



# **K.M.G. COLLEGE OF ARTS AND SCIENCE**

## **(AUTONOMOUS)**

Approved by the Government of Tamil Nadu  
Permanently Affiliated to Thiruvalluvar University, Vellore.  
Recognized under Section 2(f) and 12(B) of the UGC Act 1956  
Accredited by NAAC (2<sup>nd</sup> Cycle) with (CGPA of 3.24/4) 'A' Grade

## **Department of Business Administration**

## **B.B.A**

## **SYLLABUS**

### **(CHOICE BASED CREDIT SYSTEM)**

**Under**

## **LEARNING OUTCOMES-BASED CURRICULUM**

### **FRAMEWORK (LOCF)**

**(Effective for the Batch of Students Admitted from 2024-2025)**

## PREFACE

The curriculum of undergraduate Business Administration has been designed to explain the concepts in various branches of Business Administration such as accountancy, business communication, entrepreneurial skills, etc. The purpose of the outcome-based education is meant to provide an exposure to the fundamental aspects in different branches of business administration and its applications, keeping in mind the growing needs for higher education, employability, entrepreneurship and social responsibility. The periodical restructuring of the syllabi is carried out to fulfill the requirements of graduate attributes, qualification descriptors, programme learning outcomes and course outcomes. The outcome-based education enriches the curriculum to deliver the basic principles, strategies, and application-oriented learning for the benefit of students. It also includes self-learning module, minor projects and industrial internship to enable students to get equipped for higher studies and employment. The programme also includes training to students for seminar presentation, preparation of internship reports, developing leadership qualities, organization and participation in the interdepartmental academic competitions. The allied papers provide a platform to strengthen the understanding of the core subjects. The non-major elective courses offer chances to learn and augment interest in other related fields. The outcome-based curriculum is intended to enrich the learning pedagogy to global standards. ICT enabled teaching-learning platforms are provided to students along with the interaction with corporate and entrepreneurs. The seminars periodically delivered by industrialists, subject experts and former professors would certainly help the students to update with latest technology/trends in different fields of business administration. The exposure to the industrial internship and MOUs with industries can open an avenue for a start-up and its progress would be followed regularly. The OBE based evaluation methods will reflect the true cognitive levels of the students as the curriculum is designed with course outcomes and cognitive level correlations as per BLOOM's Taxonomy.

## **ABOUT THE COLLEGE**

The College was founded in the new millennium 2000 by the vision of late Shri.K.M.Govindarajan fondly known as Iyah, with a mission to offer higher education in the fields of Arts and Science to the needy and the poor middle class students of this area and make them fully employable and economically self-reliant. With a humble beginning of launching an elementary school named Thiruvalluvar Elementary School in the year 1952, Iyah groomed it into a Higher Secondary School and later into a college. Education was his soul and breath. The college has grown into a full-fledged educational hub offering 12 under graduate programmes, 8 post graduate programmes, 5 M.Phil research programs and 4 Ph.D programmes. The college has been accredited with 'A' grade by NAAC in 2nd cycle and recognized under section 2(f)&12(B) of the UGC act 1956. The College is permanently affiliated to Thiruvalluvar University. The College is also acquired the status of Autonomous from the academic year 2024-2025. The College is an associate member of ICT Academy and registered member of NPTEL and Spoken Tutorials of IIT Bombay. The college is also a member of INFLIBNET and NDL.

## **VISION OF THE COLLEGE**

Empower young men and women by educating them in the pursuit of excellence, character building and responsible citizen.

## **MISSION OF THE COLLEGE**

Offer higher education in the fields of Arts, Science & Management to the needy and make them fully self-dependent.

## **QUALITY POLICY OF THE COLLEGE**

KMG Students achieve the best learning results and personal growth with modern education that equip them for working life and a changing society to become deserving citizens.

## **ABOUT THE DEPARTMENT**

Department of business administration was incepted in the Academic Year 2000-01 with an objective of motivating the students to pursue Business Administration as their career. The job potential to the management is very high now and opportunities to provoke research in business are ample. Needless to say that for a developing country likes ours, “MANAGEMENT IS ART OF LIFE AND FUTURE”.

## **VISION OF THE DEPARTMENT**

To raise up future Business leaders with the spirit of Professionalism and intergrity who will lead the social and economic development of the society through necessary management skills and decision making ability.

## **MISSION OF THE DEPARTMENT**

Impart value-based and industry driven professional academic programmes of Management. we endeavour to imbibe in the students

## PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

- 1. Professional Excellence:** Graduates will demonstrate competency and excellence in their chosen fields of study, applying theoretical knowledge to practical situations effectively.
- 2. Character Development:** Graduates will exhibit strong moral and ethical character, upholding values of integrity, honesty, and respect for others in both personal and professional endeavors.
- 3. Leadership and Citizenship:** Graduates will emerge as responsible leaders and active citizens, contributing positively to their communities and society at large through their actions and initiatives.
- 4. Continuous Learning:** Graduates will engage in lifelong learning and professional development activities, adapting to evolving technologies, methodologies, and societal needs.
- 5. Self-Dependency and Entrepreneurship:** Graduates will possess the skills and mindset necessary to be self-reliant and entrepreneurial, capable of creating opportunities for themselves and others through innovation and initiative.
- 6. Effective Communication and Collaboration:** Graduates will demonstrate proficiency in communication skills, both verbal and written, and exhibit the ability to collaborate effectively with diverse teams and stakeholders.
- 7. Global Perspective:** Graduates will have a broad understanding of global issues and perspectives, demonstrating cultural sensitivity and adaptability in multicultural environments.

**PROGRAM OUTCOMES (POs)**

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

POs	Graduate Attributes	Statements
PO1	Disciplinary Knowledge	Acquire detailed knowledge and expertise in all the disciplines of the subject.
PO2	Communication Skills	Ability to express thoughts and ideas effectively in writing, listening and confidently Communicate with others using appropriate media
PO3	Critical Thinking	Students will develop aptitude Integrate skills of analysis, critiquing, application and creativity.
PO4	Analytical Reasoning	Familiarize to evaluate the reliability and relevance of evidence, collect, analyze and interpret data.
PO5	Problem Solving	Capacity to extrapolate the learned competencies to solve different kinds of non-familiar problems.
PO6	Employability and Entrepreneurial Skill	Equip the skills in current trends and future expectations for placements and be efficient entrepreneurs by accelerating qualities to facilitate startups in the competitive environment.
PO7	Individual and Team Leadership Skill	Capability to lead themselves and the team to achieve organizational goals and contribute significantly to society.
PO8	Multicultural Competence	Possess knowledge of the values and beliefs of multiple cultures and a global perspective.
PO 9	Moral and Ethical awareness/reasoning	Ability to embrace moral/ethical values in conducting one's life.
PO10	Lifelong Learning	Identify the need for skills necessary to be successful in future at personal development and demands of work place.

