mapping with Programme Outcomes

| CO Number | CO Statement | Knowledge Level |
|-----------|-----------------------------------------------------------------|-----------------|
| CO1 | To identify the fundamentals of business intelligence. | K1 |
| CO2 | To examine business intelligence methods to various situations. | K2 |
| CO3 | To Apply various modeling techniques. | K3 |

Mapping with Programme Outcome

| Cos/POs | PO1 | PO2 | PO3 | PO4 |
|---------|-----|-----|-----|-----|
| CO1 | S | S | M | S |
| CO2 | S | S | S | S |
| CO3 | S | S | S | M |

S- Strong; M-Medium

Syllabus

Unit I (12 hrs)

Introduction to Business Intelligence: Definition and concepts- Evolution of BI- Need for BI- BI Value chain- component frame work- BI Users- BI Applications- BI Roles and Responsibilities

Unit II (12 hrs)

Project Definition and Scoping: Aspects- Projects phases- Project Approaches- (Waterfall, Agile, Iterative, Incremental)- The role of the BA across the project life cycle.

Unit III (12 hrs)

Csv File:

Reading and writing- Importing and exporting of data- Merging- Reading and converting file involving date-

Unit IV (12 hrs)

Multivariate statistical Technique: Discriminant analysis and Factor Analysis

Unit V (10 hrs)

Formula notation and complex statistics:

ANOVA, Manipulating Data and Extracting Components: Creating Data for complex analysis- Simple linear Regression

Programs: (28 Hours) SB18BAP2 Advances in R Programming

1. Find correlation for the given data using R.
2. Find ANOVA for the given data using R.
3. Compute discriminant analysis using R.
4. Compute factor analysis using R.
5. Calculate Regression for the given data using R.

Text Book:

| Sl.No. | Author | Book name | Publisher | Year of Publication |
|--------|----------------|--------------------|---------------|---------------------|
| 1. | Hadley Wickham | R for Data Science | O'Reily Media | 2018 |

Reference Book:

| S.No. | Author | Book name | Publisher | Year of Publication |
|-------|-----------------------------|------------------------------------|-----------|---------------------------|
| 1 | RN Prasad, Seema Acharya | Fundamentals of Business Analytics | Wiley | Reprint Edition 2014 |
| 2 | Haydn Thomas - Demonoid | Business Analysis Fundamentals | Pearson | First Edition, 2014 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar.

Course Designer:

Dr.M.Theivanayaki

Semester : V of UG programme / III of PGprogramme

Title : Information Security (LevelII)*NM13IS1

Credits : 2

Lecture Hours:26

Objective

This course aims on introducing the theory and practice of designing and building secure computer systems that protect information and resist attacks. It covers all aspects of cyber security including network security, computer security and information security.

Syllabus

UNITI (5HRS)

Information security: History of IS-What is security?-characteristic of IS-components of I system –security system life cycle model.

UNITII (6 HRS)

Cryptography: Concepts and techniques-Plain text and cipher text- Encryption principles-Cryptanalysis. Authentication methods-passwords-keys versus passwords-Attacking Systems via passwords-Password verification

UNITIII (5HRS)

Fire walls: Viruses and worms- Digital rights management-What is firewalls- Types of Fire wall- Design Principles of Firewall

UNITIV (5HRS)

Hacking: Hacker hierarchy-password cracking-Phishing- Network Hacking- Wireless hacking.

UNITV (5HRS)

Case studies: DNS,IP SEC- Social media

Applicable to* BA(all Branches), B. Sc Advanced Zoology & Biotechnology, B. Sc Plant Biology & Plant Biotechnology, B. Sc Chemistry, B. Com Aided & SF , BBA Aided & SF

MA & M. Sc all branches except Mathematics & Physics

TEXT BOOK:

| S.no | Author | Title of book | Publisher | Year of publication |
|-------------|-------------------------------------------|------------------------------------------------------|------------------------------------|-------------------------------|
| 1 | Dr.Michael E. Whitman, Herbert J. Mattord | Principles and Practices of Information Security | Course Technology Cengage Learning | 4 th edition, 2012 |
| 2 | AtulKahato | Cryptography and Network Security | McGraw Hill Education | 3 rd Edition 2012 |
| 3 | William Stallings | Network Security Essential Applications and standard | Prentice Hall | 2 nd Edition 2009 |
| 4 | Devan N. Shah | Information Security Principles and Practice | Wiley India | 2009 |

Course material will be supplied

| | | | | | | |
|-----------------------------------|---------------------------------------------|-----------------|----------|----------|----------|---------------|
| COURSE NUMBER- IB18AC1 | COURSE NAME – FINANCIAL SERVICES | Category | L | T | P | Credit |
| | | Theory | - | - | - | 5 |

