



AVS

COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

Attur Main Road, Ramalingapuram, Salem - 106.

(Recognized under section 2(f) & 12(B) of UGC Act 1956 and

Accredited by NAAC with 'A' Grade)

(Co - Educational Institution | Affiliated to Periyar University, Salem

ISO 9001 : 2015 Certified Institution)

principal@avscollege.ac.in | www.avscollege.ac.in

Ph : 98426 29322, 94427 00205.

Syllabus for

BBA Computer Application

CHOICE BASED CREDIT SYSTEM

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK

(CBCS – LOCF)

(Applicable to the Candidates admitted from 2023-24 on wards)

VISION

- To attain excellence in the field of education by creating competent scholars with a touch of human values.

MISSION

- To accomplish eminence in the academic domain.
- To provide updated infrastructure.
- To educate value based education.
- To impart skills through efficient training programs.
- To cultivate culture and tradition with discipline and determination.

REGULATIONS

1. Eligibility for Admission:

Candidates seeking admission to the first year of the degree of Bachelor of Business Administration shall be required to have passed the Higher Secondary Examination (Academic or vocational stream) conducted by the Government of Tamil Nadu or any examination accepted as equivalent there to by the syndicate of Periyar University.

Preference will be given to those who have taken commerce as a subject in the qualifying examination.

2. Duration:

Three years **3years**[UG]

3. Eligibility for award of degree:

A candidate shall be eligible for the award of the degree only if he / she has undergone the prescribed courses of study in a college affiliated to the university for a period of not less than three academic years comprising six semesters and passed the examinations prescribed and Fulfilled such conditions as have been prescribed there for.

4. Course of Study:

Objectives of the Programme

To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization ;

ii. To impart certain basic skills and aptitude which will be useful in taking up any particular activity in a business ;

iii. To furnish global view of the several industries and other organizations and their functions which support the business system ;

iv. To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.

b). The programme of study shall consist of Foundation courses, Core courses, Allied courses Skill Based Elective Courses (SBEC) and Non Major Elective Courses (NMEC).

5. Scheme of Examination:

There shall be six examinations - two in the first year, two in the second year and two in the third Year. Candidates failing in any subject / subjects will be permitted to appear for such failed Subject / subjects at subsequent examinations.

The syllabus has been divided into six semesters. Examinations (theory) for I, III

and V semesters will be held in November / December and Examinations (theory)

For II, IV and VI semesters will be held in April / May.

6. Passing Rules:

Passing Minimum A candidate who secures **not less than 40% in the University (external)** Examination and 40% marks in the external examination and continuous internal assessment put together in any course of Part I, II, III & IV shall be declared to have passed the examination in the subject (theory or Practical).

A candidate who secures not less than 40% of the total marks prescribed for the subject under part IV degree programme irrespective of whether the performance is assessed at the end semester examination or by continuous internal assessment shall be declared to have passed in that subject.

A candidate who passes the examination in all the courses of Part I, II, III, IV & V shall be declared to have passed, the whole examination.

i) Theory

Written Examination for each subject is conducted for 75 marks with duration of 3 hours. Students have to secure a minimum of 30 marks (40%) out of 75 in End Semester Examination and a total of 25(CIA+ESA) marks out of 100 marks to pass in every subject.

ii) Practical

Practical Examination for each subject is conducted for 100 marks with duration of 3 Hours, Students have to secure a minimum of 24 marks out of 60 and 16 out of 40 in End Semester Practical Examination and a total of 40 marks out of 100 marks to pass in every subject.

Programme Outcomes (POs)	
On successful completion of the BBA (Computer applications)	
PO1	Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study.
PO2	Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
PO3	Critical thinking: Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
PO4	Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
PO5	Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
PO6	Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.
PO7	Cooperation/ Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team
PO8	Scientific reasoning: Ability to analyze interprets and draws conclusions from

	quantitative/qualitative data; and critically evaluates ideas, evidence and experiences from an open-minded and reasoned perspective.
PO9	Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.
PO10	Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

Program Specific Outcomes (PSOs)

After the successful completion of BBA programme the students are expected to

PSO1	To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
PSO2	To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
PSO3	To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.
PSO4	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
PSO5	Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

Programme Educational Objectives (PEOs)

The BBA CA programme describes accomplishments that graduates are expected to attain within five to seven years after graduation.

CREDIT DISTRIBUTION FOR 3 YEARS BBA CA PROGRAMME

Part	Course Type	Credits per Course	No. of Papers	Total Credits
Part I	Language – I (Tamil/Hindi/French)	3	4	12
Part II	Language – II (English)	3	4	12
Part III	Core Courses- Theory	5	8	40
	Core Courses- Theory	4	7	28
	Core Courses- Theory	3	1	3
	Major Elective Courses- Theory	3	7	21+02
				92
Part IV	Non Major Elective Courses	2	2	04
	Skill Enhancement Courses	2	3	06 + 01
	Professional Competency Skill Enhancement Course	2	1	02
	EVS (Environmental Studies)	2	1	02
	Value Education	2	1	02
	Internship	2	1	02
	Foundation Course	2	1	02
Total				21
Part V	Extension Activity (NSS/NCC/Physical Education)	1	1	1
Total Credits				140

**CONSOLIDATED SEMESTER WISE AND COMPONENT WISE CREDIT DISTRIBUTION
FOR 3 YEARS BBA CA PROGRAMME**

Parts	Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI	Total Credits
Part I	3	3	3	3	0	0	12
Part II	3	3	3	3	0	0	12
Part III	13	15	13	13	23	17	94
Part IV	4	2	3	6	4	2	21
Part V	0	0	0	0	0	1	1
Total	23	23	22	25	27	20	140

*Part I, II and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programmes and the other components IV and V have to completed during the duration of the programmes as per the norms, to be eligible for obtaining the UG degree.

METHOD OF EVALUATION

Evaluation	Components	Marks
Internal Evaluation	Continuous Internal Assessment Test	15
	Assignments	3
	Class Participation	2
	Distribution of marks for Attendance (in percentage) 96 – 100: 5 Marks 91 – 95: 4 Marks 86 – 90: 3 Marks 81 – 85: 2 Marks	5
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks

Note: 1.UG Programmes- A candidate must score minimum 10 marks in Internal and 30 marks in External Evaluation.

2. PG Programmes- A candidate must score minimum 13 marks in Internal and 38 marks in External Evaluation.

CONTINUOUS INTERNAL ASSESSMENT

Categorizing Outcome Assessment Levels Using Bloom's Taxonomy

level	Cognitive Domain	Description
K1	Remember	It is the ability to remember the previously learned concepts or ideas.
K2	Understand	The learner explains concepts or ideas.
K3	Apply	The learner uses existing knowledge in new contexts.
K4	Analyze	The learner is expected to draw relations among ideas and to compare and contrast.
K5	Evaluate	The learner makes judgments based on sound analysis.
K6	Create	The learner creates something unique or original.

Question Paper Blue Print for Continuous Internal Assessment- I& II

Duration: 2 Hours		Maximum: 50 marks					
Section	K level						Marks
	K1	K2	K3	K4	K5	K6	
A (no choice)	10						10 X 1 =10
B (no choice)		1	1				2 X 5 =10
C (either or choice)				3			3 x 10 = 30
Total							50 marks

Note: K4 and K5 levels will be assessed in the Model Examination whereas K5 and K6 Levels will be assessed in the End Semester Examinations.

Question Paper Blue Print for Continuous Internal Assessment- I

Time: 2 Hours

Total Marks: 50 Marks

Minimum Pass: 20 Marks

Unit	Section - A	Section - B	Section - C
I	Q.N. 1, 2, 3, 4, 5	Q.N. 11	Q.N. 13 A, 13 B
I or II	-	-	Q.N. 14 A, 14 B
II	Q.N. 6, 7, 8, 9, 10	Q.N. 12	Q.N. 15 A, 15 B

SECTION – A (10 X 1 = 10 Marks)

ANSWER ALL THE QUESTIONS

SECTION – B (2 X 5 = 10 Marks)

ANSWER ALL THE QUESTIONS

SECTION – C (3 X 10 = 30 Marks)

ANSWER ALL THE QUESTIONS (Either or Choice)

Question Paper Blue Print for Continuous Internal Assessment- II

Time: 2 Hours

Total Marks: 50 Marks

Minimum Pass: 20 Marks

Unit	Section - A	Section - B	Section - C
III	Q.N. 1, 2, 3, 4, 5	Q.N. 11	Q.N. 13 A, 13 B
III or IV	-	-	Q.N. 14 A, 14 B
IV	Q.N. 6, 7, 8, 9, 10	Q.N. 12	Q.N. 15 A, 15 B

SECTION – A (10 X 1 = 10 Marks)

ANSWER ALL THE QUESTIONS

SECTION – B (2 X 5 = 10 Marks)

ANSWER ALL THE QUESTIONS

SECTION – C (3 X 10 = 30 Marks)

ANSWER ALL THE QUESTIONS (Either or Choice)