**PROGRAM SPECIFIC OUTCOMES (PSOs)**

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

PSOs	Statements
PSO1	Determine the functional areas of Management such as Production, Purchasing, Marketing, Sales, Advertising, Finance, Human resource System, R&D, Technology.
PSO2	Analyze the theoretical knowledge with the practical aspects of Organizational setting and techniques of Management.
PSO3	Understand the dynamic and complex working environment of Business and the problems faced by the business sector in the Current Scenario

**Correlation Rubrics:**

High	Moderate	Low	No Correlation
3	2	1	-

**Mapping of PSOs with POs:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
PSO1	3	3	3	3	3	3	2	2	3	2
PSO2	3	2	3	2	3	3	3	3	3	—
PSO3	3	2	3	2	3	3	3	3	3	3

**K.M.G. COLLEGE OF ARTS AND SCIENCE****(AUTONOMOUS)****Subject and Credit System- B.B.A.****(Effective for the Batch of Students Admitted from 2024-2025)**

S. No	Part	Category	COURSE CODE	Title of the paper	Ins. Hrs/ Week	Credit	Maximum Marks		
<b>SEMESTER-I</b>							<b>CIA</b>	<b>Uni. Exam</b>	<b>Total</b>
1	I	Language	AULT10 / AULU20	General Tamil – I / URDU - I	6	3	25	75	100
2	II	Language	AULE10	English – I	6	3	25	75	100
3	III	Core Paper I	AUCBA11	Principles of Management	5	5	25	75	100
4		Core Paper II	AUCBA12	Financial Accounting	5	5	25	75	100
5		Elective Paper I	AUEBA13	Managerial Economics	4	3	25	75	100
6	IV	Skill Enhancement Course	AUSBA14	Basics of Event Management	2	2	25	75	100
7		Foundation Course	AUFBA15	Managerial Communication	2	2	25	75	100
		<b>SEMESTER TOTAL</b>			<b>30</b>	<b>23</b>			



S. No	Part	Category	COURSE CODE	Title of the paper	Ins. Hrs/ Week	Credit	Maximum Marks		
<b>SEMESTER-II</b>							<b>CIA</b>	<b>Uni. Exam</b>	<b>Total</b>
1	I	Language	AULT20 / AULU20	General Tamil – II / Urdu - II	6	3	25	75	100
2	II	Language	AULE20	English – II	6	3	25	75	100
3	III	Core Paper III	AUCBA21	Marketing Management	5	5	25	75	100
4		Core Paper IV	AUCBA22	Management Accounting	5	5	25	75	100
5		Elective Paper II	AUEBA23	International Business	4	3	25	75	100
6	IV	Skill Enhancement Course	AUSBA24	Managerial Skill Development	2	2	25	75	100
7		Skill Enhancement Course	AUSBA25	Business Etiquette & Corporate Grooming	2	2	25	75	100
			<b>SEMESTER TOTAL</b>		<b>30</b>	<b>23</b>			

S. No	Part	Category	COURSE CODE	Title of the paper	Ins. Hrs/ Week	Credit	Maximum Marks		
<b>SEMESTER-III</b>							<b>CIA</b>	<b>Uni. Exam</b>	<b>Total</b>
1	I	Language	AULT30 / AULU 30	General Tamil – III / Urdu - III	6	3	25	75	100
2	II	Language	AULE30	English – III	6	3	25	75	100
3	III	Core Paper V	AUCBA31	Organizational Behaviour	5	5	25	75	100
4		Core Paper VI	AUCBA32	Financial Management	5	5	25	75	100
5		Elective Paper III	AUEBA33	Business Statistics	3	3	25	75	100
6	IV	Skill Enhancement Course	AUSBA34	Entrepreneurial Skill New Venture Management	1	1	25	75	100
7		Skill Enhancement Course	AUSBA35	Computer Applications in Business	2	2	25	75	100
8		Compulsory Paper	AUES30	Environmental Studies	2	2	25	75	100
			<b>SEMESTER TOTAL</b>		30	24			

S. No	Part	Category	COURSE CODE	Title of the paper	Ins. Hrs/ Week	Credit	Maximum Marks		
	<b>SEMESTER-IV</b>						<b>CIA</b>	<b>Uni. Exam</b>	<b>Total</b>
1	I	Language	AULT40 / AULU 40	General Tamil – IV / Urdu - IV	6	3	25	75	100
2	I	Language	AULE40	English – IV	6	3	25	75	100
3	III	Core Paper VII	AUCBA41	Business Environment	5	5	25	75	100
4		Core Paper VIII	AUCBA42	Business Regulatory Framework	5	5	25	75	100
5		Elective Paper IV	AUEBA43	Operations Research	4	3	25	75	100
6	IV	Skill Enhancement Course	AUSBA44	Tally	2	2	25	75	100
7		Skill Enhancement Course	AUSBA45	Intellectual Property Rights	2	2	25	75	100
			<b>SEMESTER TOTAL</b>		<b>30</b>	<b>23</b>			

S. No	Part	Category	COURSE TITLE	Title of the paper	Ins. Hrs/ Week	Credit	Maximum Marks		
SEMESTER-V							CIA	Uni. Exam	Total
1	III	Core Paper IX	AUCBA51	Human Resource Management	5	4	25	75	100
2		Core Paper X	AUCBA52	Research Methodology	5	4	25	75	100
3		Core Paper XI	AUCBA53	Business Taxation	5	4	25	75	100
4		Core Paper XII	AUCBA54	Management Information System	4	4	25	75	100
5		Elective Paper V (Choose any one)	AUEBA55A	Digital Marketing	4	3	25	75	100
			AUEBA55B	Industrial Relations					
			AUEBA55C	Financial Services					
6		Elective Paper VI	AUPBA56	Project With Viva Voce	5	3	25	75	100
7	IV	Compulsory	AUVA50	Value Education	2	2	25	75	100
8		Compulsory	AUIBA57	Summer Internship / Industrial Training	—	2	100	-	100
	SEMESTER TOTAL				30	26			

S. No	Part	Category	STUDY COMPONENTS	Title of the paper	Ins. Hrs/ Week	Credit	Maximum Marks		
			COURSE TITLE						
	SEMESTER- VI						CIA	Uni. Exam	Total
1	III	Core Paper XIII	AUCBA61	Entrepreneurial Development	6	4	25	75	100
2		Core Paper XIV	AUCBA62	Services Marketing	6	4	25	75	100
3		Core Paper XV	AUCBA63	Production and Materials Management	6	4	25	75	100
4		Elective Paper VI (Choose any one)	AUEBA64A	Consumer Behaviours	5	3	25	75	100
			AUEBA64B	Innovation Management					
			AUEBA64C	Security Analysis and Portfolio Management					
5		Elective Paper VII (Choose any One)	AUEBA65A	Fundamentals of Logistics	5	3	25	75	100
			AUEBA65B	E-Business					
			AUEBA65C	Strategic Management					
6	IV	Compulsory	AUEA60	Extension Activity	---	1	100	-	100
7	V	Compulsory	AUPCBA66A	Quantitative Aptitude I & II	2	2	25	75	100
			SEMESTER TOTAL		30	21			