Preamble

1. To enrich the students with the basics of Indian financial system.
2. To provide the students with adequate knowledge and understanding of banking and non banking functions.
3. To have understanding about negotiable instrument and credit rating agencies.
4. To develop an insight on SEBI guidelines on mutual funds operations.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|-----------------------------------------------------------------------------------------------------------------|------------------------|
| CO1 | Acquire conceptual knowledge about the fundamentals of Financial services in India | K1 |
| CO2 | Understanding the importance and functions of financial institutions in Indian financial market. | K2 |
| CO3 | Recognize and familiarize the process of negotiable instruments | K2 |
| CO4 | Explain the process and functions of various credit rating agencies in India. | K2 |
| CO5 | Application of their knowledge in Project appraisal, credit appraisal, pre and post Issue management activities | K3 |

Mapping with Programme Outcomes

| Cos | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | H | H |
| CO4 | H | H | H | H |
| CO5 | H | H | H | H |

H-High; M-Medium; L-Low

FINANCIAL SERVICES - IB18AC1

Syllabus

UNIT - I

Financial system-introduction-components of the formal financial system-functions- financial system designs-nature and role of financial institutions (intermediaries) and financial markets-relationship with financial system & economic growth.

UNIT - II

Banking and non banking institutions: development of banking in India-categories of banks, reforms in banking sector-phase I and phase II-merger and acquisition in banking-risk management in Indian banks- nonperforming assets.

Non banking financial companies-definition-types-growth-overview of regulation of NBFCs since 1997(brief).

UNIT - III

Negotiable instrument-crossing-types-endowment –types-payment and collections of cheque .Principles of sound lending. Banker customer relationship-opening and closing A/c-special type of customer- types of deposit, secrecy of customers A/c.

UNIT - IV

Introduction to Primary and Secondary Markets: Nature and Role of money market in India, Commodity and Derivatives market, money and forex market, Management of IPO, Commercial Papers, Certificate of Deposits, Bills of Exchange. Secondary market, Demat, Stock exchanges in India: BSE, NSE.

UNIT -V

Mutual Funds-introduction-definition-benefits-growth of mutual funds in India-types- net asset value-organization-SEBI regulations relating to mutual funds-association of mutual funds in India.

TEXT BOOK:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|--------------------------|-------------------|----------------------------|
| 1. | BharatiV.Pathak | Indian financial system | Pearson Education | 2015 |

REFERENCE BOOK:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|---------------------------|----------------------------|-----------------------|----------------------------|
| 1. | Sundaram Varsheney and | Banking Law and Practices. | Margham Publishers | 2010 |

Course Designers:

Ms.V.Akalya &Ms.M.Theivanayaki

| COURSE NUMBER- | COURSE NAME – | Category | L | T | P | Credit |
|-----------------------|-------------------------|-----------------|----------|----------|----------|---------------|
| IB18AC2 | EVENT MANAGEMENT | Theory | - | - | - | 5 |

Preamble

1. The purpose of this course is to enable the students to acquire a general knowledge about the "eventmanagement"
2. To enable students to understand how to organize events.
3. To understand about sponsoring and marketing the events.
4. To gain knowledge regarding event delivery and evaluation.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|-------------------------------------------------------------------------------------------------------------|------------------------|
| CO1. | To acquire an understanding of the role and purpose(s) of special events in the organizations. | K1 |
| CO2. | To acquire an understanding of the techniques and strategies required to plan successful special events. | K2 |
| CO3. | To acquire the knowledge and competencies required to promote, implement and conduct special events. | K2 |
| CO4. | To acquire the knowledge and competencies required to assess the quality and success of special events. | K3 |
| CO5. | To apply the knowledge on how to market an event, publicize it, generate interest and attract participants. | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |

H- High; M-Medium; L-Low

EVENT MANAGEMENT - IB18AC2

Syllabus

UNIT I INTRODUCTION

An overview of event marketing – types of events – 5 G's of Events - Event Designing Understanding the structure of event industry, economy, culture and trends – Creating Opportunities for Better Deals with Different-Media - Diverse Marketing Needs.

UNIT II DESIGNING EVENT MARKETING

Application of Marketing mix to events – designing and developing – Adoption of events – Event life cycle analysis – Key drivers influencing strategic planning and execution of different types of events – Branding issues for events - Segmentation and Targeting of the Market for Events - Targeting Clients - Selecting Event Categories to Serve - Selecting and Contracting.

