



VLB JANAKIAMMAL COLLEGE OF ARTS AND SCIENCE
(AUTONOMOUS)
AFFILIATED TO BHARATHIAR UNIVERSITY
KOVAIPUDUR, COIMBATORE - 42

AQAR – 2023-2024

CRITERIA – 1

**1.1.3 Courses Focusing on
Employability/Skill/Entrepreneurship**

The following details are provided as sample document

1. Highlighted Copy of Syllabus - Sample

B.Com Computer Applications Board**Scheme of Examination (CBCS with OBE Pattern)****For the Candidates admitted during the Academic Year 2023-2024 onwards**

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	23LATA01/ 23LAHI01/ 23LAFR01 23LAMY01	Language – I Tamil I/Hindi I/Malayalam I/French I	5	3	25	75	100	4
II	23ENG001	English – I	5	3	25	75	100	4
III	23BCC101	Core 1- Financial Accounting –I	5	3	25	75	100	4
III	23BCC102	Core 2- Computer Fundamentals and Office Automation	4	2	-	-	50	2
III	23BCCP01	Core Practical 1- Office Automation and Internet	4	2	-	-	50	2
III	23BCCA01	Allied: 1 - Managerial Economics	5	3	25	75	100	4
IV	23UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
Total			30				550	22
SEMESTER II								
I	23LATA02/ 23LAHI02/ 23LAFR02/ 23LAMY02	Language –II Tamil II/Hindi II/Malayalam II/ French II	5	3	25	75	100	4
II	23ENG002	English – II	3	2	-	50	50	2
II	23NMS001	NMS I: Effective English : Language proficiency for Employability	2	2	-	50	50	2
III	23BCC201	Core 3 - Financial Accounting –II	5	3	25	75	100	4
III	23BCC202	Core 4 - C Programming	4	3	-	50	50	2
III	23BCCP02	Core Practical -2 C Programming	4	3	-	50	50	2
III	23BCCA02	Allied: 2- Principles of Management	5	3	25	75	100	4
IV	23UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
Total			30				550	22
SEMESTER III								
I	23 LATA03/ 23LAHI03/ 23 LAFR03/ 2 3LAMY03	Language –III Tamil III/Hindi III/Malayalam III/ French III	3	3	25	75	100	4

II	2 3ENG003	English – III	3	3	25	75	100	4
III	23BCC301	Core 5- Financial Accounting -III	5	3	25	75	100	4
III	23BCC302	Core 6- Programming in C++	5	3	25	75	100	4
III	23BCCP03	Core Practical - 3 : Programming in C++	5	3	40	60	100	4
III	23BCCA03	Allied :3- Business Mathematics	4	3	25	75	100	4
III	23BCCSB1	SBC -1 :- Principles of Marketing	3	3	-	50	50	2
IV	23BTA001/ 23ATA001/ 23BCCOE1	OEC-1:B T- 1 /AT - 1 / Human Resource Management	2	2	-	50	50	2
		Total	30				700	28
SEMESTER IV								
I	23 LATA04/ 2 3 LAHI04/ 2 3LAFR04/ 2 3LAMY04	Language –IV Tamil IV/Hindi IV/Malayalam IV/French IV	3	3	25	75	100	4
II	2 3 ENG004	English – IV	3	3	25	75	100	4
III	23BCC401	Core 7- Corporate Accounting	3	3	25	75	100	4
III	23BCC402	Core 8 - Commercial Law	3	3	25	75	100	4
III	23BCC403	Core 9- DBMS	3	3	25	75	100	2
III	23BCCP04	Core Practical-4: DBMS	4	3	40	60	100	4
III	23BCCA04	Allied 4- Business Statistics	4	3	25	75	100	4
III	23BCCSB2/	SBC- 2 : Tally ERP 9 with GST	3	3	-	50	50	3
IV	23NMS001	NMS II: Office Fundamentals	2	2	-	50	50	2
IV	23BTA002/ 23ATA002/ 23OEC002	OEC-2:BT-II/AT-II/ Communicative English #	2	2	-	50	50	2
		Total	30				850	33
SEMESTER V								
III	23BCC501	Core 10- Cost Accounting	5	3	25	75	100	4
III	23BCC502	Core 11- Income Tax Law and Practice	5	3	25	75	100	4
III	23BCC503	Core 12 -Business Finance	4	3	25	75	100	4
III	23BCC503	Core 13 –Visual Basic.Net	4	2	-	50	50	2
III	23BCCP05	Core Practical-5: Visual Basic.Net	5	3	-	50	50	2
III	23BCCE01 /02/03	Elective - 1: Banking and Insurance Law/ Retail Business Management/ Management Information System	4	3	25	75	100	4
III	23BCCSB3	SBC- 3 : Front End Development – CSS	3	3	-	50	50	2

III	23BCCPR1	Institutional Training	-	-	-	-	-	-
Total			30				550	22
SEMESTER VI								
III	23BCC601	Core 13: Management Accounting	5	3	25	75	100	4
III	23BCC602	Core 14: Web Designing and Networking	4	3	25	75	100	4
III	23BCCP06	Core Practical- 6: Web Designing and Networking	5	3	40	60	100	4
III	23BCCE04/ E05/06	Elective - 2: E-Commerce/ Principles of International Trade /Investment Management	4	3	25	75	100	4
III	23BCCE07/ 08/09	Elective - 3 : Indirect Taxes/ Advertising and Sales Promotion/ Supply Chain Management	4	3	25	75	100	4
III	23BCCPR2	Project and Viva Voce	3	3	25	75	100	4
III	23BCCSB4	SBC- 4: Python for Non- Programmer	3	3	-	50	50	3
IV	23NMS003	NMS 3: Project Based Learning	2	3			-	50
V	23NSS001/ 23NCC001 23SPT001/ 23EXT001	SOC-1: NCC/NSS/Sports //Extension Activities			50			
Total			30				750	31
Total							3950	158

List of Skill Based Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	23BCCSB1	Principles of Marketing	2
2	IV	23BCCSB2	Tally ERP 9 with GST	2
3	V	23BCCSB3	Front End Development – CSS	2
4	VI	23BCCSB4	Python for Non- Programmers	2

List of Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
Elective I				
1	V	23BCCE01	Banking and Insurance Law	3
2	V	23BCCE02	Retail Business Management	3
3	V	23BCCE03	Management Information System	3

Elective II				
4	VI	23BCCE04	E-Commerce	3
5	VI	23BCCE05	Principles of International Trade	3
6	VI	23BCCE06	Investment Management.	3
Elective III				
7	VI	23BCCE07	Indirect Taxation	4
8	VI	23BCCE08	Advertising and Sales Promotion	4
9	VI	23BCCE09	Supply Chain Management	4

List of Open Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	23BTA001	Basic Tamil-I	2
2	III	23ATA001	Advanced Tamil-I	2
3	III/IV	23OEC002	Communicative English	2
4	III	23BCAOE1	PC Software	2
5	III	23BBAOE1	Multimedia and its Applications	2
6	III	23BACOE1	Multimedia and its Applications	2
7	III	23LATOE1	Principles of Healthy Living	2
8	III	23BCCOE1	Human Resource Management	2
9	III	23BCAOE2	Multi Media	2
10	III	23BCAOE3	E Business	2
11	III	23BSCOE1	Web Designing	2
12	IV	23BTA002	Basic Tamil-II	2
13	IV	23ATA002	Advanced Tamil-II	2
14	IV	23BCAOE4	Introduction to Information Security	2
15	IV	23BCSOE1	Banking Theory	2
16	IV	23BESOE1	Microprocessor and its Applications	2
17	IV	23BMAOE1	Mathematical Aptitude	2
18	IV	23BCTOE1	Office Automation Practical	2
19	IV	23BITOE1	Python Programming	2
20	IV	23BCDOE1	Introduction to Research	2

21	IV	23BVCOE2	Professional Communication	2
22	IV	23BCMOE1	Management Information System	2
23	III	23BAVOE1	Multimedia and its Applications	2

List of Extra Credit Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	23BCCEC1	Principles of Auditing	2
2	IV	23BCCEC2	Mobile Computing	2
3	V	23BCCEC3	Network Management	2

Summary of the Programme

Part	No. of Papers	Total Credits	Total Marks
I – Language	4	16	400
II – English	4	14	350
II NMS	1	2	50
III – Core	14	52	1300
III – Core Practical	6	20	500
III-Project	1	4	100
III – Allied	4	16	400
III – Elective	3	12	300
III – SBC	4	8	200
IV – Foundation Course	2	4	100
IV - NMS	2	4	100
IV – OEC	2	4	100
V - NSS/NCC/Sports/Ext. Activity	1	2	50
Total	48	158	3950

SEMESTER – I

PART-III CORE 1: FINANCIAL ACCOUNTING -I

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BCC101	Financial Accounting –I	Core-1	50	10	0	4
Preamble: To enable the students to learn principles, Conventions and concepts of Accounting						
Prerequisite: knowledge in basic Accounting transactions						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Have a strong foundation in fundamental concepts of Accounting.					K1
CO2	Gain knowledge about the preparation of final accounts to solve the Errors of book keeping					K2
CO3	Gain knowledge on Bank Reconciliation Statement, bill of exchange.					K4
CO4	Learn about basic concepts of Consignments					K4
CO5	Enlightenment ascertain of account Joint Venture					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	M	M	S	L	M	S	L
CO2	M	M	L	S	L	L	M	S	L	L
CO3	M	S	S	M	L	L	M	S	S	S
CO4	S	S	L	M	M	S	S	S	M	L
CO5	L	S	M	L	S	M	S	M	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Accounting –Meaning, objectives-Accounting Concepts and Conventions– Journal –Ledger– Subsidiary books.	12	https://www.youtube.com/watch?v=j4ZZ_ynhXqw
II	Trial Balance - Final Accounts of sole trader - Trading, Profit and loss account – Balance sheet - Adjustments. Errors and rectification - Classification of errors.	12	https://www.youtube.com/watch?v=6LJehCiZd0o
III	Bank Reconciliation Statement : Bills of exchange Accommodation bills. Average due date – Account current.	12	https://www.youtube.com/watch?v=-selQN4SdgY
IV	Consignment - Features - Accounting treatment - Goods sent on consignment at cost- cost-valuation of unsold stock - Del credere commission- normal loss-abnormal loss.	12	https://www.youtube.com/watch?v=i4Vna6GaEvM
V	Joint Venture – Accounting treatment for Joint Venture Transactions- joint bank account method or separate set of books. Accounting Standards- introduction-benefits- limitations- AS1-AS2-AS10-AS13-IFAS-Computerized accounting-meaning –features-advantages-disadvantages-types.	12	https://www.youtube.com/watch?v=yUVSKitbU5Y
	Total	60	

Text Book:

1. Financial Accounting [including Goods and Service Tax(GST)], S.P. Jain , K.L. Narang, Simmi Agrawal & Monika Sehgal, Kalyani Publisher, January 2020, New Delhi

Reference Books:

1. Problems and Solutions in Advanced Accounting, Gupta R.L., Sultan Chand & Sons, Edition 2000
2. Advanced Accountancy Vol-I, Gupta MP, Agarwal BM, Sultan Chand & Sons, Edition 2022
3. Financial Accounting, MC Shukla, S.Chand , Edition 2021,
4. Advanced Accountancy Volume-I, Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari, Vikas Publishing, 11th Edition, 2022,

Websites:

1. www.openj.edu/openlearn
2. MIT Open Course Ware – <http://ocw.mit.edu>
1. Oxford University Press - <http://www.oup.co.in>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – I**PART III-CORE 2: COMPUTER FUNDAMENTALS AND OFFICE AUTOMATION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BCC102	Computer Fundamentals and Office Automation	Core-2	40	08	0	3

Preamble: To gain basic knowledge on computer fundamentals and information technology.

Prerequisite: Knowledge on computer basics

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Explain the organization and working principle of Computer hardware components.	K1
CO2	Explain the Data processing, operating system and networking concepts	K2
CO3	To teach about Ms Office Programs	K4
CO4	To learn about basic concepts of Internet	K3
CO5	Summarize the concepts of Computer Networks	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	M	M	M	S	S	L	S
CO2	L	M	M	S	M	L	S	S	S	L
CO3	M	L	S	L	S	M	M	M	S	S
CO4	S	L	S	M	S	M	S	L	S	L
CO5	S	M	M	S	M	L	L	S	M	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction – Basic concepts of Information Technology – Technology Trends in Information Technology – Characteristics of Computers – Generations of Computers – Classification of Computers – Parts of Computer System – Basic functional units of computer – Memory Classifications – Input and output device	10	https://turbofuture.com/computers/Classification-of-Computers-by-Generation
II	Number System – Representation of Number System – Number Base Conversion – Functions and Classifications of Operating System – Hardware – Software – Virus and Types of Virus	8	https://study.com/academy/lesson/binary-number-system-application-advantages.html
III	Word Processing with MS –Word: Features of Word Processing – Working with word document – using Cut, Copy and Paste – Page Formatting – Mail Merge – Working with Table – Graphics Tools. Spread Sheet with Ms-Excel: Features of Excel or Spread Sheet – working with spread sheet – Working with rows and columns – Charts in Excel – Functions in Excel	10	https://support.microsoft.com/en-us/office/video-advanced-formulas-and-references-2225a2be-7a49-4fa5-91bb-5941c20653e5
IV	Making Presentation with PowerPoint: Features of Word PowerPoint Presentation - Working with PowerPoint Presentation – Working with slide – Formatting Slide- slide Transitions – Running Slide Show Database with MS–Access: Features of MS–Access – Starting with MS–Access and opening a Database – Components / Database objects – Creating Reports	10	https://support.microsoft.com/en-us/office/add-format-and-record-video-in-powerpoint-bb7fc99c-71ef-48e3-ac1a-3ebafcd9f3ed
V	Introduction to Computer Networks – Types of Network – Internet and its Applications (History, Internet & Uses) – WWW – What is Web – Web Browser – outlook-Email – Functions of Email – Searching the internet – search engine – Multimedia – Cyber Crime and its characteristics.	10	https://byjus.com/govt-exams/internet/
Total		48	

Text Book:

1. Dr.P.Rizwan Ahmed. Introduction to Information Technology, 2nd Revised & Enlarged Edition 2017

Reference Books:

- 1.Henry C. Lucas. Jr., Information Technology, Strategy decision making for Managers, 1st Edition, John Wiley & Sons [Asia] Pvt. Ltd, Year-2015, Singapore.
- 2.Leon Alexis, Leon Mathews, Fundamental of Information Technology, 1st Edition, Visas Publishing House, Year-2014.

Websites:

1. <https://www.lifewire.com/introduction-information-technology-817815>
2. <https://softwarekeep.com/help-center/introduction-to-microsoft-office-software>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – I**PART III - CORE PRACTICAL – 2 COMPUTER FUNDAMENTALS AND INTERNET**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCCP01	Computer Fundamentals and Internet	Core Practical- 2	10	-	38	3
Preamble: Office Automation and Internet programs to solve computational exercise.						
Prerequisite: Knowledge about Office Automation and Internet programs.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Classify a simple office automation exercise					K1
CO2	Classify exercise on basics of internet					K2
CO3	Execute the concepts of office automation and basics of internet					K4
CO4	Create basic exercise using MS-Office and basics of internet					K3
CO5	Develop programs on Computer Fundamentals and Office Automation					K3

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	S	S	M	M	L	M	S	M	S	L
CO 2	M	S	M	L	L	M	S	S	M	S
CO 3	L	M	S	L	M	M	S	M	S	S
CO 4	S	M	S	M	S	S	M	M	L	M
CO 5	M	S	L	S	M	M	L	M	S	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
1	MS-Word - Write a covering Letter to apply for a Job in a Company in MS-Word. Prepare your Curriculum Vitae in MS-Word and perform the following operations: Bold, Underline, Font size, style, background color, text color, line spacing, spell check, alignment, header, footer, inserting pages, page number, find and replace- Resume creation through online	4	https://www.youtube.com/watch?v=tIjcHAp_U60
2	Mail Merge: Prepare an invitation to invite your friends to your birthday party. Prepare at least five letters.	4	https://www.youtube.com/watch?v=iCxm0RZG4Fk
3	MS-Excel - Prepare bank customer statement in customer name, account number and find simple and compound interest	4	https://www.youtube.com/watch?v=lBUzOPcf5XE
4	Prepare mark list of your class (minimum 5 subjects) and perform the following operations: Data entry, total, average, result and ranking by using arithmetic, logical functions and sorting, prepare the result analysis chart	4	https://www.youtube.com/watch?v=lBUzOPcf5XE
5	MS-PowerPoint - Create a slide show presentation for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offers and etc. The presentation should be in Automatic mode	4	https://www.youtube.com/watch?v=waSuDm0CXpk
6	MS-Access - Prepare a payroll for employee database of an organization with following details: Employee Id, name, Date of birth, Department and designation, date of appointment, Basic pay, Dearness allowance and House rent allowance	4	https://www.youtube.com/watch?v=waSuDm0CXpk
7	Basics of Internet - To create a new personnel e-mail id/ sending email / receiving email/ attachments with CC / BCC	4	https://www.youtube.com/watch?v=bQES_F6c7c8
8	To the different kind of search engines and collect data	4	https://www.youtube.com/watch?v=zN8YNNHcaZc
9	To Browse details about college / university details	4	https://www.youtube.com/watch?v=YtxLexm-9pI
10	Create Google Forms to collect information regarding students details	4	https://www.youtube.com/watch?v=bQES_F6c7c8
11	To upload resume in any two job portals	4	https://www.youtube.com/watch?

			v=BBFrm-QU8ZE
12	To make any online transaction in booking tickets	4	https://www.youtube.com/watch?v=waSuDm0CXpk
	Total	48	
Text Book:			
1. Introduction to Information Technology, Saxena Sanjay, Kindle Edition, 2021			
Reference Books:			
1. Introduction to Information Technology, Dr.P.Rizwan Ahmed, Margham Publication, 2nd Revised & Enlarged Edition – 2017			
Websites:			
1. https://www.techopedia.com/definition/4319/office-automation-oa			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – I

PART III-ALLIED 1: MANAGERIAL ECONOMICS

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BCCA01	Managerial Economics	Allied-1	50	10	0	3
Preamble: To gain a thorough grounding in economic theory and practical business applications.						
Prerequisite: Basic concepts of Economics						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Gain a strong knowledge in various economic theories.					K1
CO2	Analyze the various concepts of demand and supply.					K3
CO3	Have complete knowledge on consumer behavior.					K2
CO4	Learn about basic concepts of production and cost Analysis.					K2
CO5	Understand the types of competition and markets.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	S	L	M	S	S	M
CO2	L	M	S	M	L	S	M	M	S	L
CO3	M	S	S	M	S	L	M	S	M	S
CO4	M	S	M	S	M	L	M	S	S	M
CO5	M	L	S	S	M	M	S	S	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Economics: definition, nature and scope of economics –Economic theories applied to business analysis-Decision making in business –Objectives of a business firm-Inflation-Deflation.	12	https://www.investopedia.com/terms/m/macroeconomics.asp
II	Demand and supply functions: meaning of demand – determinants of demand – distinctions of demand –law of demand –elasticity of demand – supply concepts – equilibrium.	12	https://www.investopedia.com/terms/l/lawofdemand.asp
III	Consumer behavior: meaning of utility –law of diminishing marginal utility – equi- marginal utility – indifference curve analysis – definition –properties –consumer’s surplus- consumer’s equilibrium.	12	https://www.investopedia.com/terms/m/marginalutility.asp
IV	Production and Cost analysis: meaning and concepts of production –factors of production and production function – law of variable proportion –law of returns to scale – producer’s equilibrium – meaning of cost- type of cost of production –long run and short run cost.	12	https://corporatefinanceinstitute.com/resources/economics/economies-of-scale/
V	Market structure and Pricing: classification of market Types of competition –perfect competition –Monopoly –Monopolistic competition – Oligopoly – price and output determination under different competitive market conditions.	12	https://www.investopedia.com/terms/p/perfectcompetition.asp
Total		60	

Text Book:

1. Business Economics, Dr.J.P Mishra, Shaithya Bhawan Publications, Latest Edition 2022,

Reference Books:

1. Business Economics, Chaudhary C.M - -RBSA Publishers - Jaipur -03 - 2016 Edition
2. Managerial Economics, [Piyali Ghosh Geetika](#) , [Purba Roy Chowdhury](#) , 3rd edition Paperback 2017, McGraw Hill Education.
3. Business Economics, Shankaran S, Margham Publications Ch -17 - 2019, Revised Edition

Websites:

1. www.openj.edu/openlearn
2. MIT Open Course Ware – <http://ocw.mit.edu>
3. Oxford University Press - <http://www.oup.co.in>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – II

PART-III CORE -3: FINANCIAL ACCOUNTING -II

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BCC201	Financial Accounting –II	Core-3	50	10	0	4
Preamble: To train the students in solving advanced accounting problems.						
Prerequisite: Basic concepts Financial Accounting I.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Learn the Methods of calculating Depreciation					K1
CO2	Know the concepts of Investment account and Royalty.					K2
CO3	Understand the knowledge on hire purchase and installment purchase system.					K4
CO4	Resolve the branch accounting.					K3
CO5	Know the departmental Accounts. Identify the knowledge and employing the interpretation skills which helps to approach real problems like insurance claims.					K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	M	S	M	S	M	S	S
CO2	M	M	S	M	S	M	S	M	S	S
CO3	S	S	M	S	S	S	S	M	S	S
CO4	S	M	M	S	S	S	S	S	S	S
CO5	S	M	S	M	S	M	S	M	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Accounting For Depreciation – Meaning, Characteristics, Causes and Objectives – Needs – Methods: Straight Line Method, Diminishing Balance Method, Annuity Method, Sinking Fund, Insurance Policy Method, Machine Hour Rate Method - Theory: Reserves and Provisions – Types - Difference Between Provision and Reserves.	12	https://byjus.com/commerce/what-is-depreciation/ https://www.youtube.com/watch?v=fINkBABbqZU
II	Investment Accounts- Royalty- Meaning- Types of Royalties-Accounting Treatment in the Books of Lessor and Lessee- Sub-Lease.	12	https://www.youtube.com/watch?v=hdEZTvd_ZqA
III	Hire Purchase System: Features - Accounting Treatment – Calculation of Interest- Default and Repossession- Hire Purchase Trading Account- Debtors Method – Stock and Debtors Method. Installment Purchase System: Distinction Between Hire Purchase and Installment System - Accounting Treatment.	14	https://www.youtube.com/watch?v=fwMi9kQ-TNE
IV	Branch Accounts (Excluding Foreign Branches) – Dependent–Accounting Treatment in Dependent Branches- Debtors System-Stock and Debtors System.	11	https://www.youtube.com/watch?v=JUH D6tYgA6Y
V	Departmental Accounts – Methods and Techniques of Departmental Accounting - Difference Between Department and Branch Account - Apportionment of Common Expenses. Inter Departmental Transfer –Fire Insurance Claims.-Need For Fire Insurance-Method Of Claim-Loss Of Stock-Average Clause.	11	https://www.slideshare.net/SAhila6/departmental-accounting-250651577
	Total	60	

Text Book:

2.T S Reddy and Dr.A.Murthy,2023, Financial Accounting, Margham Publications Chennai..

Reference Books:

- 1.S R.L. GUPTA V.K. GUPTA, Financial Accounting, Reprint 2022, Sultan Chand & Sons Educational Publishers
- 2.S.P.Jain&K.L.Narang, Advanced Accountancy, Volume - I Edition- 2017, Telangana Paperback

Websites:

1. <https://www.studocu.com/in/document/bharathiar-university/financial-accounting/financial-accountingii-of-bharathiyar-university/21880914>
- 2.https://static.careers360.mobi/media/uploads/froala_editor/files/Departmental-Accounts.pdf

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – II

PART III-CORE 4: C PROGRAMMING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BCC202	C Programming	Core- 4	40	8	0	2
Preamble: To develop basic programming skills along with the base to other higher level languages.						
Prerequisite: Knowledge on programme development						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Know the fundamentals of C programming Language.					K1
CO2	Apply appropriate Control structures to solve problems.					K4
CO3	Know the concept of Arrays and Strings.					K2
CO4	Write User defined functions and apply concept of recursion to solve problems. Know the concept of Pointers and Structures.					K3
CO5	Implement functions towards performing operations on Files.					K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	M	M	M	S	S	L	S
CO2	L	M	M	S	M	L	S	S	S	L
CO3	M	L	S	L	S	M	M	M	S	S
CO4	S	L	S	M	S	M	S	L	S	L
CO5	S	M	M	S	M	L	L	S	M	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	<p>INTRODUCTION TO C PROGRAMMING</p> <p>Introduction to Computing: Introduction, Art of Programming through Algorithms and Flowcharts</p> <p>Overview of C: History and importance of C, Basic structure of C program, executing a C program.</p> <p>Constants, Variable and Data Types: Introduction, Character Set, C Tokens, Keywords and Identifiers, Constants, Variables, Data Types, Declaration of Variables, Assigning Values to Variables, Defining Symbolic Constants.</p> <p>Managing Input and Output Operations: Reading a Character, Writing a Character, Formatted Input, Formatted Output.</p> <p>Operators and Expressions: Introduction, Arithmetic Operators, Relational Operators, Logical Operators, Assignment Operators, Increment and Decrement Operators, Conditional Operator, Bitwise Operators, Special Operators, Arithmetic Expressions, Evaluation of Expressions, Precedence of Arithmetic Operators, Type Conversions in Expressions, Operator Precedence and Associativity.</p>	10	https://youtu.be/gEJBFKDkqTE?si=V4cL07msrRNzo6jo
II	<p>CONTROL STRUCTURES</p> <p>Decision Making and Branching: Introduction, Decision Making with IF Statement, Simple IF Statement, the IF-ELSE Statement, Nesting of IF-ELSE Statements, The ELSE IF Ladder, The Switch statement, The ? : Operator, The goto statement.</p> <p>Decision Making and Looping: Introduction, The while Statement, The do statement, The for statement, Jumps in LOOPS.</p>	8	https://youtu.be/YiPoFeWtSYy?si=WtP-id7vZxm6UstB
III	<p>INTRODUCTION TO ARRAYS AND STRINGS</p> <p>Arrays: One-dimensional Arrays, Declaration of One-dimensional Arrays, Initialization of One-dimensional Arrays, Example programs- Bubble sort, Selection sort, Linear search, Binary search, Two-dimensional Arrays, Declaration of Two-dimensional Arrays, Initialization of Two-dimensional Arrays, Example programs-Matrix Multiplication, Transpose of a matrix.</p> <p>Character Arrays and Strings: Declaring and Initializing String Variables, Reading Strings from Terminal, Writing Strings to Screen, Arithmetic Operations on Characters, String-handling Functions, Example Programs (with and without using built-in</p>	10	https://youtu.be/AefKS0NpZtQ?si=TXq6jFl5oBsCyjVh

	string functions)		
IV	<p>FUNCTIONS AND INTRODUCTION TO POINTERS User-defined Functions: Need for functions, Elements of User-defined Functions, Definition of Functions, Return Values and their Types, Function Calls, Function Declaration, Category of Functions, No Arguments and no Return Values, Arguments but no Return values, Arguments with Return Values, No Arguments but Returns a Value, Passing Arrays to Functions, Recursion, The Scope, Visibility and Lifetime of variables. Pointers: Introduction, Declaring Pointer Variables, Initialization of Pointer variables, accessing a Variable through its Pointer, Pointer Expressions, Pointer Increments and Scale Factor.</p>	10	https://youtu.be/IuDJeGqEZ3A?si=wlyah37VNLmeCYnB
V	<p>STRUCTURES AND FILE MANAGEMENT Structures: Introduction, Defining a structure, declaring structure variables, accessing structure members, structure initialization, array of structures. File Management in C: Introduction, Defining and opening a file, closing a file, Input/output and Error Handling on Files.</p>	10	https://youtu.be/ZIe_j8xAkU4?si=MWfMfVN3rG5aGrv9
	Total	48	
Text Book			
1.E. Balaguruswamy, “Programming in ANSI C”, 8 th Edition, 2019, McGraw Hill Education.			
Reference Books:			
<ol style="list-style-type: none"> 1. Pradip Dey, Manas Ghosh, “Programming in C”, 2nd Edition, 2018, Oxford University Press, 2. Yashavant P. Kanetkar, “Let Us C”, 1^{6th} Edition, 2019, BPB Publications 3. Jacqueline A Jones and Keith Harrow, “Problem Solving with C”, Pearson Education. 4. Dr. Guruprasad Nagraj, “C Programming for Problem Solving”, Himalaya Publishing House. 			
Websites:			
<ol style="list-style-type: none"> 1. http://elearning.vtu.ac.in/econtent/courses/video/BS/14CPL16.html 2. https://nptel.ac.in/courses/106/105/106105171/ 			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – II

PART III - CORE PRACTICAL – 2 : C PROGRAMMING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BCCP02	C Programming	Core Practical- 2	-	10	38	2
Preamble: To make the student learn a programming language.						
Prerequisite Develop programs using C Programming Language.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Read, understand and trace the execution of programs written in C language.					K1
CO2	Write the C code for a given algorithm.					K2
CO3	To develop programs in C using basic constructs.					K4
CO4	To develop applications in C using structures.					K4
CO5	Apply concept of structures to write programs					K3

Mapping with Program Outcomes:

COs/ PO s	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	S	S	M	M	L	M	S	M	S	L
CO 2	M	S	M	L	L	M	S	S	M	S
CO 3	L	M	S	L	M	M	S	M	S	S
CO 4	S	M	S	M	S	S	M	M	L	M
CO 5	M	S	L	S	M	M	L	M	S	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
1	Write a C program to find the sum and average of five numbers by using operators	4	https://youtu.be/50Pb27JoUrw?si=Gwaz-9UJDCIWisY6
2	Write a C program to check whether given number is even or odd	4	https://youtu.be/oYURtXcwXqw?si=oiQmHyGOppvE4SFB
3	Write a C program to find the largest of three numbers by using Nested IF Else condition	4	https://youtu.be/oYURtXcwXqw?si=oiQmHyGOppvE4SFB
4	Write a C program to check whether a letter is vowel or consonant	4	https://youtu.be/oYURtXcwXqw?si=oiQmHyGOppvE4SFB
5	Write a C program to calculate different labor wages	4	https://youtu.be/qqbhNjWedLw?si=-D7rf_ZYc7d8mqgJ
6	Write a C program to calculate Economic Order Quantity	4	https://youtu.be/xO27v9hiVAU?si=7VfMm8pjbjxpC5PP
7	Write a C program to print words corresponding numbers bellow 9.	4	https://youtube.com/shorts/NtrQ_njbn9E?si=RrfolmxIPT1ctfHb
8	Write a C program to calculate simple interest and compound interest	4	https://youtu.be/56fc5170Y4?si=Xy5UyCae-tNAvjPI
9	Write a C program to calculate sum of 10 digits	4	https://youtube.com/shorts/bbxLL4KCrjo?si=-HUS39xS2KDjinac
10	Write a C program to check whether a number is palindrome.	4	https://youtu.be/CYBZjouh800?si=N091nQ4_prAhOpSm

11	Write a C program to find length of string.	4	https://youtu.be/LgDABwcKrTw?si=W37pFporwGmbZb_i
12	Program to create the student mark sheet and find total and average.	4	https://youtube.com/shorts/Ci07a1isQ8
Total		48	

Text Book:

1. Problem Solving and Program Design in C, 4th edition, by jeri R. Hanly and Elli B.Koffman
2. Programming in C by Pradip Dey, Manas Ghosh 2nd edition Oxford University Press.

Reference Books:

1. E.Balaguruswamy, Programming in ANSI C 5th Edition McGraw-Hill
2. A first book of ANSI C by Gray J.Brosin 3rd edition Cengagedelmer Learning India P.Ltd
3. AL Kelly, Iraphol, Programming in C, 4th edition Addison-Wesley – Professional
4. Brain W.Kernighan & Dennis Ritchie, C Programming Language, 2nd edition, PHI

Websites:

2. <https://www.w3schools.com/>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – II

PART III-ALLIED 2: PRINCIPLES OF MANAGEMENT

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BCCA02	Principles of Management	Allied-2	50	10	0	4
Preamble: To make the students to understand the elements of effective management.						
Prerequisite: Basic concepts of Management.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Know the Nature and scope of Management process					K1
CO2	Understanding the Planning and decision making process.					K3
CO3	Discover the Organization and organization structure.					K2
CO4	Show the theories of motivation.					K2
CO5	Know the Co-ordination and control process.					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	S	L	M	S	S	M
CO2	L	M	S	M	L	S	M	M	S	L
CO3	M	S	S	M	S	L	M	S	M	S
CO4	M	S	M	S	M	L	M	S	S	M
CO5	M	L	S	S	M	M	S	S	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Management: Introduction, meaning, Definition – Management an art or science- nature, objectives and functions of management – Scientific management –Principles of management - Difference between management and administration . Manager-Roles of Manager.	12	https://youtu.be/Jn5CmV72ukA?si=oFNqXDkL3a9gqW97
II	Planning – Need and Importance of Planning – Features- Merits and Demerits-Steps in planning process –Types of planning – Features of sound plan-Decision Making-Features-process-importance-Guidelines for effective decision making.	12	https://youtu.be/FqBxGZ5KF4I?si=JCnsbPh2hl12PjG4
III	Organising – Nature and Importance – Process of Organising – Principles of Sound Organisation – Organisation Structure – Span of Control – Organisation Chart - Departmentation – Delegation and Decentralization – Authority relationship Line, Functional and Staff.	12	https://youtu.be/KSeVGnmI1Yo?si=naa3V5HH6cFMo_X4
IV	Motivation – Features-Need -Importance– Maslow’s Theory of Motivation — X, Y and Z theories – Leadership – Features- Qualities of a Good Leader-styles –Directing-Meaning,Nature - Elements of Directing-Importance of directing-Principles of directing.	12	https://youtu.be/yLy7Fx6kJ64?si=NWoPIV5UkALRkPDz
V	Communication: Elements, process, features – Essentials. Co-Ordination: Features-elements, importance – types : Control – Nature and objectives - process of Control – Techniques of Control.	12	https://youtu.be/ZHPUpAb5cNQ?si=STL4b25tKw6azgu9
Total		60	
Text Book			
1. P.C.Tripathy, P.N.Reddy, Principles of Management, Revised Edition, Tata MC Graw hill publishing Company ltd, 2022, New Delhi.			
Reference Books:			
1. Harold Knootz, Heinz Weinrich, Essential of Management, Revised Edition, Tata MC Graw hill publishing company ltd, 2021, New Delhi			
2. Bhushan Y.K, Business Organization, Revised Edition, Tata MC Graw hill publishing, 2021, New Delhi			
3. L.M.Prasad, Principles of Management, Revised Edition, Himalaya publication, 2018, Mumbai.			
Websites:			
1. www.openj.edu/openlearn			
2. MIT Open Course Ware – http://ocw.mit.edu			
3.Oxford University Press - http://www.oup.co.in			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

B.Com Computer Applications Board
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2022-2023 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	22LATA01/ 22LAHI01/ 22LAFR01 22LAMY01	Language – I Tamil I/Hindi I/French I/ Malayalam I	5	3	50	50	100	3
II	22ENG001	English – I	5	3	50	50	100	3
III	22BCC101	Core 1- Financial Accounting –I	5	3	50	50	100	4
III	22BCC102	Core 2- Computer Fundamentals and Office Automation	4	3	-	50	50	3
III	22BCCP01	Core Practical 1- Office Automation and Internet	4	3	-	50	50	3
III	22BCCA01	Allied:1 - Managerial Economics	5	3	50	50	100	3
IV	22UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	21
SEMESTER II								
I	22LATA02/ 22LAHI02/ 22LAFR02/ 22LAMY02	Language –II Tamil II/Hindi II/ French II/ Malayalam II	5	3	50	50	100	3
II	22ENG002	English – II	5	3	50	50	100	3
III	22BCC201	Core 3 - Financial Accounting –II	5	3	50	50	100	4
III	22BCC202	Core 4 - C Programming	4	3	-	50	50	3
III	22BCCP02	Core Practical -2 C Programming	4	3	-	50	50	3
III	22BCCA02	Allied: 2- Principles of Management	5	3	50	50	100	3
IV	22UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	21
SEMESTER III								
I	22 LATA03/ 22LAHI03/ 22LAFR03/ 22LAMY03	Language –III Tamil III/Hindi III/ French III/ Malayalam III	3	3	50	50	100	2

II	2 2ENG003	English – III	3	3	50	50	100	2
III	22BCC301	Core 5- Financial Accounting -III	5	3	50	50	100	4
III	22BCC302	Core 6 - Principles of Marketing	5	3	50	50	100	4
III	22BCC303	Core 7- Programming in C++	3	3	50	50	100	4
III	22BCCP03	Core Practical - 3 : Programming in C++	4	3	50	50	100	4
III	22BCCA03	Allied :3- Business Mathematics	4	3	50	50	100	4
III	22BCCSB1/ 22BCCSB2	SBC -1 :Executive Business Communication/ Cyber law	2	3	30	45	75	3
IV	22BTA001/ 22ATA001/ 22BCCOE1	OEC-1:B T- 1 /AT - 1 / Human Resource Management	2	2	-	50	50	2
Total			31				825	29
SEMESTER IV								
I	22LATA04/ 22LAHI04/ 22LAFR04/ 22LAMY04	Language –IV Tamil IV/Hindi IV/ French IV/ Malayalam IV	3	3	50	50	100	2
II	2 2ENG004	English – IV	3	3	50	50	100	2
III	22BCC401	Core 8- Corporate Accounting	5	3	50	50	100	4
III	22BCC402	Core 9 - Commercial Law	5	3	50	50	100	4
III	22BCC403	Core 10- RDBMS & ORACLE	3	3	50	50	100	4
III	22BCCP04	Core Practical-4: RDBMS & ORACLE	4	3	50	50	100	4
III	22BCCA04	Allied 4- Business Statistics	4	3	50	50	100	4
III	22BCCSB3 /22BCCSB4	SBC- 2 : Tally ERP 9 with GST/ Non Lab Practical Entrepreneurial Skills	2	3	30	45	75	3
IV	22BTA002/ 22ATA002/ 22OEC002	OEC-2:BT-II/AT-II/ Communicative English #	2	2	-	50	50	2
Total			31				825	29
SEMESTER V								
III	22BCC501	Core 11- Cost Accounting	5	3	50	50	100	4
III	22BCC502	Core 12- Income Tax Law and Practice	5	3	50	50	100	4
III	22BCC503	Core 13- Business Finance	5	3	50	50	100	4
III	22BCC504	Core 14 – Visual Basic.Net	5	3	50	50	100	4
III	22BCCP05	Core Practical-5: Visual Basic.Net	5	3	50	50	100	4
III	22BCCE0 1/02/03	Elective - 1: Banking and Insurance Law/ Retail Management System/ Investment Management.	5	3	50	50	100	3
III	22BCCPR1	Institutional Training	-	-	-	-	-	-

		Total	30				600	23
SEMESTER VI								
III	22BCC601	Core 15: Management Accounting	5	3	50	50	100	4
III	22BCC602	Core 16: Web Designing and Networking	5	3	50	50	100	4
III	22BCCP06	Core Practical- 6: Web Designing and Networking	5	3	50	50	100	4
III	22BCCE04/ E05/06	Elective - 2 : E-Commerce / Principles of International Trade /Investment Management	5	3	50	50	100	3
III	22BCCE07/ 08/09	Elective - 3 : Indirect Taxes/ Advertising and Sales Promotion/ Brand Management	5	3	50	50	100	4
III	22BCCPR2	Project and Viva Voce	5	3	50	50	100	4
V	22NSS001/ 22NCC001 22SPT001/ 22EXT001	SOC-1: NSS/ NCC Sports /Extension Activities			50		50	2
		Total	30				650	25
Total							4000	148

List of Skill Based Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	22BCCSB1	Executive Business Communication	3
2	III	22BCCSB2	Cyber law	3
3	IV	22BCCSB3	Tally ERP 9 with GST	3
4	IV	22BCCSB4	Non Lab Practical :Entrepreneurial Skills	3

List of Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
Elective I				
1	V	22BCCE01	Banking and Insurance Law	3
2	V	22BCCE02	Retail Management System	3
3	V	22BCCE03	Management Information System	3
Elective II				
4	VI	22BCCE04	E-Commerce	3
5	VI	22BCCE05	Principles of International Trade	3
6	VI	22BCCE06	Investment Management.	3

Elective III				
7	VI	22BCCE07	Indirect Taxation	4
8	VI	22BCCE08	Advertising and Sales Promotion	4
9	VI	22BCCE09	Brand Management	4

List of Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
Elective I				
1	V	22BCCE01	Banking and Insurance Law	3
2	V	22BCCE02	Retail Management System	3
3	V	22BCCE03	Management Information System	3
Elective II				
4	VI	22BCCE04	E-Commerce	3
5	VI	22BCCE05	Principles of International Trade	3
6	VI	22BCCE06	Investment Management.	3
Elective III				
7	VI	22BCCE07	Indirect Taxation	4
8	VI	22BCCE08	Advertising and Sales Promotion	4
9	VI	22BCCE09	Brand Management	4

List of Open Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	22BTA001	Basic Tamil-I	2
2	III	22ATA001	Advanced Tamil-I	2
3	III/IV	22OEC002	Communicative English	2
4	III	22BCAOE1	PC Software	2
5	III	22BBAOE1	Multimedia and its Applications	2
6	III	22BACOE1	Multimedia and its Applications	2
7	III	22LATOE1	Principles of Healthy Living	2
8	III	22BCCOE1	Human Resource Management	2

9	III	22BCAOE2	Multi Media	2
10	III	22BCAOE3	E Business	2
11	III	22BSCOE1	Web Designing	2
12	IV	22BTA002	Basic Tamil-II	2
13	IV	22ATA002	Advanced Tamil-II	2
14	IV	22BCAOE4	Introduction to Information Security	2
15	IV	22BCSOE1	Banking Theory	2
16	IV	22BESOE1	Microprocessor and its Applications	2
17	IV	22BMAOE1	Mathematical Aptitude	2
18	IV	22BCTOE1	Office Automation Practical	2
19	IV	22BITOE1	Python Programming	2
20	IV	22BCDOE1	Introduction to Research	2
21	IV	22BVCOE2	Professional Communication	2
22	IV	22BCMOE1	Management Information System	2

List of Extra Credit Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	22BCCEC1	Principles of Auditing	2
2	IV	22BCCEC2	Mobile Computing	2
3	V	22BCCEC3	NPTEL/SWAYAM/MOOC(any one course)	2

Summary of the Programme

Part	No. of Papers	Total Credits	Total Marks
I – Language	4	10	400
II – English	4	10	400
III – Core	22	84	2000
III-Project	1	4	100
III – Allied	4	14	400
III – Elective	3	10	300

III – SBC	2	6	150
IV – Foundation Course	2	4	100
IV – OEC	2	4	100
V - NSS/NCC/Sports/Ext. Activity	1	2	50
Total	45	148	4000

SEMESTER – III

PART-III CORE 4: FINANCIAL ACCOUNTING -III

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCC301	Financial Accounting –III	Core-4	50	10	0	4
Preamble: To enable the students to learn the partnership of accounting						
Prerequisite: knowledge in advanced accounting transactions						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Learn about basic concepts of Partnership accounting and preparation of Capital accounts					K1
CO2	Gain knowledge find out the treatment of Goodwill and Revaluation of Assets and Liabilities					K2
CO3	Examine the retirement of partners, settlement of accounts to the retiring partner.					K4
CO4	Understand the modes of dissolution of a firm.					K4
CO5	Acquire in depth knowledge of admission of partner					K3

Mapping with Program Outcomes:

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	L	S	S	M	M	S	M
CO2	S	S	M	M	S	M	M	L	S	S
CO3	S	M	S	S	M	M	S	M	S	L
CO4	M	S	S	M	M	S	M	S	M	S
CO5	S	M	M	S	S	M	L	M	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Partnership- Meaning, Partnership Deed- types- partnership act-features- formation-types-merits-demerits. Limited liability partnership-meaning-features-benefits-demerits-difference between LLP & Traditional Partnership Firm-procedures and Documents Required for LLP Registration. .	12	https://www.toppr.com/ask/content/video/partnership-partnership-deed-english-80309/
II	Capital accounts-Interest on Capital- Interest on Drawings -Capital accounts-Profit and Loss Appropriation account-Valuation of Goodwill.	12	https://commercebase.com/interest-on-capital/
III	Introduction – Admission of new partner – new profit sharing ratio – calculation of sacrificing ratio – Treatment of Goodwill – Premium and Revaluation Method – Revaluation of Assets and Liabilities-Adjustments for Accumulated profit or Loss General Reserve.	12	https://arinjayacademy.com/admission-of-a-partner-problems-and-solutions/
IV	Retirement of Partner - new Profit Sharing Ratio -Calculation of Gaining Ratio- Treatment of Goodwill – Adjustment of accumulated profit and loss – Revaluation of Assets and Liabilities-disposal of amount due to retiring partners-Death of partners.	12	https://www.youtube.com/watch?v=mtZ9cXCKsFQ
V	Dissolution – Modes of Dissolution – Accounting Treatment-Treatment of Goodwill on Dissolution – Journal entries of dissolution-Insolvency of partners- Accounting treatment -Garner Vs Murrey-Piecemeal distribution	12	https://study.com/academy/lesson/dissolution-and-termination-of-a-partnership.html
Total		60	

Text Book

1.S.P.Jain & K.L.Narang, Simmi Agrawal, Monika Sehgal,Financial Accounting , Reprint 2020, Kalyani Publishers, New Delhi

Reference Books:

- 1.Reddy T.S and Murthy.A, Financial Accounting, Reprint 2020, Margham Publications, Chennai
2. Financial Accounting,T.S Reddy & A.Murthy , Edition 2021 ,Kalyani Publication.

Websites

- 1.www.openj.edu/openlearn
- 2.MIT Open Course Ware – <http://ocw.mit.edu>
- 3.Oxford University Press - <http://www.oup.co.in>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER –III**PART III - CORE- 5: PRINCIPLES OF MARKETING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCC302	Principles of Marketing	Core-5	40	8	0	4
Preamble: To acquire the basic knowledge of marketing and its function, modern principles and state regulation of marketing concepts.						
Prerequisite: knowledge in market and consumerism						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement		Blooms Taxonomy knowledge level			
CO1	Demonstrate understanding of marketing terminology and concepts.		K1			
CO2	Aware of consumer behavior and market segmentation and customer relations marketing.		K2			
CO3	Know about the marketing function for achieving marketing goals.		K3			
CO4	Analyze the marketing mix and know about the green marketing		K4			
CO5	Gain the knowledge on different bureau of Indian standards and consumer protection rights.		K3			

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	M	S	M	S	M	L
CO2	M	S	L	M	S	M	M	M	S	L
CO3	S	M	S	S	M	S	S	M	L	M
CO4	M	S	S	M	S	L	S	M	M	S
CO5	S	M	M	S	M	S	M	L	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Market – meaning - definition of market and marketing – marketing concepts- classification of market – marketing vs selling – role and importance of marketing – marketing process –marketing mix.	10	https://www.investopedia.com/terms/m/marketing.asp
II	Product mix: meaning, classification of products; Factors affecting product mix- dimensions of a product mix- product life cycle – branding: packaging and labeling: price mix – importance – kinds of pricing – pricing objectives — pricing strategies Factors affecting pricing mix.	10	https://www.economicsdiscussion.net/marketing-management/product-meaning-definition-concept-types/31455
III	Promotion mix- elements of promotion mix- channels of distribution- types- factors affecting choice of distribution channels . Transportation: storage – facilitating functions : financing – risk bearing – standardization and grading – market information.	10	https://www.uou.ac.in/sites/default/files/slm/HM-303.pdf
IV	Consumer behavior - meaning, characteristic of consumer behavior – factors influencing consumer behavior – cultural – social – personal – psychological factors – market segmentation - consumerism - consumer protection act – concepts- consumer rights- consumer forums in India	10	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_CB_Lecture%20Notes.pdf
V	Direct marketing vs online marketing – concepts of market research and marketing information systems – multi level marketing - marketing regulations – Agmark –Bureau of Indian standards – green marketing – digital marketing .	8	https://neilpatel.com/what-is-digital-marketing/
	Total	48	

Text Book

1. Principles of Marketing , Philip T. Kotler ,Gary Armstrong , Prafulla Agnihotri, Perason, 31 March 2018

Reference Books:

1. Varshney R.L and Gupta, Marketing Management, Sultan Chand and Sons , New Delhi ,6th Edition, 2012.
2. R.S.N.Pillai and Bhagavathi, Modern Marketing- Principles and Practice, S.Chand & Sons, New Delhi Reprint 2013

Websites

1. www.openj.edu/openlearn
2. MIT Open Course Ware – <http://ocw.mit.edu>
3. Oxford University Press - <http://www.oup.co.in>
4. https://www.academia.edu/36875657/marketing_management_student_study_material

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – III
CORE VI - PROGRAMMING IN C++

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCC303	Programming in C++	Core-6	26	10	0	4

Preamble: C++ programs to solve computational problems.

Prerequisite: Knowledge about C++ programming language

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Able to understand and design the solution to a problem using object-oriented programming concepts.	K1
CO2	Able to reuse the code with extensible Class types, User-defined operators and function Overloading.	K2
CO3	Achieve code reusability and extensibility by means of Inheritance and Polymorphism	K4
CO4	Identify and explore the Performance analysis of I/O Streams.	K5
CO5	Implement the features of C++ including templates, exceptions and file handling for providing programmed solutions to complex problems.	K5

Mapping with Program Outcomes:

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	S	M	S	M	S	L	S
CO2	M	L	S	M	S	M	L	M	S	M
CO3	S	M	S	M	S	S	M	S	L	S
CO4	S	S	M	L	M	S	M	L	M	S
CO5	M	L	S	M	S	L	M	S	M	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Object Oriented Programming: Computer programming background- C++ overview First C++ Program - Basic C++ syntax, Object Oriented Programming: What is an object, Classes, methods and messages, abstraction and encapsulation, inheritance, abstract classes, polymorphism.	8	https://engineerstudior.com/2018/08/01/introduction-to-object-oriented-programming-in-c/
II	Functions in C++: Tokens – Keywords – Identifiers and constants – Operators in C++ – Scope resolution operator – Expressions and their types – Special assignment expressions – Function prototyping – Call by reference – Return by reference – Inline functions -Default arguments – Function overloading.	7	https://www.scaler.com/topics/cpp/functions-in-cpp/
III	Inheritance & Polymorphism: Derived class Constructors, destructors-Types of Inheritance- Defining Derived classes, Single Inheritance, Multiple, Hierarchical Inheritance, Hybrid Inheritance.	7	https://www.codzify.com/article/Cpp/polymorphism-in-cpp
IV	I/O Streams: C++ Class Hierarchy- File Stream-Text File Handling- Binary File Handling during file operations.	7	https://www.youtube.com/watch?v=io3rL-Ni7DE
V	Exception Handling: Introduction to Exception - Benefits of Exception handling- Try and catch block Throw statement- pre-defined exceptions in C++.	7	https://www.youtube.com/watch?v=EyXXLpFriMc
	Total	36	

Text Book:

- Object Oriented Programming with C++, Balagurusamy E, Tata McGraw Hill Education Pvt.Ltd , Eighth Edition 2021.

Reference Books:

- Programming with ANSI C++, Bhushan Trivedi, Oxford Press, Second Edition, 2012.
- Exploring C++ : The programmer's introduction to C++, Ray Lischner, a press, 2010
- Object Oriented Programming With C++, Bhavneet Singh, Pearson Education , 2004.

Websites:

- <https://www.programiz.com/cpp-programming>
- <https://www.scaler.com/topics/cpp/>
- <https://cplusplus.com/doc/tutorial/>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – III

CORE PRACTICAL - 3- PROGRAMMING IN C++

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCCP03	Practical 3 - Programming in C++	Core Practical-3	0	0	48	4
Preamble: C++ programs to solve computational problems						
Prerequisite: Knowledge about C++ programming language						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Apply the concepts of object-oriented programming.					K1
CO2	Implement advanced use of overloading functions in C++ programming.					K2
CO3	Apply virtual and pure virtual function & complex programming situations					K4
CO4	Apply how to implement copy constructors and class member functions					K3
CO5	Illustrate the process of data file manipulations using C++.					K3

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	S	M	S	M	L	S	M	S	M	L
CO 2	M	S	M	L	S	M	S	M	S	M
CO 3	S	M	S	M	L	M	M	S	M	L
CO 4	M	S	M	S	M	L	S	M	S	M
CO 5	S	M	S	M	S	M	M	L	S	M

S – Strong; L – Low; M – Medium

S,No	Program	Hours	E-Contents/ E-Resources
1	Write a C++ program to find the sum of individual digits of a positive integer.	4	https://www.youtube.com/watch?v=tIjcHAp_U60
2	Write a C++ program to generate the first n terms of the sequence.	4	https://www.youtube.com/watch?v=iCxm0RZG4Fk
3	Write a C++ program to generate all the prime numbers between 1 and n, where n is a value supplied by the user.	4	https://www.youtube.com/watch?v=IBUzOPcf5XE
4	Write a C++ program to sort a list of numbers in ascending order. memory allocation	4	https://www.youtube.com/watch?v=IBUzOPcf5XE
5	Write a Program to illustrate New and Delete Keywords for dynamic	4	https://www.youtube.com/watch?v=waSuDm0CXpk
6	Write a Program to Demonstrate Friend Function and Friend Class.	4	https://www.youtube.com/watch?v=zN8YNNHcaZc
7	Write a Program to Generate Fibonacci Series use Constructor to Initialize the Data Members.	4	https://www.youtube.com/watch?v=YtxLexm-9pI

8	Write C++ programs that illustrate how the following forms of inheritance are supported : a) Single inheritance b) Multiple inheritance	4	https://www.youtube.com/watch?v=bQES_F6c7c8
9	Write a C++ program that illustrates the order of execution of constructors and destructors when new class is derived from more than one base class.	4	https://www.youtube.com/watch?v=bQES_F6c7c8
10	Write a Template Based Program to Sort the Given List of Elements.	4	https://www.youtube.com/watch?v=joAiZx3g5vk
11	Write a Program Containing a Possible Exception. Use a Try Block to Throw it and a Catch Block to Handle it Properly	4	https://www.youtube.com/watch?v=waSuDm0CXpk
12	Write a Program to Demonstrate the Catching of All Exceptions.	4	https://www.youtube.com/watch?v=UPz0B_u1FJg
Total		48	

Text Book:

- Object Oriented Programming with C++, Balagurusamy E, Tata McGraw Hill Education Pvt.Ltd , Eighth Edition 2021.

Reference Books:

- C++- The Complete Reference, Herbert Schilt, 4th Edition, Tata McGraw Hill, Pub Ltd.2017.
- Bjarne Stroustrup, "the C++ Programming Language" 4th Edition, 2016.

Websites:

- <https://www.javatpoint.com/cpp-oops-concepts>
<https://www.simplilearn.com/tutorials/cpp-tutorial/oops-concepts-in-cpp>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – III

SBC -1 : EXECUTIVE BUSINESS COMMUNICATION

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCCSB1	Executive Business Communication	SBC -1	20	4	0	3

Preamble: To enable the students to know importance of communication in commerce and trade and to draft business letters.

Prerequisite: Basics of Executive Business Communication.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the business communication concepts	K1
CO2	Design the effective business letter	K2
CO3	Understand the various types of business letter	K3
CO4	Generate the knowledge resume writing	K4
CO5	Understand the concept of reports and learn to write good report, minutes etc.	K4

Mapping with Program Outcomes:

COs/ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	M	S	M	S	M	L	S
CO2	M	S	M	L	M	M	S	L	S	M
CO3	S	M	S	S	S	L	M	M	M	L
CO4	M	L	M	M	L	S	S	S	L	M
CO5	S	S	M	S	S	L	S	M	M	L

S – Strong; **L** – Low; **M** – Medium

Syllabus

Unit	Course content	Hours	E-Contents/ E-Resources
I	Business Communication – Meaning – Definition - Features of Business Communication-Importance of effective Communication in Business – Classification of Communication—Characteristics and Guidelines of Effective Business Communication.(Self Study)	4	https://pressbooks.bccampus.ca/businesswritingessentials/chapter/chapter-1-effective-business-communication/
II	Structure of Business Letter - Effective Business Letter - Analysis of Business Letters – Basic Principles in Drafting – Structure and Layout – Letter Styles.	4	https://www.indeed.com/career-advice/career-development/business-letter-parts
III	Business Letters – types – Letters of Enquiry – Offers, Quotations, Orders, Complaints and Settlement, Circular Letters, Status Enquiry – Collection Letters.	6	https://www.youtube.com/watch?v=Clny8XZYUYk
IV	Letters of Application – Essential Qualities – Letters of Application with CV, Resumes –Application with reference to an Advertisement – Solicited and Unsolicited Letters – Reference Letters	4	https://www.youtube.com/watch?v=MeDowsrPx5c
V	Report – Meaning- Structure of Report- Qualities of a Good Report- Business Report- Types of Report- Reports by individuals- Reports by committee- Reports by sub-committee- Minutes Vs Reports- Drafting Resolution and minutes of company meetings.	6	https://www.youtube.com/watch?v=c-gA2zfYHhU
	Total	24	

Text Book

1.Business Communication N.S.Ragunathan , B. Santhanam, Margham Publication, Latest edition.

Reference Books:

- 1.Ramesh M.S. and Pattanshett, Business Communication, 1st Edition , TMH Publishing House,2020,Mumbai
- 2.Pal Rajendra&Korlahalli.J.S, Essentails of Business Communication, 2nd Edition, Vikas Publications, 2002, Mumbai

Websites

- 1.<http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
- 2.<https://sdak24.com/business-communication/>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – III**OEC -1: HUMAN RESOURCE MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCCOE1	Human Resource Management	OEC-1	20	4	0	2

Preamble: To enable the students to acquire knowledge in the concepts and practices of Human Resource Management.

Prerequisite: Basics of Human Resource Management.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the functions of HR Department and role of HR Managers.	K1
CO2	Identify the human Resources Requirement and Select Suitable Work Force.	K2
CO3	Evaluate the performance of Human Resource and Develop suitable Career Planning Programs	K3
CO4	Conduct HR Audit and frame and Compensation Policy	K4
CO5	Analyze HRM in a global perspective and employ E-HRM	K3

Mapping with Program Outcomes:

COs/ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	L	M	S	M	S	S	M	S
CO2	S	M	S	M	L	S	S	L	M	M
CO3	M	S	M	S	M	M	L	S	L	S
CO4	S	M	S	M	L	M	S	L	M	M
CO5	M	S	M	S	M	S	S	M	M	S

S – Strong; L – Low; M – Medium

Syllabus

Unit	Course content	Hours	E-Contents/ E-Resources
I	Human Resources Management –Functions of HR Department – The Role of HR Manager	5	https://www.youtube.com/watch?v=eBxvrdleYzE
II	Manpower Planning : Job description , Job analysis , Role Analysis , Job Specification Recruitment & Selection – Meaning , Steps Process Training and development – types of training – Process	5	https://www.youtube.com/watch?v=UjyLNyRqDQs
III	Performance Appraisal – Types –Process –Promotion – Meaning and Importance – Seniority Vs Merit- Demerit- Job Evaluation	5	https://www.youtube.com/watch?v=JbplaTF_kiw
IV	Compensation administration – Employee welfare – Social security –safety and health – job stress HR Audit – Meaning, Objectives & importance	5	https://www.youtube.com/watch?v=c75U2xofWEM
V	International Human Resources Management-Challenges in Human resources Management (Case Study)	4	https://www.youtube.com/watch?v=7ea8l0vM0OU
	Total	24	
Text Book			
1. V.S.P. RAO Human Resources Management , Excel Publishers , New Delhi ,2016			
Reference Books:			
1. David A.Decenzo Stephen P.Rabinsand Suson I.Human Resources Management Wiley 11 th Edition 2. Memoria C.B.Personnel Management Himalaya Publications , New Delhi 2011			
Websites			
1. https://www.managementstudyguide.com/job-analysis.htm 2. https://www.managementstudyguide.com/performance-appraisal.htm 3. https://www.whatishumanresource.com/human-resource-management 4. http://4.https://www.betterplace.co.in/blog/hrm-functions/			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – III

ECC -1: PRINCIPLES OF AUDITING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCCEC1	Principles of auditing	ECC-1				2

Preamble On successful completion of this paper the students should have gained knowledge about auditing functions and classifications and acquired knowledge about vouching and verification of assets.

Prerequisite: Basics of auditing functions

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To know the basic concept of audit and auditor.	K1
CO2	To elucidate the principles of good internal check system.	K2
CO3	To gain knowledge regarding the theory of vouching, verification and valuation.	K3
CO4	To know the preparation of the audit plan , audit working paper and audit note book.	K4
CO5	To give an exposure the company audit and audit report.	K3

Mapping with Program Outcomes:

COs/ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	L	M	S	M	S	L	S
CO2	S	M	S	M	L	M	S	M	S	M
CO3	M	S	M	S	M	S	M	S	L	M
CO4	S	M	S	M	S	M	S	M	M	L
CO5	M	S	M	S	M	L	S	L	M	S

S – Strong; L – Low; M – Medium

Syllabus

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction– Definition– Objectives – Classification –Scope and nature of audit – Qualities of an Auditor-Appointment of an Auditor – Duties, Rights of an Auditor- difference between auditing and investigation.		https://www.youtube.com/watch?v=eBxvrdleYzE
II	Internal check –meaning, objectives, difference between internal control and internal audit, essentials of sound system of internal check.		https://www.youtube.com/watch?v=UjvLNyRqDQs
III	Vouching – Meaning – Objectives, Importance – Vouching of trading and cash transactions- Verification and Valuation of Assets and Liabilities.		https://www.youtube.com/watch?v=JbplaTFkiw
IV	Audit plan- Developing an Audit plan- Audit paper, audit working paper, audit note book.		https://www.youtube.com/watch?v=c75U2xofWEM
V	Company audit-auditor appointment- Qualification-disqualification- remuneration-removal-powers and liabilities-Audit report-Audit Approach- EDP and mechanical system.		https://www.youtube.com/watch?v=7ea8l0vM0OU
	Total		
Text Book			
1.Principles & Practice of Auditing, Dinkar Pagare, Sultan Chand & Sons,edition 2019.			
Reference Books:			
1.Tandon.B.N, Practical Auditing, edition 2019, S Chand Company Ltd, New Delhi.			
2.Practical Auditing,V.Gurumoorthy, G.Selvaraj, R.Swarnalakshmi, Charulatha Publications.			
3.Practical Auditing, Dr. L. Natarajan, Margham Publications.			
Websites			
1. https://www.betterplace.co.in/blog/hrm-functions/			
2. https://www.managementstudyguide.com/job-analysis.htm			
3. https://www.managementstudyguide.com/performance-appraisal.htm			
4. https://www.whatishumanresource.com/human-resource-management			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – IV

PART-III CORE 8: CORPORATE ACCOUNTING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCC401	Corporate Accounting	Core 8	50	10	0	4

Preamble: To furnish the students with accounting methods configuration for the Companies from the time of their formation until their windup and Banking company.

Prerequisite: Basic knowledge of company accounts.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Learn about basic concepts of Companies and formation of companies	K1
CO2	Gain knowledge of basics concept of share capital	K2
CO3	Construct ideas to the students about redemption of share and debentures	K4
CO4	To give an exposure to the alteration and reconstruction share capital and valuation of shares	K3
CO5	Know the preparation of final accounts, calculation of managerial remuneration and liquidation of companies.	K3

Mapping with Program Outcomes:

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	L	S	S	M	M	S	M
CO2	S	S	M	M	S	M	M	L	S	S
CO3	S	M	S	S	M	M	S	M	S	L
CO4	M	S	S	M	M	S	M	S	M	S
CO5	S	M	M	S	S	M	L	M	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Company: Meaning and Features-Difference Between Partnership and Company-Companies Act 2013-Types of Companies-Difference Between Private and Public Limited Company-Formation-Prospectus-Shares-Types.	12	https://youtu.be/O4ajUPoOiY?si=JDi6qtscS6Dem00
II	Share Capital – Issue, Par, Premium, Discount- Over Subscription-Under Subscription-Calls in Advance- Calls In Arrears-Pro Rata Allotment-Forfeiture And Reissue Of Shares – Right Issue.	12	https://youtu.be/Fao1vkldkFE?si=aT9dN6IHTnMok4NI
III	Redeemable Preference Shares –Out Of Fresh Issue – Out Of Profit- Bonus Shares-Minimum Fresh Issue- Issue And Redemption of Debentures-Par, Premium, Discount-Method (Sinking Fund Only)-Underwriting.	12	https://youtu.be/TbR5J2YI89k?si=Wxi4kTuFYmFhauc4
IV	Internal and External Reconstruction- Accounting Treatments -Profits Prior to Incorporation- Valuation of Goodwill - Valuation of Shares	12	https://youtu.be/c0k58RxpFE?si=CivetMh3sFhZePUd
V	Final Accounts of Companies - Balance Sheet As Per Revised Schedule VI of Companies Act - Calculation of Managerial Remuneration. -Liquidation of Companies – Liquidator’s Final Statement of Accounts.	12	https://youtu.be/PVYrnAedU1M?si=gZf5Okz2htwm40VX
Total		60	

Text Book

- Reddy T.S and Murthy.A Corporate Accounting, Reprint 2022, Margham Publications, Chennai.

Reference Books:

- Dr.Ramachandran , Dr.R.Srinivasan, Corporate Accounting
- S.P.Jain & K.L.Narang, Principles of Accountancy, Reprint 2022, Sri Ram Publications, Trichy..
- Gupta.R.L, Gupta.V.K, Shukla.M.C, Financial Accounting, 9th Edition, 2022, Sultan Chand and sons, New Delhi.
- S.P.Jain & K.L.Narang, Advanced Accountancy, Volume - I Edition- 2022, Kalyani Publishers, New Delhi.
- Pillai. RSN, Bhagavathy and Uma. S, Advanced Accountancy Vol –II, Revised Edition 2022, S.Chand Co. New Delhi.

Websites

- www.openj.edu/openlearn
- MIT Open Course Ware – <http://ocw.mit.edu>
- Oxford University Press - <http://www.oup.co.in>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER –IV
PART III-CORE 9: COMMERCIAL LAW

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCC402	Commercial law	Core 9	50	10	0	4

Preamble: To make the students to understand the elements of law relating to contract.

Prerequisite: Basic concepts of Law.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Know about Nature and elements of contract.	K1
CO2	Indemnity and Guarantee of contract.	K2
CO3	Know the Bailment and Pledge in contract law.	K3
CO4	Understanding the creation and termination of agency.	K4
CO5	Identify law relating to sale of goods.	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	M	S	M	S	M	L
CO2	M	S	L	M	S	M	M	M	S	L
CO3	S	M	S	S	M	S	S	M	L	M
CO4	M	S	S	M	S	L	S	M	M	S
CO5	S	M	M	S	M	S	M	L	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Indian Contract Act, 1872 – Nature of Contract - Essential Elements of Contract- Kinds of Contract-Formation of Contract – Consideration-Performance of Contract -Discharge of Contract - Remedies For Breach of Contract-Recent Amendments.	12	https://youtu.be/psvyxmGp5I?si=qfT4jGOGM9AgGV4
II	Indemnity and Guarantee-Essential and Legal Rules For A Valid Contract – Contract of Indemnity- Rights of Indemnifier and Indemnity Holder-Contract of Guarantee –Kinds - Revocation – Surety's Liability -Rights of Surety-Discharge of Surety From Liability	12	https://youtu.be/hkXadoGXYGM
III	Bailment And Pledge – Features of A Valid Bailment – Classification –Duties and Rights of A Bailor and Bailee – Termination –Pledge- Features-Duties and Rights of A Pawnor and Pawnee.	12	https://youtu.be/fHqmWCctn6c?si=U_Y9YS1mQVtvOCz
IV	Law of Agency – Creation of Agency -Nature And Kinds of Agency –Relations of Principal and Agent – Duties and Rights of Principal and Agent – Relation of Principal With Third Parties –Termination of Agency.	12	https://youtu.be/8PcwS1xNfBA?si=o8xHxAovpdyASt-l
V	Sale of Goods Act, 1930 – Essentials of Valid Sale-Definition of Goods –Classification of Goods - Condition and Warranties –Transfer of Ownership–Remedies for Breach of Contract of Sale-Auction Sale-Consumer Protection Act- Recent Amendments.	12	https://youtu.be/8PcwS1xNfBA?si=GiuJpx4gi6IVb1C7
Total		60	

Text Book

1. N .D. Kapoor ,Business Law, 2018,Sultan Chand & sons.

Reference Books:

- 1.. Rohini Aggarawal ,Mercantile Law & Commercial law,2022, Taxmann Publications.
2. P.P.S. Gogna ,Mercantile Law, 2020,S.Chand& Co. Ltd. New Delhi.

Websites

- 1.www.openj.edu/openlearn
- 2.MIT Open Course Ware – <http://ocw.mit.edu>
- 3.Oxford University Press - <http://www.oup.co.in>
- 4.https://www.academia.edu/36875657/marketing_management_student_study_material

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – IV

PART III -CORE 10 - RDBMS & ORACLE

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCC403	RDBMS& ORACLE	Core-10	30	6	0	4

Preamble: Database Management Systems course is intended to deliver students the elementary concepts of a database management system and equips them to design and implement a database application built over those concepts. It also introduces advanced level areas like transaction processing, concurrency control and recovery management.

Prerequisite: Basic knowledge in Database Management Systems.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the fundamentals of relational database systems including: data models, database architectures and ER features.	K1
CO2	Identify, analyze and define database objects, enforce integrity constraints on a database using RDBMS.	K2
CO3	Use Structured Query Language (SQL) for database manipulation.	K3
CO4	Design and build simple database systems	K3
CO5	Develop application to interact with databases.	K4

Mapping with Program Outcomes:

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	S	M	S	M	S	L	S
CO2	M	L	S	M	S	M	L	M	S	M
CO3	S	M	S	M	S	S	M	S	L	S
CO4	S	S	M	L	M	S	M	L	M	S
CO5	M	L	S	M	S	L	M	S	M	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Overview of database systems: Managing data- A historical perspective – File systems versus a DBMS - Advantages of a DBMS- Describing and storing Data in a DBMS - Queries in a DBMS - Transaction management – Structure of a DBMS. Database design & ER diagrams – Entities, Attributes, and Entity Sets – Relationships and Relationship Sets- Additional feature of the ER model- conceptual Database design with the ER model.	8	https://www.youtube.com/watch?v=T7AxM7Vqvaw
II	Relational Model: Integrity constraints over relations – Enforcing integrity constraints – Querying relational data – Logical database design : ER to Relational –Introduction to Views – Destroying / Altering Tables & Views. Relational Algebra and Calculus: Relational Algebra – Relational Calculus	8	https://www.youtube.com/watch?v=Q45sr5p_NmQ
III	Oracle Tables: DDL: Naming Rules and conventions – Data Types – Constraints – Creating Oracle Table – Displaying Table Information –Altering an Existing Table – Dropping, Renaming, Truncating Table – Table Types– Spooling – Error codes.	7	https://www.youtube.com/watch?v=47HiTh4jq0Q
IV	Working with Table:Data Management and Retrieval:DML–adding a new Row/Record–Customized Prompts–Updating and Deleting an Existing Rows/Records–retrieving Data from Table – Arithmetic Operations – restricting Data with WHERE clause – Sorting – Revisiting Substitution Variables – DEFINE command – CASE structure. Functions and Grouping: Built-in-functions–Grouping Data. Multiple Tables: Joins and Set operations: Join–Set operations.	7	https://www.youtube.com/watch?v=WlKx3AY_PY
V	Schema Refinement and Normal forms: Introduction to Schema refinement – Functional dependencies – Reasoning about functional dependencies – Normal forms –Properties of Decompositions – Normalization – Schema Refinement in data base design – other kinds of dependencies.	6	https://www.youtube.com/watch?v=GFQaEYEc8_8
	Total	36	

Text Book:

1. N Vikraman, Relational Database Management System , 2020, Independently Published.

Reference Books:

1. Silberschatz Korth and Sudharshan, Database System Concepts, 6th Edition, 2013,Mc-GrawHill.
2. Coronel, Morris, and Rob, Database Principles Fundamentals of Design,Implementation and Management, 2012, Cengage Learning.

Websites:

https://www.tutorialspoint.com/dbms/dbms_quick_guide.htm

<https://www.techtarget.com/searchdatamanagement/definition/database-management-system>

<https://www.mygreatlearning.com/blog/dbms-tutorial/>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – IV

CORE PRACTICAL - 4- RDBMS & ORACLE

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCCP04	RDBMS & ORACLE	Core Practical -4	-	8	40	4

Preamble: The ability to understand, analyze and develop computer programs in the areas related to algorithms, system software, multimedia, web design, big data analytics, and networking for efficient design of computer-based systems of varying complexity.