Question Paper Blue Print for Model Examination & End Semester Examination

Duration: 3 Hours		Maximum: 75 marks						
Section		K level						Marks
		K1	K2	K3	K4	K5	K6	
A (no choice, three questions from each unit)		15						15 X 1 =15
B (choice, one question from each unit)			1	1				2 X 5 =10
C (either or choice & two questions from each unit)	<i>Courses with K4 as the highest cognitive level</i>				4	1		5 x 10 = 50
	<i>Course with K5 as the highest cognitive level wherein three K4 questions and two K5 questions are compulsory.</i>				3	2		
	<i>Course with K6 as the highest cognitive level wherein two questions each on K4, K5 and one question on K6 are compulsory.</i>				2	2	1	
Total								75 marks

Question Paper Blue Print for Model Examination & End Semester Examination

Time: 2 Hours

Total Marks: 75 Marks

Minimum Pass: 30 Marks

Unit	Section - A	Section - B	Section - C
I	Q.N. 1, 2, 3	Q.N. 16	Q.N. 21 A, 21 B
II	Q.N. 4, 5, 6	Q.N. 17	Q.N. 22 A, 22 B
III	Q.N. 7, 8, 9	Q.N. 18	Q.N. 23 A, 23 B
IV	Q.N. 10, 11, 12	Q.N. 19	Q.N. 24 A, 24 B
V	Q.N. 13, 14, 15	Q.N. 20	Q.N. 25 A, 25 B

SECTION – A (15 X 1 = 15 Marks)

ANSWER ALL THE QUESTIONS

SECTION – B (2 X 5 = 10 Marks)

ANSWER ANY TWO QUESTIONS

SECTION – C (5 X 10 = 50 Marks)

ANSWER ALL THE QUESTIONS (Either or Choice)

Question Paper Blue Print for Model Practical Examination & End Semester Examination (Practical)

Time: 3 Hours

Total Marks: 60 Marks

Minimum Pass: 24 Marks

Practical Marks	Maximum Mark	Minimum Mark
Internal	40	16
External	60	24
Total	100	40

Evaluation for End Semester Examinations (Practical)

Record	10 marks
Formula with expansion	05 marks
Observation with data	20 marks
Viva-voce	05 marks
Calculation	15 marks
Result with units	05 marks
TOTAL	60 MARKS

*Submission of record with due certification is a must for external practical examinations.

**A student should complete all requires experiments to get 10 marks for the record.

Scheme of Examination for BBA CA

First Year – Semester - I

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ESE	Total
I	23UFTA01	Podhu Tamil - I	3	3	25	75	100
II	23UFEN01	General English - I	3	3	25	75	100
III	23UBXC001	Core Course I - Principles of Management	5	5	25	75	100
III	23UBXC002	Core Course II - Accounting for Management	5	5	25	75	100
III	23UBXGE001	Elective Course I - Managerial Economics	4	3	25	75	100
IV	23UBXFC001	Foundation Course I - Managerial Communication	3	2	25	75	100
IV	23UBXSE001	Non Major Elective Course – Basics of Event Management	2	2	25	75	100
Total			25	23			

First Year – Semester – II

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ESE	Total
I	23UFTA02	Podhu Tamil - II	3	3	25	75	100
II	23UFEN02	General English - II	3	3	25	75	100
III	23UBXC003	Core Course III - Marketing Management	5	5	25	75	100
III	23UBXC004	Core Course IV - Financial Management	5	5	25	75	100
III	23UBXGE002	Elective Course II - International Business	4	3	25	75	100
III	23UBXGE003	Elective Course III – Business Etiquette and Corporate Grooming	3	2	25	75	100
IV	23UBXNE002	Non Major Elective Course – Managerial Skill Development	2	2	25	75	100
Total			25	23			

Second Year – Semester - III

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ES E	Total
I	23UFTA02	Podhu Tamil - III	3	3	25	75	100
II	23UFEN02	General English - III	3	3	25	75	100
III	23UBXC005	Core Course V - Organizational Behaviour	5	5	25	75	100
III	23UBXC006	Core Course VI - Applications of IT in Business	5	5	25	75	100
III	23UBXGE004	Elective Course IV - Business Statistics	4	3	25	75	100
IV	23UBXSE003	Skill Enhancement Course III - Computer Applications in Business	3	1	25	75	100
IV	23UBXSE004	Skill Enhancement Course IV - Entrepreneurial Skill-New Venture Management	2	2	25	75	100
Total			25	22			

Second Year – Semester - IV

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ESE	Total
I	23UFTA03	Podhu Tamil - IV	3	3	25	75	100
II	23UFEN03	General English - IV	3	3	25	75	100
III	23UBXC007	Core Course VII - Business Regulatory Framework	5	5	25	75	100
III	23UBXC008	Core Course VIII - Web Technology- Theory and Practical	5	5	25	75	100
III	23UBXGE005	Elective Course V - Operation Research	3	3	25	75	100
IV	23UBXSE006	Skill Enhancement Course VI - Tally	3	2	25	75	100
IV	23UBXSE007	Skill Enhancement Course VII - Intellectual Property Rights	2	2	25	75	100
		Environmental Studies	1	2	25	75	100
Total			25	25			

Third Year – Semester - V

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ESE	Total
III	23UBXC009	Core Course IX - Human Resource Management	4	4	25	75	100
III	23UBXC010	Core Course X - Research Methodology	4	4	25	75	100
III	23UBXC011	Core Course XI - Production and Materials management	4	4	25	75	100
III	23UBXC012	Core Course XII - Management Information Systems	4	4	25	75	100
III	23UBXC013	Core Course XIII - RDBMS & Oracle Programming	4	4	25	75	100
III	23UBXGE006 OR 23UBXGE007	Elective Course VI – E - business OR Strategic Management	3	3	25	75	100
IV	23UBXSI001	Summer Internship/ Industrial Training	2	2			
IV		Value Education		2			
Total			25	27			

Third Year – Semester – VI

Part	Course Code	Course Title	Ins. Hrs	Credit	CIA	ESE	Total
III	23UBXC014	Core Course XIV - Entrepreneurial Development	5	4	25	75	100
	23UBXC015	Core Course XV - Python Programming Theory And Practical	5	4	25	75	100
	23UBXPR001	Elective Course VII - Project with Viva-Voce	3	3	20	80	100
III	23UBXGE008 Or 23UBXGE009 Or 23UBXGE010	Elective Course VIII - Fundamentals of Logistics Innovation Management Services Marketing	5	3	25	75	100
	23UBXGE011 Or 23UBXGE012	Elective Course IX – Big Data Analytics Or Artificial Intelligence	5	3	25	75	100
	IV	23UBXPCE001 23UBXPCE002	Professional Competency Enhancement -Quantitative Aptitude I -Quantitative Aptitude II(2 hours each)	2	2	25	75
V		Extension Activities	0	1			
Total			25	20			

****Ins. Hrs** – Instructional Hours, **CIA**- Continuous Internal Assessment, **ESE**- End Semester

Examination

Semester: I	Course Code: 23UBXC001	Hours/Week: 5	Credit: 5
COURSE TITLE: CORE COURSE I - PRINCIPLES OF MANAGEMENT			

Course Overview:

1. Describe nature, scope, role, levels, Functions and approaches of management
2. Apply planning and decision making in Management
3. Identify organization structure and various Organizing techniques
4. Understand Direction, Co-ordination & Control mechanisms
5. Relate and infer ethical practices of Organization.

Learning Objectives:

1. To impart knowledge about evolution of management
2. To provide understanding on planning process and importance of Decision making in organization
3. To learn the application of principles in organization
4. To study the process of effective controlling in organization
5. To familiarize students about significance of ethics in business and its Implications.

Unit - I	Management	09 Hours
-----------------	-------------------	-----------------

Introduction of Management

Definition of Management

Importance of Management

Nature of Management

Scope of Management

Process of a Manager

Role of a Manager

Functions of a Manager

Levels of Management

Development of Scientific Management

Other Schools of thought and Approaches.