**Consolidated Semester wise and Component wise Credit distribution**

<b>Parts</b>	<b>Semester-I</b>	<b>Semester-II</b>	<b>Semester-III</b>	<b>Semester-IV</b>	<b>Semester-V</b>	<b>Semester-VI</b>	<b>Total Credits</b>
<b>Part-I</b>	3	3	3	3	-	-	12
<b>Part-II</b>	3	3	3	3	-	-	12
<b>Part-III</b>	13	13	13	13	22	18	92
<b>Part-IV</b>	4	4	5	4	4	1	22
<b>Part-V</b>	–	–	–	–	–	2	2
<b>Total</b>	23	23	24	23	26	21	<b>140</b>

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

## COURSE DESCRIPTORS

<b>Title of the Course</b>	Principles Of Management	<b>Hours/Week</b>	05
<b>Course Code</b>	AUCBA11	<b>Credits</b>	05
<b>Category</b>	Core-1	<b>Year &amp; Semester</b>	I & I
<b>Prerequisites</b>	Have an understanding about Managerial Functions	<b>Regulation</b>	2024

**Objectives of the course:**

- To familiarize the students with basic concepts of Management
- To acquire skills to become a good Manager
- To plan effectively and to take right decisions
- To understand the theories of Management
- To understand the functions of Management

UNITS	Contents	COs	Cognitive Levels
<b>UNIT-I</b>	Management-Importance-Definition-Nature and scope of Management-Process-Role and Functions of a Manager-Levels of Management-Development of Scientific Management and other schools of thought and Approaches	CO1	K1 K2 K4
<b>UNIT-II</b>	Planning: Nature-Importance-Forms-Types-Steps in Planning-Objectives-Policies-Procedures and Methods-Natures and types of Policies-Decision Making Process-Types of Decision.	C02	K1, K2, K3, K4
<b>UNIT-III</b>	Organizing: Types of organizations-organization structure-span of control and Committees-Departmentalization-Informal Organization-Authority-Delegation-Decentralization-Difference between Authority and Power-Responsibility.	CO3	K1, K2, K3, K4
<b>UNIT-IV</b>	Direction-Nature and purpose, co-ordination-Need, Type and Techniques and requisites for excellent co-ordination-Controlling-Meaning and Importance-Control Process.	C04	K1, K2, K4
<b>UNIT-V</b>	Definition of Business ethics-Types of Ethical issues-Role and importance of Business Ethics-Responsibilities of Business.	C05	K1, K2

### Recommended Text Books

1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
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, 8 th Edition.
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 <sup>rd</sup> Edition.
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015



**Website e-learning Source**

1	<a href="https://www.toolshero.com/management/14-principles-of-management/">https://www.toolshero.com/management/14-principles-of-management/</a>
2	<a href="https://open.umn.edu/opentextbooks/textbooks/693">https://open.umn.edu/opentextbooks/textbooks/693</a>
3	<a href="https://open.umn.edu/opentextbooks/textbooks/34">https://open.umn.edu/opentextbooks/textbooks/34</a>
4	<a href="https://openstax.org/subjects/business">https://openstax.org/subjects/business</a>
5	<a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a>

**Course Learning Outcomes (for Mapping with POs and PSOs)**

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Describe nature, scope, role, levels, functions and approaches of management	K1,K2,,K4
CO2	Apply planning and decision making in management	K1,K2,K3,K4
CO3	Identify organization structure and various organizing techniques	K1,K2,K3,K4
CO4	Understand Direction, Co-ordination & Control mechanisms	K1,K2,K4
CO5	Relate and infer ethical practices of organisation.	K1,K2

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	-	2	1	3	2	2	2	3	3	3	2
CO2	2	3	3	3	2	2	1	3	-	2	3	3	2
CO3	-	-	1	1	2	-	2	-	-	3	3	2	3
CO4	1	-	3	3	2	1	2	-	1	3	3	3	3
CO5	2	-	3	2	1	1	1	-	1	3	3	2	3

## COURSE DESCRIPTORS

<b>Title of the Course</b>	FINANCIAL ACCOUNTING	<b>Hours/Week</b>	05
<b>Course Code</b>	AUCBA12	<b>Credits</b>	05
<b>Category</b>	Core-II	<b>Year &amp; Semester</b>	I & I
<b>Prerequisites</b>	Basic Knowledge of Accounting	<b>Regulation</b>	2024

### Objectives of the course:

- To Understand the basic concepts of Accounting and its Applications.
- To Analyze and interpret Financial reports.
- To Evaluate gross profit and net profit of an organization.
- To foster Knowledge on Hire Purchase System
- To identify the procedures of Accounting under Single Entry System.

UNITS	Contents	COs	Cognitive Levels
<b>UNIT-I</b>	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance	CO1	K1,K2,K3 K4,K5
<b>UNIT-II</b>	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account	CO2	K1,K2,K3, K4,K5
<b>UNIT-III</b>	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.	CO3	K1,K2,K3, K4,K5
<b>UNIT-IV</b>	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.	CO4	K1,K2,K3, K4,K5
<b>UNIT-V</b>	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method	CO5	K1,K2,K3, K4,K5

### **Recommended Text Books**

1.	Goel.D.K and 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 edition.
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 , 6 <sup>th</sup> Edition, 2019
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
6.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

**Website e-learning Source**

1	<a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf</a>
2	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf</a>
3	<a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles</a>
4	<a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\</a>
5	<a href="https://www.profitbooks.net">https://www.profitbooks.net</a>

**Course Learning Outcomes (for Mapping with POs and PSOs)**

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Prepare Journal, ledger, trial balance and cash book	K1,K2,K3,K4,K5
CO2	Classify errors and making rectification entries	K1,K2,K3,K4,K5
CO3	Prepare final accounts with adjustments	K1,K2,K3,K4,K5
CO4	To understand Hire Purchase system	K1,K2,K3,K4,K5
CO5	Prepare single and double entry system of accounting.	K1,K2,K3,K4,K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	-	1	1	1	2	1	1	2	-	3	2	2
CO2	3	2	1	2	2	1	-	1	-	2	3	2	1
CO3	3	1	-	1	2	2	1	1	-	2	3	1	3
CO4	3	3	-	2	2	2	1	-	1	2	3	1	3
CO5	3	2	1	2	2	1	-	1	2	1	3	2	3

## COURSE DESCRIPTORS

<b>Title of the Course</b>	MANAGERIAL ECONOMICS	<b>Hours/Week</b>	04
<b>Course Code</b>	AUEBA13	<b>Credits</b>	03
<b>Category</b>	Elective Paper-I	<b>Year &amp; Semester</b>	I & I
<b>Prerequisites</b>	Exposure to different sources of Economic Knowledge.	<b>Regulation</b>	2024

### Objectives of the course:

- To Know about the basic concepts of Economics.
- To Familiarize the demand Analysis according to consumer Behaviour.
- To Understand the concept of Production ,cost and Long run curves
- To frame the pricing strategies to the current trend.
- To Classify the market based on technical and economic terms.