UNIT III PRICING STRATEGIES

Pricing methods for events - Revenue Generating Customers – Approach towards sponsorships, funding agencies - types and choice of sponsorships – Event Hierarchy - Profitability analysis – Skills Required for-Negotiating the Best Price.

UNIT IV EVENT PROMOTION

Pre-event Activities, During-event Activities, Post-event Activities - Campaign for sports cultural - Entertainment - Formal functions – Event advertising – Establishment – Festivals – Conventions – Exhibitions - Public relations – Interpersonal relationship – Media management – Role of regulatory authorities - Gaining-Competitive Advantages - Market Attractiveness – Business Strengths.

UNIT V EVENT DELIVERY AND EVALUATION

Dealing with agents, Promoters and event executors – Event Planning Implementation and evaluation from stake holders perspectives - Evaluation Process,-Establishing Tangible Objectives and Sensitivity in Evaluation - Measuring Performance - Concept Research-Formative Evaluation, Objective Evaluation,-Summative Evaluation Correcting deviations, Critical Evaluation Points and report.

TEXT BOOKS:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|---------------------------------------------------------|--------------------------|----------------------|----------------------------|
| 1 | Charles Bladen, James Kennel, Emma Abson and Nick Wilde | Event management | Routledge publishers | 2017 |

REFERENCE BOOKS:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|--------------------------|----------------------------|----------------------------|
| 1. | Logan gaspar | Event management | Spna book house | 2009 |
| 2. | Sita Ram singh | Event management | APH Publishing corporation | 2009 |

Course Designers:

Ms.V.Akalya& Ms.M.Theivanayaki

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|------------------------------------|-----------------|-----------|----------|----------|---------------|
| UED1801 | ENTREPRENEURIAL DEVELOPMENT | Theory | 71 | 4 | - | 4 |

Preamble

1. To impart knowledge and skills needed to become an entrepreneur.
2. To motivate young people to set up own ventures and contribute to national economic development.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|--------------------------------------------------------------------------------------------|------------------------|
| CO1. | Understand the concept, origin and growth of entrepreneurship | K1 |
| CO2. | Examine the various governmental and non-governmental support offered to the entrepreneurs | K2 |
| CO3. | Understand the process of starting a new venture | K2 |
| CO4. | Prepare a business plan | K3 |

Mapping with Programme Outcomes

| Cos | PO1 | PO2 | PO3 | PO4 | PO5 |
|------------|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H | H |
| CO2. | H | H | H | H | H |
| CO3. | H | H | H | H | H |
| CO4. | H | H | H | H | H |

H-High; M-Medium; L-Low

ENTREPRENEURIAL DEVELOPMENT - UED1801 - (71 Hrs)

Syllabus

UNIT-I (15Hours)

Entrepreneurship-Meaning-Origin-Theories of Entrepreneurship-Functions-Factor affecting entrepreneurial growth-Traits-Types-Entrepreneur Vs Intrapreneur Vs Manager-Women entrepreneurship-Rural entrepreneurship-Barriers in Entrepreneurial development- Social Entrepreneur- Role of entrepreneurship in economic development.

UNIT-II (14 Hours)

Entrepreneurial support - DIC, Industrial Estates- SIDCO – SIPCOT – STEP – SIDO – EDII – NSIC – SISI - TIIC – NAYC – KVIC – TCO – SEZ – Incubators - Angel Investors - Venture Capital -Entrepreneurship Development Programme. Incentives and subsidies.

UNIT-III (14Hours)

Innovation-concept-Types-Role of Innovation in Entrepreneurship-Innovation as a core business process-Building into innovative organization-creativity process-Intellectual property-Meaning- Need for protection – Copyright- Registration-Patents-Trademark-Design and Procedure for registration. Causes and remedies for industrial sickness

UNIT-IV (14Hours)

Starting a New venture – Steps for starting a small Industry - Project- Idea generation-Project identification and Clarification - Project Formulation- Feasibility Analysis – Market Analysis – Technical Analysis - Project appraisal- Project Report Presentation as per MSME format.