Unit - II	Planning	09 Hours
------------------	-----------------	-----------------

Definition of Planning

Nature of Planning
 Importance of Planning
 Forms of Planning
 Types of Planning
 Steps in Planning
 Objectives of Planning
 Policies Procedures and Methods
 Natures of Policies
 Types of Policies
 Decision making Process
 Types of Decision making Process

Unit - III	Organizing	09 Hours
-------------------	-------------------	-----------------

Introduction of Organizing
 Types of Organizations
 Organization Structure
 Span of Control and Committees
 Departmentalization
 Informal Organization
 Authority
 Delegation
 Decentralization
 Difference between Authority and Power
 Responsibility

Unit - IV	Direction	09 Hours
------------------	------------------	-----------------

Definition of Direction
 Nature of Co- ordination
 Purpose of Co- ordination
 Definition of Co- ordination
 Need of Co- ordination
 Type of Co- ordination

Techniques and requisites for excellent Co-ordination

Controlling Meaning

Importance Control Process

Unit - V	Business ethics	09 Hours
----------	-----------------	----------

Definition of Business ethics

Ethical issues

Role of Business Ethics

Importance of Business Ethics

Values in Business

Internal Ethics

External Ethics

Environment protection

Responsibilities of Business

Text Book(s):

1. JAF Stoner, Freeman R. E and Daniel R Gilbert — Management, 6th Edition, Pearson Education.
2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, —Fundamentals of Management 7th Edition, Pearson Education, 2011
4. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

Reference Books:

1. P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017
2. L.M. Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4. Dr. C.B. Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition.
5. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles Of Management, Mc Graw Hill, 2nd edition, 2015

Web Resources:

1. <https://open.umn.edu/opentextbooks/textbooks/693>
2. <https://open.umn.edu/opentextbooks/textbooks/34>
3. <https://openstax.org/subjects/business>
4. <https://blog.hubspot.com/marketing/management-principles>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Describe nature, scope, role, levels, Functions and approaches of management	K1
CO2	Understand Direction, Co-ordination & Control mechanisms	K2
CO3	Apply planning and decision making in Management	K3
CO4	Identify organization structure and various Organizing techniques	K4
CO5	Relate and infer ethical practices of Organization.	K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	M	L	S	S	S	S	M	S	M
CO2	M	S	S	S	M	M	L	S	M
CO3	M	S	S	M	S	S	M	S	M
CO4	S	M	S	S	S	S	L	S	S
CO5	M	S	S	S	S	S	M	S	M

S - Strong, M – Medium, L – Low

Semester: I	Course Code: 23UBXC002	Hours/Week: 5	Credit: 5
COURSE TITLE: CORE COURSE II - ACCOUNTING FOR MANAGEMENT			

Course Overview:

1. Prepare Journal, ledger, trial balance and Cashbook
2. Classify errors and making rectification entries
3. Prepare final accounts with adjustments
4. To understand Hire Purchase system
5. Prepare single and double entry system of Accounting.

Learning Objectives:

1. To impart knowledge about basic concepts of accounting its applications
2. To analyze and interpret financial reports of a company
3. To understand the gross profit and net profit earned by organization
4. To foster knowledge on Hire Purchase system
5. To understand the procedures of Accounting under Single entry system.

Unit - I	Basic Accounting Concepts	09 Hours
-----------------	----------------------------------	-----------------

Meaning of Accounting

scope of Accounting

Basic Accounting Concepts

Basic Accounting Conventions

Objectives of Accounting

Accounting Transactions

Double Entry & Book Keeping

Journal & Ledger

Preparation of Trial Balance

Unit - II	Subsidiary books	09 Hours
------------------	-------------------------	-----------------

Subsidiary books

Preparation of cash Book

Bank reconciliation statement

Rectification of errors

Suspense account

Unit - III	Final Accounts	09 Hours
-------------------	-----------------------	-----------------

Preparation of Final Accounts

Adjustments

Closing stock

Outstanding

Prepaid and accrued

Depreciation

Bad and doubtful debts

Provision and discount on debtors

Provision and discount on Creditors

Interest on drawings and capital

Unit - IV	Hire Purchase & Installment System	09 Hours
------------------	---	-----------------

Hire Purchase System

Default

Repossession

Hire Purchase Trading Account

Installment System

Unit - V	Single entry & Double entry system	09 Hours
-----------------	---	-----------------

Single entry meaning

Features of Single Entry

Defects of Single Entry

Differences between Single Entry & Double entry system

Statement of Affairs Method

Conversion method

Text Book(s):

1. Goel. D. Kand Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd Edition.
2. Jain. S.P & Narang.K,1999,Financial Accounting, Kalyani Publishers, Ludhiana,4th edition
3. Rakesh Shankar. R & Manikandan. S, Financial Accounting, SCITECH, 3rd Edition.
4. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edn

5. Tulsian P.C., 2006, Financial Accounting, Pearson Education

Reference Books:

1. Dr. K. Ganesan & S. Ushena Begam – Accounting for Managers-Volume 1, Charulatha Publications, Chennai
2. TS Reddy & amp; A. Murthy; Financial Accounting – Margham Publications , 6th Edition, 2019
3. David Kolitz; Financial Accounting – Taylor and Franc is group, USA2017
4. MN Arora; Accounting for Management-Himalaya Publications House 2019.
5. SN Maheswari; Financial Accounting-Vikas Publishing House,Jan2018.

Web Resources:

1. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
2. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
3. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
4. <https://www.profitbooks.net/what-is-depreciation>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Classify errors and making rectification entries	K1
CO2	To understand Hire Purchase system	K2
CO3	Apply the accounting rules in Journal and ledger,	K3
CO4	Analyze the final accounts with adjustments	K4
CO5	Prepare single and double entry system of Accounting.	K5
CO6	Prepare Journal, ledger, trial balance and Cashbook	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	M	M	M	M	M	S	L	M	M
CO2	S	M	M	M	M	S	L	S	S
CO3	S	M	M	M	M	S	L	S	S
CO4	S	M	M	M	M	S	L	M	S
CO5	S	M	M	M	M	S	L	M	S

S - Strong, M – Medium, L – Low

Semester: I	Course Code: 23UBXGE001	Hours/Week: 4	Credit: 3
COURSE TITLE: ELECTIVE COURSE I - MANAGERIAL ECONOMICS			

Course Overview:

1. Analyze & apply the various managerial economic Concepts in individual & business decisions.
2. Explain demand concepts, underlying Identify demand forecasting techniques.
3. Employ production, cost and supply Business decision making
4. Identify pricing strategies

Learning Objectives:

1. To familiarize students with concepts of managerial economics and its relevant Concepts of economics in current business scenario
2. To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.
3. To Understand the optimal point of cost analysis and production factors of the firm
4. To describe the pricing method sand strategies that are consistent with evolving marketing needs
5. To Provide insights to the various market structures in an economy.

Unit - I	Managerial Economics	09 Hours
-----------------	-----------------------------	-----------------

Definition of economics

Nature of managerial economics

Scope of managerial economics

Important concepts of economics

Relationship between micro, macro and managerial Economics

Nature of micro, macro and managerial

Scope of micro, macro and managerial

Objectives of firm

Unit - II	Demand analysis	09 Hours
------------------	------------------------	-----------------

Introduction of Demand analysis

Theory of consumer behavior

Marginal utility analysis

Indifference curve analysis

Meaning of demand

Law of demand

Types of demand

Determinants of demand

Elasticity of demand

Demand forecasting

Unit - III	Production and cost analysis	09 Hours
-------------------	-------------------------------------	-----------------

Definition of Production and cost analysis

Factors of production

Production function

Concept of Law of variable proportion

Law of return to scale

Economics of scale

Cost analysis

Different cost concepts

Cost output relationship short run

Cost output relationship long run

Revenue curves of firms

Supply analysis

Unit - IV	Pricing methods and strategies	09 Hours
------------------	---------------------------------------	-----------------

Introduction of Pricing methods and strategies

Objectives of Pricing methods and strategies

Factors of Pricing methods and strategies

General consideration of pricing

Methods of pricing

Dual pricing

Price discrimination

Unit - V	Market classification	09 Hours
-----------------	------------------------------	-----------------

Market classification

Perfect competition

Definition of Monopoly

Monopolistic competition

Duopoly

Oligopoly

Text Book(s):

1. Journal of Economic Literature – American Economic Association
2. Arthasastra Indian Journal of Economics & Research
3. Mithani D.M. (2016) - Managerial Economics – Himalaya Publishing House – Mumbai
4. Indian Economic Journal/Sage Publications
5. Mehta P.L(2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

Reference Books:

1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai,2019
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy,
3. McGraw Hill Education,10 editions, 2017.
4. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8th edition, 2015.