Prerequisite: Knowledge to understand, analyze and develop computer programs in the areas database management systems

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Implement the basic knowledge of SQL queries and relational algebra.	K1
CO2	Implement the basic knowledge of SQL queries and relational basic concepts of relational data model, entity-relationship model, and relational database design	K2
CO3	Practice various triggers, procedures, and cursors using SQL	K3
CO4	Apply normalization techniques for refining of databases..	K4
CO5	Construct database models for different database applications.	K4

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	S	M	S	M	L	S	M	S	M	L
CO 2	M	S	M	L	S	M	S	M	S	M
CO 3	S	M	S	M	L	M	M	S	M	L
CO 4	M	S	M	S	M	L	S	M	S	M
CO 5	S	M	S	M	S	M	M	L	S	M

S – Strong; L – Low; M – Medium

Syllabus

S,No	Program	Hours	E-Contents/ E-Resources
1	Data Definition Table(DDT) Field name Field type Size Student Regno number 10 Student Name varchar 15 Gender varchar 20 Department varchar 20 Address varchar 10 Percentage Number 6, 2 a) To Create a table . b) To Describe a table. c) To Alter a table d) To Drop a table. e) To Truncate a table	4	https://www.youtube.com/watch?v=_RP-SbDV0oM
2	Data Manipulation Language(DML) Field name Field type Size Regno number 10 Student Name varchar 15 Gender varchar 20 Department varchar 20 Address varchar 10 Percentage Number 6, 2 a) To Insert Value. b) To Retrieve Records. c) To Update Records d) To Delete Records.	4	https://www.youtube.com/watch?v=z7VAE0hjaSo
3	Create an Employee table with the following fields and performing queries. Field name Field type Size Emp no number 20 Emp Name varchar 15 Department Number varchar 20 Designation character 10 Address varchar 5 Salary number 10 a) Insert the value and Display the records. b) Display the maximum amount of Salary. c) Display all the details of the Salary whose Salary greater than 10000. d) Display the details of the Address who are from Chennai List the names of Employee whose designation are Analyst, Salesman and developer .	4	https://www.youtube.com/watch?v=oReH2vO8Izc

4	<p>Create a company database with the following fields and performing queries.</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>Company name</td> <td>varchar</td> <td>20</td> </tr> <tr> <td>Proprietor</td> <td>varchar</td> <td>15</td> </tr> <tr> <td>Address</td> <td>varchar</td> <td>20</td> </tr> <tr> <td>Supplier name</td> <td>character</td> <td>10</td> </tr> <tr> <td>No of employees</td> <td>number</td> <td>5</td> </tr> <tr> <td>GP percent</td> <td>Number</td> <td>6, 2</td> </tr> </tbody> </table> <p>a) Display employee-names as ascending order. b) Display the name of the company whose supplier name is TATA. c) Display all the details of the company whose GP percent greater than 70. d) Display the details of the company having employee ranging from 1000 to 1200. e) Display the details of the company whose proprietor is same as the Telco.</p>	Field name	Field type	Size	Company name	varchar	20	Proprietor	varchar	15	Address	varchar	20	Supplier name	character	10	No of employees	number	5	GP percent	Number	6, 2	4	https://www.youtube.com/watch?v=LzeVPZtJgIE									
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Address	varchar	20																															
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No of employees	number	5																															
GP percent	Number	6, 2																															
5	<p>Create a payroll database the following fields and performing queries.</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>Emp_no</td> <td>varchar</td> <td>5</td> </tr> <tr> <td>EMP name</td> <td>character</td> <td>15</td> </tr> <tr> <td>Department</td> <td>varchar</td> <td>10</td> </tr> <tr> <td>Date of join</td> <td>date</td> <td></td> </tr> <tr> <td>Basic pay</td> <td>number</td> <td>6,2</td> </tr> <tr> <td>DA</td> <td>number</td> <td>6,2</td> </tr> <tr> <td>HRA</td> <td>number</td> <td>6,2</td> </tr> <tr> <td>PF</td> <td>number</td> <td>6,2</td> </tr> <tr> <td>Net pay</td> <td>number</td> <td>6,2</td> </tr> </tbody> </table> <p>a) Display the employee details those are 'sales' department b) Display the employee names that are getting HRA above 4000. c) Delete the employee details whose join before apr 2000 d) Display the employee whose names starts with 'S' e) Display the employee id and mane that's getting highest salary.</p>	Field name	Field type	Size	Emp_no	varchar	5	EMP name	character	15	Department	varchar	10	Date of join	date		Basic pay	number	6,2	DA	number	6,2	HRA	number	6,2	PF	number	6,2	Net pay	number	6,2	4	https://www.youtube.com/watch?v=YWb-wTNoiyo
Field name	Field type	Size																															
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Net pay	number	6,2																															

6	<p>Create a student database with the following fields and the performing queries.</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>Stu name</td> <td>character</td> <td>15</td> </tr> <tr> <td>Roll no</td> <td>varchar</td> <td>10</td> </tr> <tr> <td>Dept</td> <td>character</td> <td>10</td> </tr> <tr> <td>Gender</td> <td>character</td> <td>6</td> </tr> <tr> <td>Date of birth</td> <td>date</td> <td></td> </tr> <tr> <td>Marks %</td> <td>number</td> <td>5, 2</td> </tr> </tbody> </table> <p>a) Display the student details those are fails (below 40). b) Display the student names and roll number except 14BCC030. c) Update mark value 75 to roll number 14BCC13 d) Find the number of 'Female' students. e) Order the student details based on marks</p>	Field name	Field type	Size	Stu name	character	15	Roll no	varchar	10	Dept	character	10	Gender	character	6	Date of birth	date		Marks %	number	5, 2	4	https://www.youtube.com/watch?v=WxlsJqx3OcY			
Field name	Field type	Size																									
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Dept	character	10																									
Gender	character	6																									
Date of birth	date																										
Marks %	number	5, 2																									
7	<p>Create a employee table with the given fields and perform the following queries.</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>EMP code</td> <td>varchar</td> <td>10</td> </tr> <tr> <td>EMP name</td> <td>varchar</td> <td>15</td> </tr> <tr> <td>Address</td> <td>character</td> <td>15</td> </tr> <tr> <td>Designation</td> <td>varchar</td> <td>10</td> </tr> <tr> <td>Date of joining.</td> <td>Date</td> <td></td> </tr> <tr> <td>Grade</td> <td>character</td> <td>10</td> </tr> <tr> <td>Salary</td> <td>number</td> <td>8, 2</td> </tr> </tbody> </table> <p>a) Arrange the employees as per their grade level. b) Display the detail of the employees whose earning lowest salary. c) Find the no of employees who's joined before 2010. d) Display the employee details whose grade under 'A' with designation as manager e) Find the employees total salary value.</p>	Field name	Field type	Size	EMP code	varchar	10	EMP name	varchar	15	Address	character	15	Designation	varchar	10	Date of joining.	Date		Grade	character	10	Salary	number	8, 2	4	https://www.youtube.com/watch?v=Bt8fegGN7F4
Field name	Field type	Size																									
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Salary	number	8, 2																									
8	<p>Create a table product with the given fields fields and performsthe following queries.</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>Product no</td> <td>number</td> <td>8</td> </tr> <tr> <td>Product name</td> <td>character</td> <td>15</td> </tr> <tr> <td>Unit of measure</td> <td>character</td> <td>10</td> </tr> <tr> <td>Quantity</td> <td>number</td> <td>6, 2</td> </tr> <tr> <td>Total amount.</td> <td>Number</td> <td>8, 2</td> </tr> </tbody> </table> <p>a) Calculate the average quantity of product. b) Display records whose quantity greater than or equal 20. c) Select the records whose unit of measure is "kg". d) Display the details those getting either quantity above 200 total amount below 2000 e) Find the number of products those are 'meter' unit.</p>	Field name	Field type	Size	Product no	number	8	Product name	character	15	Unit of measure	character	10	Quantity	number	6, 2	Total amount.	Number	8, 2	4	https://www.youtube.com/watch?v=Bt8fegGN7F4						
Field name	Field type	Size																									
Product no	number	8																									
Product name	character	15																									
Unit of measure	character	10																									
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Total amount.	Number	8, 2																									

9	<p>Create a college database with relevant fields</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>College name</td> <td>character</td> <td>15</td> </tr> <tr> <td>Course</td> <td>character</td> <td>10</td> </tr> <tr> <td>No of students</td> <td>number</td> <td>6</td> </tr> <tr> <td>No of students passed</td> <td>number</td> <td>6</td> </tr> <tr> <td>Pass percentage</td> <td>Number</td> <td>6, 2</td> </tr> <tr> <td>Organization</td> <td>varchar</td> <td>10</td> </tr> <tr> <td>Placed students</td> <td>number</td> <td>6</td> </tr> </tbody> </table> <p>a) Alter the table. b) Count the number of students were placed on 'Wipro'. c) Update the placement those getting below 50%. d) Find the numbers of students were placed in BCOM (CA). e) Display the detail which course having highest pass percentage.</p>	Field name	Field type	Size	College name	character	15	Course	character	10	No of students	number	6	No of students passed	number	6	Pass percentage	Number	6, 2	Organization	varchar	10	Placed students	number	6	4	https://www.youtube.com/watch?v=hw263WpYMgU												
Field name	Field type	Size																																					
College name	character	15																																					
Course	character	10																																					
No of students	number	6																																					
No of students passed	number	6																																					
Pass percentage	Number	6, 2																																					
Organization	varchar	10																																					
Placed students	number	6																																					
10	<p>Create a table 'publisher' and 'book' with relevant fields</p> <p>Publisher table:</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>Publisher code</td> <td>varchar</td> <td>8</td> </tr> <tr> <td>Publisher name</td> <td>varchar</td> <td>10</td> </tr> <tr> <td>Publisher city</td> <td>character</td> <td>12</td> </tr> <tr> <td>Publisher state</td> <td>character</td> <td>10</td> </tr> <tr> <td>ISBN</td> <td>varchar</td> <td>8</td> </tr> </tbody> </table> <p>Book table:</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>Title</td> <td>varchar</td> <td>15</td> </tr> <tr> <td>Author</td> <td>character</td> <td>10</td> </tr> <tr> <td>Publisher name</td> <td>varchar</td> <td>10</td> </tr> <tr> <td>Book code</td> <td>varchar</td> <td>6</td> </tr> <tr> <td>Prize</td> <td>number</td> <td>4, 2</td> </tr> </tbody> </table> <p>a) Display the details of the book with the title 'DBMS' b) Display the details of the book with publisher name as 'MacMillan' c) Select the book code, title, publisher name from 'Delhi'. d) Display the publisher details of 'programming in C++'. e) Find the average book prize from publisher state 'Tamilnadu'</p>	Field name	Field type	Size	Publisher code	varchar	8	Publisher name	varchar	10	Publisher city	character	12	Publisher state	character	10	ISBN	varchar	8	Field name	Field type	Size	Title	varchar	15	Author	character	10	Publisher name	varchar	10	Book code	varchar	6	Prize	number	4, 2	4	https://www.youtube.com/watch?v=uHgV0n8hJdE
Field name	Field type	Size																																					
Publisher code	varchar	8																																					
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Field name	Field type	Size																																					
Title	varchar	15																																					
Author	character	10																																					
Publisher name	varchar	10																																					
Book code	varchar	6																																					
Prize	number	4, 2																																					

11	<p>Create a table Deposit and Loan with relevant fields.</p> <p>Deposit table:</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>Account no</td> <td>varchar</td> <td>16</td> </tr> <tr> <td>Customer name</td> <td>character</td> <td>12</td> </tr> <tr> <td>Bank name</td> <td>character</td> <td>10</td> </tr> <tr> <td>Branch name</td> <td>varchar</td> <td>10</td> </tr> <tr> <td>Balance amount</td> <td>number</td> <td>8, 2</td> </tr> </tbody> </table> <p>Loan table:</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>Account no</td> <td>varchar</td> <td>16</td> </tr> <tr> <td>Loan number</td> <td>varchar</td> <td>16</td> </tr> <tr> <td>Loan amount</td> <td>number</td> <td>8, 2</td> </tr> <tr> <td>Bank name</td> <td>character</td> <td>10</td> </tr> <tr> <td>Branch name</td> <td>character</td> <td>10</td> </tr> </tbody> </table> <p>a) List the customer name whose getting loan from 'city union bank'.</p> <p>b) Find the customer name to having minimum balance amount</p> <p>c) Update deposits to add interest at 5% to the balance.</p> <p>d) Display the details whose having loan above 2lakhs and balance below 2lakhs.</p> <p>e) Find the number of customer whose getting loan above 5lakhs.</p>	Field name	Field type	Size	Account no	varchar	16	Customer name	character	12	Bank name	character	10	Branch name	varchar	10	Balance amount	number	8, 2	Field name	Field type	Size	Account no	varchar	16	Loan number	varchar	16	Loan amount	number	8, 2	Bank name	character	10	Branch name	character	10	4	https://www.youtube.com/watch?v=_RP-SbDV0oM
Field name	Field type	Size																																					
Account no	varchar	16																																					
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Balance amount	number	8, 2																																					
Field name	Field type	Size																																					
Account no	varchar	16																																					
Loan number	varchar	16																																					
Loan amount	number	8, 2																																					
Bank name	character	10																																					
Branch name	character	10																																					
12	<p>Create a table supplier part table with relevant fields</p> <p>Supplier table:</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>Supplier number</td> <td>varchar</td> <td>16</td> </tr> <tr> <td>Supplier name</td> <td>character</td> <td>12</td> </tr> <tr> <td>Part number</td> <td>number</td> <td>14</td> </tr> <tr> <td>Address</td> <td>varchar</td> <td>12</td> </tr> <tr> <td>Supplier city</td> <td>character</td> <td>10</td> </tr> </tbody> </table> <p>Part table:</p> <table border="1"> <thead> <tr> <th>Field name</th> <th>Field type</th> <th>Size</th> </tr> </thead> <tbody> <tr> <td>Part number</td> <td>varchar</td> <td>14</td> </tr> <tr> <td>Part name</td> <td>character</td> <td>16</td> </tr> <tr> <td>Quantity</td> <td>number</td> <td>6, 2</td> </tr> <tr> <td>Price</td> <td>number</td> <td>6, 2</td> </tr> <tr> <td>Total</td> <td>number</td> <td>8, 2</td> </tr> </tbody> </table> <p>a) Display the part name and supplier name from supplier city 'erode' or 'Chennai'.</p> <p>b) Display the part number and part name those prize not less than 400.</p> <p>c) Find the average prize.</p> <p>d) Change prize whose supplier city 'pune'.</p> <p>e) Delete the details whose prize is greater than average prize.</p>	Field name	Field type	Size	Supplier number	varchar	16	Supplier name	character	12	Part number	number	14	Address	varchar	12	Supplier city	character	10	Field name	Field type	Size	Part number	varchar	14	Part name	character	16	Quantity	number	6, 2	Price	number	6, 2	Total	number	8, 2	4	https://www.youtube.com/watch?v=z7VAE0hjaSo
Field name	Field type	Size																																					
Supplier number	varchar	16																																					
Supplier name	character	12																																					
Part number	number	14																																					
Address	varchar	12																																					
Supplier city	character	10																																					
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Part number	varchar	14																																					
Part name	character	16																																					
Quantity	number	6, 2																																					
Price	number	6, 2																																					
Total	number	8, 2																																					
Total		48																																					

Text Book:

1. Ramez Elmasri and Shamkant B. Navathe, Fundamentals of Database Systems, 7th Edition, 2021, Pearson.

Reference Books:

1. Ramez Elmasri, Shamkant, B. Navathe, Database Systems, 6th Edition, 2013., Pearson Education.
2. Peter Rob, Carles Coronel, Database System Concepts, 7th Edition, 2008, Cengage Learning.
3. M L Gillenson, Introduction to Database Management, 2012. Wiley Student Edition.

Websites:

https://www.tutorialspoint.com/dbms/dbms_quick_guide.htm
<https://www.techtarget.com/searchdatamanagement/definition/database-management-system>
<https://www.mygreatlearning.com/blog/dbms-tutorial/>
<https://www.studytonight.com/dbms/>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – IV
Part III:SBC -2 : TALLY ERP 9 WITH GST

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCCSB3	TALLY ERP 9 WITH GST	SBC -2	-	4	20	3
Preamble: Tally ERP 9 with GST programs to solve computational problems						
Prerequisite: Knowledge about Basic Tally and GST						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To learn about company creation and alteration					K1
CO2	Gain knowledge of basics concept Groups creation and Group Ledger					K2
CO3	To give an exposure to prepare the final accounts and inventory vouchers					K3
CO4	Construct ideas to the students about interest calculations pay and roll vouchers					K4
CO5	Know the preparation of TDS and GST with inventory vouchers through Tally accounting package.					K4

Mapping with Program Outcomes:

COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	M	S	M	S	M	L	S
CO2	M	S	M	L	M	M	S	L	S	M
CO3	S	M	S	S	S	L	M	M	M	L
CO4	M	L	M	M	L	S	S	S	L	M
CO5	S	S	M	S	S	L	S	M	M	L

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
1	Program to Company Creation , Alteration , Create Groups and Ledgers	2	https://youtu.be/0zaD61cexJM?si=jDw6Z-
2	Program to prepare Trial Balance	2	https://youtu.be/rM99x_swOqg?si=3VbuUvxiZUogZ8yu
3	Program to prepare a Voucher entries	2	https://youtu.be/eqdPe7RJcs?si=IeQFQziOjT4jOiFX
4	Program to prepare Final Accounts	2	https://youtu.be/_0FqS3WYTeE?si=aeUCfz_BgeS82c-w
5	Program to prepare Inventory Vouchers	2	https://youtu.be/UbOdy8NP60M?si=R9LiSQeG47I2Cj2C
6	Program to Inventory Information– Stock Summary	2	https://youtu.be/ew_kjHGu2i8?si=LMLMAGkZEGED6PEE
7	Program to Inventory Information – Godown Creation and alteration	2	https://youtu.be/gZf7IUv5DSQ?si=tS9kXR5G38Z5AQvT
8	Program to Calculate Interest Calculations	2	https://youtu.be/HI8c1T8Mes?si=CEL1e4ifldPaM6zk
9	Program to prepare simple Payroll voucher and to display payroll report (pay slip report, pay sheet report and payroll statements report)	2	https://youtu.be/HrYAK8Jx50Y?si=-dfce-Qq8H4-eV-L
10	Program to prepare TDS	2	https://youtu.be/eX6fRQIHht4?si=Lc0YayIMLtbT9W6Y
11	Program to prepare GST with inventory	2	https://youtu.be/e4mLRQIWHXM?si=a7TkBxl pEjlrSEks
12	Program to prepare BRS Statement	2	https://youtu.be/WJ4IZfOC4EE?si=viYTOcVYZPXB_siQ
	Total	24	

Text Book:

1. Official Guide To Financial Accounting Using: Tally. ERP9 With GST -2nd Edition, Tally Education Pvt. Ltd.

Reference Books:

1. Mr. Rasananda Mohanty, Prof. Sanjay Kumar Satapathy, Computer Application in Business Accounting, First Edition, Himalaya Publucation, Chennai.
2. Asok K Nandhini, BPB Publications.

Websites:

<https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/>
https://help.tallysolutions.com/article/Tally.ERP9/Tax_India/gst/an_overview_of_gst_in_tallyerp9.htm
<https://cleartax.in/s/basic-guide-to-use-tally-erp-9-release-6-for-gst>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – IV

PART III-SBC 2: NON LAB PRACTICAL :ENTREPRENEURIAL SKILLS

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCCSB4	Entrepreneurial Skills	SBC-2	-	4	20	2

Preamble: To make the students to understand the Entrepreneurial skills

Prerequisite: Basic concepts about the business and Entrepreneur.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Describe Nature and scope of Entrepreneurial skills	K1
CO2	Extract the Planning and decision making process.	K2
CO3	Discover the various schemes by TN state government	K3
CO4	Demonstration about successful entrepreneur stories.	K4
CO5	Know the about Company patent registration process.	K4

Mapping with Program Outcomes:

COs/ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	L	M	S	M	S	S	M	S
CO2	S	M	S	M	L	S	S	L	M	M
CO3	M	S	M	S	M	M	L	S	L	S
CO4	S	M	S	M	L	M	S	L	M	M
CO5	M	S	M	S	M	S	S	M	M	S

S – Strong; **L** – Low; **M** – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
1	From your interview list out various problems faced by entrepreneurs.	2	https://www.indeed.com/career-advice/career-development/challenges-facing-entrepreneurship
2	Create Vision, Mission and values for your company.	2	https://youtu.be/Xjj3Iuz8MXA?si=-eGDYX0ttJTS4d4
3	Discuss the various schemes by union government for entrepreneurial development.	2	https://youtu.be/Mf3jKoWKoRo?si=lmEF0G09AgeGBJ2V
4	Chart the various schemes by TN state government for entrepreneurial development.	2	https://youtu.be/FQRThB_EFSw?si=vr1mydZqqCCUfYUZ
5	Discussion on women entrepreneur problems in startups.	2	https://youtu.be/TKcfvVFQQjg?si=5Yep2jGDyYIMYe5l
6	Entrepreneurship support initiatives by NSDC.	2	https://youtu.be/TKcfwVFQQjg?si=5Yep2jGDyYIMYe5l
7	Role of National Institute for Entrepreneurship and Small Business Development.	2	https://youtu.be/9jgG87O6vq0?si=7loCvvXIFBR8_Hg1
8	Prepare and present your startup ideas.	2	https://youtu.be/6MsM6S53ILQ?si=MVIjH6xoJWwmmzZS
9	List out various funding institutes supporting entrepreneur development.	2	https://youtu.be/w5AnvwgF3pI?si=A95ZZgumt1fNSguF
10	Company patent registration process.	2	https://youtu.be/edtLEwbKL7E?si=C2YdJBWR1ULbsWzR
11	Demonstration about successful entrepreneur stories	2	https://youtu.be/ptD0TZcF2M?si=kCrbX8rWh_BXVSeT

12	Presentation of interview video about successful entrepreneur	2	https://youtu.be/YC6sr5QWG04?si=nrJK8MLkqQKouDIR
	Total	24	
Text Book			
1. Dr. P. Kowsalya Dr. Bhanu M. V. V, Dr. R. V. Suresh Dr. Veldandi Ramchander Rao, Entrepreneurship Development, 1 April 2022; Flying Hands Publications, ISBN-10 : 8195499910, India.			
Reference Books:			
1. B. Jankiraman, P.V. Raveendra , V.K. Srirama. ,Role and Challenges of Entrepreneurship Development, Excel Books (1 December 2010), ISBN-10 : 8174468684			
2. Charantimath Poornima M, Entrepreneurship Development and Small Business Enterprises, Third edition (31 January 2018), Pearson Education , ISBN-10 : 9353066263			
Websites			
1. www.openj.edu/openlearn			
2. MIT Open Course Ware – http://ocw.mit.edu			
3. Oxford University Press - http://www.oup.co.in			
Learning Methods (*):			
Case-Study/Industrial Visit.			

SEMESTER – 4
PART III –ECC 2 - MOBILE COMPUTING

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCCEC2	Mobile Computing	ECC 2	NA	NA	-	2
Preamble: To study the basics of wireless, cellular technology and the working of Mobile IP, ad hoc network, features of mobile operating systems						
Prerequisite: Knowledge of basic concepts of computer networks						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Recognize and explain wireless and Mobile Communication system and Bluetooth technology.					K2
CO2	Describe and Differentiate Mobile Computing Vs Wireless Networking, GSM,GPRS,UMTS and SDR					K3
CO3	Explain the working of Mobile IP and Mobile Ad Hoc Networks, Vehicular Ad Hoc Network.					K2
CO4	Describe the constraints and survey of commercial mobile Operating Systems.					K4
CO5	Discuss and explain Mobile Application Development. Explain different Mobile Commerce applications.					K4

Mapping with Program Outcomes:

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	S	S	S	M	S	S	S	M	S	M
CO 2	M	L	L	-	M	L	L	-	S	M
CO 3	S	L	M	L	S	L	M	L	S	M
CO 4	S	M	M	S	S	M	M	S	S	S
CO 5	S	S	S	S	S	S	S	S	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Basics of Communication Technologies -Mobile handsets, Wireless Communications and Server Applications - Cell phone System - Types of Telecommunication Networks - Components of wireless communication system - Architecture of mobile telecommunication system - wireless networking standards. Wireless LANs -Wireless LAN Architecture - Applications of WLANs - Advantages of WLANs over wired LANs - Bluetooth Technology -Protocol stack of Bluetooth.	NA	https://www.youtube.com/watch?v=zAr7P1S-c8
II	Introduction to Mobile Computing and Wireless Networking Define Mobile Computing - Mobile Computing vs. Wireless Networking - Mobile Computing Application - Characteristics of Mobile Computing - Structure of Mobile Computing Application - Cellular Mobile Communication - Generation of Cellular Communication Technologies - Global System for Mobile communications(GSM) -GSM Services - System Architecture of GSM -GSM security - General Packet Radio Service(GPRS) -GPRS Services - GPRS Architecture Universal Mobile Telecommunication System (UMTS) - UMTS Network Architecture - SDR - Mobile phone and human body.	NA	https://www.youtube.com/watch?v=fSTs_F9lHrE
III	Mobile IP and Mobile Ad Hoc Networks(MANET) Mobile IP, Packet Delivery - Desirable features of Mobile IP -Key mechanism used in Mobile IP - Route Optimization - Dynamic Host Configuration Protocol (DHCP) -significance of DHCP.A Few Basics concepts-How is an Ad Hoc Network setup without the infrastructure Support? - Why is Routing in a MANET a Complex Task? - Characteristics of Mobile Ad Hoc Networks (MANETs)-MANET Operational Constraints - Applications of MANETs - MANET Design issues - Routing -Vehicular Ad Hoc Networks (VANETs) - MANET vs. VANET - Security issues in a MANET.	NA	https://www.youtube.com/watch?v=fqP_BdFvyUQ
IV	Operating Systems for Mobile Computing A Few Basic Concepts - Special Constraints and Requirements of Mobile OS - A Survey of Commercial Mobile Operating Systems - Windows Mobile - Palm OS - Symbian OS - iOS - Android - Blackberry OS -A Comparative study of Mobile OS -OS for sensor Network.	NA	https://www.youtube.com/watch?v=ujgL44AEUzs
V	Mobile Commerce Application of M-Commerce - Business to Consumer (B2C) Applications - Business to Business (B2B) Applications - Structure of M-Commerce - Pros and Cons of M-Commerce - Mobile Payment System - Mobile Payment Schemes - Desirable properties of a Mobile Payment system - Mobile Payment solutions - Process of Mobile Payment - Security Issues.	NA	https://www.youtube.com/watch?v=r2g7zd4Z3YY&feature=emb_logo
	Total	NA	

Text Book:

1. Fundamentals of Mobile Computing, Prasant Kumar Pattanaik, Rajib Mall, Second Edition, PHI, ISBN: 978-81-203-5181-3

Reference Books:

1. Asoke Talukder Hasan ,Ahmed Roopa R ,Yavagal, Mobile Computing, , Second Edition,2017, Mc GrawHill

Websites:

<https://www.javatpoint.com/mobile-computing>

https://www.tutorialspoint.com/mobile_computing/index.htm

<https://minigranth.in/mobile-computing-tutorial>

<https://www.phptpoint.com/mobile-computing-tutorial/>

<https://www.techtarget.com/searchmobilecomputing/tutorials>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

B.Com Computer Applications Board
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2021-2022 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	21LATA01/ 21LAHI01/ 21LAFR01 21LAMY01	Language – I Tamil I/Hindi I/ French I /Malayalam I	5	3	50	50	100	3
II	21ENG001	English –I	5	3	50	50	100	3
III	21BCC101	Core 1- Financial Accounting –I	6	3	50	50	100	4
III	21BCC102	Core 2- Office Automation and C Programming	6	3	50	50	100	4
III	21BCCA01	Allied:1 - Managerial Economics	6	3	50	50	100	4
IV	21UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	21LATA02/ 21LAHI02/ 21LAFR02/ 21LAMY02	Language –II Tamil II/Hindi II/French II/ Malayalam II	5	3	50	50	100	3
II	21ENG002	English – II	5	3	50	50	100	3
III	21BCC201	Core 3 - Financial Accounting –II	6	3	50	50	100	4
III	21BCCP01	Core Practical -1 Office Automation and C Programming	6	3	50	50	100	4
III	21BCCA02	Allied: 2- Principles of Management	6	3	50	50	100	4
IV	21UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
III	21BCC301	Core 4- Financial Accounting -III	5	3	50	50	100	4
III	21BCC302	Core 5 - Principles of Marketing	5	3	50	50	100	4
III	21BCC303	Core 6- Programming in C++	5	3	50	50	100	4
III	21BCCP02	Core Practical - 2 : Programming in C++	5	3	50	50	100	4
III	21BCCA03	Allied :3- Business Mathematics	5	3	50	50	100	4
III	21BCCSB1/ 21BCCSB2	SBC -1 : Executive Business Communication/ Cyber law	3	3	30	45	75	3
IV	21BTA001/ 21ATA001/ 21BCCOE1	OEC-1:B T- 1 /AT - 1 / Human Resource Management	2	2	-	50	50	2
		Total	30				625	25
SEMESTER IV								

III	21BCC401	Core 7- Corporate Accounting	5	3	50	50	100	4
III	21BCC402	Core 8 - Commercial Law	5	3	50	50	100	4
III	21BCC403	Core 9- DBMS	5	3	50	50	100	4
III	21BCCP03	Core Practical-3: DBMS	5	3	50	50	100	4
III	21BCCA04	Allied 4- Business Statistics	5	3	50	50	100	4
III	21BCCSB3/ 21BCCSB4	SBC- 2 : Tally ERP 9 with GST/ Company Law	3	3	30	45	75	3
IV	21BTA002/ 21ATA002/ 21OEC002	OEC-2:BT-II/AT-II/ Communicative English #	2	2	-	50	50	2
Total			30				625	25
SEMESTER V								
III	21BCC501	Core 10- Cost Accounting	5	3	50	50	100	4
III	21BCC502	Core 11- Income Tax Law and Practice	5	3	50	50	100	4
III	21BCC503	Core 12- Business Finance	5	3	50	50	100	4
III	21BCC504	Core 13 – Visual Basic.Net	5	3	50	50	100	4
III	21BCCP04	Core Practical-4: Visual Basic.Net	5	3	50	50	100	4
III	21BCCE01/ 02/03	Elective - I: Banking and Insurance Law/ Supply Chain Management/ Management Information System	5	3	50	50	100	4
III	21BCCPR1	Institutional Training	-	-	-	-	-	-
Total			30				600	24
SEMESTER VI								
III	21BCC601	Core 14: Management Accounting	5	3	50	50	100	4
III	21BCC602	Core 15: Web Designing and Networking	5	3	50	50	100	4
III	21BCCP05	Core Practical-5: Web Designing and Networking	5	3	50	50	100	4
III	21BCCE04/ E05/06	Elective - II : Introduction to Python / Organizational Behaviour / Investment Management	5	3	50	50	100	4
III	21BCCE07/ 08/09	Elective - III : Indirect Taxation/ Cyber Security / Soft ware Engineering and Software Project Management	5	3	50	50	100	4
III	21BCCPR2	Project and Viva Voce	5	3	50	50	100	4
V	21NSS001/ 21NCC001 21SPT001/ 21EXT001	SOC-1: NSS /NCC//Sports//Extension Activities			50		50	2
Total			30				650	26
Total							3600	140

List of Skill Based Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	21BCCSB1	Executive Business Communication	3
2	III	21BCCSB2	Cyber law	3
3	IV	21BCCSB3	Tally ERP 9 with GST	3
4	IV	21BCCSB4	Company Law	3

List of Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
Elective I				
1	V	21BCCE01	Banking and Insurance Law	4
2	V	21BCCE02	Supply Chain Management	4
3	V	21BCCE03	Management Information System	4
Elective II				
4	VI	21BCCE04	Introduction to Python	4
5	VI	21BCCE05	Organizational Behavior	4
6	VI	21BCCE06	Investment Management.	4
Elective III				
7	VI	21BCCE07	Indirect Taxation	4
8	VI	21BCCE08	Cyber Security	4
9	VI	21BCCE09	Soft ware Engineering and Software Project Management	4

List of Open Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	21BTA001	Basic Tamil-I	2
2	III	21ATA001	Advanced Tamil-I	2
3	III/IV	21OCE002	Communicative English	2
4	III	21BAEOE1	PC Software	2
5	III	21BBAOE1	Multimedia and its Applications	2
6	III	21BACOE1	Multimedia and its Applications	2
7	III	21BCM0E1	Aptitude and Logical Reasoning	2
8	III	21BCCOE1	Human Resource Management	2
9	III	21BCSOE1	Multi Media	2
10	III	21BCIOE1	E- Business	2

11	III	21BCPOE1	Web Designing	2
12	III	21BHMOE1	Communicative Hindi – I	2
13	III	21BVCOE1	E-Commerce	2
14	IV	21BTA002	Basic Tamil-II	2
15	IV	21ATA002	Advanced Tamil-II	2
16	IV	21BAEOE2	Introduction to Information Security	2
17	IV	21BCAOE1	Banking Theory	2
18	IV	21BSCOE1	Management Information System	2
19	IV	21BITOE1	Microprocessor and its Applications	2
20	IV	21BCTOE1	Mathematical Aptitude	2
21	IV	21BMAOE1	Basics of internet	2
22	IV	21BESOE1	Web Designing	2
23	IV	21BHMOE2	Communicative Hindi – II	2
24	IV	21BCDOE1	Introduction to Research	2
25	IV	21BVCOE2	Basics of Sound and Acoustics	2

List of Extra Credit Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	21BCCEC1	Principles of Auditing	2
2	IV	21BCCEC2	Mobile Computing	2
3	V	21BCCEC3	NPTEL/SWAYAM/MOOC Course (any one)	2

Summary of the Programme

Part	No. of Papers	Total Credits	Total Marks
I – Language	2	6	200
II – English	2	6	200
III – Core	20	80	2000
III-Project	1	4	100
III – Allied	4	16	400
III – Elective	3	12	300
III – SBC	2	6	150
IV – Foundation Course	2	4	100
IV – OEC	2	4	100
V - NSS/NCC/Sports/Ext. Activity	1	2	50
Total	39	140	3600

SEMESTER – V

PART-III CORE 10: COST ACCOUNTING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCC501	Cost Accounting	Core 10	50	10	0	4

Preamble: To enable the student to have a thorough knowledge on the cost accounting principles and the methods of accounting for cost.

Prerequisite: Basic knowledge of cost accounts.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understanding the various elements of cost and cost techniques of valuation of cost and construction of cost sheet.	K1
CO2	Outline the procedure for purchase of material, storing and issue of materials and valuation of materials	K2
CO3	Analyze and calculate earnings of workers under different methods.	K4
CO4	Understand the process costing which is used to ascertain the cost of the product.	K3
CO5	Application marginal costing techniques for business decision making.	K4

Mapping with Program Outcomes:

COs/ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	M	S	L	M	S	L	M
CO2	M	S	L	M	S	M	S	S	L	M
CO3	M	S	S	L	M	L	S	M	S	M
CO4	S	M	L	M	M	S	M	L	M	S
CO5	L	S	M	L	S	M	M	S	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Cost Accounting – Definition – Meaning and Scope – Concept and Classification – Costing an aid to Management —Cost accounting vs financial accounting and Management accounting-Preparation of Cost Sheet.	12	https://www.youtube.com/watch?v=tfErI0bWpRs
II	Material Costing: Need for Material Control – Levels of material Control-Maximum, Minimum and Reorder Level – Economic Order Quantity – Purchase and stores Control. Methods of valuing material issue-FIFO, LIFO, Simple Average Method, Weighted Average Method.	12	https://www.youtube.com/watch?v=MrUfKxvVCi4
III	Labour Costing: Systems of wage payment -Piece Rate, Time Rate, Taylor’s Differential Piece Rate System, Rowan’s plan – Labour turnover. Overhead – Classification of overhead – Allocation and Absorption of Overhead.	12	https://www.youtube.com/watch?v=-NgE2GFeYM4
IV	Process costing – Features of process costing – process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain.	12	https://www.youtube.com/watch?v=RcaE7hBnCnM
V	Operating costing - Meaning – Features – Industries applying operating costing – Transport costing - Procedure for transport costing.	12	https://www.investopedia.com/terms/o/operating-cost.asp
Total		60	

NOTE: Distribution of marks: Theory 20% and Problems 80%

Text Book:

1. Practical Problems in Cost Accounting, Jain.S.P and Narang.K.L , Kalyani Publishers, New Delhi ,12th edition, 2021,

Reference Books:

1. Cost Accounting (Principles and Practice), Dr.S.N.Maheshwari, Dr.S.N.Mittal, , Shree Mahavir book depot (publishers) 2021
2. Cost Accounting ,Dr. R. Prabhakar Rao Dr. Reeta, Dr. Shruti Gupta, Sultan Chand ,2020,

Websites:

1. <https://www.lkouniv.ac.in/site/writereaddata/siteContent/202005291333529297audh-COST-ACCOUNTING.pdf>
2. <https://stet.edu.in/AQAR/2021-2022/CRI-I/1.2/1.2.1/B.Com.pdf>

Learning Methods (*):

Assignment/Seminar/Case-Study

SEMESTER – V**PART III-CORE 11: INCOME TAX LAW AND PRACTICE**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCC502	Income Tax Law and Practice	Core 11	50	10	0	4

Preamble: To familiarize the students with the basic provisions of the Income -Tax.

Prerequisite: Basic concepts of Income Tax Law.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Comprehend to describe provisions in the corporate tax in the laws can be used for tax planning.	K1
CO2	Perceive to explain different types of income and their taxability and expenses and their deductibility.	K3
CO3	Understand to learn various direct taxes and their implications in practical situations.	K4
CO4	Able to state the use of various deductions to reduce the taxable income.	K2
CO5	Able to understand the rebates and tax liability available under the act.	K3

Mapping with Programme Outcomes:

COs/ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	M	M	S	S	L	L	M	L
CO2	L	M	L		M	S	L	M	S	M
CO3	S	L	S	L	M	M	M	M	S	L
CO4	L	M	S	M		S	L	L	L	S
CO5	L	M	L	S	M	S	L	M	L	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Income tax-Definition of Income tax –Assessment year - previous year- Assessee -Scope of Income-Basis of charge- Residential status of Individual, HUF,AOP, Firm and Company-Exempted Income. Tax Planning	12	https://www.investopedia.com/terms/i/incometax.asp
II	Heads of Income- Income from Salaries – Income from House Property.	12	https://www.youtube.com/watch?v=-8dW05OzuOY
III	Profits and Gains of Business or Profession – Capital gains-Types and computation of capital gain- exemption.	12	https://learn.quicko.com/income-from-business-and-profession
IV	Income from other sources – Exempted incomes - Deductions from Gross Total Income -Clubbing of income	12	https://www.investopedia.com/terms/c/capitalgain.asp
V	Set -off and Carry Forward of losses - Computation of tax Liability- Assessment of Individuals – E – Filing.	12	https://www.youtube.com/watch?v=c2EgqMNFcl0
	Total	60	
NOTE: Distribution of marks: Theory 20% and Problems 80%			
Text Book:			
1.Income Tax and Law Practice A.Y 2023-24, Gaur.V.P and Narang.D.B, Puja Gahai, Rajeev Puri, Kalyani Publishers, 2023, New Delhi.			
Reference Books:			
1.Income Tax Law & Practice A.Y 2023-24, Dr. H.C. Mehrotra, Dr. S.P. Goyal, Sahitya Bhawan Publications, 64 th edition,			
2.Income Tax (A.Y. 2023-2024), CA. Raj K Agrawal, Bharat Law House Pvt. Ltd., 8th edn., 2023			
Websites:			
1. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAX1022.pdf			
2. https://egyankosh.ac.in/handle/123456789/66965			
3. https://www.rccmindore.com/wp-content/uploads/2020/12/Income-Tax-Law-Practice-1.pdf			
Learning Methods (*):			
Assignment/Seminar/Case-Study			

SEMESTER – V**PART III-CORE 12: BUSINESS FINANCE**

Course code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCC503	Business Finance	Core-12	50	10	0	4

Preamble: Basic knowledge in Business Finance

Prerequisite: Basic knowledge in Business Finance.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To know the basic concepts of business finance.	K1
CO2	To gain knowledge on Financial plan	K2
CO3	Understand Concept of Capital structure and Cost of Capital	K3
CO4	To gain knowledge on Capitalization	K4
CO5	To study about the different source and forms of finance	K4

Mapping with Program Outcomes:

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	S	M	S	L	M	L	L	M
CO2	L	L	L	S	M	L	S	M	S	M
CO3	S	M	S	L	M	S	M	S	S	S
CO4	L	S	M	S	L	M	M	S	S	L
CO5	L	S	M	M	S	L	M	M	S	M

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Business Finance: Introduction – Meaning – Concepts - Scope – Function of Finance - Traditional and Modern Concepts– Contents of Modern Finance.	12	https://www.youtube.com/watch?v=pLuNpzvrDw8
II	Financial Planning: Meaning – Concept – Objectives – Types – Steps – Significance – Fundamentals.	12	https://www.youtube.com/watch?v=liU0jbFeJjg
III	Capital Structure – Theories of Capital structure– Cost of Capital – Types-Concept – Importance	12	https://www.youtube.com/watch?v=QsqmOCcvUpU
IV	Capitalization – Bases of Capitalization – Cost Theory – Earning Theory – Over Capitalization – Under Capitalization – Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs. Over Capitalization.	12	https://www.youtube.com/watch?v=kLumVVPcTzM
V	Sources and Forms of Finance: Equity Shares – Preference Shares - Bonds – Debentures - Fixed Deposits – Lease Financing	12	https://www.youtube.com/watch?v=Jj0LJQlee14
	Total	60	

Text Book:

1. Business Finance , K.Shshi & Sharma Gupta, Kalyani Publishers

Reference Books:

1. Financial Management, Pandey I.M –1st Edition, Vikas Publication,2015.
2. Business Finance, Dr. S.P. Gupta, Sahitya Bhawan Publications, Revised, 2020
3. Problems of Financial Management Text, Problems and Cases, Khan M.Y and Jain P.K, Tata Mc Grawhill ,7th Edition 2014.

Websites:

1. <https://www.studocu.com/row/document/kampala-international-university/business-administration/business-finance-lecturer-notes/7663590>
2. <https://www.studocu.com/en-gb/document/university-of-surrey/business-finance/business-finance-lecture-notes/1615813>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – V
PART III-CORE 13: – VISUAL BASIC.NET

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCC504	Visual Basic.Net	Core- 13	50	10	0	4
Preamble: Proficiency in using Vb.Net and the .Net Framework to develop a variety of software solutions.						
Prerequisite: Basic Understanding about the Programming Languages						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand .NET Framework architecture, its components and basics of Visual Studio					K1
CO2	Analyze the problem and create window based program with Visual Basic.					K2
CO3	Develop and implement window based application using Visual Basic					K4
CO4	Know database concepts of ADO.NET technology and develop applications using ADO. NET					K5
CO5	Investigate and solve difficulties in the implementation of VB applications using advanced features of Visual Basic and exception handling techniques					K5

Mapping with Program Outcomes:

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	M	M	L	M	S	L	S
CO2	L	L	L	S	L	S	S	M	S	M
CO3	S	L	S	L	M	S	M	S	S	S
CO4	L	S	M	S	L	M	M	S	M	L
CO5	L	S	M	M	S	L	M	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to VB.NET programming language: Overview of .NET framework - VB.NET language syntax and structure - Data types, variables, and operators - Control statements. Object-Oriented Programming with VB.NET: Classes and objects - Inheritance and polymorphism - Interfaces and abstract classes - Exception handling	12	https://www.youtube.com/watch?v=42YUKuBZdQA
II	Windows Forms Development with VB.NET - Introduction to Windows Forms - User interface design with forms and controls - Event-driven programming - Graphics and multimedia	12	https://www.youtube.com/watch?v=zJqKVWkrXRQ
III	Introduction to web development - ASP.NET Web Forms - HTML, CSS, and JavaScript -Data access using ADO.NET	12	https://jayanttripathy.com/how-to-rename-wwwroot-folder-name-in-asp-net-core/
IV	Database Programming with VB.NET - Introduction to database programming - SQL and relational databases - ADO.NET and data access - LINQ to SQL and Entity Framework	12	https://www.dotnettricks.com/learn/entityframework/difference-between-linq-to-sql-and-entity-framework
V	Deployment and Testing - Deployment of VB.NET applications - Testing methodologies and techniques - Debugging tools and techniques	12	https://www.lambdatest.com/blog/aspnet-testing/
Total		60	

Text Book:

1.Starting Out with Visual Basic, 8th Edition. Gaddis. Addison-Wesley. ISBN: 978-0134400150. 2019

Reference Books:

- 1.VB.NET Language Pocket Reference: Syntax and Descriptions of the Visual Basic .NET Language by PhD Steven Roman, Ron Petruscha, Paul Lomax, Nancy Kotary (Editor)
- 2.Visual Basic(R).Net: The Complete Reference 1 July 2017

Websites:

- 1.<https://www.oreilly.com/library/view/vbnet-language-in/0596003080/ch01s02.html>
- 2.<https://learn.microsoft.com/en-us/visualstudio/ide/create-a-visual-basic-winform-in-visual-studio?view=vs-2022>
- 3.<https://gacbe.ac.in/pdf/ematerial/18BCS61C-U5.pdf>
- 4.<http://cis-iis1.temple.edu/cis3309/Lecture%20Set%20ZZZ%20Appendix%20D%20-%20Deploying%20a%20VB.NET%20App.pdf>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – V
CORE PRACTICAL 4 - VISUAL BASIC.NET

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCCP04	Visual Basic.Net	Core Practical 4	10	0	50	4
Preamble: Basic Understanding about the Programming Languages						
Prerequisite: The laboratory component strongly contributes towards the program outcome						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Create a rich GUI for web based application using a rich set of controls					K1
CO2	Create secure (authentication and authorization) web					K2
CO3	Personalize a web page using Web Parts					K4
CO4	Create asynchronous web applications using ASP.NET					K4
CO5	Create and use web services and Deploy web applications					K5

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	L	M	M	S	S	L	L	M	L	L
CO 2	L	S	L	M	L	S	S	L	M	M
CO 3	M	M	M	S	M	L	L	S	L	L
CO 4	S	L	M	M	L	M	S	M	M	S
CO 5	M	S	L	M	M	L	S	L	L	L

S– Strong; L – Low; M – Medium

Syllabus:

S.No	Program	Hours	E-Contents/ E-Resources
1	Program to display the addition, subtraction, multiplication and division of two number using console applications.	4	https://www.w3resource.com/csharp-
2	Write a Program to display the Holiday, vacation and selected date in the calendar	4	https://www.youtube.com/watch?v=jzL4-rKiHq0
3	Write a Program to perform Money Conversion	4	https://www.youtube.com/watch?v=mqkasxa3R0g
4	Write a console program to develop tic-tac toe game	4	https://www.youtube.com/watch?v=P4PsAsCD_Vs
5	Develop an application which is similar to notepad using menus	4	https://www.youtube.com/watch?v=BUJeeZSN54c
6	Develop an application which is similar to login form	4	https://www.youtube.com/watch?v=S-LacqE7OM
7	Develop an application to display the file selected by the user in a web browser control	4	https://www.youtube.com/watch?v=bIvwMV
8	Write a Program to perform Asp.Net state	4	https://www.youtube.com/watch?v=NPx2gdG_HYU
9	Write a Program to create an Advertisement using Ad rotator.	4	https://www.youtube.com/watch?v=SdICkm0cwuw
10	Design an application for uploading files using the new file upload control	4	https://www.youtube.com/wat
11	Design & develop ASP.net web application using validation controls	4	https://www.youtube.com/wat
12	Design & develop ASP.net web application use master & content page	4	https://www.youtube.com/watch?v=fde_bu0CrIY

13	Create a web form application for building resume	4	https://www.youtube.com/watch?v=AeyJXQHSCRO
14	Create a web forms application that integrated with office 365.	4	https://www.youtube.com/watch?v=3IHr3nO
15	Mini Project	4	-
	Total	60	

Text Book:

1. Programming Visual Basic .NET, Second Edition by Released April 2003 Publisher(s): O'Reilly Media, Inc. ISBN: 9780596004385

Reference Books:

1. Visual basic.net: the complete reference paperback – picture book, 1 July 2017

Websites:

1. https://www.tutorialspoint.com/compile_vb.net_online.php
2. <http://1.https://www.wiseowl.co.uk/visual-basic/exercises/standard/>
3. <https://exercism.org/tracks/vbnet>
4. <https://exercism.org/tracks/vbnet>
5. <https://exercism.org/tracks/vbnet>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – V**PART III –ELECTIVE-1: BANKING AND INSURANCE LAW**

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCCE01	Banking And Insurance Law	Elective-1	50	10	-	4

Preamble: To enable the students to have better understanding and knowledge on Banking functions and Instruments and To Gain the knowledge of different kinds of Insurance and the regulating authority.

Prerequisite: Basic Knowledge of Banking Insurance Law

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the Concepts, functions of banking and relationship between Banker and Customer	K2
CO2	Gain knowledge on Negotiable Instruments Act and its kinds	K2
CO3	To gain knowledge on functions and principles of Insurance	K3
CO4	Gain knowledge on Insurance System and Acts pertaining to it.	K2
CO5	Understand the IRDA functioning	K2

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	M	L	M	L	L	M	L	M	M	S
CO 2	S	L	L	M	S	L	M	S	M	M
CO 3	L	S	M	M	M	M	L	M	L	S
CO 4	M	S	L	M	L	M	L	S	L	M
CO 5	S	M	M	S	M	M	M	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Banker and Customer – Definition – Relationship - Functions of Commercial Banks — Digital banking innovations meaning-Importance-Types - ATM, CDM, CRM, - Variety of Cards :-Debit card, Credit card, Prepaid card, virtual, ,EMV Contactless – Variants of cards (Rupay, Visa, Master, American express, Dinners club)	12	https://www.youtube.com/watch?v=3qFq-bX_cc
II	Internet banking- meaning and importance- NEFT, RTGS, IMPS, UPI, CTS, AEPS, Mobile banking, FASTAG, NACH, Bharat Bill pay, NFS. Negotiable Instruments– Meaning and Features : Promissory Note , Bill of Exchange, and Cheque – Crossing of Cheque – Endorsement - Material Alteration – Payment of cheques: Circumstances for dishonor - Types of crossing - Precautions and Statutory Protection of Paying and Collecting Banker.	12	https://study.com/academy/lesson/online-banking-services-definition-types.html
III	Insurance: Meaning, Functions - Role and Importance of Insurance – Essentials of contract of insurance- Principles of Insurance: Classification of Insurance Based on Nature, Business and Risk	12	https://www.youtube.com/watch?v=FB16gPz08PY
IV	Life Insurance – Meaning, Nature – Various Policies - Procedure for taking life Insurance policy- Surrender and Revival of policy - Assignment and Nomination – Procedures - Settlement of claim - Reinsurance General Insurance- Fire Insurance , Marine insurance and Personal accident Insurance – Characteristics	12	https://www.youtube.com/watch?v=mjGRD9yus4
V	Health Insurance , Meaning, Nature and importance, Components, - Types of health insurance plans, Individual, Family insurance, Group health cover, Senior citizen, Corona virus health insurance policy- procedure for taking a health policy- Registering of claims under health insurance policy- conditions for availing Cashless and Reimbursement claim. IRDA -Duties, Powers and Functions.	12	https://www.youtube.com/watch?v=-58VD3z7ZiQ
	Total	60	

Text Book:

1. Insurance –Principles and Practice, M.N. Mishra, S.Chand & Company Ltd., New Delhi, 2018.

Reference Books:

1. Insurance -Fundamentals, Environment & Procedures” B.S Bodla, M.C. Garg & K.P. Singh, Deep & Deep Publications Pvt. Ltd., New Delhi, 2014 (Last Edition).
2. Banking Law and Practice, M.L. Tannan, Thacker & Co Ltd, 2018

Websites:

1. www.openj.edu/openlearn
2. MIT Open Course Ware – <http://ocw.mit.edu>
3. Oxford University Press - <http://www.oup.co.in>

Learning Methods (*):

Assignment/Seminar/Case-Study

SEMESTER – V**PART III - ELECTIVE 1 - SUPPLY CHAIN MANAGEMENT**

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCCE02	Supply Chain Management	Elective-1	50	10	-	4
Preamble: To create awareness about the supply chain activities taken in order to deliver the goods						
Prerequisite: Basic knowledge about delivering goods supply						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand fundamental supply chain management concepts.					K1
CO2	Apply knowledge to evaluate and manage an effective supply chain					K2
CO3	Understand the foundational role on strategic alliances.					K3
CO4	To learn about Procurement and Outsourcing					K4
CO5	To create awareness on Dimension of customer Value					K4

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	M	M	S	L	L	S	L	M	S	L
CO 2	L	S	M	M	S	L	L	M	L	M
CO 3	M	S	M	M	L	M	M	S	L	S
CO 4	M	M	M	M	M	M	L	S	M	M
CO 5	M	L	L	S	M	L	M	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Supply Chain Management – Global Optimization – importance – key issues – Inventory management – economic lot size model. Supply contracts – centralized vs. decentralized system.	12	https://slideplayer.com/slide/6010414/
II	Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies.	12	https://slideplayer.com/slide/4203306/
III	Strategic Alliances: Frame work for strategic alliances – 3PL – merits and demerits – retailer – supplier partnership – advantages and disadvantages of RSP – distributor Integration.	12	https://slideplayer.com/slide/7239564/
IV	Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement.	12	https://quandarycg.com/top-procurement-software-for-your-business/
V	Dimension of customer Value – conformance of requirement – product selection – price and brand – value added services – strategic pricing – smart pricing – customer value measures	12	https://slideplayer.com/slide/5769585/
	Total	60	

Text Book:

1. Logistics and Supply Chain Management Paperback by Saikumari V., Purushothaman S - 1 January 2022, Publisher : Sultan Chand and Sons

Reference Books:

1. Logistics Paperback by Martin Christopher FT Publishing International; 5th edition (26 February 2016)
2. Essentials of Supply Chain Management (Essentials Series) Hugos, Michael H. - 02/23/2018 Wiley (Publisher)

Websites:

1. https://www.tutorialspoint.com/supply_chain_management/index.htm
2. <https://www.vskills.in/certification/tutorial/logistics-and-supply-chain-management-professional/>
3. <https://www.javatpoint.com/scm>

Learning Methods (*):

Assignment/Seminar/Case-Study

SEMESTER – V

PART III –ELECTIVE-1 : MANAGEMENT INFORMATION SYSTEM

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCCE03	Management Information System	Elective-1	50	10	-	4

Preamble: To know compliance with the organizational policies and mandates, and generally accepted industry best practices, the Management Information Services Branch (MIS) provides for the security and privacy of the data stored on, redirected through, or processed by UNFPA technology resources.

Prerequisite: Basic Knowledge of Management Information System

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Acquire knowledge on basic knowledge on MIS.	K1
CO2	Know the different types of concepts.	K2
CO3	Understand about Information Systems in Business.	K3
CO4	Gain knowledge on Fundamentals on MIS with System Processing.	K4
CO5	Understand the system Design	K5

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	M	S	M	S	L	M	S	M	M	S
CO 2	M	M	L	M	S	L	M	S	L	M
CO 3	L	L	M	L	M	M	S	M	L	S
CO 4	L	M	L	S	L	M	L	S	M	S
CO 5	S	S	M	S	M	L	M	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.	12	https://www.youtube.com/watch?v=FtSeCA86FuU
II	System Concepts – Elements of a System- Characteristics of a system - Types of System– Categories of Information System – System Development Life Cycle – System Enhancement.	12	https://www.youtube.com/watch?v=3a7I0tGrE-Q
III	Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.	12	https://www.youtube.com/watch?v=2FCZLwY19gc
IV	Managerial Decision Making, characteristics and components of Decision Support System.	12	https://www.youtube.com/watch?v=2yVSIUdY9EM
V	System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security	12	https://www.youtube.com/watch?v=6tIfKXwu1K0
	Total	60	

Text Book:

1. Management Information System, Pearson Education By Laudon ,17th Edition 2022 ,

Reference Books:

1. Management Information Systems, By Waman S Jawadekar, Publisher:Mc Graw Hill
2. Management Information System: Text and Cases Waman S Jawadekar, Sanjiva Shankar Dubey, 6th Edition, Publisher: McGraw Hill

Websites:

1. <https://www.youtube.com/watch?v=ELTXM5V4YXY>
2. <https://www.youtube.com/watch?v=qiLXJ0lhN2g>
3. <http://https://www.youtube.com/watch?v=mLR0Xgxa7qc&list=PLRwVotYfwvUGoRz9xYIfmE%20A5FTVBtYN7q>

Learning Methods (*):

Assignment/Seminar/Case-Study

SEMESTER – VI**PART-III CORE 14: MANAGEMENT ACCOUNTING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCC601	Management Accounting	Core-14	50	10	0	4

Preamble: To train the students in solving advanced problems in Management Accounting.

Prerequisite: knowledge in Basic Accounting .

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Recollect the concept and importance of management accounting	K1
CO2	Know the concepts of Profitability.	K2
CO3	Utilize the various methods and technique of managerial accounting.	K3
CO4	Analyze the method and technique of management accounting used for managerial decision making.	K4
CO5	Practice the budget and budgetary control for any business concern	K3

Note: Distribution of Marks: Theory 20% and problems 80%

Mapping with Program Outcomes:

COs/ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	M	S	M	L	S	S	M	S	M
CO3	S	S	S	M	S	M	M	S	M	S
CO4	S	S	S	M	M	M	S	S	S	S
CO5	M	M	S	M	M	S	S	S	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Management Accounting – Meaning, Definition, Nature, Scope, Functions, Objectives, Importance of Management Accounting – Comparison of Management Accounting with Financial and Cost Accounting – Tools and Technique of Management Accounting – Financial Statement Analysis and Interpretation – Common Size Statement Analysis, Comparative Statement Analysis and Trend Analysis.	12	https://www.youtube.com/watch?v=Rjo3aJ_modA
II	Ratio Analysis – Liquidity Ratios –Efficiency Ratios – Profitability Ratios – Solvency Ratios – Proprietors Ratio-Problems and Solutions.	12	https://www.youtube.com/watch?v=3ywMj6L FN6g
III	Fund Flow Statement – Meaning And Concepts – Importance- Limitations – Concept of Working Capital-Schedule of Changes in Working Capital – Preparation of Funds Flow Statement – Cash Flow Statement – Uses – Limitations – Preparation of Cash Flow Statement.	12	https://www.youtube.com/watch?v=Hra8unuP VFg
IV	Marginal Costing and Break Even Analysis - Managerial Applications of Marginal Costing- Significance and limitations of Marginal Costing. Standard costing and variance Analysis (Material and Labour only) - Advantages and Limitations of Standard Costing.	12	https://www.youtube.com/watch?v=bhAygfe46nw
V	Budgeting and Budgetary Control – Definition – Importance, Essentials – Classification of Budgets –Cash Budget, Sales Budget, Purchase Budget, Production Budget, Production Cost Budget, Flexible Budget, Master Budget- Zero Based Budgeting.	12	https://www.youtube.com/watch?v=aav77kfdFmM
	Total	60	

Text Book

1. Dr.S.N.Maheshwari, Dr.S.N.Mittal , Management Accounting, 2020, Shree Mahavir book Publishers.

Reference Books:

- 1.Maheshwari S.N, CA Sharad K. Maheshwari Dr Suneel K. Maheshwari, Principles of Management Accounting, 2021, Sultan Chand and Sons, NewDelhi.
- 2.Prof. M.L. Agarwal, Prof. M.L. Agarwal, Management Accounting, Revised and Updated 15th Edition: 2023, Sahitya Bhawan Publications,
- 3.T.S. Reddy & Dr. Y. Hariprasad Reddy, Management Accounting, 2000, Margham Publications.

Websites:

4. https://ddceutkal.ac.in/Downloads/UG_SLM/Commerce/Core_10.pdf
5. https://www.ddegjust.ac.in/2019/1/MC-%20105_21012019.pdf
6. https://onlinecourses.swayam2.ac.in/cec21_cm01/preview

Learning Methods (*):

Assignment/Seminar/Case-Study

SEMESTER – VI

PART-III CORE 15: WEB DESIGNING AND NETWORKING

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCC602	Web Designing and Networking	Core- 15	50	10	0	4
Preamble: To furnish the students with knowledge of web design and networking .						
Prerequisite: Basic knowledge of web designing and networking.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To use the HTML programming language					K1
CO2	To use the design programs using HTML tags					K2
CO3	Design online form by using different HTML controls.					K4
CO4	Understand the concepts of computer networks					K3
CO5	Understand the concept of E-Mail and how it works over Internet					K3

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	M	S	M	S	L	M	S	M	M	S
CO 2	M	M	L	M	S	L	M	S	L	M
CO 3	L	L	M	L	M	M	S	M	L	S
CO 4	L	M	L	S	L	M	L	S	M	S
CO 5	S	S	M	S	M	L	M	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to HTML: -HTML Tags-HTML Elements & Attributes-Basics-Setup and display a webpage--Comment-Special-Character-HTML Fundamentals-Text Formatting- HTML Style-HTML Font - - HTML Lists - HTML Images.	12	https://www.google.com/search?q=Introduction+to+HTML+youtu&esv=579734912&ei=DbhIZYmpAqLm2roPhdK8
II	Tables: -Alignment-Column and Row Group-Text Wrapping-Cell Space-Cell Padding-Nested Table- -Table Border-Caption-Color-Background Image- Links –Link To Image-Download File and Image From Server-Automatic Outgoing Mail- External Link-Internal Link	12	https://www.youtube.com/watch?v=BczLWImAmBk
III	Frame: Link To Frame-Scroll Bars-Nested Frame-Inline Frames – Form:Setup A Form-Textbox-Check Box-Radio Bottom-Menu-Organizing Form Elements-Label From Elements-Handling Audios And Videos.	12	https://www.youtube.com/watch?v=cNahK15wKjs
IV	Introduction To Computer Networks: -Computer Network Architecture-Networking Layers-Network Topologies-Transmission Mode-Routers-Hubs and Switches- -Wired and Wireless Networks- E-Mail Messages-Customizing Email Programs-Managing Mails- -Email and Its Uses.	12	https://www.youtube.com/watch?v=VwN91x5i25g&list=PLBlnK6fEyqRgneraVKkEXrwyLVx2vJUvt
V	LAN-MAN-WAN: Internet-Intranet-Extranet- -Internet-Addressing:-IP Address-Domain Name-URL- Internet Access-Internet Protocol-Internet Service.-WWW-Web Index-Web Browsing-Web Search Engine- HTTP-Network Security-Encryption and Decryption-Cyber Crime- -Mobile Computers.	12	https://www.youtube.com/watch?v=4_zSIXb7tLQ
Total		60	

Text Book

- 1.David Hussi, “ Html 5 Basics: HTML Tutorials for Beginners” Kindle Edition 2022
- 2.Matthew N. O. Sadiku, Cajetan M. Akujuobi “Fundamentals of Computer Networks” 2022, Springer Cham

Reference Books:

- 1.Russell Scott, Computer Networking ,27 December 2021.

Websites

1. https://www.w3schools.com/html/html_intro.asp
2. <https://www.javatpoint.com/computer-network-introduction>

Learning Methods (*):

Assignment/Seminar/Case-Study

SEMESTER – VI

PART-III CORE PRACTICAL 5: WEB DESIGNING AND NETWORKING

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCCP05	Web designing and Networking	Core Practical-5	-	10	50	4

Preamble: Knowledge to understand, analyze and develop computer programs in the areas web designing

Prerequisite: The ability to understand, analyze and develop computer programs in the areas related to algorithms, system software, multimedia, web design, and networking for efficient design of computer-based systems of varying complexity

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Design a webpage and identify its elements and attributes	K1
CO2	Create webpage using HTML and its controls	K2
CO3	Build online forms for commercial applications	K4
CO4	Create various forms in single webpage	K3
CO5	Create links between multiform	K3

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	M	S	M	S	L	M	S	M	M	S
CO 2	M	M	L	M	S	L	M	S	L	M
CO 3	L	L	M	L	M	M	S	M	L	S
CO 4	L	M	L	S	L	M	L	S	M	S
CO 5	S	S	M	S	M	L	M	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

S,No	Program	Hours	E-Contents/ E-Resources
1	Creating a Program using HTML Tag to display the lists of Departmental Stores.	5	https://www.youtube.com/watch?v=N69xumSjg5Q
2	Design a Webpage to display image and text using HTML tag for Advertisement of a Company	5	https://www.youtube.com/shorts/gBF0tyla83A
3	Creating a Table to display list of products using HTML tag.	5	https://www.youtube.com/shorts/Joty pWSp1CY
4	Creating a Class Time-Table using HTML tags.	5	https://www.youtube.com/watch?v=31HTSB8X7FI
5	Design a webpage for our Department HTML image links and Internal links.	5	https://www.youtube.com/shorts/4j5vgil6pvk
6	Creating Web pages for a Business Organization using with minimum five links using HTML.	5	https://www.youtube.com/watch?v=YWA-xbsJrVg
7	Creating a Website of your College using formatted HTML Tags and Frames	5	https://www.youtube.com/watch?v=oYRda7UtuhA&list=PLjwm_8O3suyP5kGKmwS_DM0Hs1j7fshi
8	Creating a Resume using HTML tag.	5	https://www.youtube.com/shorts/ZK NVGjgskoU
9	Design to develop a Static General Registration Form.	5	https://www.youtube.com/watch?v=D4jj3HHrnSU
10	Create a form for University Exam fee Payment.	5	https://www.youtube.com/watch?v=9fVIF411_kc

11	Create a Multiform for Quiz Portal.	5	https://www.youtube.com/watch?v=P BcqGxrr9g8
12	Creating a Website for our College Library using HTML tags.	5	https://www.youtube.com/results?search_query=Creating+a+website+for+our+college
	Total	60	
Text Book:			
1. Jo Foster ,Html & Css For Beginners, 2020,Elluminet Press Ltd.			
Reference Books:			
1.Mike McGrath, HTML in Easy Steps, 9th edition 2020In Easy Steps Limited publication .			
2.Ben Frain Thomas A. Powell, Responsive Web Design with HTML5 and CSS, 2020,Packt Publishing.			
Websites:			
1.https://www.tutorialspoint.com			
2 https://www.w3schools.com/html/html_intro.asp			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – VI

PART III-ELECTIVE-II: – INTRODUCTION TO PYTHON

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCCE04	Introduction to Python	Elective-II	50	10	0	4
Preamble: To furnish the students with knowledge of python.						
Prerequisite: Basic Knowledge on logic of the programs and OOPS concepts						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Learn about basic concepts of python					K1
CO2	Gain the knowledge of basics control statement in python					K2
CO3	Construct ideas to the students about python functions					K4
CO4	Give an exposure to the error handling mechanism					K3
CO5	Know the knowledge of OOPS concepts.					K3

Mapping with Program Outcomes:

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	L	L	L	S	M	L	L	M	M
CO2	L	L	L	L	M	L	M	L	M	M
CO3	L	L	L	L	M	L	L	L	M	M
CO4	L	L	L	L	M	M	L	M	M	L
CO5	L	L	L	L	M	M	L	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	BASICS : Python - Variables - Executing Python from the Command Line - Editing Python Files - Python Reserved Words - Basic Syntax-Comments - Standard Data Types – Relational Operators - Logical Operators - Bit Wise Operators - Simple Input and Output	12	https://www.youtube.com/watch?v=kqtD5dpn9C8
II	CONTROL STATEMENTS: Control Flow and Syntax - Indenting - If Statement - Statements and Expressions- String Operations- Boolean Expressions -While Loop - Break and Continue - For Loop. LISTS: List-List Slices - List Methods - List Loop – Mutability – Aliasing - Cloning Lists - List Parameters. TUPLES: Tuple Assignment,Tuple as Return Value -Sets – Dictionaries	12	https://www.youtube.com/watch?v=wLie11bgbSI
III	FUNCTIONS: Definition - Passing Parameters To A Function - Built-In Functions- Variable Number of Arguments - Scope – Type Conversion-Type Coercion-Passing Functions To A Function - Mapping Functions In A Dictionary – Lambda - Modules - Standard Modules – Sys – Math – Time - Dir - Help Function.	12	https://www.youtube.com/watch?v=BVfCWuca9nw
IV	ERROR HANDLING: Run Time Errors - Exception Model - Exception Hierarchy - Handling Multiple Exceptions - Data Streams - Access Modes Writing - Data to a File Reading - Data From a File - Additional File Methods - Using Pipes as Data Streams - Handling IO Exceptions - Working with Directories	12	https://www.youtube.com/watch?v=6SPDvPK38tw
V	OBJECT ORIENTED FEATURES: Classes Principles of Object Orientation - Creating Classes - Instance Methods - File Organization - Special Methods - Class Variables – Inheritance – Polymorphism - Type Identification - Simple Character Matches - Special Characters - Character Classes – Quantifiers - Dot Character - Greedy Matches – Grouping - Matching at Beginning or End - Match Objects – Substituting - Splitting a String - Compiling Regular Expressions.	12	https://www.youtube.com/watch?v=qiSCMNBIP2g
	Total	60	

Text Book:

1.Fabrizio Romano, heinrichkruger, Learn Python Programming , 3rd Edition, January 2023 Packet Publishing Limited. .

Reference Books:

1. Monu Singh rakesh k. Yadav, srinivas arukonda , zero to mastery in python programming, best python book for beginners, 21 july 2021, vayu education of india.
2. Nageswara Rao r, Core python programming, 3rd Edition , 2021,dreamtech press.

Websites

2.<http://www.javatpoint.com>
3.<http://www.phythontutorials.com>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – VI

PART-III ELECTIVE-II ORGANISATIONAL BEHAVIOR

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCCE05	Organisational Behavior	Elective-II	50	10	0	4

Preamble: On the successful completion of this paper, the students would have acquired the preliminary knowledge in Organisational Behavior

Prerequisite: Basic knowledge about the organization.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Knowledge on concepts of behavior on organization and functions of stress management	K1
CO2	Organisational behavior has some specific roles to play in an organization and individual behavior.	K2
CO3	The goals of Organisational behavior is to gain experience on Group dynamics.	K4
CO4	Develop global talents enhancing critical thinking, innovative skills, collaborative team work and holistic skills	K4
CO5	Knowledge on Organisational conflicts and method to resolve.	K3

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	L	M	M	S	S	L	L	M	L	L
CO 2	L	S	L	M	L	S	S	L	M	M
CO 3	M	M	M	S	M	L	L	S	L	L
CO 4	S	L	M	M	L	M	S	M	M	S
CO 5	M	S	L	M	M	L	S	L	L	L

S– Strong; L – Low; M – Medium

Syllabus:

S.No	Program	Hours	E-Contents/ E-Resources
1	Organizational Behavior – Definition, Need for Studying Organizational Behavior, Disciplines Involved in The Study of Organizational Behavior, -Contributing Disciplines and Area Like Psychology, Social Psychology, Economics, Etc. Application of Organizational Behavior in Business. Stress Management	12	https://youtu.be/QJAv6674_Sw
2	Individual Behaviour – Personality, Perception, Learning, Attitudes Inter-Personal Behaviour– Group And Inter-Group Behaviour.	12	https://youtu.be/GDLLHBv1iE8
3	Group Dynamics – Formal and Informal Group, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – Making.	12	https://youtu.be/1seH_GHxRtI
4	Motivation and Morale, Leadership-Nature, Styles and Approaches, Development Of leadership Including Laboratory Training. Power and Authority – Definition of Power –Types of Power.	12	https://youtu.be/xjA6DWO1PVA
5	Management of Change-Conflict Management- Organisation Health, Development and Effectiveness. Management of culture, Cross Cultural Management.	12	https://youtu.be/3fmFA6k_muk
	Total	60	
Text Book:			
2. Aswathappa K, Organisational Behaviour, 12 th Edition, 2016, Himalaya Publishing House, New Delhi.			
Reference Books:			
1. T.N. Chhabra, Essentials of Organisational Behaviour, 2019, Sun India Publications.			
2. Robbins, Stephen P and Mary Coulter, Management of Organisational Behaviour, 2017, Prentice Hall, New Delhi.			
3. Vikram Puri, Organisational Behaviour., 2016, APH Publishing.			
Websites:			
1. https://youtu.be/uSSHDCgq-4k?si=kfJcIVSKyMhhqWKt			
2. https://youtu.be/LnN6JEuDJRg?si=kqGG9SWLdDK7gAwJ			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – VI**PART III- ELECTIVE II-INVESTMENT MANAGEMENT**

Course code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCCE06	Investment Management	Elective-II	50	10	0	4

Preamble: To facilitate the students to gain knowledge of the principles of investment Management

Prerequisite: Basic understanding about investment and portfolio management.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Know about various investment avenues and personal finance.	K1
CO2	Impart knowledge on securities markets, regulation and its instruments	K2
CO3	Know about fundamental analysis of an organization using financial data information.	K4
CO4	Learn about technical analysis of an organization using financial data information.	K4
CO5	Gain knowledge about risk return of securities in different investment proposal.	K3

Mapping with Program Outcomes:

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	L	M	S	S	M	S
CO2	S	S	M	S	S	M	S	S	M	S
CO3	M	M	S	L	M	S	S	S	M	S
CO4	S	S	M	M	S	M	S	S	M	M
CO5	S	M	L	S	M	M	S	S	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Nature, Meaning and scope of Investment -Importance of Investment-Factors influencing Investment - Investment media - Features of investment Programme - Investment- Process - Development of Financial System in India.	12	https://theintactone.com/2019/05/18/saim-u1-topic-1-investment-scope/#google_vignette
II	Capital Market- New issue Market and stock exchange in India - B.S.E N.S.E - Kinds of Trading activity- Listing of Securities -SEBI and its Role and guidelines.	12	https://www.youtube.com/watch?v=6MHpjow0WA
III	Fundamental and Technical Analysis-Security evaluation-Economic Analysis- Industry Analysis- Company Analysis -Technical Analysis-basic concepts.	12	https://www.slideshare.net/jibumonkg/fundamental-and-technical-analysis
IV	Investment Alternatives - Investment in Bonds, Equity Shares, Preference Shares, Government Securities - Mutual Funds- Real Estate-Gold -Silver -Provident fund- Unit Trust - The Post Office Savings Scheme -LIC.	12	https://www.youtube.com/watch?v=KPtqyA4GdEw https://www.youtube.com/watch?v=1pnoOVNuggs
V	Portfolio Management - Nature, Scope - SEBI Guidelines to Portfolio Management - Port folio Investment Process - Elements of Portfolio Management- Portfolio Revision- Needs and Problems - Capital Asset Pricing Model(CAPM) .	12	https://www.youtube.com/watch?v=8zavoZ1Eo3A
	Total	60	

Text Book.

- 1.Bhalla V.K,Investment Management,New Delhi,S-Chand & Co,2008.
- 2.kevin.S,Security Analysis and portfolio Management,2015,New Delhi,PHI Learning Private Limited.

Reference Books:

- 1.Chandra Prasanna, Investment Analysis and Portfolio Management , Chennai,McGraw Hill Education (India) Pvt Ltd,2021
2. Avadhani V.A, Investment Management , Mumbai,Himalaya Publications,2012.

Websites:

1. [https://kanchiuniv.ac.in/coursematerials/IM%20UNIT-%20I%20\(2\).pdf](https://kanchiuniv.ac.in/coursematerials/IM%20UNIT-%20I%20(2).pdf)
2. <https://www.geektonight.com/investment-management-pdf/>
3. <https://www.youtube.com/watch?v=nFvtAOpX6OI>
4. <https://www.slideshare.net/SayedhadiHedayati/investment-management-67208004>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – VI**PART III-ELECTIVE III : INDIRECT TAXATION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCCE07	Indirect Taxation	Elective-III	50	10	0	4

Preamble: To facilitate the students to gain knowledge of the principles of Indirect Taxation.

Prerequisite: Basic concepts of Indirect Taxes.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Know about the Nature and elements of Indirect Tax.	K1
CO2	Learn about Goods and Services Tax.	K3
CO3	Learn about Procedures under GST.	K4
CO4	Study on GST Audit Assessment.	K2
CO5	Learn about Customs Law.	K3

Mapping with Programme Outcomes:

COs/ Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	L	M	S	S	M	S
CO2	S	S	M	S	S	S	M	M	S	L
CO3	M	M	S	L	M	S	S	S	L	S
CO4	S	S	M	M	S	M	M	M	M	M
CO5	S	M	L	S	M	M	S	S	M	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Indirect Taxes – Introduction- Meaning – Definition -Concept-Importance - Characteristics -Objectives -Canons of Taxation -Impact Shifting and Incidence of Tax - Classification of Taxes- Advalorem and Specific Duties .	12	https://www.youtube.com/watch?v=gUYh6HyhEmU
II	GST in India. Basics of Goods and Services Tax: Introduction-GST Law–GST Levy-Features of GST- Taxes Subsumed under Goods and Services -Benefits of Goods and Services Tax -GST Rate Structure - Types of Supplies under GST in India	12	https://www.youtube.com/watch?v=DDuBpwPgueQ
III	Procedures under GST-Introduction - Registration under GST -Tax Invoice, Credit and Debit Notes-Accounting and Records-Filling of Returns. Integrated Goods and Services Tax Act 2017 – Introduction – Scope – Levy and Collection – Powers to Grant Exemption – Determination of Nature of Supply – Inter State Supply – Intra State Supply – Place of Supply – Zero Rated Supply-Exempted Supply-Non GST Supply.	12	https://www.youtube.com/watch?v=37XxKlfdnBM
IV	GST Audit Assessment and Audit under GST- Demands and Recovery- Appeals and revision- Advance ruling Offences and Penalties. National Anti-Profiteering Authority – GST Practitioners – eligibility and Practice and Career avenues-GST Council-E-Way Bill - E-Invoice.	12	https://www.youtube.com/watch?v=tdX7vVKtgaw
V	Customs Law-Introduction -Objectives - Scope-Customs Act 1962: Legal Structure – Definition - Prohibitions on Importation and Exportation of Goods - Levy and Collection of Customs Duty -Taxable Event -Types of Customs Duty -Computation of Customs Duty-Classification and Valuation of Goods –Duty and Drawbacks-Recent Amendments.	12	https://youtu.be/OixUkHyfnYs
	Total	60	

Text Book.

1. Balachandran .V, Indirect Taxation Goods and Services Tax and Customs Law , 2023,Sultan Chand & Sons.

Reference Books:

1. CA(Dr.)Mahesh Gour, CA(Dr.) Bansal Indirect Tax laws, Goods and Service Taxes, FTP, Customs Law, Taxmann Publications ,2022
2. Dr. R. Parameswaran, Indirect Taxes GST and Customs Laws, Kavin Publications, 1 st Edition, 2018.
3. T Dr.Mehrotra,Prof.V.P,Agarwal Indirect Taxes with G.S., Edition 2022,Sahitya Bhawan Publication.

Websites

1. www.gst.gov.in
2. <https://tutorial.gst.gov.in/userguide/registration/#t=manual.html>

Learning Methods (*):

Assignment/Seminar/Case-Study

SEMESTER – VI

PART III –ELECTIVE-III: CYBER SECURITY

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCCE08	Cyber Security	Elective-III	50	10	-	4
Preamble: It provides an overview of the field of cyber security, cybercrime and information assurance.						
Prerequisite: Basic knowledge cyber security and how to implement a cyber security						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Learn about basic concepts cyber threads					K1
CO2	Categories of Cyber Criminals					K2
CO3	Construct ideas to the students about Cryptography authentication					K3
CO4	Give an exposure Security Policies and Security Handshake Pitfalls					K4
CO5	Known the concepts of E-commerce security .					K2

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	M	L	L	L	L	M	S	S	S	S
CO 2	M	L	M	L	L	M	S	S	S	S
CO 3	M	L	S	M	M	L	M	M	M	M
CO 4	L	L	M	L	L	M	M	M	M	S
CO 5	M	M	S	M	L	M	M	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Understanding Cyber Threat Intelligence: Defining Threats-Understanding Risk Cyber Threat Intelligence And Its Role-Expectation of Organizations and Analysts-Four Methods of Threat Detection	12	https://www.youtube.com/watch?v=P0Fe2viJ508
II	Introduction To Cyber Crime - Distinction Between Cyber Crimes And Conventional Crimes - Categories of Cyber Crimes - Causes For Growing Cyber Crimes - Categories of Cyber Criminals. Concepts and Terminology - Threats-Attacks-Services and Mechanisms Security Attacks-Security Services-Integrity Check-Digital Signature-Authentication-Spoofing Sniffing-Firewall	12	https://www.youtube.com/results?search_query=Introduction+to+Cyber+Crime
III	Authentication: Password Based-Address Based-Cryptographic Authentication. Passwords In Distributed Systems-On-Line Vs Offline Guessing-Storing. Cryptographic Authentication: Passwords As Keys-Protocol- KDC's Certification Revocation-Inter-Domain groups-Delegation. Authentication of People: Verification Techniques-Passwords-Length of Passwords-Password Distribution-Smart Cards-Biometrics.	12	https://www.youtube.com/watch?v=3wiFKt1O3-w
IV	Security Policies and Security Handshake Pitfalls: What Is Security Policy-High and Low Level Policy-User Issues? Protocol Problems-Assumptions-Shared Secret Protocols-Public Key Protocols-Mutual Authentication-Reflection Attacks-Use of Timestamps-Nonce and Sequence Numbers-Session Keys-One-and Two-Way Public Key Based Authentication.	12	https://www.youtube.com/watch?v=sEkw8ZcxtFk
V	Network Security: Electronic Mail Security-IP Security-Network Management Security. Security For Electronic Commerce: E-Commerce Security Analysis-Protocol-SSL-SET System Security: Intruders and Viruses-Firewalls-Intrusion Detection.	12	https://www.youtube.com/watch?v=JoeiLuFNbc4&list=PLBlnK6fEyqRgJU3EsOYDTW7m6SUmW6kI
Total		60	

Text Book

1. William Stallings, Cryptography and Network Security: Principles and Practice, 8th edition, 2023, Pearson educations.

Reference Books:

1. Atulkahate, cryptography and network security, fourth edition, 2019. McGraw hill education (India) private limited,
2. Sanil nadkarni, fundamentals of information security, first edition 2020, Bpb publications.
3. Mark stamp; ashutosh saxena, information security, 3 edition, 2023, Wiley India Pvt ltd.