UNIT - V (14 Hours)

Financial Analysis- Estimation and Projection - Operating Cost- Revenue estimates- Working capital- cash Flow- errors in estimation – ***case study analysis- Field visit and Developing Business plan.**

Note: *For internal only

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|------------------------------------|-----------------------------|-----------------------|---------------------|
| 1. | Gupta. C.B and Srinivasan. N.P | Entrepreneurial Development | Sultan Chand and Sons | 2017 |
| 2 | Sauhari Vinnie and BhushanSudhashu | Innovation Management | Oxford | 2014 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|---------------------------------------------------------------------|---------------------------------------------------|---------------------------------|
| 1. | Kolb Bonita M | Entrepreneurship for the creative and cultural industries | Routedge | 2015 |
| 2. | Prasanna Chandra | Projects- Planning , Analysis, Financing ,Implementation and review | Tata Mcgraw Hill Publishing CompanyLtd, New Delhi | 8 th edition 2017 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Mrs.D. Mythili & Mrs. G. Nagamuthu

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|---------------|----------------|----------|----|---|---|--------|
| RM18C14 | MERCANTILE LAW | Theory | 86 | 4 | - | 4 |

Preamble

1. To have an overview of Indian Laws governing business environment, certain corporate bodies and related matters.
2. The objective of the course is to make students to understand the principles and concepts of law dealing with business.
3. It will facilitate in legal thinking and encourage them in being on the right side of law.
4. To understand the applications of these laws to practical commercial situations.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| CO1. | Basic knowledge and understanding about the principle laws governing the business organization. | K1 |
| CO2. | Understand the key concepts of business law relating to contract formation, sale of goods, companies act, consumer protection and right to information. | K2 |
| CO3. | Future Managers and Entrepreneurs learn to minimize legal risk in business and safeguard their rights. | K2 |
| CO4. | Apply the concepts of law at various provisions in business to minimize risk. | K2 |
| CO5. | Ability to analyze legal issues faced by the company with the knowledge gained. | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------|-----|-----|-----|-----|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |

H-High; M-Medium; L-Low

Syllabus

UNIT - I (16Hours)

Law of contract – Contracts – Essentials of contract – Nature of contract – Offer – Acceptance – Consideration – Capacities of parties - Free consent – Coercion – Undue influence – Misrepresentation – Fraud – Mistake of law and Mistake of fact.

UNIT - II (16 Hours)

Discharge of Contracts – Breach of Contract – Remedies of Breach of Contract – QuasiContract – Contracts of Bailment : Essentials of Bailment , Duties of Bailor and Bailee, Rights of Bailor and Bailee - Finders of lostgoods.

UNIT - III (18 Hours)

Sale of goods Act 1930 – Contracts of Sale – Essentials – Duties of Buyer and Sellers – Conditions and Warranties – Transfer of Property– Rights of an unpaid seller.
Negotiable Instruments Act 1881 – Meaning of negotiable instruments – type of negotiable instruments – promissory note – bill of exchange – cheque.

UNIT - IV (18 Hours)

The Companies Act 2013 – Meaning and types – Incorporation, Memorandum & Articles of association – Prospectus – Issue of shares and bonus shares, – rights issue, sweat equity – role of directors – share qualification – company meetings – winding up.

UNIT - V (18 Hours)

Consumer Protection Act 1986 – Objectives – Rights of Consumers – Consumer Protection Council – Consumer Redressal agencies – Complaint Procedure – Remedies to consumers.

The Right to Information Act 2005 – Salient features and coverage of the act – definition of terms information – right, record, public authority – obligations of public authorities – Refusal of Information – Rights of Third Party.

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|-------------|----------------------------|----------------------------------|---------------------|
| 1. | Kapoor, N.D | Elements of Mercantile Law | Sultan Chand and Sons, New Delhi | 2017 |
| 2. | P.C.Tulsian | Business Law | Tata McGraw-Hill | 2008 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|-----------------------------------|-------------------------------------------|---------------------------|----------------------------|
| 1. | AkhileshwarPathak | Legal Aspects of Business | Tata McGraw Hill | 2017 |
| 2. | Dr. G. K. Kapoor & Sanjay Dhamija | Company Law and Practice | Taxmann | 2017 |
| 3. | Dr. Niraj Kumar | Handbook on Right to Information Act 2005 | Bharat Law house Pvt.Ltd, | 2014 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Ms. V.Akalya & Mrs. S.Deivamani

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|--------------------------------|-----------------|-----------|----------|----------|---------------|
| SCM18E03 | SUPPLY CHAIN MANAGEMENT | Theory | 71 | 4 | - | 4 |

Preamble

1. To enable the students to understand the needs and requirements of Supply chain management and its disciplines.
2. To help the students to gain fundamental skills for analyzing and managing a supply chain in an organization.
3. To provide an overview of the key activities performed by the logistic function, including distribution, transportation, global logistics and modern inventory paradigms.
4. To help the students to assess the importance of the role played by information technology in a supply chain, and identify major IT applications.