5. H L Ahuja; Managerial Economics, S.Chand, 9th Edition, 2017.
6. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

Web Resources:

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <https://www.intelligenteconomist.com/profit-maximization-rule>
3. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
4. <http://www.economicdiscussion.net/laws-of-returns-to-scale-and-variable-proportions/5134>
5. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Remember the demand concepts,	K1
CO2	Underlying demand forecasting techniques.	K2
CO3	Apply the concepts of production, cost and supply Business decision making	K3
CO4	Analyze & apply the various managerial economic Concepts in individual & business decisions.	K4
CO5	Evaluate the various managerial economic Concepts.	K5
CO6	Identify pricing strategies	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	M	S	M	M	M	S	L	M	M
CO2	S	L	M	M		S		S	S
CO3	S	S	M	M	M	S		M	S
CO4	S	S	M	M		S		M	S
CO5		S	M	M		S		S	

S - Strong, M – Medium, L – Low

Semester: I	Course Code:23UBXSE001	Hours/Week: 2	Credit: 2
COURSE TITLE: NON MAJOR ELECTIVE COURSE I – BASICS OF EVENT MANAGEMENT			

Course Overview:

1. Under set and basics of event management
2. Design events
3. Study feasibility of organizing an event
4. Gain Familiarity with marketing & promotion of event
5. Develop event budget

Learning Objectives:

1. To know the basic of event management its concepts
2. To make an event design
3. To make feasibility analysis for event.
4. To understand the 5 Ps of Event Marketing
5. To know the financial aspects of event management and its promotion

Unit - I	Event Management	09 Hours
-----------------	-------------------------	-----------------

Introduction Of Event Management

Definition Of Event Management

Importance Of Event Management

Need of Event Management

Activities of Event Management

Unit - II	Concept and Design of Events	09 Hours
------------------	-------------------------------------	-----------------

Introduction of Concept

Introduction of Design of Events

Event Co-ordination

Developing of Co-ordination

Evaluating event concept

Event design

Unit - III	Event Feasibility	09 Hours
-------------------	--------------------------	-----------------

Introduction of Event Feasibility

Resources

Feasibility

SWOT Analysis

Unit - IV	Event Planning & Promotion	09 Hours
Definition of Event Planning & Promotion		
Marketing & promotion		
5Ps of Event Marketing		
Product, Price, Place, Promotion,		
Public relations		

Unit - V	Event Budget	09 Hours
Introduction of Event Budget		
Financial Analysis		
Event Cost		
Event Sponsorship		

Text Book(s):

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh – Har - Anand Publications Pvt.Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4. Event Planning -The ultimate guide – Public Relations by S.J. Sebellin Ross
5. Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

Reference Books:

1. Event Management By Chaudhary, Krishna, Bio-Green Publishers
2. Successful Event Management By Anton Shone & Bryn Parry
3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters &Tahir Rashid
4. Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
5. Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik Create Space Independent Publishing Platform, 2015

Web Resources:

1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2. <https://www.inderscience.com/jhome.php?jcode=ijhem> International Journal of Hospitality & Event Management
3. <https://www.emeraldgrouppublishing.com/journal/ijefm> International Journal of Event and

Festival Management

4. <https://www.eventbrite.com/blog/?s=roundup>
5. <https://www.eventindustrynews.com/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Remember the event management concepts.	K1
CO2	Understand basics of event management	K2
CO3	Apply the Study and feasibility of organizing an event	K3
CO4	Analyze the Familiarity with marketing & promotion of event	K4
CO5	Evaluate the event budget	K5
CO6	Design events	K6
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	M	S	S	S	M	S	S	S	M
CO2	M	S	S	S	M	S	S	S	M
CO3	S	M	S	S	S	S	S	M	S
CO4	S	M	S	S	S	S	S	S	S
CO5	M	S	S	S	M	S	S	S	M

S - Strong, M – Medium, L – Low

Semester: I	Course Code: 23UBXFC001	Hours/Week: 3	Credit: 2
COURSE TITLE: FOUNDATION COURSE I - MANAGERIAL COMMUNICATION			

Course Overview:

1. Understand communication process and its barriers.
2. Develop business letters in different scenarios
3. Develop oral communication skills & conducting interviews
4. Use managerial writing for business communication
5. Identify usage of modern communication tools & its Significance for managers

Learning Objectives:

1. To educate students role & importance of communication skills
2. To build their listening, reading, writing & speaking communication skills.
3. To introduce the modern communication for managers.
4. To understand the skills required for facing interview
5. To facilitate the students to understand the concept of Communication.

Unit - I	Communication	09 Hours
-----------------	----------------------	-----------------

Definition of Communication

Methods of Communication

Types of Communication

Principles of effective Communication

Barriers to Communication

Communication etiquette

Unit - II	Business Letters	09 Hours
------------------	-------------------------	-----------------

Definition of Business Letter

Business Letter Layout

Kinds of Business Letters: application

Offer & Acceptance

Acknowledgement and promotion letters

Business development letters

Enquiry, Replies, Order, Sales

Circulars

Grievances

Unit - III	Interviews	09 Hours
-------------------	-------------------	-----------------

Definition of Interviews

Direct of Interviews

Telephonic of Interviews

Virtual interviews

Group discussion

Presentation skills

body language

Unit - IV	Reports	09 Hours
------------------	----------------	-----------------

What is Communication through Reports

Agenda

Minutes of Meeting

Resume Writing

Unit - V	Forms of Communication	09 Hours
-----------------	-------------------------------	-----------------

Modern Forms of Communication

Podcasts

Email

Virtual meetings

Websites and their use in Business

Social media

Professional Networking sites

Text Book(s):

1. Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2. Mallika Nawal – Business Communication – CENGAGE
3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd New Delhi.
4. Michael Brown, Making Presentation Happen, Allen& Unwin, Australia,2008
5. Sundar K.A, Business communication Vijay Nicoleim prints Pvt. Ltd., Chennai.

Reference Books:

1. Rajendra Paul & JS Kovalahalli, Essentials of Business Communication, Sultan Chand Sons, New Delhi, 2017
2. Dr. CB Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3. RC Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5. RC Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

Web Resources:

1. https://www.managementstudyguide.com/business_communication.html
2. <https://studiousguy.com/business-communication/>
3. <https://www.oercommons.org/curated-collections/469>
4. <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>
5. <https://open.umn.edu/opentextbooks/textbooks/8>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Remember the concept of Managerial communication.	K1
CO2	Understand communication process and its barriers.	K2
CO3	Apply the business letters in different scenarios	K3
CO4	Analyze and develop oral communication skills & conducting interviews	K4
CO5	Evaluate the usage of modern communication tools & its Significance for managers	K5
CO6	Create the writings for business communication	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	S	S	M	S	M	S	S	S	S
CO2	S	S	S	S	S	S	M	M	S
CO3	M	S	S	S	S	S	S	M	M
CO4	S	S	M	S	S	S	M	S	S
CO5	M	M	S	S	S	S	S	S	M

S - Strong, M – Medium, L – Low

Semester: II	Course Code: 23UBXC003	Hours/Week: 5	Credit: 5
COURSE TITLE: CORE COURSE III - MARKETING MANAGEMENT			

Course Overview:

1. Describe nature, scope, role, levels, Functions and approaches of management
2. Apply planning and decision making in Management
3. Identify organization structure and various Organizing techniques
4. Understand Direction, Co-ordination & Control mechanisms
5. Relate and infer ethical practices of Organization.

Learning Objectives:

1. To understand the market place.
2. To identify the market segmentation and the Product mix
3. To select the different pricing methods and channels of distribution.
4. To know the communication mix and sales promotion tools
5. To prepare according to the latest trends in market.

Unit - I	Fundamental of marketing.	09 Hours
-----------------	----------------------------------	-----------------

Introduction of Fundamental of marketing.

Role of marketing.

Relationship of marketing with other functional areas.

Concept of marketing mix.

Various environmental factor affecting.

Marketing functions.

Marketing approaches.

Unit - II	Segmentation	09 Hours
------------------	---------------------	-----------------

Introduction of Segmentation

Need And Basis of Segmentation

Targeting of Segmentation

Positioning of Segmentation

Product of Segmentation

Characteristics of Segmentation

Benefits of Segmentation

Classifications of Segmentation

Consumer Goods – Industrial Goods

Product Mix

New Product Development Process

Product Life Cycle.

Branding–Packaging

Unit - III	Pricing	09 Hours
-------------------	----------------	-----------------

Introduction of Pricing

Factors Influencing Pricing Decisions

Pricing Objectives

Market Physical Distribution

Importance Physical Distribution

Kinds of Marketing Channels

Distribution Problems

Unit - IV	Communication	09 Hours
------------------	----------------------	-----------------

A Brief Overview of Communication Mix

Types of Media

Characteristics of Communication

Print Communication
 Electronic Communication
 Outdoor Communication
 Internet Communication
 A tool to Customer
 Sales Promotion tools
 IMC introduction
 IMC Definition and Process
 Need & Significance
 CRM and Importance.

Unit - V	Sales Force Management	09 Hours
-----------------	-------------------------------	-----------------

Personal Selling Process
 Motivation
 Compensation and Control of Sales Force
 Digital Marketing
 Introduction of Digital Marketing
 Applications of Digital Marketing
 Benefits of Benefits

Text Book(s):

1. Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2. Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
3. L. Natarajan, Marketing, Margham Publications, 2017.
4. J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
5. K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.
6. Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.