UNITS	Contents	COs	Cognitive Levels
<b>UNIT-I</b>	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.	CO1	K1,K2,K3, K4,K5
<b>UNIT-II</b>	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.	CO2	K1,K2,K3, K4
<b>UNIT-III</b>	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.	CO3	K1,K2,K3, K4
<b>UNIT-IV</b>	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination	CO4	K1,K2,K3
<b>UNIT-V</b>	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly	CO5	K1,K2,K3, K4

**Recommended Text Books**

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, McGraw Hill Education, 10 editions, 2017.
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

**Website e-learning Source**

1	<a href="https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597">https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597</a>
2	<a href="https://www.intelligenteconomist.com/profit-maximization-rule">https://www.intelligenteconomist.com/profit-maximization-rule</a>
3	<a href="http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of- Returns-to-scale-and-variable-proportions/5134">http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of- Returns-to-scale-and-variable-proportions/5134</a>
4	<a href="http://www.simplynotes.in/e-notes/mbabba/managerial-economics/">http://www.simplynotes.in/e-notes/mbabba/managerial-economics/</a>
5	<a href="https://businessjargons.com/determinants-of-elasticity-of-demand.html">https://businessjargons.com/determinants-of-elasticity-of-demand.html</a>

**Course Learning Outcomes (for Mapping with POs and PSOs)**

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	K1,K2,K3,K4,K5
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K1,K2,K3,K4
CO3	Employ production, cost and supply analysis for business decision making	K1,K2,K3,K4
CO4	Identify pricing strategies	K1,K2,K3
CO5	Classify market structures under competitive scenarios.	K1,K2,K3,K4

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	-	-	1	2	-	2	2	3	2	1	1
CO2	3	2	1	1	1	2	-	1	3	2	2	-	3
CO3	3	1	-	-	2	3	1	2	-	2	2	-	1
CO4	3	1	2	1	-	3	-	2	-	3	2	1	3
CO5	3	-	-	2	-	3	2	3	-	2	2	-	3

**COURSE DESCRIPTORS**

<b>Title of the Course</b>	Basics of Event Management	<b>Hours/Week</b>	02
<b>Course Code</b>	AUSBA14	<b>Credits</b>	02
<b>Category</b>	Skill Enhancement Paper-I	<b>Year &amp; Semester</b>	I & I
<b>Prerequisites</b>	Posses Multifaceted challenging mind and creativity	<b>Regulation</b>	2024

**Objectives of the course:**

- To Understand and exhibit the basic concept of Event Management.
- To design and outline the event design by the base of Event Concept.
- To Analyze the resources and feasibility study
- To acquire the understanding of Event based on Marketing Strategies.
- To implement the financial Techniques in Organising Event.

<b>UNITS</b>	<b>Content s</b>	<b>COs</b>	<b>Cognitive Levels</b>
<b>UNIT-I</b>	Introduction: Event Management – Definition, Need, Importance, Activities.	CO1	K1,K2,K3
<b>UNIT-II</b>	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design	CO2	K1,K2,K3
<b>UNIT-III</b>	Event Feasibility: Resources – Feasibility, SWOT Analysis	CO3	K1,K2,K3, K4
<b>UNIT-IV</b>	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	CO4	K1,K2,K3
<b>UNIT-V</b>	Event Budget – Financial Analysis – Event Cost – Event Sponsorship	CO5	K1,K2,K3, K4,K5,K6

**Recommended Text Books**

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

## Website e-learning Source

1	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>
2	<a href="https://www.inderscience.com/jhome.php?jcode=ijhem">https://www.inderscience.com/jhome.php?jcode=ijhem</a> <a href="https://www.inderscience.com/jhome.php?jcode=ijhem">International Journal of Hospitality &amp; Event Management</a>
3	<a href="https://www.emeraldgrouppublishing.com/journal/ijefm">https://www.emeraldgrouppublishing.com/journal/ijefm</a> <a href="https://www.emeraldgrouppublishing.com/journal/ijefm">International Journal of Event and Festival Management</a>
4	<a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a>
5	<a href="https://www.eventindustrynews.com/">https://www.eventindustrynews.com/</a>

## Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Understand basics of event management	K1,K2
CO2	Design events	K1,K2,K3
CO3	Analyse feasibility of organising an event	K1,K2,K3,K4
CO4	Gain Familiarity with marketing & promotion of event	K1,K2,K3
CO5	Develop event budget	K1,K2,K3,K4,K5,K6

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	-	-	2	-	3	2	1	1	3	3	1
CO2	1	1	2	-	2	2	-	-	1	2	2	2	3
CO3	2	1	3	2	2	-	2	1	1	3	3	1	2
CO4	3	2	2	3	1	3	2	-	1	2	3	2	2
CO5	1	-	2	2	-	3	1	-	1	1	3	2	3

## COURSE DESCRIPTORS

<b>Title of the Course</b>	MANAGERIAL COMMUNICATION	<b>Hours/Week</b>	02
<b>Course Code</b>	AUFBA15	<b>Credits</b>	02
<b>Category</b>	Foundation Course Paper-I	<b>Year &amp; Semester</b>	I & I
<b>Prerequisites</b>	Be Familiar with 5C's of Communication	<b>Regulation</b>	2024

### Objectives of the course:

- To Understand the importance and barriers to communication
- To develop LSRW Skills.
- To aware about essential communication skills necessary to face Interview
- To know about preparation of Reports, Agenda, Minutes of Meeting and resume writing.
- To make awareness about Technology based Communication

UNITS	Contents	COs	Cognitive Levels
<b>UNIT-I</b>	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.	CO1	K1 K2
<b>UNIT-II</b>	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances	CO2	K1 K2 K3 K6
<b>UNIT-III</b>	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language	CO3	K1 K2 K3
<b>UNIT-IV</b>	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing	CO4	K1 K2 K3
<b>UNIT-V</b>	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites	CO5	K1 K2 K3

**Recommended Text Books**

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 - Pearson Education Private Ltd - New Delhi.
4	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.

**Reference Books**

1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3.	R C 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.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

**Website e-learning Source**

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

**Course Learning Outcomes (for Mapping with POs and PSOs)**

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Understand communication process and its barriers.	K1,K2
CO2	Develop business letters in different scenarios	K1,K2,K3,K6
CO3	Develop oral communication skills & conducting interviews	K1,K2,K3
CO4	Use managerial writing for business communication	K1,K2,K3
CO5	Identify usage of modern communication tools & its significance for managers	K1,K2,K3

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	3	2	2	3	3	3	2	3	3	3	2	2
CO2	2	3	3	3	2	2	2	2	2	2	2	2	3
CO3	2	3	2	1	3	3	1	1	3	3	2	-	2
CO4	2	3	1	2	2	3	2	1	1	3	1	1	-
CO5	2	3	1	2	2	3	1	3	2	3	1	1	-

## COURSE DESCRIPTORS

<b>Title of the Course</b>	<b>Marketing Management</b>	<b>Hours/Week</b>	5
<b>Course Code</b>	AUCBA21	<b>Credits</b>	5
<b>Category</b>	Core - III	<b>Year &amp; Semester</b>	I & II
<b>Prerequisites</b>	To gain knowledge about marketing skills	<b>Regulation</b>	2024

### Objectives of the course:

1. To analyze the market place and sales force.
2. To identify the market segmentation and the Product mix of market.
3. Ability to analyze the nature of consumer buying Behavior.
4. To select the different pricing methods for products or services & channels of distribution.
5. To identify the demand of product or service and management practice

UNITS	Contents	COs	Cognitive Levels
<b>UNIT-I</b>	Fundamentals of Marketing – Role of Marketing – Concept of Marketing Mix – Marketing Approaches – Various Environmental factors affecting the Marketing Functions.	CO1	K1,K2,K3 K4,K5
<b>UNIT-II</b>	Market Segmentation – Need and Basis of Segmentation - Targeting – Positioning - Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle Branding – Packaging.	CO2	K1,K2,K3, K4,K5
<b>UNIT-III</b>	Pricing – Factors Influencing Pricing Decisions – Pricing-Kinds of Pricing- Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels.	CO3	K1,K2,K3, K4,K5
<b>UNIT-IV</b>	A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print – Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- Definition, Process, Need & Significance. Digital Marketing: Introduction - Applications & Benefits.	CO4	K1,K2,K3, K4,K5
<b>UNIT-V</b>	Sales Force Management: Personal Selling Process - Motivation, Compensation and Control of Sales Force.	CO5	K1,K2,K3, K4,K5

### Recommended Text Books

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.