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. | K2 |
| CO2 | Apply supply chain management principles and operational concepts to integrate, coordinate and synchronize supply chain activities to articulate and deliver customer-directed quality outcomes within legal, regulatory, business and ethical frameworks in local and international environments. | K3 |
| CO3 | Students will be able to identify the principles of customer and supplier relationship management in supply chains and the principles of quality and lean manufacturing. | K2 |
| CO4 | Analyze 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. | K3 |

Mapping with Programme Outcome

| COs | PO1 | PO2 | PO3 | PO4 | PO5 |
|------------|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H | H |
| CO2. | H | H | H | H | H |
| CO3. | H | H | H | H | H |
| CO4. | H | H | H | H | H |
| CO5. | H | H | H | H | H |

H-High; M-Medium; L-Low

SUPPLY CHAIN MANAGEMENT - SCM18E03 - (71 Hrs)

Syllabus

UNIT- I (15Hrs)

Supply Chain Management (SCM) – 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.

UNIT- II (14 Hrs)

Demand Management-Basic concepts-supplier Management-Basic concepts-Operation Management in SCM- Basic principles- Lean Manufacturing and SCM--Benefits of Lean Manufacturing-Elements. Mass Customization-Levels- characteristics-Outsourcing-Core competencies-working models.

UNIT- III (14Hrs)

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

UNIT- IV (16 Hrs)

Logistics Management- History and Evolution- Elements-Functions-Logistics in India- Integrated Logistics Systems. Transportation Management-*Participants in transportation- *modes of Transportation- Multimodal transportation- Fleet management- process- factors- Inter modal transportation- containerization-Role of ICD's- Warehousing-Types- Warehouse Management System (WMS)-Packaging-3PL-4PL-Reverse Logistics.

UNIT-V (12 Hrs)

Information Technology for SCM- RFID – GPS – GIS -concepts- Role of internet in logistics and SCM- Emerging trends in SCM-Green Logistics-Data Mining and Data Warehouse – LogisticsAdministration.

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 Private Limited | 2012 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of 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 |
| 3 | S.K.Bhattacharyya | Logistics Management | S.Chand&company | 2010 |
| 4. | D.K. Agarwal | Logistics and Supply Chain Management | Macmillan India Ltd | 2003 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Ms. V.Akalya & Mrs. S. Deivamani

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|-------------------------|-----------------|-----------|----------|----------|---------------|
| RM18E07 | MERCHANT BANKING | Theory | 71 | 4 | - | 4 |

Preamble

1. To enable the students to recognize the services and processes followed in merchant banks and decide upon the most optimal tradeoff.
2. To introduce various merchant banking services and to understand the procedure of public issuemgt.
3. To provide in-depth knowledge of the various merchant bankingservices.
4. To enable the students to deal with variety of functions within org providing merchant bankingservices.
5. To create awareness among the students of various merchant banking instruments and relations relating toit.

Course Outcomes

- On the successful completion of the course, students will be ableto:

| CO Number | CO Statement | Knowledge Level |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO1 | Analyse the structure of Indian merchant banking system | K1 |
| CO2 | Discuss the benefits of merchant banking services in issue management | K2 |
| CO3 | Discuss the various issues and challenges in merchant banking services | K2 |
| CO4 | Recognize various credit risk models | K2 |
| CO5 | Able to apply their theoretical knowledge in a real time situation in theorganisation and integrate with practical business operations. | K3 |

Mapping with Programme Outcome

| Cos | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | H | H |
| CO4 | H | H | M | H |
| CO4 | H | H | H | H |

H-High; M-Medium; L-Low

MERCHANT BANKING - RM18E07 - (71 Hrs)

Syllabus

UNIT - I (17Hours)

Services management - an Overview - Contemporary Developments in the Field- Mutual Funds: Meaning- History- Types of mutual funds - Mutual Funds Industry in India - and SEBI Regulations.

UNIT - II (17 Hours)

LEASING: Concept - types of leasing, - calculations of leasing- Accounting and Funding. Lease Financing in India.

UNIT - III(18 Hours)

MERCHANT BANKING : Managing of issues - Shares and Bonds, Mobilising of Fixed Deposits - inter-corporate Loans. International Finance Sectoral Financing

UNIT - IV(17 Hours)

OTHER FINANCIAL SERVICES: Mutual Funds - Hire Purchase- Consumer Finance- Factoring- Venture Capital- Commercial Paper -Credit Cards - Credit Rating- Insurance

UNIT - V(17 Hours)

MERGERS AND ACQUISITIONS: Fundamentals of Business Combinations - Motives for Business Combinations – Forms of Business combinations. Rationale for mergers - Types of mergers - Merger Analysis.