Reference Books:

1. C.B. Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020
2. V.S. Ramaswamy & S. Nama kumari, 2002, Principles of Marketing, first edition, S.G. Wasani/ Macmillan India Ltd,
3. Cranfield, Marketing Management, Palgrave Macmillan.
4. Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5. Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016

Web Resources:

1. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
2. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
3. [IndustrialMarketingManagementJournalScienceDirect.combyElsevier](https://www.sciencedirect.com/journal/Industrial-Marketing-Management)
4. [JournalofMarketingManagementTaylor&FrancisOnline\(tandfonline.com\)](https://www.tandfonline.com/journals/00000000)

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Describe nature, scope, role, levels, Functions and approaches of management	K1
CO2	Understand Direction, Co-ordination & Control mechanisms	K2
CO3	Apply planning and decision making in Management	K3
CO4	Analyze organization structure and various Organizing techniques	K4
CO5	Evaluate the Organizing techniques	K5
CO6	Relate ethical practices of Organization.	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	S	S	M	M	M	S	M	M	S
CO2	S	S	M	S	M	S	M	S	S
CO3	S	S	M	M	M	S	M	S	S
CO4	S	S	M	M	M	S	M	M	S
CO5	S	S	M	M	M	S	M	S	S

S - Strong, M – Medium, L – Low

Semester: II	Course Code:23UBXC004	Hours/Week: 5	Credit: 5
COURSE TITLE: CORE COURSE IV - FINANCIAL MANAGEMENT			

Course Overview:

1. On Completion of this course, the students will
2. Understand the basics of finance and roles of finance manager
3. Evaluate Capital structure & Cost of capital
4. Evaluate Capital budgeting
5. Assessing dividends

Learning Objectives:

1. To understand the basics of finance and roles of finance manager
2. To evaluate capital structure & Cost of capital
3. To evaluate capital budgeting
4. To assess dividends
5. To appraise working Capital

Unit - I	Financial Management	09 Hours
-----------------	-----------------------------	-----------------

Meaning of financial Management

Objectives

Importance of Finance

Sources of finance

Functions of financial Management

Role of financial manager in Financial Management.

Unit - II	Capital structures planning	09 Hours
------------------	------------------------------------	-----------------

Factors affecting capital structures

Theories of capital structures

Leverage concept

Types simple problems only.

Cost of capital

meaning and definition

Weighted Average

Composite cost of capital (WACC)

Unit - III	Capital Budgeting	09 Hours
-------------------	--------------------------	-----------------

Capital Budgeting of ARR

Capital budgeting methods.

Payback period Capital Budgeting

Net present value Capital Budgeting

IRR Capital Budgeting

Capital rationing

Simple problems only Capital budgeting methods.

Unit - IV	Dividend policies	09 Hours
------------------	--------------------------	-----------------

Introduction of Dividend policies

Factors affecting dividend

Definition of Company Law

Company Law provision on dividend payment

objectives of company law

Various Dividend Models.

Unit - V	Working capital	09 Hours
-----------------	------------------------	-----------------

Definition of Working capital

Components of working capital

Operating cycle

Factors influencing working capital

Determining

Forecasting of working capital

Requirements of working capital

Text Book(s):

1. Dr Kulkarni and Dr. Sathya Prasad, Financial Management, 13th Edition 2011
2. Advanced Financial Management Kohok, MA, Everest Publishing House
3. Financial Management Kishore RM, Taxman Allied Service
4. Strategic Financial Management Jakhotiya
5. Financial Management & Policy Srivastava, RM Himalaya

Reference Books:

1. Dr. K. Ganesan & S. Ushena Begam, Financial Management, Charulatha Publications, Chennai
2. Financial Management - I. M. Pandey, 2009 Vikas Publishing
3. Financial Management – Prasanna Chandra, 2008, Tata Mc Graw Hill, New Delhi
4. Financial Management – S. N. Maheswari

Web Resources:

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
2. [Journal of Financial Management\(esciencepress.net\)](http://www.esciencepress.net)
3. [Financial Management on JSTOR](http://www.jstor.org)
4. Financial Management Wiley online library

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Remember the financial management concepts	K1
CO2	Understand the basics of finance and roles of finance manager	K2
CO3	Apply the concepts of capital structure	K3
CO4	Analyze the cost of capital	K4
CO5	Evaluate capital budgeting techniques	K5
CO6	Create working Capital with example.	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	S	M	M	M	M	S	L	M	S
CO2	S	S	M	M	M	S	L	S	S
CO3	S	S	M	M	M	S	L	S	S
CO4	S	S	M	M	M	S	L	M	S
CO5	S	S	M	M	M	S	L	M	S

S - Strong, M – Medium, L – Low

Semester: II	Course Code:23UBXGE002	Hours/Week: 4	Credit: 3
COURSE TITLE: ELECTIVE COURSE II - INTERNATIONAL BUSINESS			

Course Overview:

1. Discuss the modes of entry to International Business
2. Explain international trade theories
3. Understand Foreign exchange market and FDI
4. Outline the Global Business Environment
5. Identify the relevance of international institutions and Trading blocs.

Learning Objectives:

1. To familiarize students with basic concepts of International Business
2. To impart knowledge about theories of international trade
3. To know the concepts of foreign exchange market and foreign direct investment
4. To understand the global environment
5. To gain knowledge on the Contemporary Issues of International Business

Unit - I	International Business	09 Hours
-----------------	-------------------------------	-----------------

Introduction to International Business

Importance

Nature and scope of international business-

Internationalization process

Internationalization Approaches

Modes of entry

Multinational Corporations
Involvement in International Business
Advantage of MNCs
Problems of MNCs

Unit - II	Trade theories	09 Hours
------------------	-----------------------	-----------------

Introduction of Trade theories
Mercantilism Trade theories
Absolute Advantage Trade theories
Comparative Advantage Trade theories
Heckschar – ohlin theory and the New Trade theory
Porter's Diamond Competitive Advantage Theory.

Unit - III	Foreign Investments	09 Hours
-------------------	----------------------------	-----------------

Definition of Foreign Investments
Pattern of Foreign Investments
Foreign exchange rates
Impact on trade and investment flows
Functions of Foreign Exchange Market
Foreign Direct Investments
Factors influencing FDI
Modes of FDI entry.

Unit - IV	Globalization	09 Hours
------------------	----------------------	-----------------

Drivers in Globalization
Globalization of markets
Globalization of production
Globalization of investments
Globalization of Technology
World trade in goods and services
Major trends and developments
World trade and protectionism
Tariff Barriers and Non-tariff Barriers

Unit - V	Regional Economic Groupings	09 Hours
-----------------	------------------------------------	-----------------

Definitions Regional Economic
Regional Economic Groupings in Practice
Levels of Regional Economic Integration
Multilateralism
Important Regional Economic Groupings in the World
Contemporary Issues in International Business.

Text Book(s):

1. Gupta CB, International Business, S Chand & Co. Ltd, 2014
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
4. Paul, J., International Business, 5th Edition, PHIL earning, 2010

Reference Books:

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
3. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson, 2017
4. Aswathappa K, International Business, 7th Edition, Mc Graw-Hill, 2020
5. Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016

Web Resources:

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. https://saylordotorg.github.io/text_international-business
3. <https://www.imf.org/en/home>
4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:		
Upon successful completion of this course, the student will be able to		
COs	Statements	Bloom's Level
CO1	Remember the concepts of International business	K1
CO2	Understand Foreign exchange market and FDI	K2
CO3	Apply the modes of entry to International Business	K3
CO4	Analyze the global business environment	K4
CO5	Evaluate international trade theories	K5
CO6	Create the international intuitions and trading blocs with examples	K6
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	S	M	M	M	S	S	M	M	S
CO2	M	M	S	S	S	S	M	S	M
CO3	S	S	M	M	M	S	M	M	S
CO4	S	S	M	S	S	S	M	S	S
CO5	M	M	M	M	M	M	S	S	M

S - Strong, M – Medium, L – Low

Semester: II	Course Code: 23UBXGE003	Hours/Week: 3	Credit: 2
COURSE TITLE: ELECTIVE COURSE III - BUSINESS ETIQUETTE AND CORPORATE GROOMING			

Course Overview:

1. Describe basic concepts of business etiquette and Corporate grooming.
2. Outline the etiquette and grooming standards followed in business environment and the significance of communication
3. Create cultural awareness and moral practices in real Life workplace scenarios
4. Analyze workplace courtesy and resolve ethical issues With respect to etiquette and grooming for success
5. Apply the professionalism in the workplace Considering diversity and courtesy

Learning Objectives:

1. To impart knowledge about basic etiquettes in professional conduct
2. To provide understanding about the workplace courtesy and ethical issues involved
3. To suggest on guidelines in managing rude and impatient clients
4. To familiarize students about significance of cultural sensitivity and the Relative business attire
5. To stress on the importance of attire

Unit - I	Introduction to Business Etiquette	09 Hours
-----------------	---	-----------------

Introduction to Business Etiquette Introduction

Introduction of ABC's of etiquette

Meeting scenarios

Greeting scenarios

Principles of exceptional work behavior

Role of good manners in business

Professional conduct

Personal spacing.