**Reference Books**

1.	C.B.Gupta& Rajan Nair Marketing Management, Sultan Chand &Son 2020
2.	V.S. Ramaswamy & S. Namakumari, 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

**Website e-learning Source**

1.	<a href="http://eprints.stiperdharma.wacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf">http://eprints.stiperdharma.wacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf</a>
2.	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.">https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.</a>
3.	<a href="https://www.enotesmba.com/2013/01/marketing-management-notes.html">https://www.enotesmba.com/2013/01/marketing-management-notes.html</a>
4.	<a href="https://www.sciencedirect.com/journal/industrial-marketing-management/issues">https://www.sciencedirect.com/journal/industrial-marketing-management/issues</a>
5.	<a href="https://www.tandfonline.com/journals/rjmm20">https://www.tandfonline.com/journals/rjmm20</a>

**Course Learning Outcomes (for Mapping with POs and PSOs)**

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	List and identify the core concepts of Marketing and its mix.	K1,K2,K3,K4,K5
CO2	Sketch the market segmentation, nature of product, PLC	K1,K2,K3,K4,K5
CO3	Analyze the appropriate pricing methods	K1,K2,K3,K4,K5
CO4	Determine the importance of various media and applications of digital marketing	K1,K2,K3,K4,K5
CO5	Assess the sales force management.	K1,K2,K3,K4,K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	3	3	1	3	2	2	-	-	3	3	2
CO2	2	1	3	3	-	-	1	2	-	-	3	2	2
CO3	3	1	3	3	2	-	1	-	-	2	3	3	-
CO4	3	1	3	3	-	-	2	2	-	2	3	2	2
CO5	2	1	3	3	-	-	1	2	-	2	3	3	2

## COURSE DESCRIPTORS

<b>Title of the Course</b>	<b>Management Accounting</b>	<b>Hours/Week</b>	5
<b>Course Code</b>	AUCBA22	<b>Credits</b>	5
<b>Category</b>	Core - IV	<b>Year &amp; Semester</b>	I & II
<b>Prerequisites</b>	To prepare budget and accounting process	<b>Regulation</b>	2024

### Objectives of the course:

1. To provide basic understanding of cost concepts and classification.
2. To develop and understand the skills in tools & techniques and critically evaluate decision making in business and Various Ratios.
3. To gain insights of cash flow related to finance and the importance.
4. To recognize the role of budgets and variance as a tool of planning and control.
5. To understanding the Marginal costing and Analysis.

UNITS	Contents	COs	Cognitive Levels
<b>UNIT-I</b>	Management accounting – Meaning, Nature, Scope and Functions. Cost Accounting – Meaning, nature, scope and functions, need, importance and limitations - Cost concepts and classification – Cost sheets – Tenders & Quotation.	CO1	K1,K2,K3 K4,K5
<b>UNIT-II</b>	Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis - Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios – Liquidity (Short- & Long-Term Solvency)	CO2	K1,K2,K3, K4,K5
<b>UNIT-III</b>	Funds Flow statement and Cash Flow Statement – meaning – Definition - Objectives – Methods - Scope and Applications.	CO3	K1,K2,K3, K4,K5
<b>UNIT-IV</b>	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, Flexible Budgets and Cash Budget.	CO4	K1,K2,K3, K4,K5
<b>UNIT-V</b>	Marginal Costing – CVP Analysis – Break Even Analysis.	CO5	K1,K2,K3, K4,K5

### Recommended Text Books

1.	Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2.	T. S. and A .Murthy. Management Accounting. Chennai: Margham, 2007.
3.	Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007.
4.	Maheshwari S.N, Advanced Accountancy (Part II). Vikas, 2007.
5.	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: Sahitya Shawan, 2017.

## Reference Books

1.	Dr.K.Ganesan& S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
3.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
4.	HornngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
5.	Rajiv Kumar Goel&IshaanGoel, Concept Building Approach to Management Accounting ,2019
6.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.

## Website e-learning Source

1.	<a href="https://www.toppr.com/guides/accountancy/">https://www.toppr.com/guides/accountancy/</a>
2.	<a href="https://efinancemanagement.com/financial-accounting/management-accounting">https://efinancemanagement.com/financial-accounting/management-accounting</a>
3.	<a href="https://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859">https://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859</a>
4.	<a href="https://www.wallstreetmojo.com/ratio-analysis/">https:// www.wallstreetmojo.com/ratio-analysis/</a>
5.	<a href="http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-Variance-analysis-cost-accounting/10656">http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-Variance-analysis-cost-accounting/10656</a>

## Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Give some basic knowledge on cost concepts & classification	K1,K2,K3,K4,K5
CO2	Build skills in usage of tools & techniques for critical evaluation & decision making in business	K1,K2,K3,K4,K5
CO3	Get expertness in usage of various ratios & cash flow related to finance	K1,K2,K3,K4,K5
CO4	Be aware about the rules of budgets and variance as a tool of planning & control	K1,K2,K3,K4,K5
CO5	Secure insight knowledge on fundamental principles of accounting & make use in day to day business events in a sequence.	K1,K2,K3,K4,K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	-	2	3	2	3	-	3	-	3	3	2	2
CO2	3	-	2	3	3	2	2	2	-	3	3	3	3
CO3	3	-	3	3	3	2	-	-	-	3	2	3	3
CO4	3	-	3	3	3	-	-	-	-	3	3	3	3
CO5	3	2	2	2	3	-	2	-	-	2	2	3	2



## COURSE DESCRIPTORS

<b>Title of the Course</b>	<b>International Business</b>	<b>Hours/Week</b>	4
<b>Course Code</b>	AUEBA23	<b>Credits</b>	3
<b>Category</b>	Elective - II	<b>Year &amp; Semester</b>	I & II
<b>Prerequisites</b>	To get sustainable knowledge about international business policies	<b>Regulation</b>	2024

### Objectives of the course:

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 & gain knowledge on the Contemporary Issues of International Business.