TEXTBOOKS:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|--------------------------|--------------------------------------------------|----------------------------|
| 1. | Khan M.Y | Financial Services | Tata McGraw Hill, 8 th edition | 2015 |
| 2. | Machiraju, H.R. | Indian Financial System | VikesPublishing Company, 4 th edition | 2010 |

REFERENCE BOOKS:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------------|-----------------------------------------------|---------------------------------------------------|----------------------------|
| 1. | <u>Dr.L.Natarajan</u> | Merchant Banking & Financial Services | Margham Publications;1 edition(2012) | 2012 |
| 2. | Sahadevan&Thiripdajaru | Mutual Funds, Data, Interpretation & Analysis | Prentice-Hall of India private Limited, New Delhi | 2004 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Mrs. M.Theivanayaki&Ms.V.Akalya

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|----------------------------------------|-----------------|-----------|----------|----------|---------------|
| ASP1813 | ADVERTISING AND SALES PROMOTION | Theory | 71 | 4 | - | 4 |

Preamble

- To Understand the role of advertising and promotion that effects businessworld
- To explain use of advertising and sales promotion as a marketingtool.
- To import knowledge on appropriate selection of media
- Synthesize information regarding testing the effectiveness of advertising and sales promotion

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|----------------------------------------------------------------------|------------------------|
| CO1. | Identify advertising mediums, both traditional, new and experimental | K1 |
| CO2. | To Understand the function of Advertising Agencies | K1 |
| CO3. | To Understand the principles of advertising layout and campaign | K2 |
| CO4. | To Apply various sales promotion strategies and techniques | K2 |
| CO5. | Will Able to manage to Sales force | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | M |
| CO4. | M | H | H | M |
| CO5. | M | H | H | M |

H-High; M-Medium; L-Low

ADVERTISING AND SALES PROMOTION - ASP1813 - (71 Hrs)

Syllabus

UNIT-I(13Hours)

Advertising: Meaning – Importance – Objectives – Media: Print Media, Electronic Media, Outdoor Media & Transportation Advertising, Digital advertising -Cinema -Exhibitions, Trade fair.-Key Players in Advertising.

UNIT – II (13 Hours)

Advertising Agencies: Features and Functions of Advertising Agencies – Selection of an Advertising Agency. Advertising Budget - Advertising Appeal: Essentials of Good Appeal – Classifications of Advertising Appeals. Ethics in Advertising

UNIT –III (13 Hours)

Advertising Layout – Functions –Types Layout – Advertising Campaign – Steps in Campaign Planning – Measurement of Advertising Effectiveness: Pre – Concurrent and Post testing.

Unfair advertising practices, ASCI advertising standard council of India Techniques for measuring advertising effectiveness.

UNIT – IV (13 Hours)

Sales Promotion: Meaning – Methods – Promotional Strategy –Advertising Technique of Sales Promotion – Consumer and Dealer Promotion – After Sales service – Warranty – Guarantee – Personal selling – Objectives – Process of Personal Selling – Salesmanship – Types of Salesmen

UNIT – V (14 Hours)

Sales Force Management – Importance – Sales Force decision – Sales Force size – Training, Methods and Motivating Salesmen – Fixing sales territories – Quota – Evaluation.

- * 5 Hrs case study (internal valuation only)

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|-----------------------|------------------------------|---------------------|---------------------|
| 1. | C.N.Sontaki | Advertising | Kalyani Publishers | 2012 |
| 2 | P.Saravanel&S.Sumathi | Advertising and salesmanship | Margham Publication | Reprint 2017 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|---------------------------------------|---------------------------------|------------------------|----------------------------|
| 1 | George E. Belch & Michael A belch | Advertising & Promotion | McGraw Hill Publishing | 2014 |
| 2. | S. H. H. Kazmi and Satish Kumar Batra | Advertising And Sales Promotion | Excel Books | 2008 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designers:

Ms.V.Devipriya & J. Deepa

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|------------------------|-----------------|-----------|----------|----------|---------------|
| RM18E08 | RURAL MARKETING | Theory | 71 | 4 | - | 4 |

Preamble

1. To give students a basic understanding of rural marketing and its role.
2. To appreciate marketing practices in business/profession.
3. To increase an awareness and understanding of key factors which influence rural marketing.
4. To help the students to Formulate reasonable solutions to marketing problems.