Unit - II	Workplace Courtesy	09 Hours
------------------	---------------------------	-----------------

Introduction of Workplace Courtesy and Business Ethics

Workplace Courtesy

Practicing common courtesy

Manners in a workplace

Etiquette at formal gatherings

Professional qualities expected from an employer's perspective

Hierarchy and Protocol

Unit - III	Telephone Etiquette	09 Hours
-------------------	----------------------------	-----------------

Introductions of telephone etiquette

Email etiquette

Disability etiquette mastering the telephone courtesy

Handling rude or impatient clients

Internet usage in the workplace

Email etiquette

Online chat etiquette guidelines

Basic disability etiquette practices

Unit - IV	culture etiquette	09 Hours
------------------	--------------------------	-----------------

Definitions Diversity

Cultural Awareness

Workplace Impact of diversity

Cultural Sensitivity-

Taboos and Practices

Inter communication

Cultural Communication

Unit - V	Business Attire	09 Hours
-----------------	------------------------	-----------------

Introduction of Business Attire

Professionalism Business style

Professional image Business attire

Dress code Business attire

Guidelines for appropriate

Business attire-grooming for success

Text Book(s):

1. Journal of Computer Mediated Communication By ICA
2. Business and Professional Communication by Sage Journals
3. Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse.
4. Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
5. Shital Kakkar Mehra,—Business Etiquette: A guide for the Indian Professional, Harper Collins Publisher (2012)

Reference Books:

1. Indian Business Etiquette, Raghu Palat, JAICO Publishers
2. Nina Kochhar,— At Ease with Etiquette, B. Jain Publisher, 2011
3. Nimeran Sahukar, Prem P. Bhalla,— The Book of Etiquette and manners, Pustak Mahi publisher 2004
4. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
5. The Essentials of Business Etiquette : How to Greet, Eat, and Tweet Your Way To Success by Barbara Pachter, Mc Graw Hill Education.

Web Resources:

1. [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20\(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf)
2. [https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe nbsp.pdf](https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe%20.pdf)
3. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
4. https://wikieducator.org/Business_etiquette_and_grooming

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes: Upon successful completion of this course, the student will be able to		
COs	Statements	Bloom's Level
CO1	Describe basic concepts of business etiquette and Corporate grooming.	K1
CO2	Understand the etiquette and grooming standards followed in business environment and the significance of communication	K2
CO3	Apply the professionalism in the workplace Considering diversity and courtesy	K3
CO4	Analyze workplace courtesy and resolve ethical issues	K4
CO5	Evaluate etiquette and grooming for success	K5
CO6	Create cultural awareness and moral practices in real Life workplace scenarios	K6
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	M	M	S	S	S	M	M	S	M
CO2	M	M	S	S	S	M	M	S	M
CO3	M	M	S	S	S	M	M	S	M
CO4	M	M	S	S	S	S	M	S	M
CO5	M	M	M	S	S	S	M	S	M

S - Strong, M – Medium, L – Low

Semester: II	CourseCode:23UBXNE002	Hours/Week: 2	Credit: 2
COURSE TITLE: NON MAJOR ELECTIVE COURSE - MANAGERIAL SKILL DEVELOPMENT			

Course Overview:

1. Identify the personal qualities that are needed to sustain In the world of work.
2. Explore more advanced Management Skills such as Conflict resolution, empowerment, working with teams and creating a positive environment for change.
3. Acquire practical management skills that are of Immediate use in management or leadership positions.
4. Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
5. Make persuasive presentations that reveal strong written And oral communication skills needed in the work place.

Learning Objectives:

1. To improve the self- confidence, groom the personality and build emotional competence
2. To address self- awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
3. To assess the Emotional intelligence
4. To induce critical- thinking and analytical skills to investigate complex problems
To propose viable solutions
5. To improve professional etiquettes

Unit - I	Skill Development	09 Hours
-----------------	--------------------------	-----------------

Introduction of skill development

Self core competency

Understanding of Self Components

Self- identity

Self- concept

Self - confidence and Self- image

Skill Analysis

finding the right fit

Self- learning styles,

attitude towards Change and applications of skills

Unit - II	Self Esteem	09 Hours
------------------	--------------------	-----------------

Self Esteem definition and Meaning
 Self Esteem Importance
 Components of self-esteem
 High and low self- esteem,
 measuring our self-esteem
 Effectiveness of self-esteem
 Personality of self-esteem Mapping tests,
 Appreciative Intelligence

Unit - III	Emotional Competence	09 Hours
-------------------	-----------------------------	-----------------

Building Emotional Competence
 Emotional Intelligence Meaning,
 Emotional Intelligence Components
 Emotional Intelligence Importance
 Emotional Intelligence Relevance
 Positive and Negative Emotions
 Healthy expression of Emotions
 Unhealthy expression of Emotions
 What is The six phase Model of Creative Thinking

Unit - IV	Thinking skills and	09 Hours
------------------	----------------------------	-----------------

Thinking skills
 The Mind/Brain/Behavior
 Critical Thinking
 Making Predictions
 Making Reasoning,
 Memory and Critical Thinking
 Emotions and Critical Thinking

Unit - V	Communication	09 Hours
-----------------	----------------------	-----------------

How to make oral presentations
 Conducting meetings of Communication
 Reporting of projects of Communication
 Reporting of case analysis of Communication
 Answering in Viva Voce of Communication

Assignment writing Debates of Communication
Presentations of Communication
Role plays and group discussions on current topics

Text Book(s):

1. Managerial Skill Articles
2. The Management Skills of SALL Managers - SiSAL Journal
3. Managerial Skills by Dr. K. AlexS. CHAND
4. Managerial Skills 2 by Cynthia Menezes Prabhu, Pento Print Publishing LLP
5. Gallagher(2010), Skills Development for Business & Management Students,
6. Oxford University Press. PROF. SANJIV

Reference Books:

1. Joshi, G. (2015), Campus to Corporate-Your Road map to Employability, Sage Publication
2. McGrath E.H. (9Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D.(eEd.2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney, A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5. EQ-soft skills for Corporate Carrer by Dr. Sumeet Suseelan

Web Resources:

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. https://www.academia.edu/4358901/managerial_skill_development_pdf
3. https://www.academia.edu/4358901/managerial_skill_development_pdf
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
5. AC.pdf
6. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)
7. /MBA-1-MSD(Managerial%20skill%20development).pdf

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:		
Upon successful completion of this course, the student will be able to		
COs	Statements	Bloom's Level
CO1	Remember the personal qualities of managerial skill development	K1
CO2	Understand the advanced Management Skills	K2
CO3	Apply practical management skills for leadership positions.	K3
CO4	Analyze critical-thinking and analytical skills.	K4
CO5	Evaluate presentations that reveal strong written And oral communication skills needed in the work place.	K5
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	M	M	S	S	S	M	M	S	M
CO2	M	M	S	S	S	S	S	M	M
CO3	S	S	S	S	S	S	S		S
CO4	S	S	S	S	S	S	M	S	S
CO5	M	M	S	S	S	M	S	S	M

S - Strong, M – Medium, L – Low

Semester: III	Course Code:23UBXC005	Hours/Week: 5	Credit: 5
COURSE TITLE: CORE COURSE V - ORGANIZATIONAL BEHAVIOUR			

Course Overview:

1. Define Organizational Behaviour, Understand the Opportunity through OB.
2. Apply self-awareness, motivation, leadership and Learning theories at workplace.
3. Analyze the complexities and solutions of group behavior.
4. Impact and bring positive change in the culture of the organization.
5. Create a congenial climate in the organization.

Learning Objectives:

1. To have extensive knowledge on OB and the scope of OB.
2. To create awareness of Individual Behaviour.
3. To enhance the understanding of Group Behaviour
4. To know the basics of Organizational Culture and Organizational Structure
5. To understand Organizational Change, Conflict and Power

Unit - I	Organizational Behavior	09 Hours
-----------------	--------------------------------	-----------------

Introduction of Organizational Behavior

Concept of Organizational Behavior

Nature of Organizational Behavior

Scope of Organizational Behavior

Role of Organizational Behavior

Disciplines that contribute to Organizational Behavior

Opportunities for Organizational Behavior

Unit - II	Individual Behaviour	09 Hours
------------------	-----------------------------	-----------------

Concept of learning,

Concept of attitude

Components, behavior

Attitude. Job satisfaction

Concept of motivation

Theories of Motivation

Personality and Values

Concept of personality

Big Five model

Perception and Judgments

Factors of Perception and Decision Making

Linking perception to individual decision making

Unit - III	Group Behaviour	09 Hours
-------------------	------------------------	-----------------

Concept of Groups and Work Teams

Five Stage model of group development

Group norms

cohesiveness

Group think and shift

types of teams

Creating team players from individuals and team based work

Concept of Leadership

Trait theories; Behavioral theories (Ohio and Michigan studies)

Contingency theories (Fiedler, Hersey and Blanchard, Path-goal)

Unit - IV	Organizational Culture And Structure	09 Hours
------------------	---	-----------------

Concept of culture

Impact of culture

Functions and liability of culture

Creating and sustaining culture

Concept of structure

Prevalent organizational designs

New design options

Unit - V	Organisational Change, Conflict And Power	09 Hours
-----------------	--	-----------------

Forces of change

Planned change

Resistance

Approaches (Lewin's model)

Organizational development

Concept of conflict

Conflict process

Types of conflict

Functional/ dysfunctional

Introduction to power and politics.