Websites:

1. <https://www.crest-approved.org/wp-content/uploads/2022/04/CREST-Cyber-Threat-Intelligence.pdf>
2. <https://www.bu.edu/tech/about/security-resources/bestpractice/auth/>
3. <https://www.checkpoint.com/cyber-hub/network-security/what-is-network-security/>

Learning Methods (*):

Assignment/Seminar/Case-Study

SEMESTER – VI**PART III – ELECTIVE III - SOFTWARE ENGINEERING AND SOFTWARE PROJECT MANAGEMENT**

Course Code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCCE09	Software Engineering and Software Project Management	Elective-III	50	10	-	4

Preamble: It provides an updated knowledge on software management.

Prerequisite: Basic knowledge on the Software Development Life Cycle.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the basic concepts of software engineering	K1
CO2	Apply the software engineering models in developing software applications	K2
CO3	Implement the object oriented design in various projects	K3
CO4	Knowledge on how to do a software project with in-depth analysis.	K4
CO5	Inculcate knowledge on Software engineering concepts in turn gives a roadmap to design a new software project.	K4

Mapping with Program Outcomes:

CO/ PO & PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO 1	M	M	S	L	L	S	L	M	S	L
CO 2	L	S	M	M	S	L	L	M	L	M
CO 3	M	S	M	M	L	M	M	S	L	S
CO 4	M	M	M	M	M	M	L	S	M	M
CO 5	M	L	L	S	M	L	M	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Software Engineering: A Layered Technology – Software Process – Software Process Models – The Prototyping. Requirement Engineering– Software Prototyping - Elements of Analysis Model – Datamodeling – Functional Modeling and Information Flow.	12	https://www.youtube.com/watch?v=WxkP5KR_Emk
II	Software Design and Software Engineering – The Design Process – Design Principles – Design Concepts – Effective Modular Design – Software Architecture	12	https://www.youtube.com/watch?v=dce60aUHdyM
III	Software Testing Fundamentals – Test Case Design - White Box Testing – Basis Path Testing –Control Structure Testing – Black Box Testing. Unit Testing – Validation Testing – System Testing	12	https://www.youtube.com/watch?v=xjd6jToC8kA
IV	Software Configuration Management: Definitions and Terminology – Processes and Activities. Software Quality Assurance: Definitions – Quality Control and Quality Assurance – Organization of Structures. Risk Management: Risk Identification – Quantification - Monitoring - Mitigation. Software Requirements Gathering: Steps To Be Followed – Outputs and Quality Records - Skill Sets Required – Challenges.	12	https://www.youtube.com/watch?v=AaHaLjuzUm8
V	Estimation: What Is Estimation? – When and Why? – Three Phases Of Estimation – Estimation Methodology – Formal Models of Size Estimation. Design and Development Phases: Reusability - Technology Choices – Standards – Portability -User Interface Issues – Testability - The Effect of Internet on Project Management.	12	https://www.youtube.com/watch?v=hdPlc3kiTk
	Total	60	
Text Book:			
1. Mrs. Amita A. Jajoo ,Mrs. Prajakta S. Software Engineering and Project Management Kindle Edition , 2018, Nirali Prakashan Publisher.			
Reference Books:			
1. Patrick Naughton & Hebert Schildt ,The Complete Reference Java 2 , 3 rd Edition, TMH 2. John R. Hubbard ,Programming with Java , 2 nd Edition, TMH.			
Websites:			
1. https://www.tutorialspoint.com/dbms/dbms_quick_guide.htm 2. https://www.techtarget.com/searchdatamanagement/definition/database-management-system 3. https://www.mygreatlearning.com/blog/dbms-tutorial/ 4. https://www.studytonight.com/dbms/			
Learning Methods (*):			
Assignment/Seminar/Case-Study			

BCOM

Board of Commerce UG
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2021-2022 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CEE	Total	Credit
SEMESTER I								
I	21LATA01/ 21LAHI01/ 21LAMY01/ 21LAFR01	Language –I	5	3	50	50	100	3
II	21ENG001	English-I	5	3	50	50	100	3
III	21BCM101	Core 1:Principles of Accountancy	6	3	50	50	100	4
III	21BCM102	Core 2: Business Organisation	6	3	50	50	100	4
III	21BCMA01	Allied 1: Business Economics	6	3	50	50	100	4
IV	21UFCA01	Foundation Course I : Environmental studies	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	21LATA02/ 21LAHI02/ 21LAMY02/ 21LAFR02	Language –II	5	3	50	50	100	3
II	21ENG002	English – II	5	3	50	50	100	3
III	21BCM201	Core 3: Financial Accounting	6	3	50	50	100	4
III	21BCM202	Core 4 : Banking and Insurance	6	3	50	50	100	4
III	21BCMA02	Allied 2 : Principles of Management	6	3	50	50	100	4
IV	21UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
III	21BCM301	Core 5: Corporate Accounting	5	3	50	50	100	4
III	21BCM302	Core 6: Company Law and Secretarial Practice	5	3	50	50	100	4
III	21BCM303	Core 7 : Principles of Marketing	4	3	50	50	100	4
III	21BCM304	Core 8: Business Environment	5	3	50	50	100	4
III	21BCMA03	Allied 3 : Business Mathematics	5	3	50	50	100	4
III	21BCMSB1/ 21BCMSB2	SBC I - Computer Applications in Business/ Computational Finance I	4	3	30	45	75	3
IV	21BTA001/	OEC I: Basic Tamil I /Advanced	2	2	-	50	50	2

	21ATA001/ 21BCMOE1	Tamil I / Aptitude and Logical Reasoning							
		Total	30				625	25	
SEMESTER IV									
III	21BCM401	Core 9 : Higher Corporate Accounting	5	3	50	50	100	4	
III	21BCM402	Core 10: Commercial Law	5	3	50	50	100	4	
III	21BCM403	Core 11: Corporate Communication	4	3	50	50	100	4	
III	21BCM404	Core 12: Indirect Taxation	5	3	50	50	100	4	
III	21BCMA04	Allied 4 : Business Statistics	5	3	50	50	100	4	
III	21BCMSB3/ 21BCMSB4	SBC II- Computerized Accounting/ Computational Finance II	4	3	30	45	75	3	
IV	21BTA002/ 21ATA001/ 21OEC002	OEC II : Basic Tamil II/Advanced Tamil II/ Communicative English	2	2	-	50	50	2	
		Total	30				625	25	
SEMESTER V									
III	21BCM501	Core 13: Cost Accounting	5	3	50	50	100	4	
III	21BCM502	Core 14: Entrepreneurial Development	5	3	50	50	100	4	
III	21BCM503	Core 15: Income Tax Law and Practice	5	3	50	50	100	4	
III	21BCM504	Core 16: Principles of Auditing	5	3	50	50	100	4	
III	21BCM505	Core 17: Financial Markets and Services	5	3	50	50	100	4	
III	21BCME01/ 21BCME02/ 21BCM E03	Elective I	5	3	50	50	100	4	
III	21BCMPR1	Institutional Training	-		-		-	-	
		Total	30				600	24	
SEMESTER VI									
III	21BCM601	Core 18: Management Accounting	5	3	50	50	100	4	
III	21BCM602	Core 19: Business Finance	5	3	50	50	100	4	
III	21BCM603	Core 20: Marketing Research	5	3	50	50	100	4	
III	21BCME04/ 21BCME05/ 21BCME06	Elective II	5	3	50	50	100	4	
III	21BCME07/ 21BCME08/	Elective III	5	3	50	50	100	4	

	21BCME09							
III	21BCMPR2	Project and Viva Voce	5	3	50	50	100	4
V	21NSS001/ 21NCC001/ 21SPT001/ 21EXT001	SOC 1: NCC/NSS/Sports/ Extension Activities	—	—	50	—	50	2
		Total	30				650	26
Total							3600	140

List of Skill Based Courses

S.No	Sem.	Course Code	Course Name	Credits
1	III	21BCMSB1	Skilled Practical I – Computer Applications in Business	3
2	III	21BCMSB2	Skilled Practical II - Computational Finance I	3
3	IV	21BCMSB3	Skilled Practical III – Computerized Accounting	3
4	IV	21BCMSB4	Skilled Practical IV - Computational Finance II	3

List of Elective Courses

S.No	Sem.	Course Code	Course Name	Credits
Elective I				
1	V	21BCME01	Human Resource Management	4
2	V	21BCME02	Business Analytics	4
3	V	21BCME03	Organizational Behaviour	4
Elective II				
4	VI	21BCME04	Retail Marketing & Brand Management	4
5	VI	21BCME05	E-Commerce & MIS	4
6	VI	21BCME06	Event Management	4
Elective III				
7	VI	21BCME07	Microfinance Management	4
8	VI	21BCME08	Investment Management	4
9	VI	21BCME09	Corporate Governance & Business Ethics	4

List of Open Elective Courses

S.No	Sem.	Course Code	Course Name	Credits
1	III	21BTA001	Basic Tamil-I	2
2	III	21ATA001	Advanced Tamil-I	2
3	III/IV	21OEC002	Communicative English	2
4	III	21BAEOE1	PC Software	2
5	III	21BBAOE1	Multimedia and its Applications	2
6	III	21BACOE1	Multimedia and its Applications	2
7	III	21BCMOE1	Aptitude and Logical Reasoning	2
8	III	21BCCOE1	Human Resource Management	2

9	III	21BCSOE1	Multi Media	2
10	III	21BCIOE1	E Business	2
11	III	21BCPOE1	Web Designing	2
12	III	21BHMOE1	Communicative Hindi-I	2
13	III	21BVCOE1	E- Commerce	2
14	IV	21BTA002	Basic Tamil-II	2
15	IV	21ATA002	Advanced Tamil-II	2
16	IV	21BAEOE2	Introduction to Information Security	2
17	IV	21BCAOE1	Banking Theory	2
18	IV	21BSCOE1	Management Information System	2
19	IV	21BITOE1	Microprocessor and its Applications	2
20	IV	21BCTOE1	Mathematical Aptitude	2
21	IV	21BMAOE1	Basics of Internet	2
22	IV	21BESOE1	Web Designing	2
23	IV	21BHMOE2	Communicative Hindi-II	2
24	IV	21BCDOE1	Introduction to Research	2
25	IV	21BVCOE2	Basics of Sound and Acoustics	2

List of Extra Credit Courses

Sem	Code	Course Title	Marks	Credits
III	21BCMEC1	Principles of International Trade	100	2
IV	21BCMEC2	Digital Finance	100	2
V	21BCMEC3	NPTEL/MOOC/SWAYAM Courses	100	2

Summary of the Programme

Part	No of Papers	Total Credits	Total Marks
I	2	6	200
II	2	6	200
III –Core	20	80	2000
III – Allied	4	16	400
III – Elective	3	12	300
III –Project	1	4	100
III - SBC	2	6	150
IV –Foundation Course	2	4	100
IV – OEC	2	4	100
V Extension Activities	1	2	50
Total	39	140	3600

Board of Commerce UG
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted from the Academic Year 2022-2023 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CEE	Total	Credit
SEMESTER I								
I	22LATA01/ 22LAHI01/ 22LAMY01/ 22LAFR01	Language –I	5	3	50	50	100	3
II	22ENG001	English-I	5	3	50	50	100	3
III	22BCM101	Core 1:Principles of Accountancy	6	3	50	50	100	4
III	22BCM102	Core 2: Business Organisation	6	3	50	50	100	4
III	22BCMA01	Allied 1: Business Economics	6	3	50	50	100	4
IV	22UFCA01	Foundation Course I : Environmental studies	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	22LATA02/ 22LAHI02/ 22LAMY02/ 22LAFR02	Language –II	5	3	50	50	100	3
II	22ENG002	English – II	5	3	50	50	100	3
III	22BCM201	Core 3: Financial Accounting	6	3	50	50	100	4
III	22BCM202	Core 4 : Banking and Insurance	6	3	50	50	100	4
III	22BCMA02	Allied 2 : Principles of Management	6	3	50	50	100	4
IV	22UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
I	22LATA03/ 22LAHI03/ 22LAMY03/ 22LAFR03	Language –III	3	3	50	50	100	2
II	22ENG003	English – III	3	3	50	50	100	2
III	22BCM301	Core 5: Corporate Accounting	5	3	50	50	100	4

III	22BCM302	Core 6: Company Law and Secretarial Practice	4	3	50	50	100	4
III	22BCM303	Core 7 : Principles of Marketing	4	3	50	50	100	4
III	22BCM304	Core 8: Business Finance	3	3	50	50	100	4
III	22BCMA03	Allied 3 : Business Mathematics	4	3	50	50	100	4
III	22BCMSB1/ 22BCMSB2	SBC I - Computer Applications in Business/ Computational Finance I	3	3	30	45	75	3
IV	22BTA001/ 22ATA001/ 22LATOE1	OEC I : Basic Tamil I /Advanced Tamil I / Principles of Healthy Living	2	2	-	50	50	2
		Total	31				825	29
SEMESTER IV								
I	22LATA04/ 22LAHI04/ 22LAMY04/ 22LAFR04	Language –IV	3	3	50	50	100	3
II	22ENG004	English – IV	3	3	50	50	100	3
III	22BCM401	Core 9 : Higher Corporate Accounting	5	3	50	50	100	4
III	22BCM402	Core 10: Commercial Law	4	3	50	50	100	4
III	22BCM403	Core 11: Corporate Communication	3	3	50	50	100	4
III	22BCM404	Core 12: Principles of Auditing	4	3	50	50	100	4
III	22BCMA04	Allied 4 : Business Statistics	4	3	50	50	100	4
III	22BCMSB3/ 22BCMSB4	SBC II- Computerized Accounting/ Computational Finance II	3	3	30	45	75	3
IV	22BTA002/ 22ATA001/ 22OEC002	OEC II : Basic Tamil II/ Advanced Tamil II/ Communicative English	2	2	-	50	50	2
		Total	31				825	29
SEMESTER V								
III	22BCM501	Core 13: Cost Accounting	5	3	50	50	100	4
III	22BCM502	Core 14: Entrepreneurial Development	5	3	50	50	100	4
III	22BCM503	Core 15: Income Tax Law and Practice	5	3	50	50	100	4
III	22BCM504	Core 16: Business Environment	5	3	50	50	100	4
III	22BCM505	Core 17: Financial Markets and Services	5	3	50	50	100	4

III	22BCME01/ 22BCME02/ 22BCME03	Elective I	5	3	50	50	100	4
III	22BCMPR1	Institutional Training	-		-		-	-
		Total	30				600	24
SEMESTER VI								
III	22BCM601	Core 18: Management Accounting	5	3	50	50	100	4
III	22BCM602	Core 19: Indirect Taxation	5	3	50	50	100	4
III	22BCM603	Core 20: Marketing Research	5	3	50	50	100	4
III	22BCME04/ 22BCME05/ 22BCME06	Elective II	5	3	50	50	100	4
III	22BCME07/ 22BCME09/ 22BCME08	Elective III	5	3	50	50	100	4
III	22BCMPR2	Project and Viva Voce	5	3	50	50	100	4
V	22NSS001/ 22NCC001/ 22SPT001/ 22EXT001	SOC 1: NCC/NSS/Sports/ Extension Activities	—	—	50	—	50	2
		Total	30				650	26
Total							4000	148

List of Skill Based Courses

S.No	Sem.	Course Code	Course Name	Credits
1	III	22BCMSB1	Skilled Practical I – Computer Applications in Business	3
2	III	22BCMSB2	Skilled Practical II - Computational Finance I	3
3	IV	22BCMSB3	Skilled Practical III – Computerized Accounting	3
4	IV	22BCMSB4	Skilled Practical IV – Commerce Practicals	3

List of Elective Courses

S.No	Sem.	Course Code	Course Name	Credits
Elective I				
1	V	22BCME01	Human Resource Management	4
2	V	22BCME02	Business Analytics	4
3	V	22BCME03	Organizational Behaviour	4

Elective II				
4	VI	22BCME04	Retail Marketing & Brand Management	4
5	VI	22BCME05	E-Commerce	4
6	VI	22BCME06	International Taxation	4
Elective III				
7	VI	22BCME07	International Financial Reporting Standards	4
8	VI	22BCME08	Investment Management	4
9	VI	22BCME09	Corporate Governance & Business Ethics	4

List of Open Elective Courses

S.No	Sem.	Course Code	Course Name	Credits
1	III	22BTA001	Basic Tamil-I	2
2	III	22ATA001	Advanced Tamil-I	2
3	III/IV	22OEC002	Communicative English	2
4	III	22BAEOE1	PC Software	2
5	III	22BBAOE1	Multimedia and its Applications	2
6	III	22BACOE1	Multimedia and its Applications	2
7	III	22BHMOE1	Event Management	2
8	III	22BCCOE1	Human Resource Management	2
9	III	22BCSOE1	Multi Media	2
10	III	22BCIOE1	E Business	2
11	III	22BCPOE1	Web Designing	2
12	III	22	Communicative Hindi-I	2
13	III	22BVCOE1	E- Commerce	2
14	IV	22BTA002	Basic Tamil-II	2
15	IV	22ATA002	Advanced Tamil-II	2
16	IV	22BAEOE2	Introduction to Information Security	2
17	IV	22BCAOE1	Banking Theory	2
18	IV	22BSCOE1	Management Information System	2
19	IV	22BITOE1	Microprocessor and its Applications	2
20	IV	22BCTOE1	Mathematical Aptitude	2
21	IV	22BMAOE1	Web Designing	2
22	IV	22BESOE1	Web Designing	2
23	IV	22BHMOE2	Communicative Hindi-II	2
24	IV	22BCDOE1	Introduction to Research	2
25	IV	22BVCOE2	Basics of Sound and Acoustics	2

List of Extra Credit Courses

Sem	Code	Course Title	Marks	Credits
III	22BCMEC1	Principles of International Trade	100	2
IV	22BCMEC2	Digital Finance	100	2
V	22BCMEC3	NPTEL/MOOC/SWAYAM Courses	100	2

Summary of the Programme

Part	No of Papers	Total Credits	Total Marks
I	4	10	400
II	4	10	400
III –Core	20	80	2000
III – Allied	4	16	400
III – Elective	3	12	300
III –Project	1	4	100
III - SBC	2	6	150
IV –Foundation Course	2	4	100
IV – OEC	2	4	100
V Extension Activities	1	2	50
Total	43	148	4000

VLB Janakiammal College of Arts and Science
Autonomous
Bachelor of Commerce (B.Com)
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted from the Academic Year 2023-2024 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CEE	Total	Credit
SEMESTER I								
I	23LATA01/ 23LAHI01/ 23LAMY01/ 23LAFR01	Language –I	5	3	25	75	100	4
II	23ENG001	English-I	5	3	25	75	100	4
III	23BCM101	Core 1:Principles of Accountancy	6	3	25	75	100	4
III	23BCM102	Core 2: Business Organisation	6	3	25	75	100	4
III	23BCMA01	Allied 1: Business Economics	6	3	25	75	100	4
IV	23UFCA01	Foundation Course I : Environmental studies	2	2	-	50	50	2
		Total	30				550	22
SEMESTER II								
I	23LATA02/ 23LAHI02/ 23LAMY02/ 23LAFR02	Language –II	5	3	25	75	100	4
II	23ENG002	English – II	3	2	0	50	50	2
II	23NMS001	NMS I -Effective English: Language Proficiency for Employability	2	2	0	50	50	2
III	23BCM201	Core 3: Financial Accounting	6	3	25	75	100	4
III	23BCM202	Core 4 : Commercial Law	6	3	25	75	100	4
III	23BCMA02	Allied 2 : Principles of Management	6	3	25	75	100	4
IV	23UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	22
SEMESTER III								
I	23LATA03/ 23LAHI03/ 23LAMY03/ 23LAFR03	Language - III	3	3	25	75	100	4

II	23ENG003	English III	3	3	25	75	100	4
III	23BCM301	Core 5 : Corporate Accounting	5	3	25	75	100	4
III	23BCM302	Core 6: Company Law and Secretarial Practice	5	3	25	75	100	4
III	23BCM303	Core 7 : Principles of Marketing	5	3	25	75	100	4
III	23BCMA03	Allied 3 : Business Mathematics	4	3	25	75	100	4
IV	23BCMSB1	SBC I - Computer Applications in Business – Office Automation	3	2	0	50	50	2
IV	23BTA001/ 23 ATA001/ 23BHMOE1	OEC I : Basic Tamil I /Advanced Tamil I/ Event Management	2	2	0	50	50	2
Total			30				700	28
SEMESTER IV								
I	23LATA04/ 23LAHI04/ 23LAMY04/ 23LAFR04	Language - IV	3	3	25	75	100	4
II	23ENG003	English IV	3	3	25	75	100	4
III	23BCM401	Core 8 : Higher Corporate Accounting	5	3	25	75	100	4
III	23BCM402	Core 9: Banking and Insurance	4	3	25	75	100	4
III	23BCM403	Core:10 Executive Business Communication	4	3	25	75	100	4
III	23BCMA04	Allied 4 : Business Statistics	4	3	25	75	100	4
IV	23BCMSB2	SBC II- Computational Finance	3	2	0	50	50	2
IV	23NMS002	NMS II – Office Fundamentals	2	2	-	50	50	2
IV	23BTA002/ 23 ATA002/ 23OEC002	OEC II : Basic Tamil I /Advanced Tamil I/ Communicative English	2	2	0	50	50	2
Total			30				750	30
SEMESTER V								
III	23BCM501	Core 11: Cost Accounting	5	3	25	75	100	4
III	23BCM502	Core 12: Entrepreneurial Development	5	3	25	75	100	4
III	23BCM503	Core 13: Income Tax Law and Practice	5	3	25	75	100	4
III	23BCM504	Core 14: Principles of Auditing	4	3	25	75	100	4
III	23BCM505	Core:15 Business Environment	4	3	25	75	100	4
III	23BCME01/ 23BCME02/ 23BCM E03	Elective I	4	3	25	75	100	4

III	23BCMITI	Institutional Training	-	-	-	--	-	-
IV	23BCMSB3	SBC III – Accounting Solution for Business	3	2	0	50	50	2
		Total	30				650	26
SEMESTER VI								
III	23BCM601	Core 16: Management Accounting	5	3	25	75	100	4
III	23BCM602	Core 17: Indirect Taxation	4	3	25	75	100	4
III	23BCM603	Core 18: Investment Management	4	3	25	75	100	4
III	23BCME04/ 23BCME05/ 23BCME06	Elective II	4	3	25	75	100	4
III	23BCME07/ 23BCME09/ 23BCME08	Elective III	4	3	25	75	100	4
III	23BCMPR2	Project Viva Voce	4	3	50	50	100	4
IV	23NMS003	NMS III – Project Based Learning	2	3	0	50	50	2
IV	23BCMSB4	SBC IV – Fundamentals of Business Research	3	2	0	50	50	2
V	23NSS001/ 23NCC001/ 23SPT001/ 23EXT001	SOC 1 : NSS/NCC/Sports/ Extension Activity	0	0	50	0	50	2
		Total	30				750	30
Total							3950	158

List of Skill Based Courses

S.No	Sem.	Course Code	Course Name	Credits
1	III	23BCMSB1	Skilled Practical I – Computer Applications in Business – Office Automation	2
2	IV	23BCMSB2	Skilled Practical II – Computational Finance	2
3	V	23BCMSB3	Skilled Practical III – Accounting Solution for Business	2
4	VI	23BCMSB4	Skilled Practical IV - Principles of Business Research	2

List of Elective Courses

S.No	Sem.	Course Code	Course Name	Credits
Elective I				
1	V	23BCME01	Retail Marketing & Brand Management	4
2	V	23BCME02	Business Finance	4
3	V	23BCME03	Financial Markets and Services	4

Elective II				
4	VI	23BCME04	Human Resource Management	4
5	VI	23BCME05	Business Analytics	4
6	VI	23BCME06	Organizational Behaviour	4
Elective III				
7	VI	23BCME07	International Financial Reporting Standards	4
8	VI	23BCME08	E-Commerce and MIS	4
9	VI	23BCME09	Corporate Governance & Business Ethics	4

List of Open Elective Courses

S.No	Sem.	Course Code	Course Name	Credits
1	III	23BTA001	Basic Tamil-I	2
2	III	23ATA001	Advanced Tamil-I	2
3	III/IV	23OEC002	Communicative English	2
4	III	23BCAOE1	PC Software	2
5	III	23BBAOE1	Multimedia and its Applications	2
6	III	23BACOE1	Multimedia and its Applications	2
7	III	23LATOE1	Principles of Healthy Living	2
8	III	23BCCOE1	Human Resource Management	2
9	III	23BCAOE2	Multi Media	2
10	III	23BCAOE3	E Business	2
11	III	23BSCOE1	Web Designing	2
12	III	23BAVOE1	Multimedia and its applications	2
13	IV	23BTA002	Basic Tamil-II	2
14	IV	23ATA002	Advanced Tamil-II	2
15	IV	23BCAOE4	Introduction to Information Security	2
16	IV	23BCSOE1	Banking Theory	2
17	IV	23BESOE1	Microprocessor and its Applications	2
18	IV	23BMAOE1	Mathematical Aptitude	2
19	IV	23BCTOE1	Office Automation Practicals	2
20	IV	23BITOE1	Python Programming	2
21	IV	23BCDOE1	Introduction to Research	2
22	IV	23BVCOE2	Professional Communication	2
23	IV	23BCMOE1	Management Information System	2

List of Extra Credit Courses

Sem	Code	Course Title	Marks	Credits
III	23BCMAC1	Principles of International Trade	100	2
IV	23BCMAC2	Digital Finance	100	2
V	23BCMAC3	NPTEL/MOOC/SWAYAM Courses	100	2

Summary of the Programme

Part	No of Papers	Total Credits	Total Marks
I	4	16	400
II	4	14	350
III –Core	18	72	1800

III – Allied	4	16	400
III – Elective	3	12	300
III – Project Viva Voce	1	4	100
IV –NMS	3	6	150
IV - SBC	4	8	200
IV –Foundation Course	2	4	100
IV – OEC	2	4	100
V Extension Activities	1	2	50
Total	46	158	3950

SEMESTER – V

PART III - CORE 13: COST ACCOUNTING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCM501	Cost Accounting	Core 13	48	12	0	4
Preamble: To enable the student to have thorough knowledge on Cost Accounting principles and practices.						
Prerequisite: Basic knowledge in Accountancy						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the fundamental concepts of the Costing.					K1,K2
CO2	Develop the knowledge over handling of material and its control.					K2
CO3	Acquire the skill regarding various methods of wage calculation and distribution of overheads.					K2
CO4	Prepare process costing.					K3
CO5	Gain the knowledge about managerial applications of marginal costing.					K1,K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	L	S	M	L	L	S	S	S
CO2	S	S	L	S	L	S	M	M	S	M
CO3	S	S	L	S	M	M	M	M	S	L
CO4	S	S	L	M	L	L	L	L	S	M
CO5	S	S	S	M	S	M	S	M	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Cost Accounting – Definition – Meaning and Scope – Objectives and Importance of Cost Accounting - Concept and Classification – Costing: An Aid to Management – Types of Cost - Methods of Costing –Limitations of Cost Accounting - Cost Accounting vs. Financial Accounting– Cost Audit - Preparation of Cost Sheet.	12	www.youtube.com/watch?v=tfErI0bWpRs www.youtube.com/watch?v=apRWwI24xuA
II	Material Control: Need for Material Control – Levels of Material Control (Maximum, Minimum and Reorder Level) – Economic Order Quantity – ABC, VED Analysis. Purchase and Stores Control - Pricing of Material Issue (FIFO, LIFO and Weighted Average Method).	12	www.youtube.com/watch?v=0YLHjA_OePA
III	Labour: Systems of Wage Payment (Time Rate, Piece Rate: Taylor’s Differential Piece Rate System, Merrick’s Multiple Piece Rate System, Gantt’s Task and Bonus Plans)- Incentive methods(Halsey incentive scheme , Rowan plan) – Treatment of Overtime and Idle time – Labour Turnover. Overhead – Classification of Overhead – Allocation and Absorption of Overhead.	12	www.youtube.com/watch?v=gZ9s8gv9wjM www.youtube.com/watch?v=Qcps2qET5I0
IV	Process Costing – Features of Process Costing – Process Losses, Wastage, Scrap, Normal Process Loss – Abnormal Loss, Abnormal Gain (Including Inter Process Profit)	12	www.youtube.com/watch?v=7x1Y2apUx-I
V	Marginal Costing – Meaning, Definition, Benefits and Limitations of Marginal Costing –Break Even Analysis – Application of Marginal Costing in Business Decision Making.	12	www.youtube.com/watch?v=kIvf72GBInI
	Total	60	

NOTE : Distribution of Marks : Theory 20% and Problems 80%

Text Book

1. M.N.Arora, A Text Book of Cost and Management Accounting, 11th Edition, S Chand and Company Ltd 2021.

Reference Books:

1. M.N.Arora, Cost and Management Accounting, 3rd Edition, Himalaya Publishing House, 2018.
2. Ravi M Kishore, Cost and Management Accounting. 6th Edition, Taxmann Publication, 2021

Websites

1. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-January-2021.pdf>
2. https://www.icai.org/post.html?post_id=17759
3. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf

Learning Methods (*):

Assignment/Seminar

SEMESTER – V**PART-III- CORE 14: ENTREPRENEURIAL DEVELOPMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCM502	Entrepreneurial Development	Core 14	48	12	0	4
Preamble: To enable the Students to learn the fundamentals of being a good Entrepreneur.						
Prerequisite: Basic knowledge about business.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the basic concepts of entrepreneurship.					K1
CO2	Apply the knowledge on project identification and Evaluation.					K3
CO3	Gather knowledge about various institutions facilitating entrepreneurs.					K2
CO4	Analyze the various subsidies and incentives available for entrepreneurs.					K4
CO5	Analyse the causes for industrial sickness and suggest remedies.					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	M	M	S	S
CO2	M	L	S	L	S	S	M	S	S	M
CO3	L	L	M	L	S	S	L	M	S	L
CO4	L	L	M	L	M	M	M	L	S	M
CO5	L	L	M	L	L	M	L	M	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Concept of Entrepreneurship: Definition - Nature and Characteristics of Entrepreneurship –Function – Classifications - Development of Women Entrepreneur and Rural Entrepreneur–Social Entrepreneurship - Self Employment - Problem of Women Entrepreneur – Theories of Entrepreneurship.	12	https://www.youtube.com/watch?v=MdNNGfoxrqA
II	The Start-up Process, Project identification – Business Idea – Sources of Business Idea – Selection of the Product – Project formulation - Evaluation – Feasibility Analysis - Project Report.	12	https://www.youtube.com/watch?v=KIVdZCIPYis
III	Institutional Services to Entrepreneurs – DIC-SIDO- NSIC – SISI - SIDCO and KVIC, Institutional Finance to Entrepreneurs: IFCI – SFC – IDBI – ICICI – SIPCOT – Indian Institute of Entrepreneurship.	12	https://study.com/academy/lesson/institutional-entrepreneurship-theory-examples.html
IV	Incentives and Subsidies – Subsidized services – Subsidy for Market - Transport – Seed Capital Assistance –Taxation benefit to SSI - Role of Entrepreneur in Export Promotion and Import substitution, Make in India, Start –Up India.	12	https://www.youtube.com/watch?v=nsaHrhiDiL8
V	Industrial Sickness- Symptoms- Remedies – Causes – Successful Entrepreneurs in India - Entrepreneurial Scenario in India.	12	https://www.youtube.com/watch?v=jQd4W-fQhCA
Total		60	

Text Book

1. S A Kumar, S C Poornima, Entrepreneurship Development, New Age publishers, 1st Edition, 2021.

Reference Books:

1. C A Abha Mathur, Entrepreneurship Development, Taxmann, First Edition, 2021
2. Gordon.E, Natarajan.K, Entrepreneurship Development, Himalaya Publishing house, Mumbai, 2018.

Websites

<http://www.editn.in/>
<https://www.niesbud.nic.in/>

Learning Methods (*):

Assignment/Seminar

SEMESTER – V**PART III - CORE 15 : INCOME TAX LAW AND PRACTICE**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCM503	Income Tax Law and Practice	Core 15	50	10	0	4
Preamble: To familiarize the students with the basic Provisions of the Income Tax						
Prerequisite: Basic knowledge in Taxation system.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Explain the basic concepts of Income Tax					K1
CO2	Familiarize different heads of income and also determine the income from salary					K2
CO3	Compute income from house property and also explain the computation of income from profession or business					K3, K2
CO4	Explain the various types of capital assets, compute capital gains and Income from other sources					K3
CO5	Equip with the assessment of individuals and explain the concept of e-filing.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	M	L	S	S	S
CO2	S	L	S	L	S	L	L	M	S	M
CO3	M	L	S	L	M	L	L	M	S	L
CO4	M	L	M	L	S	M	M	M	S	M
CO5	M	L	L	S	M	L	L	L	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Income Tax -Meaning – Tax Planning- Assessment year - Previous year- Assessee- Types of Assessee - Residential Status of Person - Exempted Income.	12	https://www.youtube.com/watch?v=UTxWeizxFcY https://www.youtube.com/watch?v=XAOw1ol3jFU
II	Heads of Income- Income from Salaries – Characteristics of Salary - Treatment of Provident Fund – Allowances – Types - Perquisites- Types – Valuation of Rent Free Accommodation- Calculation of Income from Salary.	12	https://www.youtube.com/watch?v=Ht61Ub3NjuQ https://www.youtube.com/watch?v=bLrrOGkK9JU
III	Income from House Property – Exempted Income from House Property – Different types Rental Value – Determination of Annual Rental Value – Calculation of Income from House Property-Profits and Gains of Business or Profession – Computation of Business and Professional Income.	12	https://www.youtube.com/watch?v=s4l8e3CZ6bQ https://www.youtube.com/watch?v=uMTK4Xpj79s
IV	Capital Gains – Types - Determination of Cost of Acquisition - Set-off and Carry Forward of Losses – Income from Other Sources - Deduction of Tax at Source.	12	https://www.youtube.com/watch?v=RKqEmEmhzcA https://www.youtube.com/watch?v=nTVRAagOA7c
V	Deductions to be made from Total Income - Assessment of Individuals - Computation of Tax Liability –E-Filing –Procedure.	12	https://www.youtube.com/watch?v=iTBfEaTJusU
Total		60	

Text Book

1. Gaur.V.P and Narang.D.B, Puja Gahai,Rajeev Puri , Income Tax Law and Practice ,51st Edition, Kalyani Publishers , 2023, New Delhi. .

Reference Books:

1. T.S.Reddy and Y.Hari Prasad Reddy, Income Tax Law and Practice(A.Y. 2023-2024), Margham Publication, Chennai
2. Vinod.K. Singhania, Kapil Singhania, Direct Taxes Law and Practice, 1st Edition, Taxmann, New Delhi.

Websites

1. https://www.icai.org/post.html?post_id=10170
2. https://www.dor.gov.in/sites/default/files/IT%20Act%20%28English%29_0.pdf

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – V
PART III - CORE 16 : PRINCIPLES OF AUDITING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCM504	Principles of Auditing	Core 16	50	10	0	4

Preamble: To enable the students to learn principles and practices of Auditing

Prerequisite: Basic knowledge in commerce .

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the basic auditing principles, concepts, planning an audit and due diligence.	K1
CO2	Acquiring complete knowledge about the classification of Audit.	K2
CO3	Gain expert knowledge on the qualities and their duties and responsibilities of an auditor.	K3, K2
CO4	Apply the concepts of audit planning and vouching.	K4
CO5	Illustrate the method for Verification and Valuation of Assets and Liabilities.	K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	M	S	M	M	M	S	L
CO2	S	L	S	L	S	M	M	M	S	L
CO3	S	L	M	L	S	L	S	L	M	L
CO4	M	L	M	L	M	L	M	L	L	L
CO5	L	L	M	L	S	M	L	L	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Origin of Auditing – Definition – Scope – Objectives – Documentation- Sampling and Internal Control Audit – Compulsory Tax Audit – Certification for Claiming Exemption – Selective Tax Audit – Tax Consultancy - Management of Audit – Importance – Objectives – Limitations.	12	https://youtu.be/fl2hrZ8Bxbk https://www.youtube.com/live/wDu5Y8-rzcw?feature=share
II	Classification of Audit – Scope - Nature of Statutory Audit – Continuous Audit – Final Audit - Partial Audit - Balance Sheet Audit –Receipts and Payment audit - Procedures of Balance Sheet Audit - Performance Audit.	12	https://youtu.be/gUIEUjWhPfs https://youtu.be/T_5PE-5y1TQ
III	Qualification of Auditor – Appointment of an Auditor – Duties - Rights and Liabilities of an Auditor - Audit Report – Kinds of Audit Report	12	https://youtu.be/DzGxh_b4wCk https://youtu.be/pQxdtjWe36o
IV	Audit plan- Developing an Audit Plan- Vouching – Meaning – Objectives, Importance of Voucher – Types of Vouchers.	12	https://youtu.be/IL2KaN53E7o https://youtu.be/OOK8zt0uvfw
V	Verification and Valuation of Assets and Liabilities – Audit Approach- EDP and Mechanical System- Audit with the Aid of Computers- Recent Trends in Auditing- Forensic Auditing.	12	https://youtu.be/adZ334IXcvY https://youtu.be/tjAITCrvPok
Total		60	

Text Book:

1. Ravinder Kumar, Virendhar Sharma , Principles of Auditing, 3rd Edition, PHI Learning, 2018.

Reference Books:

1. Sanjip Kumar Basu, Auditing and Assurance, Pearson Education, 2020.
2. V. Sundari. Principles of Auditing, Charulatha Publication, 2019.

Websites

1. <https://www.vedantu.com/commerce/concept-of-auditing>
2. https://www.tutorialspoint.com/auditing/auditing_basic_principles.html

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – V

PART III - CORE 17: FINANCIAL MARKETS AND SERVICES

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCM505	Financial Markets and Services	Core 17	48	12	0	4

Preamble: To know the concepts of Financial markets and services.

Prerequisite: Basic knowledge in sources of finance.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the role and function of the Indian financial system.	K1
CO2	Acquire knowledge concerning to management of financial products and services	K2
CO3	Gain knowledge on Venture Capital and Leasing.	K1, K3
CO4	Understand the concepts of mutual funds.	K2
CO5	Acquire the knowledge about factoring and credit rating.	K2, K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	M	S	M	S	S	M
CO2	L	M	S	M	S	M	M	M	S	M
CO3	L	L	L	M	S	M	M	M	M	L
CO4	S	L	M	L	S	S	L	M	M	M
CO5	M	L	M	L	S	S	L	L	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Financial System in India – Role of Financial System in Economic Development – Financial Markets and Financial Instruments . Financial Services: Concept, Nature and Scope – Regulatory Frame Work of Financial Services– Financial Services Sector Problems and Reforms.	12	https://youtu.be/xQs6Ug4MGls
II	Merchant Banking – Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India.	12	https://youtu.be/7mXQyu2z3WM
III	Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital. Leasing – Types of Leases – Evaluation of Leasing Option Vs. Borrowing.	12	https://youtu.be/Lbs6ORiE0NI
IV	Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management – De-mat Services-need and Operations-role of NSDL and CSDL.	12	https://youtu.be/D4PqE1whQOw
V	Factoring, Forfeiting and Bill Discounting – Types of Factoring Arrangements – Factoring in the Indian Context. Credit Rating – Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE.	12	https://youtu.be/mgdHE5sxQUQ
	Total	60	
Text Book			
1. Bhole & Mahakud, Financial Institutions and Market, - McGraw- Hill Company, New Delhi - 2018.			
Reference Books:			
1. Frederic S. Mishkin, Stanley Eakins, Financial Markets and Institutions, 8 th Edition, Pearson education, 2018.			
2. DK Murthy, and Venugopal, Indian Financial System, I K International Publishing House - 2019.			
Websites			
https://www.himpub.com/documents/Chapter1321.pdf			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER – V**PART III – ELECTIVE 1: HUMAN RESOURCE MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCME01	Human Resource Management	Elective 1	48	12	0	0
Preamble: To enable the students to acquire the knowledge on Human resources management.						
Prerequisite: Basic knowledge about employees and labour in an organization.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the concept of HRM and its relevance to an Organization.					K1, K2
CO2	Summarize the various functioning of HR Department.					K2
CO3	Develop necessary skill set for application of various HR issues.					K3
CO4	Demonstrate appropriate HR competencies at the workplace.					K3
CO5	Able to handle employee issues and evaluate the new trends in HRM.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	L	S	S	S	M	L	S	S
CO2	M	S	L	S	S	S	M	L	S	M
CO3	L	S	L	S	M	M	L	M	M	M
CO4	L	S	M	M	S	S	L	M	S	L
CO5	L	S	M	L	M	M	M	L	M	M

S– Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Human Resource Management: Introduction – HRM in India – System approach in HRM - Human Resource Manager: Qualities & Roles. Human Resource Planning: Process – Levels – Problems - Guidelines for effective Human resource planning.	10	https://youtu.be/A2HFusWQIeE
II	Job Analysis: Introduction - Techniques – Job Description – Job Specification – Job Design – Approaches – Methods. Recruitment: Introduction – Sources of Recruitment – Techniques – Recruitment practices in India. Selection: Introduction – Step – Testing and Competency Mapping.	12	https://youtu.be/k9y2lgUeUGk
III	Placement and Induction: Introduction – Steps to make Induction effective. Employee Training: Introduction – Methods & Steps – Evaluating training effectiveness. Career Planning and Development: Process – Making career planning successful – Career Development.	12	https://youtu.be/Z3k9T5WUAg8
IV	Performance Appraisal: Introduction - Process – Methods – Performance appraisal through MBO – 360 degree appraisal techniques - Performance Management. Job Evaluation: Process – Essentials – Methods. Wage and Salary Administration – Wage board & Pay commission in India.	12	https://youtu.be/JbplaTF_kiw
V	Job Satisfaction: Measurement – Determinants. Quality of work life: Dimension – Principles. Management of Stress: Consequences – Coping with stress - Methods of stress management. Grievances- Meaning -Causes of Grievances-Understanding Employees Grievances - Redressal of Grievances-Grievances Redressal in Indian Industry.	14	https://youtu.be/D7BPDvU1YJo
Total		60	

Text Book

1. S. S. Khanka, Human Resource Management – S Chand, 2nd Edition, 2019.

Reference Books

1. Jaquina Gilbert, Human Resource Management, Vibrant Publishers, 1st Edition, 2020
2. L M Prasad, Human Resource Management, Sultan Chand & Sons, 2018

Websites

1. <https://open.umn.edu/opentextbooks/textbooks/71>
2. https://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf

Learning Methods (*): Assignment/Seminar

SEMESTER – V
PART-III- ELECTIVE 1: BUSINESS ANALYTICS

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCME02	Business Analytics	Elective I	48	12	0	4

Preamble: To equip the students with the knowledge on business analytics and to take effective managerial decisions.

Prerequisite: Basic Knowledge of data analysis.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Acquire the practical knowledge in Business Analytics.	K1
CO2	Understand concepts of Descriptive Analytics.	K2
CO3	Equip with the knowledge on Data mining for business.	K3, K4
CO4	Understand the concepts of Prescriptive Analytics.	K4
CO5	Analyse about the R environment.	K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	M	S	S	L	S	M	S
CO2	S	M	L	M	M	S	M	M	L	M
CO3	L	L	S	L	S	S	M	M	M	L
CO4	M	S	L	L	S	M	M	M	L	S
CO5	L	L	M	L	M	S	L	M	S	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to business analytics: Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data- Business decision modeling.	12	https://www.youtube.com/live/tYsuaDTaw-8?feature=share
II	Descriptive analytics: Overview of Description Statistics (Central Tendency, Variability), Data Visualization -Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Advanced Ms-Excel or SPSS.	12	https://youtu.be/7HVM40uzmWE
III	Predictive analytics: Trend Lines, Regression Analysis – Linear & Multiple, Predictive modeling, forecasting Techniques, Data Mining - Definition, Approaches in Data Mining- Data Exploration & Reduction, Data mining and business intelligence, Data mining for business, Classification, Association, Cause Effect Modeling.	12	https://youtu.be/xEmrFePGjEg https://youtu.be/NSqOv5k68kE
IV	Prescriptive analytics: Overview of Linear Optimization, Non Linear Programming Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods - Text analytics Web analytics.	12	https://youtu.be/NSqOv5k68kE
V	Programming using R: R Environment, R packages, Reading and Writing data in R, R functions, Control Statements, Frames and Subsets-Advantages and Disadvantages of using R.	12	https://youtu.be/mC6hGhkCiCM
Total		60	

Text Book:

1. Dinesh Kumar, Business Analytics, 2nd Edition, Wiley Publisher, 2022

Reference Books:

- 1.SandhyaKuruganti,BusinessAnalytics:ApplicationsToConsumerMarketing,McGrawHill, 2019
- 2.Umesh R Hodeghatta and Umesh Nayak,Business Analytics using R-Practical Approach A press,2018.

Websites

1. <https://www.studocu.com/in/u/36496804?sid=01683971900>
2. <https://studyonline.unsw.edu.au/blog/descriptive-predictive-prescriptive-analytics>
3. <https://intellipaat.com/blog/tutorial/r-programming/>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – V

ELECTIVE I - ORGANISATIONAL BEHAVIOUR

Course code	Course name	Category	Lecture (L)	Tutorial(T)	Practical(P)	Credits
21BCME03	Organisational Behaviour	Elective I	48	12	0	4

Preamble: To enable the Students to learn the fundamentals of Organizational Behaviour.

Prerequisite: Basic knowledge on management principles.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the concept of organizational behavior and management functions in organization.	K1
CO2	Gain knowledge about personality and its theories, practically applicable for individual behavior, perception and learning in an organization.	K3
CO3	Gain knowledge about the motivational theories and attitudes in an organization.	K3
CO4	Understanding the concept of interpersonal behavior in an organization.	K2
CO5	Gather knowledge in managing the stress and conflict.	K4,K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	M	S	M	S	M	M	S
CO2	M	L	L	L	S	S	M	M	M	M
CO3	L	L	L	M	M	M	S	L	L	M
CO4	L	L	S	L	S	S	M	L	M	L
CO5	L	L	M	L	L	L	M	L	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Nature of Organisational Behaviour - Concept of Organizations - Concept of Organisational Behaviour – Challenges - Background and Foundation of Organisational Behaviour - Scientific Management – Fayol’s Administrative Management – Bureaucracy.	12	https://www.youtube.com/watch?v=SheMhZeajyk
II	Nature of Human Behaviour - Concept of Behaviour – Individual Differences – Personality - Concept of Personality – Personality Measurement – Perception - Concept of Perception –	12	https://www.youtube.com/watch?v=UNjYZJzQGSU
III	Attitudes – Attitudes Relevant for Organisational Behaviour – Attitude Change – Values – Motivation – Concept – Theories –Maslow’s theory, Herberg’s motivational theory-Vroom’s expectancy theory, Equity theory, Theory of X,Y and Z - Motivational Pattern in Indian Organizations.	12	https://www.youtube.com/watch?v=S1cxPJ4g1ak
IV	Morale and Morale building. Interpersonal Behaviour - Nature of Interpersonal Behaviour – Transactional Analysis- Organizational culture and climate – Factors affecting organizational climate – Importance	12	https://www.youtube.com/watch?v=YX8YGBs7AfY
V	Job satisfaction – Determinants – Measurements – Influence on behavior - Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change - Stress – Work Stressors – Prevention and Management of stress – Balancing Work and Life.	12	https://www.youtube.com/watch?v=MfL_0ko4T3o
	Total	60	

Text Book:

1. Steven L. McShane, Mary Ann Von Glinow Organisational Behaviour, Mc Graw Hill, 2022

Reference Books:

1. Aswathappa, Organisational Behaviour, Himalaya Publisher 12th Edition 2018
2. Mary Uhl-Bien, John R. Schermerhorn Jr. Organisation Behaviour, Wiley Publisher, 2021

Websites:

<https://onlinelibrary.wiley.com/journal/10991379>
<https://www.businessmanagementideas.com/notes/management-notes/organizational-behaviour-notes/12614>
<https://www.geektonight.com/organisational-behaviour-notes-pdf/>

Learning Methods (*) :

Assignment/Seminar

SEMESTER – VI
PART III - CORE 18: MANAGEMENT ACCOUNTING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCM601	Management Accounting	Core 18	48	12	0	4
Preamble: To enable the students to understand the fundamental concepts of Management Accounting.						
Prerequisite: Basic knowledge on accounting						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the basics of management accounting.					K1
CO2	Develop the skill to prepare and analyze various financial statements					K3,K4
CO3	Acquire the knowledge of various financial ratios and its applications.					K2,K3
CO4	Learn the practical aspects of working capital and its management.					K2,K3
CO5	Gain the knowledge about Budgetary control techniques.					K3,K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	S	S	S	S	M	M
CO2	S	L	M	S	S	S	S	M	M	M
CO3	S	L	M	M	L	L	M	S	S	S
CO4	S	L	M	M	S	S	S	S	S	S
CO5	S	L	S	M	S	S	S	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Management Accounting – Meaning and Definition – Nature and Scope – Functions – Objectives - Importance and Limitations of Management Accounting – Comparison of Management Accounting with Financial and Cost Accounting – Tools and Technique of Management Accounting.	12	https://www.youtube.com/watch?v=WNMgL4GXjkk
II	Financial Statement Analysis and Interpretation – Comparative Statement Analysis , Common Size Statement Analysis -Trend Analysis.	12	https://www.youtube.com/watch?v=uUnP5qkbQ20
III	Ratio Analysis – Liquidity Ratios – Activity Ratios – Profitability Ratios – Solvency Ratios – Preparation of Balance Sheet.	12	https://www.youtube.com/watch?v=-UbFZRd8Eds
IV	Working Capital Management- Meaning Definition- Determinants of Working Capital - Schedule of changes in Working Capital. Fund Flow statement – Meaning – Functions – Uses of Fund Flow Statement. Cash Flow statement – Definition - Uses of Cash Flow Statement – Limitations- Preparation of Cash Flow.	12	https://www.youtube.com/watch?v=-UbFZRd8Eds
V	Budgeting and Budgetary Control – Definition – Importance, Essentials – Classification of Budgets – Cash Budget, Sales Budget, Purchase Budget, Production Budget, Production Cost Budget, Flexible Budget, Master Budget- Zero Based Budgeting.	12	https://www.youtube.com/watch?v=ASIJwTnRFWk
Total		60	
Note: Distribution of marks: Theory 20% and Problems 80%.			
Text Book			
1.CMA M.N. Arora and Priyanka Katyal, Management Accounting, Himalaya publishing House, New Delhi.2021.			
Reference Books:			
1.Shashi K. Gupta and R.K. Sharma, Neeti Gupta, Management Accounting, Kalyani Publishers, New Delhi,2016.			
2. Dr. R. Ramachandran and Dr. R. Srinivasan, Management Accounting – Theory, Problems and Solutions,14 th Revised Edition, Sri Ram Publications, Trichy, 2020.			
Websites			
1. www.icsi.edu			
2. www.icaai.org .			
Learning Methods (*):			
Assignment/Seminar/Guest Lecture/Industrial Visit			

SEMESTER – VI
PART III - CORE 19: BUSINESS FINANCE

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCM602	Business Finance	Core 19	48	12	0	4

Preamble: To enable the student to gain knowledge with the concepts of finance, financial plan and decision, capital structure and sources of finance.

Prerequisite: Basic knowledge in Business finance.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Acquire the conceptual knowledge of business finance and to understand its functions .	K1
CO2	Understand the concepts of financial planning and its requirements	K2
CO3	Gather knowledge regarding the bases of capitalization and its causes.	K2
CO4	Acquire the knowledge about theories of capital structure and Cost of Capital.	K3,K4
CO5	To identify the various sources of finance and forms of Lease.	K1,K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	M	S	M	L	S	S	L
CO2	S	S	S	M	M	L	M	S	S	M
CO3	S	S	M	S	M	L	L	S	S	M
CO4	M	S	S	S	L	L	S	S	M	M
CO5	S	S	S	M	L	M	S	S	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Business Finance: Introduction –Concepts – Objectives - Scope –Functions of Finance – Functions of Financial Manager-Traditional and Modern Concepts- Approaches – Financial Decision - Risk- Return trade off.	12	https://youtu.be/oKxzoDskVr4?si=v4NRqc5VcwiiZtGa
II	Financial Plan: Meaning – Objectives - Principles of Sound Financial Plan - Steps in Financial Planning - Estimation of Financial requirements of a firm - Limitations of Financial Planning.	12	https://youtu.be/pd29VYF6e-U?si=OVvQYDqzbgall aXs
III	Capital Structure – Meaning and Importance – Factors affecting Capital Structure - Theories of Capital Structure – Leverages - Financial Leverage – Operating leverage.	12	https://www.youtube.com/watch?v=xO20sAjwbq4
IV	Capitalization: Meaning - Need –Types – Over Capitalization – Under Capitalization - Causes – Effects - Remedies – Watered Stock – Watered Stock vs. Over Capitalisation. Cost of Capital – Meaning – Concepts – Significance – Classification – Determination of Cost of Capital. (Problem & Theory)	12	https://youtu.be/kLumVVPcTzM?si=rPINUymO0Id296hr
V	Dividend: Forms of Dividend-Dividend policies-Determinants of dividend policy - Dividend Theories: Walter’s model – Gordon and MM’s models.	12	https://youtu.be/LTDUoUTn4JE?si=CPs0ryN1F2WVI6tK
Total		60	

Note: Distribution of marks: Theory 80% and Problems 20%.

Text Book

1. Shashi K. Gupta and Anuj Gupta, Business Finance ,Kalyani Publishers , New Delhi, 2015.

Reference Books:

1. Pandey.I.M, Financial Management, Vikas, Mumbai 11th reprint, 2004.
2. Khan.M.Y and Jain, Financial Management, 12th Edition, MC Graw Hills, New Delhi, 2014.

Websites

1. <https://emeritus.org>
2. <https://www.toppr.com>

Learning Methods (*):

Assignment/Seminar

SEMESTER – VI**PART III - CORE 20: FUNDAMENTALS OF BUSINESS RESEARCH**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCM603	Fundamentals of Business Research	Core 20	48	12	0	4
Preamble: To enable the student to equip with the application of Research Tools and Techniques.						
Prerequisite: Basic knowledge in market and research.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the types of research, process and technique involved in research problem.					K1,K2
CO2	Identify various sampling methods and the research methodology					K2
CO3	Understand and apply the statistical application in research.					K2
CO4	Develop skill in analysis of Sales, market segmentation and its positioning.					K3,K4
CO5	Gather knowledge in industrial marketing research and preparation of research report.					K1,K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	M	M	L	L	S	L	S	L	L
CO2	M	M	L	L	M	S	L	S	L	L
CO3	L	L	M	M	M	S	L	S	L	L
CO4	M	S	S	M	L	S	L	M	L	L
CO5	L	M	S	S	M	S	S	M	M	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Research – Objectives of Research – Significance of Research-Types of Research - Applications, Limitations – The Research Process – Criteria of Good Research – Literature review- Defining a Research Problem.	12	https://youtu.be/ABLHV5Ce6TI
II	Meaning of Research Design- Formulation – Types of Research Design –Sampling and Sampling Design - Sampling Method: Probability Sampling and Non-probability Sampling.	12	https://youtu.be/9AQzsiNFxHk
III	Data Collection – Primary Data Collection – Designing of Questionnaire – Interview - Observation – Pilot Study and Case Study. Measurement and Scaling Techniques. Secondary Data- Sources.	12	https://youtu.be/f53nXH0MXx4
IV	Data Processing: Editing, Coding, Classification and Tabulation. Analysis of Data - Data Testing - Hypotheses – Simple Percentage Analysis – Chi-Square Test – Analysis of Variance (ANOVA) – Interpretation.(Theory only)	12	https://youtu.be/rhkZ2iiLGjU?si=dyacFAXw5txm4LVO
V	Interpretation and Report Writing – Techniques of Interpretation – Steps in Report Writing – Layout and Types of Report. Norms for using Index, Tables, Charts, Diagram, Appendix and Bibliography. Role of IT in Research – Research and Publication Ethics.	12	https://youtu.be/k5DJotTayhA?si=ThcaPfdt_z3WXbPw
	Total	60	
Text Book			
1. C.R.Kothari., Research Methodology, 2nd Revised Edition, New Age International Publishers, New Delhi, 2017.			
Reference Books:			
1. Dr. Bonita Kolb, Marketing Research, 2nd Edition. 2017,SAGE Publications Ltd.			
2. Naresh K. Malhotra and Satyabhusan Das , Marketing Research,7 th Edition, 2019, Pearson Education.			
Websites			
1.http://www.jmpcollege.org			
2.https://hpuniv.ac.in			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER – VI

PART III –ELECTIVE II – RETAIL MARKETING AND BRAND MANAGEMENT

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
21BCME04	Retail Marketing and Brand Management	Elective II	50	10	0	4
Preamble: To Gain knowledge in legal aspects of Business and commercial activities						
Prerequisite: Basic knowledge in commerce						
Course Outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Know about trends in Retailing services and production					K1
CO2	Understand the trade area analysis and evaluation, selection, store design and layout.					K2
CO3	Give insights on branding initially and provides big picture of it.					K3
CO4	Understand brand image and brand equity models.					K2
CO5	Equip with Brand valuation methods also the issues and challenges.					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	M	S	M	S	L	M	M	S	S
CO2	S	S	M	L	M	M	M	S	M	S
CO3	L	L	L	M	L	S	M	L	S	M
CO4	L	S	S	S	S	M	S	M	S	L
CO5	M	M	M	L	M	L	M	M	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Retailing - Definition and Meaning- Characteristics-Functions- Role of retailing- Trends in Retailing- Types of Retailing-Forms of Retailing based on ownership- Non-Store Retailing- On-line sales- Service and Product Retailing-Retail theories-Wheel of Retailing.	12	https://www.youtube.com/watch?v=QMp0MF_CcVTo
II	Retail Pricing: Pricing Factors- Pricing Methods- Retail pricing strategies: Promotion Pricing- Competitive Pricing, Pricing strategies- Retail promotion strategies- Retail Advertisement- Marketing and Promotion- Criteria for selection of suppliers and Home Delivery.	12	https://slideplayer.com/slide/5119662/
III	Meaning and concept of Brand - Evolution, Perspectives, Anatomy, Types of Brand Names -Brand Name Associations - Brand Vs. Products - Advantages of Brands to Consumers and Firms - Brand Components and Choosing Brand Elements - Branding Challenges and Opportunities.	12	https://marketbusinessnews.com/financial-glossary/brand/
IV	Brand Image - Image Dimensions - Brand Associations and Image - Brand Identity -Perspectives, Levels and Prisms - Managing Brand Image - Stages - Functional, Symbolic and Experiential Brands - Brand Equity - Source of Equity - Brand Equity Models, Brand Audit, Brand Loyalty and Cult Brands.	12	https://m.youtube.com/watch?v=jfEiH8E6-Hk
V	Brand Valuation - Methods of Valuation, Implications for Buying and Selling Brands -Applications - Branding Industrial Products, Services and Retailers - Building Brands Online- Indianisation of Foreign Brands and Taking Indian Brands Global - Issues and Challenges.	12	https://www.investopedia.com/terms/b/brandequity.asp
Total		60	
Text Book			
1. MahimSagar, Deepali Singh, D.P Agrawal, Achintya Gupta, Brand Management, Ane Books Pvt Ltd, 2009.			
2. Dr.L.Natarajan, Retail marketing , Margham Publications, Chennai, 2013.			
Reference Books:			
1. Barry Berman, Joel R. Evans, Retail Management, Pearson Publications, 2009.			
2.Chandrasekar, Product Management Texts, Applications and Cases, Himalaya Publishing House, 2 nd Edition,2017.			
Websites:			
1. https://dde.pondiuni.edu.in			
2. https://baou.edu.in			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER – VI

PART III - ELECTIVE- II: E-COMMERCE AND MIS

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCME05	E-Commerce and MIS	Elective-II	50	10	0	4
Preamble: To enable the students to learn principles and concepts involved in E-commerce and utilization of information system for business decision making.						
Prerequisite: Basic knowledge in E-commerce						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	CO1: Acquire knowledge about e-commerce applications.					K1,K2
CO2	CO2: Gain skills about online payments and models of e-commerce applications.					K2
CO3	CO3: Know the importance and role of Management information systems.					K3
CO4	CO4: Demonstrate the concepts and categories of Information System.					K3,K4
CO5	CO5: Gain knowledge about Online payments and its procedures.					K2,K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	L	S	M	S	M	S	M	S
CO2	M	M	L	L	M	M	M	M	M	S
CO3	L	S	M	M	S	M	S	M	L	S
CO4	M	M	L	S	M	M	S	M	S	M
CO5	M	S	M	S	M	M	L	S	L	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	E-Commerce –Classification of Electronic Commerce-Anatomy of E-commerce Applications-Electronic Data – Interchange-Benefits-EDI Legal, Security & privacy issues-EDI Software Implementations.	12	https://youtu.be/Y70XM9nzHe0?si=Cu4sOFxIRD_XbluD
II	Consumer Oriented Electronic Commerce : Consumer Oriented Applications-Mercantile Process Models-Mercantile Models from the Consumers & Merchants perspective-Electronic Payment Systems-Types-Smart cards & Credit card Electronic Payment systems-Risk.	12	https://youtu.be/QpXZuhJX4aU?si=4pWYXu8I7GaPAasI
III	Management information systems: Meaning- Features-Requisites of an effective MIS-MIS Model-Components-Role and Importance-Corporate Planning for MIS-Growth of MIS in an Organisation-Limitation of MIS.	12	https://youtu.be/jPIIMLTkfWo?si=hyJSxiX8qNoxJlvb
IV	Information System in Business and Management: System Concepts-Characteristics of Systems-Types –Categories of Information System-System Development Life Cycle-System Enhancement-Transaction processing System-Information Repeating and Executive Information.	12	https://youtu.be/si_dOmRn4OA?s_i=hyJqukwnzaidG6cR
V	Online payment cards: (credit cards, debit cards) - e-micropayments- e-checking and its processing in online - Automated clearing house (ACH) network, mobile payments -Digital wallet - crypto currency - virtual currency - Mobile payment participants and issues - Application of AI in E-Commerce – Industry 5.0.	12	https://youtu.be/rYQgy8QDEBI?s_i=3IwQ5kYaFSpd8yXK
Total		60	
Text Book			
1. Dr. Shivani Arora, E-commerce , Taxmann Publications Pvt. Ltd. 2 nd Edition, 2019.			
Reference Books:			
1. C.S.V. Moorthy, E-Commerce , Himalaya Publishing House, 2016			
2. Dr. Sudeshna Chakraborty, E-Commerce for Entrepreneurs. BPB Publications, 2020.			
Websites:			
1. https://backup.pondiuni.edu .			
2. https://nitsri.ac.in			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER – VI

PART III – ELECTIVE II: EVENT MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCME06	Event Management	Elective II	48	12	-	4

Preamble: To provide students with a conceptual framework of Event Management, Event Services and nuances of Conducting an Event.

Prerequisite: Basic Knowledge about Business events.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Describe the process of organising an event	K1
CO2	Summarize the procedure of planning and organizing an event	K2
CO3	Interpret the various tools to promote the events	K3
CO4	Identify the advance aspects in Event Management	K2
CO5	Examine the risk management process	K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	L	M	M	S	L	L
CO2	S	M	S	M	M	M	S	M	S	M
CO3	S	S	S	S	M	M	L	M	L	L
CO4	S	S	S	S	M	M	L	M	L	L
CO5	S	S	S	S	S	M	L	M	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction: Event – Meaning – Characteristics – Classification - Event Management Process – 5Cs and 5 Ws of event management – Event Management as an industry. Organisational structure of an Event Company - Responsibilities of an event manager – Code of Ethics. SWOT analysis of Event management.	12	https://www.youtube.com/watch?v=FoYuHvrZXM0
II	Planning and Organising an Event: Introduction – Project Planning – Site Planning – Planning the “Green” or “Eco friendly” and sustainable events – Event Planning Phase. Operations and Logistics Management – Budget Planning and Costing of an Event. Event Organising – Event Designing – Food and Beverages.	12	https://www.youtube.com/watch?v=gCD_4U_bqQIA
III	Event Marketing and Sponsorship: Introduction – Marketing concepts and Marketing Mix – Marketing strategies for an event – Segmentation and Target Market- Customer Relationship Management – E-CRM – Event Promotion – Tools of Promotion – Advertising, Public Relations – Event Presentation- Event Sponsorship – Types – Criteria for Sponsorship	12	https://www.youtube.com/watch?v=60S_yonvYdM
IV	Advance aspects in Event Management: Introduction – Events and Exhibitions – Wedding Industry in India – Wedding Planning – Destination wedding – Theme parties. - MICE industry. Computer Application in Event industry: Computer aided instruction, packages and architecture –computer aided event management – Advantages - Cloud computing in Changing Event Management industry – Stage designing – Creative Effects. Other Considerations – Entertainment – Photograph and videography – Return Gifts. Legal requirements and Documentation	12	https://www.youtube.com/watch?v=mWCoSfUyfXk
V	Safety and risk Management: Introduction- Risk Management – Risk Management Process – Hazard identification –Risk Matrix – Conducting an event risk audit – Events and Terrorism – Events and Mismanagement – Crisis Management – Technology related risk in events – Crowd Management – Control Procedure - Risk Manager – Legal issues in conducting an event.	12	https://www.youtube.com/watch?v=eaKZKcUYQWE
	Total	60	
Text Book:			
1. Dr. Anukrati Sharma and Dr. Shruti Arora, Event Management and Marketing: Theory, Practical Approaches and Planning, Bharathi Publications, New Delhi,2018.			

Reference Books:

1. Dr. Prithwiraj Das, Principles of Event Management, Nitya Publications,2022.
2. Dr. Savita Mohan, Event Management & Public Relations, Enkay Publishing House,2012.

Websites:

1. <https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf>
2. https://josephscollege.ac.in/lms/Uploads/pdf/material/Event_Management.pdf

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – VI

PART III: ELECTIVE III - MICRO FINANCE MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCME07	Micro Finance Management	Elective III	48	12	0	4
Preamble: To equip the students with the skills required to manage Microfinance.						
Prerequisite: Basic Knowledge in Finance and Financial Institutions.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the concept of microfinance and micro enterprises					K2
CO2	Know the effectiveness and sustainability of different credit lending models					K2, K3
CO3	Know the various micro finance institutions and services offered and understanding about functions of types of financial institutions.					K3
CO4	Analyse the microfinance development in various area					K2, K4
CO5	Understand the regulatory environment in the micro finance sector					K2, K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	L	M	S	M	L	M
CO2	S	S	S	M	L	S	S	M	L	L
CO3	S	M	M	M	S	S	S	M	M	M
CO4	M	S	M	S	M	S	S	S	M	L
CO5	S	S	M	M	S	M	S	M	S	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Micro Finance - Concept and meaning of microfinance - Need of microfinance – Principles - microfinance client- Microfinance products - microcredit, micro saving, micro insurance, payment and transfers - Distinction between traditional financing and micro financing. Micro Entrepreneur and Microfinance - Concept and importance of micro enterprises and entrepreneurs - Preparation of business plan.	12	https://youtu.be/M6UiIcqcTic?si=V8MvDG-QLWHUcQRc
II	Microfinance Credit lending Models- Individual lending model; Grameen Bank solidarity lending model; village banking model; cooperative model; self-help group model; lending models in Nepal: wholesale lending – RSRF and RMDC, retail lending.	12	https://youtu.be/6DK4PYKYMj8?si=4I0gHEiUpRU0B5Ay
III	Micro Finance Institutions-Objectives of the microfinance institutions - Importance of microfinance institutions - Attributes of a good microfinance institutions - Institutional types: Formal financial institutions - semiformal financial institutions and informal financial providers.	12	https://youtu.be/k4vtdkKkyQE?si=pO_wvlop0YrWeE_u
IV	Microfinance and Development-Microfinance and women empowerment - Microfinance and health - Microfinance and micro enterprise development- Microfinance and education - Microfinance and networking - Micro insurance policies and practices - challenges and way outs.	12	https://youtu.be/6UCuWxWiMaQ?si=_pGfVBz4zD1oUobm
V	Regulations of Microfinance Institutions - Need for regulation- regulations of microfinance industry and small enterprises: Registration, operation and reporting - regulating authorities - byelaws. Process and Interest Rates for Microfinance - Sources and process of microfinance - Challenges and difficulties in the process.	12	https://youtu.be/N2NBDe0Ro3c?si=P2FNBoguf7f9i-nA
Total		60	

Text Book

1. Pradeep Kumar Mishra, Microfinance Management, CENGAGE India, 2019

Reference Books:

1. Feroz S M, Micro Finance in India, New Century Publications, 2013.
2. S.Rajagopalan, Microfinance Exploring The Role Of Technology, SBS Publishers and Distributors Pvt Ltd, 2015.

Websites

1. <https://www.scribd.com/document/451924096/NOTES-ON-MICROFINANCE>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER –VI**PART III – ELECTIVE III : INVESTMENT MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCME08	Investment Management	Elective III	48	12	0	4
Preamble: To explore contemporary knowledge about various investment options and portfolio management.						
Prerequisite: Basic knowledge about Financial services.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Define and identify the concepts of Investments					K1
CO2	Understand the Knowledge about alternatives of Investment					K2
CO3	Understand the principles of Securities Market and Money Market.					K4
CO4	Acquire the knowledge about Portfolio Analysis.					K5
CO5	Know the scope and theories of Portfolio Management					K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	M	L	L	S	L
CO2	M	L	S	L	L	L	M	L	S	L
CO3	S	L	S	S	L	S	S	L	S	L
CO4	S	M	S	S	S	M	M	L	S	L
CO5	M	L	S	S	L	S	L	M	S	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Investments: Introduction-Meaning-Nature-Objectives - Importance - Elements of investment --Factors influencing investment – Risk of Investment –Investment Process.	12	https://youtu.be/nOamE8NWyIc?si=vx1Dag6XE6aQVt7W https://youtu.be/9pu_2sK0Yf0?si=4QfGFw32LotiLaBl
II	Investment Alternatives : Investment in Shares and Debentures -LIC schemes-Bank deposits-Government securities-Mutual fund schemes-Post office schemes-Provident fund-Company Deposits-Real Estate-Gold & Silver.	12	https://youtu.be/ghTeymo_EKc?si=Iru4MDwxsoaRGVSJ https://youtu.be/PbldLCsspgE?si=y-mbsuj7P9ksjf2y
III	Securities Markets : Financial Market -Types –Money Market: Introduction-Characteristics-Commercial Papers, Treasury bills, Foreign Exchange Markets-Mutual Funds- Stock exchanges in India -BSE, OTCEI, NSE, SEBI.	12	https://youtu.be/YI80xhN2CCQ?si=DDdvjD5mvRTOUY2t https://youtu.be/vIYvpPk2sRI?si=YCy7AYCAGtyUEBI
IV	Portfolio Analysis: Fundamental Analysis: Economic, Industry and Company analysis-Technical analysis- Dow theory- Risk :Types Measures of Risk- returns-Valuation of securities –Bonds.	12	https://youtu.be/64jfDeORZRO?si=P0ldzSB5iLSLWGyo
V	Portfolio Management - Nature- scope – Types -SEBI guidelines in Portfolio investment process-Elements – Theories of Portfolio Management.	12	https://youtu.be/qprRKzxingA?si=-MubUMGCh3KSoJm https://youtu.be/YtrMGKhRtwA?si=-RsCuSkasaPVnqs-l
Total		60	
Text Book			
1. Dr.Preeti Singh, Investment Management, 14 th Edition, Tata McGraw- Himalaya Publishing House, 2006, New Delhi.			
Reference Books:			
1. Dr.R.P.Rustagi, Investment Management Theory and Practice, Sultan Chand & Sons,2023. 2. Shashi K Gupta and R K Sharma, Investment Management and Portfolio Management, McGrawHill,2021.			
Websites			
1. en.wikipedia.org 2. www.morganstanley.com 3. www.investopedia.com/portfolio-management			
Learning Methods (*):			
Assignment/Seminar/Guest Lecture/Industrial Visit			

SEMESTER – VI**PART III – ELECTIVEIII: CORPORATE GOVERNANCE AND BUSINESS ETHICS**

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
21BCME09	Corporate Governance and Business Ethics	Elective III	48	12	0	4

Preamble: To enable the students to gain knowledge on Corporate Governance and Business Ethics

Prerequisite: Basic knowledge on business management.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Acquire the basic knowledge in corporate governance	K1
CO2	Gain knowledge on Corporate Social Responsibility in India	K2
CO3	Apply the concept of various Corporate Governance forums	K3
CO4	Understand the concept of basic business Ethics in globalization.	K3,K2
CO5	Analyse the Business ethics	K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	S	L	L	M	M	S	M
CO2	M	S	L	M	L	S	M	S	M	L
CO3	L	L	M	M	M	M	S	M	S	M
CO4	S	L	L	M	L	M	S	L	S	L
CO5	S	M	L	L	M	L	S	S	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Corporate Governance – Meaning – Objectives – Need - Importance – Principles – Corporate Governance and Organisation success- Corporate governance in India	12	https://www.tutor2u.net/business/reference/corporate-governance-introduction
II	Corporate Social Responsibility – Definition – Nature – Levels – Phases and Approaches, Principles, Indian Models – Dimensions. Corporate Social Reporting - Objectives of Corporate Social Reporting and case studies.	12	https://www.investopedia.com/terms/c/corp-social-responsibility.asp
III	CII Code On Corporate Governance – Features - Various Corporate Governance forums – CACG, OECD, ICGN and NFCG.	12	https://cii.in/VideoDetail.aspx?gid=&id=45937
IV	Ethics – Meaning, Definition, Objectives, Sources, Types – Ethics and Business– Need, Importance, – Ethics in global business – Ethical International decision.	12	https://www.youtube.com/watch?v=sF1CEA-UUs
V	Code of Ethics - Code of Conduct - Model Code and Ethics – Credo -Training and Communication - Ethics Committee – Functions-Social and Ethical Accounting - Principles - Ethics Audit and Dilemma.	12	https://study.com/academy/lesson/code-of-ethics-compliance-based-and-integrity-based.html
Total		60	
Text Book			
<ol style="list-style-type: none"> 1. Dr.S.S.Khanka- Business Ethics and Corporate Governance-S. Chand Publishing, 2014 2. Swami Parthasarathy, Corporate Governance ,New Delhi : Biztantra, Edition 2007. 			
Reference Books:			
<ol style="list-style-type: none"> 1. Vasant Raval, Corporate Governance, CRC press Publication, 2020. 2. J. S. Nelson,Business Ethics, Oxford University Press, 2022. 			
Websites			
<ol style="list-style-type: none"> 1. https://www.academia.edu 2. https://www.scribd.com 3. https://www.investopedia.com 			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER – III**PART III - CORE 5 :CORPORATE ACCOUNTING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCM301	Corporate Accounting	Core 5	50	10	0	4

Preamble: To enable the students to learn Principles, Conventions and Concepts of Accounting.

Prerequisite: Basic knowledge in Accountancy

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Acquire the conceptual knowledge on fundamentals of corporate accounting and understand the procedure for issuing Shares	K1,K2
CO2	Develop an understanding about redemption of Shares and Debenture	K2
CO3	Understand the concepts and underlying accounting procedures for issue of Debentures	K2
CO4	Provides knowledge about accounting procedures for Liquidation and Goodwill	K3
CO5	Prepare the final accounts of the company	K1,K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	M	M	L	S	L	L	M	S
CO2	S	M	M	L	L	M	L	L	M	M
CO3	S	M	L	M	L	M	L	L	M	M
CO4	S	L	M	M	L	M	L	M	M	L
CO5	S	L	M	L	L	M	L	M	M	M

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Shares – Types of Shares – Under subscription and over subscription- Issue of Share at Par and Premium - Pro rata allotment - Forfeiture of Shares – Reissue of Forfeited Shares – Bonus Shares and Right Issues – Book Building.	12	https://youtu.be/D_0RZtzInVA
II	Profits prior to Incorporation – Preparation of Final Accounts of Companies – (including Managerial Remuneration Calculation).	12	https://youtu.be/MnIN8u85n-Q
III	Redemption of Preference shares - Underwriting of shares – Types of Underwriting – Marked and Unmarked Application – Complete Underwriting – Partial Underwriting - Firm underwriting.	12	https://youtu.be/0roxAzaSnJw
IV	Debentures – Distinction between Shares and Debentures – Issue of Debentures at Par and Premium value - Redemption of Debentures.	12	https://youtu.be/VvrUN-nr_Fw
V	Liquidation of Companies – Preparation of Statement of affairs and Deficiency account	12	https://youtu.be/jEjRSOwgWeE
	Total	60	
Note: 80% - Problem, 20%- Theory			
Text Book			
1. Bushan Kumar Goshal, Corporate Accounting, 10th Edition, Taxmann Publication, 2023.			
Reference Books:			
1. Gupta R.L. Radhaswamy .M ,Corporate Accounts, 14th Revised Edition, Sultan Chand and Co., New Delhi, 2021.			
2. Shukla M.C , Grewal T.S., Gupta S.L., Advanced Accountancy, 12 th Edition, S. Chand and Co., New Delhi, 2018.			
Websites			
1. https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-5New.pdf			
2. https://www.geektonight.com/financial-accounting-notes/			
3. http://www.oup.co.in			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER III**PART III – CORE 6: COMPANY LAW AND SECRETARIAL PRACTICE**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCM302	Company Law and Secretarial Practice	Core 6	36	12	0	4

Preamble: To enable the student to have a thorough knowledge on Company Law and Secretarial Practice.