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 rural marketing and to understand the role of marketing in agricultural sector | K1 |
| CO2 | Recognize the role of Rural Marketing in India | K1 |
| CO3 | To identify the Problems and Challenges of Rural marketing. | K2 |
| CO4 | Analyze and perform the functions of Consumer Products. | K2 |
| CO4 | Demonstrate the critical thinking skills and analyze Socio -economic and political environment and its impact on Rural Marketing. | K3 |

Mapping with Programme Outcomes

| Cos | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1 | H | H | H | H |
| CO2 | H | H | H | H |
| CO3 | H | H | H | M |
| CO4 | M | H | H | M |
| CO5 | M | H | H | M |

H-High; M-Medium; L-Low

Syllabus

UNIT - I (15Hours)

Agriculture marketing Definition, Scope-Importance of Agricultural sector for the National economy. Impact of Green revolution and upcoming of industries in rural and backward areas and the resultant impact on rural marketing.

UNIT - II (14 Hours)

Characteristics of Rural Marketing in India: Influencing factors like population, etc. Rural Vs Urban Marketing: Nature - Intricacies - Prospects – Issues

UNIT - III (14 Hrs)

Marketing Surplus, estimation, Factors affecting Marketable surplus, Regulated Markets, Co-op. Marketing, role of Government and Statutory mechanisms, Socio -economic and political environment and its impact on Rural Marketing.

UNIT - IV (14 Hrs)

Problems and Challenges of Rural marketing -Communications, Transportation and Purchasing Power. Marketing of Consumer Products and Consumer Durable in rural set up.

UNIT - V (14 Hrs)

Agribusiness - A systems Approach, Case study.

Note: Case study – For internal evaluation only.

TEXT BOOK:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|-----------------------------------------------------|---------------------------------|---------------------------------------------------------------------------|---------------------|
| 1. | Krishnamacharyulu, C.S.G. and Ramakrishnan, Lalitha | Rural Marketing ,Text and Cases | Pearson Education (Singapore) Pvt Ltd., Indian Branch, Delhi, 1 stEdition | 2010 |

REFERENCE BOOK:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|--------------------------------------------|------------------------------|----------------------------|
| 1. | Gopalsamy, T.P | Rural Environment, Problems and Strategies | Wheeler Publishing Education | 2002 |

Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

Course Designers:

Mrs. K.SathiyaPriya&Ms.V.Akalya

SEMESTER -VI

SKILL BASED SUBJECT

Computational Finance Paper II - SB18FAP2

Credit:3

Hours: 43

Objective: To enable the students to construct spreadsheet for basic financial applications using financial functions available in spreadsheet.

Syllabus

Unit I (9 hrs)

Calculation of Leverage & BEP

Input: Various cost

Tools to be used: Data Source Dialog Box and Goal seek

Expected Output: DOL, DFL and DCL , Chart showing BEP

Unit II (9 hrs)

Designing Capital Structure:

Input: Summarized Income Statement

Tools to be used: Goal Seek

Expected Output: EBIT, Interest EBIT to EPS, Growth rate calculation

Unit III (9 hrs)

Inventory management:

Input: Inventory Data

Tools to be used: Scenarios

Expected output: EOQ, Max Level, Min Level, Graph

Unit IV (8 hrs)

Credit Policy:

Input: Opening and closing Receivables

Tools to be used: Date function, Countif, Min and Max

Expected output: Ageing Schedule

Unit V (8 hrs)

Calculation of Depreciation- WDV and Straight line method

Input :Cost,Salvage,Period

Tools to be used: SLN,DB

Expected Output :Depreciation Value ,Asset Value,Chart

Note: Practical Classes to be arranged in Computer lab.

Software essential: MS Office Excel

TEXT BOOK:

| Sl.No. | Author | Book name | Publisher | Year of Publication |
|--------|----------------|----------------------------------------------|--------------------------------|---------------------|
| 1. | Bodhanwala.R.J | Financial Management using Excel Spreadsheet | Taxmann Publication, New Delhi | 3rd Edition, 2010 |

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|----------------------|------------------------------|-----------------|----------|----------|----------|---------------|
| IB18AC3 | E-BUSINESS MANAGEMENT | Theory | - | - | - | 5 |

Preamble

1. To understand the current status of e-business concepts and follow its development.
2. The course also aims to show how the technical and business aspects of e-commerce have to be integrated together.
3. To describe the best practices in e-business
4. Students should also become aware of the global nature of e-commerce and how traditional means of doing business will need to change in the electronic age.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO1. | To understand the current state of e-business and the possible advantages and disadvantages of an e-business strategy. | K1 |
| CO2. | To understand e-business strategy into the organization's goals and objectives. | K2 |
| CO3. | To identify the organizational processes and relationship that may have value added through the application of an e-business strategy. | K2 |
| CO4. | To evaluate the opportunities and risk factors involved in conducting e-Business. | K3 |
| CO5. | To aid the development of managerial e-business tactics and objectives for the organization's | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------------|------------|------------|------------|------------|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |

H-High; M-Medium; L-Low

E-BUSINESS MANAGEMENT - IB18AC3

Syllabus

UNIT - I: e-Business Strategy and Models

e-Business –element- roles and their challenges-e-Business requirements & its impact
Inhibitors of e-business-e Business Strategy- e Business Models-eBusiness Architecture and
Enabling technologies.