Text Book(s):

1. Neharika Vohra Stephen P. Robbins, Timothy A .Judge, Organizational Behaviour, Pearson Education, 18th Edition, 2022.
2. Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill,2017.
3. Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011
4. Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC(28April2017)
5. Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc; 2nd edition (29November 2018).

Reference Books:

1. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata Mc Graw Hill Publishing CO. Ltd
2. Gangadhar Rao, Narayana, V. S. P Rao, Organizational Behaviour1987, Reprint 2000, Konark Publishers Pvt.Ltd,1stedition
3. S.S. Khanka, Organizational Behaviour, S. Chand & Co, NewDelhi.
4. J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
5. John Newstrom, Organizational Behaviour: Huma Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017)

Web Resources:

1. <https://www.london.edu/faculty-and-research/organisational-behaviour>
2. Journal of Organizational Behavior on JSTOR
3. International Journal of Organization Theory& Behavior |Emerald Publishing

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Define Organizational Behaviour,	K1
CO2	Understand the Opportunity through OB.	K2
CO3	Apply self-awareness, motivation, leadership and Learning theories at work place.	K3
CO4	Analyze the complexities and solutions of group behavior.	K4
CO5	Evaluate positive change in the culture of the organization.	K5
CO6	Create a congenial climate in the organization.	
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	M	S	M	M	S	S	M	M	M
CO2	S	S	M	S	S	S	M	S	S
CO3	S	M	M	M	S	S	M	S	S
CO4	S	S	M	M	S	S	M	M	S
CO5	S	S	M	M	S	S	M	M	S

S - Strong, M – Medium, L - Low

Semester: III	Course Code: 23UBXC006	Hours/Week: 5	Credit: 5
COURSE TITLE: CORE COURSE VI - APPLICATIONS OF INFORMATION TECHNOLOGY IN BUSINESS			

Course Overview:

1. Understand the need for adopting Industry 4.0
2. Gain knowledge on Artificial intelligence and associated Technologies
3. Analyze the importance of Big Data in different sectors
4. Evaluate impact of Industry 4.0 on society
5. Acquire knowledge about the future based on AI

Learning Objectives:

1. Have knowledge on recent Information technology-based innovations
2. Gain insight on Artificial Intelligence and its application domain and tools
3. Estimate the components of Big Data and its evolution
4. Analyze the applications of Internet of Things in different sectors
5. Understand the relevance of IT based skills required for Future

Unit - I	Industry 4.0	09 Hours
-----------------	---------------------	-----------------

Definition of Industry

Need of Industry

Reason for Adopting Industry 4.0

Technologies of Industry

4.0 big data

Artificial intelligence (AI)

Industrial Internet of Things

Cyber security

Cloud

Augmented reality

Unit - II	Artificial Intelligence	09 Hours
------------------	--------------------------------	-----------------

Definition of Artificial Intelligence (AI)

Artificial Intelligence (AI) –What & Why?-

History of AI

Foundations of AI

The AI- environment

Societal Influences of AI
Application of Domains and Tools
Associated Technologies of AI
Future Prospects of AI
Challenges of AI

Unit - III	Big Data	09 Hours
-------------------	-----------------	-----------------

Big Data Definitions
Evolution of Big Data
Data evolution
Data terminologies
Essential of Big Data in Industry 4.0
Big Data Merits and Advantages
Big data components
Big data characteristics
Big data processing frameworks
Big data applications
Internet of Things IOT, Architecture of IOT, Technologies.
Developing IOT Applications
Applications of IOT
Securities of IOT

Unit - IV	Internet of Things	09 Hours
------------------	---------------------------	-----------------

Applications of IOT
Manufacturing
Healthcare
Education
Defense – agriculture
Transportations and Logistics
Impact of Industry 4.0 on Society
Impact on Business, Government, People

Unit - V	Industry 4.0	09 Hours
-----------------	---------------------	-----------------

Industry 4.0
Education4.0
Curriculum 4.0

Faculty 4.0

Skills required for Future

Tools for Education

Artificial Intelligence Jobs in 2030

Jobs 2030

Framework for aligning Education with Industry 4.0

Text Book(s):

1. P. Kaliraj, T.Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0, 2020
2. Sinha, Pradeep K.& Sinha Priti(2016)—Knowledge of Information Technology (IT)
3. S.K. Bansal,2004—Information technology APH Publications
4. Deepak Bharihoke (2007)—Fundamentals of Information Technology Excel Books Publication
5. Norvid Russel (2022),—Artificial Intelligence: A Modern Approach 4thEdition, Pearson Education

Reference Books:

1. Alasdair Gilchrist,—Industry 4.0:The Industrial Internet of Things ,APRESS
2. Josh Starmer (2022)—The Stat Quest Illustrated Guide to Machine Learning Qurate Books Pv Ltd.
3. Aurelien Geron (2022)—Hands-On Machine Learning with Scikit-Learn,Keras, and Tensor Flow: Concepts, Tools, and Techniques to Build Intelligent Systems 3rd Edition, Shroff/O' Reilly Publication
4. Chip Huyen (2022)—Designing Machine Learning Systems: An Iterative Process For Production-Ready Applications ,Shroff/O' Reilly Publication
5. Paolo Chiabert(2018)—Artificial Intelligence for a Sustainable Industry 4.0, Springer Publication

Web Resources:

1. https://onlinecourses.nptel.ac.in/noc20_cs69/preview
2. <https://azure.microsoft.com/en-in/resources/cloud-computing-dictionary/artificial-intelligence-vs-machine-learning/>
3. https://www.sas.com/en_in/insights/articles/big-data/artificial-intelligence-machine-learning-deep-learning-and-beyond.html

4. <https://marutitech.com/artificial-intelligence-and-machine-learning/>
5. <https://www.ibm.com/topics/machine-learning>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Remember the concepts of computer applications	K1
CO2	Understand the need for adopting Industry 4.0	K2
CO3	Apply the knowledge on Artificial intelligence	K3
CO4	Analyze the importance of Big Data in different sectors	K4
CO5	Evaluate impact of Industry 4.0 on society	K5
CO6	Create a knowledge about the future based on AI	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	M	M	M	S	L	M
CO2	S	S	M	M	M	S	L	S
CO3	S	S	M	M	M	S	L	S
CO4	S	S	M	M	M	S	L	M
CO5	S	S	M	M	M	S	L	M

S - Strong, M – Medium, L – Low

Semester: III	Course Code: 23UBXGE004	Hours/Week: 4	Credit: 3
COURSE TITLE: ELECTIVE COURSE III - BUSINESS STATISTICS			

Course Overview:

1. Analyze the Central Tendency
2. Analyze the Variation
3. Analyze the time Series
4. Analyze the Index Numbers
5. Analyze the Hypothesis

Learning Objectives:

1. To apply the Measures of Central Tendency in business
2. To Understand the Measures of Variation
3. To analyze the Time Series
4. To understand Index Numbers
5. Testing of hypothesis

Unit - I	Introduction of Statistics	09 Hours
-----------------	-----------------------------------	-----------------

Introduction of Statistics

Meaning and Definition of Statistics

Collection of Statistical Data

Tabulation of Statistical Data

Presentation of Statistical Data

Graphs and Diagrams

Measures of Central Tendency

Arithmetic Mean, Median and Mode

Harmonic Mean and Geometric Mean

Unit - II	Standard deviation	09 Hours
------------------	---------------------------	-----------------

Measures of Variation

Standard deviation

Mean deviation

Quartile deviation

Simple correlation

Scatter diagram

Karl Pearson's Correlation

Rank correlation

Regression

Unit - III	Analysis of Time Series	09 Hours
-------------------	--------------------------------	-----------------

Meaning and definition of Analysis of Time Series

Methods of Measuring Trend

Seasonal variations

Unit - IV	Index	09 Hours
------------------	--------------	-----------------

Index Numbers

Consumer Price Index

Cost of Living Indices.

Unit - V	Testing of hypothesis	09 Hours
-----------------	------------------------------	-----------------

Testing of hypothesis

Chi-Square test

Sampling techniques

Data analysis

Interpretation

Research report writing

Text Book(s):

1. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.
3. S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007.
4. J.K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.
5. Business Statistics & OR-Dr. S.P. Rajagopalan, Tata McGraw - Hill

Reference Books:

1. David M. Levine, David F. Stephanetal. Business Statistics: A first Course, 7th edition
2. Dina Nath Pandit, Statistics: A Modern Approach, Hindustan Publishing Corporation
3. Hazarika Padmalochan, A textbook of Business Statistics, S. Chand Publications
4. Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics ,

12th Media Services, 2017**Web Resources:**

1. <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
2. <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
3. <http://www.statisticshowto.com>
4. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
5. <https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Remember the concepts of Variation	K1
CO2	Understand the Measures of Variation and Index Numbers	K2
CO3	Apply the Measures of Central Tendency in business	K3
CO4	Analyze the Time Series	K4
CO5	Evaluate Testing of hypothesis	K5
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	S	S	M	S
CO2	S	S	M	M	M	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	S	S	S	M	S

S - Strong, M – Medium, L – Low

Semester: III	Course Code: 23UBXSE003	Hours/Week: 3	Credit: 1
COURSE TITLE: SKILL ENHANCEMENT COURSE III - COMPUTER APPLICATION IN BUSINESS			

Course Overview:

1. Demonstrate hands on experience with MS-Word for Business activities
2. Demonstrate hand son experience with MS-Excel for Business activities
3. Demonstrate hands on experience with MS-Power Point for business activities
4. Demonstrate hands on experience with Tally for Business activities
5. Demonstrate hands on experience with Tally for Reporting in business

Learning Objectives:

1. To build skills in Ms-Word
2. To build skills in Ms-Excel,
3. To build skills in Ms-Power Point
4. To understand the basics of tally
To familiarize students with Google forms for students with relevance in
5. Business scenario and its applications.