UNITS	Contents	COs	Cognitive Levels
<b>UNIT-I</b>	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.	CO1	K1,K2,K3 K4,K5
<b>UNIT-II</b>	Introduction of Trade theories – Mercantilism - Absolute Advantage - Comparative Advantage - Heckscher-Ohlin Theory - The New Trade Theory - Porter's Diamond Competitive Advantage Theory.	CO2	K1,K2,K3, K4,K5
<b>UNIT-III</b>	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments - Factors influencing FDI - Horizontal and Vertical Foreign Direct Investment.	CO3	K1,K2,K3, K4,K5
<b>UNIT-IV</b>	Drivers in Globalization - Globalization of Markets, production, investments and Technology. World trade in goods and services - Major trends and developments- World trade and protectionism Tariff and non-tariff barriers.	CO4	K1,K2,K3, K4,K5
<b>UNIT-V</b>	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism - Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.	CO5	K1,K2,K3, K4,K5

### Recommended Text Books

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.	Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
4.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
5.	Paul, J., International Business, 5th Edition, PHI Learning, 2010

## Reference Books

1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6 <sup>th</sup> 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, McGraw-Hill, 2020
5.	Subba Rao International Business, (Text and Cases), Himalaya Publishing House, 2016
6.	Deresky, H., International Management: Managing Across Borders and Cultures, 6 <sup>th</sup> Edition, Pearson, 2011.

## Website e-learning Source

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

## Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Acquaint student with foundational ideas in international business	K1,K2,K3,K4,K5
CO2	Transmit the information regarding theories of international trade	K1,K2,K3,K4,K5
CO3	Understanding the nation of foreign direct investment and foreign exchange market	K1,K2,K3,K4,K5
CO4	In order to comprehend the global environment	K1,K2,K3,K4,K5
CO5	Learn more about the current concern surrounding international business	K1,K2,K3,K4,K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	-	1	-	2	3	1	2	3	2	2	2
CO2	3	2	2	1	2	1	-	2	1	2	2	1	2
CO3	2	-	2	2	2	2	1	1	1	2	1	2	2
CO4	-	-	-	2	2	1	-	2	1	1	1	2	3
CO5	3	-	1	1	2	-	-	1	-	2	-	1	2

## COURSE DESCRIPTORS

<b>Title of the Course</b>	<b>Managerial Skill Development</b>	<b>Hours/Week</b>	2
<b>Course Code</b>	AUSBA24	<b>Credits</b>	2
<b>Category</b>	Skill Enhancement Course	<b>Year &amp; Semester</b>	I & II
<b>Prerequisites</b>	To gain knowledge about managerial skills	<b>Regulation</b>	2024

### Objectives of the course:

1. To improve the self-confidence, groom the personality and build emotional competence.
2. To assess the Emotional intelligence.
3. To improve professional etiquettes.
4. To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.

UNITS	Contents	COs	Cognitive Levels
<b>UNIT-I</b>	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit.	CO1	K1,K2,K3 K4,K5
<b>UNIT-II</b>	Self Esteem: Meaning & Importance, Components of self- esteem, High and low self-esteem, measuring our self- esteem and its effectiveness.	CO2	K1,K2,K3, K4,K5
<b>UNIT-III</b>	Building Emotional Competence: Emotional Intelligence-Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking.	CO3	K1,K2,K3, K4,K5
<b>UNIT-IV</b>	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation.	CO4	K1,K2,K3, K4,K5
<b>UNIT-V</b>	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics.	CO5	K1,K2,K3, K4,K5

### Recommended Text Books

1.	Managerial Skills Dr.k.Alex, S Chand Publishing
2.	Personality Development, Elizabeth B. Hurlock, TMH Edition
3.	Personality Development and Soft Skills 3 <sup>rd</sup> Edn, By Barun K. Mitra and Basundhara Mitra, Oxford
4.	Managerial Skills Development, Dr. Mukta goyal, Notion Press

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| 5. | Organizational Culture and Leadership by Ed Schein, 4th edition, Stanford University |
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### Reference Books

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|----|--|
| 1. | Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication                |
| 2. | McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Ltd.       |
| 3. | Whetten D. (e Ed. 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  |
| 6. | Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication                |

### Website e-learning Source

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

### Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Know about self and core competency for self enhancement	K1,K2,K3,K4,K5
CO2	Popularize self esteem and self personality	K1,K2,K3,K4,K5
CO3	Understand the emotionality and creative thinking	K1,K2,K3,K4,K5
CO4	Explore the ability of thinking and creative making in business	K1,K2,K3,K4,K5
CO5	Demonstrate practicality of the skill and develop personality	K1,K2,K3,K4,K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	2	-	-	2	-	-	1	2	3	2	2	1	1
CO2	1	1	-	-	1	-	-	3	2	3	2	-	2
CO3	3	1	-	1	2	1	-	1	2	2	-	-	1
CO4	1	-	2	1	1	1	-	3	2	2	1	1	-
CO5	2	2	2	2	-	-	2	-	2	3	-	2	1

## COURSE DESCRIPTORS

<b>Title of the Course</b>	<b>Business Etiquette &amp; Corporate Grooming</b>	<b>Hours/Week</b>	2
<b>Course Code</b>	AUSBA25	<b>Credits</b>	2
<b>Category</b>	Skill Enhancement Course	<b>Year &amp; Semester</b>	I & II
<b>Prerequisites</b>	To gain knowledge about corporate etiquette & skills	<b>Regulation</b>	2024

### Objectives of the course:

1. To impart knowledge about basic etiquettes in professional conduct.
2. To provide understanding about the workplace courtesy.
3. To suggest on guidelines in managing rude and impatient clients.
4. To familiarize students about significance of cultural sensitivity.

UNITS	Contents	COs	Cognitive Levels
<b>UNIT-I</b>	Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greetings Scenarios- principles of exceptional work behavior- role of good manners in business-professional conduct and personal spacing.	CO1	K1,K2,K3 K4,K5
<b>UNIT-II</b>	Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Preventing sexual harassment-conflict resolution strategies.	CO2	K1,K2,K3, K4,K5
<b>UNIT-III</b>	Telephone Etiquette, email etiquette and Disability Etiquette, handling rude or impatient clients -internet usage in the work place, online chat etiquette guidelines -Basic disability Etiquette practices.	CO3	K1,K2,K3, K4,K5
<b>UNIT-IV</b>	Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity- Taboos and Practices.	CO4	K1,K2,K3, K4,K5
<b>UNIT-V</b>	Business Attire and Professionalism-dress code-Guidelines for appropriate Business attire-grooming for success.	CO5	K1,K2,K3, K4,K5

### Recommended Text Books

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.	NinaKochhar, "AtEasewithEtiquette.Jain Publisher,2011
3.	NimeranSahukar,PremP.Bhalla, "TheBookofEtiquetteandmanners",Pustak Mahipublishers,2004
4.	SarveshGulati(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 Pacher, Mc Graw Hill Education
6.	Indian Business Etiquette, Raghu Palat, JAICO Publishers

**Website e-learning Source**

1.	<a href="http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf">http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf</a>
2.	<a href="http://pride.periyaruniversity.ac.in/app/webroot/SLM2024/BBA/BBA_Sem%202_Business%20Etiquette%20and%20Corporate%20Grooming.pdf">http://pride.periyaruniversity.ac.in/app/webroot/SLM2024/BBA/BBA_Sem%202_Business%20Etiquette%20and%20Corporate%20Grooming.pdf</a>
3.	<a href="https://www.mmmts.com/business-etiquette-training.htm">https://www.mmmts.com/business-etiquette-training.htm</a>
4.	<a href="https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm">https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm</a>
5.	<a href="https://wikieducator.org/Business_etiquette_and_grooming">https://wikieducator.org/Business_etiquette_and_grooming</a>