Prerequisite: Basic knowledge about companies.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the formation and kinds of companies.	K1
CO2	Acquire knowledge on the basic documents in a company and its share warrant, etc	K5
CO3	Knowledge about appointment of Company Secretary and his role and functions	K1
CO4	Understand about various kinds of meetings in a company.	K2
CO5	Describe provisions relating to Winding up of Companies.	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	M	M	L	L	L	S	L
CO2	S	S	M	M	M	L	L	M	S	M
CO3	S	S	M	M	S	M	M	L	M	M
CO4	S	M	M	M	M	L	M	L	M	S
CO5	S	M	L	L	M	M	M	L	S	L

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Company - Introduction- Types of Company - Characteristics - Lifting of Corporate Veil – Salient Features of Companies Act 2013 - Incorporation of Company – Documents required for incorporation of Company – Registrar - Promoter of the Company – Duties and Legal Status of Promoter.	10	https://www.youtube.com/watch?v=nTO2B17bxA&list=PLkWzqk9WCm8Yyhz2kLtt0XZT8jbLRqJco
II	Memorandum and Articles of Association – Meaning – Procedures for Alteration of Memorandum of Association – Alteration of Articles of Association – Share Certificate – Contents -Rules relating to Issue of Share Certificate - Share Warrant - Procedure for Issuing Share Warrant.	9	https://www.youtube.com/watch?v=TSBDO-qDSwk
III	Appointment of Director – Fixation of Remuneration - Company Secretary – Legal position of Company Secretary- Appointment of Company Secretary – Procedure for Appointment of a Company Secretary - Role of a Company Secretary- Functions - Duties, Rights and Liabilities	9	https://www.youtube.com/watch?v=MmNu1D7Acsk
IV	Kinds of Company Meetings – Objects and Purpose of Meeting - Statutory Meeting - Annual General meeting - Extra ordinary General meeting - Board Meeting – Frequency of Board Meeting - Quorum-Powers of Chairman – Agenda – Writing of Minutes- Declaration of Dividend - Quasi- Corporate Governance.	10	https://www.youtube.com/watch?v=FrXwr4ALjjY
V	Meaning of Winding up – Modes of Winding up – Winding up by the Tribunal – Official Liquidator – Provisional Liquidator –Winding up Committee – Duties of Liquidator – Powers of the Official Liquidator – Judicial Bodies - National Company Law Tribunal (NCLT) and National Company Law Appellate Tribunal (NCLAT) Filing of Petition for Winding up - Contents of the Petition .	10	https://www.youtube.com/watch?v=ILWyNtfaG30
	Total	48	

Text Book

1. Dr. G.K. Kapoor, Company Law (A Comprehensive Text Book on Companies Act, 2013), 18th Edition, Taxmann, New Delhi, 2019.

Reference Books:

1. M.C.Kuchhal , Secretarial Practice ,18th edition Vikas Publishing House ,New Delhi, 2018.
2. N.D.Kapoor , Elements of Company Law, 31st edition, Forward Book Depot Educational publishers, 2018.

Websites

1. <https://smallbusiness.chron.com/examples-objectives-company-10536.html>
2. <https://www.toppr.com/guides/principles-and-practices-of-accounting/intro-to-company-accounts/types-of-companies/>
3. <https://www.indiafilings.com/winding-up-of-a-company>
4. <https://cleartax.in/s/company-moa-aoa-under-companies-act>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit.

SEMESTER-III**PART III - CORE 7: PRINCIPLES OF MARKETING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCM303	Principles of Marketing	Core 7	36	12	0	4
Preamble: To understand the concepts of marketing decisions, based upon the combination of product, price, promotion, and distribution elements.						
Prerequisite: Basic knowledge about commerce.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the core concepts of marketing and the role of marketing in business and society.					K1
CO2	Identify the marketing mix elements and describe the components of market mix					K2
CO3	Explain the modern marketing techniques and discuss how it is used to pursue new marketing opportunities.					K3
CO4	Describe about Market segments and Buyer's Behavior.					K2
CO5	Gather knowledge about recent trends in Marketing.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	M	L	S	M	M	M
CO2	S	M	M	M	M	L	S	M	M	M
CO3	S	S	S	S	M	M	S	M	L	M
CO4	S	M	S	L	L	M	M	L	M	M
CO5	S	S	M	L	S	M	S	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Market - Meaning, Definition and Concept – Role and Importance of Market- Evolution of Marketing-Traditional and Modern Marketing concepts - Classification of Market- Marketing Function –Functions of Marketing Manager - Marketing Process.	12	https://youtu.be/H-7qfn12tg8
II	Marketing Mix - Product mix – Meaning of products – Product Life Cycle – Branding, Labeling – Standardization and Grading. Price mix, Importance of Price – Pricing Objectives - Kinds of Pricing – Pricing Strategies.	12	https://youtu.be/kn85gnK17LK
III	Promotion - Advertisement – Personal Selling and Sale promotion. Distribution- Importance of Channels of Distribution – E-Channels of distribution Factors Determining Choice of Channel of Distribution. Meaning – Functions of Middlemen – Elimination	12	https://youtu.be/pLhgwXH_9kA
IV	Market Segmentation – Benefits – Bases – Requisites of Sound Market Segmentation – Market Segments and Marketing Mix – Buyer Behaviour – Significance – Buying Process – Steps in Online Buying Process – Buyer Behaviour Models.	12	https://youtu.be/sbi9ysmpvK4
V	Consumerism and Consumer rights – COPRA ACT. Recent trends: Rural Marketing: Agricultural Marketing in India – Problems and Remedies. Green Marketing – Digital Marketing – Neuro Marketing – Rural Marketing – Guerilla Marketing – Industry 5.0.	12	https://youtu.be/WttNQtX5cyA https://youtu.be/_4FIE4B1vJA
	Total	48	

Text Book

1. G.Shainesh Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth, Marketing management, 16th Edition , Pearson Publication,2022.

Reference Books:

1. Philip Kotler, Kevin Lane Keller Marketing Management, 15th Edition, Pearson Publication,2020.

2. Rajan Sexena, Marketing Management, 6th Edition, McGraw Hills, 2020.

Websites

1. <https://cpdonline.co.uk.com>
2. <https://en.wikipedia.org.com>
3. <https://www.yourarticlelibrary.com>
4. <https://businessjargons.com>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – III**PART III - CORE 8 - BUSINESS FINANCE**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCM304	Business Finance	Core 8	24	12	0	4
Preamble: To enable the students to understand about the Macro and Micro Business Environment						
Prerequisite: Basic knowledge in Commerce						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Acquire the conceptual knowledge of the business finance and to understand its functions.					K2
CO2	Understand the concepts of financial planning.					K1
CO3	Acquire the knowledge about theories of capitalization.					K3
CO4	Acquire the conceptual knowledge of working Capital Management.					K3
CO5	Gain Knowledge about dividend policy.					K3,K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	L	L	M	M	M
CO2	S	S	S	S	S	S	M	M	L	S
CO3	M	L	M	L	M	M	L	L	M	L
CO4	M	M	M	M	S	S	L	M	M	M
CO5	M	M	M	L	M	S	M	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Business Finance: Introduction – Meaning – Concepts – Objectives - Scope – Financial Function – Approaches – Organization of the Financial Function - Financial Decision - Risk-Return trade off – Functions of Financial Manager.	7	https://www.youtube.com/watch?v=oKxzoDskVr4
II	Financial Plan: Meaning – Objectives - Principles of Sound Financial Plan - Steps in Financial Planning - Estimation of Financial requirements of a firm - Limitations of Financial Planning	7	https://www.youtube.com/watch?v=6BbXPQmPmJc
III	Capital Structure – Meaning and Importance – Theories of Capital Structure – Changes in Capitalization – Cost of Capital – Meaning – Concepts – Significance – Classification – Determination of Cost of Capital	7	https://www.youtube.com/watch?v=ljW8OWzoUww
IV	Working Capital Management - Definition and Objectives - Working Capital Policies - Factors affecting Working Capital requirements -Cash Management - Receivables Management - Working Capital Financing - Sources of Working Capital..	8	https://www.youtube.com/watch?v=hV2f6Ujv9zY
V	Dividend and Dividend policy: Meaning, classification. Dividend Decision - Issues in Dividend Policy – Walter’s Model – Gordon’s Model – Irrelevance of Dividend – MM Theory – Factors affecting Dividend policy Forms of Dividend	7	https://www.youtube.com/watch?v=w7GnwGRpL40
	Total	36	
Note: 100% Theory			
Text Book			
1. Dr. R.S Kulshreshtha, Dr.V.S Singh, Business Finance, SBDP Publication., revised edition 2021.			
Reference Books:			
1. Khan.M.Y and Jain, Financial Management, 13 th Edition, MC Graw hills,2018, New Delhi.			
2. Dr. S.P.Gupta, Business Finance, Sahitya Bhawan Publications 2019.			
Websites			
1. https://www.wallstreetmojo.com/top-best-business-finance-books/			
2. https://www.pearson.com/en-us/search.html/Business+%26+Economics/Finance			
3. https://www.lendingkart.com/blog/businessfinance/#:~:text=Business%20finance%20is%20an%20expansive,the%20start%20of%20the%20business.			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER – III**PART III- SBC I : COMPUTER APPLICATION IN BUSINESS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCMSB1	Computer application in business	SBC	12	0	24	3
Preamble: To enable the students to acquire practical knowledge of office automation techniques.						
Prerequisite: Basic knowledge about computer applications.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Learn about basics of Office Automation tools.					K1
CO2	Provide practical knowledge to work in spread sheets operations					K1
CO3	Apply the formulas and function used in spread sheets					K2,K3
CO4	Provide practical knowledge of Power Point presentation					K1
CO5	Provide knowledge to work in Access applications.					K1

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	S	S	M	M	S	M	S
CO2	M	S	S	S	S	S	M	S	M	S
CO3	M	S	S	S	S	S	M	S	M	S
CO4	M	S	S	S	S	M	S	S	M	S
CO5	M	S	M	S	S	M	M	S	L	S

S – Strong; L – Low; M – Medium

Syllabus:

Ex.no	Course content	Hours	E-Contents/ E-Resources
1	Document Creation Chairman's Speech	3	https://www.youtube.com/watch?v=XELRvXCoKxU
2	Invitation for the College Function	3	https://www.youtube.com/watch?v=Aioks_117xE
3	Letter on Shareholders Meeting	3	https://www.youtube.com/watch?v=do9ujnZLIC4
4	Bio- Data using Wizard/ Templates.	3	https://www.youtube.com/watch?v=bsGvNhSsSF4
5	Spread Sheet Mark List of Your Class using Arithmetic and Logical functions.	3	https://www.youtube.com/watch?v=6zuhqoKtd8c
6	Statement of Bank Customer's Account	3	https://www.youtube.com/watch?v=ba1Yxlp1FQY
7	Result Analysis Chart	3	https://www.youtube.com/watch?v=8-rZ-TICV9U
8	Presentation Advertisement of a Product	3	https://www.youtube.com/watch?v=7-2oM3AGHQM
9	Slides for Organization Meeting Presentation	3	https://www.youtube.com/watch?v=XB14hDLjtiI
10	Database Employees Payroll	3	https://www.youtube.com/watch?v=sxa1zS0IEEM
11	Mailing Labels Creation for Student Database	3	https://www.youtube.com/watch?v=WWIDLqBOfEU
12	Invoice using Access table	3	https://www.youtube.com/watch?v=l5bltb-yZxs
	TOTAL	36	

Text Book

1. Linda Foulkes, Learn Microsoft office 2019, Packt Publishing Limited; Illustrated edition, 2020.

Reference Books

1. Harish Gujjar, Fundamentals of computer and MS Office, S S Bhavikatti Prakashana, 2018.
2. Dinesh Verma, Computer Basics and PC Software, Gullybaba Publishing House, 2018.

Website:

<https://www.sscasc.in/wp-content/uploads/downloads/BCOM/Computer-Applications-in-Business.pdf>

Learning Methods (*):

Assignment/Seminar

SEMESTER – III
PART III - SBC I : COMPUTATIONAL FINANCE - I

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCMSB2	Computational Finance-I	SBC	12	0	24	3
Preamble: To enable the students to establish spreadsheet for basic financial application using financial function available in spreadsheet.						
Prerequisite: Basic knowledge about computer and applications.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Demonstrate the students about basics mechanics and navigation of excel spreadsheet.					K2
CO2	Provide a practical knowledge about using of goal function in spreadsheet.					K1
CO3	Prepare the financial statement by using spreadsheet.					K4
CO4	Apply the formulas, creating of charts and graphs, regarding payback period, NPV and IRR.					K4
CO5	Analysis the data using pivot tables and charts.					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	S	S	M	M	S	M	S
CO2	M	S	S	S	S	S	M	S	M	S
CO3	M	S	S	S	S	S	M	S	M	S
CO4	M	S	S	S	S	M	S	S	M	S
CO5	M	S	M	S	S	M	M	S	L	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Ex.no	Course content	Hours	E-Contents/ E-Resources
1	Mean, Median ,Mode and Standard deviation.	4	https://www.youtube.com/watch?v=k17_euuiTKw
2	Comparative Balance Sheet and Profit and Loss account.	5	https://www.youtube.com/watch?v=c7fOq84T5J8
3	Income statement.	5	https://www.youtube.com/watch?v=SK5SFOGx49U
4	DOL,DFL,DCL and BEP graph using Goal seek function.	4	https://www.youtube.com/watch?v=8wON_H319Q
5	Depreciation under straight line method.	5	https://www.youtube.com/watch?v=cKMOq2YKhng
6	EPS and its growth rate using Goal seek function.	4	https://www.youtube.com/watch?v=YFt9laWraWk
7	Capital Budgeting (Payback period, NPV and IRR)	4	https://www.youtube.com/watch?v=CO8LDV2sO6M
8	Ageing schedule for Receivables using minimum and maximum function.	5	https://www.youtube.com/watch?v=JcfIYrYl4VA
	Total	36	

Text Book:

1. Pitabas Mohanty, Spreadsheet skills for Finance Professional, Taxmann Publication, 2nd Edition, 2020

Reference Books:

1. Financial management using Excel Spreadsheet, Taxmann Publication, New Delhi, 3rd Edition, 2018.
 2. Timothy R. Mayes, Financial Analysis with Microsoft Excel, Cengage India Pvt.Ltd, 8th Edition, 2019.

Websites:

<https://www.wiley.com/en-us/Professional+Financial+Computing+Using+Excel+and+VBA-p-9780470824399>

Learning Methods (*):

Assignment/Seminar

SEMESTER – IV

PART III - CORE 9- HIGHER CORPORATE ACCOUNTING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BCM401	Higher Corporate Accounting	Core 9	48	12	0	4
Preamble: To enable the students understand the preparation of accounts of companies.						
Prerequisite: Basic knowledge in Corporate Accounting						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Define the corporate practice in Amalgamation and Absorptions.					K1
CO2	Construct consolidated Balance Sheet of Holding Company and Subsidiary company.					K3
CO3	Apply Accounting Provisions relating to Electricity Company.					K3
CO4	Acquaint with the legal formats and special items and adjustments pertaining to Banking companies.					K3.K4
CO5	Explain the Legal Procedures of Insurance company Accounts.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	M	S	M	M	M	L
CO2	S	M	S	S	M	S	L	M	M	M
CO3	S	M	L	S	L	S	M	M	S	M
CO4	S	M	S	S	M	S	L	S	S	M
CO5	S	S	S	S	M	S	M	S	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Amalgamation– Types of Amalgamation– Purchase Considerations – Absorptions and Reconstruction of Companies (Both Internal and External Reconstruction)	12	https://www.youtube.com/watch?v=bMJ46NM6BiM&list=PLVjZhvcpcGp6VkFCf8HOeCcVrSIMyCBF https://www.youtube.com/watch?v=l8_FK81zgD0
II	Holding Company Account – Consolidation Of Balance Sheet with Treatment of Mutual Owings, Contingent Liability, Unrealized Profit, Revaluation of Assets, Bonus Issues and Payment of Dividend (Inter Company Holdings Excluded).	12	https://www.youtube.com/watch?v=8POAFKkZ0W8 https://www.youtube.com/watch?v=DRXcNFKp-8Q
III	Statement of Accounts for Electricity Companies – Treatment of Repairs and Renewals –Final accounts of Electricity Companies	12	https://www.youtube.com/watch?v=duQeLdO1V2A https://www.youtube.com/watch?v=S4IFJmilKEI
IV	Accounts of Banking Companies –Preparation of Profit and Loss Account and Balance Sheet (New Format) – Guidelines of RBI – Preparation of Final Accounts– Classification of Bank Advances.	12	https://www.youtube.com/watch?v=RqpZmY_5F6M https://www.youtube.com/watch?v=6o1bTkWcywo
V	Accounts of Insurance Companies –Life Insurance – General Insurance (Both Marine and Fire Insurance Claims)	12	https://www.youtube.com/watch?v=2acxmBwuRsA
	Total	60	

Note: Distribution of Marks: Theory 20% and Problems 80%

Text Book

1. T.S.Reddy and A.Murthy, Corporate Accounting ,Revised Edition , Margham Publication, NewDelhi,2015

Reference Books:

1. Gupta.R.L, Radhaswamy.M, Corporate Accounts,14th Revised Edition Sultan Chand Co., New Delhi, 2021
2. Shukla.M.C, Grewal.T.S, Gupta.S.L, Advance Accountancy, 19th revised Edition, Sultan Chand & Co., New Delhi, 2016

Websites:

1. https://www.icai.org/post.html?post_id=12430

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – IV**PART III - CORE 10 – COMMERCIAL LAW**

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
22BCM402	Commercial Law	Core 10	36	12	0	4
Preamble: To gain knowledge in legal aspects of Business and commercial activities						
Prerequisite: Basic knowledge in commerce.						
Course Outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	State the law relating to Indian Contract Act and define the concept of contract.					K1,K2
CO2	To understand the different elements of contract, performance of contract and different modes of discharge of contract.					K2
CO3	Explain about the agency system related to creation and termination of agency.					K3
CO4	Compare between rights and duties of indemnity, guarantee.					K2
CO5	Examine the differences between sale and agreement to sell and its features.					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	M	S	L	M	S	M	L
CO2	S	L	M	M	S	S	M	L	M	S
CO3	S	M	M	S	M	S	M	M	S	S
CO4	S	S	M	L	S	M	S	S	M	L
CO5	M	M	S	M	S	L	M	M	L	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Indian Contract Act 1872 - Nature – Sources of Contract - Kinds – Elements of Contract - Essentials of Valid Contract – Offer – Acceptance – Consideration.	9	https://youtu.be/y-rAjwNhp_8 https://youtu.be/ybs-7IOvvhk
II	Capacity to Contract -Free Consent – Mistake – Misrepresentation – Fraud – Coercion and Undue influence– Lawful Object – Agreement not declared Void – Legal formalities.	9	https://www.youtube.com/watch?v=GX6k-pAsoP8 https://www.youtube.com/watch?v=Q8DZHOTSQE4
III	Contingent Contract – Performance of Contract – Quasi Contract – Discharge of Contract - Remedies for Breach of Contract.	10	https://www.youtube.com/watch?v=7KappLjEV14 https://www.youtube.com/watch?v=l3IFUyJPpnE
IV	Special Contracts – Indemnity and Guarantee – Rights and Liabilities of Surety – Discharge of Surety – Agency – Bailment and Pledge	10	https://www.youtube.com/watch?v=Of6DwXU0w2k https://www.youtube.com/watch?v=u96NckwcSUU
V	Sale of Goods Act 1930 – Rights of Unpaid Seller – Caveat Emptor – Auction Sale – Condition and Warranties to Sale – Performance of Contract of Sale – Rights and Duties of Buyer.	10	https://www.youtube.com/watch?v=e1bWFMphrVI https://www.youtube.com/watch?v=GUBlINDIz0M
Total		48	
Text Book			
1. N.D.Kapoor, Business Laws , Sulthan Chand & Sons, New Delhi, 2018			
Reference Books:			
1. N.Premadevi, Business Law, Sri Vishnu Publication, Chennai, 2021			
2.R.S.N.Pillai and Bhagavathi, Business Law, S.Chand, New Delhi Reprint, 2017			
Websites			
1. https://www.icsi.edu/WebModules/Economic%20Business%20and%20Commercial%20Laws.pdf			
2. http://www.simplynotes.in/e-notes/mbabba/business-law-notes-study-material/			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER – IV**PART III- CORE 11: CORPORATE COMMUNICATION**

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
22BCM403	Corporate Communication	Core 11	24	12	0	4
Preamble: To enable the students to gain adequate knowledge in corporate communication.						
Prerequisite: Fundamental comprehension in communication skills.						
On successful completion of this course the students will be able to,						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Acquire knowledge about the concept of Corporate communication and modern communication methods.					K1, K2
CO2	Understand about Business letters and Bank correspondence.					K1
CO3	Analyze the concepts of basic mechanism of Oral & Written communication and Non-Verbal communication.					K4
CO4	Analyze the various type of Corporate Reports, Structure and Organizational reports.					K4
CO5	Understand the concept of Employment communication and modern form of communication.					K1, K2

Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	L	L	M	M	L	L	M
CO2	S	S	M	L	L	M	M	L	L	M
CO3	S	S	M	L	L	M	M	L	L	M
CO4	S	S	M	L	L	M	M	L	L	M
CO5	S	S	M	L	L	M	M	L	L	M

S – Strong; L – Low; M – Medium

Syllabus

Unit	Course content	Hours	E-Contents/ E-Resources
I	Communication - Introduction - Meaning – Objectives - Types – Functions – Importance – Principles of Effective Communication - Barriers – Modern Communication Methods & Channels - Modern forms of Communication – Modern Trends.	7	https://youtu.be/RkebtEk2zU0?si=uRM_Ufz04QXTKwLj
II	External Business Communication: Introduction - Business Letters – Meaning - Structure - Importance - Types - Bank Correspondence - Internal Business Communication.	7	https://youtu.be/mJJNJGwUGBE?si=F9FNiEPfEzAHxNa8
III	Corporate – Introduction - Meaning - Characteristics - Meetings - Communication for Meetings - Kinds of Meetings - Preparing Agenda and Minutes.	7	https://youtu.be/FrXwr4ALjjY?si=uZmqSsX7R8Stv9XJ
IV	Meeting Reports – Introduction - Meaning - Types – Structure - Preparation - Reports by Individuals & Committees - Persuasive Communication - Memo - Circular - Notice - Newsletter - Leaflets – Invitation & E-Media.	8	https://youtu.be/qZdn5LfzFDg?si=J70OrgOXg6h-DTBS
V	Employment Communication - Introduction - Meaning - Importance - Application for Jobs - Resume – Importance - Preparation - Interview - Objectives - Types.	7	https://youtu.be/onyVYsRYbc0?si=r0eAbYfZGgWhQFX4
	Total	36	

Text Book

1. [R C Sharma, Krishna Mohan](#) , Business Correspondence and Report Writing, 6th Edition, McGraw Hill; Sixth edition, 2020.

Reference Books

1. Ramesh, M.S. and C.C.Pattanshetti, Business Communication, R.Chand & Co, 2019th Edition
2. Kumkum Bhardwaj, Fundamentals of Business Communication, Dreamtech Press, 2019th Edition

Websites:

<https://clearinfo.in/>, <https://studiousguy.com/>
https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21.pdf,
https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1101.pdf

Learning Methods (*):

Assignment/Seminar/Classroom activities/Presentations

SEMESTER IV

PART-III: CORE 12- PRINCIPLES OF AUDITING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCM404	Principles of Auditing	Core 12	36	12	0	4
Objective: On successful completion of this paper the students will gain knowledge about Principles and Procedures of auditing.						
Prerequisite: Basic knowledge about audit.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the basic auditing principles, concepts, planning an audit and due diligence					K1
CO2	Acquire complete knowledge about the classification of Audit					K2
CO3	Gain expert knowledge on the qualities and their duties and responsibilities of an auditor.					K4
CO4	Know about audit planning and process of Vouching.					K3
CO5	Illustrate the method for Verification and Valuation of Assets and Liabilities.					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	M	S	L	M	M	S	S	M
CO2	S	M	M	S	S	M	L	M	S	S
CO3	S	M	S	M	S	M	M	S	S	M
CO4	S	M	L	S	M	S	S	M	L	S
CO5	S	S	M	S	L	M	M	L	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Origin of Auditing – Definition – Scope – Objectives – Documentation-Sampling and Internal Control -Tax Audit – Compulsory Tax Audit – Certification for Claiming Exemption – Selective Tax Audit – Tax Consultancy - Management of Audit – Importance – Objectives – Limitations.	10	https://www.youtube.com/watch?v=iXVII...
II	Classification of Audit – Scope - Nature of Statutory Audit – Continuous Audit – Final Audit - Partial Audit - Balance Sheet Audit – Receipt and Payment Audit -Procedures ofBalance Sheet Audit.	10	https://youtu.be/MF2rRQ8EQe0
III	Qualification of Auditor – Appointment of an Auditor – Duties - Rights and Liabilities of an Auditor - Audit Report – Kinds of Audit Report - CARO.	10	https://youtu.be/IJIfwZFABJI
IV	Audit plan- Developing an Audit Plan-Vouching:Meaning – Objectives, Importance of Voucher – Types of Vouchers.	10	https://youtu.be/QtcnZvGLyRc https://youtu.be/CMtWE9SRoRY
V	Verification and Valuation of Assets and Liabilities – Audit with the Aid of Computers-Recent Trends in Auditing- e-auditing - Forensic Auditing.	08	https://youtu.be/f9jl2BKgQX8 https://youtu.be/hdtNekz68mI
	Total	48	

Text Book

1. Ravendar Kumar and VerendarSharma, Auditing principles and Practice, PHI Learning Private Ltd,Delhi,2020.

Reference Books:

1. DingarPagare, Auditing, S.Chand& Co., New Delhi, 2019.
2. Dr. T.R.Sharma &Dr.I.M.Sahai,Auditing,Sathitya Bhawan Publication, 2021.

Websites

1. <https://jcsr.springeropen.com>
2. <https://www.wto.org>
3. <https://www.indiantradeportal>
4. <https://www.eximbankindia.in>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – IV
PART IV- SBC II - COMPUTERIZED ACCOUNTING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCMSB3	Computerized Accounting	SBC II	12	-	24	3

Preamble: To enable the students to gain practical knowledge in computerized accounting package.

Prerequisite: Basic knowledge in Accountancy and Computer.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Develop the students to learn to create company, enter accounting vouchers in accounting software.	K1,K2
CO2	Practically knowledge about maintenance of stock summary by using accounting software	K2
CO3	Able to prepare the Payroll statement	K3
CO4	Understand the concepts of GST and making entries	K3
CO5	Understand the various rates of tax applicable to GST and its entries	K2,K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	M	M	S	L	L
CO2	S	M	M	M	M	S	M	S	L	M
CO3	S	L	M	M	S	S	S	S	L	L
CO4	S	L	M	M	S	M	M	S	L	L
CO5	S	M	M	M	S	M	S	S	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Ex No	Course content	Hours	E-Contents/ E-Resources
1	Company Creation and alteration	3	https://www.youtube.com/watch?v=XdOElaSleBQ
2	Creation of Ledger, Voucher and Trail Balance	3	https://www.youtube.com/watch?v=6RTtjSgKqfc
3	Preparation of final Accounts with Adjustments	3	https://www.youtube.com/watch?v=YfZYq8mlxko
4	Preparation the bank account statement using cashless transactions	3	https://www.youtube.com/watch?v=9ja-7WPRPFI
5	Preparation of Stock Summary	3	https://www.youtube.com/watch?v=gjBSrE-s6J8
6	Creation of Godown with Expiry date	3	https://www.youtube.com/watch?v=8_K_H9puhiE
7	Bill of Material	3	https://www.youtube.com/watch?v=INvAeqPXkik
8	Preparation of Bank Reconciliation Statement	3	https://www.youtube.com/watch?v=dwt0zjFtKpE
9	Calculation of Interest	3	https://www.youtube.com/watch?v=rcIBzKEwhRo
10	Preparation of Payroll Statement	3	https://www.youtube.com/watch?v=8JAE0JyhHtQ
11	Preparation of accounting entries for purchase and sale of goods by enabling the GST	3	https://www.youtube.com/watch?v=syhLpMhOKs0
12	Preparation of GSTR 1, 2 and 3B Report	3	https://www.youtube.com/watch?v=syhLpMhOKs0
	Total	36	

Text Book

- Accounting Software Made Simple, [Williams Miracle Innocent](#), Kindle Edition, 2021

Reference Books:

- [DT Editorial Services](#), Tally ERP 9 with GST in Simple Steps, Dreamtech Press, 2020
- [Vikas Gupta](#) Comdex, Tally Erp 9 Course Kit With GST And Ms Excel, Dreamtech Press, 2019

Websites

- <https://ncsmindia.com/wp-content/uploads/2012/04/TALLY-9.0-PDF.pdfm>

Learning Methods (*):

Assignment/Seminar/Guest lecture

SEMESTER – IV**PART IV: SBC II - COMMERCE PRACTICALS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BCMSB4	Commerce Practicals	SBC II	10	-	38	3
Preamble: To enable the students to gain practical knowledge about the various Business forms and Tax returns.						
Prerequisite: Basic knowledge about business and taxation.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understanding the concepts of forms required for business					K1
CO2	To gain practical knowledge about filing of various types loan application					K2
CO3	Understand the concept of business license and their forms					K3
CO4	To gain practical knowledge about filing trade license					K2
CO5	Able to Gain the practical knowledge about filing of income tax returns					K3.K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	L	M	S	L	L
CO2	S	M	M	M	M	L	M	S	L	M
CO3	S	L	L	L	S	S	S	S	S	S
CO4	S	L	M	M	L	M	M	S	L	L
CO5	S	M	M	L	S	M	S	L	L	L

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Ex. No	Course content	Hours	E-Contents/ E-Resources
1	Application form for Permanent account number	4	https://www.youtube.com/watch?v=4B0kBR0m3J4
2	Filling bank loan – personal, educational and home application forms.	4	https://www.youtube.com/watch?v=1qdzHGnoqEs
3	Application form for startup loan	5	https://www.youtube.com/watch?v=aL9BRqzkG8Y
4	Application form for business license	5	https://www.youtube.com/watch?v=FmDaarCALBQ
5	Application form for import and export license	5	https://www.youtube.com/watch?v=se92RJMCD_g
6	Form for filing of Income tax Returns for individual & HUF	5	https://www.youtube.com/watch?v=FEYr2YAetDMV
7	Filing of Income tax return for Companies	4	https://www.youtube.com/watch?v=FEbt74uGorU
8	Form for refund of tax	4	https://www.youtube.com/watch?v=TEMqcmaYDe0
	Total	36	

Reference Books:

1. Swatantra Sethi, Self Preparation and Filing of Income Tax Returns by Individuals, Kindle Edition 2022
2. Samina issani, How To File Income Tax Return: Guide To File ITR, Kindle Edition 2022

Websites:

1. <https://incometaxindia.gov.in/tutorials/5-filing%20of%20return%20of%20income.pdf>
2. <https://www.hdfcbank.com/personal/borrow/popular-loans/personal-loan>
3. <https://www.mca.gov.in/MinistryV2/companyformsdownload.html>

Learning Methods (*):

Assignment/Demonstration

SEMESTER – I
PART III - CORE 1: PRINCIPLES OF ACCOUNTANCY

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BCM101	Principles of Accountancy	Core 1	60	12	0	4
Preamble: To enable the students to learn Principles, Conventions and Concepts of Accounting.						
Prerequisite: Basic knowledge in Accountancy						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the various Concepts and Conventions of Accounting and interpret the financial result of Gross Profit, Net Profit and the actual financial position (Assets and Liabilities of the Company).					K1,K2
CO2	Knowledge on the various methods of depreciation and its causes, Straight line method, Diminishing Balance method, Annuity method, Sinking fund method calculation					K2
CO3	Knowledge on Bill of Exchange and Average due date from the collection of cash from Debtors and Payment to Creditors.					K2
CO4	Interpret Bank Pass Book and Cash Book Maintenance and interpret the financial position of nonprofit organization.					K3
CO5	To understand the Accounting treatment and interest calculation for Hire Purchase and Installment system.					K1,K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	L	M	M	L	L	M	M
CO2	M	S	M	M	M	L	L	L	M	L
CO3	S	M	S	M	L	M	L	M	L	M
CO4	S	M	M	M	L	L	L	L	L	L
CO5	S	M	M	M	L	M	L	L	L	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Accounting - Scope – Accounting Concepts and Conventions – Introduction to Indian Accounting Standards (AS 1, AS 6, AS 14, AS 23, AS 27) - Book Keeping – Double entry and Single entry System - Journal, Ledger, Subsidiary books. Preparation of Trial Balance - Rectification of Errors- Preparation of Final accounts with simple adjustments.	15	https://youtu.be/jdKiWw7ju84
II	Depreciation – Meaning – Objectives- Causes – Methods of Calculating Depreciation – Straight Line Method – Diminishing Balance Method - Annuity Method – Sinking Fund Method.	15	https://youtu.be/w4lScJke6CA
III	Bills of Exchange (excluding Accommodation Bills) - Average Due Date - Account Current.	14	https://youtu.be/0Ua92akSdE4
IV	Bank Reconciliation Statement-Accounting for Non- Profit Organizations: Receipts and Payments Account, Income and Expenditure Account and Balance sheet.	14	https://youtu.be/m8ahJ25e4Lk https://youtu.be/ASDP1X-QAXo
V	Hire Purchase System – Interest calculation – Debtor method – Stock and Debtor method - Installment Purchase System.	14	https://youtu.be/IiQAPhqAH4Y
	Total	72	

Text Book

1. Reddy T.S and Murthy.A, Financial Accounting, 5th Edition, Margham Publications, 2021, Chennai.

Reference Books:

1. S.P.Jain and K.L.Narang, Financial Accounting, Latest Edition, Kalyani Publishers, 2018, Chennai.
2. Grewal.T.S, Introduction to Accountancy, 9th Edition, S.Chand and Company Ltd., 2020, New Delhi.

Websites

1. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-5New.pdf>
2. <https://www.geektonight.com/financial-accounting-notes/>
3. <http://www.oup.co.in>

Learning Methods (*):

Assignment/Seminar

SEMESTER – I**PART III – CORE 2: BUSINESS ORGANISATION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BCM102	Business Organisation	Core 2	60	12	0	4
Preamble: To enable the students to gain fundamental knowledge in various forms of Business Organizations and trade practices.						
Prerequisite: Basic knowledge about Commerce and business organisations.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the basics concepts of Commerce					K1
CO2	Learn the various forms of Business Organisation					K2
CO3	Describe trade association and Chamber of Commerce and its functions					K2
CO4	Understand the basics of International Trade and its importance					K1,K2
CO5	Gain knowledge on International Trade Agreements and Monetary System					K1

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	M	M	M	S	L	M	S	L
CO2	S	M	M	M	M	M	M	M	S	L
CO3	S	M	L	M	M	M	M	M	M	M
CO4	S	M	M	L	M	L	L	L	M	M
CO5	S	M	M	M	M	M	L	L	M	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Business – Definition – Characteristics – Objectives – Evolution of business – Types – Differences between trade, business and commerce – Barter System – Ethics in Business – Social responsibilities of business – Modern Business – Criteria for successful Modern Business	15	https://youtu.be/MPbFIONPI_0
II	Forms of business: Sole Proprietor – Features – Advantages – Disadvantages – Partnership deed – Kinds of partner – Joint Stock Company – Features – Advantages and Disadvantages – Co-operative enterprises – Public Enterprises	14	https://youtu.be/nsV461YIr6c
III	Chamber of Commerce: Need – Features – Objectives – Functions – Importance – Benefits – Role for economic development – International Chamber of commerce – ICC Arbitration – FICCI – Trade Unions – Difference between Trade association and chamber of commerce.	14	https://youtu.be/Djv9JmplMFO
IV	Introduction to International trade – Difference between Domestic and International Trade – Features, Need, Importance of International Trade – Challenges of international trade – Causes – Imports and exports – Merits and demerits of Imports and Exports	14	https://youtu.be/WfsxZxrA5fM
V	Trade Agreements – GATT – WTO – International Monetary System – Evolution – Current Monetary Systems – IMF – World Bank. Technological advancement in Modern Business.	15	https://youtu.be/JH_gK4o6y9U
	Total	72	

Text Book:

1. G.Prasad, “Business organization”, Margham Publication, 8th Edition 2018.
2. Francis Cherunilam, International Business, PHI Learning Pvt., Ltd., 2020 Edition.

Reference Books:

1. Dr.N.Mishra, Business Organization,SBPD Publishing house, 2021 Edition.
2. Dr.C.D.Balaji, International Trade, Margham Publications, Chennai, 2018

Websites:

1. <https://courses.lumenlearning.com/boundless-finance/chapter/types-of-business-organizations/>
2. <http://web.sol.du.ac.in/epustakdwar/index.php/en/ug-courses121/847-mcq12/b-com-prog-part-1-semester-i/business-organisation-management>
3. <https://www.learnbse.in/ncert-business-studies-book/>

Learning Methods (*):

Assignment/Seminar

SEMESTER – I**PART III - ALLIED 1: BUSINESS ECONOMICS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BCMA01	Business Economics	Allied 1	60	12	0	4
Preamble: To enable the students to understand the concepts and theories in Business Economics.						
Prerequisite: Basic knowledge in an Economics.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Define the basic concepts of Business Economics.					K1
CO2	Understand the Law of Demand and Supply					K1,K2
CO3	Distinguish the various competitive market structures.					K3
CO4	Gather knowledge in Economic Growth and Development.					K4
CO5	Gain knowledge in Macro Economics indicators.					K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	L	M	L	M	S	L
CO2	S	M	L	M	M	M	M	M	S	M
CO3	S	S	M	M	M	L	L	L	S	M
CO4	S	M	L	M	M	L	L	M	M	L
CO5	S	M	L	M	L	M	L	L	M	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Business Economics: Meaning-Nature and Scope of Business Economics-Decision Making in Business-Demand- Meaning-Determinants-Law of Demand- Elasticity of Demand- Inflation-Deflation.	15	https://www.youtube.com/watch?v=jX699cAnLk0
II	Introduction to Supply-Equilibrium -Utility-Law of Diminishing Marginal Utility-Equi-Marginal utility-Production – Law of variable proportion>Returns to Scale.	15	https://www.youtube.com/watch?v=720uyg0Dd_M
III	Introduction to Market structure: Types of competition – Perfect competition – Monopoly – Monopolistic Competition-Oligopoly – Pricing Strategies.	14	https://www.youtube.com/watch?v=V9YdxZ-zKYM
IV	Introduction to Economic Growth and Development-Characteristics of under developed Countries-Determinants-Obstacles- Indian Agriculture and its Role in Indian Economic Development.	14	https://www.youtube.com/watch?v=i6-Nqd5DV4U
V	Macro Economics: Concept of Circular Flow of Incomes-National Income Analysis-GDP-GNP-Fiscal Policy-Monetary Policy.	14	https://www.youtube.com/watch?v=MKO1icFVtDc
Total		72	
Text Book:			
1. Sundharam K.P.M and Sundharam E.N Business Economics,Sultan Chand and Sons, 2022 edition,New Delhi.			
Reference Books:			
1. Dr.Anupam Agarwal,AnjuAgarwal, Business Economic, SBPD Publications 2021edition.			
2. Ruddar Datt K.P.M Sundharam ,Indian Economy , S. Chand & Company Ltd,2018, 72 nd edition, Ram Nagar, NewDelhi.			
Websites:			
1. https://www.geektonight.com/			
2. https://www.investopedia.com/terms/b/business-economics.asp			
3. https://onlinecourses.swayam2.ac.in/cec19_mg37/preview			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER – II**PART III - CORE 3: FINANCIAL ACCOUNTING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BCM201	Financial Accounting	Core 3	60	12	0	4
Preamble: To enable the students to prepare partnership accounts and other special accounting.						
Prerequisite: Basic knowledge in Accounting concepts.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To know the accounting procedure for Branch and Departmental Accounting.					K1,K2
CO2	To understand the Accounting treatment of consignment in the books of Consignor and Consignee and identify the value of unsold stock, normal loss and abnormal loss.					K2
CO3	Apply the accounting procedure at the time of admission and retirement/death of the partner and the related accounting treatment.					K3
CO4	Apply Garner Vs Murray rule and solve problems relating to insolvency of partners.					K3
CO5	Demonstrate the preparation of statement of affairs in case of insolvency and to frame a deficiency account.					K2,K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	M	S	L	M	S	M	L
CO2	S	M	L	S	M	L	M	S	L	S
CO3	S	S	L	M	S	M	S	S	L	M
CO4	S	L	M	L	M	M	M	L	M	S
CO5	M	L	M	L	S	M	S	L	L	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Branch accounts: Dependent Branch – Independent Branch (excluding Foreign Branch) – Department Accounts.	15	https://youtu.be/I3laRgAGAuY
II	Consignment – Valuation of unsold Stock – Normal Loss – Abnormal Loss –Joint Venture (Excluding Memorandum of Joint Venture Account)	15	https://youtu.be/GtGvLN8Hv_k
III	Partnership- Features- LLP- Admission and Retirement of Partner – Treatment of Goodwill – Revaluation of Assets and Liabilities – Calculation of Gaining and Solvency Ratio – Death of a Partner –Settlement to executor.	14	https://youtu.be/mCY2q7VmRHw?si=gKAzV_bE99q0oRPb https://youtu.be/r3jDw3kx3gI?s_i=Iq3rWj17VhYbtoq5
IV	Dissolution – Insolvency of Partners – Garner Vs Murray – Preparation of Deficiency A/C	14	https://youtu.be/PnFHGAic_9U?si=JEq2IEIy5VuV8agb
V	Conversion of Partnership into Company – Insolvency A/c – Preparation of Statement of Affairs – Deficiency A/c	14	https://youtu.be/_DSaK8Xuij8 https://youtu.be/5JcO8bKyeAg?si=6V1rjI7KHCfrAAM4
Total		72	
Text Book			
2. Reddy T.S and Murthy.A, Financial Accounting, 5 th Edition, Margham Publications, 2016, Chennai.			
Reference Books:			
3. M Hanif/ A Mukhrjee, Financial Accounting, McGraw Hill Education (india) Private Limited,September 2020, 5 th Edition.			
4. Fcma Govada Chalapathi Rao (G.C.RAO), Financial Accounting, Commercial Law Publisher(India) Pvt.Ltd,(30 November 2022)			
Websites			
4. https://www.geektonight.com/financial-accounting-notes/			
5. http://www.oup.co.in			
6. https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-5New.pdf			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER – II**PART III - CORE 4 – COMMERCIAL LAW**

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
23BCM202	Commercial Law	Core 4	60	12	0	4

Preamble: To Gain knowledge in legal aspects of business and commercial activities

Prerequisite: Basic knowledge in commerce

Course Outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To state the law relating to Indian Contract Act and define the concept of contract	K1
CO2	Understand the different elements of contract, performance of contract and different modes of discharge of contract	K2
CO3	Explain the principles of law that apply to performance of contract	K3
CO4	Apply the concept of special contracts	K2
CO5	Evaluate the Analyse in Law relating to Sales	K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	L	L	M	S	L	S	L
CO2	L	M	L	S	M	S	S	L	M	M
CO3	L	S	S	M	M	M	L	M	S	M
CO4	S	L	M	S	M	S	L	L	S	M
CO5	S	M	M	L	L	M	S	L	S	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Indian Contract Act, 1872 - Nature – Sources of Contract - Kinds – Elements of Contract - Essentials of Valid Contract – Offer – Acceptance – Consideration .	14	https://www.youtube.com/watch?v=QsYCSbhwKjg
II	Capacity to Contract - Free Consent – Mistake – Misrepresentation – Fraud – Coercion and Undue influence– Lawful Object – Agreement not declared Void – Legal formalities.	14	https://study.com/academy/lesson/contract-law-terms-definitions-contract-types.html
III	Contingent Contract – Performance of Contract – Quasi Contract – Discharge of Contract - Remedies for Breach of Contract.	14	https://www.youtube.com/watch?v=G1RH3VMm9RM
IV	Special Contracts – Indemnity and Guarantee – Rights and Liabilities of Surety – Discharge of Surety – Agency – Bailment and Pledge	15	https://www.youtube.com/watch?v=-Q9MNPICHIU
V	Sale of Goods Act 1930 – Rights of Unpaid Seller – Caveat Emptor – Auction Sale – Condition and Warranties to Sale – Performance of Contract of Sale – Rights and Duties of Buyer.	15	https://www.youtube.com/watch?v=NCr4ieqPwz8
	Total	72	
Text Book			
1. N.D.Kapoor, Business Laws , Sulthan Chand & Sons, New Delhi, 2018			
Reference Books:			
1. N.Premadevi, Business Law, Sri Vishnu Publication, Chennai, 2021			
2. R.S.N.Pillai and Bhagavathi, Business Law, S.Chand, New Delhi Reprint, 2017			
Websites			
1. https://www.icsi.edu/WebModules/Economic%20Business%20and%20Commercial%20Laws.pdf			
2. http://www.simplynotes.in/e-notes/mbabba/business-law-notes-study-material/			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER – II
PART III – ALLIED 2: PRINCIPLES OF MANAGEMENT

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
23BCMA02	Principles of Management	Allied 2	60	12	0	4
Preamble: To enable the students to gain fundamental knowledge about Management Practices.						
Prerequisite: Basic knowledge on management.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand various management concepts and the functions of management.					K2
CO2	Identify the various types of planning policies and types of decisions.					K1
CO3	Apply the knowledge of centralization, decentralization and Declaration of authority.					K3
CO4	Examine the concept of HRM planning and motivation, attitudes and behaviors impact.					K4
CO5	Demonstrate the ability to use theories in the practice of leadership.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	M	L	S	L	M	L	S
CO2	M	S	L	M	L	S	S	S	M	L
CO3	S	L	M	S	S	M	L	M	L	M
CO4	L	L	S	M	S	M	S	L	M	S
CO5	S	M	S	L	S	L	M	M	L	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Management–Definition – Features–Management is Science or Art – Principles of Management – Functions of Management–Modern Management Theories– Frederick Scientific Theory –Fayol’s Theory of Management–Hawthorne Experiments–Bureaucratic Theory – Human Relation Theory – X and Y Theory.	15	https://www.youtube.com/watch?v=cYmqzdI1XOI
II	Planning –Characteristics–Objectives – Types of Planning policies–Meaning–Phases of Policy Making–Forecasting – Elements of Business Forecasting –Decision Making–Nature–Types of Decisions–Importance.	14	https://www.youtube.com/watch?v=OBHjlHoSznng
III	Organization–Meaning – Nature – Importance – Structure – Delegation – Departmentation –Bases – Authority–Declaration of authority–Centralization–Decentralization–Types - Span of Control – MBO & MBE	14	https://www.youtube.com/watch?v=Qa6vk-EyD3Y
IV	Staffing– Importance–Process – Directing–Significance –Elements - Human Resource Planning –Objectives–Process–Motivation–Theories of Motivation– Need–Approaches & Techniques.	15	https://www.youtube.com/watch?v=YT7A-VWgc_U
V	Co-ordinating – Leadership – Meaning–Characteristics–Types of Leadership styles – Qualities of Leadership - Controlling – Control Process – Controlling Techniques – Social Responsibility of Business.	14	https://study.com/learn/lesson/leadership-styles-examples-overview.html
Total		72	
Text Book			
1. Sanjay Gupta, Principles of Management , SBPD Publication, 2021.			
Reference Books:			
1. Rajesh Kumar R, Principles of Management, Jyothis Publishers, 2020.			
2. K. Sundar, Principles & Practice of Management, Vijay Nichole Publisher Pvt. Ltd, Chennai, 2012.			
Websites			
1. https://byjus.com/commerce/henri-fayol-14-principles-of-management/			
2. https://en.wikiversity.org/wiki/Principles_of_Management			
3. https://ncert.nic.in/textbook/pdf/lebs102.pdf			
Learning Methods (*):			
Assignment/Seminar			

BBA

Bachelor of Business Administration
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2023-2024 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	23LATA01/ 23LAHI01/ 23LAMY01/ 23LAFR01	Language – I Tamil I/Hindi I/ Malayalam I/ French I	5	3	25	75	100	4
II	23ENG001	English –I	5	3	25	75	100	4
III	23BBA101	Core 1 Principles of Management	6	3	25	75	100	4
III	23BBA102	Core 2 Financial Accounting	6	3	25	75	100	4
III	23BBAA01	Allied 1 – Business Mathematics and Statistics	6	3	25	75	100	4
IV	23UFCA01	Foundation Course I : EVS	2	3	-	50	50	2
		Total	30				550	22
SEMESTER II								
I	23LATA02/ 23LAHI02/ 23LAMY02/ 23LAFR02	Language –II Tamil II/Hindi II/Malayalam II/French II	5	3	25	75	100	4
II	23ENG002	English – II	3	2	0	50	50	2
II	23NMS001	NMS 1:Effective English: Language proficiency for Employability	2	2	0	50	50	2
III	23BBA201	Core 3 Organizational Behavior	6	3	25	75	100	4
III	23BBA202	Core 4 Business Economics	6	3	25	75	100	4
III	23BBAA02	Allied 2- Operations Research	6	3	25	75	100	4
IV	23UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	22
SEMESTER III								
I	23LATA03/ 23LAHI03/ 23LAMY03/ 23LAFR03	Language – III Tamil III/Hindi III/ Malayalam III/ French III	3	3	25	75	100	4
II	23ENG003	English – III	3	3	25	75	100	4
III	23BBA301	Core 5 -Marketing Management	5	3	25	75	100	4
III	23BBA302	Core 6 - Production and	5	3	25	75	100	4

		Operations Management						
III	23BBA303	Core 7-Management Information System	5	3	25	75	100	4
III	23BBAA03	Allied 3– Business Taxation	6	3	25	75	100	4
III	23BBASB1	SBC 1- PC-Software Lab	2	3	30	45	75	2
IV	23BTA001/ 23ATA001/ 23BBAOE1	OEC 1: BT I / AT I / Multimedia and its Applications	2	2	-	50	50	2
		Total	30				725	28
SEMESTER IV								
I	23LATA04/ 23LAHI04/ 23LAMY04/ 23LAFR04	Language – IV Tamil III/Hindi IV/ Malayalam IV/ French IV	3	3	25	75	100	4
II	23ENG004	English – IV	3	3	25	75	100	4
III	23BBA401	Core 8 – Human Resource Management	5	3	25	75	100	4
III	23BBA402	Core 9 – Research Methods for Management	5	3	25	75	100	4
III	23BBA403	Core 10 – Cost and Management Accounting	5	3	25	75	100	4
III	23BBA404	Allied 4- Legal Aspects of Business	4	3	25	75	100	4
IV	23NMS002	NMS II:Office Fundamentals : Digital skills for employability	2	2	0	50	50	2
III	23BBASB2	SBC 2 Business Communication	2	3	30	45	75	2
IV	23BTA002/ 23ATA002/ 23OEC002	OEC 2 : BTII /ATII / Communicative English	2	2	-	50	50	2
		Total	30				775	30
SEMESTER V								
III	23BBA501	Core 11-Financial Management	5	3	25	75	100	4
III	23BBA502	Core 12- Brands and Business	4	3	25	75	100	4
III	23BBA503	Core13- Entrepreneurship and Project Management	5	3	25	75	100	4
III	23BBA504	Core 14- Business Ethics and Corporate Governance	4	3	25	75	100	4
III	23BBAE01/ 23BBAE02/ 23BBAE03	Elective I Advertising and Sales Promotion / Banking Law and Practices/ Labour Welfare and Industrial Relations	5	3	25	75	100	4
III	23BBAPR1	Project Viva Voce	5	3	25	75	100	4

III	23BBASB3	SBC 3 Modern Office Management	2	3	30	45	75	2
		Total	30				675	26
SEMESTER VI								
III	23BBA601	Core 15-International Business Management	5	3	25	75	100	4
III	23BBA602	Core 16 - Industrial Law	6	3	25	75	100	4
III	23BBA604	Core 17 - E- Commerce	5	3	25	75	100	4
III	23BBAE04/ 23BBAE05/ 23BBAE06	Elective II Event Marketing/ Financial Services / Human Resource Development	5	3	25	75	100	4
III	23BBAE07/ 23BBAE08/ 23BBAE09	Elective III Supply Chain and Logistics/ Stock Exchange Practices/ Training and Development	5	3	25	75	100	4
IV	23NMS003	NMS III: Project based learning	2	2	0	50	50	2
III	23BBASB4	SBC -4 Customer Relationship Management	2	3	30	45	75	2
V	23NSS001/ 23NCC001/ 23SPT001/ 23EXT001	SOC1: NSS/NCC/SPORTS/Extension Activity			50		50	2
		Total	30				675	26
Total							3950	154

**Regulations for Bachelor of Business Administration
SEMESTER – I**

PARTIII-CORE 1: PRINCIPLES OF MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BBA101	Principles of Management	Core-1	60	12	0	4
Preamble: To acquire knowledge business and principles in organizations						
Prerequisite: Education in modern trends in Management Process						
Course outcomes (COs): To learn the application of the principles in an organization						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Learn and acquire the knowledge of the nature and type of business organization.					K1
CO2	Make an effective planning and what are all the strategies and policies to be followed for successful organization.					K2
CO3	The purpose of this study is to learn about the formal and informal organization structure and the achievement of organizational goals.					K4
CO4	The students will acquire the knowledge about directing, motivating towards the growth of the organization.					K5
CO5	The students will learn about the various techniques involved in staffing and controlling.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	M	L	S	L	S	S	S	S
CO2	S	L	L	L	M	L	M	L	L	L
CO3	S	M	L	L	S	M	L	M	M	L
CO4	S	L	S	M	M	M	M	M	M	M
CO5	S	L	S	S	L	S	M	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Nature and evolution of management – Meaning and definition of management – Contributions of Taylor, Fayol, Mayo and Drucker – Functions of management – management: Art, Science and Profession – Administration Vs management – Functional areas of management – Managerial skills: Levels of management-Social responsibility and Ethics.	15	https://www.youtube.com/watch?v=U4wuKKwV-eg
II	Planning: Nature and purpose of planning - steps in planning - types of planning- Objectives and strategies-Policies - Decision making: Process of Decision making - types of Decisions, MBO- Definition and concept-process-merits and demerits.	15	https://www.youtube.com/watch?v=7eZXVTTmlcE
III	Organising: Meaning, definition and Principles, Formal and Informal Organisation – Organisation structure – Line and staff organization – Types of Groups – Formal and Informal Groups – Merits and Demerits of the groups	14	https://www.youtube.com/watch?v=InLJMeCHM4
IV	Directing: Definition and principles of Directing – Motivation: Meaning, nature and importance – Maslow, Mc Gregor, Herzberg Mc Cleland, and Alderfer theories of motivation– Delegation of Authority – Centralization and decentralization – Merits and Demerits.: Co-ordination: Meaning need and features – Techniques – Problems in coordination.	14	https://www.youtube.com/watch?v=XPAgq1OjX3k
V	Staffing: Meaning and importance of staffing – Recruitment, Selection, Training of staff. Controlling: Meaning, definition and need – Principles of controlling – Controlling techniques	14	https://www.youtube.com/watch?v=XIUJPjqYU94
Total		72	
Text Book			
1. P. C. Tripathy, P.N.Reddy, Ashish Bajpai Principles of Management, 6rd Edition, Tata MC Graw hill publishing Company ltd, New Delhi, 2017.			
Reference Books:			
1. Bhushan Y.K, Business Organization, 4th Edition, Tata MC Graw hill publishing, New Delhi, 2006			
2. L.M.Prasad, Principles of Management, 5 th Edition, Himalaya publication, Mumbai - 2006			
Websites			
1. www.openj.edu/openlearn			
2. MIT Open Course Ware – http://ocw.mit.edu			
3. Oxford University Press - http://www.oup.co.in			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER -1**PARTIII-CORE II: FINANCIAL ACCOUNTING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BBA102	Financial Accounting	Core 2	60	12	0	4
Preamble: To acquire basic knowledge of Accounting principles and practice						
Prerequisite: Basic knowledge of Numerical Calculation.						
Course outcomes (COs): The objective of the course is to train the students with the ability to apply the basic concepts of accounting in business.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Students understand the fundamental concepts like double-entry and accounting systems					K1
CO2	Understand Book keeping and recording all transaction in Accounting book					K2
CO3	Prepare final Accounts of business and non-trading concerns.					K4
CO4	Calculate Profits or losses from incomplete records					K5
CO5	Prepare basic financial statements for incorporated and unincorporated entities					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	L	L	M	S	L	M	M	L	S
CO2	L	L	L	L	S	M	L	S	M	L
CO3	L	M	M	L	S	S	M	L	L	S
CO4	L	M	M	M	M	M	L	S	M	L
CO5	L	M	L	L	M	L	M	L	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Accounting: Definition – Need – Importance of accounting - Types of accounts – Golden rules of Accounting - Advantages and disadvantages of accounting - Methods of accounting - Basic Accounting Concepts and Conventions - Accounting Standards - GAAP - Applicability in IndAS - Need of IFRS	15	https://www.youtube.com/watch?v=bG963a00ZvM
II	Recording of Business Transactions - Preparation of Journal - Ledger – Format - Posting from journal. Single, Double, Triple Entry book keeping – Trial balance [problems] – Errors - types of errors - Rectification of errors [excluding suspense account].	12	https://www.youtube.com/watch?v=p7p1J8zC9SY
III	Subsidiary books - Cash Book - Purchases book - Sales book - Purchases return book - Sales return book- Petty cash book Depreciation Accounting: Meaning - Causes - Methods of Depreciation - Straight Line Method -Written Down Value method [with Simple problems only].	15	https://www.youtube.com/watch?v=pa_s1ETbrj8
IV	Bank Reconciliation statement – Purpose – Importance - Recording of transactions in cashbook and passbook - Steps to prepare bank reconciliation statements - Bank reconciliation Statement Format [problems]	14	https://www.youtube.com/watch?v=F-p8g1TsSGw
V	Preparation of accounts from incomplete records [Theory and Problems] - Accounting for non-trading institutions.[Theory and problems may be in the ratio of 20% and 80% respectively]	16	https://www.youtube.com/watch?v=RTj3GEyyADc
	Total	72	
Text Book			
<ol style="list-style-type: none"> 1. S.P.Jain, K.L.Narang, Financial Accounting and analysis, 6th Edition-Kalyani Publishers, 2021, Mumbai 2. Dr.S.N.Maheshwari, Financial Accounting, 1st Edition- Sultan Chand and Sons, 2018, New Delhi 			
Reference Books:			
<ol style="list-style-type: none"> 1. Dr. P.C.Tulsian, Financial Accounting, 4th Edition, Tata MC Graw Hill, 2014, Delhi 2. V.K.Gupta, Financial Accounting, 5th Edition- Sultan Chand and Sons, 2016, New Delhi 			
Websites			
<ol style="list-style-type: none"> 1. www.udemy.com 2. https://web.ung.edu 			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

Bachelor of Business Administration
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2022-2023 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	22LATA01/ 22LAHI01/ 22LAMY01/ 22LAFR01	Language – I Tamil I/Hindi I/ Malayalam I/ French I	5	3	50	50	100	3
II	22ENG001	English –I	5	3	50	50	100	3
III	22BBA101	Core 1 Principles of Management	6	3	50	50	100	4
III	22BBA102	Core 2 Financial Accounting	6	3	50	50	100	4
III	22BBAA01	Allied 1 – Business Mathematics and Statistics	6	3	50	50	100	4
IV	22UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	22LATA02/ 22LAHI02/ 22LAMY02/ 22LAFR02	Language –II Tamil II/Hindi II/Malayalam II/French II	5	3	50	50	100	3
II	22ENG002	English – II	5	3	50	50	100	3
III	22BBA201	Core 3 Organizational Behavior	6	3	50	50	100	4
III	22BBA202	Core 4 Business Economics	6	3	50	50	100	4
III	22BBAA02	Allied 2- Operations Research	6	3	50	50	100	4
IV	22UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
I	22LATA03/ 22LAHI03/ 22LAMY03/ 22LAFR03	Language –III Tamil III/Hindi III/Malayalam III/French III	3	3	50	50	100	2
II	22ENG003	English – III	3	3	50	50	100	2
III	22BBA301	Core 5 -Marketing Management	5	3	50	50	100	4
III	22BBA302	Core 6 - Production and Operations Management	5	3	50	50	100	4

III	22BBA303	Core 7-Management Information System	5	3	50	50	100	4
III	22BBAA03	Allied 3– Business Taxation	6	3	50	50	100	4
III	22BBASB1/ 22BBASB2	SBC I- PC-Software Lab/ Customer Relationship Management	2	3	30	45	75	2
IV	22BTA001/ 22ATA001/ 22BBAOE1	OEC 1: BT I / AT I / Multimedia and its Applications	2	2	-	50	50	2
Total			30				725	24
SEMESTER IV								
I	22LATA04/ 22LAHI04/ 22LAMY04/ 22LAFR04	Language –IV Tamil IV/Hindi IV/Malayalam IV/French IV	3	3	50	50	100	3
II	22ENG004	English – IV	3	3	50	50	100	3
III	22BBA401	Core 8 – Human Resource Management	5	3	50	50	100	4
III	22BBA402	Core 9 – Research Methods for Management	4	3	50	50	100	4
III	22BBA403	Core 10 – Cost and Management Accounting	5	3	50	50	100	4
III	22BBA404	Core 11 Consumer Behavior	3	3	50	50	100	4
III	22BBA404	Allied 4- Legal Aspects of Business	4	3	50	50	100	4
III	22BBASB3/ 22BBASB4	SBC 2 Business Communication / Modern Office Management	2	3	30	45	75	2
IV	22BTA002/ 22ATA002/ 22OEC002	OEC 2 : BTII /ATII / Communicative English	2	2	-	50	50	2
Total			30				825	30
SEMESTER V								
III	22BBA501	Core 12-Financial Management	5	3	50	50	100	4
III	22BBA502	Core 13- Brands and Business	5	3	50	50	100	4
III	22BBA503	Core14- Entrepreneurship and Project Management	5	3	50	50	100	4
III	22BBA504	Core 15- Business Ethics and Corporate Governance	5	3	50	50	100	4
III	22BBAE01/ 22BBAE02/ 22BBAE03	Elective I Advertising and Sales Promotion / Banking Law and Practices/ Labour Welfare and Industrial Relations	5	3	50	50	100	4

III	22BBAPR1	Project Viva Voce	5	3	50	50	100	4
		Total	30				600	24
SEMESTER VI								
III	22BBA601	Core 16- International Business Management	5	3	50	50	100	4
III	22BBA602	Core 17 - Industrial Law	5	3	50	50	100	4
III	22BBA603	Core 18-Insurance for business process	5	3	50	50	100	4
III	22BBA604	Core 19 E- Commerce	5	3	50	50	100	4
III	22BBAE04/ 22BBAE05/ 22BBAE06	Elective II Event Marketing/ Financial Services / Human Resource Development	5	3	50	50	100	4
III	22BBAE07/ 22BBAE08/ 22BBAE09	Elective III Supply Chain and Logistics/ Stock Exchange Practices/ Training and Development	5	3	50	50	100	4
V	22NSS001/ 22NCC001/ 22SPT001/ 22EXT001	SOC1: NSS/NCC/SPORTS/Extension Activity			50		50	2
		Total	30				650	26
Total							3900	144

SEMESTER –3
PART III - CORE 5 : MARKETING MANAGEMENT

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
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22BBA301	Marketing Management	Core 5	40	8	0	4
Preamble: To acquire basic knowledge of Marketing Management						
Prerequisite: Acquired knowledge in Principles of Marketing Management						
Course outcomes (COs): Students should have acquired knowledge in Principles of Marketing Management, Market Segmentation, Product Life Cycle, Pricing, and Branding.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Learn and understand Concepts of marketing					K1
CO2	Understand about the Marketing Strategies					K2
CO3	Design and develop various Marketing Strategies and pricing					K4
CO4	The students will acquire the knowledge about various Pricing Methods.					K5
CO5	The students will learn about to develop Business Strategies					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	M	S	L	M	S	L	M
CO2	S	M	S	L	L	M	L	M	M	M
CO3	S	M	S	S	M	M	M	L	S	L
CO4	M	L	M	L	L	S	L	M	M	L
CO5	M	L	M	L	M	L	M	S	S	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents / E-Resources
I	Definition of Marketing - Marketing Management- Marketing Concept – Meaning Importance of Marketing in Developing Countries - Functions of Marketing – Concept of Holistic Marketing Orientation, Customer Value-Changing Marketing Practices	10	https://www.youtube.com/watch?v=ZaKbhKN93Yw
II	The Product- Types of Product - Product Policy - Product Life Cycle [PLC] - Product Mix - Modification and Elimination – Packing – New Product Development – Strategies	10	https://www.youtube.com/watch?v=60eRK7AwwgM
III	Buyer Behavior - Buying Motives - Market Segmentation of Different Bases – Market Positioning – Market Targeting - Marketing Strategy - Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality –Brands Equity	9	https://www.youtube.com/watch?v=9y65-JDDifM
IV	Definition and Types of Channel - Channel Selection and Problems- Middle Man: Wholesaler - Retailer- Agent Middleman Price Decision-Concept, and Meaning of Price and Pricing-Significance of Pricing Decision- Factors Affecting Price Determination; Pricing Methods and Techniques.	10	https://www.animaker.com/hub/youtube-channel-ideas/
V	Advertisement Media- Radio-T.V-Newspaper- Merits and Demerits of Advertisement – Sales Promotion – Publicity – Personal Selling. – social media	9	https://www.youtube.com/watch?v=3ro9bfBY4-I
Total		48	
Text Book			
<ol style="list-style-type: none"> Philip Kotler and Kevin Lane Keller, Marketing Management, 15th Edition, 2017, Prentice Hall of India, New Delhi. Nair Rajan Gupta C.B, Marketing Management Text & Cases, 2018, Sultan Chand and Sons publications 			
Reference Books:			
<ol style="list-style-type: none"> Rajan Saxena, Marketing Management, 6th Edition, 2019, McGraw Hill, New Delhi Kumar Arun and Meenakshi N, Marketing Management, 2016 Vikas Publishing House. 			
Websites			
<ol style="list-style-type: none"> https://archive.nptel.ac.in/noc/courses/noc22/SEM1/noc22-mg05/ 			
Learning Methods (*): Assignment/Seminar/Case-Study			

SEMESTER – 3**PART III - CORE 6: PRODUCTIONS AND OPERATIONS MANAGEMENT**

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
22BBA302	Production and Operations Management	Core 6	40	8	0	4
Preamble: To acquire basic knowledge of Productions and Operations Management						
Prerequisite: Basic knowledge about Principles and Process of Production Management						
Course outcomes (COs): To acquire and gain awareness in production management and its processing techniques						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand Principles and Process of Production Management					K1
CO2	Understand about the techniques in Production					K2
CO3	Learn about the Import Purchase Procedure					K3
CO4	The students will acquire the knowledge about Quality Control					K5
CO5	The students will learn about concepts in sampling in production					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	M	S	M	M	M	S	L
CO2	S	M	M	L	L	L	L	S	M	M
CO3	M	L	S	M	M	M	L	M	L	L
CO4	S	M	L	L	S	S	M	L	L	S
CO5	M	L	L	M	M	M	S	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents / E-Resources
I	Production Management - Functions - Scope - Plant Location - Factors - Site Location -Plant Layout - Principles - Process - Product Layout for Production Planning and Control -Principles - Information Flow - Routing - Scheduling - Dispatching – Control.	9	https://www.youtube.com/watch?v=0gQaOFX7szg
II	Materials Requirement Planning (MRP) – Evolution of MRP into MRP II – JIT- Difference between JIT and MRP - Maintenance - Types - Breakdown - Preventive - Routine - Methods Study – Work Study-Time Study - Definition - Motion Study - Principles – Work Measurement.	10	https://www.youtube.com/watch?v=8Ub9IzRf8NA
III	Purchasing – Procedure - Principles - Import Substitution and Import Purchase Procedure - Value Analysis / Value Engineering – Steps - Vendor Rating - Vendor Development – ERP – Business Engineering – BPR.	9	https://www.youtube.com/watch?v=47CaRUFrYJc
IV	Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ – Reorder Point - Safety Stock - Lead Time Analysis - Store Keeping - Objectives - Functions – Store Keeper - Duties - Responsibilities - Location of Store - Stores Ledger - Bin card – KAIZEN	10	PPT https://www.youtube.com/watch?v=IqBhf-1hzbk
V	Inspection and Quality Control - Types of Inspection. TQM: Meaning -Objectives - Elements - Benefits - Bench Marking: Meaning - Objectives - Advantages -ISO: Features - Advantages - Procedure for Obtaining ISO- AGMARK-ISI- Six Sigma Concept- Acceptance Sampling.	10	https://www.youtube.com/watch?v=8Ub9IzRf8NA
	Total	48	

Text Book

1. Swapnil Rupaye, Production and Operations Management 12th Edition, April 2015, OUP Australia and New Zealand.

Reference Books:

1. S N. Chary, Production and Operations Management, 6th Edition, Mc-Graw Hill Publications, 2019
2. S.K.Anil Kumar and N.Suresh, Production and Operations Management, Revised Edition, 2012, New Age International Publishers.

Websites

1. <https://www.newagepublishers.com/samplechapter/001233.pdf>
2. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf

Learning Methods (*):

Assignment/Seminar/Case-Study/ Industrial visit

SEMESTER -3**PART III CORE 7: MANAGEMENT INFORMATION SYSTEM**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBA303	MANAGEMENT INFORMATION SYSTEM	Core 7	40	8	0	4

Preamble: To acquire basic knowledge of Management Information System

Prerequisite: Basic knowledge of Systems, data and information and knowledge.

Course outcomes (COs): Management Information Systems (MIS) is a formal discipline within business education that bridges the gap between computer science and well-known business disciplines such as finance, marketing, and management.