UNIT – II :e-Markets and Technology

Functions-eMarketsvs Traditional Market-effects of eMarkets-eMarkets
success factors-e- Markets Technology solutions-eProcurements: The purchasing
process, Developments in Purchasing - EDI Applications in Business – EDI and
Electronic Commerce - Internet Based EDI

UNIT - III: Security and Reliability for e-business

Reliability and Quality considerations-Quality requirements-Risk Management-
Trust, e-business risks- e-Business security- realizing a secure e-Business
infrastructure.

UNIT - IV: e Buying Process

E Marketing strategies and diffusion process - E buying decisions and
processes - B2B e procuring decisions – Post purchase actions.

UNIT - V: e Buying Protection

E buyer protection – Regulatory network – Forums and redressal process -
Research and applications of consumer responses to e marketing approaches

TEXT BOOK:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|------------------|---------------------------|---------------------------|----------------------------|
| 1 | Rayude, C.S | e-Commerce and e-Business | Himalaya Publishing House | 2015 |

REFERENCE BOOKS:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|----------------|-----------------------------------------------------|---------------------------|------------------|----------------------------|
| | Andreas meier, Henrikstormer | e-Commerce and e-Business | springer | 2009 |
| | Harvey M.Deitel, paul J Deitel, Kate steinbuhler | e-Commerce and e-Business | Prentice Hall | 2001 |

Course Designers:

Ms. V.Akalya& Mrs. K.SathiyaPriya

| COURSE NUMBER | COURSE NAME | Category | L | T | P | Credit |
|---------------|--------------------------|----------|---|---|---|--------|
| RM18AC4 | TOTAL QUALITY MANAGEMENT | Theory | - | - | - | 5 |

Preamble

- 1.To explain the basic concepts in Total Quality Management(TQM).
- 2.To impart the students with the latest techniques followed in maintaining quality in the competitive environment.
- 3.To explain specific tools and techniques for quality improvement.
- 4.To Develop analytical skills for
- 5.investigating and analyzing quality management issues in the industry
- 6.To explain the process of planning for quality.

Course Outcomes

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

| CO Number | CO Statement | Knowledge Level |
|-----------|-------------------------------------------------------------------------------------------------------|-----------------|
| CO1. | To Develop an understanding on quality management philosophies and frameworks . | K1 |
| CO2. | Develop in-depth knowledge on various tools and techniques of quality management. | K2 |
| CO3. | To enable students to obtain a basic understanding of quality principles and practices. | K2 |
| CO4. | To Explain the system of documentation, implementation and assessment of quality. | K2 |
| CO5. | To Learn the applications of quality tools and techniques in both manufacturing and service industry. | K3 |

Mapping with Programme Outcomes

| COs | PO1 | PO2 | PO3 | PO4 |
|------|-----|-----|-----|-----|
| CO1. | H | H | H | H |
| CO2. | H | H | H | H |
| CO3. | H | H | H | H |
| CO4. | H | H | H | H |
| CO5. | H | H | H | H |

H- High; M-Medium; L-Low

TOTAL QUALITY MANAGEMENT - RM18AC1

Syllabus

UNIT - I

Introduction to quality-meaning of quality-dimensions of quality-introduction to total quality management-meaning-the four P's of TQM.

UNIT - II

TQM principles-customer satisfaction-need and importance-employee involvement-benefits- supplier partnership and selection-performance measuring-strategies followed.

UNIT - III

Statistical quality control-total quality control-benefits-role of senior management in maintaining quality-quality statements-TQM implementation-barriers.

UNIT - IV

Statistical quality control-total quality control-process charts-types and benefits-flow diagrams- control charts-objectives-types-advantages-six sigma concepts- implementation-advantages.

UNIT - V

Bench marking-introduction-definition-reasons to bench marking- bench marking process-need for quality systems-ISO 9000 quality standards-introduction-benefits-implementation-quality auditing-techniques-procedure-ISO 14000-benefits.

Text Book

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|-----------|--------------------------|-------------------|---------------------|
| 1. | S.Basker | Total Quality Management | Anuradha Agencies | 2005 |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|--------------------|--------------------------|--------------------------|---------------------|
| 1. | G.R Basotia | Total Quality Management | Mangal Deep Publications | 2002 |
| 2. | Dale H Basterfield | Total Quality Management | Pearson Education | 2002 |

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