**Course Learning Outcomes (for Mapping with POs and PSOs)**

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Facilitate about etiquette and basic courtesy at workplace	K1,K2,K3,K4,K5
CO2	Generate the proper ethics and professionalism in workplace	K1,K2,K3,K4,K5
CO3	Explore the importance of telephone etiquette and handle mails	K1,K2,K3,K4,K5
CO4	Know about the diversity and cultural awareness at workplace	K1,K2,K3,K4,K5
CO5	Know detail knowledge about professionalism in business	K1,K2,K3,K4,K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	-	-	-	2	3	3	2	3	1	2	2
CO2	3	3	-	-	2	3	2	3	2	2	-	2	2
CO3	2	3	1	-	2	1	2	3	1	2	-	1	1
CO4	1	3	-	-	1	1	3	2	1	3	-	2	1
CO5	1	3	1	-	-	1	1	3	1	2	1	-	2

## COURSE DESCRIPTORS

<b>Title of the Course</b>	ORGANISATIONAL BEHAVIOUR	<b>Hours/Week</b>	05
<b>Course Code</b>	AUCBA31	<b>Credits</b>	05
<b>Category</b>	CORE-V	<b>Year &amp; Semester</b>	II & III
<b>Prerequisites</b>	To understand oneself and other human nature	<b>Regulation</b>	2024 – 25

### Objectives of the course:

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

UNITS	Contents	COs	Cognitive Levels
<b>UNIT - I</b>	INTRODUCTION: Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)	CO1	K1, K2, K3, K4
<b>UNIT - II</b>	INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 3. Personality and Values: Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making	CO2	K1, K2, K3



UNIT - III	GROUP BEHAVIOUR: 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal)	CO3	K1, K2, K3, K4
UNIT - IV	ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options	CO4	K3, K4, K5
UNIT - V	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.	CO5	K3, K4, K5, K6

#### Recommended Text Books

1. Neharika Vohra Stephen P. Robbins, Timothy A. Judge , *Organizational Behaviour*, Pearson Education, 18<sup>th</sup> Edition, 2022.
2. Fred Luthans, *Organizational Behaviour*, Tata Mc Graw Hill, 2017.
3. Louis Bevoc, Allison Shearsett, Rachael Collinson, *Organizational Behaviour Reference*, Nutri Niche System LLC (28 April 2017)
4. Louis Bevoc, Allison Shearsett, Rachael Collinson, *Organizational Behaviour Reference*, Nutri Niche System LLC (28 April 2017)
5. Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, *Organizational Behaviour: A Skill-Building Approach*, SAGE Publications, Inc; 2nd edition (29 November 2018).

#### Reference Books

1. Uma Sekaran, *Organizational Behaviour Text & cases*, 2<sup>nd</sup> edition, Tata McGraw Hill Publishing CO. Ltd.
2. Gangadhar Rao, Narayana, V.S.P Rao, *Organizational Behaviour* 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition
3. S.S. Khanka, *Organizational Behaviour*, S. Chand & Co, New Delhi.
4. J. Jayasankar, *Organizational Behaviour*, Margham Publications, Chennai, 2017.
5. John Newstrom, *Organizational Behaviour: Human Behaviour at Work*, McGraw Hill Education; 12<sup>th</sup> edition (1 July 2017)

#### Website and e-learning source

<https://www.iedunote.com/organizational-behavior>  
<https://www.london.edu/faculty-and-research/organisational-behaviour>  
<https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>  
<https://www.iimleadership.com>  
<https://www.mygreatlearning.com>



### Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Explain the Concept of OB & work environment	K1, K2, K3, K4
CO2	Apply self-awareness, Motivation, Leadership & learning theories at work.	K1, K2, K3
CO3	Access the concept of individual & group behavior for effective organizational functions.	K1, K2, K3,K4
CO4	Analyse the trends in organizational culture & bring positive changes in organization.	K3,K4,K5
CO5	Analyse organizational change and conflict for organization development.	K3,K4,K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	–	2	1	2	1	2	1	1	3	–	1
CO2	3	1	–	1	2	2	3	2	3	–	2	–	1
CO3	3	1	–	1	2	2	1	–	1	1	3	1	1
CO4	3	2	1	–	1	2	2	–	2	1	3	1	1
CO5	3	2	–	1	1	2	2	1	2	1	3	1	1

## COURSE DESCRIPTORS

<b>Title of the Course</b>	FINANCIAL MANAGEMENT	<b>Hours/Week</b>	05
<b>Course Code</b>	AUCBA32	<b>Credits</b>	05
<b>Category</b>	CORE-VI	<b>Year &amp; Semester</b>	II & III
<b>Prerequisites</b>	To Posses basic Knowledge about Financial Aspects	<b>Regulation</b>	2024 – 25

### Objectives of the course:

- Understand the basics of finance and roles of finance manager.
- Evaluate Capital structure & Cost of capital.
- Evaluate Capital budgeting.
- Assess dividends.
- Appraise Working Capital

UNITS	Contents	COs	Cognitive Levels
<b>UNIT - I</b>	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.	CO1	K1, K2, K3, K4
<b>UNIT - II</b>	Capital Structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)	CO2	K1, K2, K3
<b>UNIT - III</b>	Capital Budgeting: ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.	CO3	K1, K2, K3, K4
<b>UNIT - IV</b>	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter's Gordon's – M.M. Hypothesis)	CO4	K3, K4, K5
<b>UNIT - V</b>	Working capital – Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.	CO5	K3, K4, K5, K6

**Recommended Text Books**

1. Dr Kulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011
2. Advanced Financial Management kohok, M A, Everest Publishing House
3. Financial Management Kishore R M, Taxman Allied Service
4. Strategic Financial Management Jakhotiya
5. Financial Management & Policy Srivastava, R M 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 – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi.
4. Financial Management Theory and Practice-11th Edition-Author-Prasanna & Chandra Tata McGraw Hill Publications
5. Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons

**Website and e-learning source**

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies>
2. <https://images.topperlearning.com/topper/revisonnotes>
3. <https://iimcal.talentsprint.com>
4. <https://ifad.org>
5. <https://www.mygreatlearning.com>

**Course Learning Outcomes (for Mapping with POs and PSOs)**

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Understand the basics of finance and role of finance Manager.	K1, K2, K3, K4
CO2	Evaluate capital structure & Cost of Capital.	K1, K2, K3
CO3	Apply the capital budgeting Method.	K1, K2, K3,K4
CO4	Assess dividend Policies.	K3,K4,K5
CO5	Appraise the working Capital.	K3,K4,K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	1	–	2	1	–	2	2	!	3	–	1
CO2	3	1	2	2	1	2	1	1	–	2	3	1	2
CO3	3	1	–	1	2	1	–	2	1	2	2	1	1
CO4	3	–	2	1	1	2	1	1	1	2	1	–	1
CO5	3	1	–	1	2	2	1	2	1	1	3	1	1

## COURSE DESCRIPTORS

<b>Title of the Course</b>	BUSINESS STASTICS	<b>Hours/Week</b>	03
<b>Course Code</b>	AUEBA33	<b>Credits</b>	03
<b>Category</b>	ELECTIVE-III	<b>Year &amp; Semester</b>	II & III
<b>Prerequisites</b>	Basic Mathematical skills	<b>Regulation</b>	2024 – 25

**Objectives of the course:**

- Apply the Measures of Central Tendency in business.
- Understanding the Measures of Variation.
- Analyze of Time Series.
- Understand Index Numbers and Statistical quality control.
- Testing of hypothesis.