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students understand the fundamental concepts like double-entry and accounting systems	K1
CO2	Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.	K2
CO3	Introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.	K4
CO4	Enable students understand the various knowledge representation methods and different expert system structures	K5
CO5	Enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	S	L	M	M	M	L
CO2	M	L	S	L	L	L	S	L	L	M
CO3	S	M	M	M	M	S	L	S	M	S
CO4	S	L	L	L	S	L	M	M	L	L
CO5	L	M	M	M	L	M	L	L	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	MIS - Evolution of MIS - Growth of MIS - Characteristics of MIS - Subsystem of MIS-Executive Information System - Information Resource Management - Role of MIS - Concepts of Information: Data of Information - Business Data Processing.	10	https://www.youtube.com/watch?v=2rtaS99_NIA
II	Features of Information - Types of Information - Quality of Information – Value - Management Information System - System Concepts: Characteristics of System - Types of System - Control in System - System Concepts Applied to MIS - Structure of MIS: Organizational Function and Information Required-Level of Management.	10	https://www.youtube.com/watch?v=dGoBKDKyxmY
III	Transaction Processing System – Cycle – Features - Transaction Document - Transaction Processing Models - Decision Support System – Types – Characteristics – Components - Tools-Capabilities - Group DSS - Expert System.	9	PPT https://www.youtube.com/watch?v=SyYXwE-HpIM
IV	Planning for MIS - System Development Model - System Design: Input Design - Procedure Design - File Design - DB design – DBMS – DBA - Design Document - Program Development: Techniques of Program Development - System Implementation Steps.	10	https://www.youtube.com/watch?v=2rtaS99_NIA
V	Data Communication System – Networking – Types - Electronic Communication - History of Internet-WWW-Navigation Tools - Security on Internet - Types of Electronic Commerce - EDI	9	https://www.youtube.com/watch?v=ULgKbLWhgEM
Total		48	
Text Book			
<ol style="list-style-type: none"> 1. Waman S Jawadekar , Sanjiva Shankar Dubey Management Information System: Text and Cases, 6th Edition, 2018, McGraw Hill Publishing House. 2. Ramesh Behl and James A. O'Brien Management Information System, 11th Edition, 2018, McGraw Hill Education India. 			
Reference Books:			
<ol style="list-style-type: none"> 1. Ramesh Behl, James A. O'Brien, George M. Marakas, Management Information System, 11th Edition, 2019, McGraw Hill Education, 2. Laudon and Laudon, Management Information System, 16th Edition, 2019, Pearson Education, South Asia. 			
Websites			
<ol style="list-style-type: none"> 4. Nptel – https://onlinecourses.nptel.ac.in/noc20_mg60/preview 5. Udemy - www.udemy.com 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – 3
ALLIED – 3 : BUSINESS TAXATION

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBAA03	BUSINESS TAXATION	Allied - 3	50	10	0	4
Preamble: To acquire knowledge in Business Taxation.						
Prerequisite: Learn the fundamentals of Business Taxes.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Should have acquired knowledge about Tax.					K1
CO2	Know about heads of income.					K2
CO3	Know about calculation of incomes from house property and business profession.					K4
CO4	Know the Determination of Cost of Acquisition and Deduction of Tax Source.					K5
CO5	Analyse the Computation of Tax Liability, deductions, E-Filing & its Procedures.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	M	M	S	M	S
CO2	L	S	S	L	L	S	L	L	L	M
CO3	S	L	M	S	S	S	S	L	M	M
CO4	M	S	L	S	M	M	M	M	M	M
CO5	L	L	L	S	L	L	L	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Direct tax- Meaning –Merits –Demerits- Income –Features-Types -Assessment Year - Previous year- Assesses - Types of Assesses - Residential status of Person - Exempted Income.	12	https://youtu.be/dqA2yO4sbvM
II	Heads of Income- Income from Salaries – Characteristics of Salary - Treatment of Provident Fund – Allowances – Types of Allowances- Perquisites- Taxability of Perquisites - Valuation of Rent free Accommodation - Gratuity – Pension –Leave Encashment - Calculation of Income from Salary.	12	https://youtu.be/kkPxsoDL5P4
III	Income from House Property – Annual Value - Different Types of Rental Value – Determination –Deduction U/S 24 – Calculation of Income from House Property. Profits and Gains of Business or Profession – Computation of Income from Business or Profession.	12	https://youtu.be/cLnjIH-g_E
IV	Capital Gains- Types –Exemption - Determination of Cost of Acquisition –Treatment of Capital Loss - Set-off and Carry Forward of Losses – Income from Other Sources –Tax treatment of Gift - Deduction of Tax at Source .	12	https://youtu.be/vDrYBJReG5Q
V	Deductions to be made from Total Income –Assessment of Individuals - Computation of Tax Liability –E-Filing – Procedure. Note: Distribution of marks:	12	https://youtu.be/IkKPzy7VDOW
	Total	60	
Note : Theory 40% and Problems 60%			
Text Book			
1. Gaur.V.P and Narang.D.B, Puja Gahai,RajeevPuri , Income Tax Law and Practice 46th edition, Kalyani Publishers , 2016, New Delhi.			
Reference Books:			
1. Hariharan.N, Income Tax, 10th edition, Tata McGraw hill, 2016, New Delhi.			
2. T.S.Reddy and Y.Hari Prasad Reddy, Income Tax Law and Practice, 16th Edition, Margam Publication, Chennai.			
Websites			
1. https://onlinecourses.swayam2.ac.in/cec21_cm02/preview			
2. https://www.incometaxindia.gov.in/Pages/Deposit_TDS_TCS.aspx			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER -3**SBC – 1: PC - SOFTWARE LAB**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical (P)	Credits
22BBASB1	PC – Software Lab	SBC - I	-	-	24	3
Preamble: To acquire basic knowledge of Ms-Office and Internet.						
Prerequisite: Imparting professional skills in Personal Computer software						
Course outcomes (COs): The objective of the course is to train the students with the practical knowledge about basic computer operations.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand a Word Processor and to create, Edit and Format documents.					K1
CO2	Understand a Spreadsheet and to Create, Edit and Format Worksheet, Work with Charts and performing basic Calculations.					K2
CO3	Create effective presentations and apply Designs to Enhance the looks of the Presentation.					K4
CO4	Identify the terminology and functions common to most database management systems. To create simple reports and forms and using Queries.					K5
CO5	Describes the effects of the current development of Internet technologies on students learning experience. The main advantage is access to educational resources, leading to an improved learning experience for students.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	S	S	L	M	S	S	S
CO2	L	S	S	L	L	S	L	L	L	M
CO3	S	L	M	S	S	S	S	L	M	M
CO4	M	S	L	S	M	M	M	M	M	M
CO5	M	L	M	S	L	L	L	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	MS-WORD 1. Preparing a job application letter enclosing detailed resume with proper alignment and using shortcut keys. 2. Create a document and performing mail merge operation. 3. Create a time table for BBA course of I to VI Semester using MS-Word.	5	https://www.youtube.com/watch?v=VYOZ1ZRbU3Q
II	MS – EXCEL 4. Creating a worksheet using formulas for a employee pay roll preparation and calculate the Basic pay, HRA, DA, PF ,ESI and Netpay. 5. Calculating electricity bill using formulas and perform pivot table. 6. Create a student mark sheet preparation and perform sort and filter with drawing graphs to illustrate class performance of semester marks result analysis.	6	https://www.youtube.com/watch?v=RTCgVehpaCI
III	MS- ACCESS 7. Simple commands perform sorting on name, place and pin code of students database and address printing using label format. 8. Create Pay rolls database and set the primary and foreign key with report wizard.	5	https://www.youtube.com/watch?v=39kM_4T9gIk
IV	MS- POWER POINT 9. Designing an advertisement power point and apply themes and transitions. 10. Preparing a power point presentation with hyperlinking, adding images and rehearse timing for the slide show.	4	https://www.youtube.com/watch?v=39kM_4T9gIk
V	INTERNET 11. Internet basic Operations: a) Working with internet explorer to perform internet and mobile banking app with transactions. b) Create the link and perform the meeting for google meet, zoom and mooc etc. 12. a) Create an Email Account, Compose and Send mail by using CC and BCC options with Attachments. b) Register and apply online courses – Swayam-Nptel.	4	https://www.youtube.com/watch?v=VYOZ1ZRbU3Q
Total		24	
Websites			
1. Nptel – https://nptel.ac.in			
2. Udemy - www.udemy.com			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER –3**PART III-SBC 2 CUSTOMER RELATIONSHIP MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBASB2	Customer Relationship Management	SBC- 2	36	-	0	3
Preamble: To acquire basic knowledge of customer relationship methods.						
Prerequisite: Basic knowledge in skills of customer in the business Environment.						
Course outcomes (COs): To understand and learn the Methods of marketing,						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Identify and deliver effective presentations.					K1
CO2	Estimate knowledge and high level skills in business writing.					K2
CO3	Develop Responses to a range of current and emerging business issues.					K4
CO4	Develop students with the skills and knowledge of communication in the business Environment.					K4
CO5	Measure student's skills and knowledge in a supportive peer group Environment through ideas exchange and argument.					K5

Mapping with Program Outcomes:

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S	S	S	S	L	S	S	L
CO 2	M	M	S	M	M	M	M	S
CO 3	M	L	S	S	S	M	M	M
CO 4	S	L	M	M	L	S	S	M
CO 5	M	S	S	M	M	L	M	M

H– High; **L** – Low; **M** – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle	7	https://www.youtube.com/watch?v=D1zsFzgSN-U
II	CRM – Overview and evolution of the concept – CRM and Relationship marketing –CRM strategy – importance of customer divisibility in CRM	8	https://www.youtube.com/watch?v=mQLEocJCDtE
III	Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India.	7	https://www.youtube.com/watch?v=4vYF2AjkdEo
IV	Value Chain – concept – Integration Business Management – Benchmarks and Metrics –culture change – alignment with customer eco system – Vendor selection.	7	https://www.youtube.com/watch?v=8JLHSj-9jRE
V	Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.	7	https://www.youtube.com/watch?v=zcWtx8AAq1M
Total		36	
Text Book			
1. S. Shajahan – Relationship Marketing – McGraw Hill, 1997, Sultan Chand & Sons, New Delhi.			
2. Paul Green Berg – CRM – Tata McGraw Hill, 2002 2011, New Delhi.			
Reference Books:			
1. V.K.Jain& Prakash Biyani, customer relations management, 1 st Edition, 2014, Sultan Chand & Sons.			
2. C.B.Gupta, marketing management, Reprint 2014, Sultan Chand & Sons.			
Websites			
1. 1. Nptel- https://onlinecourses.nptel.ac.in			
2.obweb.org - http://obweb.org			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER -3**OEC - 1: MULTIMEDIA AND ITS APPLICATIONS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBAOE1	MULTIMEDIA AND ITS APPLICATIONS	OEC - 1	12		0	2
Preamble: To acquire basic knowledge of fundamental elements of multimedia						
Prerequisite: Basic knowledge of perceptions and applications of multimedia						
Course outcomes (COs): The objective of the course is to understand the concept of Multimedia is the combined use of text, graphics, sound, animation, and video.						
On successful completion of this course the students will be able to						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Learn and understand technical aspect of Multimedia Systems					K1
CO2	Understand the standards available for different audio, video and text applications.					K2
CO3	Design and develop various Multimedia Systems applicable in real time.					K4
CO4	The students will acquire the knowledge about various multimedia authoring systems.					K5
CO5	The students will learn about to develop multimedia application and analyze the performance of the same.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	M	M	S	M	S
CO2	L	S	S	L	L	S	L	L	L	M
CO3	S	L	M	S	S	S	S	L	M	M
CO4	M	S	L	S	M	M	M	M	M	M
CO5	L	L	L	S	L	L	L	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction: multimedia presentation and production – characteristics of multimedia presentation –multiple media – utilities of sensory perception –hardware and software requirement. Digital representation: analog representation –waves –digital representation-need for digital representation.	2	https://www.wyzowl.com/youtube
II	Text: types of text –Unicode standard –font –insertion of text – text compression –file formats.	2	https://www.wyzowl.com/youtube
III	Image: Image type –seeing color-color modals –basis steps for image processing-scanner-digital camera –interface standards – specification of digital images..	2	https://www.wyzowl.com/youtube
IV	Audio: Introduction –acoustics –nature of sound wave – fundamental characteristics of sound –microphone-amplifier-loudspeakers –audio mixer-digital audio	3	https://www.wyzowl.com/youtube
V	Video: Analog video camera –transmission of video signals-video signal formats –PC video –video recording formats and systems – video file formats.	3	https://www.wyzowl.com/youtube
Total		12	
Text Book			
1. Tay Vaughan, "Multimedia: Making It Work", 9th Edition, Osborne/McGraw-Hill, 2017.			
2. Principles of Multimedia –Ranjan Parekh, 2018, TMH.			
Reference Books:			
3. Ralf Steinmetz & Klara Nahrstedt - "Multimedia Computing, Communication & Applications", Pearson Education, 2018.			
4. Multimedia: making it work –tay Vaughan, 7th edition, TMH.			
Websites			
1. https://www.coursera.org/lecture/android-programming-2/multimedia-part-1-NW4wT			
2. https://www.arena-multimedia.com/in/en/courses/multimedia/multimedia-design-program			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

Bachelor of Business Administration
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2021-2022 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	21LATA01/ 21LAHI01/ 21LAMY01/ 21LAFR01	Language – I Tamil I/Hindi I/ Malayalam I/ French I	5	3	50	50	100	3
II	21ENG001	English –I	5	3	50	50	100	3
III	21BBA101	Core 1 Principles of Management	6	3	50	50	100	4
III	21BBA102	Core 2 Financial Accounting	6	3	50	50	100	4
III	21BBAA01	Allied 1 – Business Mathematics and Statistics	6	3	50	50	100	4
IV	21UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	21LATA02/ 21LAHI02/ 21LAMY02/ 21LAFR02	Language –II Tamil II/Hindi II/Malayalam II/French II	5	3	50	50	100	3
II	21ENG002	English – II	5	3	50	50	100	3
III	21BBA201	Core 3 Organizational Behavior	6	3	50	50	100	4
III	21BBA202	Core 4 Business Economics	6	3	50	50	100	4
III	21BBAA02	Allied 2- Operations Research	6	3	50	50	100	4
IV	21UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
III	21BBA301	Core 5 -Marketing Management	5	3	50	50	100	4
III	21BBA302	Core 6 - Production and Operations Management	5	3	50	50	100	4
III	21BBA303	Core 7 -Management Information System	5	3	50	50	100	4
III	21BBA304	Core 8 - Cost Accounting	5	3	50	50	100	4

III	21BBAA03	Allied 3– Business Taxation	5	3	50	50	100	4
III	21BBASB1/ 21BBASB2	SBC I - PC-Software Lab/ Customer Relationship Management	3	3	30	45	75	3
IV	21BTA001/ 21ATA001/ 21BBAOE1	OEC 1: BT I / AT I / Multimedia and its Applications	2	2	-	50	50	2
		Total	30				625	25
SEMESTER IV								
III	21BBA401	Core 9 – Human Resource Management	5	3	50	50	100	4
III	21BBA402	Core 10 – Research Methods for Management	5	3	50	50	100	4
III	21BBA403	Core 11 – Management Accounting	5	3	50	50	100	4
III	21BBA404	Core 12 Consumer Behavior	5	3	50	50	100	4
III	21BBA404	Allied 4- Legal Aspects of Business	5	3	50	50	100	4
III	21BBASB3/ 21BBASB4	SBC 2 Business Communication / Modern Office Management	3	3	30	45	75	3
IV	21BTA002/ 21ATA002/ 21OEC002	OEC 2: BTII /ATII / Communicative English	2	2	-	50	50	2
		Total	30				625	25
SEMESTER V								
III	21BBA501	Core 13-Financial Management	5	3	50	50	100	4
III	21BBA502	Core 14- Brands and Business	5	3	50	50	100	4
III	21BBA503	Core15- Entrepreneurship and Project Management	5	3	50	50	100	4
III	21BBA504	Core 16- Business Ethics and Corporate Governance	5	3	50	50	100	4
III	21BBAE01/ 21BBAE02/ 21BBAE03	Elective I Advertising and Sales Promotion / Banking Law and Practices/ Labour Welfare and Industrial Relations	5	3	50	50	100	4
III	21BBAPR1	Project Viva Voce	5	3	50	50	100	4
		Total	30				600	24
SEMESTER VI								
III	21BBA601	Core 17- International Business Management	5	3	50	50	100	4

III	21BBA602	Core 18 - Industrial Law	5	3	50	50	100	4
III	21BBA603	Core 19 Insurance for Business Process	5	3	50	50	100	4
III	21BBA604	Core 20 E- Commerce	5	3	50	50	100	4
III	21BBAE04/ 21BBAE05/ 21BBAE06	Elective II Event Marketing/ Financial Services / Human Resource Development	5	3	50	50	100	4
III	21BBAE07/ 21BBAE08/ 21BBAE09	Elective III Supply Chain and Logistics/ Stock Exchange Practices/ Training and Development	5	3	50	50	100	4
V	21NSS001/ 21NCC001/ 21SPT001/ 21EXT001	SOC1: NSS/NCC/SPORTS/Extension Activity			50		50	2
		Total	30				650	26
Total							3600	140

SEMESTER -V
PART III – CORE 13: FINANCIAL MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBA501	CORE 14	Core 2	60	12	0	4
Preamble: To acquire basic knowledge of Financial concepts						
Prerequisite: Basic knowledge of theories of finance						
Course outcomes (COs): To understand acquire knowledge in Finance Functions, cost of Capital, Capital Structure.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Make students understand the concepts and working of Maximization of value of the firm.					K1
CO2	Interpret financial statements for strategic decision making.					K2
CO3	Demonstrate a basic understanding of Capital Budgeting.					K4
CO4	Determine the patterns of determining Capital Structure and Dividend Policy of the company.					K5
CO5	Assess the working capital needs of the firm.					K2

Mapping with Program Outcomes:

CO\PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M	M	S	M	M	L	M	L
CO2	L	L	L	S	S	M	L	M
CO3	S	S	M	L	L	S	S	S
CO4	M	L	S	M	M	L	L	L
CO5	L	M	L	S	L	M	M	M

S – Strong; L – Low; M – Medium

SEMESTER - V**PART III – CORE 14: BRANDS AND BUSINESS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBA502	Brands and Business	Core 14	60	12	0	4
Preamble: To acquire basic knowledge of Branding in business						
Prerequisite: Basic knowledge of theories of Branding						
Course outcomes (COs): To understand acquire knowledge of product management such as Brand Positioning and its Preference.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Define the main concepts and explain the purpose of branding.					K1
CO2	Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.					K2
CO3	Describe the process and methods of brand management, including how to establish brand identity and build brand equity.					K4
CO4	Formulate effective branding strategies for both consumer and business products/services.					K5
CO5	Conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S	S	M	S	S	M	M	S
CO 2	M	M	S	M	M	M	L	L
CO 3	L	L	L	L	L	L	L	M
CO 4	L	S	M	L	S	S	M	M
CO 5	M	L	S	M	M	L	S	L

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Products - Concepts - New Product Development – Strategies - Launching Strategies, Product Life Cycle - Portfolio Management - BCG, GE, Porter's Model, Competitor's Analysis, Customer Analysis, Market potential, Product Demand pattern and Trend Analysis.	12	https://www.youtube.com/watch?v=yFBBNCCT96k
II	The Concept of Brands - The Economic Importance of Brands - The Social and Political Aspects of Brands - Difference between Marketing and Branding - Changing Rules of Marketing and Branding in India - Digital Dimension, Consumer Activism, Leveraging Technology	12	https://www.youtube.com/watch?v=LSaHgEi1rA
III	Introduction to Brand Positioning: The 4Ps – An Inherently Futuristic Model - 4Ps in the IT Age - Brand Positioning - Fundamentals of Brand Positioning - First Movers - Mistakes in Brand Positioning.	12	https://www.youtube.com/watch?v=fWmMa8FGR4Q
IV	The Brand Relevance Model: The First Mover Advantage - Managing a New Category - The Different Levels of Innovation - Understanding Brand Relevance – Categorization - Creating New Categories or Subcategories - Four Tasks - How Categorization Affects Information Processing and Attitudes	12	https://www.youtube.com/watch?v=iCG11ljwiTM
V	Brand Equity: Concept and Definitions, Dimensions of brand equity, Cost based Methods, Price based Methods, Customer based Methods, Value Addition from Branding, Financial aspects of Branding.	12	https://www.youtube.com/watch?v=D5GnDIGvKkk
Total		60	
Text Books:			
1. Harsh V Verma, Brand Management, Excel Books; Third edition (19 February 2013)			
2. Kevin Lane Keller, Tony Aperia and Mats Georgson, Strategic Brand Management, Financial Times/Prentice Hall; 2 edition 2013			
Reference Books:			
1. Tapan K. Panda, Product and Brand Management, Oxford University Press; First edition, 2016			
2. Keller, Strategic Brand Management : Building, Measuring, and Managing Brand Equity, Pearson Publication, 4 Edition, 2015			
Websites			
1. https://www.keltonglobal.com/method/portfolio-management/			
2. https://brandmasteracademy.com/branding-vs-marketing/			
3. https://www.pixelmattic.com/blog/brand-positioning-process/			
4. https://blog.loomly.com/brand-relevance/			
5. https://www.wallstreetmojo.com/brand-equity/			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

FIFTH SEMESTER**PART III - CORE 15: ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBA503	Entrepreneurship And Project Management	Core 15	60	12	0	4
Preamble: To acquire basic knowledge of Project Management in business						
Prerequisite: Basic knowledge of theories of Entrepreneurship						
Course outcomes (COs): To understand acquire knowledge of institutional support to entrepreneurial development.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Develop idea generation, creative and innovative skills.					K1
CO2	Know the parameters to assess opportunities and constraints for new business ideas.					K2
CO3	Aware of different opportunities and successful growth stories.					K4
CO4	Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.					K5
CO5	Run a small enterprise with small capital for a short period and experience the science and art of doing business.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L	M	M	S	M	M	M	L
CO 2	M	M	L	M	L	M	S	M
CO 3	S	L	S	S	S	L	L	S
CO 4	M	S	L	M	M	S	M	M
CO 5	L	M	M	L	L	M	S	L

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Evolution and the concept of entrepreneur – Definition of entrepreneur – Entrepreneurship – Entrepreneur and managers – Qualities of entrepreneur – Types of entrepreneurs – Functions of entrepreneur – Barriers to entrepreneurship – Intrapreneurs.	12	https://www.youtube.com/watch?v=W59VvNM5K7s
II	Factors affecting entrepreneurial growth-economic and non-economic factors-Entrepreneurial Motivation-Motivation Theories-Motivating Factors-Achievement Motivation-Entrepreneurial Development Programmes-Need-Objectives-Course Content-Phases-Evaluation of EDPs.	12	https://www.youtube.com/watch?v=tz_HqcJ-o2I
III	Meaning of project – Projects classification – Project life cycle - Project identification and Selection– Project Formulation.	12	https://www.youtube.com/watch?v=-DqIBgb_fpU
IV	Feasibility Report - Preparing a project report – Meaning-Significance-Content Formulation-Planning Commission Guidelines for Formulating a Project Report-Types of project report - Specimen of a Project Report-Project Evaluation.	12	https://www.youtube.com/watch?v=81VRieCm2Q0
V	Financial assistance for Entrepreneurs: DIC – SIDO – NSIC – SIDCO – SISI – IC – NAYE – Commercial banks.- Startup – TN-EDII-DST- startup in India.	12	https://www.youtube.com/watch?v=gm-mWHu-s40
Total		60	
Text Books:			
1. Vasant Desai, Project Management and Entrepreneurship, 2017 2. Management and Entrepreneurship by Krishna Rao N.V.R Naidu (Author) 2019.			
Reference Books:			
1. Pearson, Entrepreneurship Development and Small Business Enterprise, 2018. 2. Hisrich, Peters, Shepherd, Manimala, Entrepreneurship, 2019.			
Websites			
https://www.iedunote.com/entrepreneurship-functions https://www.nimblework.com/project-management/project-management-life-cycle/			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

FIFTH SEMESTER**PART III-CORE 16: BUSINESS ETHICS AND CORPORATE GOVERNANCE**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBA504	Business Ethics and Corporate Governance	CORE 16	60	12	0	4
Preamble: To acquire basic knowledge of ethics in business						
Prerequisite: Basic knowledge of theories of Corporate Governance						
Course outcomes (COs): To understand acquire knowledge of various factors influencing the corporate sector.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Understand the Business Ethics and to provide best practices of business ethics.					K1
CO2	Learn the values and implement in their careers to become a good managers.					K2
CO3	Develop various corporate social Responsibilities and practice in their professional life.					K4
CO4	Imbibe the ethical issues in corporate governance and to adhere to the ethical codes.					K5
CO5	Understand the importance of ethics and CSR in the day-to-day working of organizations.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L	M	M	S	M	M	S	M
CO 2	S	S	L	L	S	L	L	L
CO 3	L	L	S	M	L	S	S	M
CO 4	M	M	S	S	M	M	L	S
CO 5	S	S	M	L	L	S	M	L

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Business Ethics - Meaning - scope - benefits - Sources of Ethics - religion - philosophical system - cultural experience - legal system - Importance of Ethics - Factors influencing Business Ethics - leadership - strategy and Performance - environment - corporate culture - individual characteristics.	12	https://www.youtube.com/watch?v=HaOpSnnzA70
II	Ethical Values - Meaning - Features - Significance - Types - Personal values - Values of work force - Ethics committee – Ethical leadership.	12	https://www.youtube.com/watch?v=Ee2evuc8j4o
III	Culture - Meaning - Components of culture - Organisational culture - Meaning - characteristics - steps in building and maintaining organization culture - Managing cultural diversity in organisation.	12	https://www.youtube.com/watch?v=BrPPyxkkzcE
IV	Corporate Governance - Meaning - Definition - Importance - objectives - Principles - Code of Corporate Governance - Committees on Corporate Governance - Global and Indian perspectives - Mandatory and Non-mandatory regulations .	12	https://www.youtube.com/watch?v=QNYMsCpX7Rw
V	Corporate Social Responsibility of Business - Meaning – Significance- Rationale - Strategies- Corporate social Responsibility reporting - Ackerman’s model of social responsibility.	12	https://www.youtube.com/watch?v=ZoKihFLCY0s
Total		60	
Text Books:			
1. Laura P Hartman, Perspectives in Business Ethics, Mc Graw Hill International, 3rd edition 2007. 2. Bhatia S.K. Business Ethics and Corporate Governance, Deep & Deep Publications Pvt. Ltd New Delhi, 2004.			
Reference Books:			
1. S.S. Iyer - Managing for Value New Age International Publishers, 2002. 2. Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.) 3. A. C. Fernando: Business Ethics and Corporate Governance, 2e, Pearson, 2018.			
Websites			
https://corporatefinanceinstitute.com/resources/esg/corporate-social-responsibility-csr/ https://hbr.org/2015/03/corporate-governance-2-0 https://gothamculture.com/what-is-organizational-culture-definition/			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

FIFTH SEMESTER**PART III – ELECTIVE 1: ADVERTISING AND SALES PROMOTION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBAE01	Advertising And Sales Promotion	Elective 1	60	12	0	4
Preamble: To acquire basic knowledge of sales promotion						
Prerequisite: Basic knowledge of theories of Advertising						
Course outcomes (COs): To understand acquire knowledge on Advertising, Ad media, Ad agencies, Sales force management, Promotional strategies.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Identify the importance of advertising and to know the creative strategies of advertising.					K1
CO2	Know the functions and advertising layouts and printing techniques.					K2
CO3	Know the various Medias used in advertising.					K4
CO4	Identify the sales force selection and different training methods of advertising.					K5
CO5	Identify the terms and concepts that are commonly used in sales promotion and advertising.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S	L	M	L	M	L	M	L
CO 2	M	M	S	M	S	M	L	M
CO 3	L	S	L	S	M	L	M	S
CO 4	M	L	M	M	L	S	S	M
CO 5	S	M	M	L	M	M	L	L

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
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I	Introduction to Advertising- Meaning, Definition, Importance - Role and functions, economic, social and ethical issues - Advertising Creativity - Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals - Advertising copy - Copywriting - Objectives - Essentials - Types - Elements of copy writing: Headlines, body copy.	12	https://www.youtube.com/watch?v=7d3VAYGnXjY
II	Advertising layout - Functions - Design of layout - Typography printing: Process - Lithography - Printing plates and reproduction paper, and cloth - Size of advertising - Repeat advertising, advertising Campaign - Steps in campaign planning.	12	https://www.youtube.com/watch?v=G4XYcx1vRss
III	Media planning and scheduling strategy - Types of media, media characteristics, selection of media , media scheduling strategy, forms of media - Press, Newspaper, trade journal, Magazines - outdoor advertising - Direct mail advertising - Cinema and theatre programme - Radio and television advertising - exhibition, trade fair, transportation advertising.	12	https://www.youtube.com/watch?v=O5_PTGmHxQ4
IV	Evaluation of advertising effectiveness - Need and purpose of evaluation, pre-testing and post testing techniques. Sales force Management - Importance - Sales force decision - Selection- Training - Methods - Motivating salesmen, Controlling - Compensation & Incentives - Fixing sales territories, and quota - Evaluation.	12	https://www.youtube.com/watch?v=SmPpAhSbxjk
V	Sales Promotion - Definition of sales promotion - Objectives reason for its rapid growth, promotional strategy - Promotional instruments: types and techniques of sales promotion - Dealers promotion. After sales service - Packing - Guarantee.	12	https://www.youtube.com/watch?v=96v8vjhL4Ok
Total		60	
Text Books:			
<ol style="list-style-type: none"> 1. Advertising and sales promotion – S.H.H. Kami Sathish K. Batra – Excel book India, 2009, Edition: 3rd Edition. 2. Advertising and Sales Promotion Management, S.A. Chunawalla, Sixth Revised Edition: 2016, Himalaya Publishing House. 			
Reference Books:			
<ol style="list-style-type: none"> 1. Advertising and Sales Promotion Management – S.L.Gupta, V.V.Ratra Advertising and Salesmanship – P.Saravanavel, The book house of Margham publications 2012. 			
Websites			
<ol style="list-style-type: none"> 1. https://www.britannica.com/topic/advertising 2. https://www.superside.com/blog/advertising-design 3. https://www.feedough.com/types-of-advertising-mediums/ 4. https://www.yourarticlelibrary.com/sales-management/sales-force-management/99720 5. https://sendpulse.com/support/glossary/sales-promotion 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

FIFTH SEMESTER
PART III – ELECTIVE 1: BANKING LAW AND PRACTICES

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBAE01	Banking Law And Practices	Elective 1	60	12	0	4
Preamble: To acquire basic knowledge of Banking Practices						
Prerequisite: Basic knowledge of theories of Banking Law						
Course outcomes (COs): To understand and acquire knowledge on Indian Banking System and Acts pertaining to it.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Learn and understand the concepts of Banking.					K1
CO2	Know RBI and its regulations.					K2
CO3	Understand the role and structure of Indian banking system.					K4
CO4	Acquire the knowledge about reforms and other developments in the Indian Banking.					K5
CO5	The students will gain knowledge about crossing of cheques and payments.					K2

Mapping with Program Outcomes:

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L	M	L	S	M	M	S	L
CO 2	M	S	S	L	L	L	S	M
CO 3	L	L	M	M	M	S	M	L
CO 4	S	S	L	L	S	M	L	L
CO 5	M	M	S	S	M	L	M	M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Banking- Definition of Banker and Customer – Relationships between Banker and Customer – Special Feature of RBI- Banking Regulation Act 1949 - RBI Credit Control Measure	12	https://www.youtube.com/watch?v=CgWXTbKrJfQ
II	Opening of Account – Special types of Customer – Types of Deposit – Bank Pass book – Banker Lien.	12	https://www.youtube.com/watch?v=UxHfuKx3Ioc
III	Cheque – Features - Essentials of Valid Cheque – Crossing – Marking and Endorsement – Payment of Cheque - Refusal of Payment Cheque	12	https://www.youtube.com/watch?v=oaXFCSEi5WU
IV	Loan and Advances by Commercial Bank - Lending Policies of Commercial Bank - Forms of Securities – Lien Pledge - Hypothecation - Advance – Mortgage-Position of Surety	12	https://www.youtube.com/watch?v=CBIJwb37O_4
V	Letter of Credit – Bills Discounting - Travelers Cheque - Credit Cards & Debit Cards - Automatic Teller Machine-Internet Banking- Banking sector reforms in India.	12	https://www.youtube.com/watch?v=uJH1jR6Qcc
Total		60	
Text Books:			
<ol style="list-style-type: none"> 1. S.N.Maheshwari & S.K.Maheshwari, Banking Theory Law and Practice, 14th Edition 2014, Kalyani Publication. 2. Sundharam and Varshney, Banking Theory Law and Practice, 16th Edition 2010, Sultan Chand and Sons, New Delhi. 			
Reference Books:			
<ol style="list-style-type: none"> 1. Natarajan and Gordan: Banking Theory Law and Practice, 14th Edition 2008, Himalaya Publishing House, Bombay 2. Shekar and Shekar, Banking Theory Law and Practice, 18th Edition 2008, Vikas Publishing House Pvt Ltd, New Delhi. 			
Websites			
<ol style="list-style-type: none"> 1. https://cleartax.in/g/terms/cheque 2. https://www.bankrate.com/mortgages/what-is-mortgage/ 3. https://www.paisabazaar.com/credit-card/difference-between-credit-card-and-debit-card/ 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

FIFTH SEMESTER**PART III - ELECTIVE 1: LABOUR WELFARE AND INDUSTRIAL RELATIONS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBAE03	Labour Welfare And Industrial Relations	Elective I	60	12	0	4
Preamble: To acquire basic knowledge of Industrial Relation						
Prerequisite: Basic knowledge of theories of Welfare measures						
Course outcomes (COs): To understand and acquire knowledge in Legislations relating to Industrial Disputes and Labour welfare.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Understand the various processes and procedures of handling Employee Relations.					K1
CO2	Be aware of the present state of Industrial relations in India.					K2
CO3	Familiarize with the role of management and unions in the promotions of industrial relations.					K4
CO4	Examine the labour relation issues and its management.					K5
CO5	Acquire skills in handling employer-employee relations.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M	M	M	M	L	M	S	L
CO 2	S	S	L	L	S	L	M	M
CO 3	L	L	S	S	L	M	L	S
CO 4	M	M	L	M	M	S	M	L
CO 5	S	S	M	L	S	M	L	M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Industrial Relations - Concepts – Importance - Growth of Trade Unions - Codes of conduct. - Industrial Disputes - Causes - Handling and Settling Disputes - Employee Grievances - Steps in Grievance Handling - Causes for Poor Industrial Relations - Remedies.	12	https://www.youtube.com/watch?v=ITjYFwxwprf4
II	Factories Act 1948 – Provisions regarding Health, Safety, Welfare of Workers, Hazardous Process- Restriction on Employment of Women and Children. Introduction to Workman's Compensation Act, 1923.	12	https://www.youtube.com/watch?v=AxD8VOHnmJc
III	The Industrial Disputes Act 1947 - Types- Industrial Dispute Resolution Mechanism- Settlement- Voluntary Arbitration- Adjudication in India.	12	https://www.youtube.com/results?search_query=Factories+Act+1948
IV	Collective Bargaining: - Concept - Principles and forms of Collective Bargaining - Procedure - conditions for Effective Collective Bargaining - Worker's Participation in Management	12	https://www.youtube.com/watch?v=m1tmK2DQwj8
V	The Payment of Wages Act, 1936 – Application-Responsibility – Fixation of Wage Period- Payment of Wages- Authorised Deduction - Authorities. Employee's State Insurance Act, 1948- Schemes-Applicability- ESI Contribution.	12	https://www.youtube.com/watch?v=JfAuxy15uyI
Total		60	
Text Books:			
<ol style="list-style-type: none"> 1. S C Srivastava, Industrial Relations and Labour Laws, 7th edition, Vikas Publishing House, 2020, Noida 2. N.D. Kapoor, Mercantile Law, Sultan chand & Sons, 8th Edition, 2018.New Delhi. 			
Reference Books:			
<ol style="list-style-type: none"> 1. R. Sivarethinamohan, Industrial Relations and Labour Welfare: Text and Cases, PHI publishing house.,2013 2. N.G.Nair & Latha Nair, Human Resource Management, Sultan Chand & Sons, Revised Edition, 2014. 3. Piyali Ghosh and Shefali Nandan, Industrial Relations and Labour Laws, McGraw Hill Education, 2016 New Delhi. 			
Websites:			
<ol style="list-style-type: none"> 1. https://www.ioe-emp.org/policv-priorities/industrial-relations 2. https://www.britannica.com/topic/collective-bargaining 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

Bachelor of Business Administration
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2023-2024 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	23LATA01/ 23LAHI01/ 23LAMY01/ 23LAFR01	Language – I Tamil I/Hindi I/ Malayalam I/ French I	5	3	25	75	100	4
II	23ENG001	English –I	5	3	25	75	100	4
III	23BBA101	Core 1 Principles of Management	6	3	25	75	100	4
III	23BBA102	Core 2 Financial Accounting	6	3	25	75	100	4
III	23BBAA01	Allied 1 – Business Mathematics and Statistics	6	3	25	75	100	4
IV	23UFCA01	Foundation Course I : EVS	2	3	-	50	50	2
		Total	30				550	22
SEMESTER II								
I	23LATA02/ 23LAHI02/ 23LAMY02/ 23LAFR02	Language –II Tamil II/Hindi II/Malayalam II/French II	5	3	25	75	100	4
II	23ENG002	English – II	3	2	0	50	50	2
II	23NMS001	NMS 1:Effective English: Language proficiency for Employability	2	2	0	50	50	2
III	23BBA201	Core 3 Organizational Behavior	6	3	25	75	100	4
III	23BBA202	Core 4 Managerial Economics	6	3	25	75	100	4
III	23BBAA02	Allied 2- Operations Research	6	3	25	75	100	4
IV	23UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	22
SEMESTER III								
I	23LATA03/ 23LAHI03/ 23LAMY03/ 23LAFR03	Language – III Tamil III/Hindi III/ Malayalam III/ French III	3	3	25	75	100	4
II	23ENG003	English – III	3	3	25	75	100	4
III	23BBA301	Core 5 -Marketing Management	5	3	25	75	100	4
III	23BBA302	Core 6 - Production and	5	3	25	75	100	4

		Operations Management						
III	23BBA303	Core 7-Management Information System	5	3	25	75	100	4
III	23BBAA03	Allied 3– Business Taxation	5	3	25	75	100	4
III	23BBASB1	SBC 1- PC-Software Lab	2	3	30	45	75	2
IV	23BTA001/ 23ATA001/ 23BBAOE1	OEC 1: BT I / AT I / Multimedia and its Applications	2	2	-	50	50	2
		Total	30				725	28
SEMESTER IV								
I	23LATA04/ 23LAHI04/ 23LAMY04/ 23LAFR04	Language – IV Tamil III/Hindi IV/ Malayalam IV/ French IV	3	3	25	75	100	4
II	23ENG004	English – IV	3	3	25	75	100	4
III	23BBA401	Core 8 – Human Resource Management	4	3	25	75	100	4
III	23BBA402	Core 9 – Research Methods for Management	4	3	25	75	100	4
III	23BBA403	Core 10 – Cost and Management Accounting	5	3	25	75	100	4
III	23BBA404	Allied 4- Legal Aspects of Business	4	3	25	75	100	4
IV	23NMS002	NMS II:Office Fundamentals : Digital skills for employability	2	2	0	50	50	2
III	23BBASB2	SBC 2 Business Communication	2	3	30	45	75	2
IV	23BTA002/ 23ATA002/ 23OEC002	OEC 2 : BTII /ATII / Communicative English	2	2	-	50	50	2
		Total	30				775	30
SEMESTER V								
III	23BBA501	Core 11-Financial Management	5	3	25	75	100	4
III	23BBA502	Core 12- Brands and Business	4	3	25	75	100	4
III	23BBA503	Core13- Entrepreneurship and Project Management	5	3	25	75	100	4
III	23BBA504	Core 14- Business Ethics and Corporate Governance	4	3	25	75	100	4
III	23BBAE01/ 23BBAE02/ 23BBAE03	Elective I Advertising and Sales Promotion / Banking Law and Practices/ Labour Welfare and Industrial Relations	5	3	25	75	100	4
III	23BBAPR1	Project Viva Voce	5	3	25	75	100	4

III	23BBASB3	SBC 3 Modern Office Management	2	3	30	45	75	2
		Total	30				675	26
SEMESTER VI								
III	23BBA601	Core 15-International Business Management	5	3	25	75	100	4
III	23BBA602	Core 16 - Industrial Law	6	3	25	75	100	4
III	23BBA604	Core 17 - E- Commerce	5	3	25	75	100	4
III	23BBAE04/ 23BBAE05/ 23BBAE06	Elective II Event Marketing/ Financial Services / Human Resource Development	5	3	25	75	100	4
III	23BBAE07/ 23BBAE08/ 23BBAE09	Elective III Supply Chain and Logistics/ Stock Exchange Practices/ Training and Development	5	3	25	75	100	4
IV	23NMS003	NMS III: Project based learning	2	2	0	50	50	2
III	23BBASB4	SBC -4 Customer Relationship Management	2	3	30	45	75	2
V	23NSS001/ 23NCC001/ 23SPT001/ 23EXT001	SOC1: NSS/NCC/SPORTS/Extension Activity			50		50	2
		Total	30				675	26
Total							3950	154

SEMESTER –2**PART III CORE 3: ORGANIZATIONAL BEHAVIOUR**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BBA201	Organizational Behaviour	Core 3	60	12	0	4
Preamble: To acquire basic knowledge of Organizational Behaviour.						
Prerequisite: Basic knowledge of theories of Organizational Behaviour.						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of Organizational Behavior.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To raise the student's awareness of the centrality of organizational behavior to understanding organizational functioning on the individual and group/team level.					K1
CO2	To understand personality behavior in organizations.					K2
CO3	To discuss job satisfaction and to understand leadership.					K4
CO4	To discuss group dynamics, formations, concepts and Team development.					K5
CO5	To understand organizational climate and its development.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	M	M	M	M	M
CO3	M	L	S	S	S	M	M	M	L	M
CO4	S	L	M	M	L	S	S	S	L	L
CO5	M	S	S	M	M	L	M	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Organizational Behaviour- Introduction, definition, fundamental principles of OB, challenges and opportunities - Individual behavior- Foundations of individual behaviour. Ability- Intellectual abilities, Physical ability, the role of disabilities. Attitudes - relationship with behaviour, sources, types, work attitudes. Values - importance, sources, types.	14	https://www.youtube.com/watch?v=24V6X11xWKE
II	Perception - Process, Selection, Factors influencing perception. Personality – Determinants of Personality – Trait (Big Five Model, MBTI Model, Type A&B) – Learning - classical, operant and social cognitive approaches. Implications of learning on managerial performance. Emotions and Emotional Intelligence as a managerial tool.	15	https://www.youtube.com/channel/UCufMq1kKEs_54rQcOgdJClA
III	Group Dynamics – Formation of Group – Types – Concept – Group Cohesiveness – Concept – Group Norm – Concept – Team Development – Types – Creation Process – Conflicts – Types – Managing Conflicts. Motivation – Concept – Theories (Maslow’s , Equity & Theory X & Y)	15	https://www.youtube.com/watch?v=Tj39bpwluHo
IV	Job Enrichment – Job Enlargement. Leadership Styles – [Trait, Managerial Grid, Life Cycle Theory] – Importance – Qualities and Characteristics of a Leader – Morale – Importance – Factors Affecting Morale.	14	https://www.youtube.com/watch?v=nUR8z6AfV4o
V	Organizational culture - Dynamics, role and types of culture and corporate culture, creating and sustaining culture. Organisational change - Managing planned change. Resistance to change - Managing organizational change	14	https://www.youtube.com/watch?v=Tj39bpwluHo
Total		72	
Text Book			
<ol style="list-style-type: none"> 1. Santhosh Sharma & Shivi Saxena ,” Organizational Behaviour” , Thakur Publishers ,2016, Chennai. 2. Khushboo Pathak ,Organisational Behaviour:,Revised Edition [2021] Paperback – 1 January 2020 SBPD Publishing House, Agra. 			
Reference Books:			
<ol style="list-style-type: none"> 1. Stephen P. Robbins ,Timothy A. Judge , Neharika Vohra, Organizational Behaviour Eighteen Edition ,Pearson Paperback , 1 November 2018 2. L M Prasad ,Organizational Behaviour Paperback , Publisher- Sultan Chand and Sons, 1 January 2019 			
Websites			
<ol style="list-style-type: none"> 1. Nptel - https://onlinecourses.nptel.ac.in 2.obweb.org - http://obweb.org 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER - 2**PART III CORE 4: MANAGERIAL ECONOMICS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BBA202	Managerial Economics	Core 4	60	12	0	4

Preamble: To acquire basic knowledge of economics and its concepts.

Prerequisite: Basic knowledge of theories of economics and its applications.

Course outcomes (COs): To understand and learn the students should have acquired knowledge of Profit Maximization, Demand Analysis, Elasticity of Demand, Cost, Pricing Government and Business.

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To Apply the Basic concept of Economics	K1
CO2	To Employ Demand forecasting methods	K2
CO3	To Analyze operations of markets under varying competitive conditions	K4
CO4	To Analyze causes and consequences of unemployment, inflation and economic growth	K5
CO5	Use critical thinking skills in business situations and to apply pricing strategies	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	M	M	M	M	M
CO3	M	L	S	S	S	M	M	M	L	M
CO4	S	L	M	M	L	S	S	S	L	L
CO5	M	S	S	M	M	L	M	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Managerial Economics: Basic concepts, Economic rationale of optimization, Nature and scope of business economics, Macro and Microeconomics, Basic problems of an economy	14	https://www.youtube.com/watch?v=a2uUIvyQIWA
II	Concept of Demand and Supply: Different concepts of demand, demand curve, Determinants of demand, Law of demand, Demand forecasting methods, Market equilibrium, Concepts of elasticity. Concept of supply, supply curve, Conditions of supply, Elasticity of supply, Economies of scale and scope.	14	https://www.youtube.com/watch?v=LwLh6ax0zTE
III	Production and Cost Analysis: The production function, Short-run and Long-run production function, law of diminishing returns and returns to scale. Cost- Fixed, variable and other cost concepts, least cost-input combination, Relationship between production and cost..	15	https://www.youtube.com/watch?v=VQ5HMpVq_9Y
IV	Pricing in different Market Structures: Market, Types, Structures, Features, Price determination (long run and short run) in Perfect Competition, Monopoly, Monopolistic and Oligopoly markets, Pricing strategies.	14	https://www.youtube.com/watch?v=LwLh6ax0zTE
V	Macro Economics : Concept of Circular Flow of Incomes – National Income Analysis - GDP-GNP- Inflation-Types- Fiscal Policy- Monetary Policy	15	https://www.youtube.com/watch?v=VQ5HMpVq_9Y
Total		72	
Text Book			
1. Managerial Economics – 8 th edition, DN.Dwivedi, vikas publishing house – 2022. 2..Markar et al –Business Economics			
Reference Books:			
5. Sundaram K.P.& Sundaram-Business Economics			
Websites			
1.Nptel – https://nptel.ac.in/courses 3. Udemy - www.udemy.com			
Learning Methods (*) :			
Assignment/Seminar/Case-Study/Industrial Visit			

Bachelor of Business Administration
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2022-2023 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	22LATA01/ 22LAHI01/ 22LAMY01/ 22LAFR01	Language – I Tamil I/Hindi I/ Malayalam I/ French I	5	3	50	50	100	3
II	22ENG001	English –I	5	3	50	50	100	3
III	22BBA101	Core 1 Principles of Management	6	3	50	50	100	4
III	22BBA102	Core 2 Financial Accounting	6	3	50	50	100	4
III	22BBAA01	Allied 1 – Business Mathematics and Statistics	6	3	50	50	100	4
IV	22UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	22LATA02/ 22LAHI02/ 22LAMY02/ 22LAFR02	Language –II Tamil II/Hindi II/Malayalam II/French II	5	3	50	50	100	3
II	22ENG002	English – II	5	3	50	50	100	3
III	22BBA201	Core 3 Organizational Behavior	6	3	50	50	100	4
III	22BBA202	Core 4 Business Economics	6	3	50	50	100	4
III	22BBAA02	Allied 2- Operations Research	6	3	50	50	100	4
IV	22UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
I	22LATA03/ 22LAHI03/ 22LAMY03/ 22LAFR03	Language –III Tamil III/Hindi III/Malayalam III/French III	3	3	50	50	100	2
II	22ENG003	English – III	3	3	50	50	100	2
III	22BBA301	Core 5 -Marketing Management	5	3	50	50	100	4
III	22BBA302	Core 6 - Production and Operations Management	5	3	50	50	100	4

III	22BBA303	Core 7-Management Information System	5	3	50	50	100	4
III	22BBAA03	Allied 3– Business Taxation	5	3	50	50	100	4
III	22BBASB1/ 22BBASB2	SBC I- PC-Software Lab/ Customer Relationship Management	2	3	30	45	75	3
IV	22BTA001/ 22ATA001/ 22BBAOE1	OEC 1: BT I / AT I / Multimedia and its Applications	2	2	-	50	50	2
		Total	30				725	25
SEMESTER IV								
I	22LATA04/ 22LAHI04/ 22LAMY04/ 22LAFR04	Language –IV Tamil IV/Hindi IV/Malayalam IV/French IV	3	3	50	50	100	2
II	22ENG004	English – IV	3	3	50	50	100	2
III	22BBA401	Core 8 – Human Resource Management	4	3	50	50	100	4
III	22BBA402	Core 9 – Research Methodology	4	3	50	50	100	4
III	22BBA403	Core 10 – Cost and Management Accounting	5	3	50	50	100	4
III	22BBA404	Core 11 Consumer Behavior	3	3	50	50	100	4
III	22BBAA04	Allied 4-Business Law	4	3	50	50	100	4
III	22BBASB3/ 22BBASB4	SBC 2 Business Communication / communication skills-1^	2	3	30	45	75	3
IV	22BTA002/ 22ATA002/ 22OEC002	OEC 2 : BTII /ATII / Communicative English	2	2	-	50	50	2
		Total	30				825	29
SEMESTER V								
III	22BBA501	Core 12-Financial Management	5	3	50	50	100	4
III	22BBA502	Core 13- Brands and Business	5	3	50	50	100	4
III	22BBA503	Core14- Entrepreneurship and Project Management	5	3	50	50	100	4
III	22BBA504	Core 15- Business Ethics and Corporate Governance	5	3	50	50	100	4
III	22BBAE01/ 22BBAE02/ 22BBAE03	Elective I Advertising and Sales Promotion / Banking Law and Practices/ Labour Welfare and Industrial Relations	5	3	50	50	100	4

III	22BBAPR1	Project Viva Voce	5	3	50	50	100	4
		Total	30				600	24
SEMESTER VI								
III	22BBA601	Core 16- International Business Management	5	3	50	50	100	4
III	22BBA602	Core 17 - Industrial Law	5	3	50	50	100	4
III	22BBA603	Core 18-Insurance for business process	5	3	50	50	100	4
III	22BBA604	Core 19 E- Commerce	5	3	50	50	100	4
III	22BBAE04/ 22BBAE05/ 22BBAE06	Elective II Event Marketing/ Financial Services / Human Resource Development	5	3	50	50	100	4
III	22BBAE07/ 22BBAE08/ 22BBAE09	Elective III Supply Chain and Logistics/ Stock Exchange Practices/ Training and Development	5	3	50	50	100	4
V	22NSS001/ 22NCC001/ 22SPT001/ 22EXT001	SOC1: NSS/NCC/SPORTS/Extension Activity			50		50	2
		Total	30				650	26
Total							3900	144

SEMESTER- IV

PART III CORE 8: HUMAN RESOURCE MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBA401	Human Resource Management	Core 8	40	8	0	4
Preamble: To acquire basic knowledge of Human Resource Management						
Prerequisite: Basic knowledge of theories of Human Resource Management						
Course outcomes (COs): The course facilitates an insight into the effective management of employees that will guide the budding managers through the principles and practices of HRM and the core models of best practices.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To know the Importance of human resources management & human resource planning					K1
CO2	To apply and contribute to the development, implementation and evaluation of Planning of Human Resources, Recruitment, Selection.					K2
CO3	To Impart the job design and evaluation of Training and development Programmes.					K3
CO4	To assess the policies and practices of Industrial relation and trade unions.					K4
CO5	To understand the Collective Bargaining and Workers participation in management.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	S	M	M	S	M
CO3	M	L	S	S	S	S	M	L	S	M
CO4	S	L	M	M	L	M	S	L	M	M
CO5	M	S	S	M	M	S	M	S	S	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Human Resource Management - Definition - Objectives - Functions – Scope-Importance-HRM in India - Evolution of HRM - Computer Application in Human Resource Management - Quality of a Good Human Resource Managers - Human Resource Planning - Job Analysis, Job Description and Job Specification.	10	https://www.youtube.com/watch?v=f-Z7lJmyLao
II	Recruitment and Selection - Sources of Recruitment – Methods of recruitment- Selection Process - Interview Types - Career Planning-Process –Career planning Vs Man power planning- Career Development - Placement and Induction- Content of Induction Programme.	9	https://www.youtube.com/watch?v=hHXlsJ2VQ70
III	Training - Methods of Training - Executive Development - Performance Appraisal - Methods of Performance Appraisal – MBO process – HR Scorecard - Transfers - Promotion - Wage & Salary Administration - Fringe Benefits - Employees Welfare - Safety and Health Measures - Grievance Procedures - Redressal of Grievances.	10	https://www.youtube.com/watch?v=cIAxwmwyjOM
IV	Industrial Relations - Meaning & Characteristics Industrial Relations - Parties to Industrial Relations - Nature of Trade Unions - Problems of Trade Union - Measures to Strengthen Trade Union Movement in India - Causes for Industrial Disputes - Settlement of Industrial Disputes.	9	https://www.youtube.com/watch?v=h-DTb71YRY
V	Collective Bargaining - Features – HRD Climate - Agreement at Different Levels - Workers Participation in Management - Objectives for Successful Participation – Quality of Work life.	10	https://www.youtube.com/watch?v=cIAxwmwyjOM
Total		48	
Text Book			
3. Aswathappa, K., Human Resource Management, Text & Cases, McGraw Hill Education, 2020.			
4. Dessler Gary, Fundamentals of Human Resource Management, Pearson Education, 2017.			
Reference Books:			
3. Subba Rao, P., Essentials of HRM and Industrial Relation, Himalaya Publishing House Pvt. Ltd.; 5 th edition (2016)			
4. Biswajeet Pattanayak, Human Resource Management, PHI Learning, 18 April 2018.			
Websites			
4. 1. Nptel - https://onlinecourses.nptel.ac.in			
2.obweb.org - http://obweb.org			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER- IV**PART III CORE 9: RESEARCH METHODOLOGY**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBA402	Research Methodology	Core 9	40	08	0	4
Preamble: To acquire basic knowledge of Research Methods						
Prerequisite: Basic knowledge of theories of Research Methods						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of Research Methods						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	The students can understand the concept of research and they can develop basic knowledge on qualitative research techniques.					K1
CO2	To enable the students in conducting research work and formulating research synopsis and report.					K2
CO3	To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.					K4
CO4	Develop understanding on various kinds of research, objectives of doing research, research Process, research designs and sampling.					K3
CO5	Students can adequate knowledge on measurement & scaling techniques as well as the Quantitative data analysis.					K2

Mapping with Program Outcomes:

COs/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 1	PSO 1
CO1	S	S	S	S	L	S	S	M
CO2	M	M	S	M	M	S	M	S
CO3	M	L	S	S	S	S	M	L
CO4	S	L	M	M	L	M	S	M
CO5	M	S	S	M	M	S	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Research - Meaning - Scope and Significance - Types of Research - Research Process - Problems in Research – Characteristics of Good Research - Research in an evolutionary perspective – the role of theory in research.	10	https://research.youtube/
II	Research Design - Sources - Types - Formulation Research Design - Types – Features of Good Design - Measurement - Meaning - Need Errors in Measurement - Tests of Sound Measurement -Techniques of Measurement - Scaling Techniques - Meaning - Types of Scales - Scale Construction Techniques.	10	https://www.youtube.com/watch?v=LpmGSioXxdo
III	Sampling Design: Meaning - Concepts - Steps in Sampling - Criteria for Good Sample Design - Types of Sample Designs - Probability and Non-Probability Samples. Data Collection: Types of Data - Sources - Tools for Data Collection- Methods of Data Collection - Construction of questionnaire and instrument- Pilot Study - Case Study .Data processing: Coding – Editing and Tabulation of Data	10	https://www.youtube.com/watch?v=wr1622wINIY
IV	Hypothesis - Formulation of Research Hypotheses -Central Limit Theorem - Test of Significance- Assumptions about Parametric and Non-Parametric Tests. Parametric Test - T Test, F Test, Chi-Square Test and Z Test - Non Parametric Test [No Problems] - U Test, Kruskal Wallis Test, Sign Test.	10	https://www.youtube.com/watch?v=VK-rnA3-41c
V	Interpretation - Meaning - Techniques of Interpretation - Report Writing:- Significance - Steps in Report Writing - Layout of Report - Types of Reports – Oral Presentation - Executive Summary - Mechanics of Writing Research Report – Precautions for Writing Report - Norms for using Tables, Charts Diagrams, Index, Appendix, and Bibliography – Application of SPSS.	8	https://www.youtube.com/watch?v=5wI7yHO1XgU
	Total	48	
Text Book			
1.C.P Kothari,GauravGarg.2019.research methodology, New age international publisher, new delhi.4 th edition.			
2.S.S.VinodChandra,S.AnandHareendran, Research Methodology,2017			
Reference Books:			
1. Dr.Swati.S Desai –Associate Professor-Pralhad Dalmia College of Commerce and Economics,Malad.			
2. R.Pannerselvam, Research Methodology, Revised Edition, 2014, PHI Learning, New Delhi.			
Websites			
1. Nptel - https://onlinecourses.nptel.ac.in			
2.obweb.org - http://obweb.org			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER –IV**PART III CORE 10: COST AND MANAGEMENT ACCOUNTING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBA403	Cost and Management Accounting	Core 10	60	12	0	4
Preamble: To acquire basic knowledge of Cost and Management Accounting						
Prerequisite: Basic knowledge of theories of Cost and Management Accounting						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of Cost and Management Accounting						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understanding the concept of cost accounting, recognize merits and demerits of management and cost accounting.					K1
CO2	Enable the students to understand level of material concept.					K2
CO3	Measure the financial statements through comparative and common size by using various financial ratios.					K4
CO4	Simplify the fund flow and cash flow statements by calculating funds and cash from operations.					K5
CO5	Produce various budgets and apply estimation of working capital requirements.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	S	M	M	M	M
CO3	M	L	S	S	S	S	M	M	L	M
CO4	S	L	M	M	L	M	S	S	L	S
CO5	M	S	S	M	M	S	M	M	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Cost and Management accounting – Cost accounting -Definition – Scope and Objectives – Advantages and Limitations – Cost Accounting Vs. Financial Accounting – Classification of Cost – Elements of Cost – Preparation of Cost sheet.	12	https://www.youtube.com/watch?v=3e6EAmAaksU
II	Material: Material Control – Purchase Procedure – Different Levels of Stock of Materials – EOQ – Stores ledger – Pricing of material issues (FIFO & LIFO). Labour: Labour turnover – System of wages payment (Piece rate & Time rate) - Taylor's and Halsey plan.	12	https://www.youtube.com/watch?v=3W_LwpeG8c8
III	Management Accounting- Meaning – Definition – Characteristics – Scope – Objectives and Functions –Management Accounting vs. Cost Accounting – Techniques of Financial Statement Analysis – Comparative Statements – Common size statement – Trend Analysis.	12	https://www.youtube.com/watch?v=Hra8unuPVFg
IV	Ratio Analysis-Meaning – Advantages – Limitations – Classifications and Computation of Ratios. (Simple Problems) Preparation of Cash flow statement and Fund flow statement (As per Revised Accounting Standards)	12	https://www.youtube.com/watch?v=7IHNMGoACdQ
V	Budgeting – Meaning – Objectives – Advantages – Limitations – Classification of Budgets – Preparation of Cash, Sales, Production and Master Budget.	12	https://www.youtube.com/watch?v=7IHNMGoACdQ
Total		60	
Text Book			
<ol style="list-style-type: none"> 1. M.N. Arora, Cost and Management Accounting, Theory, Problems and solutions, revised edition 2019. New Delhi 2. M B Shukla, Cost and Management Accounting Cost Accounting, 1st Edition, Himalaya Publishing House, 2017, New Delhi. 			
Reference Books:			
5. Saxena and vashisth:cost and management accounting ,sultan chand and sons,new delhi,2008.			
Websites			
<ol style="list-style-type: none"> 1. Nptel - https://onlinecourses.nptel.ac.in 2.obweb.org - http://obweb.org 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER –IV**PART III CORE 11: CONSUMER BEHAVIOUR**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBA404	Consumer Behavior	Core 11	30	6	0	4
Preamble : To acquire basic knowledge of Consumer Behavior						
Prerequisite : Basic knowledge of theories of Consumer						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of Consumer Behavior On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To evaluate the factors affecting consumer behavior in detail..					K1
CO2	To analyze the consumer decision process..					K2
CO3	To discuss job satisfaction and to understand leadership.					K4
CO4	To assess the impact of consumer's motivation, personality on the buying behavior					K5
CO5	To impart the basic knowledge of consumer protection rights					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	S	M	M	M	M
CO3	M	L	S	S	S	S	M	M	L	M
CO4	S	L	M	M	L	M	S	S	L	S
CO5	M	S	S	M	M	S	M	M	S	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Consumer Behaviour, Dimensions of Consumer Behaviour, Consumer Research, Consumer Behaviour and Marketing Strategy.	6	https://www.youtube.com/watch?v=60eRK7AwwM
II	Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Defense Mechanisms, Motive Arousal, Motivational Theories, Maslow's hierarchy of needs, Motivation Research. Consumer Perception: Introduction, Sensation (Exposure to Stimuli), Perceptual Selection, Perceptual Organisation, Factors that Distort Individual Perception.	6	https://www.youtube.com/watch?v=60eRK7AwwM
III	Personality, Self-Image, and Life Style: Consumer Personality: Introduction, Self-concept, personality Theories, Brand Personality, emotions Consumer Attitude Formation and Change : Introduction, Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Learning Attitudes, Changing Attitudes, Attitude Change Strategies	6	https://www.youtube.com/watch?v=uL6x99-VSBA
IV	Communication and Consumer Behaviour: Consumer Behaviour and Marketing Communications: Introduction, Marketing Communication Flow, Communications Process, Interpersonal Communication, Persuasive Communications, source, message, message appeals, communication feedback.	6	https://www.youtube.com/watch?v=w-q4NOq
V	Cultural Influences on Consumer Behaviour: Introduction, Characteristics of Culture, Values, Sub-cultures, Cross-cultural Influences, Cultural Differences in Non-verbal Communications, Consumer Decision making Process– Problem Recognition, Information Search and Evaluation of Alternatives	6	https://www.youtube.com/watch?v=G9Ph0
Total		30	
Text Book			
1. Consumer Behaviour – Satish K Batra, S H HKazmi 2. Consumer Behaviour in Indian Context – K K Srivastava, SujataKhandai			
Reference Books:			
1. RamanujMajumdar, Consumer Behaviour, Revised Edition, 2014, PHI Learning, New Delhi.			
Websites			
1. Nptel- https://onlinecourses.nptel.ac.in 2. obweb.org - http://obweb.org			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER –4**PART III - ALLIED 4- BUSINESS LAW**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBAA04	Business law	Allied 4	40	8	0	4
Preamble: To acquire basic knowledge of Business Law						
Prerequisite : Basic knowledge of theories of Business law						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of Business law						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To provide important laws that have a bearing on the conduct of business in India.					K1
CO2	To understand various modes of dispute resolution in business transactions.					K2
CO3	To identify the various legal forms of a business entity.					K4
CO4	To understand the importance of business law aspects of business.					K3
CO5	To examine relative advantages and disadvantages of each of these forms.					K2

Mapping with Program Outcomes:

CO//PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	S	S	S	L	S	S
CO2	M	M	S	M	M	M	L
CO3	M	L	S	S	S	M	L
CO4	S	L	M	M	L	S	L
CO5	M	S	S	M	M	L	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/
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			E-Resources
I	Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts –Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts -Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract.	9	https://www.youtube.com/watch?v=t96A1DrsZTw
II	Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions -Contract without consideration - Consent - Coercion - undue influence – misrepresentation -fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal Agreements - Effects of illegality - Wagering Agreements.	10	https://www.youtube.com/watch?v=-IHhpbVAZ6U
III	Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract -Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell –Hire purchase agreement - Sale and bailment.	10	https://www.youtube.com/watch?v=rG5O9huS6iE
IV	Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods -Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor -Exceptions- Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship Contracts of sale -Sale by non - owners - right of lien - termination of lien - right of resale -right of stoppage in transit - Unpaid Vendor's rights.	9	https://www.youtube.com/watch?v=91KhOtzgfeI
V	Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency	10	https://www.youtube.com/watch?v=rG5O9huS6iE
Total		48	
Text Book			
5. N.D.Kapoor, Business Law, Revised 12 th Edition, 2012, Sultan Chand and Sons, New Delhi.			
6. Ewan Macintyre, Essentials of Business Law, 5 th Edition April 2015, Pearson Publishers.			
Reference Books:			
6. N.D.Kapoor, Business Law, Revised Edition, 2010, Sultan Chand and Sons, New Delhi.			
7. M.C.Shukla, Mercantile Law, 13 th Edition, 2007, Sultan Chand and Sons, New Delhi.			
Websites			
6. 1. Nptel- https://onlinecourses.nptel.ac.in			
2.obweb.org - http://obweb.org			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER –4**PART III-SBC 2 - BUSINESS COMMUNICATION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBASB3	Business Communication	SBC 2	36	-	0	3
Preamble: To acquire basic knowledge of business communication methods.						
Prerequisite: Basic knowledge in skills of communication in the business Environment.						
Course outcomes (COs): To understand and learn the Methods of Communication, Types of Communication and Barriers of Communication.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Identify and deliver effective presentations.					K1
CO2	Estimate knowledge and high level skills in business writing.					K2
CO3	Develop Responses to a range of current and emerging business issues.					K4
CO4	Develop students with the skills and knowledge of communication in the business Environment.					K4
CO5	Measure student's communication skills and knowledge in a supportive peer group Environment through ideas exchange and argument.					K5

Mapping with Program Outcomes:

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S	S	S	S	L	S	S	L
CO 2	M	M	S	M	M	M	M	S
CO 3	M	L	S	S	S	M	M	M
CO 4	S	L	M	M	L	S	S	M
CO 5	M	S	S	M	M	L	M	M

H– High; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Define Communication- Importance-Objectives-Types-Barriers-Principles – Body Language _ Posture _ Gesture, Signs.	7	https://www.youtube.com/watch?v=D1zsFzgSN-U
II	Written Communication-Essentials of an Effective Business Letter-The Layout-Enquiries and Replies-Orders and Their Execution-Collection Letters-Circular Letters-Sales Letters-Bank Correspondence-Application Letters.	8	https://www.youtube.com/watch?v=mQLEocJCDtE
III	Correspondence of Company Secretary with Shareholders, Directors-Agenda-Minutes of Meeting- Group Discussion and Interviews-Seminar-Conference -Press Releases.	7	https://www.youtube.com/watch?v=4vYF2AjdkEo
IV	Communication through Reports: Essentials-Importance-Contents-Reports by Individuals-Committees-Annual Report-Application for Appointment-Reference and Appointment Orders.	7	https://www.youtube.com/watch?v=8JLHSj-9jRE
V	Internal Communication-Short Speeches-Memo Circulars-Notices-Explanations to Superiors-Precise Writing-Communication Media-Merits of Various Devices-Intercom, Telex and Telephone-Fax-Internet.	7	https://www.youtube.com/watch?v=zcWtx8AAq1M
Total		36	
Text Book			
1. Rajendra Pal Korahalli, Essentials of Business Communication, 13 th Edition 2015, Sultan Chand & Sons, New Delhi.			
2. Ramesh, MS, & C.C Pattanshetti, Business Communication, R.Chand& Co, Revised Edition 2011, New Delhi.			
Reference Books:			
1. V.K.Jain& Prakash Biyani, Business Communication, 1 st Edition, 2014, Sultan Chand & Sons.			
2. C.B.Gupta, Business Communication, Reprint 2014, Sultan Chand & Sons.			
Websites			
7. 1. Nptel- https://onlinecourses.nptel.ac.in			
2.obweb.org - http://obweb.org			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER –4**PART III SBC 2: 2COMMUNICATION SKILLS – I[^]**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBASB4	Communication skills-1 [^]	SBC 2	36	-	0	3
Preamble: To acquire basic knowledge of communications skills						
Prerequisite: Basic knowledge of practical of communication						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of communication skills						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Identify skills and competencies of an office manager.					K1
CO2	Describe different forms of organizations.					K2
CO3	Develop processes for office operations.					K3
CO4	Identify components of office management roles and procedures and team dynamics.					K2
CO5	Communicate finding using business software applications (MS Office: Word, Excel, and PowerPoint).					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	M	M	M	M	M
CO3	M	L	S	S	S	M	M	M	L	M
CO4	S	L	M	M	L	S	S	S	L	L
CO5	M	S	S	M	M	L	M	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Communication, purpose and importance of communication, different parts of communication, Listening, the purpose and importance of listening, attention to the speaker, making a gist of the speech - Exercises.	8	https://www.youtube.com/watch?v=2Lkb7OSRdGE
II	Listening to songs, poems, speech, lectures – Monologue and dialogue, queries and doubts, intervention techniques - Exercises	7	https://www.youtube.com/watch?v=CdM_rrHTYDU
III	Problems in listening, language issues, mother tongue slangs – non-verbal communication, body language - Exercises	7	https://www.youtube.com/watch?v=ZyxASIYHk30
IV	Different types, conversation, dialogue, discussion, presentation, lecture, public addressing, voice, voice modulations, language slang, its importance - Exercises	7	https://www.youtube.com/watch?v=-wIQYjTroAU
V	Business meets, speech content, conciseness, clarity and flow of communication, correctness, feedback and validation - Exercises	7	https://www.youtube.com/watch?v=ZyxASIYHk30
	Total	36	
1.Asha Kaul – Effective communication, PHI, 2 nd Edition, 2015 2.Kumar Kul Bhushan, R S Salaria, Effective Communication Skills, Khanna Publishers, 2018			
Reference Books:			
1. Al Switzer, Joseph Grenny and ron McMillan, McGraw Hill Education, 2nd Edition, 2012 2. .Allan Pease and Barbara Pease, The definitive book of Body Language, Manjul Publishing House Pvt Limited, 2005			
Websites			
1.Nptel- https://onlinecourses.nptel.ac.in 2.obweb.org - http://obweb.org https://www.googleusercontent.com/t5/Speakers-and-3.Displays/PROBLEM-Pixel-7a-YouTube-Music-automatically-connects-when-listening-to/mp/463910			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

Bachelor of Business Administration
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2021-2022 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	21LATA01/ 21LAHI01/ 21LAMY01/ 21LAFR01	Language – I Tamil I/Hindi I/ Malayalam I/ French I	5	3	50	50	100	3
II	21ENG001	English –I	5	3	50	50	100	3
III	21BBA101	Core 1 Principles of Management	6	3	50	50	100	4
III	21BBA102	Core 2 Financial Accounting	6	3	50	50	100	4
III	21BBAA01	Allied 1 – Business Mathematics and Statistics	6	3	50	50	100	4
IV	21UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	21LATA02/ 21LAHI02/ 21LAMY02/ 21LAFR02	Language –II Tamil II/Hindi II/Malayalam II/French II	5	3	50	50	100	3
II	21ENG002	English – II	5	3	50	50	100	3
III	21BBA201	Core 3 Organizational Behavior	6	3	50	50	100	4
III	21BBA202	Core 4 Business Economics	6	3	50	50	100	4
III	21BBAA02	Allied 2- Operations Research	6	3	50	50	100	4
IV	21UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
III	21BBA301	Core 5 -Marketing Management	5	3	50	50	100	4
III	21BBA302	Core 6 - Production and Operations Management	5	3	50	50	100	4
III	21BBA303	Core 7 -Management Information System	5	3	50	50	100	4
III	21BBA304	Core 8 - Cost Accounting	5	3	50	50	100	4
III	21BBAA03	Allied 3 – Business Taxation	5	3	50	50	100	4
III	21BBASB1/	SBC I - PC-Software Lab/	3	3	30	45	75	3

	21BBASB2	Customer Relationship Management							
IV	21BTA001/ 21ATA001/ 21BBAOE1	OEC 1: BT I / AT I / Multimedia and its Applications	2	2	-	50	50	2	
		Total	30				625	25	
SEMESTER IV									
III	21BBA401	Core 9 – Human Resource Management	5	3	50	50	100	4	
III	21BBA402	Core 10 – Research Methods for Management	5	3	50	50	100	4	
III	21BBA403	Core 11 – Management Accounting	5	3	50	50	100	4	
III	21BBA404	Core 12 Consumer Behavior	5	3	50	50	100	4	
III	21BBA404	Allied 4- Legal Aspects of Business	5	3	50	50	100	4	
III	21BBASB3/ 21BBASB4	SBC 2 Business Communication / Modern Office Management	3	3	30	45	75	3	
IV	21BTA002/ 21ATA002/ 21OEC002	OEC 2: BTII /ATII / Communicative English	2	2	-	50	50	2	
		Total	30				625	25	
SEMESTER V									
III	21BBA501	Core 13-Financial Management	5	3	50	50	100	4	
III	21BBA502	Core 14- Brands and Business	5	3	50	50	100	4	
III	21BBA503	Core15- Entrepreneurship and Project Management	5	3	50	50	100	4	
III	21BBA504	Core 16- Business Ethics and Corporate Governance	5	3	50	50	100	4	
III	21BBAE01/ 21BBAE02/ 21BBAE03	Elective I Advertising and Sales Promotion / Banking Law and Practices/ Labour Welfare and Industrial Relations	5	3	50	50	100	4	
III	21BBAPR1	Project Viva Voce	5	3	50	50	100	4	
		Total	30				600	24	
SEMESTER VI									
III	21BBA601	Core 17- International Business Management	5	3	50	50	100	4	
III	21BBA602	Core 18 - Industrial Law	5	3	50	50	100	4	
III	21BBA603	Core 19 Insurance for Business	5	3	50	50	100	4	

		Process						
III	21BBA604	Core 20 E- Commerce	5	3	50	50	100	4
III	21BBAE04/ 21BBAE05/ 21BBAE06	Elective II Global business management/ Integrated marketing Communication/ Talent and knowledge Management	5	3	50	50	100	4
III	21BBAE07/ 21BBAE08/ 21BBAE09	Elective III Supply Chain and Logistics/ Strategic management/ Service Marketing	5	3	50	50	100	4
V	21NSS001/ 21NCC001/ 21SPT001/ 21EXT001	SOC1: NSS/NCC/SPORTS/Extension Activity			50		50	2
		Total	30				650	26
							Total	3600
								140

SEMESTER -VI**PART III – CORE 17: INTERNATIONAL BUSINESS MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBA601	International Business Management	Core 17	60	12	0	4
Preamble: To acquire basic knowledge of International Business Management						
Prerequisite: : Basic knowledge of theories of Business Management						
Course outcomes (COs): On the Successful completion of this paper the students should have acquired knowledge of laws applicable and prevailing in the industry and its implication.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	To know the most widely used international business terms and concepts.					K1
CO2	To Identify the role and impact of political, economical, social and cultural variables in international business.					K2
CO3	To gather knowledge about various International Theories.					K4
CO4	To understand the strategies and the mode of entry in the International Markets					K5
CO5	To analyze the export procedures and incentives.					K2

Mapping with Program Outcomes:

CO\PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M	M	S	M	M	L	M	L
CO2	L	L	L	S	S	M	L	M
CO3	S	S	M	L	L	S	S	S
CO4	M	L	S	M	M	L	L	L
CO5	L	M	L	S	L	M	M	M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	The Globalization of the World Economy – The Changing Nature of International Business - Evolution of IB – Drivers of Globalization- Differences between Domestic Business & IB .	12	https://www.youtube.com/watch?v=tejs60S74hI
II	World Business Environment – Political Environment – Economic Environment – Legal Environment-Foreign Direct Investment-Factors influencing FDI-Costs and Benefits of FDI--FDI in India.	12	https://www.youtube.com/watch?v=VqeknTYODeA
III	International Trade Theories: Introduction – An Overview of Trade Theory – Absolute Advantage – Comparative Advantage – Heckscher –Ohlin Theory – The New Trade Theory – National Comparative Advantages – Porter’s Diamond Model.	12	https://www.youtube.com/watch?v=wIV2ckL814s /
IV	.Strategies of International Business – Strategy and the Firm – Profiting from Global Expansion – Mode of Entry and International Marketing Operations – Strategic Alliances: Introduction- Entry Modes – Selecting and Entry Mode- Strategic Alliances – Making Alliances Work	12	https://www.youtube.com/watch?v=VqeknTYODeA /
V	Exporting, Importing and Counter Trade – Introduction – Export Procedure – Export Assistance – Export and Import Finance – WTO & Development of World Trade – IMF World Bank – Functions and Features .	12	https://www.youtube.com/watch?v=tejs60S74hI
	Total	60	
Text Books:			
1. SubbaRao.P., International Business, Himalaya Publishing House, 3 rd Revised Edition,2013.			
Reference Books:			
1. Francis Cherunilam., International Business., PHI.,5 th Edition., 2011.			
2. Charles W.L.Hill., International Business: Competing in the Global Marketplace., Irwin-McGraw Hill., 10 th Edition,2014			
Websites			
1. www.google.com/search?q=www+exporting+importing .			
2. www.google.com/search?q=www+%2F%2Fwww.google.com			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER - VI**PART III – CORE 18 INDUSTRIAL LAW**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBA602	Industrial law	Core 18	60	12	0	4
Preamble: To acquire basic knowledge of Industrial Law						
Prerequisite: Basic knowledge of theories of Law						
Course outcomes (COs): To familiarize the students about industrial legal provision in India through studying Factories Act, Employment Act, Payment by Wages Act, Workmen Compensation Act and Payment of Bonus Act.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	To understand the industrial safety and welfare measure of workers.					K1
CO2	To describe Industrial Disputes Act, 1947.					K2
CO3	To know the minimum rate of wages, time of payment and responsibility of payment.					K4
CO4	To demonstrate the Compensation of Workers.					K5
CO5	To analyze an advanced understanding of the underlying legal principles.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S	S	M	S	S	M	M	S
CO 2	M	M	S	M	M	M	L	L
CO 3	L	L	L	L	L	L	L	M
CO 4	L	S	M	L	S	S	M	M
CO 5	M	L	S	M	M	L	S	L

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Factories Act 1948 - Definition - Provisions relating to Health, Safety and Welfare - Working Hours of Adults – Holidays – Employment of Young persons and women – Annual leave with wages.	12	https://www.youtube.com/watch?v=5XabB8GHSDk
II	Industrial Disputes Act 1947 – Objects of Industrial Disputes Act - Grievance Settlement Authorities – Conciliation machinery – Procedure, Power and Duties of Authorities – Provision relating to Strike, Lockout and Retrenchment ,Layoff – closure – Machinery to solve dispute- Unfair Labour Practices – Penalties.	12	https://www.youtube.com/watch?v=-hcXTYNJQ9g
III	Payment of Wages Act 1948 – Definition of Wages – Rules of Payment of wages – Deductions – Fixation and Revision of wages – Advisory Boards – Definition of Gratuity – Payment of gratuity – determination of recovery of gratuity – employees provident fund Scheme – Pension Scheme.	12	https://www.youtube.com/watch?v=-hcXTYNJQ9g
IV	Workmen’s Compensation Act, 1923. Definition – Scope and Coverage – Rules regarding workmen’s Compensation – Amount of Compensation – Distribution of Compensation – Enforcement Act.	12	https://www.youtube.com/watch?v=5XabB8GHSDk
V	Payment of Bonus Act 1965 & Apprentices Act, 1969. Meaning of Bonus – Definition – Eligibility for Bonus – Disqualification for bonus – Consumer Protection Act, 2021, Child Labour Act 1986.	12	https://www.youtube.com/watch?v=C1SnsjYJ64g
Total		60	
Text Books:			
1. Kapoor, N.D., 2014, Elements of Mercantile Law, Thirty fourth Edition, S.Chand & Co, Ltd., New Delhi			
Reference Books:			
1.Gopal, V. S. & Sumathi, G., 2014, Industrial Law, First Edition, Seth Publishers, New Delhi.			
2.Saharay, H. K., 2014, Textbook on Labour and Industrial Law, Sixth Edition, Universal Law Publishing Company, New Delhi			
Websites			
6. https://www.google.com/search?q=Workmen%E2%80%99s+Compensation+Act&sca_esv=580414175&rlz			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI**PART III - CORE 19: INSURANCE FOR BUSINESS PROCESS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBA603	Insurance For Business Process	Core 19	60	12	0	4
Preamble: To acquire basic knowledge of Insurance For Business Process						
Prerequisite: Basic knowledge of theories of Insurance process						
Course outcomes (COs): On the Successful completion of this paper the students should have acquired knowledge to facilitate an understanding of the concepts, methods and practices of insurance.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	To understand the concept of Insurance and Risk					K1
CO2	To know the Life Insurance Policies and Legal.					K2
CO3	To analysis the General Insurance.					K4
CO4	To learn the Marine Insurance Contract..					K5
CO5	To use the Miscellaneous Insurance in day - to - day life					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L	M	M	S	M	M	M	L
CO 2	M	M	L	M	L	M	S	M
CO 3	S	L	S	S	S	L	L	S
CO 4	M	S	L	M	M	S	M	M
CO 5	L	M	M	L	L	M	S	L

S – Strong; **L** – Low; **M** – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Defining risk and uncertainty - Sources, Classifications and type of risk- Insurance – Meaning, Nature, Significance and Principles- Privatization of Insurance Business in India- Insurance Regulatory development Authority Act- Recent Developments in Insurance sector-Re- Insurance – Double insurance.	12	https://www.youtube.com/watch?v=ephvKaL2ZoU
II	Life Insurance – Principles – Economic, Legal and actuarial principles-Organization setup and functions of LIC of India - Types of policies – Insurance Vs. Assurance.	12	https://www.youtube.com/watch?v=B6fxY4l_c8A
III	General insurance – Fire Insurance contract – Principles - Policies, Disclosure, Risk Covered, Subrogation - Termination of coverage, policy conditions, and claim procedure- Claim procedure for Accident, Incident.	12	https://www.youtube.com/channel/UCXCDS032BfNLz5RCviUHLpw
IV	Marine Insurance contract – Origin and growth, Evolution of Marine Insurance business in India - Insurable interest utmost good faith. Policy Document – Principle of marine insurance - type of marine insurance – Procedure for Obtaining marine Protection policies and conditions – Requirement of insure, documents needed – Procedure for Claim.	12	https://www.youtube.com/watch?v=B6fxY4l_c8A
V	Miscellaneous Insurance – Motor Vehicle act and motor insurance – Types of Motor vehicles and policies – Motor Accident claim – Crop Insurance - Personal Accident policy.	12	https://www.youtube.com/watch?v=ephvKaL2ZoU
Total		60	
Text Books:			
1. P.K. Gupta, Fundamentals of insurance, Himalaya Publishing House, 10th Edition, 2017, Mumbai.2.			
2. M.N. Mishra, Insurance Principles and practice, S.Chand and Co Ltd, Revised Edition,2010, New Delhi.			
Reference Books:			
1. Nalini Prava Thirupathi and Prabir Pal, Insurance theory and Practice, PHI, 6th Edition, 2005, New Delhi			
2. Parameshwaran, Insurance theory and Practice, Himalaya Publishing House, 10th Edition, 2009, Mumbai			
Websites			
1. www.google.com/aclk			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI
PART III-CORE 19- E - COMMERC

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBA604	E-Commerce	CORE 20	60	12	0	4
Preamble: To acquire basic knowledge of E-Commerce						
Prerequisite: Basic knowledge of theories of commerce						
Course outcomes (COs): On the Successful completion of this paper the students will acquire knowledge on information systems for business and management						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	To understand the basic concepts and technologies used in the field of management information systems					K1
CO2	To implement e-commerce, including Web services and electronic payment systems.					K2
CO3	To identify the key security threats in the E-commerce environment.					K4
CO4	To analyze the impact of E-commerce on business models and strategy.					K5
CO5	Student will develop the ethical, social, and security issues of information.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L	M	M	S	M	M	S	M
CO 2	S	S	L	L	S	L	L	L
CO 3	L	L	S	M	L	S	S	M
CO 4	M	M	S	S	M	M	L	S
CO 5	S	S	M	L	L	S	M	L

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Electronic Commerce-Main Activities E-Commerce-Goals of E-Commerce-Technical Components of E-Commerce-Advantages and Disadvantages of E-Commerce- Electronic Commerce and Electronic Business (C2C, B2G, B2P, C2A, B2B, B2C).	12	https://www.youtube.com/watch?v=nxSDHBdsWqA
II	The Internet - Domain Names and Internet Organization (.edu , .com, .mil,.gov, .net etc.-Types of Network -Building Own Website-Reasons for Building own Website-Benefits of Website-Cost, Time, Reach-Registering a Domain Name-Target email, Banner Exchange, Shopping Bots.	12	https://www.youtube.com/watch?v=Dxcc6ycZ73M
III	Planning for Electronic Commerce- Promotion in social media-Strategies for Developing Electronic Commerce Web sites _Online Shopping _ The PROS and CONS of online shopping	12	https://www.youtube.com/watch?v=Dxcc6ycZ73M
IV	Cyber Marketing- Cyber marketing techniques – Green Marketing The E-cycle of Green marketing - Electronic Data Exchange-Introduction-Concepts -Applications of EDI-Advantages and Disadvantages of EDI-EDI model.	12	https://www.youtube.com/watch?v=nxSDHBdsWqA
V	Electronic Payment System - Credit Card System –Electronic Fund Transfer-Paperless bill -Modern Payment Cash- Electronic Cash-Internet Security-Secure Transaction-Computer Monitoring-Privacy on Internet-Corporate Email privacy.	12	https://www.youtube.com/watch?v=Dxcc6ycZ73M
	Total	60	
Text Books:			
1. E-Commerce Concepts, Models, Strategies- :- G.S.V. Murthy Himalaya Publishing House.			
2. E- Commerce - Kamlesh K Bajaj and Debjani Nag.			
Reference Books:			
1. Electronic commerce :- Gray P. Schneider			
2. E-Commerce, Fundamentals & Applications : Chand (Wiley) University of Pune			
Websites			
1. https://www.google.com/aclk			
Learning Methods (*) :Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI

PART III – ELECTIVE II: GLOBAL BUSINESS MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBAE04	Global Business Management	Elective II	60	12	0	4
Preamble: To acquire basic knowledge of Business Management						
Prerequisite: Basic knowledge of theories of Management						
Course outcomes (COs):						
1. On the successful completion of this paper the students should have acquired knowledge to make Tounder stand the fundamental concepts of international trade						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Explain business expansion abroad and key issues related to their operations in other countries.					K2
CO2	Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.					K1
CO3	Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.					K5
CO4	Be able to analyze professional problems based on the history, traditions, distinctive character, and position in society of the subject area.					K3
CO5	Be able to use the knowledge in new settings within the fields of economics and business administration.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S	L	M	L	M	L	M	L
CO 2	M	M	S	M	S	M	L	M
CO 3	L	S	L	S	M	L	M	S
CO 4	M	L	M	M	L	S	S	M
CO 5	S	M	M	L	M	M	L	L

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Need and relevance-international trade – current pattern of India's foreign trade and world trade-India's trade-trends-composition-volume and direction-traditional and non-traditional products-brief back ground of import trade-future.	12	https://www.youtube.com/watch?v=gTrLniP5tSQ/
II	Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – export promotion council – commodity boards –board of trade–trade development authority FIFO, IIFT, Export inspection council, STC, Export houses	12	https://www.youtube.com/watch?v=OU1vF0l7mHg
III	Export procedures-offer and receipt to orders–production–shipping and banking procedure–negotiation-documents forex port trade – export incentives	12	https://www.youtube.com/watch?v=gTrLniP5tSQ
IV	Export financing–procedure for pre-shipment finance-post shipment finance-terms of Payment in international trade-letter of credit-features and types-medium and long term loans .ECGC-function sand policies.	12	https://www.youtube.com/watch?v=gTrLniP5tSQ
V	International agencies and agreement–IMF- World Bank–functions and features–WTO features-import policy features	12	https://www.youtube.com/watch?v=OU1vF0l7mHg
Total		60	
Text Books:			
<ol style="list-style-type: none"> 1. TAS Balagopal-Export Management 2. P.Boominathan-Global business Management-Thakur Publishers 3. DC Kapoor-Export Management, Vikas Publishing House Pvt Ltd 			
Reference Books:			
<ol style="list-style-type: none"> 1.SKVarghese-Foreign Exchange and Financing of Foreign Trade 2.YRULLal-ExportManagement 			
Websites			
<ol style="list-style-type: none"> 6. https://www.britannica.com/money/topic/international-trade 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI**PART III – ELECTIVE II: INTEGRATED MARKETING COMMUNICATION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBAE05	Integrated Marketing Communication	Elective II	60	12	0	4

Preamble: To acquire basic knowledge Integrated Marketing Communication

Prerequisite: Basic knowledge of theories marketing

Course outcomes (COs):

On the successful completion of this paper the students should have acquired knowledge to make them understand the Integrated Marketing communication

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

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy knowledge level
CO1	Understand the concept of integrated marketing communication, understanding communication process and digital marketing and apply lifelong	K2
CO2	Develop advertisement by selecting appropriate media	K1
CO3	Understand the ethical standards related to advertising.	K5
CO4	Demonstrate capabilities of analysing problems, team work and communication skills	K3
CO5	Gain knowledge in Planning and development of creative mar com	K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M	S	S	S	S	S	M	S
CO 2	S	M	M	M	S	M	S	S
CO 3	S	S	M	M	M	M	M	M
CO 4	M	S	L	M	M	M	S	S
CO 5	L	L	S	S	M	S	M	M

S – Strong; **L** – Low; **M** – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Integrated Marketing Communication (IMC) :Meaning and role of IMC in Marketing process, steps involved in developing IMC programme, Effectiveness of marketing communications - Purpose, Role, Functions and Types of marketing communication, one voice communication V/s IMC.Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship;	12	https://www.youtube.com/watch?v=iOFIrrr6YPY
II	Communication: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model	12	https://www.youtube.com/watch?v=8U5E3a1ddJ8
III	Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.	12	https://www.youtube.com/watch?v=3zWU_CGRp50
IV	Planning and development of creative marcom: Creative strategies in advertising, sales promotion, publicity, event sponsorships. Creative strategy in implementation and evaluation of marcom-Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning and formulation of Mediastrategy. Measuring the effectiveness of all Promotional tools and Integrated marketing communications.	12	https://www.youtube.com/watch?v=8U5E3a1ddJ8
V	Digital Media, Evolution of Technology, Convergence of Digital Media, E-commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Advertising, E-PR. Advertising Laws and Ethics: Advertising & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI, International Advertising: Global environment in advertising, Decision areas in international advertising	12	https://www.youtube.com/watch?v=XnkFYKTDCvU
	Total	60	
Text Books:			
1.Rajeev Batra, John, G. Myers and David A. Aaker. (2013). Advertising Management. Prentice Hall India Publishers, New Delhi.			
Reference Books:			
1. Jerome M. Juska (2017), Integrated Marketing Communication: Advertising and Promotion in a Digital World, 1st edition, Routledge			
2. Belch (2017), Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th edition, McGraw Hill, New Delhi			
Websites			
1. https://ahrefs.com/blog/imc/			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI**PART III - ELECTIVE II: TALENT AND KNOWLEDGE MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBAE06	Talent And Knowledge Management	Elective II	60	12	0	4
Preamble: To acquire basic knowledge of Talent and knowledge management						
Prerequisite: Basic knowledge of theories of Talent and knowledge						
Course outcomes (COs): On the Successful completion of this paper the students should have acquired knowledge of . evaluate mechanism and systems knowledge infrastructure. apply organizational performance knowledge discovery systems						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Evaluate the potential and appropriateness of talent development strategies					K2
CO2	policies and methods with reference to relevant contextual factors.					K5
CO3	Assess the role and influence the politics of knowledge management policy and practice in a range of contexts.					K5
CO4	Talent management can help companies to increase employee engagement, boost retention, improve business outcomes and more					K4
CO5	To prepare students for talent and knowledge management efforts in organisations.					K3

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M	M	M	M	L	M	S	L
CO 2	S	S	L	L	S	L	M	M
CO 3	L	L	S	S	L	M	L	S
CO 4	M	M	L	M	M	S	M	L
CO 5	S	S	M	L	S	M	L	M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Talent Management – Meaning, Importance, Evolution, Talent Management System, Talent Reservoir – Components. Institutional Strategies for dealing with Talent Management..	12	https://www.youtube.com/watch?v=NwufHwariTI
II	Succession Planning, Talent Acquisition, Talent Identification, Talent Development, Training Coaching, Talent management Strategies. Role of leaders in Talent Management	12	https://www.youtube.com/watch?v=ij4IwMs8N_w
III	Concepts, Forces driving knowledge management, knowledge systems, knowledge strategies, technologies for knowledge management, factories influencing knowledge management.	12	https://www.youtube.com/watch?v=EAzCINpft4c
IV	Data information knowledge Wisdom, use of knowledge, types of knowledge, knowledge management solutions, mechanism and systems knowledge infrastructure.	12	https://www.youtube.com/watch?v=ij4IwMs8N_w/
V	Knowledge management frame Handsnon – earl’s sever schools of knowledge management. Alvesson & Karreman’s knowledge management approaches, knowledge management approaches. Knowledge management infrastructure organizational.	12	https://www.youtube.com/watch?v=EAzCINpft4c
	Total	60	
Text Books:			
3. Donald Hislop, —Knowledge management in Organizations, , Oxford University Press, Second edition 2010			
Reference Books:			
1 Ed by Lance A. Berger and Dorothy R Berger. —The Talent Management Handbook, Tata McGraw Hill edition, 2011.			
2. Sajjad M Jasmuddin, —Knowledge Management, Cambridge, 1st ed, 2009			
3. Stuart Barnes, —Knowledge Management Systems, Ed, Cengage Learning, 2012.			
Websites:			
3. https://www.google.com/search?q=TALENT+AND+KNOWLEDGE+MANAGEMENT			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI**PART III - ELECTIVE III: SUPPLY CHAIN AND LOGISTICS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBAE07	Supply Chain And Logistics	Elective III	60	12	0	4
Preamble: To acquire basic knowledge of Supply Chain And Logistics						
Prerequisite: Basic knowledge of theories of logistics						
Course outcomes (COs): To enable the students to have an insight view on stages of Supply Chain Management and to know how a logistic strategy fits into an organization decision						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	To understand how Logistics, Supply Chain, Operations, Channels of Distribution fit in to various types of Business viz., Manufacturing, Service and Project.					K1
CO2	To understand the impact of logistics functions and their integration with other business functions.					K2
CO3	To understand how Managers, take decisions – strategic, tactical and operations - and how they are taken in Warehouse Management functional area.					K4
CO4	To provide a brief overview of the set of activities that make up the logistics process and to understand the relationship between logistics and supply chain management.					K5
CO5	Enable students to research, critique and evaluate the implementation of cost effective solutions to assist enterprises enhance their competitive advantage.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M	M	M	M	L	M	S	L
CO 2	S	S	L	L	S	L	M	M
CO 3	L	L	S	S	L	M	L	S
CO 4	M	M	L	M	M	S	M	L
CO 5	S	S	M	L	S	M	L	M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Supply Chain Management – Definition – objectives – Evolution - need-Issues involved in developing Supply Chain Management Framework-Types. Supply Chain Management activities - constituents - Organization	12	https://www.youtube.com/watch?v=Lpp9bHtPAN0
II	Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in Supply Chain Management - Dimensions of Supply Chain Excellence-Forces influencing Supply Chain Excellence Emotions – LC Pattern .	12	https://www.youtube.com/watch?v=Lpp9bHtPAN0
III	Purchasing process - Supply Management-Introduction-importance Objectives purchasing process-purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-Just-in-time purchasing.	12	https://www.youtube.com/watch?v=4-QU7WiVxh8
IV	Logistics- Definition - History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics _ E- Financing.	12	https://www.youtube.com/watch?v=Lpp9bHtPAN0
V	Logistics Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management-Evolution of the concept- model - process-activities (in brief).	12	https://www.youtube.com/watch?v=4-QU7WiVxh8
	Total	60	
Text Books:			
1.Sunil Chopra, Peter Merindel & D.V.Kalra: Supply chain Management (6 nd edition), Prentice-Hall of India Pvt Ltd., New Delhi, 2016.			
2.Rahul V. Altekar , Supply Chain Management Prentice-Hall of India Pvt Ltd., New Delhi, 2017.			
Reference Books:			
1. Nicole Jones, Supply Chain Management: Essential Business Processes (2019) <u>Hardcover</u>			
2.James Stevaens , Supply chain Management (Strategy, Planning, Operations for Logistics Management), Shepal Publishing 2016.			
, New Delhi, 18 th Edition (2010).			
Websites:			
1. https://www.coursera.org/learn/supply-chain-logistics			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI**PART III - ELECTIVE III- STRATEGIC MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBAE08	Strategic Management	Elective III	60	12	0	4
Preamble: To acquire basic knowledge of strategic management						
Prerequisite: Basic knowledge of theories of strategic						
Course outcomes (COs): To help the students understand expose students to various perspectives and concepts in the field of Strategic Management. help students develop skills for applying these concepts to the solution of business problems ,help students master the analytical tools of strategic management						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	synthesize knowledge from other business courses into a comprehensive understanding					K1
CO2	Provide a basic understanding of the nature and dynamics of the strategy formulation processes..					K2
CO3	encourage students to think critically and strategically					K3
CO4	Develop the ability to identify strategic issues and design appropriate courses of action.					K3
CO5	Enable to evaluate the strategies based on the business.					K5

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M	M	M	M	L	M	S	L
CO 2	S	S	L	L	S	L	M	M
CO 3	L	L	S	S	L	M	L	S
CO 4	M	M	L	M	M	S	M	L
CO 5	S	S	M	L	S	M	L	M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process-Benefits, TQM and strategic management process, Social responsibility, Social audit	12	https://www.youtube.com/watch?v=_BajRnOCSKk/
II	Strategic Formulation: Corporate Mission: Need –Formulation, Course Objectives Classification Guidelines, Goals: Features-Types, Environmental Scanning- Need- Approaches- SWOT analysis ETOP-Value chain analysis	12	https://www.youtube.com/watch?v=3Qf9ggcYs78
III	Choice of strategy: BCG matrix-The GE nine cell planning grid-Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies..	12	https://www.youtube.com/watch?v=3Qf9ggcYs78
IV	Strategic Implementation: Role of top management-Process-Approaches, Resource allocation Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage..	12	https://www.youtube.com/watch?v=3Qf9ggcYs78
V	Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems.	12	https://www.youtube.com/watch?v=3Qf9ggcYs78
Total		60	
Text Books: Strategic Management - Vijaya Kumar P, Cengage learning, New Delhi,2010.			
Reference Books: 1. Strategic Management - John A Pearce II, Amita Mital, TMH, New Delhi, 2012. 2. Cases Studies in Strategic Management - Sanjay Mohapatra, Pearson, New Delhi, 2012 3. Strategic Management – Adrian Haberberg& Alison, Oxford University Press, New Delhi, 2010 4. Strategic Management and Business Policy – Appa Rao, Parvatheshwar Rao, Shiva Rama Krishna, Excel Books, New Delhi, 2012			
Websites: 1. www.google.com/search?q=Strategic+Management+web&sca_esv=580414175&rlz			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI**PART III - ELECTIVE III: SERVICES MARKETING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BBAE09	Services Marketing	Elective III	60	12	0	4
Preamble: To acquire basic knowledge of service marketing						
Prerequisite: Basic knowledge of theories of marketing						
Course outcomes (COs): On the Successful completion of this paper the students should have acquired knowledge of enable the students to know about the various theories of service marketing. 2. familiarize the students to gain insights on the issues in operational and administrative aspects of service marketing						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Understand the basic concepts of service marketing.					K3
CO2	Examine the nature of services, and distinguish between products and service.					K4
CO3	identify the major elements needed to improve the marketing of services					K3
CO4	Understand the pricing in services.					K2
CO5	develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service					K1

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M	M	M	M	L	M	S	L
CO 2	S	S	L	L	S	L	M	M
CO 3	L	L	S	S	L	M	L	S
CO 4	M	M	L	M	M	S	M	L
CO 5	S	S	M	L	S	M	L	M

S – Strong; **L** – Low; **M** – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Evolution of Service Marketing: Stages - Reasons - impact of social environment on the growth of services marketing	12	https://www.youtube.com/watch?v=a846O7ygT08
II	Concept of services: meaning - components of service - characteristics of services - difference between goods and services.	12	https://www.youtube.com/watch?v=a846O7ygT08
III	Service marketing mix: meaning - definition - characteristics of service marketing mix - 7p's of service marketing mix.	12	https://www.youtube.com/watch?v=schn00DzLjw
IV	Pricing in services: Meaning - objectives - characteristics - factors affecting pricing decisions	12	https://www.youtube.com/watch?v=a846O7ygT08
V	Location of services and channels of distribution: factors in choosing a service location - classification of service by location - channels: meaning - methods of distribution services.	12	https://www.youtube.com/watch?v=a846O7ygT08
Total		60	
Text Books:			
1. 1. Dr. L. Natarajan, Services Marketing, Margham Publications, 2016.			
Reference Books:			
1. K. Rama MohanaRao, Services Marketing, Pearson Publications, 2011.			
2. Adrian Payne, Malcolm McDonald, Marketing Planning for Service, Routledge Publication, 2012.			
3. K. Rama MohanaRao, Services Marketing, Sultan Chand & Sons, 2014.			
4. Adrian Payne, Services Marketing, Tata McGraw Hill Publication, 2013			
Websites:			
1 .www.mayple.com/blog/service-marketing			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

BBA (CA)

Bachelor of Business Administration with Computer Application Board**Scheme of Examination (CBCS with OBE Pattern)****For the Candidates admitted during the Academic Year 2023-2024 onwards**

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	23LATA01/ 23LAHI01/ 23LAFR01 23LAMY01	Language – I Tamil I/ Hindi I/ French I/ Malayalam I	5	3	25	75	100	4
II	23ENG001	English –I	5	3	25	75	100	4
III	23BAC101	Core 1 – Principles of Management	6	3	25	75	100	4
III	23BAC102	Core 2 – Introduction to information technology	6	3	25	75	100	4
III	23BACA01	Allied 1 – Business Mathematics and Statistics	6	3	25	75	100	4
IV	23UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	22
SEMESTER II								
I	23LATA02/ 23LAHI02/ 23LAFR02/ 23LAMY02	Language –II Tamil II/Hindi II/French II/ Malayalam II	5	3	25	75	100	4
II	23ENG002	English – II	3	2	0	50	50	2
II	23NMS001	NMS 1:Effective English:Language proficiency for Employability	2	2	0	50	50	2
III	23BAC201	Core 3 - Financial Accounting	6	3	25	75	100	4
III	23BACP01	Core Practical 1- PC-Software	6	3	25	75	100	4
III	23BACA02	Allied 2 - Operations Research	6	3	25	75	100	4
IV	23UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	22
SEMESTER III								
I	23LATA03/ 23LAHI03/ 23LAFR03/ 23LAMY03	Language – III Tamil III/ Hindi III/ French III/ Malayalam III	3	3	25	75	100	4
II	23ENG001	English-III	3	3	25	75	100	4
III	23BAC301	Core 4 – Marketing Management	5	3	25	75	100	4
III	23BAC302	Core 5 – Production and Operations Management	5	3	25	75	100	4

III	23BACP02	Core Practical 2 - Accounting Package Tally	5	3	25	75	100	4
III	23BACA03	Allied 3 – Business Taxation	6	3	50	50	100	4
III	23BACSB1	SBC- 1 Retail Management	2	3	30	45	75	2
IV	23BTA001/ 23ATA001/ 23BAC0E1	OEC-1 BT- I/AT-1/ Multimedia and its applications	2	2	-	50	50	2
		Total	30				725	28
SEMESTER IV								
I	23LATA04/ 23LAHI04/ 23LAFR04/ 23LAMY04	Language – IV Tamil IV/ Hindi IV/ French IV/ Malayalam IV	3	3	25	75	100	4
II	23ENG001	English-IV	3	3	50	50	100	4
III	23BAC401	Core 6– Human Resource Management	4	3	25	75	100	4
III	23BAC402	Core 7 –Research Methods for Management	5	3	25	75	100	4
III	23BACP03	Core Practical 3 - RDBMS and ORACLE	6	3	25	75	100	4
III	23BACA04	Allied 4 – Business Economics	4	3	25	75	100	4
IV	23NMS004	NMS II: Office Fundamentals : Digital skills for employability	2	2	0	50	50	2
III	23BACSB3	SBC 2 Business Communication	2	3	30	45	75	2
IV	23BTA002/ 23ATA002 23OEC002	OEC 2: BT-II/AT-II/ Communicative English	2	2	-	50	50	2
		Total	30				775	30
SEMESTER V								
III	23BAC501	Core 8 – Financial Management	5	3	25	75	100	4
III	23BAC502	Core 9 – Consumer Behavior	4	3	25	75	100	4
III	23BAC503	Core 10 – Visual Programming	4	3	25	75	100	4
III	23BACP04	Core Practical 4 -Visual Programming	5	3	25	75	100	4
III	23BACE01/ 23BACE02/ 23BACE03	Elective I Advertising and Sales Promotion Advertising and Sales Promotion / Banking Law and Practices / Labor Welfare and Industrial Relations	5	3	25	75	100	4
III	23BACPR1	Project and Viva Voce	5	3	50	50	100	4

III	23BACSB3	SBC 3 Modern Office Management	2	3	30	45	75	2
		Total	30				675	26
SEMESTER VI								
III	23BAC601	Core 11 - Cost and Management Accounting	5	3	25	75	100	4
III	23BAC602	Core 12 – Industrial Law	4	3	25	75	100	4
III	23BAC603	Core 13 – Internet and Web Design	4	3	25	75	100	4
III	23BACP05	Core Practical 5 - Internet and Web Design	5	3	25	75	100	4
III	23BACE04/ 23BACE05/ 23BACE06	Elective II Event marketing / Financial Services / Human Resource Development	4	3	25	75	100	4
III	23BACE07/ 23BACE08/ 23BACE09	Elective III Supply Chain and Logistics / Stock Exchange and Practice / Training and Development	4	3	25	75	100	4
IV	23NMS004	NMS III: Project based learning	2	2	0	50	50	2
III	23BBASB4	SBC -4 Customer Relationship Management	2	3	30	45	75	2
V	23NSS001/ 23NCC001/ 23SPT001/ 23EXT001	SOC1: NSS/NCC/SPORTS/Extension Activity			50		50	2
		Total	30				775	30
Total							3950	158

SEMESTER – I**PART III - CORE 1 : PRINCIPLES OF MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BAC101	Principles of Management	Core 1	60	12	0	4
Preamble: To acquire knowledge business and principles in organizations						
Prerequisite: Education in modern trends in Management Process						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Learn and acquire the knowledge of the nature and type of business organization.					K1
CO2	Make an effective planning and what are all the strategies and policies to be followed for successful organization.					K2
CO3	The purpose of this study is to learn about the formal and informal organization structure and the achievement of organizational goals.					K4
CO4	The students will acquire the knowledge about directing, motivating towards the growth of the organization.					K5
CO5	The students will learn about the various techniques involved in staffing and controlling.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	L	S	M	S	L	S	M	S	S
CO2	L	M	L	M	M	M	L	S	M	M
CO3	M	M	M	L	L	S	M	L	L	S
CO4	S	S	M	S	M	M	S	M	L	L
CO5	L	L	S	L	L	L	M	L	M	M

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Nature and evolution of management – Meaning and definition of management – Contributions of Taylor, Fayol, Mayo and Drucker – Functions of management – management: Art, Science and Profession – Administration Vs management – Functional areas of management – Managerial skills: Levels of management-Social responsibility and Ethics.	15	https://www.youtube.com/watch?v=U4wuKKwV-eg
II	Planning: Nature and purpose of planning - steps in planning - types of planning- Objectives and strategies-Policies - Decision making: Process of Decision making - types of Decisions, MBO- Definition and concept-process-merits and demerits.	15	https://www.youtube.com/watch?v=7eZXVTTmlcE
III	Organising: Meaning, definition and Principles, Formal and Informal Organisation – Organisation structure – Line and staff organization – Types of Groups – Formal and Informal Groups – Merits and Demerits of the groups	14	https://www.youtube.com/watch?v=InLJJMeCHM4
IV	Directing: Definition and principles of Directing – Motivation: Meaning, nature and importance – Maslow, Mc Gregor, Herzberg Mc Cleland, and Alderfer theories of motivation– Delegation of Authority – Centralization and decentralization – Merits and Demerits.: Co-ordination: Meaning need and features – Techniques – Problems in coordination.	14	https://www.youtube.com/watch?v=XP Agq1OjX3k
V	Staffing: Meaning and importance of staffing – Recruitment, Selection, Training of staff. Controlling: Meaning, definition and need – Principles of controlling – Controlling techniques	14	https://www.youtube.com/watch?v=XIuJPjqYU94
Total		72	
Text Book			
1. P. C. Tripathy, P.N.Reddy, Principles of Management, 3rd Edition, Tata MC Graw hill publishing Company ltd, New Delhi, 2007.			
Reference Books:			
1. Bhushan Y.K, Business Organization, 4th Edition, Tata MC Graw hill publishing, New Delhi, 2006			
2. L.M.Prasad, Principles of Management, 5 th Edition, Himalaya publication, Mumbai - 2006			
Websites			
1. www.openj.edu/openlearn			
2. MIT Open Course Ware – http://ocw.mit.edu			
3. Oxford University Press - http://www.oup.co.in			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – I**PART III - CORE 2: INTRODUCTION TO INFORMATION TECHNOLOGY**

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
23BAC102	Introduction to Information Technology	Core 2	60	12	0	4
Prerequisite: Basic knowledge about processing of computers.						
Course outcomes (COs): To develop technical and communication skills of students by using internet and it is common user friendly.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand about processor to create, edit and format documents.					K1
CO2	On successful completion of this introduction of computers students will have the knowledge about computer system					K2
CO3	Understand the concept of Job analysis information, Steps , Methods of Collecting Job analysis Information .					K4
CO4	Develop creativity among students in designing a presentation of power point which helps them to create a basic presentation.					K5
CO5	Develop technical and communication skills of students by using internet access.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	S	M	M	M	L	M	L
CO2	M	M	M	L	L	M	L	M	L	M
CO3	S	S	S	L	M	L	S	S	S	S
CO4	L	M	L	L	S	S	M	M	M	L
CO5	M	L	M	M	M	L	L	L	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents / E-Resources
I	Introduction to Information Technology- Representing Numbers and text in Binary- Binary Code. Evolution of IT Management – Types of Information Systems- Internet Based Business System- IT Management Challenges and Issues.	15	https://www.youtube.com/watch?v=Cu3R5it4cQs
II	Fundamentals of Computers: Computer Hardware- Software- Computer Hierarchy- Input – Output Technologies – Hardware Issues – System Architecture – Operating System- Networking Operating System – Translator – MLL- HLL- ALL.	15	PPT/ https://www.youtube.com/watch?v=YHSLkNzLuqc
III	Transmission of Information: Communication Technology – WWW – Intranet – Extranets – Data Communication Networks – Wireless System – Web Hosting – Application Service Providers.	15	PPT/ https://www.youtube.com/watch?v=L2kW-Bh9fjc
IV	Computer Networking and IT Applications: Goals – Topologies – Local Area Networks – Wide Area Networks – Communication Protocol. Decision Support System – Neural Networks – Executive Information System.	15	PPT/ https://www.youtube.com/watch?v=VIOH-qTclOg
V	Internet Architecture and IT Management: Introduction- Types of Network Security-Internet Address - Domain Name - E-mail - Basic Internet Terms-Getting connected to internet-Internet Application – The World Wide Web, Information Retrieval from the World Wide Web.	12	https://www.youtube.com/watch?v=BBFrm-QU8ZE
	Total	72	
Text Book			
<ol style="list-style-type: none"> V.Rajaraman(2018),Introduction to Information Technology, Prentice Hall of India Learning, New Delhi. Sanjay Saxena(2018),Information Technology,Vikas Publications Pvt Ltd, New Delhi. 			
Reference Books:			
<ol style="list-style-type: none"> V. Rajaraman, Introduction to Information Technology, PHI Learning Pvt.Ltd,3rd Edition, 2018. 			
Websites			
<ol style="list-style-type: none"> https://www.techtarget.com https://www.techopedia.com 			
Learning Methods (*):			
Assignment/Seminar/Case-Study			

Bachelor of Business Administration with Computer Application Board**Scheme of Examination (CBCS with OBE Pattern)****For the Candidates admitted during the Academic Year 2022-2023 onwards**

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	22LATA01/ 22LAHI01/ 22LAFR01 22LAMY01	Language – I Tamil I/ Hindi I/ French I/ Malayalam I	5	3	50	50	100	3
II	22ENG001	English –I	5	3	50	50	100	3
III	22BAC101	Core 1 – Principles of Management	6	3	50	50	100	4
III	22BAC102	Core 2 – Introduction to information technology	6	3	50	50	100	4
III	22BACA01	Allied 1 – Business Mathematics and Statistics	6	3	50	50	100	4
IV	22UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	22LATA02/ 22LAHI02/ 22LAFR02/ 22LAMY02	Language –II Tamil II/Hindi II/French II/ Malayalam II	5	3	50	50	100	3
II	22ENG002	English – II	5	3	50	50	100	3
III	22BAC201	Core 3 - Financial Accounting	6	3	50	50	100	4
III	22BACP01	Core Practical 1- PC-Software	6	3	50	50	100	4
III	22BACA02	Allied 2 - Operations Research	6	3	50	50	100	4
IV	22UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
I	22LATA03/ 22LAHI03/ 22LAFR03/ 22LAMY03	Language –III Tamil III/Hindi III/French III/ Malayalam III	3	3	50	50	100	2
II	22ENG003	English – III	3	3	50	50	100	2
III	22BAC301	Core 4 – Marketing Management	4	3	50	50	100	4
III	22BAC302	Core 5 – Production and Operations Management	4	3	50	50	100	4
III	22BAC303	Core 6 - System Analysis and Design	4	3	50	50	100	4

III	22BACP02	Core Practical 2 - Accounting Package Tally	4	3	50	50	100	4
III	22BACA03	Allied 3 – Business Taxation	5	3	50	50	100	4
III	22BACSB1/ 22BACSB2	SBC- 1 Retail Management/ Customer Relationship Management	2	3	30	45	75	2
IV	22BTA001/ 22ATA001/ 22BAC0E1	OEC-1 BT- I/AT-1/ Multimedia and its applications	2	2	-	50	50	2
		Total	30				825	28
SEMESTER IV								
I	22LATA04/ 22LAHI04/ 22LAFR04/ 22LAMY04	Language –IV Tamil IV/Hindi IV/French IV/ Malayalam IV	3	3	50	50	100	3
II	22ENG004	English – IV	3	3	50	50	100	3
III	22BAC401	Core 7– Human Resource Management	4	3	50	50	100	4
III	22BAC402	Core 8 –Research Methods for Management	4	3	50	50	100	4
III	22BAC403	Core 9 – RDBMS and ORACLE	4	3	50	50	100	4
III	22BACP03	Core Practical 3 - RDBMS and ORACLE	5	3	50	50	100	4
III	22BACA04	Allied 4 – Business Economics	4	3	50	50	100	4
III	22BACSB3/ 22BACSB4	SBC 2 Business Communication / Modern Office Management	2	3	30	45	75	2
IV	22BTA002/ 22ATA002 22OEC002	OEC 2: BT-II/AT-II/ Communicative English	2	2	-	50	50	2
		Total	30				825	30
SEMESTER V								
III	22BAC501	Core 10 – Financial Management	5	3	50	50	100	4
III	22BAC502	Core 11 – Consumer Behavior	5	3	50	50	100	4
III	22BAC503	Core 12 – Visual Programming	5	3	50	50	100	4
III	22BACP04	Core Practical 4 -Visual Programming	5	3	50	50	100	4
III	22BACE01/ 22BACE02/ 22BACE03	Elective I Advertising and Sales Promotion / Banking Law and Practices / Labor Welfare and Industrial Relations	5	3	50	50	100	4
III	22BACPR1	Project and Viva Voce	5	3	50	50	100	4
		Total	30				600	24

SEMESTER VI								
III	22BAC601	Core 13 - Cost and Management Accounting	5	3	50	50	100	4
III	22BAC602	Core 14 – Industrial Law	5	3	50	50	100	4
III	22BAC603	Core 15 – Internet and Web Design	5	3	50	50	100	4
III	22BACP05	Core Practical 5 - Internet and Web Design	5	3	50	50	100	4
III	22BACE04/ 22BACE05/ 22BACE06	Elective II Event marketing / Financial Services / Human Resource Development	5	3	50	50	100	4
III	22BACE07/ 22BACE08/ 22BACE09	Elective III Supply Chain and Logistics / Stock Exchange and Practice / Training and Development	5	3	50	50	100	4
V	22NCC001/ 22NSS001/ 22SPT001/ 22EXT001	SOC 1: NCC/ NSS / Sports / Extension Activities			50		50	2
		Total	30				650	26
						Total	4000	148

SEMESTER –3**PART III - CORE 4 : MARKETING MANAGEMENT**

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
22BAC301	Marketing Management	Core 4	40	8	0	4

Preamble: To acquire basic knowledge of Marketing Management

Prerequisite: Acquired knowledge in Principles of Marketing Management

Course outcomes (COs): Students should have acquired knowledge in Principles of Marketing Management, Market Segmentation, Product Life Cycle, Pricing, and Branding.

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Learn and understand Concepts of marketing	K1
CO2	Understand about the Marketing Strategies	K2
CO3	Design and develop various Marketing Strategies and pricing	K4
CO4	The students will acquire the knowledge about various Pricing Methods.	K5
CO5	The students will learn about to develop Business Strategies	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	L	M	L	S	S	M	L	L	M
CO2	M	M	L	L	L	M	L	M	M	S
CO3	S	S	L	M	M	L	S	S	S	L
CO4	L	L	M	L	L	M	M	L	M	M
CO5	M	M	M	S	M	M	L	M	S	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents / E-Resources
I	Definition of Marketing - Marketing Management- Marketing Concept – Meaning Importance of Marketing in Developing Countries - Functions of Marketing – Concept of Holistic Marketing Orientation, Customer Value-Changing Marketing Practices	10	https://www.youtube.com/watch?v=ZaKbhKN93Yw
II	Buyer Behavior - Buying Motives - Market Segmentation of Different Bases – Market Positioning – Market Targeting - Marketing Strategy - Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality –Brands Equity	10	https://www.youtube.com/watch?v=60eRK7AwwM
III	The Product- Types of Product - Product Policy - Product Life Cycle [PLC] - Product Mix - Modification and Elimination – Packing – New Product Development – Strategies	9	https://www.youtube.com/watch?v=9y65-JDDifM
IV	Definition and Types of Channel - Channel Selection and Problems- Middle Man: Wholesaler - Retailer- Agent Middleman Price Decision-Concept, and Meaning of Price and Pricing-Significance of Pricing Decision- Factors Affecting Price Determination; Pricing Methods and Techniques.	10	https://www.animaker.com/hub/youtube-channel-ideas/
V	Advertisement Media- Radio-T.V-Newspaper- Merits and Demerits of Advertisement – Sales Promotion – Publicity – Personal Selling-social media	9	https://www.youtube.com/watch?v=3ro9bfBY4-I
Total		48	
Text Book			
<ol style="list-style-type: none"> Philip Kotler and Kevin Lane Keller, Marketing Management, 15th Edition, 2017, Prentice Hall of India, New Delhi. Nair Rajan Gupta C.B, Marketing Management Text & Cases, 2018, Sultan Chand and Sons publications 			
Reference Books:			
<ol style="list-style-type: none"> Rajan Saxena, Marketing Management, 6th Edition, 2019, McGraw Hill, New Delhi Kumar Arun and Meenakshi N, Marketing Management, 2016 Vikas Publishing House. 			
Websites			
<ol style="list-style-type: none"> https://archive.nptel.ac.in/noc/courses/noc22/SEM1/noc22-mg05/ 			
Learning Methods (*): Assignment/Seminar/Case-Study			

SEMESTER – 3**PART III - CORE 5: PRODUCTIONS AND OPERATIONS MANAGEMENT**

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
22BAC302	Production and Operations Management	Core 5	40	8	0	4
Preamble: To acquire basic knowledge of Productions and Operations Management						
Prerequisite: Basic knowledge about Principles and Process of Production Management						
Course outcomes (COs): To acquire and gain awareness in production management and its processing techniques						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand Principles and Process of Production Management					K1
CO2	Understand about the techniques in Production					K2
CO3	Learn about the Import Purchase Procedure					K3
CO4	The students will acquire the knowledge about Quality Control					K5
CO5	The students will learn about concepts in sampling in production					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	S	L	L	M	M	M	L	L
CO2	S	S	M	S	M	L	L	S	M	M
CO3	L	L	M	M	S	S	S	M	S	L
CO4	M	M	S	S	M	M	M	L	L	S
CO5	L	S	L	L	L	L	S	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents / E-Resources
I	Production Management - Functions - Scope - Plant Location - Factors - Site Location -Plant Layout - Principles - Process - Product Layout for Production Planning and Control -Principles - Information Flow - Routing - Scheduling - Dispatching – Control.	9	https://www.youtube.com/watch?v=0gQaOFX7szg
II	Materials Requirement Planning (MRP) – Evolution of MRP into MRP II – JIT- Difference between JIT and MRP - Maintenance - Types - Breakdown - Preventive - Routine - Methods Study – Work Study-Time Study - Definition - Motion Study - Principles – Work Measurement.	10	https://www.youtube.com/watch?v=8Ub9IzRf8NA
III	Purchasing – Procedure - Principles - Import Substitution and Import Purchase Procedure - Value Analysis / Value Engineering – Steps - Vendor Rating - Vendor Development – ERP – Business Engineering – BPR.	9	https://www.youtube.com/watch?v=47CaRUFrYJc
IV	Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ – Reorder Point - Safety Stock - Lead Time Analysis - Store Keeping - Objectives - Functions – Store Keeper - Duties - Responsibilities - Location of Store - Stores Ledger - Bin card – KAIZEN	10	PPT https://www.youtube.com/watch?v=IqBhf-1hzbk
V	Inspection and Quality Control - Types of Inspection. TQM: Meaning -Objectives - Elements - Benefits - Bench Marking: Meaning - Objectives - Advantages -ISO: Features - Advantages - Procedure for Obtaining ISO- AGMARK-ISI- Six Sigma Concept- Acceptance Sampling.	10	https://www.youtube.com/watch?v=8Ub9IzRf8NA
	Total	48	

Text Book

1. Swapnil Rupaye, Production and Operations Management 12th Edition, April 2015, OUP Australia and New Zealand.

Reference Books:

1. S N. Chary, Production and Operations Management, 6th Edition, Mc-Graw Hill Publications, 2019
2. S.K.Anil Kumar and N.Suresh, Production and Operations Management, Revised Edition, 2012, New Age International Publishers.

Websites

3. <https://www.newagepublishers.com/samplechapter/001233.pdf>
4. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf

Learning Methods (*):

Assignment/Seminar/Case-Study/ Industrial visit

SEMESTER - 3**PART III CORE 6: SYSTEM ANALYSIS AND DESIGN [THEORY]**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BAC303	System Analysis and Design	Core 6	40	8	0	4
Preamble: To acquire basic knowledge of analyze and design system						
Prerequisite: Basic knowledge of system analyst.						
Course outcomes (COs): The objective of the course is conducted for the purpose of studying a system to identify its objectives.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	The student should Work effectively in a team environment.					K1
CO2	To gather data to analyze and specify the requirements of a system.					K2
CO3	To build general and detailed models that assist programmers in implementing a system.					K4
CO4	To design a database for storing data, a user interface for data input and output, and controls to protect the system and its data.					K5
CO5	To describe the role and responsibilities of the participants in information systems° development.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	S	L	M	L	S	M	L	M	M
CO2	M	L	M	L	M	M	L	M	S	L
CO3	M	M	S	L	M	L	M	S	L	S
CO4	S	S	S	S	S	S	L	M	S	M
CO5	L	L	M	M	M	M	S	L	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Overview of System Analysis and Design: What is System-Characteristics of system-Element of System-System Components, Environment and Boundaries-Types of systems-System Models-Types of Information System.	10	https://www.youtube.com/watch?v=Vjpu_P-LHTo
II	System Development life Cycle: Introduction to System development Life Cycle-Phases of SDLC-Life Cycle Models-Organization for a project-System Documentation Consideration-Role and need of System Analyst.	10	PPT/ https://www.youtube.com/watch?v=shNOYFlmBOU
III	Tools and Techniques for Modeling: Data flow diagram- Data Dictionary- Decision Table- Decision Table- Decision Tree-Entity Relationship Diagrams- System Flowchart- Programming Flowchart	9	https://www.youtube.com/watch?v=6VGTvgaJlIM
IV	System Design and Modeling: An Overview of Design Phase-Design Consideration-Logical and Physical Design-Data Modeling and Design-Types of files in an organization System-File Access and Organization-Database Design.	10	https://www.youtube.com/watch?v=6VGTvgaJlIM
V	Input And Output Design Control: Overview of Input and Output-Forms-Input Design-Output Design-Introduction to structured Design Concepts-Top Down and Bottom Up Design-Tools for Structured Design- Module Coupling and Cohesion-Specification.	9	https://www.youtube.com/watch?v=D0HQBE7Np_o
Total		48	

Text Book

1. Preeti Gupter- Structured System Analysis and Design,Lakshmi Publication Pvt.Ltd,3rd Edition.
2. Shelly, Cashman, Rosenblatt, Thomson, Systems Analysis and Design, 4th Edition.

Reference Books:

1. Elias Awad Systems Analysis and Design, Galgotia Publications, 3rd Edition.
2. Whitten,Bentley,Dittman,Systems Analysis and Design Method, McGraw-Hill/ Irwin 5th Edition.

Websites

4. https://www.tutorialspoint.com/system_analysis_and_design/system_analysis_and_design_overview.htm
5. https://www.tutorialspoint.com/system_analysis_and_design/system_analysis_and_design_development_life_cycle.htm

Learning Methods (*):

Assignment/Seminar

SEMESTER -3**CORE III -CORE PRACTICAL 2: ACCOUNTING PACKAGE TALLY**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical (P)	Credits
22BACP02	Accounting Package Tally	Core Lab 2	-	-	48	4
Preamble: To acquire basic knowledge of Accounting Package Tally.						
Prerequisite: Imparting a professional skill which is used for learning to maintain accounts.						
Course outcomes (COs): The objective of the course is to train the students with the practical knowledge about basic Accounting.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	The Student will learn to create company, enter accounting voucher entries including advance voucher entries.					K1
CO2	Students do possess required skill and can also be employed as Tally data entry operator.					K2
CO3	Students will help to work with well-known accounting software.					K4
CO4	Make students ready with required skill for employability in the job market.					K5
CO5	The students to maintain accounts with and without inventory.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	S	L	M	L	S	M	L	M	M
CO2	M	L	M	L	M	M	L	M	S	L
CO3	M	M	S	L	M	L	M	S	L	S
CO4	S	S	S	S	S	S	L	M	S	M
CO5	L	L	M	M	M	M	S	L	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	1. By using Tally – Company Creation and Alteration of Company. 2. Create Voucher & ledger with adjustments (Using F11 and F12 keys) 3. Stock Groups-Stock items-units of measurement	9	https://youtu.be/Ipz1VVQGXEc
II	4 Prepare Trial Balance, Profit & Loss A/C and Balance Sheet (With minimum of any 5 adjustments) 5. Prepare a day book and give your opinion. 6. Create an inventory and calculate the interest.	10	https://youtu.be/Ipz1VVQGXEc
III	7. Create a company details and financial year using Tally. 8. Create a ledger and inventory information.	10	https://youtu.be/Ipz1VVQGXEc
IV	9. Prepare a list of accounts. 10. Create a report for sales register and purchase register	9	https://youtu.be/Ipz1VVQGXEc
V	11. Balance sheet preparation of an organization. 12. Prepare a stock report of the organization.	10	https://youtu.be/Ipz1VVQGXEc
Total		48	
Text Books & Reference Books			
Tally Education Pvt.Ltd., official Guide to Financial Accounting Using Tally.ERP 9 With GST. SoumyaRanjanBehera, Learn Tally.ERP 9 With GST,BK Publications Private Ltd, Bhubaneswar, 2020.			
Websites			
<i>Nptel</i> – https://nptel.ac.in			
Learning Methods (*) : Workshops /Industrial Visit			

SEMESTER – 3**ALLIED – 3: BUSINESS TAXATION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BACA03	BUSINESS TAXATION	Allied - 3	50	10	0	4
Preamble: To acquire knowledge in Business Taxation.						
Prerequisite: Learn the fundamentals of Business Taxes.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Should have acquired knowledge about Tax.					K1
CO2	Know about heads of income.					K2
CO3	Know about calculation of incomes from house property and business profession.					K4
CO4	Know the Determination of Cost of Acquisition and Deduction of Tax Source.					K5
CO5	To Analyse the Computation of Tax Liability, deductions, E-Filing & its Procedures.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	L	S	S	M	L	L	S	S	S
CO2	L	S	L	L	L	L	M	L	L	M
CO3	L	L	M	S	S	S	L	L	M	M
CO4	S	M	M	M	M	M	S	M	M	M
CO5	M	L	L	L	L	S	M	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Direct tax- Meaning –Merits –Demerits- Income –Features-Types -Assessment Year - Previous year- Assesses - Types of Assesses - Residential status of Person - Exempted Income.	12	https://youtu.be/dqA2yO4sbvM
II	Heads of Income- Income from Salaries – Characteristics of Salary - Treatment of Provident Fund – Allowances – Types of Allowances- Perquisites- Taxability of Perquisites - Valuation of Rent free Accommodation - Gratuity – Pension –Leave Encashment - Calculation of Income from Salary.	12	https://youtu.be/kkPxsoDL5P4
III	Income from House Property – Annual Value - Different Types of Rental Value – Determination –Deduction U/S 24 – Calculation of Income from House Property. Profits and Gains of Business or Profession – Computation of Income from Business or Profession.	12	https://youtu.be/cLnljH-g_E
IV	Capital Gains- Types –Exemption - Determination of Cost of Acquisition –Treatment of Capital Loss - Set-off and Carry Forward of Losses – Income from Other Sources –Tax treatment of Gift - Deduction of Tax at Source .	12	https://youtu.be/vDrYBJReG5Q
V	Deductions to be made from Total Income –Assessment of Individuals - Computation of Tax Liability –E-Filing – Procedure. Note: Distribution of marks: Theory 40% and Problems 60%	12	https://youtu.be/IkKPzy7VDow
	Total	60	
Text Book			
1. Gaur.V.P and Narang.D.B, Puja Gahai,RajeevPuri , Income Tax Law and Practice ,44th edition, Kalyani Publishers , 2016, New Delhi.			
Reference Books:			
1. Hariharan.N, Income Tax, 10th edition, Tata McGraw hill, 2016, New Delhi.			
2. T.S.Reddy and Y.Hari Prasad Reddy, Income Tax Law and Practice, 16th Edition, Margam Publication, Chennai.			
Websites			
1. https://onlinecourses.swayam2.ac.in/cec21_cm02/preview			
2. https://www.incometaxindia.gov.in/Pages/Deposit_TDS_TCS.aspx			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER -3**SBC – 1: RETAIL MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical (P)	Credits
22BACSB1	RETAIL MANAGEMENT	SBC - I	-	-	24	3
Preamble: To acquire basic knowledge of Retail Management						
Prerequisite: Understand the functions of retail business and various retail formats and retail channels.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Describe the process of conceiving, producing, and selling fashion products for in-store and on-line retailing.					K1
CO2	Demonstrate the skills needed to develop ideas and make decisions based on ethics, proper research, analysis, and critical thinking.					K2
CO3	Describe the key actions to be taken to effectively and efficiently utilize organizational resources to achieve stated purpose and goals.					K4
CO4	Demonstrate the interpersonal skills to communicate effectively, both orally and in writing.					K5
CO5	Develop a professional growth plan for lifelong learning.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	M	M	L	M	S	M	M	L	M
CO2	S	S	L	M	M	M	L	L	M	S
CO3	M	L	L	L	L	L	M	S	L	L
CO4	L	M	M	S	M	S	L	M	S	M
CO5	S	L	L	L	L	M	M	S	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Retailing - Meaning - Functions of Retailer - Types of Retailers. Retailing in India- The Evolution of Retail in India - Foreign Direct Investment in Retail - Challenges Ahead for Retailing.	5	https://www.youtube.com/watch?v=ybHznIT4zjI
II	Retail Strategy - Growth Strategy - Value Chain and Ethics. Retail Location - Types - Steps Involved in Selection. Store Design - Principles and Elements – Elements of Store Design.	5	https://backli nko.com/gro w-youtube-channel
III	Retail Franchising - Concept of Franchising - Evolution of Franchising – Types of Franchising – Basic Retail Merchandising - Meaning - Factors Affecting Buying Functions - Role and Responsible of Merchandiser and Buyer.	4	https://www.youtube.com/watch?v=Kp-0AhgBiDg
IV	Retail Marketing - Role of Marketing in Retail - Retail Marketing Mix - STP Approach - Retail Image - Concept of Retail Branding – Retail Pricing - Retail Pricing Policy.	5	https://www.youtube.com/watch?v=ybHznIT4zjI
V	Retail MIS - Importance of Information Technology in Retail - Factors Affecting the Use of Information Technology - Applications of Technology – E-Tailing - The New Online Retail Categories.	5	https://www.youtube.com/watch?v=Kp-0AhgBiDg
Total		24	
Websites			
1. Nptel – https://nptel.ac.in			
2. Udemy - www.udemy.com			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER –3**PART III-SBC 2 CUSTOMER RELATIONSHIP MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BACSB2	customer relationship management	SBC 2	36	-	0	3

Preamble: To acquire basic knowledge of customer relationship methods.

Prerequisite: Basic knowledge in skills of customer in the business Environment.

Course outcomes (COs): To understand and learn the Methods of marketing,

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Identify and deliver effective presentations.	K1
CO2	Estimate knowledge and high level skills in business writing.	K2
CO3	Develop Responses to a range of current and emerging business issues.	K4
CO4	Develop students with the skills and knowledge of communication in the business Environment.	K4
CO5	Measure student's skills and knowledge in a supportive peer group Environment through ideas exchange and argument.	K5

Mapping with Program Outcomes:

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S	S	S	S	L	S	S	L
CO 2	M	M	S	M	M	M	M	S
CO 3	M	L	S	S	S	M	M	M
CO 4	S	L	M	M	L	S	S	M
CO 5	M	S	S	M	M	L	M	M

H– High; **L** – Low; **M** – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle	7	https://www.youtube.com/watch?v=D1zsFzgSN-U
II	CRM – Overview and evolution of the concept – CRM and Relationship marketing –CRM strategy – importance of customer divisibility in CRM	8	https://www.youtube.com/watch?v=mQLEocJCDtE
III	Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India.	7	https://www.youtube.com/watch?v=4vYF2AjkdEo
IV	Value Chain – concept – Integration Business Management – Benchmarks and Metrics –culture change – alignment with customer eco system – Vendor selection.	7	https://www.youtube.com/watch?v=8JLHSj-9jRE
V	Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.	7	https://www.youtube.com/watch?v=zcWtx8AAq1M
	Total	36	
Text Book			
1. S. Shajahan – Relationship Marketing – McGraw Hill, 1997, Sultan Chand & Sons, New Delhi.			
2. Paul Green Berg – CRM – Tata McGraw Hill, 2002 2011, New Delhi.			
Reference Books:			
1. V.K.Jain& Prakash Biyani, customer relations management, 1 st Edition, 2014, Sultan Chand & Sons.			
2. C.B.Gupta, marketing management, Reprint 2014, Sultan Chand & Sons.			
Websites			
1. 1. Nptel- https://onlinecourses.nptel.ac.in			
2.obweb.org - http://obweb.org			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER -3**OEC - 1: MULTIMEDIA AND ITS APPLICATIONS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BACOE1	MULTIMEDIA AND ITS APPLICATIONS	OEC - 1	12	-	0	2
Preamble: To acquire basic knowledge of fundamental elements of multimedia						
Prerequisite: Basic knowledge of perceptions and applications of multimedia						
Course outcomes (COs): The objective of the course is to understand the concept of Multimedia is the combined use of text, graphics, sound, animation, and video.						
On successful completion of this course the students will be able to						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Learn and understand technical aspect of Multimedia Systems					K1
CO2	Understand the standards available for different audio, video and text applications.					K2
CO3	Design and develop various Multimedia Systems applicable in real time.					K4
CO4	The students will acquire the knowledge about various multimedia authoring systems.					K5
CO5	The students will learn about to develop multimedia application and analyze the performance of the same.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	L	L	M	M	M	M	M	M
CO2	L	S	L	S	L	S	L	L	L	S
CO3	S	M	S	L	M	M	M	L	S	L
CO4	L	L	M	M	S	M	S	M	M	M
CO5	M	L	L	S	M	L	M	S	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction: multimedia presentation and production – characteristics of multimedia presentation –multiple media – utilities of sensory perception –hardware and software requirement. Digital representation: analog representation –waves –digital representation-need for digital representation.	2	https://www.youtube.com/watch?v=4YN5njR4cHM
II	Text: types of text –Unicode standard –font –insertion of text – text compression –file formats.	2	https://youtube-dj.com/
III	Image: Image type –seeing color-color modals –basis steps for image processing-scanner-digital camera –interface standards – specification of digital images..	2	https://www.wyzowl.com/youtube-banner-size/
IV	Audio: Introduction –acoustics –nature of sound wave – fundamental characteristics of sound –microphone-amplifier-loudspeakers –audio mixer-digital audio	3	https://youtube-dj.com/
V	Video: Analog video camera –transmission of video signals-video signal formats –PC video –video recording formats and systems – video file formats.	3	https://www.youtube.com/watch?v=enS-Qquco1E
Total		12	
Text Book			
1. Tay Vaughan, "Multimedia: Making It Work", 9th Edition, Osborne/McGraw-Hill, 2017.			
2. Principles of Multimedia –Ranjan Parekh, 2018, TMH.			
Reference Books:			
3. Ralf Steinmetz & Klara Nahrstedt - "Multimedia Computing, Communication & Applications", Pearson Education, 2018.			
4. Multimedia: making it work –tay Vaughan, 7th edition, TMH.			
Websites			
1. https://www.coursera.org/lecture/android-programming-2/multimedia-part-1-NW4wT			
2. https://www.arena-multimedia.com/in/en/courses/multimedia/multimedia-design-program			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

Bachelor of Business Administration with Computer Application Board**Scheme of Examination (CBCS with OBE Pattern)****For the Candidates admitted during the Academic Year 2021-2022 onwards**

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	21LATA01/ 21LAHI01/ 21LAFR01 21LAMY01	Language – I Tamil I/ Hindi I/ French I/ Malayalam I	5	3	50	50	100	3
II	21ENG001	English –I	5	3	50	50	100	3
III	21BAC101	Core 1 – Principles of Management	6	3	50	50	100	4
III	21BAC102	Core 2 – Introduction to information technology	6	3	50	50	100	4
III	21BACA01	Allied 1 – Business Mathematics and Statistics	6	3	50	50	100	4
IV	21UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	21LATA02/ 21LAHI02/ 21LAFR02/ 21LAMY02	Language –II Tamil II/Hindi II/French II/ Malayalam II	5	3	50	50	100	3
II	21ENG002	English – II	5	3	50	50	100	3
III	21BAC201	Core 3 - Financial Accounting	6	3	50	50	100	4
III	21BACP01	Core Practical 1- PC-Software	6	3	50	50	100	4
III	21BACA02	Allied 2 - Operations Research	6	3	50	50	100	4
IV	21UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
III	21BAC301	Core 4 – Marketing Management	5	3	50	50	100	4
III	21BAC302	Core 5 – Production and Operations Management	5	3	50	50	100	4
III	21BAC303	Core 6 - System Analysis and Design	5	3	50	50	100	4
III	21BACP02	Core Practical 2 - Accounting Package Tally	5	3	50	50	100	4
III	21BACA03	Allied 3 – Business Taxation	5	3	50	50	100	4
III	21BACSB1/	SBC- 1 Retail Management/	3	3	30	45	75	3

	21BACSB2	Customer Relationship Management						
IV	21BTA001/ 21ATA001/ 21BAC0E1	OEC-1 BT- I/AT-1/ Multimedia and its applications	2	2	-	50	50	2
		Total	30				625	25
SEMESTER IV								
III	21BAC401	Core 7– Human Resource Management	5	3	50	50	100	4
III	21BAC402	Core 8 –Research Methods for Management	5	3	50	50	100	4
III	21BAC403	Core 9 – RDBMS and ORACLE	5	3	50	50	100	4
III	21BACP03	Core Practical 3 - RDBMS and ORACLE	5	3	50	50	100	4
III	21BACA04	Allied 4 – Business Economics	5	3	50	50	100	4
III	21BACSB3/ 21BACSB4	SBC 2 Business Communication / Modern Office Management	3	3	30	45	75	3
IV	21BTA002/ 21ATA002 21OEC002	OEC 2: BT-II/AT-II/ Communicative English	2	2	-	50	50	2
V	21NCC001/ 21NSS001/ 21SPT001/ 21EXT001	SOC 1: NCC/ NSS / Sports / Extension Activities			50		50	2
		Total	30				675	27
SEMESTER V								
III	21BAC501	Core 10 – Financial Management	5	3	50	50	100	4
III	21BAC502	Core 11 – Consumer Behavior	5	3	50	50	100	4
III	21BAC503	Core 12 – Visual Programming	5	3	50	50	100	4
III	21BACP04	Core Practical 4 -Visual Programming	5	3	50	50	100	4
III	21BACE01/ 21BACE02/ 21BACE03	Elective I Advertising and Sales Promotion / Banking Law and Practices / Labor Welfare and Industrial Relations	5	3	50	50	100	4
III	21BACPR1	Project and Viva Voce	5	3	50	50	100	4
		Total	30				600	24
SEMESTER VI								
III	21BAC601	Core 13 - Cost and Management Accounting	5	3	50	50	100	4
III	21BAC602	Core 14 – Industrial Law	5	3	50	50	100	4

III	21BAC603	Core 15 – Internet and Web Design	5	3	50	50	100	4
III	21BACP05	Core Practical 5 - Internet and Web Design	5	3	50	50	100	4
III	21BACE04/ 21BACE05/ 21BACE06	Elective II Event marketing / Financial Services / Human Resource Development	5	3	50	50	100	4
III	21BACE07/ 21BACE08/ 21BACE09	Elective III Supply Chain and Logistics / Stock Exchange and Practice / Training and Development	5	3	50	50	100	4
		Total	30				600	24
Total							3600	140

FIFTH SEMESTER**PART III – CORE 10: FINANCIAL MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BAC501	CORE 14	Core 2	60	12	0	4
Preamble: To acquire basic knowledge of Financial concepts						
Prerequisite: Basic knowledge of theories of finance						
Course outcomes (COs): To understand acquire knowledge in Finance Functions, cost of Capital, Capital Structure. On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Make students understand the concepts and working of Maximization of value of the firm.					K1
CO2	Interpret financial statements for strategic decision making.					K2
CO3	Demonstrate a basic understanding of Capital Budgeting.					K4
CO4	Determine the patterns of determining Capital Structure and Dividend Policy of the company.					K5
CO5	Assess the working capital needs of the firm.					K2

Mapping with Program Outcomes:

CO\PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L		M		M		M	
CO2		L		L				M
CO3	M		L			S		
CO4		L		M	M		L	
CO5		L	L			M		M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	The Finance function: Goals, Objective and functions of Financial Management, source of finance –Profit Maximisation and Wealth Maximisation- Scope of financial management –Importance of Financial Management - Role of Financial Manager.	10	https://www.youtube.com/watch?v=53RaXFc3ZfY
II	Financing Decision: Cost of Specific Source of Capital – Equity – Debt, Preference- Reserve fund –Weighted Average Cost of Capital.	14	https://www.youtube.com/watch?v=Q1z395u60xU
III	Capital Budgeting – Meaning - Objective – Preparation of Various Methods of Capital Budgeting. Pay Back Period, Net Present Value Method, Profitability Index, and IRR.	14	https://www.youtube.com/watch?v=vXmEppcJuiQ
IV	Capital Structure – Factors influencing Capital Structure – Optimal Capital Structure – Theories of capital structure. Dividend– Meaning, Classification – Dividend Policy- Determinants of Dividend Policy.	10	https://www.youtube.com/watch?v=WSjFdCxv1N4
V	Working Capital Management: Concepts – Scope & Importance – Determinants of Working Capital. Cash Management: Motives for Holding Cash – Objective and Strategies of Cash Management. Receivable Management: Objective – Cost of Credit Extension, Benefits – Collections Policies. Inventory Management –Benefits of holding inventory.	12	https://www.youtube.com/watch?v=c5iigcEppZw
	Total	72	
Note: Theory and Problems in the Ratio of 40% and 60% respectively			
Text Books:			
1. Pandey. I.M. (2016). Financial Management, 11th edition, Vikas Publishing House, New Delhi.			
2. Khan, M.K. and Jain, P.K.(2017). Financial Management, 7th edition, McGraw Hill, New Delhi			
3. Chandra, P. (2017). Financial Management Theory and Practice, 9th edition, McGraw Hill, New Delhi.			
Reference Books:			
1. C.Paramasivan ,T.Subramanian (2018), Financial Management, 1st Edition, New Age International Pvt Limited, New Delhi.			
2. Eugene F. Brigham Michael C. Ehrhardt (2017), Financial Management Theory and Practice, 15th Edition Cengage Publication, New Delhi.			
3. Vanhorne, J. C and Wachowicz, J .M Jr . (2015). Fundamentals of Financial Management. 13th edition. Pearson Education, New Delhi.			
Websites			
1. https://corporatefinanceinstitute.com/resources/valuation/equity/			
2. https://groww.in/p/dividend-stocks			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

FIFTH SEMESTER**PART III CORE 11: CONSUMER BEHAVIOUR**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BBA404	Consumer Behaviour	Core 11	60	12	0	4
Preamble: To acquire basic knowledge of Consumer Behavior						
Prerequisite: Basic knowledge of theories of Consumer						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of Consumer Behavior						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	To evaluate the factors affecting consumer behavior in detail.					K1
CO2	To analyze the consumer decision process.					K2
CO3	To discuss job satisfaction and to understand leadership.					K4
CO4	To assess the impact of consumer's motivation, personality on the buying behavior					K5
CO5	To impart the basic knowledge of consumer protection rights					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1						S				
CO2					S			S		
CO3							M			
CO4								L		
CO5									M	

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Consumer Behavior - Definition - Nature - Scope - need for studying CB – concept of needs - consumer needs and motives – dynamic nature of motivation - Consumer research process – Market Analysis.	12	https://www.youtube.com/watch?v=60eRK7AwgwM
II	Consumer Buying Behavior and Buying process - Buying behavior - Concepts - importance - need and elements involved in buying process - Factors influencing buying process -Economic and legal factor - Social factors - Psychological factors - Behavioral factors.	12	https://www.youtube.com/watch?v=yv2cp1fmSt0
III	Consumer behavior and decision making models - types of consumer decisions - consumer decision making process - problem recognition - information search - alternative evaluation and selection - Consumer decision making models – group dynamics – types of groups.	12	https://www.youtube.com/watch?v=7pWyHHA7nl8
IV	Social class Consumer Behavior — Life style Profiles of consumer classes — Cross Cultural Customers Behavior Strategies.	12	https://www.youtube.com/watch?v=8Kgr1dVFqB0
V	Consumer Learning — Behavioral learning theories —Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change.	12	https://www.youtube.com/watch?v=PotJPiYN9sU
Total		60	
Text Books:			
<ol style="list-style-type: none"> 1. Consumer Behaviour – Satish K Batra, S H HKazmi 2. Consumer Behaviour in Indian Context – K K Srivastava, SujataKhandai 			
Reference Books:			
<ol style="list-style-type: none"> 1. RamanujMajumdar, Consumer Behaviour, Revised Edition, 2014, PHI Learning, New Delhi. 2. Philip Kotler, Marketing Management, 14th Edition, 2014, Prentice Hall of India 			
Websites			
<ol style="list-style-type: none"> 1. https://www.dlmmarketing.com.au/motivation/ 2. https://www.helpscout.com/blog/customer-perception/ 3. https://harappa.education/harappa-diaries/group-dynamics-types-and-principles/ 4. https://www.simplypsychology.org/Sigmund-Freud.html 5. https://onlinecourses.nptel.ac.in 6. https://onlinecourses.nptel.ac.in 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

FIFTH SEMESTER**PART III - CORE 12: VISUAL PROGRAMMING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BAC503	Visual Programming	Core 12	60	12	0	4
Preamble: To acquire basic knowledge of Visual Programming						
Prerequisite: Basic knowledge of theories of Data base tools						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of business applications with Visual Basic that utilize multi-tier application design strategy for maintainability and reusability						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Understand the programming algorithm, process, and structure.					K1
CO2	Understand and use the concepts of objects, primitive value, message, method, selection, Control structure, repetition control structures, object reference, container, and method parameter.					K2
CO3	Understand and identify the importance of object-oriented programming for the Internet.					K4
CO4	The students will acquire the knowledge about how to write and run a complete program.					K5
CO5	The students will learn about to develop a clear understanding of the impact of Java andVB.NET on business					K2

Mapping with Program Outcomes:

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M		M	L			M	
CO 2		S				M		
CO 3	L		S	M	M		L	
CO 4		M				S		M
CO 5	S	L	L	S		S		

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Visual Programming – Overview of IDE – Menu bar-Toolbar-Project Explorer-Properties Window-Form Layout Window- Toolbox- Form designers and Code Window.	12	PPT/ https://www.youtube.com/watch?v=28JlyBamQrI
II	Aligning the controls: Sizing and Spacing the Controls-Customizing Menus and Tool bars- Visual Basic variables - Data types -Constants– Array and its types-Dynamic arrays-Subroutines-Functions-Operators-Operator precedence – Conditional statements – Looping Statements.	12	PPT/ https://www.youtube.com/watch?v=8Up1LZZ5UeA
III	Forms in VB-Adding Toolbar-Status bar to form-Working with multiple forms- MDI forms-Message box and Input box- Toolbox and its features. Creating and accessing arrays -control arrays- using arrays.	12	https://www.youtube.com/watch?v=nif7ViGaNrs
IV	File handling and File controls: File Types-Binary-Random-Sequential-Common Dialog box-Drive List box-Directory List box- File list box-Changing directories.	12	PPT/ https://www.youtube.com/watch?v=gvgopRdaKIQ
V	Working with graphics: Introduction- Redrawing-Setting Color-Drawing text-Working with fonts-Working with Images-Basic operation-Boxes-Circles-Ellipses-Arcs-Database: ADO and its connections.	12	https://www.youtube.com/watch?v=SoI6YEXHgtg
Total		60	
Text Books:			
1. Philip conrod and Lou Tylee , Learn Visual Basic : A Step by Step Programming ,Kindle publications, 1 st Edition, 2017.			
2. Corinne Hoisington,Microsoft Visual Basic 2017 ,cengage publications, 1 st Edition 2017.			
Reference Books:			
1. David I.Schneider ,An Introduction to Programming Using Visual Basic, Pearson Publication, 11 th Edition, 2016.			
2. Mike MCGrath, Visual Basic in Easy Steps, Tata MCGrawHill Publications, 6 th Edition, 2019.			
Websites			
1. https://learn.microsoft.com/en-us/dotnet/visual-basic			
2. https://www.developer.com/microsoft/visual-basic/handling-files-in-visual-basic/			
Learning Methods (*) :Assignment/Seminar/Industrial Visit			

FIFTH SEMESTER**PART III – CORE LAB 4 :VISUAL PROGRAMMING [PRACTICAL]**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BAC P04	Visual Programming (Practical)	Core Lab 4	60	12	0	4
Preamble: To acquire basic knowledge of Visual Programming						
Prerequisite: Basic practical knowledge of Data base tools						
Course outcomes (COs): To understand and learn the students should have acquired knowledge regarding concepts of imparting professional skills in Visual Basic Programming and Database connection.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Demonstrate fundamental skills in utilizing the tools of a visual environment such as Command, menus and toolbars.					K1
CO2	Implement SDI and MDI applications using forms, dialogs, and other types of GUI Components.					K2
CO3	Understand the connectivity between VB with MS-ACCESS, ORACLE and SQL and SQL					K4
CO4	Create required skill to implement the methods and techniques to Develop projects.					K5
CO5	Gain a basic understanding of database access and management using data controls.					K2

Mapping with Program Outcomes:

CO/PO& PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S		S		S		M	
CO 2		M		M				L
CO 3	L		L			M		
CO 4	M	L					S	
CO 5				L	S			S

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	1. Develop a VB project to check user name and password given by user. 2. Develop a VB project to copy all items in a list box to combo box. 3. Develop a VB project to enter and display student information.	12	https://www.youtube.com/watch?v=gcFHyVYdeFU
II	4. Develop a VB project to scroll text from left to right using timer. 5. Develop a VB project to display system date and time on screen. 6. Develop a VB project to find day of a week of a given date.	12	https://www.youtube.com/watch?v=L2Z2qdYHIeU
III	7. Develop a VB project for mini calculator function. 8. Develop a VB project to view all image file in your system.	12	https://www.youtube.com/watch?v=FcbOoIXQ0rI
IV	9. Develop a VB project to accept a number as input and convert them into a) binary b) octal c) Hexadecimal. 10. Develop a VB project for document typing using MDI forms. Use Employee information for the following projects.	12	https://www.youtube.com/watch?v=p4qjE3g0JGY
V	11. Develop a VB project to insert a record in MS –Access database using ADODC. 12. Develop a VB project to modify a record in MS – Access database using ADODC.	12	https://www.youtube.com/watch?v=tYS7uncH8Ds
	Total	60	
	Websites 1. https://codebun.com/visual-basic-programs-for-beginners-with-examples/ 2. https://pages.cpsc.ucalgary.ca/~saul/vb_examples/tutorial4/index.html		

FIFTH SEMESTER**PART III – ELECTIVE 1: ADVERTISING AND SALES PROMOTION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BACE01	Advertising And Sales Promotion	Elective 1	60	12	0	4
Preamble: To acquire basic knowledge of sales promotion						
Prerequisite: Basic knowledge of theories of Advertising						
Course outcomes (COs): To understand acquire knowledge on Advertising, Ad media, Ad agencies, Sales force management, Promotional strategies.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Identify the importance of advertising and to know the creative strategies of advertising.					K1
CO2	Understand the functions and advertising layouts and printing techniques.					K2
CO3	Analysis the various Medias used in advertising and their effectives					K4
CO4	Identify the sales force selection and different training methods of advertising.					K5
CO5	Equip to design sales promotion and advertising campaign used in sales promotion and advertising.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S					L		
CO 2		M				M		
CO 3					M			
CO 4	M			M		S		M
CO 5			M			M		

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Advertising- Meaning, Definition, Importance - Role and functions, economic, social and ethical issues - Advertising Creativity - Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals - Advertising copy - Copywriting - Objectives - Essentials - Types - Elements of copy writing: Headlines, body copy.	12	https://www.youtube.com/watch?v=7d3VAYGnXjY
II	Advertising layout - Functions - Design of layout - Typography printing: Process - Lithography - Printing plates and reproduction paper, and cloth - Size of advertising - Repeat advertising, advertising Campaign - Steps in campaign planning.	12	https://www.youtube.com/watch?v=G4XYcx1vRss
III	Media planning and scheduling strategy - Types of media, media characteristics, selection of media , media scheduling strategy, forms of media - Press, Newspaper, trade journal, Magazines - outdoor advertising - Direct mail advertising - Cinema and theatre programme - Radio and television advertising - exhibition, trade fair, transportation advertising.	12	https://www.youtube.com/watch?v=O5_PTGmHxQ
IV	Evaluation of advertising effectiveness - Need and purpose of evaluation, pre-testing and post testing techniques. Sales force Management - Importance - Sales force decision - Selection- Training - Methods - Motivating salesmen, Controlling - Compensation & Incentives - Fixing sales territories, and quota - Evaluation.	12	https://www.youtube.com/watch?v=SmPpAhSbxjk
V	Sales Promotion - Definition of sales promotion - Objectives reason for its rapid growth, promotional strategy - Promotional instruments: types and techniques of sales promotion - Dealers promotion. After sales service - Packing - Guarantee.	12	https://www.youtube.com/watch?v=96v8vjhL4Ok
Total		60	
Text Books:			
<ol style="list-style-type: none"> 1. Advertising and sales promotion – S.H.H. Kami Sathish K. Batra – Excel book India, 2009, Edition: 3rd Edition. 2. Advertising and Sales Promotion Management, S.A. Chunawalla, Sixth Revised Edition: 2016, Himalaya Publishing House. 			
Reference Books:			
<ol style="list-style-type: none"> 1. Advertising and Sales Promotion Management – S.L.Gupta, V.V.Ratra Advertising and Salesmanship – P.Saravanavel, The book house of Margham publications 2012. 			
Websites			
<ol style="list-style-type: none"> 1. https://www.britannica.com/topic/advertising 2. https://www.superside.com/blog/advertising-design 3. https://www.feedough.com/types-of-advertising-mediums/ 4. https://www.yourarticlelibrary.com/sales-management/sales-force-management/99720 5. https://sendpulse.com/support/glossary/sales-promotion 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

FIFTH SEMESTER**PART III – ELECTIVE 1: BANKING LAW AND PRACTICES**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BACE01	Banking Law And Practices	Elective 1	60	12	0	4
Preamble: To acquire basic knowledge of Banking Practices						
Prerequisite: Basic knowledge of theories of Banking Law						
Course outcomes (COs): To understand and acquire knowledge on Indian Banking System and Acts pertaining to it.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Learn and understand the concepts of Banking.					K1
CO2	Know RBI and its regulations.					K2
CO3	Understand the role and structure of Indian banking system.					K4
CO4	Acquire the knowledge about reforms and other developments in the Indian Banking.					K5
CO5	Gain knowledge about crossing of cheques and payments.					K2

Mapping with Program Outcomes:

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S	-	-	M		M	S	
CO 2		L	L	-			S	
CO 3	L		-		M			L
CO 4		M	M	L	S			L
CO 5	-	-	-				M	

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Banking- Definition of Banker and Customer – Relationships between Banker and Customer – Special Feature of RBI- Banking Regulation Act 1949 - RBI Credit Control Measure	12	https://www.youtube.com/watch?v=CgWXTbKrJfQ
II	Opening of Account – Special types of Customer – Types of Deposit – Bank Pass book – Banker Lien.	12	https://www.youtube.com/watch?v=UxHfuKx3Ioc
III	Cheque – Features - Essentials of Valid Cheque – Crossing – Marking and Endorsement – Payment of Cheque - Refusal of Payment Cheque	12	https://www.youtube.com/watch?v=oaXFCSEi5WU
IV	Loan and Advances by Commercial Bank - Lending Policies of Commercial Bank - Forms of Securities – Lien Pledge - Hypothecation - Advance – Mortgage-Position of Surety	12	https://www.youtube.com/watch?v=CBIJwb37O_4
V	Letter of Credit – Bills Discounting - Travelers Cheque - Credit Cards & Debit Cards - Automatic Teller Machine-Internet Banking- Banking sector reforms in India.	12	https://www.youtube.com/watch?v=uJH1jR6Qcc
Total		60	
Text Books:			
<ol style="list-style-type: none"> 1. S.N.Maheshwari & S.K.Maheshwari, Banking Theory Law and Practice, 14th Edition 2014, Kalyani Publication. 2. Sundharam and Varshney, Banking Theory Law and Practice, 16th Edition 2010, Sultan Chand and Sons, New Delhi. 			
Reference Books:			
<ol style="list-style-type: none"> 1. Natarajan and Gordan: Banking Theory Law and Practice, 14th Edition 2008, Himalaya Publishing House, Bombay 2. Shekar and Shekar, Banking Theory Law and Practice, 18th Edition 2008, Vikas Publishing House Pvt Ltd, New Delhi. 			
Websites			
<ol style="list-style-type: none"> 1. https://cleartax.in/g/terms/cheque 2. https://www.bankrate.com/mortgages/what-is-mortgage/ 3. https://www.paisabazaar.com/credit-card/difference-between-credit-card-and-debit-card/ 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

FIFTH SEMESTER**PART III - ELECTIVE 1: LABOUR WELFARE AND INDUSTRIAL RELATIONS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BACE03	Labour Welfare And Industrial Relations	Elective I	60	12	0	4
Preamble: To acquire basic knowledge of Industrial Relation						
Prerequisite: Basic knowledge of theories of Welfare measures						
Course outcomes (COs): To understand and acquire knowledge in Legislations relating to Industrial Disputes and Labour welfare.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Understand the various processes and procedures of handling Employee Relations.					K1
CO2	Be aware of the present state of Industrial relations in India.					K2
CO3	Familiarize with the role of management and unions in the promotions of industrial relations.					K4
CO4	Examine the labour relation issues and its management.					K5
CO5	Acquire skills in handling employer-employee relations.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L	-	S	-			S	
CO 2	-	M	-	M		L		M
CO 3	M	-	L	-	L			S
CO 4	-	L	-	L	M			
CO 5	L	S	M	-		M		M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Industrial Relations - Concepts – Importance - Growth of Trade Unions - Codes of conduct. - Industrial Disputes - Causes - Handling and Settling Disputes - Employee Grievances - Steps in Grievance Handling - Causes for Poor Industrial Relations - Remedies.	12	https://www.youtube.com/watch?v=ITjYFwxwprf4
II	Factories Act 1948 – Provisions regarding Health, Safety, Welfare of Workers, Hazardous Process- Restriction on Employment of Women and Children. Introduction to Workman's Compensation Act, 1923.	12	https://www.youtube.com/watch?v=AxD8VOHnmJc
III	The Industrial Disputes Act 1947 - Types- Industrial Dispute Resolution Mechanism- Settlement- Voluntary Arbitration- Adjudication in India.	12	https://www.youtube.com/results?search_query=Factories+Act+1948
IV	Collective Bargaining: - Concept - Principles and forms of Collective Bargaining - Procedure - conditions for Effective Collective Bargaining - Worker's Participation in Management.	12	https://www.youtube.com/watch?v=m1tmK2DQwj8
V	The Payment of Wages Act, 1936 – Application- Responsibility – Fixation of Wage Period- Payment of Wages- Authorised Deduction - Authorities. Employee's State Insurance Act, 1948- Schemes-Applicability- ESI Contribution.	12	https://www.youtube.com/watch?v=JfAuxy15uyI
Total		60	
Text Books:			
<ol style="list-style-type: none"> 1. S C Srivastava, Industrial Relations and Labour Laws, 7th edition, Vikas Publishing House, 2020, Noida 2. N.D. Kapoor, Mercantile Law, Sultan chand & Sons, 8th Edition, 2018.New Delhi. 			
Reference Books:			
<ol style="list-style-type: none"> 1. R. Sivarethinamohan, Industrial Relations and Labour Welfare: Text and Cases, PHI publishing house., 2013 2. N.G.Nair & Latha Nair, Human Resource Management, Sultan Chand & Sons, Revised Edition, 2014. 3. Piyali Ghosh and Shefali Nandan, Industrial Relations and Labour Laws, McGraw Hill Education, 2016 New Delhi. 			
Websites:			
<ol style="list-style-type: none"> 1. https://www.ioe-emp.org/policy-priorities/industrial-relations 2. https://www.britannica.com/topic/collective-bargaining 3. https://www.legalserviceindia.com/legal/article-149-the-factories-act-1948.html 4. https://www.legalserviceindia.com/legal/article-942-industrial-disputes-act-1947.html 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