Unit - I	Ms-Word	09 Hours
-----------------	----------------	-----------------

Introduction of Ms-Word.

Menus

Shortcuts

Document types

Working with Documents

Opening and Saving

Closing and Editing

Document and Using Toolbars

Rulers, help, formatting documents

Setting font, paragraph, Page Style-Setting foot notes

Page break, Line break, creating sections and frames

Inserting clip arts, pictures, Setting document styles, Creating Tables

Settings, borders, alignments

Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing,

Formatting, grouping, ordering, rotating pictures

Tools- Word completion, Spell check, Macros, Mail merge

Tracking Changes, Security, Printing Documents.

Unit - II	Ms-Excel	09 Hours
-----------	----------	----------

Introduction Ms-Excel

Spread sheet application, Menus, Toolbars and icons

Spreadsheet-Opening, saving, closing, printing file, setting margins

Converting file to different formats, spread sheet addressing

Entering and editing data

Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns

Inserting data cells, columns, rows and sheet, Computation Data

Setting formula, finding total in rows and columns

Functions Types- Mathematical, Group, string, date and time

Formatting Spread Sheet-Alignment, font, border, hiding, locking, cells

Highlighting values, background color, bordering and shading

Working With Sheet- Sorting, filtering, validation, consolidation, subtotals

Charts-Selecting, formatting, labeling, scaling

Tools Error checking, spell check

Formula auditing, tracking changes, customization

Unit - III	Ms-Power Point	09 Hours
------------	----------------	----------

Introduction of Ms-Power Point

Opening new presentation,

Presentation templates

Presentation layout

Creating presentation

Setting presentation style

Adding text, Formatting

Adding style, color, gradient fills, arranging objects

Adding header and footer

Slide background, slide layout

Slide show

Adding Graphics-Inserting pictures, movies, tables

Adding Effects-Setting an Imation and Transition effects

Audio and video, Printing handouts

Unit - IV	Tally	09 Hours
-----------	-------	----------

Introduction to Tally
 Features of tally,
 Creation of company, Accounts only
 Accounts with, Getaway of Tally
 Accounts confiscation
 Groups and Ledgers
 Voucher entry with Bill wise details Interest computation
 Order processing. Reports-Profit
 Loss a/balance sheet

Unit - V	Google forms	09 Hours
----------	--------------	----------

Use Google forms to develop
 Share questionnaire.

Text Book(s):

1. International Journal of Computer Applications in Technology
2. International Journal of Computer Applications – IJCA
3. P. Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4. Computer Application in Business(Tamil Nadu) by Dr. R. Paramaeswaran
5. Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited.

Reference Books:

1. P. Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4. Lisa A .Bucki, JohnWalkenbach, Fai the Wempen, & Michael Alexander; Microsoft Office2013 BIBLE, Wiley, 2013.
5. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

Web Resources:

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer->

3. [applications-syllabus/18](#)
4. <https://byjus.com/govt-exams/microsoft-word/>
5. <https://edu.gcfglobal.org/en/google-forms/>
6. <https://www.tutorialkart.com/tally/tally-tutorial/>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes:

Upon successful completion of this course, the student will be able to

COs	Statements	Bloom's Level
CO1	Remember Ms-Word, Excel, and PowerPoint.	K1
CO2	Understand the basics of tally	K2
CO3	Apply the formulas in MS Excel	K3
CO4	Analyze the tally concept for reporting in business	K4
CO5	Evaluate the presentation style	K5
CO6	Create Google forms	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping (COs vs POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	M	M	S	M	M
CO2	S	M	M	M	M	S	S	M
CO3	M	M	M	S	M	S	M	M
CO4	S	S	M	M	M	S	S	M
CO5	S	S	M	S	M	S	S	M

S - Strong, M – Medium, L - Low

SEMESTER: III	Course Code: 23UBXSE004	Hours/Week: 2	Credit: 2
COURSE TITLE: SKILL ENHANCEMENT COURSE IV - ENTREPRENEURIAL SKILL - NEW VENTURE MANAGEMENT			

Course Overview:

1. Understand the concept of entrepreneurship and skill Sets of an entrepreneur.
2. Assess new venture opportunities & analyze strategic Choices in relation to new ventures
3. Develop a credible business plan for real life Situations.
4. Coordinate a team to develop and launch and manage The new venture through the effective leadership
5. Evaluate different sources for financing new venture

Learning Objectives:

1. To learn to generate and evaluate new business ideas
2. To learn about a business model that generates money
3. To understand how to find, evaluate and buy a business
4. To evaluate the feasibility of idea into a Venture
5. To understand sources who lend for new ventures

Unit - I	Concept of Entrepreneurship	09 Hours
-----------------	------------------------------------	-----------------

Introduction to Concept of Entrepreneurship

Evolution

Evolution importance

Importance of entrepreneurship

Developing creativity and understanding innovation

Stimulating creativity

Organizational actions that enhance creativity

Managerial responsibilities

Creative teams

Sources of Innovation in Business

Managing Organizations for Innovation and Positive Creativity.

Unit - II	Developing Successful Business Ideas	09 Hours
------------------	---	-----------------

Developing Successful Business Ideas

Recognizing Opportunities

Generating Ideas

Entry strategies: New Product

Franchising

Buying an existing firm

Unit - III	Feasibility Analysis	09 Hours
-------------------	-----------------------------	-----------------

Introduction to Feasibility Analysis

Marketing, Technical

Financial Feasibility analysis

Industry and Competitor Analysis

assessing a New Venture's Financial Strength

Viability

Unit - IV	Moving from an Idea to a New Venture	09 Hours
------------------	---	-----------------

Preparing the Proper Ethical

Legal Foundation

Building a New-Venture Team

Leadership -Corporate Entrepreneurship

Social Entrepreneurship

Unit - V	Financing the New Venture	09 Hours
-----------------	----------------------------------	-----------------

Financing entrepreneurial ventures

Managing growth

Valuation of a new company

Arrangement of funds

Traditional sources of financing

Alternate Source of Funding

Start-ups, MSMES

Any new venture

Rules and regulations governing support by these institutions

Text Book(s):

1. Journal of Business Venturing – Elsevier
2. Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3. Entrepreneurship: New Venture Creation(2016) David H. Holt, Pearson Education
4. India,
5. Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book
6. (2008)
7. Entrepreneurship, 11thEdition, By Robert D. Hisrich, Michael P. Peters, Dean A.
8. Shepherd, Sabyasachi Sinha , McGraw Hill

Reference Books:

1. New Venture Creation, Kathleen R. Allen, Cengage Publication(2013)
2. Essentials of Entrepreneurship and Small Business Management. Scarborough, N.M., Cornwall, J. R., & Zimmerer,T. (2016).Boston: Pearson.
3. Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S.(2017).New Delhi. Taxmann Publications.
4. The Manual for Indian Start -ups Tools to Start and Scale– up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh, Penguin Enterprise
5. Entrepreneurship Development, Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication

Web Resources:

1. <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217>
2. <https://core.ac.uk/download/pdf/98660713.pdf>
3. <https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>
4. https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm
5. <https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

Teaching Methodology: Videos, Audios, PPT, Role Play, Field Visit, Seminar, Chalk & Talk, Lecturing, Case Study, Demonstration, Problem Solving, Group Discussion, Flipped Learning

Learning Outcomes: Upon successful completion of this course, the student will be able to		
COs	Statements	Bloom's Level
CO1	Remember the entrepreneurship	K1
CO2	Understand the concept of entrepreneurship	K2
CO3	Apply the skill Sets of an entrepreneur	K3
CO4	Analyze the Financing entrepreneurial ventures	K4
CO5	Evaluate Start-ups, MSMES	K5
K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create		

Mapping (COs vs POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	S	S	S	M	M
CO2	S	S	M	S	S	S	M	S
CO3	S	S	M	S	S	S	S	S
CO4	S	S	M	S	S	M	S	S
CO5	M	S	M	S	M	S	M	M

S - Strong, M – Medium, L – Low