UNITS	Contents	COs	Cognitive Levels
<b>UNIT - I</b>	Introduction – Meaning and Definition of Statistics – Collection and 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.	CO1	K1, K2, K3, K4
<b>UNIT - II</b>	Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.	CO2	K1, K2, K3
<b>UNIT - III</b>	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations	CO3	K1, K2, K3, K4
<b>UNIT - IV</b>	Index Numbers – Consumer Price Index – And Cost of Living Indices.	CO4	K3, K4, K5
<b>UNIT - V</b>	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.	CO5	K3, K4, K5, K6

### Recommended Text Books

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. Stephan et al. Business Statistics : A first Course, 7<sup>th</sup> 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
5. Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, McGraw Hill ,2021.

### Website and e-learning source

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

### Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Utilize the Central tendency Measurement.	K1, K2, K3, K4
CO2	Recognize the variations in Measures.	K1, K2, K3
CO3	Examine the Time Series.	K1, K2, K3, K4
CO4	Familiarize with statistical Quality Control & Index Numbers.	K3, K4, K5
CO5	Understand the various concept of Hypothesis and its utilities in real Business Life situations.	K3, K4, K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	2	2	2	-	-	-	-	1	1	2	—
CO2	3	—	1	2	2	-	-	-	-	1	2	1	—
CO3	2	1	—	—	1	-	-	-	-	1	3	1	1
CO4	2	2	1	1	—	-	-	-	-	1	2	1	1
CO5	1	1	2	2	3	-	-	-	-	1	1	1	1

## COURSE DESCRIPTORS

<b>Title of the Course</b>	ENTREPRENEURIAL SKILL NEW VENTURE MANAGEMENT	<b>Hours/Week</b>	01
<b>Course Code</b>	AUSBA34	<b>Credits</b>	01
<b>Category</b>	SKILL ENHANCEMENT COURSE	<b>Year &amp; Semester</b>	II & III
<b>Prerequisites</b>	Basic Understanding of Business Concepts	<b>Regulation</b>	2024 – 25

### Objectives of the course:

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

UNITS	Contents	COs	Cognitive Levels
<b>UNIT - I</b>	<b>Concept of Entrepreneurship</b> – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.	CO1	K1, K2, K3, K4
<b>UNIT - II</b>	<b>Developing Successful Business Ideas</b> - Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.	CO2	K1, K2, K3
<b>UNIT - III</b>	<b>Feasibility Analysis:</b> Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability	CO3	K1, K2, K3, K4
<b>UNIT - IV</b>	<b>Moving from an Idea to a New Venture:</b> Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.	CO4	K3, K4, K5

<b>UNIT - V</b>	<b>Financing the New Venture:</b>  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.	CO5	K3, K4, K5, K6
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**Recommended Text Books**

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 India,
4. Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008).
5. Entrepreneurship ,11<sup>th</sup> Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw 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.

**Website and e-learning source**

<https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217>

<https://core.ac.uk/download/pdf/98660713.pdf>

<https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>

[https://www.tutorialspoint.com/entrepreneurship\\_development/starting\\_a\\_business.htm](https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm)

<https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

### Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	Understand the concept of Entrepreneur & skill set of an Entrepreneur.	K1, K2, K3, K4
CO2	Analyze and analyse New Venture Opportunities and Strategic choices in relation to new venture.	K1, K2, K3
CO3	Develop a credible business plan for real life situation.	K1, K2, K3,K4
CO4	Co-ordinate a team to develop, launch and manage the new venture through the effective leadership.	K3,K4,K5
CO5	Evaluate different sources for financing new venture.	K3,K4,K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	–	1	3	2	2	2	1	1	3	1	2
CO2	3	–	1	2	2	1	–	2	2	1	3	–	1
CO3	3	2	1	–	2	1	3	–	2	1	3	1	2
CO4	3	1	2	–	2	1	2	1	2	1	3	1	1
CO5	3	1	–	3	3	2	–	2	2	2	3	1	1



## COURSE DESCRIPTORS

<b>Title of the Course</b>	COMPUTER APPLICATION IN BUSINESS	<b>Hours/Week</b>	02
<b>Course Code</b>	AUSBA35	<b>Credits</b>	02
<b>Category</b>	SKILL ENHANCEMENT COURSE	<b>Year &amp; Semester</b>	II & III
<b>Prerequisites</b>	Basic System Handling Knowledge with typing skill	<b>Regulation</b>	2024 – 25

**Objectives of the course:**

- To build skills in Ms-Word.
- To build skills in Ms-Excel.
- To build skills in Ms- Power Point.
- To understand the basics of tally.
- To familiarize students with google forms for students with relevance in business scenario and its applications.

UNITS	Contents	COs	Cognitive Levels
<b>UNIT - I</b>	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, 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	CO1	K1, K2, K3, K4
<b>UNIT - II</b>	Introduction, Spread sheet application, Menus, Tool bars 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	CO2	K1, K2, K3

<b>UNIT - III</b>	Introduction, 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 animation and transition effects, audio and video, Printing handouts.	CO3	K1, K2, K3, K4
<b>UNIT - IV</b>	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	CO4	K3, K4, K5
<b>UNIT - V</b>	Use Google forms to develop & share questionnaire	CO5	K3, K4, K5, K6

**Recommended Text Books**

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.Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
- 3.Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
- 4.S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.
- 5.Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman.

**Website and e-learning source**

<https://www.microsoft.com/en-us/microsoft-365/blog/>  
<https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18>  
<https://byjus.com/govt-exams/microsoft-word/>  
<https://edu.gcfglobal.org/en/google-forms/>  
<https://www.tutorialkart.com/tally/tally-tutorial/>

### Course Learning Outcomes (for Mapping with POs and PSOs)

On completion of the course the students should be able to

COs	CO Description	Cognitive Level
CO1	To Understand and develop Skills in MS-Word.	K1, K2, K3, K4
CO2	To Understand and develop Skills in MS-Excel	K1, K2, K3
CO3	To Understand and develop Skills in MS_ Power Point	K1, K2, K3,K4
CO4	To Understand the Basics of Tally.	K3,K4,K5
CO5	To Familiarize students with Google forms & its Usage.	K3,K4,K5

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	2	3	1	2	–	–	–	2	2	–	1
CO2	3	2	2	3	1	2	–	–	–	2	2	–	1
CO3	3	2	2	3	1	2	–	–	–	2	2	–	1
CO4	3	2	2	3	1	3	–	–	–	2	2	–	1
CO5	3	1	2	2	–	1	1	–	–	2	2	–	1