Bachelor of Business Administration with Computer Application Board**Scheme of Examination (CBCS with OBE Pattern)****For the Candidates admitted during the Academic Year 2023-2024 onwards**

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	23LATA01/ 23LAHI01/ 23LAFR01 23LAMY01	Language – I Tamil I/ Hindi I/ French I/ Malayalam I	5	3	25	75	100	4
II	23ENG001	English –I	5	3	25	75	100	4
III	23BAC101	Core 1 – Principles of Management	6	3	25	75	100	4
III	23BAC102	Core 2 – Introduction to information technology	6	3	25	75	100	4
III	23BACA01	Allied 1 – Business Mathematics and Statistics	6	3	25	75	100	4
IV	23UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	22
SEMESTER II								
I	23LATA02/ 23LAHI02/ 23LAFR02/ 23LAMY02	Language –II Tamil II/Hindi II/French II/ Malayalam II	5	3	25	75	100	4
II	23ENG002	English – II	3	2	0	50	50	2
II	23NMS001	NMS 1:Effective English:Language proficiency for Employability	2	2	0	50	50	2
III	23BAC201	Core 3 – Basic of Financial Accounting	6	3	25	75	100	4
III	23BACP01	Core Practical 1- PC-Software	6	3	25	75	100	4
III	23BACA02	Allied 2 - Operations Research	6	3	25	75	100	4
IV	23UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	22
SEMESTER III								
I	23LATA03/ 23LAHI03/ 23LAFR03/ 23LAMY03	Language – III Tamil III/ Hindi III/ French III/ Malayalam III	3	3	25	75	100	4
II	23ENG001	English-III	3	3	25	75	100	4
III	23BAC301	Core 4 – Marketing Management	5	3	25	75	100	4
III	23BAC302	Core 5 – Production and Operations Management	5	3	25	75	100	4

III	23BACP02	Core Practical 2 - Accounting Package Tally	5	3	25	75	100	4
III	23BACA03	Allied 3 – Business Taxation	5	3	50	50	100	4
III	23BACSB1	SBC- 1 Retail Management	2	3	30	45	75	2
IV	23BTA001/ 23ATA001/ 23BAC0E1	OEC-1 BT- I/AT-1/ Multimedia and its applications	2	2	-	50	50	2
		Total	30				725	28
SEMESTER IV								
I	23LATA04/ 23LAHI04/ 23LAFR04/ 23LAMY04	Language – IV Tamil IV/ Hindi IV/ French IV/ Malayalam IV	3	3	25	75	100	4
II	23ENG001	English-IV	3	3	50	50	100	4
III	23BAC401	Core 6– Human Resource Management	4	3	25	75	100	4
III	23BAC402	Core 7 –Research Methods for Management	5	3	25	75	100	4
III	23BACP03	Core Practical 3 - RDBMS and ORACLE	5	3	25	75	100	4
III	23BACA04	Allied 4 – Business Economics	4	3	25	75	100	4
IV	23NMS004	NMS II: Office Fundamentals : Digital skills for employability	2	2	0	50	50	2
III	23BACSB3	SBC 2 Business Communication	2	3	30	45	75	2
IV	23BTA002/ 23ATA002 23OEC002	OEC 2: BT-II/AT-II/ Communicative English	2	2	-	50	50	2
		Total	30				775	30
SEMESTER V								
III	23BAC501	Core 8 – Financial Management	5	3	25	75	100	4
III	23BAC502	Core 9 – Consumer Behavior	4	3	25	75	100	4
III	23BAC503	Core 10 – Visual Programming	4	3	25	75	100	4
III	23BACP04	Core Practical 4 -Visual Programming	5	3	25	75	100	4
III	23BACE01/ 23BACE02/ 23BACE03	Elective I Advertising and Sales Promotion Advertising and Sales Promotion / Banking Law and Practices / Labor Welfare and Industrial Relations	5	3	25	75	100	4
III	23BACPR1	Project and Viva Voce	5	3	50	50	100	4

III	23BACSB3	SBC 3 Modern Office Management	2	3	30	45	75	2
		Total	30				675	26
SEMESTER VI								
III	23BAC601	Core 11 - Cost and Management Accounting	5	3	25	75	100	4
III	23BAC602	Core 12 – Industrial Law	4	3	25	75	100	4
III	23BAC603	Core 13 – Internet and Web Design	4	3	25	75	100	4
III	23BACP05	Core Practical 5 - Internet and Web Design	5	3	25	75	100	4
III	23BACE04/ 23BACE05/ 23BACE06	Elective II Event marketing / Financial Services / Human Resource Development	4	3	25	75	100	4
III	23BACE07/ 23BACE08/ 23BACE09	Elective III Supply Chain and Logistics / Stock Exchange and Practice / Training and Development	4	3	25	75	100	4
IV	23NMS004	NMS III: Project based learning	2	2	0	50	50	2
III	23BBASB4	SBC -4 Customer Relationship Management	2	3	30	45	75	2
V	23NSS001/ 23NCC001/ 23SPT001/ 23EXT001	SOC1: NSS/NCC/SPORTS/Extension Activity			50		50	2
		Total	30				775	30
Total							3950	158

SEMESTER -II**PART III CORE 2: BASIC OF FINANCIAL ACCOUNTING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BAC201	Basic of Financial Accounting	Core 3	60	12	0	4
Preamble: To acquire basic knowledge of Accounting principles and practice						
Prerequisite: Basic knowledge of accounting.						
Course outcomes (COs): The objective of the course is to train the students with the ability to apply the basic concepts of accounting in business.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To students understand the fundamental concepts like double-entry and accounting systems					K1
CO2	To understand Book keeping and recording all transaction in Accounting book					K2
CO3	To prepare final Accounts of business and non-trading concerns.					K4
CO4	Calculate Profits or losses from incomplete records					K5
CO5	to prepare basic financial statements for incorporated and unincorporated entities					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	M	M	M	M	M
CO3	M	L	S	S	S	M	M	M	L	M
CO4	S	L	M	M	L	S	S	S	L	S
CO5	M	S	S	M	M	L	M	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hou rs	E-Contents/ E-Resources
I	Introduction to Accounting: Definition – Need – Importance of accounting - Types of accounts – Golden rules of Accounting - Advantages and disadvantages of accounting - Methods of accounting - Basic Accounting Concepts and Conventions.	15	https://www.youtube.com/watch?v=S__yZigxJFE
II	Recording of Business Transactions - Single and Double Entry book keeping – preparation of Journal - Ledger – Format - Posting from journal.	12	https://www.youtube.com/watch?v=c-MDPfm9sQ
III	Subsidiary books - Cash Book - Purchases book - Sales book - Purchases return book - Sales return book.- Trial balance [problems] – Errors - types of errors - Rectification of errors [excluding suspense account].	15	https://www.youtube.com/watch?v=Dqam4ciyr_o
IV	Bank Reconciliation statement – Purpose – Importance - Recording of transactions in cashbook and passbook - Steps to prepare bank reconciliation statements - Bank reconciliation Statement Format [problems] - Depreciation Accounting – Meaning - Causes - Methods of Depreciation - Straight Line Method -Written Down Value method [with Simple problems only].	14	https://www.youtube.com/watch?v=fJUroY9c8ss
V	Trading Account – Profit and Loss Account – Balance Sheet - Adjustments in preparation of Final Accounts.	16	https://www.youtube.com/watch?v=cNZ1hBYDzFc
Total		72	
Theory and problems may be in the ratio of 20% and 80% respectively			
Text Book			
3. S.P.Jain, K.L.Narang, Financial Accounting and analysis, 6th Edition-Kalyani Publishers, 2021, Mumbai			
4. Dr.S.N.Maheshwari, Financial Accounting, 1st Edition- Sultan Chand and Sons, 2018, New Delhi			
Reference Books:			
5. Dr. P.C.Tulsian, Financial Accounting, 4 th Edition, Tata MC Graw Hill, 2014, Delhi			
6. V.K.Gupta, Financial Accounting, 5th Edition- Sultan Chand and Sons, 2016, New Delhi			
Websites			
2. <i>Nptel</i> – https://nptel.ac.in/courses			
3. <i>Udemy</i> - www.udemy.com			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER -II**CORE III PRACTICAL I: PC - SOFTWARE**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical (P)	Credits
23BACP01	PC – Software	Core Practical - I	-	-	72	4
Preamble: To acquire basic knowledge of Ms-Office and Internet.						
Prerequisite: Imparting professional skills in Personal Computer software						
Course outcomes (COs): The objective of the course is to train the students with the practical knowledge about basic computer operations.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To understand a Word Processor and to create, Edit and Format documents.					K1
CO2	To understand a Spreadsheet and to Create, Edit and Format Worksheet, Work with Charts and performing basic Calculations.					K2
CO3	To create effective presentations and apply Designs to Enhance the looks of the Presentation.					K4
CO4	To identify the terminology and functions common to most database management systems. To create simple reports and forms and using Queries.					K5
CO5	To describes the effects of the current development of Internet technologies on students learning experience. The main advantage is access to educational resources, leading to an improved learning experience for students.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	M	M	M	M	M
CO3	M	L	S	S	S	M	M	M	L	M
CO4	S	L	M	M	L	S	S	S	L	S
CO5	M	S	S	M	M	L	M	M	S	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	MS-WORD 1. Preparing a job application letter enclosing detailed resume with proper alignment and using shortcut keys. 2. Create a document and performing mail merge operation. 3. Create a time table for BBA CA course of I to VI Semester using MS-Word.	15	https://www.youtube.com/watch?v=VYOZ1ZRbU3Q
II	MS – EXCEL 4. Creating a worksheet using formulas for a employee pay roll preparation and calculate the Basic pay, HRA, DA, PF ,ESI and Netpay. 5. Calculating electricity bill using formulas and perform pivot table. 6. Create a student mark sheet preparation and perform sort and filter with drawing graphs to illustrate class performance of semester marks result analysis.	12	https://www.youtube.com/watch?v=-nxM5033bN0
III	MS- ACCESS 7. Simple commands perform sorting on name, place and pin code of students database and address printing using label format. 8. Create Pay rolls database and set the primary and foreign key with report wizard.	15	https://www.youtube.com/watch?v=TpKcAmaaBts
IV	MS- POWER POINT 9. Designing an advertisement power point and apply themes and transitions. 10. Preparing a power point presentation with hyperlinking, adding images and rehearse timing for the slide show.	14	https://www.youtube.com/watch?v=Vn_bR1AIV-s
V	INTERNET 11. Internet basic Operations: a) Working with internet explorer to perform internet and mobile banking app with transactions. b) Create the link and perform the meeting for google meet, zoom and mooc etc. 12. a) Create an Email Account, Compose and Send mail by using CC and BCC options with Attachments. b) Register and apply online courses – Swayam-Nptel.	16	https://www.youtube.com/watch?v=OC8a5ALYd60
	Total	72	
Websites			
3. Nptel – https://nptel.ac.in			
4. Udemy - www.udemy.com			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

Bachelor of Business Administration with Computer Application Board**Scheme of Examination (CBCS with OBE Pattern)****For the Candidates admitted during the Academic Year 2022-2023 onwards**

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				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	22LATA01/ 22LAHI01/ 22LAFR01 22LAMY01	Language – I Tamil I/ Hindi I/ French I/ Malayalam I	5	3	50	50	100	3
II	22ENG001	English –I	5	3	50	50	100	3
III	22BAC101	Core 1 – Principles of Management	6	3	50	50	100	4
III	22BAC102	Core 2 – Introduction to information technology	6	3	50	50	100	4
III	22BACA01	Allied 1 – Business Mathematics and Statistics	6	3	50	50	100	4
IV	22UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	22LATA02/ 22LAHI02/ 22LAFR02/ 22LAMY02	Language –II Tamil II/Hindi II/French II/ Malayalam II	5	3	50	50	100	3
II	22ENG002	English – II	5	3	50	50	100	3
III	22BAC201	Core 3 - Financial Accounting	6	3	50	50	100	4
III	22BACP01	Core Practical 1- PC-Software	6	3	50	50	100	4
III	22BACA02	Allied 2 - Operations Research	6	3	50	50	100	4
IV	22UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
I	22LATA03/ 22LAHI03/ 22LAFR03/ 22LAMY03	Language –III Tamil III/Hindi III/French III/ Malayalam III	3	3	50	50	100	2
II	22ENG003	English – III	3	3	50	50	100	2
III	22BAC301	Core 4 – Marketing Management	4	3	50	50	100	4
III	22BAC302	Core 5 – Production and Operations Management	4	3	50	50	100	4
III	22BAC303	Core 6 - System Analysis and Design	4	3	50	50	100	4

III	22BACP02	Core Practical 2 - Accounting Package Tally	4	3	50	50	100	4
III	22BACA03	Allied 3 – Business Taxation	4	3	50	50	100	4
III	22BACSB1/ 22BACSB2	SBC- 1 Retail Management/ Customer Relationship Management	2	3	30	45	75	3
IV	22BTA001/ 22ATA001/ 22BAC0E1	OEC-1 BT- I/AT-1/ Multimedia and its applications	2	2	-	50	50	2
		Total	30				825	29
SEMESTER IV								
I	22LATA04/ 22LAHI04/ 22LAFR04/ 22LAMY04	Language –IV Tamil IV/Hindi IV/French IV/ Malayalam IV	3	3	50	50	100	2
II	22ENG004	English – IV	3	3	50	50	100	2
III	22BAC401	Core 7– Human Resource Management	4	3	50	50	100	4
III	22BAC402	Core 8 –Research Methodology	4	3	50	50	100	4
III	22BAC403	Core 9 – RDBMS and ORACLE	4	3	50	50	100	4
III	22BACP03	Core Practical 3 - RDBMS and ORACLE	4	3	50	50	100	4
III	22BACA04	Allied 4 – Business Law	4	3	50	50	100	4
III	22BACSB3/ 22BACSB4	SBC 2 Business Communication / Communications Skills -1 [^]	2	3	30	45	75	3
IV	22BTA002/ 22ATA002 22OEC002	OEC 2: BT-II/AT-II/ Communicative English	2	2	-	50	50	2
		Total	30				825	29
SEMESTER V								
III	22BAC501	Core 10 – Financial Management	5	3	50	50	100	4
III	22BAC502	Core 11 – Consumer Behavior	5	3	50	50	100	4
III	22BAC503	Core 12 – Visual Programming	5	3	50	50	100	4
III	22BACP04	Core Practical 4 -Visual Programming	5	3	50	50	100	4
III	22BACE01/ 22BACE02/ 22BACE03	Elective I Advertising and Sales Promotion / Banking Law and Practices / Labor Welfare and Industrial Relations	5	3	50	50	100	4
III	22BACPR1	Project and Viva Voce	5	3	50	50	100	4
		Total	30				600	24

SEMESTER VI								
III	22BAC601	Core 13 - Cost and Management Accounting	5	3	50	50	100	4
III	22BAC602	Core 14 – Industrial Law	5	3	50	50	100	4
III	22BAC603	Core 15 – Internet and Web Design	5	3	50	50	100	4
III	22BACP05	Core Practical 5 - Internet and Web Design	5	3	50	50	100	4
III	22BACE04/ 22BACE05/ 22BACE06	Elective II Event marketing / Financial Services / Human Resource Development	5	3	50	50	100	4
III	22BACE07/ 22BACE08/ 22BACE09	Elective III Supply Chain and Logistics / Stock Exchange and Practice / Training and Development	5	3	50	50	100	4
V	22NCC001/ 22NSS001/ 22SPT001/ 22EXT001	SOC 1: NCC/ NSS / Sports / Extension Activities			50		50	2
		Total	30				650	26
						Total	4000	148

SEMESTER -IV**PART III CORE 7: HUMAN RESOURCE MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BAC401	Human Resource Management	Core 7	40	8	0	4
Preamble: To acquire basic knowledge of Human Resource Management						
Prerequisite: Basic knowledge of theories of Human Resource Management						
Course outcomes (COs): The course facilitates an insight into the effective management of employees that will guide the budding managers through the principles and practices of HRM and the core models of best practices.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To know the Importance of human resources management& human resource planning					K1
CO2	To apply and contribute to the development, implementation and evaluation of Planning of Human Resources, Recruitment, Selection.					K2
CO3	To Impart the job design and evaluation of Training and development Programmes.					K3
CO4	To assess the policies and practices of Industrial relation and trade unions.					K4
CO5	To understand the Collective Bargaining and Workers participation in management.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	M	M	M	M	M
CO3	M	L	S	S	S	M	M	M	L	M
CO4	S	L	M	M	L	S	S	S	L	L
CO5	M	S	S	M	M	L	M	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Human Resource Management - Definition - Objectives - Functions – Scope-Importance-HRM in India - Evolution of HRM - Computer Application in Human Resource Management - Quality of a Good Human Resource Managers - Human Resource Planning - Job Analysis, Job Description and Job Specification.	10	https://www.youtube.com/watch?v=f-Z7lJmyLao
II	Recruitment and Selection - Sources of Recruitment – Methods of recruitment- Selection Process - Interview Types - Career Planning-Process –Career planning Vs Man power planning- Career Development - Placement and Induction- Content of Induction Programme.	10	https://www.youtube.com/watch?v=hHXlsJ2VQ70
III	Training - Methods of Training - Executive Development - Performance Appraisal - Methods of Performance Appraisal – MBO process – HR Scorecard - Transfers - Promotion - Wage & Salary Administration - Fringe Benefits - Employees Welfare - Safety and Health Measures - Grievance Procedures - Redressal of Grievances.	10	https://www.youtube.com/watch?v=cIAXwmwyjOM
IV	Industrial Relations - Meaning & Characteristics Industrial Relations - Parties to Industrial Relations - Nature of Trade Unions - Problems of Trade Union - Measures to Strengthen Trade Union Movement in India - Causes for Industrial Disputes - Settlement of Industrial Disputes.	10	https://www.youtube.com/watch?v=h-DTb71YRY
V	Collective Bargaining - Features – HRD Climate - Agreement at Different Levels - Workers Participation in Management - Objectives for Successful Participation – Quality of Work life.	8	https://www.youtube.com/watch?v=cIAXwmwyjOM
Total		48	
Text Book			
1. Aswathappa, K., Human Resource Management, Text & Cases, McGraw Hill Education, 2020.			
2. Dessler Gary, Fundamentals of Human Resource Management, Pearson Education, 2017.			
Reference Books:			
3. Subba Rao, P., Essentials of HRM and Industrial Relation, Himalaya Publishing House Pvt. Ltd.; 5 th edition (2016)			
4. Biswajeet Pattanayak, Human Resource Management, PHI Learning, 18 April 2018.			
Websites			
1. Nptel - https://onlinecourses.nptel.ac.in			
2. obweb.org - http://obweb.org			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER -IV

PART III CORE 8: RESEARCH METHODOLOGY

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BAC402	Research Methodology	Core 8	40	8	0	4

Preamble: To acquire basic knowledge of Research Methods

Prerequisite: Basic knowledge of theories of Research Methods

Course outcomes (COs): To understand and learn the students should have acquired knowledge of Research Methods

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	The students can understand the concept of research and they can develop basic knowledge on qualitative research techniques.	K1
CO2	To enable the students in conducting research work and formulating research synopsis and report.	K2
CO3	To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.	K4
CO4	Develop understanding on various kinds of research, objectives of doing research, research Process, research designs and sampling.	K3
CO5	Students can adequate knowledge on measurement & scaling techniques as well as the Quantitative data analysis.	K2

Mapping with Program Outcomes:

COs/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 1	PSO 1
CO1	S	S	S	S	L	S	S	S
CO2	M	M	S	M	M	M	M	M
CO3	M	L	S	S	S	M	M	M
CO4	S	L	M	M	L	S	S	S
CO5	M	S	S	M	M	L	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Research - Meaning - Scope and Significance - Types of Research - Research Process - Problems in Research – Characteristics of Good Research - Research in an evolutionary perspective – the role of theory in research.	10	https://research.youtube/
II	Research Design - Sources - Types - Formulation Research Design - Types – Features of Good Design - Measurement - Meaning - Need Errors in Measurement - Tests of Sound Measurement -Techniques of Measurement - Scaling Techniques - Meaning - Types of Scales - Scale Construction Techniques.	10	https://www.youtube.com/watch?v=LpmGSioXxdo
III	Sampling Design: Meaning - Concepts - Steps in Sampling - Criteria for Good Sample Design - Types of Sample Designs - Probability and Non-Probability Samples. Data Collection: Types of Data - Sources - Tools for Data Collection- Methods of Data Collection - Construction of questionnaire and instrument- Pilot Study - Case Study .Data processing: Coding – Editing and Tabulation of Data - Application of statistical software for data analysis.	10	https://www.youtube.com/watch?v=wr1622wINIY
IV	Hypothesis - Formulation of Research Hypotheses -Central Limit Theorem - Test of Significance- Assumptions about Parametric and Non-Parametric Tests. Parametric Test - T Test, F Test, Chi-Square Test and Z Test - Non Parametric Test [No Problems] - U Test, Kruskal Wallis Test, Sign Test.	10	https://www.youtube.com/watch?v=VK-rnA3-41c
V	Interpretation - Meaning - Techniques of Interpretation - Report Writing:- Significance - Steps in Report Writing - Layout of Report - Types of Reports – Oral Presentation - Executive Summary - Mechanics of Writing Research Report – Precautions for Writing Report - Norms for using Tables, Charts Diagrams, Index, Appendix, and Bibliography – Application of SPSS.	8	https://www.youtube.com/watch?v=5wI7yHO1XgU
	Total	48	
Text Book			
1.C.P Kothari,GauravGarg.2019.research methodology, New age international publisher, new delhi.4 th edition.			
2.S.S.VinodChandra,S.AnandHareendran, Research Methodology,2017			
Reference Books:			
1. Dr.Swati.S Desai –Associate Professor-PralhadDalmia College of Commerce and Economics,Malad.			
2. R.Pannerselvam, Research Methodology, Revised Edition, 2014, PHI Learning, New Delhi.			
Websites			
5. 1. Nptel - https://onlinecourses.nptel.ac.in			
2.obweb.org - http://obweb.org			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER - IV**PART III CORE 9: RDBMS and ORACLE**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BAC403	RDBMS and ORACLE	Core 9	40	8	0	4
Preamble: To acquire basic knowledge of creating and managing database.						
Prerequisite: Basic knowledge of to update data in the Oracle Database.						
Course outcomes (COs): The objective of the course is to train the students should have implicit knowledge of Basic structure of Oracle, RDBMS and DBMS, PL/SQL Programming and Procedures.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	The students will able to develop structured query language (SQL) queries to create, read, update, and delete relational database data.					K1
CO2	To prepare various database tables and joins them using SQL commands.					K2
CO3	Understand the basic concept how storage techniques are used to backup data and maintain data access performance.					K4
CO4	The students will acquire the knowledge about various database tables and joins them using SQL commands.					K3
CO5	The students will learn about to develop a clear understanding of the conceptual frameworks and definitions of specific terms that are integral to the Relational Database Management Systems.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	M	M	M	M	M
CO3	M	L	S	S	S	M	M	M	L	M
CO4	S	L	M	M	L	S	S	S	L	L
CO5	M	S	S	M	M	L	M	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction: Database System Applications -Purpose of Database Systems -Database Languages -Transaction Management - Database Architecture - Relational Model: Structure of Relational Databases -Database Design -ER Model -Overview of the Design Process -The Entity- relationship Model .	10	https://www.youtube.com/watch?v=Zde-Lzx_kt4
II	Relational Algebra Operations -Relational Languages: The Tuple-Relational Calculus - The Domain Relational Calculus -SQL: Background -Data Definition Basic Structure of SQL Queries -Set Operations -Aggregate Functions -Null Values Nested Sub-Queries -Views -Modification of the Database.	10	https://www.youtube.com/watch?v=KpbyPhJqIf0
III	PL/SQL: A Programming Language: History -Fundamentals - Block Structure- Comments- Data Types -Declaration - Assignment operation-Substitution -Variables -Arithmetic Operators.-Control Structures -Nested Blocks -SQL in PL/SQL – Data Manipulation -Transaction Control statements.	10	https://www.youtube.com/watch?v=EGQh5SZctaE
IV	PL/SQL Cursors and Exceptions: Cursors -Implicit & Explicit Cursors and Attributes -Cursor FOR loops -SELECT...FOR UPDATE-Cursor with Parameters -Cursor Variables -Exceptions - Types of Exceptions.	10	https://www.youtube.com/watch?v=tFdhE2HzuoQ
V	PL/SQL Composite Data Types: Records. -Tables -Varrays. Named Blocks: Procedures -Functions -Packages -Triggers -Data Dictionary Views.	8	https://www.youtube.com/watch?v=tFdhE2HzuoQ
Total		48	
Text Book			
5. Relational Database Management System -Riktesh Srivastava, New Age International Private Limited; First edition-Jan 2014.			
6. The Programming Language of Oracle – Ivan Bayross,BPB Publication,4 th edition-2015.			
Reference Books:			
7. David Loctman- Developing Personal Oracle for Windows 95 Application – 2 ND EDITION- SAMS PUBLICATION- 2014- USA.			
8. Ivan Bayross – Commercial Application Development using Oracle Developer 2000.- 2 nd Edition- Tata McGraw Hill- USA.			
Websites			
1..Nptel – https://nptel.ac.in/courses			
2.Udemy - www.udemy.com			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER - IV

PART III CORE PRACTICAL 3: RDBMS and ORACLE

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BACP03	RDBMS and ORACLE	Core Practical - 3	-	-	48	4
Preamble: To acquire practical knowledge of <i>SQL</i> as well as database management.						
Prerequisite: Imparting professional skills in ORACLE database.						
Course outcomes (COs): The objective of the course is to train the students should acquire developing and designing professional skills in Oracle database programming.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To develop structured query language (SQL) queries to create, read, update, and delete relational database data.					K1
CO2	To attain a good practical understanding of the SQL.					K2
CO3	To prepare various database tables and joins them using SQL commands.					K3
CO4	To identify the terminology and functions common to most database management systems. To create simple reports and forms and using Queries.					K2
CO5	The students can design, implement, and evaluate a computer-based system using PL/SQL.					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	M	M	M	M	M
CO3	M	L	S	S	S	M	M	M	L	M
CO4	S	L	M	M	L	S	S	S	L	L
CO5	M	S	S	M	M	L	M	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	1. Create tables to maintain ticket header, ticket details 2. Create tables to maintain flight header, flight details 3. Insert records into both ticket database and flight database	12	PPT https://www.youtube.com/watch?v=2udb_p8CzXY
II	4. Display various forms of select statement in SQL. 5. Adding a field in place information both add and modify, Field name (add): remarks, Field name (modify): flight name 6. Change case and Perform aggregate functions in database tables	12	https://www.youtube.com/watch?v=D37_7p0-iKM
III	7. Display a program to swap two numbers using PL/SQL Program 8. Develop a simple PL/SQL block for Bank information	12	https://www.youtube.com/watch?v=D37_7p0-iKM
IV	9. Display a program to print patterns using PL/SQL. 10. Display a given number to its reverse of a number	12	https://www.youtube.com/watch?v=BDb-aV5qCfA
V	11. Display Student mark list preparation using PL/SQL. 12. Establish a function to perform net balance.	12	https://www.youtube.com/watch?v=BDb-aV5qCfA
	Total	60	
Websites			
5. Nptel – https://nptel.ac.in			
6. Udemy - www.udemy.com			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER –4**PART III - ALLIED 4- BUSINESS LAW**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BACA04	Business law	Allied 4	40	8	0	4
Preamble: To acquire basic knowledge of Business law						
Prerequisite : Basic knowledge of theories of Business law						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of Business law						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To provide important laws that have a bearing on the conduct of business in India.					K1
CO2	To understand various modes of dispute resolution in business transactions.					K2
CO3	To identify the various legal forms of a business entity.					K4
CO4	To understand the importance of law of business.					K3
CO5	To examine relative advantages and disadvantages of each of these forms.					K2

Mapping with Program Outcomes:

CO//PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	S	S	S	L	S	S
CO2	M	M	S	M	M	M	M
CO3	M	L	S	S	S	M	M
CO4	S	L	M	M	L	S	S
CO5	S	S	S	S	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts –Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts -Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract.	10	https://www.youtube.com/watch?v=t96A1DrsZTw
II	Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions -Contract without consideration - Consent - Coercion - undue influence – misrepresentation -fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal Agreements - Effects of illegality - Wagering Agreements.	10	https://www.youtube.com/watch?v=-IHhpbVAZ6U
III	Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract -Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell –Hire purchase agreement - Sale and bailment.	10	https://www.youtube.com/watch?v=rG5O9huS6iE
IV	Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods -Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor -Exceptions- Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship Contracts of sale -Sale by non - owners - right of lien - termination of lien - right of resale -right of stoppage in transit - Unpaid Vendor's rights.	10	https://www.youtube.com/watch?v=91KhOtzgfeI
V	Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency	8	https://www.youtube.com/watch?v=rG5O9huS6iE
	Total	48	
Text Book			
3. N.D.Kapoor, Business Law, Revised 12 th Edition, 2012, Sultan Chand and Sons, New Delhi.			
4. Ewan Macintyre, Essentials of Business Law, 5 th Edition April 2015, Pearson Publishers.			
Reference Books:			
5. N.D.Kapoor, Business Law, Revised Edition, 2010, Sultan Chand and Sons, New Delhi.			
6. M.C.Shukla, Mercantile Law, 13 th Edition, 2007, Sultan Chand and Sons, New Delhi.			
Websites			
6. 1. Nptel- https://onlinecourses.nptel.ac.in			
2.obweb.org - http://obweb.org			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – IV

PART III- SBC 2 - BUSINESS COMMUNICATION

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BACSB3	Business Communication	SBC 2	36	-	0	3
Preamble: To acquire basic knowledge of business communication methods.						
Prerequisite: Basic knowledge in skills of communication in the business Environment.						
Course outcomes (COs): To understand and learn the Methods of Communication, Types of Communication and Barriers of Communication.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Identify and deliver effective presentations.					K1
CO2	Estimate knowledge and high level skills in business writing.					K2
CO3	Develop Responses to a range of current and emerging business issues.					K4
CO4	Develop students with the skills and knowledge of communication in the business Environment.					K4
CO5	Measure student's communication skills and knowledge in a supportive peer group Environment through ideas exchange and argument.					K5

Mapping with Program Outcomes:

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S	S	S	S	L	S	S	S
CO 2	M	M	S	M	M	M	M	M
CO 3	M	L	S	S	S	M	M	M
CO 4	S	L	M	M	L	S	S	S
CO 5	M	S	S	M	M	L	M	M

H– High; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
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I	Define Communication- Importance-Objectives-Types-Barriers-Principles – Body Language _ Posture _ Gesture, Signs.	6	https://www.youtube.com/watch?v=D1zsFzgSN-U
II	Written Communication-Essentials of an Effective Business Letter-The Layout-Enquiries and Replies-Orders and Their Execution-Collection Letters-Circular Letters-Sales Letters-Bank Correspondence-Application Letters.	10	https://www.youtube.com/watch?v=mQLLEocJCDtE
III	Correspondence of Company Secretary with Shareholders, Directors-Agenda-Minutes of Meeting- Group Discussion and Interviews-Seminar-Conference -Press Releases.	8	https://www.youtube.com/watch?v=4vYF2AjkdEo
IV	Communication through Reports: Essentials-Importance-Contents-Reports by Individuals-Committees-Annual Report-Application for Appointment-Reference and Appointment Orders.	6	https://www.youtube.com/watch?v=8JLHSj-9jRE
V	Internal Communication-Short Speeches-Memo Circulars-Notices-Explanations to Superiors-Precise Writing-Communication Media-Merits of Various Devices-Intercom, Telex and Telephone-Fax-Internet.	6	https://www.youtube.com/watch?v=zcWtx8AAq1M
Total		36	

Text Book

1. Rajendra Pal Korahalli, Essentials of Business Communication, 13th Edition 2015, Sultan Chand & Sons, New Delhi.
2. Ramesh, MS, & C.C Pattanshetti, Business Communication, R.Chand& Co, Revised Edition 2011, New Delhi.

Reference Books:

1. V.K.Jain& Prakash Biyani, Business Communication, 1st Edition, 2014, Sultan Chand & Sons.
2. C.B.Gupta, Business Communication, Reprint 2014, Sultan Chand & Sons.

Websites

1. Nptel- <https://onlinecourses.nptel.ac.in>
- 2.obweb.org - <http://obweb.org>

Learning Methods (*):Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER –4**PART III SBC 2: 2COMMUNICATION SKILLS – I[^]**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BACSB4	Communication skills-1 [^]	SBC 2	36	-	0	3
Preamble: To acquire basic knowledge of communications skills						
Prerequisite: Basic knowledge of practical of communication						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of communication skills						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Identify skills and competencies of an office manager.					K1
CO2	Describe different forms of organizations.					K2
CO3	Develop processes for office operations.					K3
CO4	Identify components of office management roles and procedures and team dynamics.					K2
CO5	Communicate finding using business software applications (MS Office: Word, Excel, and PowerPoint).					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	L	S	S	S	S	S
CO2	M	M	S	M	M	M	M	M	M	M
CO3	M	L	S	S	S	M	M	M	L	M
CO4	S	L	M	M	L	S	S	S	L	L
CO5	M	S	S	M	M	L	M	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Communication, purpose and importance of communication, different parts of communication, Listening, the purpose and importance of listening, attention to the speaker, making a gist of the speech - Exercises.	8	https://www.youtube.com/watch?v=2Lkb7OSRdGE
II	Listening to songs, poems, speech, lectures – Monologue and dialogue, queries and doubts, intervention techniques - Exercises	7	https://www.youtube.com/watch?v=CdM_rrHTYDU
III	Problems in listening, language issues, mother tongue slangs – non-verbal communication, body language - Exercises	7	https://www.youtube.com/watch?v=ZyxASIYHk30
IV	Different types, conversation, dialogue, discussion, presentation, lecture, public addressing, voice, voice modulations, language slang, its importance - Exercises	7	https://www.youtube.com/watch?v=-wIQYjTroAU
V	Business meets, speech content, conciseness, clarity and flow of communication, correctness, feedback and validation - Exercises	7	https://www.youtube.com/watch?v=ZyxASIYHk30
	Total	36	
1.Asha Kaul – Effective communication, PHI, 2 nd Edition, 2015 2.Kumar Kul Bhushan, R S Salaria, Effective Communication Skills, Khanna Publishers, 2018			
Reference Books:			
1. Al Switzer, Joseph Grenny and ron McMillan, McGraw Hill Education, 2nd Edition, 2012 2. .Allan Pease and Barbara Pease, The definitive book of Body Language, Manjul Publishing House Pvt Limited, 2005			
Websites			
1.Nptel- https://onlinecourses.nptel.ac.in 2.obweb.org - http://obweb.org			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

Bachelor of Business Administration with Computer Application Board**Scheme of Examination (CBCS with OBE Pattern)****For the Candidates admitted during the Academic Year 2021-2022 onwards**

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	21LATA01/ 21LAHI01/ 21LAFR01 21LAMY01	Language – I Tamil I/ Hindi I/ French I/ Malayalam I	5	3	50	50	100	3
II	21ENG001	English –I	5	3	50	50	100	3
III	21BAC101	Core 1 – Principles of Management	6	3	50	50	100	4
III	21BAC102	Core 2 – Introduction to information technology	6	3	50	50	100	4
III	21BACA01	Allied 1 – Business Mathematics and Statistics	6	3	50	50	100	4
IV	21UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	21LATA02/ 21LAHI02/ 21LAFR02/ 21LAMY02	Language –II Tamil II/Hindi II/French II/ Malayalam II	5	3	50	50	100	3
II	21ENG002	English – II	5	3	50	50	100	3
III	21BAC201	Core 3 - Financial Accounting	6	3	50	50	100	4
III	21BACP01	Core Practical 1- PC-Software	6	3	50	50	100	4
III	21BACA02	Allied 2 - Operations Research	6	3	50	50	100	4
IV	21UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
III	21BAC301	Core 4 – Marketing Management	5	3	50	50	100	4
III	21BAC302	Core 5 – Production and Operations Management	5	3	50	50	100	4
III	21BAC303	Core 6 - System Analysis and Design	5	3	50	50	100	4
III	21BACP02	Core Practical 2 - Accounting Package Tally	5	3	50	50	100	4
III	21BACA03	Allied 3 – Business Taxation	5	3	50	50	100	4
III	21BACSB1/	SBC- 1 Retail Management/	3	3	30	45	75	3

	21BACSB2	Customer Relationship Management						
IV	21BTA001/ 21ATA001/ 21BAC0E1	OEC-1 BT- I/AT-1/ Multimedia and its applications	2	2	-	50	50	2
		Total	30				625	25
SEMESTER IV								
III	21BAC401	Core 7– Human Resource Management	5	3	50	50	100	4
III	21BAC402	Core 8 –Research Methods for Management	5	3	50	50	100	4
III	21BAC403	Core 9 – RDBMS and ORACLE	5	3	50	50	100	4
III	21BACP03	Core Practical 3 - RDBMS and ORACLE	5	3	50	50	100	4
III	21BACA04	Allied 4 – Business Economics	5	3	50	50	100	4
III	21BACSB3/ 21BACSB4	SBC 2 Business Communication / Modern Office Management	3	3	30	45	75	3
IV	21BTA002/ 21ATA002 21OEC002	OEC 2: BT-II/AT-II/ Communicative English	2	2	-	50	50	2
		Total	30				625	25
SEMESTER V								
III	21BAC501	Core 10 – Financial Management	5	3	50	50	100	4
III	21BAC502	Core 11 – Consumer Behavior	5	3	50	50	100	4
III	21BAC503	Core 12 – Visual Programming	5	3	50	50	100	4
III	21BACP04	Core Practical 4 -Visual Programming	5	3	50	50	100	4
III	21BACE01/ 21BACE02/ 21BACE03	Elective I Advertising and Sales Promotion / Banking Law and Practices / Labor Welfare and Industrial Relations	5	3	50	50	100	4
III	21BACPR1	Project and Viva Voce	5	3	50	50	100	4
		Total	30				600	24
SEMESTER VI								
III	21BAC601	Core 13 - Cost and Management Accounting	5	3	50	50	100	4
III	21BAC602	Core 14 – Industrial Law	5	3	50	50	100	4
III	21BAC603	Core 15 – Internet and Web Design	5	3	50	50	100	4
III	21BACP05	Core Practical 5 - Internet and Web	5	3	50	50	100	4

		Design						
III	21BACE04/ 21BACE05/ 21BACE06	Elective II Global business management / Integrated Marketing Communication / Talent and knowledge Management	5	3	50	50	100	4
III	21BACE07/ 21BACE08/ 21BACE09	Elective III Supply Chain and Logistics / Strategic management / Service Marketing	5	3	50	50	100	4
V	21NCC001/ 21NSS001/ 21SPT001/ 21EXT001	SOC 1: NCC/ NSS / Sports / Extension Activities			50		50	2
		Total	30				650	26
Total							3600	140

SEMESTER -VI**PART III – CORE 13: COST AND MANAGEMENT ACCOUNTING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BAC601	Cost and Management Accounting	Core 13	60	12	0	4

Preamble: To acquire basic knowledge of Cost and management.

Prerequisite: Basic knowledge of theories of cost and management.

Course outcomes (COs):

To understand acquire knowledge in cost accounting, management accounting and budgeting

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

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy knowledge level
CO1	Understand various costing systems and management systems..	K1
CO2	Identify the specifics of different costing methods.	K2
CO3	Evaluate the costs and benefits of different conventional and contemporary costing systems.	K4
CO4	Differentiate methods of schedule costs as per unit of production	K5
CO5	Differentiate methods of calculating budgeting.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	L	M	L	S	S	M	L	L	M
CO2	M	M	L	L	L	M	L	M	M	S
CO3	S	S	L	M	M	L	S	S	S	L
CO4	L	L	M	L	L	M	M	L	M	M
CO5	M	M	M	S	M	M	L	M	S	S

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Cost Accounting - Meaning - Definition - Scope- Objectives – Merits and demerits - Distinction between Financial, Cost and Management accounting - Elements of cost - Cost Classification and Preparation of Cost Sheet. (Theory and Problem)	12	https://www.youtube.com/watch?v=Ni1S_rhanJo
II	Materials- need and essentials of material control - Inventory Control and its Techniques - Various Stock level – EOQ - Maximum, Minimum, Reordering level - Issues of material - FIFO, LIFO. (Theory and Problem)	12	https://www.youtube.com/watch?v=hqhDQDg-Fmc
III	Management Accounting- Meaning – Definition – Characteristics – Scope – Objectives and Functions –Management Accounting vs. Cost Accounting – Techniques of Financial Statement Analysis – Comparative Statements – Common size statement – Trend Analysis. (Theory and Problem)	12	https://www.youtube.com/watch?v=9XTrTqOBtN0
IV	Ratio Analysis-Meaning – Advantages – Limitations – Classifications and Computation of Ratios. (Simple Problems) Preparation of Cash flow statement and Fund flow statement (As per Revised Accounting Standards) (Theory and Problem)	12	https://www.youtube.com/watch?v=Ni1S_rhanJo
V	Budgeting – Meaning – Objectives – Advantages – Limitations – Classification of Budgets – Preparation of Cash, Sales, Production and Master Budget. (Theory and Problem)	12	https://www.youtube.com/watch?v=hqhDQDg-Fmc
	Total	60	
NOTE: Theory and problem in the ratio of 20% and 80% respectively.			
Text Books:			
<ol style="list-style-type: none"> 1. M.N. Arora, Cost and Management Accounting, Theory, Problems and solutions, revised edition 2019. New Delhi 2. M B Shukla , Cost and Management Accounting Cost Accounting, Ist Edition, Himalaya Publishing House, 2017, New Delhi. 			
Reference Books:			
<ol style="list-style-type: none"> 1. M.Y. Khan and P.K. Jain Management Accounting: Text, Problems and Cases, 7th edition, McGraw-Hill Education Private Ltd 2017, New Delhi. 2. B.K. Mehta, Cost and Management Accounting, SBPD Publications, Agra, Uttar Pradesh 2018 			
3. Websites https://www.youtube.com/watch?v=wxOsTtsHvaQ			
4. https://groww.in/p/dividend-stocks			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER -VI**PART III CORE 14: INDUSTRIAL LAW**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BAC602	Industrial Law	Core 14	60	12	0	4
Preamble: To acquire basic knowledge of Industrial Law						
Prerequisite: Basic knowledge of theories of Law						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of Industrial Law						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	To understand the industrial safety and welfare measure of workers.					K1
CO2	To describe Industrial Disputes Act, 1947.					K2
CO3	To know the minimum rate of wages, time of payment and responsibility of payment.					K4
CO4	To demonstrate the Compensation of Workers					K5
CO5	To analyze an advanced understanding of the underlying legal principles					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	S	L	L	M	M	M	L	L
CO2	S	S	M	S	M	L	L	S	M	M
CO3	L	L	M	M	S	S	S	M	S	L
CO4	M	M	S	S	M	M	M	L	L	S
CO5	L	S	L	L	L	L	S	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Factories Act 1948 - Definition - Provisions relating to Health, Safety and Welfare - Working Hours of Adults – Holidays – Employment of Young persons and women – Annual leave with wages.	12	https://www.youtube.com/watch?v=5XabB8GHSDk
II	Industrial Disputes Act 1947 – Objects of Industrial Disputes Act - Grievance Settlement Authorities – Conciliation machinery – Procedure, Power and Duties of Authorities – Provision relating to Strike, Lockout and Retrenchment ,Layoff – closure – Machinery to solve dispute- Unfair Labour Practices – Penalties	12	https://www.youtube.com/watch?v=-hcXTYNJQ9g
III	Payment of Wages Act 1948 – Definition of Wages – Rules of Payment of wages – Deductions – Fixation and Revision of wages – Advisory Boards – Definition of Gratuity – Payment of gratuity – determination of recovery of gratuity – employees provident fund Scheme – Pension Scheme.	12	https://www.youtube.com/watch?v=-hcXTYNJQ9g
IV	Workmen’s Compensation Act, 1923. Definition – Scope and Coverage – Rules regarding workmen’s Compensation – Amount of Compensation – Distribution of Compensation – Enforcement Act..	12	https://www.youtube.com/watch?v=5XabB8GHSDk
V	Payment of Bonus Act 1965 & Apprentices Act, 1969. Meaning of Bonus – Definition – Eligibility for Bonus – Disqualification for bonus – Consumer Protection Act, 2021, Child Labour Act 1986	12	https://www.youtube.com/watch?v=C1Sn sjYJ64g
Total		60	

Text Books:

1.Kapoor, N.D., 2014, Elements of Mercantile Law, Thirty fourth Edition, S.Chand & Co, Ltd., New Delhi.

Reference Books:

7. 1. Gopal, V. S. & Sumathi, G., 2014, Industrial Law, First Edition, Seth Publishers, New Delhi.
8. 2.Saharay, H. K., 2014, Textbook on Labour and Industrial Law, Sixth Edition, Universal Law Publishing Company, New Delhi

Websites

7. https://www.google.com/search?q=Workmen%E2%80%99s+Compensation+Act&sca_esv=580414175&rlz

Learning Methods (*):Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER -VI

PART III - CORE 15: INTERNET AND WEB DESIGN

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BAC603	Internet And Web Design	Core 15	60	12	0	4
Preamble: To acquire basic knowledge of Internet and web design						
Prerequisite: Basic knowledge of theories of Internet access and HTML						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of business applications with Internet webpage basics and webpage setups.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	The students will able to develop Analyze a web page and identify its elements and attributes.					K1
CO2	Understand the basic concept of Web search Engine and E-mail messages.					K2
CO3	Understand the basic concept of Internet Webpage Basics and its HTML elements					K4
CO4	The students will acquire the knowledge about how to create table and cell spacing and cell padding.					K5
CO5	The students will learn about to develop a clear understanding of Forms and Frames by using HTML programming language					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	S	L	M	L	S	M	L	M	M
CO2	M	L	M	L	M	M	L	M	S	L
CO3	M	M	S	L	M	L	M	S	L	S
CO4	S	S	S	S	S	S	L	M	S	M
CO5	L	L	M	M	M	M	S	L	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to internet-Introduction to intranet and extranet – Internet protocols-Internet access –Tcp/Ip configuration – -Telnet-World wide webpage-Hyperlink , Hypertext and html tags – Internet and web browsing-Internet addressing with protocols	12	https://www.youtube.com/watch?v=vXiHisrS90E
II	Introduction to web searching and search engine-Web index and search functions – Web meta and search meta files-Indexes and directories – Specialized directory – E-mail and e-mail messages-Managing mails -E-mails address book-Attachments and setting futures.	12	https://www.youtube.com/watch?v=p1QU3kLFPdg
III	Html code setting-Internet webpage basics and webpage setups-Webpage display in newline and head-Webpage display in body text with new paragraph-Html elements-Headings levels and pre-format text-Subscript and superscript-Format text and mono space font-Block quote, font style size color and margins-Lists and nested lists-Image handling in webpage.	12	https://www.youtube.com/watch?v=p1QU3kLFPdg
IV	Links-Internal and external-Link to image and files-Email box, link and ftp site-Keyboard shortcuts-Create table and caption-Table border and index border-Set design row, column and back color of table-Alignments and background image-Text wrapping and nested table-Wrap text around the table-Table cell spacing and cell padding.	12	https://www.youtube.com/watch?v=vXiHisrS90E
V	Introduction to forms-Introduction to audio and video files handling-Link to audio and video files-Introduction to design a text box and radio checkbox-Menu organize from elements-List of elements of label form-Introduction to frames-Link to frames and creating frames-Nested frames-Inline frames –Scroll bars.	12	https://www.youtube.com/watch?v=p1QU3kLFPdg
	Total	60	

Text Books:

3. Internet and its applications, by P.Rizwan Ahmed, Margham publications, 2016.
4. HTML 5.0 in simple steps, by Mike MC Grath, 2nd edition, PBP Publications, 2015

Reference Books:

1. HTML Quick steps by Guy Hart-Davis, 5th Edition Tata Mc-Graw-Hill Publications, 2014.
2. Web design in easy steps by Sean McManus, Tata Mc-Graw Hill publications 2014.

Websites

3. <https://www.youtube.com/watch?v=p1QU3kLFPdg>
4. <https://www.youtube.com/watch?v=ErfDXNmHOWU>

Learning Methods (*):Assignment/Seminar/Industrial Visit

SEMESTER -VI**PART III – CORE PRACTICAL 5 : INTERNET AND WEB DESIGN[PRACTICAL]]**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BAC P05	Internet And Web Design (Practical)	Core Lab 5	60	12	0	4
Preamble: To acquire basic knowledge of Internet And Web Design						
Prerequisite: Basic practical knowledge of Internet and Design						
Course outcomes (COs): To understand and learn the students should have acquired knowledge of Imparting professional skills in creating web pages implementing using html.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	To create a web page by using HTML programming language.					K1
CO2	To attain a good practical understanding of the HTML tags.					K2
CO3	To prepare Table and its alignment using HTML commands					K4
CO4	To develop various types of website by using HTML programming Language.					K5
CO5	The students can design multiform using HTML tags..					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	S	L	L	M	M	M	L	L
CO2	S	S	M	S	M	L	L	S	M	M
CO3	L	L	M	M	S	S	S	M	S	L
CO4	M	M	S	S	M	M	M	L	L	S
CO5	L	S	L	L	L	L	S	M	M	M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	13. Creating web pages for a business organizations using html. 14. Create a web page to display the ordered list and unordered list of department stores. 15. Designing an Image and text using html tags for advertisement of a company..	12	https://www.youtube.com/watch?v=krfUjg0S2uI
II	16. Create a Table to display list of products using html. 17. Design for Formatting and alignment to display sales letter. 18. Create a Resume using forms with html.	12	https://www.youtube.com/watch?v=BczLWImAmBk
III	19. Create website of our department with minimum 3 links. 20. Create a class time table using html tags.	12	https://www.youtube.com/watch?v=krfUjg0S2uI
IV	21. Design a Bus-ticket reservation using html table. 22. Creating a form for quiz portal using html tags..	12	https://www.youtube.com/watch?v=krfUjg0S2uI
V	23. Create a webpage of University exam fee payment. 24. Designing a Multiform document using html tags.	12	https://www.youtube.com/watch?v=BczLWImAmBk
	Total	60	
	Websites 3. https://www.w3schools.com/html/html_youtube.asp 4. https://www.w3schools.com/icons/tryit.asp?filename=tryicons_fa-youtube-play		

SEMESTER-VI**PART III – ELECTIVE 1I: GLOBAL BUSINESS MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BACE04	Global Business Management	Elective 1I	60	12	0	4
Preamble: To acquire basic knowledge of Business Management						
Prerequisite: Basic knowledge of theories of Management						
Course outcomes (COs): On the successful completion of this paper the students should have acquired knowledge to make Tounder stand the fundamental concepts of international trade						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Explain business expansion abroad and key issues related to their operations in other countries.					K2
CO2	Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.					K1
CO3	Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.					K5
CO4	Be able to analyze professional problems based on the history, traditions, distinctive character, and position in society of the subject area.					K3
CO5	Be able to use the knowledge in new settings within the fields of economics and business administration.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S	L	M	L	M	L	M	L
CO 2	M	M	S	M	S	M	L	M
CO 3	L	S	L	S	M	L	M	S
CO 4	M	L	M	M	L	S	S	M
CO 5	S	M	M	L	M	M	L	L

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and non-traditional products-brief back ground of import trade-future.	12	https://www.youtube.com/watch?v=gTrLniP5tSQ/
II	Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – expert promotion council – commodity boards –board of trade–trade development authority FIFO, IIFT, Export inspection council, STC, Export houses	12	https://www.youtube.com/watch?v=OU1vF0l7mHg
III	Export procedures-offer and receipt to orders–production–shipping and banking procedure–negotiation-documents forex port trade – export incentives	12	https://www.youtube.com/watch?v=gTrLniP5tSQ
IV	Export financing–procedure for pre-shipment finance-post shipment finance-terms of Payment in international trade-letter of credit-features and types-medium and long term loans .ECGC-function sand policies.	12	https://www.youtube.com/watch?v=gTrLniP5tSQ
V	International agencies and agreement–IMF- World Bank–functions and features–WTO features-import policy features	12	https://www.youtube.com/watch?v=OU1vF0l7mHg
	Total	60	
Text Books:			
1. TAS Balagopal -Export Management			
2. P.Boominathan-Global business Management-Thakur Publishers			
3. DC Kapoor-Export Management, Vikas Publishing House Pvt Ltd			
Reference Books:			
1.SKVarghese-Foreign Exchange and Financing of Foreign Trade			
2.YRULLal-ExportManagement			
Websites			
1.SKVarghese-Foreign Exchange and Financing of Foreign Trade			
2.YRULLal-ExportManagement			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI**PART III – ELECTIVE 1I: INTEGRATED MARKETING COMMUNICATION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BACE05	Integrated marketing communication	Elective II	60	12	0	4

Preamble: To acquire basic knowledge Integrated Marketing Communication

Prerequisite: Basic knowledge of theories marketing

Course outcomes (COs):

On the successful completion of this paper the students should have acquired knowledge to make them understand the Integrated Marketing communication

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

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy knowledge level
CO1	Understand the concept of integrated marketing communication, understanding communication process and digital marketing and apply lifelong	K2
CO2	Develop advertisement by selecting appropriate media	K1
CO3	Understand the ethical standards related to advertising.	K5
CO4	Demonstrate capabilities of analyzing problems, team work and communication skills	K3
CO5	Gain knowledge in Planning and development of creative mar com	K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	S	L	M	L	M	L	M	L
CO 2	M	M	S	M	S	M	L	M
CO 3	L	S	L	S	M	L	M	S
CO 4	M	L	M	M	L	S	S	M
CO 5	S	M	M	L	M	M	L	L

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Integrated Marketing Communication (IMC) :Meaning and role of IMC in Marketing process, steps involved in developing IMC programme, Effectiveness of marketing communications - Purpose, Role, Functions and Types of marketing communication, one voice communication V/s IMC.Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship;	12	https://www.youtube.com/watch?v=iOFIrrr6YPY
II	Communication: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model,information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model	12	https://www.youtube.com/watch?v=8U5E3a1ddJ8
III	Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.	12	https://www.youtube.com/watch?v=3zWU_CGRp50
IV	Planning and development of creative marcom: Creative strategies in advertising, sales promotion, publicity, event sponsorships. Creative strategy in implementation and evaluation of marcom-Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning and formulation of Mediastrategy. Measuring the effectiveness of all Promotional tools and Integrated marketing communications.	12	https://www.youtube.com/watch?v=8U5E3a1ddJ8
V	Digital Media, Evolution of Technology, Convergence of Digital Media, ECommerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Advertising, E-PR. Advertising Laws and Ethics: Advertising & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI, International Advertising: Global environment in advertising, Decision areas in international advertising	12	https://www.youtube.com/watch?v=XnkFYKTDCvU
Total		60	
Text Books:			
1.Rajeev Batra, John, G. Myers and David A. Aaker. (2013). Advertising Management. Prentice Hall India Publishers, New Delhi.			
Reference Books:			
1. Jerome M. Juska (2017), Integrated Marketing Communication: Advertising and Promotion in a Digital World, 1st edition, Routledge			
2. Belch (2017), Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th edition, McGraw Hill, New Delhi			
Websites			
1. https://ahrefs.com/blog/imc/			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI**PART III - ELECTIVE II: TALENT AND KNOWLEDGE MANAGEMEN**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BACE06	Talent And Knowledge Managers	Elective II	60	12	0	4
Preamble: To acquire basic knowledge of Talent and knowledge management						
Prerequisite: Basic knowledge of theories of Talent and knowledge						
Course outcomes (COs): On the Successful completion of this paper the students should have acquired knowledge of Evaluate mechanism and systems knowledge infrastructure. apply organizational performance knowledge discovery systems						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Evaluate the potential and appropriateness of talent development strategies					K2
CO2	Policies and methods with reference to relevant contextual factors.					K5
CO3	Assess the role and influence the politics of knowledge management policy and practice in a range of contexts.					K5
CO4	Talent management can help companies to increase employee engagement, boost retention, improve business outcomes and more					K4
CO5	To prepare students for talent and knowledge management efforts in organizations.					K3

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M	M	M	M	L	M	S	L
CO 2	S	S	L	L	S	L	M	M
CO 3	L	L	S	S	L	M	L	S
CO 4	M	M	L	M	M	S	M	L
CO 5	S	S	M	L	S	M	L	M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Talent Management – Meaning, Importance, Evolution, Talent Management System, Talent Reservoir – Components. Institutional Strategies for dealing with Talent Management.	12	https://www.youtube.com/watch?v=NwufHwariTI
II	Succession Planning, Talent Acquisition, Talent Identification, Talent Development, Training Coaching, Talent management Strategies. Role of leaders in Talent Management	12	https://www.youtube.com/watch?v=ij4IwMs8N_w
III	Concepts, Forces driving knowledge management, knowledge systems, knowledge strategies, technologies for knowledge management, factories influencing knowledge management.	12	https://www.youtube.com/watch?v=EAzCINpft4c
IV	Data information knowledge Wisdom, use of knowledge, types of knowledge, knowledge management solutions mechanism and systems knowledge infrastructure.	12	https://www.youtube.com/watch?v=ij4IwMs8N_w/
V	Knowledge management frame Handsnon – earl’s sever schools of knowledge management. Alvesson & Karreman’s knowledge management approaches, knowledge management approaches. Knowledge management infrastructure organizational. Impact of knowledge management on people process, products on organizational performance knowledge discovery systems	12	https://www.youtube.com/watch?v=EAzCINpft4c
	Total	60	
Text Books:			
1. Donald Hislop, —Knowledge management in Organizations, , Oxford University Press, Second edition 2010			
Reference Books:			
1 Ed by Lance A. Berger and Dorothy R Berger. —The Talent Management Handbook, Tata McGraw Hill edition, 2011.			
2. Sajjad M Jasmuddin, —Knowledge Management, Cambridge, 1st ed, 2009			
3. Stuart Barnes, —Knowledge Management Systems, Ed, Cengage Learning, 2012.			
Websites:			
5. https://www.google.com/search?q=TALENT+AND+KNOWLEDGE+MANAGEMENT			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI**PART III - ELECTIVE III: SUPPLY CHAIN AND LOGISTICS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BACE07	Supply Chain And Logistics	Elective III	60	12	0	4
Preamble: To acquire basic knowledge of Supply Chain And Logistics						
Prerequisite: Basic knowledge of theories of logistics						
Course outcomes (COs): To enable the students to have an insight view on stages of Supply Chain Management and to know how a logistic strategy fits into an organization decision						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	To understand how Logistics, Supply Chain, Operations, Channels of Distribution fit in to various types of Business viz., Manufacturing, Service and Project.					K1
CO2	To understand the impact of logistics functions and their integration with other business functions.					K2
CO3	To understand how Managers, take decisions – strategic, tactical and operations - and how they are taken in Warehouse Management functional area.					K4
CO4	To provide a brief overview of the set of activities that make up the logistics process and to understand the relationship between logistics and supply chain management.					K5
CO5	Enable students to research, critique and evaluate the implementation of cost effective solutions to assist enterprises enhance their competitive advantage.					K2

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M	M	M	M	L	M	S	L
CO 2	S	S	L	L	S	L	M	M
CO 3	L	L	S	S	L	M	L	S
CO 4	M	M	L	M	M	S	M	L
CO 5	S	S	M	L	S	M	L	M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Supply Chain Management – Definition – objectives – Evolution - need-Issues involved in developing Supply Chain Management Framework-Types. Supply Chain Management activities - constituents - Organization	12	https://www.youtube.com/watch?v=Lpp9bHtPAN0
II	Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in Supply Chain Management - Dimensions of Supply Chain Excellence-Forces influencing Supply Chain Excellence Emotions – LC Pattern.	12	https://www.youtube.com/watch?v=Lpp9bHtPAN0
III	Purchasing process - Supply Management-Introduction-importance Objectives purchasing process-purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-Just-in-time purchasing.	12	https://www.youtube.com/watch?v=4-QU7WiVxh8
IV	Logistics- Definition - History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics _ E- Financing.	12	https://www.youtube.com/watch?v=Lpp9bHtPAN0
V	Logistics Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management-Evolution of the concept- model - process-activities (in brief).	12	https://www.youtube.com/watch?v=4-QU7WiVxh8
	Total	60	
Text Books:			
1.Sunil Chopra, Peter Merindel & D.V.Kalra: Supply chain Management (6 nd edition), Prentice-Hall of India Pvt Ltd., New Delhi, 2016.			
2.Rahul V. Altekar , Supply Chain Management Prentice-Hall of India Pvt Ltd., New Delhi, 2017.			
Reference Books:			
1. Nicole Jones, Supply Chain Management: Essential Business Processes (2019) <u>Hardcover</u>			
2.James Stevaens , Supply chain Management (Strategy, Planning, Operations for Logistics Management), Shepal Publishing 2016.			
, New Delhi, 18 th Edition (2010).			
Websites:			
1. https://www.coursera.org/learn/supply-chain-logistics			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI**PART III - ELECTIVE III- STRATEGIC MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BACE08	Strategic Management	Elective III	60	12	0	4
Preamble: To acquire basic knowledge of strategic management						
Prerequisite: Basic knowledge of theories of strategic						
Course outcomes (COs): To help the students understand expose students to various perspectives and concepts in the field of Strategic Management. help students develop skills for applying these concepts to the solution of business problems ,help students master the analytical tools of strategic management						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	synthesize knowledge from other business courses into a comprehensive understanding					K1
CO2	provide a basic understanding of the nature and dynamics of the strategy formulation processes..					K2
CO3	encourage students to think critically and strategically					K3
CO4	develop the ability to identify strategic issues and design appropriate courses of action.					K3
CO5	enable to evaluate the strategies based on the business.					K5

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M	M	M	M	L	M	S	L
CO 2	S	S	L	L	S	L	M	M
CO 3	L	L	S	S	L	M	L	S
CO 4	M	M	L	M	M	S	M	L
CO 5	S	S	M	L	S	M	L	M

S – Strong; L – Low; M – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process-Benefits, TQM and strategic management process, Social responsibility, Social audit	12	https://www.youtube.com/watch?v=_BajRnOCSKk/
II	Strategic Formulation: Corporate Mission: Need –Formulation, Course Objectives Classification Guidelines, Goals: Features-Types, Environmental Scanning- Need- Approaches- SWOT analysis ETOP-Value chain analysis	12	https://www.youtube.com/watch?v=3Qf9ggcYs78
III	Choice of strategy: BCG matrix-The GE nine cell planning grid-Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies..	12	https://www.youtube.com/watch?v=3Qf9ggcYs78
IV	Strategic Implementation: Role of top management-Process-Approaches, Resource allocation Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage..	12	https://www.youtube.com/watch?v=3Qf9ggcYs78
V	Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems.	12	https://www.youtube.com/watch?v=3Qf9ggcYs78
	Total	60	
Text Books: Strategic Management - Vijaya Kumar P, Cengage learning, New Delhi,2010.			
Reference Books: 1. Strategic Management - John A Pearce II, Amita Mital, TMH, New Delhi, 2012. 2. Cases Studies in Strategic Management - Sanjay Mohapatra, Pearson, New Delhi, 2012 3. Strategic Management – Adrian Haberberg& Alison, Oxford University Press, New Delhi, 2010 4. Strategic Management and Business Policy – Appa Rao, Parvatheshwar Rao, Shiva Rama Krishna, Excel Books, New Delhi, 2012			
Websites: 1. www.google.com/search?q=Strategic+Management+web&sca_esv=580414175&rlz			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER-VI**PART III - ELECTIVE III: SERVICES MARKETING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BAC09	Services Marketing	Elective III	60	12	0	4
Preamble: To acquire basic knowledge of service marketing						
Prerequisite: Basic knowledge of theories of marketing						
Course outcomes (COs): On the Successful completion of this paper the students should have acquired knowledge of enable the students to know about the various theories of service marketing. familiarize the students to gain insights on the issues in operational and administrative aspects of service marketing.						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy knowledge level
CO1	Understand the basic concepts of service marketing.					K3
CO2	Examine the nature of services, and distinguish between products and service.					K4
CO3	identify the major elements needed to improve the marketing of services					K3
CO4	Understand the pricing in services.					K2
CO5	develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service					K1

Mapping with Program Outcomes:

CO/PO&PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M	M	M	M	L	M	S	L
CO 2	S	S	L	L	S	L	M	M
CO 3	L	L	S	S	L	M	L	S
CO 4	M	M	L	M	M	S	M	L
CO 5	S	S	M	L	S	M	L	M

S – Strong; **L** – Low; **M** – Medium

Unit	Course content	Hours	E-Contents/ E-Resources
I	Evolution of Service Marketing: Stages - Reasons - impact of social environment on the growth of services marketing	12	https://www.youtube.com/watch?v=a84607ygT08
II	Concept of services: meaning - components of service - characteristics of services - difference between goods and services.	12	https://www.youtube.com/watch?v=a84607ygT08
III	Service marketing mix: meaning - definition - characteristics of service marketing mix - 7p's of service marketing mix.	12	https://www.youtube.com/watch?v=schn00DzLjw
IV	Pricing in services: Meaning - objectives - characteristics - factors affecting pricing decisions	12	https://www.youtube.com/watch?v=a84607ygT08
V	Location of services and channels of distribution: factors in choosing a service location - classification of service by location - channels: meaning - methods of distribution services.	12	https://www.youtube.com/watch?v=a84607ygT08
	Total	60	
Text Books:			
1. 1. Dr. L. Natarajan, Services Marketing, Margham Publications, 2016.			
Reference Books:			
1. K. Rama MohanaRao, Services Marketing, Pearson Publications, 2011.			
2. Adrian Payne, Malcolm McDonald, Marketing Planning for Service, Routledge Publication, 2012.			
3. K. Rama MohanaRao, Services Marketing, Sultan Chand & Sons, 2014.			
4. Adrian Payne, Services Marketing, Tata McGraw Hill Publication, 2013			
Websites:			
1. www.mayple.com/blog/service-marketing			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

BSC CS&HM

B.Sc. Catering Science and Hotel Management
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2023-2024 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	23HMFR01	Language - I Hotel French I	5	3	25	75	100	4
II	23ENG001	English - I	5	3	25	75	100	4
III	23BHM101	Core 1- Food Production and Patisserie-I	4	3	25	75	100	4
III	23BHM102	Core 2- Food and Beverage Service-I	4	3	25	75	100	4
III	23BHMP01	Core Practical1- Food Production and Patisserie -I	3	4	-	-	-	-
III	23BHMP02	Core Practical2- Food and Beverage Service -I	3	3	-	-	-	-
III	23BHMA01	Allied 1 : Front Office Operation	4	3	25	75	100	4
IV	23UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	22
SEMESTER II								
I	23HMFR02	Language - II Hotel French II	5	3	25	75	100	4
II	23ENG002	English - II	3	2	-	50	50	2
II	23NMS001	NMS - I : Effective English : Language Proficiency for Employability	2	2	-	50	50	2
III	23BHM201	Core 3 - Food Production and Patisserie-II	5	3	25	75	100	4
III	23BHM202	Core 4- Food and Beverage Service-II	4	3	25	75	100	4
III	23BHMP01	Core Practical 1- Food Production and Patisserie -I	3	4	40	60	100	4
III	23BHMP02	Core Practical 2 - Food and Beverage Service –I	3	3	40	60	100	4
III	23BHMA02	Allied Practical 1– Front Desk Management	3	3	-	50	50	2
IV	23UFCA02	Foundation Course II : Value Education	2	2	-	50	50	2
		Total	30				700	28

SEMESTER III

I	23HMFR03	Language - III Hotel French III	3	3	25	75	100	4
II	23ENG003	English –III	3	3	25	75	100	4
III	23BHM301	Core 5 - Food Production and Patisserie-III	4	3	25	75	100	4
III	23BHM302	Core 6- Food and Beverage Service- III	3	3	25	75	100	4
III	23BHM303	Core 7- Bakery and Confectionery	3	3	25	75	100	4
III	23BHMP04	Core Practical 3 - Food Production and Patisserie -II	3	4	-	-	-	-
III	23BHMP05	Core Practical 4 - Food and Beverage Service - II	3	3	-	-	-	-
III	23BHMA03	Allied 3 - Housekeeping Management	3	3	25	75	100	4
IV	23BHMSB1	SBC - 1 Bakery and Confectionary	3	2	0	50	50	2
IV	23BTA001/ 23ATA001/	OEC 1: BT - 1/AT - 1	2	2	-	50	50	2
		Total	30				700	28

SEMESTER IV

I	23HMFR04	Language – IV Hotel French IV	3	3	25	75	100	4
II	23ENG004	English –IV	3	3	25	75	100	4
III	23BHM401	Core 8 - Food Production and Patisserie-IV	4	3	25	75	100	4
III	23BHM402	Core 9- Food and Beverage Service- IV	3	3	25	75	100	4
III	23BHMP04	Core Practical 3 - Food Production and Patisserie -II	3	4	40	60	100	4
III	23BHMP05	Core Practical 4 - Food and Beverage Service -II	3	3	40	60	100	4
III	23BHME01/02/03	Elective - I	2	3	25	75	100	4
III	23BHMA04	Allied 4 - Housekeeping Management Practical	3	3	-	50	50	2
IV	23BHMSB2	SBC - 2 Indian Sweets and Snacks	2	4	-	50	50	2
IV	23NMS002	NMS 2 - Practical : Computer Application in Hospitality Industry	2	2	-	50	50	2
IV	23BTA002/ 23ATA002/	OEC 2 : BT - 2/AT -2	2	2	-	50	50	2
		Total	30				900	36

SEMESTER V

III	23BHM501	Core 10 - Food Production and Patisserie-V	4	3	25	75	100	4
III	23BHM502	Core11- Food and Beverage Service- V	4	3	25	75	100	4

III	23BHM503	Core12- Food and Beverage Management	4	3	25	75	100	4
III	23BHMP07	Core Practical5 - Food Production and Patisserie -III	5	4	40	60	100	4
III	23BHMP08	Core Practical 6 - Food and Beverage Service -III	5	3	40	60	100	4
III	23BHME04	Elective - II	5	3	25	75	100	4
IV	23BHMSB3	SBC - 3 Garde Manger	3	4	0	50	50	2
Total			30				650	26
SEMESTER VI								
III	23NMS003	NMS 3–Project Based Learning : Industrial Exposure Training Report - Viva- Voce	-	3	50	50	100	4
V	23NSS001/ 23NCC001 23SPT001/ 23EXT001	SOC 1: NCC/NSS/Sports /Extension Activities			50		50	2
Total							150	06
Grand Total							3650	146

List of Skill Based Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	23BHMSB1	Practical - Bakery and Confectionary	2
2	IV	23BHMSB4	Practical - Indian Sweets and Snacks	2
3	V	23BHMSB3	Practical - Garde Manger	2

List of Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
Elective I				
1	IV	23BHME01	Food Service Facilities and Planning	4
2	IV	23BHME02	Fast Food Operations	4
3	IV	23BHME03	Food Safety Microbiology	4
Elective II				
4	V	23BHME04	Human Resource Management in Hospitality Industry	4
5	V	23BHME05	Hotel Law	4
6	V	23BHME06	Food Preservation	4

List of Open Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	23BTA001	Basic Tamil-I	2
2	III	23ATA001	Advanced Tamil-I	2
3	III/IV	23OEC002	Communicative English	2
4	III	23BCAOE1	PC Software	2

5	III	23BBAOE1	Multimedia and its Applications	2
6	III	23BACOE1	Multimedia and its Applications	2
7	III	23LATOE1	Principles of Healthy Living	2
8	III	23BCCOE1	Human Resource Management	2
9	III	23BCAOE2	Multi Media	2
10	III	23BCAOE3	E Business	2
11	III	23BSCOE1	Web Designing	2
12	IV	23BTA002	Basic Tamil-II	2
13	IV	23ATA002	Advanced Tamil-II	2
14	IV	23BCAOE4	Introduction to Information Security	2
15	IV	23BCSOE1	Banking Theory	2
16	IV	23BESOE1	Microprocessor and its Applications	2
17	IV	23BMAOE1	Mathematical Aptitude	2
18	IV	23BCTOE1	Office Automation Practical	2
19	IV	23BITOE1	Python Programming	2
20	IV	23BCDOE1	Introduction to Research	2
21	IV	23BVCOE2	Professional Communication	2
22	IV	23BCMOE1	Management Information System	2
23	III	23BAVOE1	Multimedia and its Applications	2

List of Extra Credit Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	23BHMEC1	Event management	2
2	IV	23BHMEC2	Computer Applications in Hospitality Industry (Theory)	2
3	V	23BHMEC3	Hotel Engineering and Maintenance	2

Summary of the Programme

Part	No.of Papers	Total Credits	Total Marks
I	4	16	400
II	4	14	350
II - Naan Mudhalvan Scheme	1	2	50
III - Core	12	48	1200
III - Core Practical	6	24	600
III - Allied	4	12	300
III - Elective	2	8	200

III –Skill Based Course	3	6	150
IV – Foundation Course	2	4	100
IV –OEC	2	4	100
IV – Naan Mudhalvan Scheme	1	2	50
III – Naan Mudhalvan Scheme	1	4	100
V -Extension Activities	-	2	50
Total	43	146	3650

VLB JANAKIAMMAL COLLEGE OF ARTS AND SCIENCE
Kovaipudur, Coimbatore 641046
Examination Regulations 2023-2024
Process of Examination and Assessment

Choice Based Credit System Blended with Outcome Based Education

1.0 Process of Examination and Assessment under CBCS Blended with OBE

1.1 The course of study in UG and PG programmes shall be based on the pattern of CBCS with continuous internal assessment (CIA) and comprehensive external examination (CEE) for each of the core/elective / allied/language/practical papers.

1.2 The odd semester classes shall commence in June / July and those of even semester in December. CEE shall be held at the end of the semester examination. The examination of the odd semester shall be scheduled in November/December and that of the even semester in April / May.

1.3 Each candidate in a UG programme shall earn a minimum of 140 credits, which include credits for language papers / ancillary / core / elective / practical papers and extension activities. Each candidate in a PG programme shall earn a minimum of 90 credits, which include credits for core / elective / supportive / practical papers.

1.4 There shall be a provision for earning additional credits by the candidates who opt for extra credit courses, viz., online SWAYAM/MOOC, value added and certificate courses each having at least 2 credits.

1.5 The extra credit courses shall not be considered for computing the CGPA (Cumulative Grade Point Average).

2.0 Components for Internal Assessment and Distribution of Marks for CIA and CEE

2.1 Tests, assignments and seminars shall be the components for continuous internal assessment. A maximum of 40 percent marks in the case of the total 50 / 75 / 100 marks and 50 percent marks in the case of the total 50 / 100 / 200 marks shall be allotted under continuous internal assessment in each theory paper offered by the Department.

2.2 The distribution of marks for CIA and CEE theory (core / elective / allied / SBC) subjects are as given under:

Paper	Maximum Marks	Marks for		Components for CIA		
		CIA	CEE	Tests	Attendance	Other*
Theory(Core/Allied/Elective/SBC)	50	0	50	-	-	-
Theory(Core/Allied/Elective/SBC)	75	25	50	15	5	5
Theory(Core/Allied/Elective/SBC)	100	25	75	15	5	5

*Components for 'others' may include the following:

Seminar, Class Participation, Case Studies Presentation, Field Work, Field Survey, Group Discussion, Term Paper, Workshop / Conference Participation, Presentation of Papers in Conferences, Quiz, Report/Content Writing, etc.

2.3 Seminar Split up

S.No	Seminar split up	Marks
1	Content	1
2	Flow of the presentation	2
3	Stage management and Body language	2
	Total	5

2.4. Attendance Break up

S.No	Attendance split up	Marks
1	65% to 74%	2
2	75% - 80%	3
3	81% - 90%	4
4	91% - 100%	5

2.5 The distribution of marks for CIA and CEE for practical (core / elective) subjects is as given under:

Paper	Maximum Marks	Marks for		Components for CIA		
		CIA	CEE	Tests	Observation Note	Record Note
Practical (Core/Allied/SBC)	50	0	50	-	-	-
Practical (Core/Allied/SBC)	75	25	50	15	5	5
Practical (Core/Allied/SBC)	100	40	60	30	5	5

2.6 The Distribution of Marks for CIA and CEE for project / dissertation is as given under:

Paper	Maximum Marks	Marks		
		CIA	CEE	
			Evaluation	Viva-voce
Project(Core)	100	50	30	20
Project(Core)	150	75	50	25
Project(Core)	200	100	60	40

2.7 External Marks for Core/Allied/SBC Practical: (Maximum 50)

Maximum Marks : 50		
S. No	Comprehensive Examination	Distribution of Marks
1	Observation & Record	10

2	Program – I	5
	Algorithm	10
	Coding	5
	Execution	Total (20)
3	Program – II	5
	Algorithm	10
	Coding	5
	Execution	Total (20)
Total		50

2.8 External Marks for Core/Allied Practical :(Maximum 60)

Maximum Marks : 60		
S. No	Comprehensive Examination	Distribution of Marks
1	Record	10
2	Program – I	05
	Algorithm	10
	Coding	10
	Execution	TOTAL (25)
3	Program – II	05
	Algorithm	10
	Coding	10
	Execution	TOTAL (25)
Total		60

2.9 Internal Marks for Practical (Maximum 40)

Maximum Marks : 40		
S. No	Comprehensive Examination	Distribution of Marks
1	Observation & Record	10
2	Test -1	15
	Test -2	15
Total		40

2.10 Internal Marks for Project Work(Maximum 50)

S.No	Internal Marks	Distribution of Marks
1	Review –I	15
2	Review –II	15
3	Documentation & Final Review	20
Total		50

2.11 Placement activities are included in addition to the NSS/NCC/Sports/Extension activities component. The mark distribution is:

S.No.	Component	Marks
a	NSS/NCC/Sports/External activities	10
b	Attending placement training	10
c	Attending the all placement drives	20
d	Receiving Offer Letter	10

	Total Marks	50
	Credits	2

For Continuous Internal Examinations, Model and Comprehensive Examination - Under Graduate Programme and Post Graduate Programme

Maximum Marks : 100 / Time 3.00 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×8=40)	Each question carries eight marks	Internal Choice
Section – C	(5×10=50)	Each question carries ten marks	Internal Choice
Maximum Marks : 75 / Time 3.00 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×5=25)	Each question carries five marks	Internal Choice
Section – C	(5×8=40)	Each question carries eight marks	Internal Choice
Maximum Marks : 50 / Time 3.00 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×3=15)	Each question carries three marks	Internal Choice
Section – C	(5×5=25)	Each question carries five marks	Internal Choice

SEMESTER – I

PART III – CORE 1: FOOD PRODUCTION AND PÂTISSERIE – I

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BHM101	Food Production and Patisserie – I	Core 1	35	13	0	4

Preamble: Enabling students to acquire theoretical knowledge in basic cookery, Kitchen organization Terms used food preparation, methods of mixing food and methods of cooking food.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To develop basic ethics and skills needed for kitchen course.	K2
CO2	To develop knowledge of kitchen hierarchy and inter departmental relationship.	K2
CO3	To acquire knowledge on terminologies used in methods of preparation.	K2
CO4	To understand the methods of cooking.	K2
CO5	To understand about the various cooking materials and their uses.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	L	L	M	M	L	S	S
CO2	M	S	L	L	L	M	M	M	L	M
CO3	S	S	L	L	S	M	L	L	S	M
CO4	S	S	L	L	S	L	M	M	S	S
CO5	L	L	M	L	S	L	M	S	L	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Cookery Culinary History- Development of the Culinary Art from the middle ages to modern cookery. Modern hotel kitchen, Nouvelle Cuisine, Cuisine Minceur, Aims and objective of cooking food. Levels of skills and experiences. Attitudes and behavior in the kitchen. Food Safety – Three main types of food Contamination (An Introduction). Importance of Personal hygiene. Uniform and protective clothing. Different equipment used in food production (Capital and Operational-Names only). Safety procedure in handling equipment.	10	https://youtu.be/59ZIVoqD9N0
II	Hierarchy of kitchen Department - Classical Kitchen Brigade – Duties and responsibilities of each staff. Coordination of kitchen with other departments. Meaning of Main and satellite kitchen. Layout of main kitchen, Commissary kitchen and Receiving area. Cooking fuels - Uses and advantages of different cooking fuels.	9	https://youtu.be/K3QUsa8cXWY
III	Preparation of Ingredients: Washing, Peeling and scraping, pairing, cutting (terms used in vegetable cutting, Julienne, Brunoise, Macedoine, Jardinière, Paysanne), grating, grinding, mashing, sieving, milling, steeping, centrifuging, emulsification, evaporation, homogenization. Combining and Mixing in the Preparation of Food: Beating, Blending, Cutting, Creaming, Folding, Kneading, marinating, Sealing, Stirring, Whipping, and Whisking. Mise en place meaning. Textures – Definition, Commonly found textures. Weighing and Measuring. Measurements used in the Kitchen: Ounces or Pound to Kilogram and Gram. Recipe Conversion: Increasing or Decreasing a recipe based on an Ingredients or Quantity Required.	10	https://youtu.be/8VBnaFhOEn8 https://youtu.be/liIOvl9BRNQ
IV	Methods of cooking food: Transference of heat to food by radiation, conduction and convection. Methods of cooking food: Boiling, Poaching, Stewing, Braising, Steaming, Baking, Roasting, Grilling, Broiling, Frying, Pot Roasting - Principles of each of the above, Care and precautions to be taken. Selection of food for each type of cooking. Molecular Gastronomy - Introduction. (Self-Study)	9	https://youtu.be/kNZi12OV9Xc
V	Classification of cooking materials and their uses: 1) Foundation ingredients - Meaning, action of heat on a) Carbohydrates. b) Fats c) Proteins d) Minerals e) vitamins. 2) Fats and oils – Meaning and examples of fats and oils. Hydrogenation of oils, uses of fats and oils, quality for shortenings, commonly used fats and oils, their sources and uses. 3) Raising agents – Functions of raising agents, Chemical, Biological, Mechanical raising agents and yeast. 4) Eggs – Uses of egg in cooking, characteristics of fresh eggs, deterioration of eggs, storage of eggs, egg preparation. 5) Salt – Uses. 6) Liquid –Water, stock, milk, and fruit juices, etc., uses of a liquid. 7) Flavorings and seasonings – Uses and examples. 8) Sweetening agents – Uses and examples. 9) Thickening agents.	10	https://youtu.be/FccOg9rVr-U
	Total	48	

Text Book:

1. Krishna Arora “Theory of cookery” 6th Edition” Frank brothers and Company.
2. Parvindar S. Bali “Food Production operation” 2009 Edition – Oxford University Press.

Reference Books:

1. Practical Cookery – Kinton. Ceserani—2019
2. Philip E. Thangam” Modern Cookery” (Vol-I) 5th Edition, Orient Longman, 2009.

Websites:

- https://kupdf.net/queue/the-new-larousse-gastronomique_58ef4fcddc0d60064fda984d_pdf?queue_id=-1&x=1637041033&z=MTAzLjE5NC4yNDIuMjQy

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – I

PART III – CORE 1: FOOD AND BEVERAGE SERVICE – I

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BHM102	Food and Beverage Service-I	Core 2	35	13	0	4
Preamble: Enabling students to acquire theoretical knowledge in Food and Beverage outlets, duties and responsibilities, menu planning and equipment used in service department.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To impart knowledge on basic ethics and relationship with in and out of catering industry of Food and Beverage personnel.					K4
CO2	To impart knowledge about staff organization and Food and Beverage outlets.					K2
CO3	To acquire knowledge on operational equipment.					K2
CO4	To develop knowledge about ancillary department and preparation of restaurant service.					K2
CO5	To develop menu knowledge.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	M	M	M	M	L	S	M
CO2	M	S	M	M	M	M	L	M	L	M
CO3	M	M	L	L	S	S	L	L	L	S
CO4	L	L	L	L	S	S	M	M	M	L
CO5	M	S	S	M	L	S	M	S	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to catering – Different types of catering establishments, Attributes of a waiter, Personal hygiene, punctuality, personality, attitude towards guests, appearance, salesmanship and sense of urgency.	10	https://youtu.be/2EqbC4aC5kc
II	Staff organization – The principle staff of different types of restaurants, duties and Responsibilities of restaurant staffs. Types of restaurants: overview and key characteristics of coffee shop, continental restaurants, Specialty restaurants, pubs, night clubs, discotheques, snack and milk bar.	10	https://www.youtube.com/watch?v=hE2UVvC4rKM
III	Operating equipment: Classification of crockery, cutlery, glassware, hollowware, and flatware. Special equipment – up keep and maintenance of equipment.	9	https://youtu.be/bO4d7V8Vcuo
IV	Ancillary departments: Pantry, still room, silver room, wash-up and hot-plate. Restaurant service: Mise en scene, Mise en place. Points to be remembered while laying a table. Do's and don'ts in a restaurant, Dummy waiter and its uses during service.	9	https://youtu.be/oC87bvnAO0
V	Different types of menu: Origin of menu, table d'hôte menu, a la carte menu, French classical Menu. Planning of simple menus; food and their usual accompaniments.	10	https://youtu.be/4kcigww0CEY
Total		48	
Text Book:			
<ol style="list-style-type: none"> 1. Food and Beverage Service – Dennis R.Lillicrap and John A. Cousins – ELBS - 2020 2. Food and Beverage Service Training Manual - Sudhir Andrews – Tata Mc Graw –Hill 3. Food and Beverage – R.Singaravelavan – Oxford University. 			
Reference Books:			
<ol style="list-style-type: none"> 1. The Waiter – John Fuller and A.J.Currie – Hutchinson. 2. Modern Restaurant Service. A manual for students and Practitioners – John Fuller – Hutchinson 			
Websites:			
<ul style="list-style-type: none"> • http://www.bareactslive.com/TN/tn112.html 			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – I

PART III –CORE PRACTICAL 1: FOOD PRODUCTION AND PATTISERIE – I

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BHMP01	Core Practical 1 - Food Production and Patisserie – I	Core Practical 1	12	0	60	-

Preamble: Imparting Professional skills in mise en place, stocks, soups and preparation of Indian and Continental menu.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To develop basic skills on handling equipment and basic kitchen etiquettes.	K2
CO2	To develop knowledge on identification of raw materials and knife handling skills.	K3
CO3	To develop basic knowledge on preparation of stocks and sauces	K2
CO4	To develop knowledge and skill in framing menu and preparation of basic Indian cuisine dishes.	K3
CO5	To develop knowledge and skill in framing menu and preparation of basic Continental cuisine dishes.	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	L	S	S	M	L	L	M
CO2	L	L	L	L	S	M	M	M	M	M
CO3	S	S	M	L	S	S	M	L	M	L
CO4	S	M	L	L	L	M	L	M	M	M
CO5	S	M	L	L	L	S	M	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	1. Demonstration <ol style="list-style-type: none"> 1. Equipment - Identification, Description, Uses and handling 2. Hygiene - Kitchen etiquettes, Practices and knife handling 3. Safety and security in kitchen 2. Demonstration <ol style="list-style-type: none"> 1. Identification of Raw materials. 2. Knife handling Skills. 3. Cuts - Julienne, Jardinière, Macedoine, Brunoise, Paysane, Mignonette, Dices, Cubes, Shred, Mirepoix, Bouquet garni. 4. Assorted sandwiches and canapés. 3. Demonstration. <ol style="list-style-type: none"> 1. Stock - White and Brown Stock 2. Vegetable Stock, 3. Chicken Stock, 4. Beef Stock and 5. Fish Stock 4. Demonstration <p>Sauces - Basic mother sauces and two derivatives each.</p> <ol style="list-style-type: none"> 1. Béchamel 2. Espagnole 3. Veloute 4. Hollandaise 5. Tomato 6. Mayonnaise 5. Menu's (Indian cuisine) to be framed with the following (Five dishes/menu) <ol style="list-style-type: none"> 1. Rice (or) Roti (Indian Breads) 2. Egg / Fish 3. Lamb / Mutton / Chicken 4. Legumes / Dals 5. Raitas / Cucumbers 6. Indian Sweets 6. Menu's (Continental/European cuisine) to be framed with the following (Five dishes/menu) <ol style="list-style-type: none"> 1. Salads / Soup 2. Egg / Fish / Pasta 3. Main course comprising – Lamb / Mutton / Chicken 4. Potato preparations (compulsory) 5. Legumes (boiled / steamed / cooked in butter) 6. Savory 7. Continental sweets (Dessert/Pastries) Hot / Cold 	72	https://youtu.be/8VBnaFhOEn8 https://www.youtube.com/watch?v=UIUzQ2VSV3Q https://youtu.be/IDH42kx F-X0 https://youtu.be/mBT5O3OXXkY https://www.youtube.com/watch?v=x1oiG2mWnA https://www.youtube.com/watch?v=ck9qdj_d_4s
	Total	72	

Text Book:

1. Modern cookery VOL-I and II Thangam E Philip.

Reference Books:

1. Food Production Operation – Parvinder Bali, Oxford Publications 2015.
2. Practical Cookery – Kinton. Ceserani--2019

Websites:

- <https://india.oup.com/product/food-production-operations-9780199450510>

Learning Methods (*):

Practical classes/observation/lecture

SEMESTER I

PART III - CORE PRACTICAL 2: FOOD AND BEVERAGE SERVICE – I

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BHMP02	Core Practical 2 - Food and Beverage Service – I	Core	12	-	60	-

Preamble: Imparting Professional skills in basic Food and Beverage Service.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To acquire knowledge and apply skills required for handling operational equipment and tools by food service personnel.	K2
CO2	To acquire knowledge on compiling and allocation of menu	K2
CO3	To develop skill on service of various courses of menu.	K3
CO4	To demonstrate skill in handling guest related service.	K5
CO5	To demonstrate the proper cover laying of presentation of bills.	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	L	S	M	L	M	L	M
CO2	M	M	L	L	S	M	S	S	M	S
CO3	M	S	L	L	M	S	M	M	L	M
CO4	L	S	L	L	M	M	S	M	S	M
CO5	S	M	L	L	S	M	S	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	1. Appraising and drawing of cutlery, crockery, glassware and miscellaneous equipment. 2. Serviette folds. 3. Laying and relaying of table cloths. 4. Cleaning and polishing / wiping of cutlery, crockery and glassware. 5. Carrying a light tray. 6. Carrying a heavy tray. 7. Carrying glasses. 8. Handling cutlery and crockery. 9. Manipulating service spoon and fork. 10. Service of water. 11. Arrangement of sideboard. 12. Table d'hôte cover laying. 13. A la carte cover laying. 14. Practice of simple menu compilation. 15. Receiving the guests, presenting the menu, taking orders. 16. Service of Hors d'oeuvre. 17. Service of soup, fish, and pastas. 18. Service of main course. 19. Service of salads. 20. Service of sweet. 21. Service of Cheese. 22. Service of non – alcoholic drinks, tea, and coffee. 23. Continental breakfast cover and tray set up.(Only Demonstration) 24. English breakfast cover and tray set up.(Only Demonstration) 25. Taking orders through telephone for room service. 26. Changing ashtray during service. 27. Presenting the bill.	72	https://youtu.be/i2zaxg_cKOc https://youtu.be/dQxRV8D_0II https://youtu.be/nX4d1xYeNgU https://youtu.be/tHymwFDdrl https://www.youtube.com/watch?v=d7qcUZebkzc
	Total	72	
Text Book: <ol style="list-style-type: none"> Book A. Food and Beverage Service – Dennis R. Lillicrap and John A. Cousins – ELBS 2020 Book B. Sudhir Andrews “Food and Beverage Service Training Manual” Tata McGraw-Hill Publishers – 2013 			
Reference Books: <ol style="list-style-type: none"> Food and Beverage – R.Singaravelavan – Oxford University Press. 			
Website: <ul style="list-style-type: none"> https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_tutorial.pdf 			
Learning Methods (*): Practical classes/observation/lecture			

SEMESTER – I

PART III - ALLIED 1: FRONT OFFICE OPERATION

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BHMA01	Front Office Operation	Allied 1	35	13	0	4
Preamble: This course aims to establish the important role of Front office and its personnel within the Hospitality Industry.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To develop knowledge on types of hotels, rooms, and guest. Understand the attributes of the front office staff.					K4
CO2	To acquire knowledge of reservations and front office equipment used, protocols and procedures in reservations.					K2
CO3	To acquire knowledge on various checkout procedures, types of account settlement and occupancy.					K2
CO4	To develop understanding on Guest relation and social skills and Lobby hierchay and duties.					K2
CO5	To acquire knowledge on various Front office accounting Systems, guest account cycle and forecasting and its formats.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	M	M	M	M	M	M	M
CO2	M	L	L	L	M	M	L	L	M	M
CO3	M	L	M	L	S	S	M	L	L	L
CO4	M	L	M	L	M	L	S	M	L	M
CO5	L	M	L	L	M	L	M	M	M	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to the hotel industry. Classification of hotels as per location, size, clientele, length of stay. Types of hotels. Room Rates – room rate, rack rate, corporate rate, commercial rate, airline rate, group rate, crib rate, and package plan rate, back to back rate, series rate, government rate, weekend rate, half- day charges. Meal plans – EP, CP, AP, and MAP. Types of hotel guests – pleasure travelers, DFIT, FFIT, CVGR, GIT, SIT, incentive tours, back to back series tours, business travelers. The front office department – Functions and sections and layout of front office department. Organization chart of a front office department (large, medium and small). Attributes and skills of front office staff. Duties of front office personnel – Reservationists, Receptionist, Information Assistant, front office cashier, Bell captain, Bell boy, concierge, Telephone Operator, Guest relations executive, front office manager, lobby manager, Business center coordinator, Night auditor. Co-ordination between front office departments with other departments.	10	https://www.youtube.com/watch?v=h8th5dURqWc
II	Equipment used in front office - information rack, alphabetical rack, mail and key rack, computers, billing machines, folio well, Log book. Guest cycle- Reservation - functions of a reservation system, types of reservation – Guaranteed, non – guaranteed, advanced and confirmed. Modes of Reservation enquiry, sources of reservation. The reservation process - importance of reservation, Reservation maintenance – Guaranteed reservation, non- guaranteed reservation, credit card guaranteed, advance deposit, other guaranteed reservations, over- booking, no- shows, group reservations- special details. Registration - Basic check – in procedure– pre – registration, registration records.	10	https://www.youtube.com/watch?v=tR8koWF3s2E
III	Check –out procedures- Methods of account settlements-allowances, paid – outs. Creating a good lasting impression. Updating front office records (room status/ room rack, arrival/ departure register, guest history cards, departure intimation notice). Calculation of house count, room count, percentage of single occupancy, percentage of double occupancy.	09	https://www.youtube.com/watch?v=-Oh0reNPV5A
IV	Guest relation and social skills: The role of Guest relations officer; types of guest problems; Skills necessary for dealing with problems; solving problems; handling complaints; course of action to take when handling problems; follow up action; telephone handling skills. Information/ bell desk / concierge Functions of the information department; handling guest mail and messages; registered and insured mail. Lobby hierarchy; duties of the bell desk; luggage handling; running errands; vending stamps; scanty baggage.	10	https://www.youtube.com/watch?v=RPCfrkEirYM
V	Functions of front office accounting systems: Guest accounting cycle; the checkout procedure; Credit control: Meaning; hotel credit control policy; credit control measures required when receiving reservations; credit control measures at check-ins; credit control measures after guest departure; preventing walk-outs. Cash settlement – local currency, foreign currency, travelers cheque, personal cheque, bank credit cards; credit settlement; settlement of corporate account; travel agents vouchers.	09	https://www.youtube.com/watch?v=-Oh0reNPV5A
	Total	48	

Text Book:

1. S.K Bhatnagar “Front Office Management” Frank Bros. & Co. Ltd - 2017
2. Hotel Front Office Operations and Management- Jatashankar R.Tewari – Oxford University Press. Edition 2016

Reference Books:

1. Hotel Front Office Operations and Management- Jatashankar R.Tewari – Oxford University Press. Edition 2016
2. SK Kaushal, SN Gautam“ Accommodation Operation Management” Frank Bros. & Co
3. “Principles of Hotel Front Office Management, Pam Shiver and Sue Baker.

Websites:

- <http://www.bareactslive.com/TN/tn112.html>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – II

PART III – CORE 3: FOOD PRODUCTION AND PATISSERIE – II

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BHM201	Food Production and Patisserie – II	Core 3	48	12	-	4

Preamble: To enable the students to learn the skills necessary in Front office operations.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To acquire knowledge on vegetable cookery.	K2
CO2	To develop knowledge on dairy products.	K4
CO3	To understand about fish and meat cookery.	K2
CO4	To understand about various basic starters and sauces.	K2
CO5	To understand about Indian masalas and modern garnishes.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	L	M	M	S	S	M	S	M	S
CO2	L	M	M	L	M	M	M	S	M	M
CO3	M	M	M	M	S	S	M	S	M	S
CO4	M	L	L	M	M	M	L	M	S	M
CO5	L	M	M	L	S	S	M	S	M	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	BASIC PRINCIPLES OF FOOD PRODUCTION <ul style="list-style-type: none"> ➤ Fruit Cookery - Introduction, Classification of fruits, Uses of fruit in cookery ➤ Rice, Cereals & Pulses - Introduction, Classification and identification, Cooking of rice, cereals and pulses, Varieties of rice and other cereals ➤ Pasta - Introduction, types of pasta & method of preparation. 	12	https://www.youtube.com/watch?v=2RR1ckNJMRw
II	BASIC FOOD COMMODITIES <ul style="list-style-type: none"> ➤ Milk- Introduction, Processing of Milk, Pasteurization – Homogenization, Types of Milk - Skimmed and Condensed. ➤ Cream- Introduction, Processing of Cream, Types of Cream. ➤ Cheese- Introduction, Processing of Cheese, Types of Cheese, Classification of Cheese, Curing of Cheese and Uses of Cheese. ➤ Butter- Introduction, Processing of Butter, Types of Butter. 	12	https://www.youtube.com/watch?v=X0bHvkK1i9M
III	FISH AND MEAT COOKERY <ul style="list-style-type: none"> ➤ Fish - Classification, selection, cuts of fish and cooking methods. ➤ Poultry and Game - Classification, selection, cuts of poultry and cooking methods. ➤ Pork - selection cuts of pork and cooking methods. ➤ Lamb/Mutton - selection cuts of lamb/ mutton and cooking methods. ➤ Beef - selection cuts of beef and cooking methods. 	12	https://www.youtube.com/watch?v=Zzk5j4LFHV0
IV	STOCKS, SAUCES AND SOUPS <ul style="list-style-type: none"> ➤ Stocks - Classification of stocks, Basic recipes. ➤ Sauce - Classification of Sauces, Recipes of sauces, Mother sauces with two derivatives each. ➤ Soups - Classification of soups, Basic recipes, Garnishes and accompaniments. 	12	https://www.youtube.com/watch?v=656bf96qPxQ
V	MASALAS <ul style="list-style-type: none"> ➤ Masalas - Blending of spices and concept of masalas. ➤ Different masalas used in Indian cookery - Wet masalas - Dry masalas. ➤ Composition of different masalas. ➤ Varieties of masalas available in regional areas. ➤ Types of paste used in Indian Kitchen. 	12	https://www.youtube.com/watch?v=351cyUxgQWA
Total		60	

Text Book:

1. Krishna Arora “Theory of cookery” 6th Edition” Frank brothers & Company.
2. Parvindar S. Bali “Food Production operation” 2009 Edition – Oxford University Press

Reference Books:

1. Thangam E Philip.” Modern Cookery” (Vol-I) 5th Edition, Orient Longman, 2009.

Websites:

- <https://www.studocu.com/ph/document/sti-college/basic-food-production-101/basic-principles-of-food-production/30087571>
- <https://meatscience.org/TheMeatWeEat/topics/meat-safety/meat-cookery>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – II

PART III – CORE 4: FOOD AND BEVERAGE SERVICE – II

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BHM202	Food and Beverage Service-II	Core 4	36	12	-	4
Preamble: Enabling students to acquire theoretical knowledge in breakfast, types of service, and control systems.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To understand about breakfast services.					K2
CO2	To recognize different styles of services.					K4
CO3	To acquire knowledge about non alcoholic beverages.					K2
CO4	To understand about billing and checking and tobacco.					K2
CO5	To acquire knowledge about cheese and sweet courses service procedure.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	L	M	M	S	S	M	S	M	M
CO2	M	M	M	M	S	S	M	S	M	M
CO3	L	M	L	M	M	S	L	S	M	L
CO4	L	M	M	L	S	M	M	M	L	M
CO5	M	L	L	M	S	S	L	S	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	BREAKFAST <ul style="list-style-type: none"> ➤ Breakfast - Types, menu for Continental and English breakfast. ➤ Terms used in Continental Breakfast. ➤ Cover laying and order of service for Continental and English breakfast. ➤ Order taking procedures - In-person, telephone and door hangers. 	10	https://www.youtube.com/watch?v=kkPG0UD2xis
II	SERVICE METHODS <ul style="list-style-type: none"> ➤ Types of service and different styles of service. ➤ Factors influencing styles of service. ➤ Advantages and disadvantages of different styles of service. ➤ Styles of service often implemented these days. 	9	https://www.youtube.com/watch?v=hEYwlcDoj8
III	NON-ALCOHOLIC BEVERAGES <ul style="list-style-type: none"> ➤ Classification of Non-alcoholic beverages ➤ Tea - Producing countries, types, method of making, service of Tea ➤ Coffee - Producing countries, types, method of making, characteristics of Good Coffee, faults in Coffee and service of Coffee. ➤ Soft beverages - Juices, Squashes, Syrups, Water and Aerated beverages. 	10	https://www.youtube.com/watch?v=R3cBzCl24bA
IV	BILLING AND CONTROL <ul style="list-style-type: none"> ➤ Billing and Control - Introduction to checking systems. ➤ Types of checking - Duplicate and triplicate system. ➤ Special checks - Suivant / Follow on, Supplement, Retour, Accident. ➤ The Bill - methods of making bill and settling the account. 	9	https://www.youtube.com/watch?v=GgzTmHZbRNg
V	SWEETS, CHEESE, SAVOURIES & DESSERT <ul style="list-style-type: none"> ➤ Sweets - Meaning of bavoroise, mousse, flan, soufflé, custard and jellies ➤ Cheese - Types and characteristics, cover and its accompaniments and service of cheese ➤ Savory - Types, example for each type, accompaniments and service ➤ Dessert - Meaning , cover, accompaniments and service 	10	https://youtu.be/QKae1k1BDdA
Total		48	
Text Book:			
<ol style="list-style-type: none"> 1. Food and Beverage Service – Dennis R. Lillicrap and John A. Cousins – ELBS. 2. Food and Beverage Service Training Manual - Sudhir Andrews – Tata McGraw-Hill. 3. Food and Beverage – R.Singaravelavan – Oxford University. 			
Reference Books:			
<ol style="list-style-type: none"> 1. Modern Restaurant Service, A manual for students and Practitioners – John Fuller – Hutchinson. 			
Websites:			
<ul style="list-style-type: none"> • https://www.worldcat.org/title/modern-restaurant-service-a-manual-for-students-and-practitioners/oclc/10565336 			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – II

PART III – ALLIED PRACTICAL 1: FRONT DESK MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BHMA02	Front Desk Management	Allied Practical 1	-	-	36	2
Preamble: To enable the students to learn the skills necessary in Front desk management.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement		Blooms Taxonomy knowledge level			
CO1	To develop knowledge on types of hotels, rooms, and guest. Understand the attributes of the front office staff.		K1			
CO2	To acquire knowledge of reservations and front office equipment used , protocols and procedures in reservations		K3			
CO3	To acquire knowledge on various checkout procedures , types of account settlement and occupancy		K2			
CO4	To develop understanding on Guest relation and social skills and Lobby hierarchy and duties		K4			
CO5	To acquire knowledge on various Front office accounting Systems, guest account cycle and forecasting and its formats.		K4			

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	M	S	L	S
CO2	S	M	M	L	S	M	M	S	L	S
CO3	M	L	L	L	S	S	L	M	L	M
CO4	S	M	M	M	S	S	M	S	M	S
CO5	M	M	L	M	M	S	M	S	M	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
	<ol style="list-style-type: none">1. Familiarization of Front Office Equipment's.2. Basic Check in & Check out procedures.3. Preparation of Reservation form, C – Form and G.R.C4. Preparation of guest history card.5. Taking Reservation, cancellation & amendments6. Situation handlings.7. Telephone Etiquettes.8. Handling Guest Complaints.9. Escorting the guest, Room orientation.10. Role play of the following staffs Doorman, Bellboy, Receptionist, Information assistant.11. Front office procedures- scanty baggage, wakeup call procedures, left luggage procedures.	36	https://youtu.be/m3oTx5KHGs
	Total	36	
Text Book: Front Office training Manual - Sudhir Andrews			
Reference Books: Front Office Management by Bhatnagar.S.K, Frank Brothers.			
Websites: <ul style="list-style-type: none">• https://www.galgotiasuniversity.edu.in/pdfs/SOH-2020.pdf			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

**VLB JANAKIAMMAL COLLEGE OF ARTS AND SCIENCE: AUTONOMOUS
DEPARTMENT OF CATERING SCIENCE AND HOTEL MANAGEMENT
Regulations for B.Sc Catering Science and Hotel Management
(Effective from the academic year 2022-2023 onwards)**

Introduction:

The Department of Catering Science and Hotel Management started the UG Programme in B.Sc Catering Science and Hotel Management in 1995.

Objective:

- To be a leader in the development of professionals, keeping abreast with the latest development.
- To be proactive with the industry to address the need of highly skilled manpower.
- Provide a platform for exchanging ideas and information between Industry and students.
- Demonstrate specific competence in a variety of operational aspects, adopt innovative teaching methods and plan progressive education.
- To train for both practical and theoretical knowledge of every phase within the hospitality industry.

Eligibility: UG Programme

A pass in Higher Secondary Examination conducted by Tamilnadu or an equivalent examination,

Duration of UG Programme

The course shall extend over a period of three years comprising of six semesters, with two semesters per year. There shall not be less than ninety instructional days during each semester. Examination shall be conducted at the end of each semester for the respective subject.

Vision

- To develop individuals with multifaceted personality into industry - oriented specialists.

Mission:

- To develop creative attitude, techniques and skills.
- To impart high standard of professional knowledge and practice.
- To nurture individual professional competence to suit the dynamically growing hospitality sector.

Programme Outcome:

After the completion of the under graduate programme in Bachelor of Science (B.Sc Degree), the graduates will be able to

PO1: To demonstrate high standards with regard to performance in the hotel industry adopting value-based and ethical practices.

PO2: To improve every individual's ability for creativity and innovation.

PO3: To understand their moral, social, and human obligations to society.

PO4: To demonstrate community involvement.

PO5: Understand the fundamentals of Hospitality Industry, Food production operations, Food and Beverage Service, Housekeeping and Front office operations.

PO6: Apply professional skills required for the Hospitality Industry.

PO7: Utilize knowledge acquired for superior performance and value to customers.

PO8: Obtain operational and supervisory positions within the Hospitality sector such as Hotels, Resorts, Cruise lines, Restaurants and Catering establishments.

PO9: To run their own business entity.

PO10: Understand the techniques of advanced technologies used in hotel industry.

Programme Specific Outcome:

B.Sc Catering Science and Hotel Management

PSO1: To acquire knowledge in the hospitality domain to excel in professional career and social life.

PSO2: To adapt to evolving changes in real time professional career.

PSO3: To demonstrate professional competence in the operational areas of the Hospitality Industry.

PSO4: To understand the functions of non-core departments like accounts, human resource, etc.

PSO5: To utilize the acquired knowledge to manage and evaluate functional systems in hospitality industry.

B.Sc Catering Science and Hotel Management
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2022-2023 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	22HMFR01	Language – I Hotel French I	5	3	50	50	100	3
II	22ENG001	English –I	5	3	50	50	100	3
III	22BHM101	Core 1- Food Production and Patisserie-I	3	3	50	50	100	3
III	22BHM102	Core 2- Food and Beverage Service-I	3	3	50	50	100	3
III	22BHM103	Core 3- Front Office Operation	3	3	50	50	100	3
III	22BHMP01	Core Practical1- Food Production and Patisserie -I	3	4	-	-	-	-
III	22BHMP02	Core Practical2- Food and Beverage Service -I	3	3	-	-	-	-
III	22BHMA01	Allied 1 : Hospitality Personnel Development	3	3	50	50	100	4
IV	22UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				650	21
SEMESTER II								
I	22HMFR02	Language –II Hotel French II	5	3	50	50	100	3
II	22ENG002	English – II	5	3	50	50	100	3
III	22BHM201	Core 4 - Food Production and Patisserie-II	3	3	50	50	100	3
III	22BHM202	Core 5- Food and Beverage Service-II	3	3	50	50	100	3
III	22BHMP01	Core Practical 1- Food Production and Patisserie -I	3	4	50	50	100	4
III	22BHMP02	Core Practical 2 - Food and Beverage Service -I	3	3	50	50	100	4
III	22BHMP03	Core Practical 3 – Front Office Operation	3	3	-	50	50	3
III	22BHMA02	Allied - 2 - Practical's - Computer Applications in Hospitality Industry	3	3	50	50	100	4
IV	22UFCA02	Foundation Course II : Value Education	2	2	-	50	50	2
		Total	30				800	29
SEMESTER III								

I	22HMFR03	Language – III Hotel French III	3	3	50	50	100	2
II	22ENG003	English –III	3	3	50	50	100	2
III	22BHM301	Core 6 - Food Production and Patisserie-III	3	3	50	50	100	3
III	22BHM302	Core 7- Food and Beverage Service-III	3	3	50	50	100	3
III	22BHM303	Core 8- Housekeeping Management	2	3	50	50	100	3
III	22BHM304	Core 9 - Bakery and Confectionery	3	3	50	50	100	3
III	22BHMP04	Core Practical 4 - Food Production and Patisserie -II	3	4	-	-	-	-
III	22BHMP05	Core Practical 5 - Food and Beverage Service -II	3	3	-	-	-	-
III	22BHMA03	Allied 3 - Hotel Accounting	3	3	50	50	100	4
III	22BHMSB1/ 22BHMSB2	SBC - I Bakery and Confectionary/ Cake Icing and Decoration	3	4	30	45	75	3
IV	22BTA001/ 22ATA001/	OEC 1: BT – 1/AT - 1	2	2	-	50	50	2
		Total	31				825	25
SEMESTER IV								
I	22HMFR04	Language - IV Hotel French IV	3	3	50	50	100	2
II	22ENG004	English - IV	3	3	50	50	100	2
III	22BHM401	Core 10 - Food Production and Patisserie-IV	3	3	50	50	100	4
III	22BHM402	Core11- Food and Beverage Service-IV	3	3	50	50	100	4
III	22BHMP04	Core Practical 4 - Food Production and Patisserie -II	3	4	50	50	100	4
III	22BHMP05	Core Practical 5 - Food and Beverage Service -II	3	3	50	50	100	4
III	22BHMP06	Core Practical 6 - Housekeeping Management	3	3	-	50	50	3
III	22BHME01/02/03	Elective - I	3	3	50	50	100	4
III	22BHMA04	Allied 4 - Travel and Tourism	2	3	50	50	100	4
III	22BHMSB3/ 22BHMSB4	SBC - 2 –Essential of Larder Kitchen/ Bar Management	3	4	30	45	75	3
IV	22BTA002/ 22ATA002/	OEC 2 : BT - 2/AT -2	2	2	-	50	50	2
		Total	31				975	36
SEMESTER V								
III	22BHM501	Core 12 - Food Production and Patisserie-V	5	3	50	50	100	4
III	22BHM502	Core13- Food and Beverage Service-V	4	3	50	50	100	4
III	22BHM503	Core14- Food and Beverage Management	4	3	50	50	100	3
III	22BHMP07	Core Practical 7 - Food Production and Patisserie -III	6	4	50	50	100	4
III	22BHMP08	Core Practical 8 - Food and Beverage Service -III	6	3	50	50	100	4
III	22BHME04	Elective - II	5	3	50	50	100	4

		Total	30			600	23	
SEMESTER VI								
III	22BHMPR1	Core - 15 - Industrial Exposure Training Report - Viva- Voce	-	3	50	50	100	12
V	22NSS001/ 22NCC001 22SPT001/ 22EXT001	SOC 1: NCC/NSS/Sports /Extension Activities			50		50	2
		Total					150	14
Total						4000	148	

List of Skill Based Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	22BHMSB1	Practical - Bakery and Confectionary	3
2	III	22BHMSB2	Practical - Cake Icing and Decoration	3
3	IV	22BHMSB3	Practical – Essential of Larder Kitchen	3
4	IV	22BHMSB4	Practical – Bar Management	3

List of Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
Elective I				
1	IV	22BHME01	Basic Food Safety Standard	4
2	IV	22BHME02	Fast Food Operations	4
3	IV	22BHME03	Personality Quality Development	4
Elective II				
4	V	22BHME04	Human Resource Management in Hospitality Industry	4
5	V	22BHME05	Hotel Law	4
6	V	22BHME06	Food Preservation	4

List of Open Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	22BTA001	Basic Tamil-I	2
2	III	22ATA001	Advanced Tamil-I	2
3	III/IV	22OEC002	Communicative English	2
4	III	22BCAOE1	PC Software	2

5	III	22BBAOE1	Multimedia and its Applications	2
6	III	22BACOE1	Multimedia and its Applications	2
7	III	22LATOE1	Principles of Healthy Living	2
8	III	22BCCOE1	Human Resource Management	2
9	III	22BCAOE2	Multi Media	2
10	III	22BCAOE3	E Business	2
11	III	22BSCOE1	Web Designing	2
12	IV	22BTA002	Basic Tamil-II	2
13	IV	22ATA002	Advanced Tamil-II	2
14	IV	22BCAOE4	Introduction to Information Security	2
15	IV	22BCSOE1	Banking Theory	2
16	IV	22BESOE1	Microprocessor and its Applications	2
17	IV	22BMAOE1	Mathematical Aptitude	2
18	IV	22BCTOE1	Office Automation Practical	2
19	IV	22BITOE1	Python Programming	2
20	IV	22BCDOE1	Introduction to Research	2
21	IV	22BVCOE2	Professional Communication	2
22	IV	22BCMOE1	Management Information System	2

List of Extra Credit Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	22BHMEC1	Event management	2
2	IV	22BHMEC2	Computer Applications in Hospitality Industry (Theory)	2
3	V	22BHMEC3	Hotel Engineering and Maintenance	2

Summary of the Programme

Part	No.of Papers	Total Credits	Total Marks
I	4	10	400
II	4	10	400
III - Core	15	52	1500
III - Core Practical	8	36	700
III - Allied	4	16	400
III - Elective	2	8	200
III - Skill Based Course	2	6	150
IV - Foundation Course	2	4	100
IV - OEC	2	4	100
V -Extension Activities	-	2	50
Total	43	148	4000

**Regulations for B.Sc. Catering Science and Hotel Management
(Effective from the academic year 2022-2023 onwards)**

1. Distribution of Marks for Continuous Internal Assessment (CIA) and Comprehensive External Examinations(CEE)

Paper	Maximum Marks	Marks for		Components for CIA			
		CIA	CEE	Tests	Attendance	Seminar	Other*
Theory(Core/Allied/Elective/SBC)	50	25	25	10	5	5	5
Theory(Core/Allied/Elective/SBC)	75	30	45	15	5	5	5
Theory(Core/Allied/Elective/SBC)	100	50	50	30	10	5	5

* Components for others may include the following:

Class Participation, Case Studies Presentation. Field Work, Field Survey, Group Discussion, Term Paper, Workshop/ Conference Participation, Presentation of Papers in Conferences, Quiz, Report/ Content Writing, etc...

2. Distribution of Marks for Continuous Internal Assessment (CIA) and Comprehensive External Examinations (CEE)

Paper	Maximum Marks	Marks for		Components for CIA		
		CIA	CEE	Tests	Observation Note	Record Note
Practical (Core/Allied/SBC)	50	25	25	15	5	5
Practical (Core/Allied/SBC)	75	30	45	20	5	5
Practical (Core/Allied/SBC)	100	50	50	30	5	15

3. Distribution of Marks for Continuous Internal Assessment (CIA) and Comprehensive External Examinations (CEE)

Paper	Maximum Marks	Marks		
		CIA	CEE	
			Evaluation	Viva-voce
Project(Core)	100	50	30	20
Project(Core)	150	60	60	30
Project(Core)	200	100	60	40

4. Seminar Split up

S.NO	Seminar split up	Marks
1	Content	1
2	Flow of the presentation	2
3	Stage management and Body language	2
	Total	5

5. Attendance Break up

S.NO	Attendance split up	Marks
1	65% to 74%	4
2	75% - 80%	6
3	81% - 90%	8
4	91% - 100%	10

6. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations should submit Bonafide Record Note Books prescribed for practical examinations, Otherwise the candidate shall not be permitted to appear for the Practical Examinations.

7. Conduct of Practical Examinations:

Practical examinations shall be conducted with one internal examiner and one external examiner and the question paper for practical examination shall be set by both Internal and External examiners.

8. Pattern of Question Paper

For Continuous Internal Examinations - Under Graduate Programme and Post Graduate Programme

Maximum Marks : 100 / Time 3.00 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×8=40)	Each question carries eight marks	Internal Choice
Section – C	(5×10=50)	Each question carries ten marks	Internal Choice
Maximum Marks : 50 / Time 3.00 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×3=15)	Each question carries three marks	Internal Choice
Section – C	(5×5=25)	Each question carries five marks	Internal Choice
Maximum Marks : 45 / Time 3.00 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×2=10)	Each question carries two marks	Internal Choice
Section – C	(5×5=25)	Each question carries five marks	Internal Choice
Maximum Marks : 25 / Time 1.30 Hrs			
Section – A	(5×1=5)	Each question carries one mark	Five Multiple Choice Questions
Section – B	(5×4=20)	Each question carries four marks	Internal Choice

Note:

1. The questions should be numbered continuously running through the Sections A, B and C.
2. Questions should be evenly distributed among the unit in the syllabus in all the sections of the Question paper
3. While framing questions with internal choice the questions must be identified as (a) or (b). (e.g. 6. a or b). Further, the internal choice must be from the same unit.
4. The Controller of the Examinations shall arrange for the setting of question papers on the basis the syllabus and the pattern of question paper duly certified by the Chairpersons of the respective Board of Studies

SEMESTER – III

PART III – CORE 6: FOOD PRODUCTION AND PÂTISSERIE - III

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHM301	Food Production And Patisserie - III	Core 6	25	11	-	3

Preamble: Enabling students to acquire theoretical knowledge about Indian cookery, Quantity cooking, basic gravies and regional cookery.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To acquire knowledge about Indian Spices, Quantity cooking, Institutional and Industrial Catering.	K4
CO2	To understand the Learning about Indian Breakfast dishes, basic gravies, Indian and Pulao.	K2
CO3	To understand and learn about Learning the regional cuisines of South India, Ingredients, characteristics, Festival dishes of India.	K2
CO4	To acquire knowledge about other regional cuisines of India Ingredients, characteristics, Festival dishes of India	K2
CO5	To acquire knowledge about on Tandoor cooking, Ingredients and Marinations.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	M	L	M	L	M	M	M
CO2	L	S	L	M	M	S	M	S	S	M
CO3	L	M	L	M	M	M	M	M	S	M
CO4	L	S	L	L	M	S	M	M	S	S
CO5	M	L	L	M	M	M	M	M	M	M

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	CONDIMENTS AND SPICES: Introduction to spices used in Indian Cookery - Role of spices in Indian cookery. Quantity food production equipment (Names only), Selection of Kitchen equipment (Suitability, Appearance, Durability and Cost factors only) .Comparison of Institutional and Industrial Catering-Types of establishments (Names only). Outdoor catering work flow- Collection of data - Internal communication – Planning – Checklist for outdoor catering.	07	https://youtu.be/2EqbC4aC5kc
II	INDIAN BREAKFAST PREPARATION – Dosa, Idiyappam, Idly - Recipes. Basic Indian gravies - white, yellow, Red Gravy, Chettinadu, Green gravy and their recipes, dishes prepared from the above gravies (Names Only). Indian breads- Naan, roti, Parathas, Maki roti and their recipes. Indian rice cooking methods. Objectives of Dum cooking – Pulao, Biryani Examples (Names Only).	08	https://www.youtube.com/watch?v=CUccE4U8TCw
III	REGIONAL CUISINES OF SOUTH INDIA – Kerala-Ingredients, characteristics, Festival dishes, Karnataka-Ingredients, characteristics, Festival dishes. Andhra Pradesh-Ingredients, characteristics Festival dishes, Tamil Nadu-Ingredients, characteristics, Festival dishes. (All dishes names only).	07	https://youtu.be/bO4d7V8Vcuo
IV	REGIONAL CUISINES OF INDIA - Maharashtra-Ingredients, characteristics, festival dishes. Punjab- Ingredients, characteristics. Festival dishes, Kashmir-Ingredients, characteristics, dishes. Bengal-Ingredients, characteristics, Goa-Ingredients, characteristics, Festival dishes. (All dishes names only).	07	https://youtu.be/oC87bvnAO0
V	INTRODUCTION TO TANDOOR COOKING - Types of tandoor pot, seasoning of Tandoori pot. Types of Tandoori marination - Curd based, Cream based and Water based (Only Ingredients used for each) – Coloring agents used in Tandoori preparations – Thickening agents used in tandoor preparations, Tenderizing agents used in tandoor preparations. Flavorings, Spices and Aromatic agents used (Examples of any five ingredients). Names of Tandoori dishes (Tandoori Chicken, Chicken Tikka, Boti Kebab, Hariyali Chicken).	07	https://youtu.be/4kcigwwoCEY
	Total	36	

Text Book:

1. Quantity Food Production Operations and Indian Cuisine – Parvindar S.Bali – Oxford Publications 2012
2. Instantly Indian Cooking by Madhur Jaffrey - 2019 edition
3. Prashad cooking with Indian masters by J.Indersingh Karla Publisher Allied Publishers.

Reference Books:

1. Modern Cookery Vol – I by Thagam. E. Phillip
2. Food production operations – Parvindar S.Bali – Oxford Publications. Edition – 2012
3. Indian Cooking by Madhur Jaffrey

Websites:

- <http://www.bareactslive.com/TN/tn112.html>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – III

PART III – CORE 7: FOOD AND BEVERAGE SERVICE - III

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHM302	Food And Beverage Service - III	Core 7	26	10	-	3

Preamble: Enabling students to acquire theoretical knowledge in Alcoholic and Non Alcoholic Beverages.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To acquire theoretical knowledge of classification of alcoholic beverages and wine production.	K4
CO2	To Acquire good knowledge in Classification of French wines and their important, classification of Wines of Germany	K2
CO3	To Acquire knowledge of wines of Italy and their classification. Understand the importance of wine and food pairing with examples.	K2
CO4	Beer manufacturing and calculation of alcoholic percentage.	K2
CO5	Production of Whisky, Brandy, Rum and Vodka and their unique products.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	L	L	M	S	M	M	M	M
CO2	S	S	L	L	S	M	M	L	M	M
CO3	M	S	L	L	M	S	M	M	M	L
CO4	M	M	L	L	M	M	L	M	L	M
CO5	M	M	L	L	M	S	M	M	M	H

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	ALCOHOLIC BEVERAGE: Meaning, classification of alcoholic beverages. Introduction to Mixology. Bar layout and its design. Equipment, glassware, ingredients, bar measurements and mixology terms. Cocktails – Meaning, methods of making cocktails and points to be noted while making cocktails. Service of cocktails, cocktail garnishing, mise-en-place for making cocktails, Drink responsible – Importance.	07	https://www.youtube.com/watch?v=b0IuTL3Z-kk
II	BEER: Manufacturing process, types of beer, sizes of draught beer containers, beer mixed drinks. Alcoholic strength calculation methods (Sikes, Gay Lussac and US). Spirit production methods - Pot still and Patent still	07	https://www.youtube.com/watch?v=ZL_HGOgy_Zo
III	WHISKY AND BRANDY - Types, production of malt & grain whisky. Brandy – production methods, Regions in France - Cognac & Armagnac. Other fruit brandies - Calvados, Applejack, Poire Williams, Kirsch, Slivovitz, Framboise, Marc.	08	https://www.youtube.com/watch?v=KC150x_JnDE
IV	RUM, GIN, VODKA & TEQUILA- Production & Types. Gin – Production & Styles. Vodka - Productions & types. Tequila - Production and other spirits (Names only).	07	https://www.youtube.com/watch?v=oPBjKMICv9U
V	COCKTAIL: Recipes of whisky, rum, gin, brandy, vodka, tequila, champagne Based cocktails. Mocktail – recipes of famous Mocktail and spirit coffee – Irish, Scandinavian, monks, royal, Dutch, Mexican, Italian, Caribbean, Calypso, etc... Recipes	07	https://www.youtube.com/watch?v=9xwtCHELxMA
Total		36	

Text Book:

1. Food & Beverage Service – Dennis. Lillicrap & John.A.Cousins – ELBS - 2020
2. Food & Beverage Service –R.Singaravelan. Oxford Press.- 2016
3. Modern restaurant Service – A manual for students and Practitioners – John Fuller – Hutchinson
4. Food and Beverage Service, 10th Edition Paperback – August 28, 2020

Reference Books:

1. Food & Beverage Service – Dennis. Lillicrap & John.A.Cousins – ELBS - 2020
2. Food & Beverage Service Training Manual – Sudhir Andrews – Tata McGraw-Hill
3. The Students Guide to Food and Drink – John Cousins & Andrew Durkan – Hodder &Stoughton
4. Table & Bar – Jeffery Clarke
5. The Beverage Book - John Cousins & Andrew Durkan – Hodder & Stoughton
6. The International Guide to Drinks – United Kingdom Bar tenders Guild.

Websites:

- <http://www.bareactslive.com/TN/tn112.html>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – III

PART III - CORE 8 - HOUSEKEEPING MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHM303	House Keeping Management	Core 8	16	08	0	3
<p>Preamble: This course aims to establish the important role of hotel housekeeping within the hospitality industry. It also gears the student to acquire skills and knowledge necessary to successfully identify the required standards in this area and to work.</p>						
<p>Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.</p>						
<p>Course outcomes (COs):</p>						
<p>On successful completion of this course the students will be able to:</p>						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To impart basic ethics and functions of housekeeping department.					K2
CO2	To develop knowledge planning of housekeeping department and cleaning and maintenance of guest room and public area.					K2
CO3	To acquire knowledge on management of linen, uniform, and pest control.					K2
CO4	To develop knowledge on laundry services.					K2
CO5	To acquire knowledge on interior designing.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	M	S	S	L	M	L	M
CO2	M	L	L	L	S	S	M	M	L	M
CO3	M	L	M	M	M	S	L	S	L	M
CO4	S	M	L	M	M	M	M	S	M	M
CO5	M	M	L	L	S	S	M	S	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Housekeeping Department: Objective, organizational structure of housekeeping department (small, medium large); duties and responsibilities of housekeeping personnel. Attributes of Housekeeping Personnel. Functions of Housekeeping Department: Desk control – records, registers, keys – types and control of keys; interdepartmental coordination; guest supplies. Safety of women employees and women guest in hotel.	05	https://youtu.be/nx_fcuIhXhY
II	Cleaning and maintenance - Cleaning and maintenance of guest rooms/areas: Cleaning equipment (Manual and Electrical) – selection, use, mechanism, care and maintenance. Cleaning agents – Selection, classification, use, care and storage; Composition, care and cleaning of various surfaces (metals, glass, leather, plastic, ceramics, Care and cleaning of wall finishes) Types of guest rooms. Types of cleaning Special cleaning programs, periodical cleaning, spring cleaning, public area. Cleaning; making up of a guest room – occupied room, vacant room, departure room; Turndown service; guest room inspection, neglected areas, (an over view): standard contents of a guest room.	06	https://youtu.be/sPl_18V5Nj4
III	Linen And Uniforms: Management of linen and uniforms. Classification of linen, sizes, selection criteria for the linen items; location, equipment and layout of a linen room (basic rules) purchase of linen/linen hire – quality and quantity; storage and inspection; issuing of linen to floors and departments – procedure and records, stock taking – procedure and records of condemned linen. Safety, security and pest control: <i>Safety and security:</i> Emergencies and dealing with them; lost and found, fire prevention and fire fighting. Safety awareness and accident prevention: First aid box procedures. <i>Pest control:</i> Different types of pests found in hotels; areas of infestation; prevention and control of pests.	05	https://youtu.be/8CexkICZDfs
IV	Fabrics And Fibers: Definition: classification of fibers – the characteristics and use of each item in the hotel to be explained. Stain removal: Definition, general rules of stain removal, classification of stain removal methods, and classification of stains. Laundry: Duties and responsibilities of laundry staffs (laundry manager and shift – in – leader, dry cleaning supervisor, spotter, compressor, laundry clerks, valet runner, laundry attendant). Equipment, layout and planning of laundry (basic rules), classification of laundry agents (explain briefly) Dry cleaning guest laundry – services offered, collection and delivering , care in laundering guest articles.	04	https://youtu.be/PDuiSnBYCQc
V	Interior Design: - Basic elements of art and principles of design. Colour, color schemes. - Qualities of color, classification, standard color, harmonies, factors affecting color scheme. Role of color in interior design. - Types of floor and floor finishes and their treatment - Role of accessories in selection - Special consideration of rooms for physically handicapped and disabled - Flower Arrangement: - Principles of flower arrangement - Styles of flower arrangement –Western, Japanese, Free style arrangement- Purpose of flower arrangement -Equipment and materials required.	04	https://youtu.be/AsL8-DrNFvk
Total		24	

Text Book:

1. Sudhir Andrews “Hotel Housekeeping-A Training Manual” Edition 2017 Tata McGraw-Hill Publishers
2. Housekeeping Management in Hotel and Service Industry Paperback – 1 January 2019 by Pralay Ganguly
3. Flower School: A Practical Guide to the Art of Flower ARRANGING Hardcover – 12 November 2020 by Calvert Crary (Author)

Reference Books:

2. Hotel, Hostel and Hospital Housekeeping – John C. Branson and Margaret Lennox – Edward Arnold.
3. Housekeeping Supervision- Jane Fellows – Macdonald and Evans Limited.
4. Sudhir Andrews “Hotel Housekeeping-A Training Manual” Edition 2017 Tata McGraw-Hill Publishers

Websites:

- <https://www.allianceonline.co.uk/blog/2019/06/hotel-housekeeping-101-tips-tricks-for-clean-hotel-rooms/>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – III

PART III: CORE 9 - BAKERY AND CONFECTIONERY

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHM304	Bakery and Confectionery	Core 9	26	10	0	3
Preamble: Enabling students to acquire theoretical knowledge in dough, paste, and icing.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To acquire knowledge about bakery raw materials, weighing and measurements and equipment used.					K2
CO2	To develop knowledge on basic Bread and various cake mixing procedures and their faults.					K2
CO3	To acquire knowledge about different icings, petit fours and hot and cold desserts.					K2
CO4	To acquire knowledge about different basic pastes and their products reasons and faults.					K2
CO5	To acquire knowledge about types of meringue, cookies and cooking for special needs.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	L	L	S	S	M	M	S	S
CO2	M	S	L	L	S	M	L	L	S	M
CO3	M	S	L	L	M	S	M	L	S	L
CO4	M	S	L	L	S	S	L	M	S	M
CO5	M	S	L	L	M	S	L	L	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Bakery & Confectionary: Raw Materials Used In Bakery - Types of Flour, fat, flavoring agents, sweetening agents and their role. Characteristics of Gluten. Equipment used in bakery, Weight volume equivalent. Baker as an entrepreneur.	07	https://www.youtube.com/watch?v=tkz17Oa1BMo
II	Breads and Cakes: Bread making flow chart. Various Bread dough making method. Common faults found in bread - Recipe for plain bread, white and brown, bread. Methods of mixing Cake - common faults in cakes. Recipe for sponge, Tea cake and Chocolate Muffins.	07	https://www.youtube.com/watch?v=EGbNI26PPYg
III	Cookies: Types of cookies – methods of mixing cookies - Common faults and their causes in cookies. Recipe for any two - Chocolate chip, Peanut cookies. Cooking for special needs – types, gluten free, lactose free, sugar free cooking. Sugar alternatives.	07	https://www.youtube.com/watch?v=7qJXmnj0KYE
IV	Types Of Icings: Butter cream, Fondant, Royal, Gum Paste (Pastilage), Water (Glace), Fondant icing, American Frosting and difference between Dairy cream and Soy Cream (Fresh cream) icing. Petit Fours – meaning, types and materials used for petit fours. Hot and Cold desserts (Names Only). Recipes for caramel custard, queen of pudding, basic soufflé, mousse, bavoroise.	07	https://www.youtube.com/watch?v=GO_TSFdhsSvo
V	Paste: Basic pastes, meaning, short crust paste- Sweet short crust paste, Savory short crust paste, Suet short crust paste, Flaky Short crust. Puff paste, choux pastry, recipe for the above. Common Faults in all the above products. Pies meaning, production of pies, rolling of pie dough. Common problems in fruit pies. Procedure for making tart shell. Phyllo dishes examples (Names only)	08	https://www.youtube.com/watch?v=isy6I36Zd3w
Total		36	
Text Book:			
<ol style="list-style-type: none"> 1. Theory of Bakery and confectionary, By Yogambal Ashok Kumar, Publisher –Prentice – Hall of India Pvt Ltd, 2019 2. Fundamentals of Baking Paperback – Big Book, Amit Vohra- 5 November 2021 			
Reference Books:			
<ol style="list-style-type: none"> 1. “Professional Baking” John Wiley and sons). 8th edition, Nov 2021 2. Wilfred J.France. F.Inst.BB”The new International Confectioner” Pub: Virtue and company. 			
Websites:			
<ul style="list-style-type: none"> • http://www.bareactslive.com/TN/tn112.html 			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – III

PART III - CORE PRACTICAL 4: FOOD PRODUCTION AND PATTISERIE-II

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHMP04	Core Practical 4: Food Production and Patisserie -II	Core Practical 4	12	-	60	-

Preamble: This course aims at developing technical skills required to prepare Indian regional and International cuisines.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To develop skill and techniques about tandoori cooking.	K3
CO2	To develop skill and techniques in preparation of various tandoori dishes.	K2
CO3	To acquire technical skills on preparation of regional Indian cuisine dishes.	K2
CO4	To acquire technical skills on preparation of International cuisine dishes.	K2
CO5	To develop skill and ability to design and prepare a five course menu.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	L	M	M	L	M	S	L
CO2	M	M	L	L	M	M	L	L	S	M
CO3	M	M	L	L	M	S	L	L	S	M
CO4	S	M	L	L	M	S	L	M	M	M
CO5	S	S	L	L	M	S	M	L	M	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	<p>Demonstration:</p> <ol style="list-style-type: none"> 1. Naan, 2. Kulcha, 3. Roti, 4. Chicken tikka, 5. Fish tikka, 6. Sheekkebab, 7. Tandoori chicken, 8. Hariyali chicken/ fish tikka, 9. Tangrikebab. <p>-Preparation of five course Indian menu consisting of soup, Indian bread, vegetarian, Eggs, Fish, Chicken, Meat, Indian sweets and desserts</p> <p>- Preparation of five course International cuisine dishes consisting of hot or cold soup, pasta, eggs, fish, chicken, meat, Indian and sweets and Desserts and pastries.</p>	72	<p>https://www.youtube.com/watch?v=xD0VtZi1nlc</p> <p>https://www.youtube.com/watch?v=-CKvt1KNU74</p> <p>https://www.youtube.com/watch?v=QkhROcZwJ4M</p>
Total		72	
<p>Text Book:</p> <ol style="list-style-type: none"> 1. Thangam E Phillip "Modern Cookery Volume I" 4th Edition 2006, Reprint2015. 2. Quantity Food Production Operations and Indian Cuisine – Parvindar S.Bali – Oxford Publications. 3. Practical Cookery by Kinton, Ronald; Ceserani, Victor; Foskett, David.- 2019 			
<p>Reference Books:</p> <ol style="list-style-type: none"> 1.Naan And Roti's Of India –Puran Phobi 2.Quantity Food Production Operations and Indian Cuisine – Parvindar S.Bali – Oxford Publications 2011 3.Practical Cookery by Kinton, Ronald; Ceserani, Victor; Foskett, David.- 2019 			
<p>Websites:</p> <ul style="list-style-type: none"> • https://india.oup.com/product/food-production-operations-9780199450510 			
<p>Learning Methods (*): Practical classes/observation/lecture</p>			

SEMESTER – III

PART – III CORE PRACTICAL 5 - FOOD AND BEVERAGE SERVICE –II

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHMP05	Core Practical 5:Food and Beverage Service -II	Core Practical 5	12	-	60	-

Preamble: Imparting Professional skills in Food & Beverage Service

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To develop skill and techniques in Service of Alcoholic Beverages.	K3
CO2	To develop skill and techniques in Service of liqueur coffee and spirit coffee.	K2
CO3	To develop skill and techniques in Service of Aperitif	K2
CO4	To develop skill and techniques in Compiling wine list.	K2
CO5	To develop skill and techniques in Service of Wine.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	L	M	M	M	M	M	L
CO2	S	M	M	L	M	M	M	L	M	M
CO3	S	M	M	L	M	M	M	L	S	S
CO4	S	M	M	L	S	L	L	M	L	M
CO5	S	M	M	L	M	L	M	S	M	L

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	<ul style="list-style-type: none"> – Recollecting I year portions. – Enumeration of glassware. – Beverage order taking procedure. – Service of red wine. – Service of white wine. – Service of rose wine. – Service of Sherry, Port, Madeira and Marsala. – Service of sparkling wine. – Service of bottled beer, canned beer and draught beer. – Service of brandy. – Service of whisky. – Service of gin. – Service of vodka. – Service of rum. – Service of tequila. – Service of aromatized wine. – Service of liqueur. – Service of liqueur coffee and spirit coffee. – Service of aperitifs. – Compiling a wine list. – Compiling and service of a menu with wine suggestions. 	72	<p>https://www.youtube.com/watch?v=x44Fi6ux6Sk</p> <p>https://www.youtube.com/watch?v=kJEFlni8Omw</p> <p>https://www.youtube.com/watch?v=qrXv5bA9AP8</p> <p>https://www.youtube.com/watch?v=XZ78x9LXzkc</p>
Total		72	
Text Book: 1. Food and beverage service –R.Singaravelavan– Oxford University Press - 2016			
Reference Books: 1. Dennis R. Lillicrap “Food and Beverage service” 10 th Edition 2020 2. Sudhir Andrews “Food and Beverage Service Training Manual” Tata McGraw-Hill Publishers – 2013			
Websites: <ul style="list-style-type: none"> • https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_tutorial.pdf 			
Learning Methods (*): Practical classes/observation/lecture			

SEMESTER III

PART III ALLIED 3 - HOTEL ACCOUNTING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHMA03	Hotel Accounting	Allied 3	30	6	0	4
Preamble: To Promote hotel accounting, basic knowledge about accounting concepts and convention						
Prerequisite: Basic knowledge about Hotel accounting						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the concepts of Basic Accounting					K2
CO2	Understand the concepts of Golden Rules and Single entry system					K1
CO3	Gains the knowledge regarding Hotel Cost sheet and Food cost percentages					K3
CO4	To Understand the Guest reservation & registration					K5
CO5	Understand the Income & Expenditure Account & Hotel basic revenues					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	L	M	M	L	L	M	L
CO2	L	L	M	L	M	S	L	L	L	L
CO3	M	L	M	L	L	S	L	M	S	M
CO4	M	M	M	L	M	M	M	M	M	M
CO5	L	M	M	L	L	M	M	L	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Booking keeping- Introduction- Accounting concepts & conventions - Classification of Accounts.	6	https://youtu.be/WGaKqd9cSP4
II	Rules for Debiting & Crediting – Posting Journal & Ledger – Purchase Book – Sales Book – Purchase Return Book Sales Return Book.	6	https://youtu.be/p0yXnXa1hxU
III	Concepts of Cost Elements of Cash & Profits: Ingredient costing – Hotel cost sheet – Food cost percentages.	6	https://youtu.be/QpYX4GfSiHA
IV	Guest Ledger – Registrar of coupons issued – Register of Reservation Guest Registration land bill – Daily Food cost sheets.	8	https://youtu.be/g3u8hmZPOdl
V	Income & Expenditure Accounts – various negotiable forms used in hotel industry – Hotel based revenue.	10	https://youtu.be/1q2ZGYxBQlc
	Total	36	

Text Book

1. Financial Accounting T.S. Reddy & Dr. A. Murthy, 2021 Edition

Reference Books:

1. Food costing Anith Sarkar Awadhesh Kumarpal
2. Food & Beverage cost control R. Dopson, Dawid K. Hayes 7th Edition Dec 2019

Websites

1. <https://corporatefinanceinstitute.com/resources/knowledge/accounting/bookkeeping-definition/>
2. <http://jrajeshac.blogspot.com/2017/02/hotel-costing.html>
3. <https://www.vedantu.com/commerce/income-and-expenditure-account>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – III

PART III SBC- I BAKERY AND CONFECTIONARY PRACTICAL

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHMSB1	Bakery And Confectionary Practical	SBC- I	16	-	20	3
Preamble: Imparting Professional skills in Bakery and Confectionery.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To acquire professional skills in Bakery and Confectionery.					K4
CO2	To develop professional skills in making Breads, Buns.					K2
CO3	To acquire skill in making Various Pastes, Tarts, and Cookies.					K2
CO4	To develop skill in making , Cakes, Sponges, Icings					K2
CO5	To the skill in making Pies, Puddings, pastries					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	L	L	M	M	M	M	M	M
CO2	S	S	L	M	M	S	S	L	M	M
CO3	S	S	L	L	M	S	M	M	S	M
CO4	S	S	L	L	S	L	L	M	S	M
CO5	S	S	L	L	M	L	M	S	S	M

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Menu consisting of -Breads -Buns -Cakes -Sponge -Icings -Various Pastes -Tarts -Pies -Puddings - Pastries - Cookies.	36	https://www.youtube.com/watch?v=PFJAuAWxuvI https://www.youtube.com/watch?v=7CvBq48V6Jk https://www.youtube.com/watch?v=oV4FLvUse9c
Total		36	
Text Book: 1. Theory of Bakery and confectionary, By Yogambal Ashok Kumar, Publisher –Prentice – Hall of India Pvt Ltd, 2019 3. Fundamentals of Baking Paperback – Big Book, Amit Vohra- 5 November 2021			
Reference Books: 1. “Professional Baking” John Wiley and sons). 8th edition, Nov 2021 2. Wilfred J.France. F.Inst.BB”The new International Confectioner” Pub: Virtue and company.			
Websites: • https://www.wiley.com/en-us/Professional+Baking%2C+7th+Edition-p-9781119148449			
Learning Methods (*): Practical classes/observation/lecture			

SEMESTER – III

PART III SBC- I CAKE ICING AND DECORATION

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHMSB2	Cake Icing and Decoration	SBC- I	16	-	20	3
Preamble: Imparting Professional skills in Bakery and Confectionery.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To demonstrate Skill about Basic Icing making					K4
CO2	To able to demonstrate Skill in application of different Icings in finished food Products.					K2
CO3	To exhibit Skills in making decoration with Different Icing.					K2
CO4	To develop skill on various chocolate garnishes.					K2
CO5	To develop skill to work with butter cream.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	L	L	M	M	M	M	M	L
CO2	S	S	M	L	M	M	L	L	M	M
CO3	M	S	L	L	M	S	M	L	S	M
CO4	M	S	L	L	M	L	M	L	L	M
CO5	M	S	L	L	M	L	M	L	L	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	<ul style="list-style-type: none">– Preparation of various Icings.– Stencils.– Preparations of paper piping bags.– Wedding cake dummies and assembling of cakes.– Making of Gum paste flowers.– Royale Icing designs.– Chocolate Garnishes.– Working with fresh creams.– Finishing of shape cakes.– Working with butter cream.	36	https://www.youtube.com/watch?v=ZD8v-gW4bjY https://www.youtube.com/watch?v=tg18XaqQFrM https://www.youtube.com/watch?v=sm89WZG8ib8 https://www.youtube.com/watch?v=ZD8v-gW4bjY
	Total	36	
Text Book: <ol style="list-style-type: none">1. Theory of Bakery and confectionary, By Yogambal Ashok Kumar, Publisher –Prentice – Hall of India Pvt Ltd, 20194. Fundamentals of Baking Paperback – Big Book, Amit Vohra- 5 November 2021			
Reference Books: <ol style="list-style-type: none">1. “Professional Baking” John Wiley and sons). 8th edition, Nov 20212. Wilfred J.France. F.Inst.BB”The new International Confectioner” Pub: Virtue and company.			
Websites: <ul style="list-style-type: none">• https://www.abebooks.com/Theory-Bakery-Confectionery-Operational-Approach-Uttam/7577936985/bd			
Learning Methods (*): Practical classes/observation/lecture			

SEMESTER – IV

PART III – CORE 10: FOOD PRODUCTION AND PÂTISSERIE – IV

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHM401	Food Production and Patisserie – IV	Core 10	28	08	-	4

Preamble: Enabling students to acquire theoretical knowledge of International cuisines and aspects of plate presentations

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To Remember the characteristics of popular international cuisines.	K1
CO2	To Understand the equipment used in the popular international cuisines.	K2
CO3	To Apply the ingredients used in the popular international cuisines.	K3
CO4	To Analyze the regional varieties dishes in popular international cuisines.	K4
CO5	To Evaluate the recipes and preparation methods in popular international cuisines.	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	L	L	S	S	S	M	S	S	M
CO2	L	L	M	S	S	S	M	S	S	M
CO3	L	L	L	S	S	S	M	M	S	L
CO4	L	L	M	S	M	S	M	S	S	M
CO5	M	L	L	S	S	S	M	S	M	M

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	POPULAR INTERNATIONAL CUISINES <ul style="list-style-type: none"> ➤ Chinese cuisine - characteristics, ingredients, Equipment used, Recipe for Manchurian, Dumpling, Chow mein, Congee. ➤ Thai cuisine - characteristics, ingredients, Equipment used, Recipe for Tom Yum Goong, Som Tum, Khao Soi. 	7	https://www.youtube.com/watch?v=u20zZa3kF3I
II	POPULAR INTERNATIONAL CUISINES <ul style="list-style-type: none"> ➤ Italian cuisine - characteristics, ingredients, Equipment used, Types of pasta, Recipe for risotto, Lasagna, Gnocchi. ➤ French cuisine - characteristics, ingredients, Equipment used, Recipe for ratatouille, Crepe, Soufflé, 3 potato preparation. 	8	https://www.youtube.com/watch?v=D_i-TOIZ4zc
III	POPULAR INTERNATIONAL CUISINES <ul style="list-style-type: none"> ➤ Scandinavian cuisine - characteristics, ingredients, Equipment used, popular dishes. ➤ Mexican cuisine - characteristics, ingredients, Equipment used, Recipe for Pozole, Enchiladas, Mole. 	7	https://www.youtube.com/watch?v=W9A7zj9EKxY&t=50s
IV	POPULAR INTERNATIONAL CUISINES <ul style="list-style-type: none"> ➤ Srilankan cuisine - characteristics, ingredients, Equipment used, popular dishes. ➤ Malaysian cuisine - characteristics, ingredients, Equipment used, popular dishes. 	7	https://www.youtube.com/watch?v=69KsSMBLkOM&t=22s
V	POPULAR INTERNATIONAL CUISINES <ul style="list-style-type: none"> ➤ Mediterranean cuisine - characteristics, ingredients, Equipment used, Recipe for Pita, Greek Salad, Falafel, Beef wellington. ➤ Fusion cuisine - Characteristics, Trending foods. 	7	https://www.youtube.com/watch?v=sJXEU91MIlk&t=2s
	Total	36	
Text Book:			
<ol style="list-style-type: none"> 1. Modern Cookery – Vol –I, and Vol –II, By Thangam E Phillips, Orient Longman. 2. International cuisine and food production management – Parvinder S.Bali – Oxford University Press. 2012. 			
Reference Books:			
<ol style="list-style-type: none"> 1. The Asian cook book by Charmie Solomon 2. Larouse -Gastronomique 3. Theory of catering by Ronald Kinton, Victor Ceserani, and David Fosket. 4. International Cuisine and Food Production Management – Parvinder S.Bali – Oxford University Press. 			
Websites:			
<ul style="list-style-type: none"> • https://archive.org/details/in.ernet.dli.2015.138723 			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – IV

PART III – CORE 11: FOOD AND BEVERAGE SERVICE – IV

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHM402	Food and Beverage Service-IV	Core 11	28	08	-	4
Preamble: Enabling students to acquire theoretical knowledge in Vermouth, Liqueurs, Bar infrastructure, Mixology and Bar stocking and control.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To Recognize various types of wines and their production					K2
CO2	To Acquire the knowledge about French wines					K6
CO3	To Acquire the knowledge about wines of different countries					K6
CO4	To Understand about fortified & aromatized wines					K4
CO5	To Suggest and pair various types of wines with food					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	L	S	S	M	M	M	M
CO2	S	L	M	L	S	S	S	S	M	M
CO3	M	L	L	M	S	M	M	S	S	M
CO4	S	M	L	L	M	S	M	M	S	S
CO5	S	L	M	L	S	S	M	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	WINES <ul style="list-style-type: none"> ➤ Wines - Meaning, Classification of Wines according to color, taste & content. ➤ Constituents of Grape. ➤ Table wine - (Red, white, rose) Meaning & Production. ➤ Sparkling wine – Meaning, Production method. ➤ Factors influencing the quality of the wine. 	8	https://www.youtube.com/watch?v=IUzKCo0smPA&t=143s
II	WINES OF FRANCE <ul style="list-style-type: none"> ➤ Classification of French wines & French wine laws ➤ Introduction to Important communes & their wines (Bordeaux, Burgundy, Alsace, Loire valley, Rhone valley and Champagne). ➤ Champagne - Meaning, Production method & styles of champagne d) Terms used on Champagne Bottles – i) Terms denoting sweetness, ii) Terms denoting size of Champagne bottles 	7	https://www.youtube.com/watch?v=jbAF7jo6ens&t=189s
III	WINES OF ITALY & GERMANY <ul style="list-style-type: none"> ➤ Wines of Italy - Classification of Italian Wines, Wine producing regions & Famous wines of Italy. ➤ Wines of Germany - Classification of German wines, Wine producing & Famous wines of Germany. 	7	https://youtu.be/hp2QoDJBpIM
IV	FORTIFIED & AROMATIZED WINES <ul style="list-style-type: none"> ➤ Fortified wines - Meaning & Examples - (Port, Sherry, Maderia, Marasala & Malaga). ➤ Sherry – Production, Solera system & Types. ➤ Port – Production & types. ➤ Aromatized Wines - Meaning & Types 	7	https://www.youtube.com/watch?v=WkJ3henlqIw
V	LIQUEURS <ul style="list-style-type: none"> ➤ Liqueurs - Meaning, colour, flavor & country of origin of Absinthe, Advocate, Abricotine, Anisette, Aurum, Benedictine, Chartreuse, Cointreau, Crème de menthe, crème de mocha, Curacao, Drambuie, Glavya, Goldwasser, Grand Marnier, Kahlua, Sambuca, Tia Maria, Vander Hum. ➤ Food & Wine Pairing – General Guidelines for selecting the wine, Wines served with different courses of the meal. 	7	https://www.youtube.com/watch?v=BNPIIdEDdEo
	Total	36	

Text Book:

4. Food and Beverage – R.Singaravelavan – Oxford University.

Reference Books:

1. Modern restaurant Service – A manual for students and Practitioners – John Fuller – Hutchinson
2. Food & Beverage Service – Dennis. Lillicrap & John.A.Cousins – ELBS
3. Food & Beverage Service Training Manual – Sudhir Andrews – Tata McGraw-Hill
4. The Students Guide to Food and Drink – John Cousins & Andrew Durkan – Hodder & Stoughton.

Websites:

- <https://www.worldcat.org/title/modern-restaurant-service-a-manual-for-students-and-practitioners/oclc/10565336>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – IV

PART III - CORE PRACTICAL 6: ACCOMODATION OPERATIONS

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHMP06	Accommodation Operation	Core Practical 6	-	-	36	3

Preamble: To enable the students to learn the skills necessary in Front office operations.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To handle cleaning equipment,	K1
CO2	To use cleaning agents and polishes	K2
CO3	To clean guest rooms & public areas	K3
CO4	To do bed making and flower arrangement	K4
CO5	To provide first aid and handle situations	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	S	M	M	M	M
CO2	S	S	S	M	M	M	M	S	M	S
CO3	S	S	S	S	M	S	L	M	M	M
CO4	S	S	S	S	M	S	M	M	M	M
CO5	S	S	M	M	M	S	M	M	M	M

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
	1. Identification of cleaning equipment – selection, use, mechanism, care and maintenance. 2. Identification of cleaning agents – classification, use and care. 3. Thorough cleaning of various surfaces/finishes. 4. Polishing (metal, leather, wood, plastic etc.) 5. Bed making – Evening service 6. Laundry – Basic principles of laundry, stain removal. 7. Room and Public area inspection. 8. Flower arrangement. 9. Guest room layout drawing. 10. Duty Rota preparation for housekeeping department	36	https://www.youtube.com/watch?v=9CQssaPrIfQ https://www.youtube.com/watch?v=JAgUaMSu6o https://www.youtube.com/watch?v=YhiShK-9RY4
	Total	36	
Text Book: 1. Sudhir Andrews, —Hotel Housekeeping– Training Manual McGraw Hill Education (India) Private Limited, 2nd Edition, New Delhi, 2013.			
Reference Books: 1. Madelin Schneider, Georgina Tucker & Mary Scoviac, —The Professional Housekeeper John Wiley and Sons, Inc., 4th Edition, New York, 2010. 2. Hotel, Hostel and Hospital Housekeeping Joan C Branson, Margaret, Lennox, ELST Publishers, 7th Edition, London, 2008			
Websites: <ul style="list-style-type: none"> • https://www.galgotiasuniversity.edu.in/pdfs/SOH-2020.pdf 			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER - IV

PART III - ELECTIVE 1: BASIC FOOD SAFETY STANDARDS

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHME01	Basic Food Safety Standards	Elective 1	28	08	-	4

Preamble: To enable students to acquire knowledge in Food Safety and Standards.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To prevent contamination of food by foodservice employees	K1
CO2	To ensure that all food is received fresh and safe when it enters the foodservice operation and to transfer food to proper storage	K3
CO3	To reduce foodborne illness by preventing unintentional contamination of food	K3
CO4	To emphasize the priority of food safety by cleaning and sanitizing	K3
CO5	To understand the rules, regulations and act of food safety standards	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	M	S	S	S	S	M	S	S
CO2	S	M	M	M	S	S	S	S	S	S
CO3	M	L	L	S	S	S	S	M	S	M
CO4	S	M	L	M	S	S	M	S	M	S
CO5	S	L	S	S	S	S	M	M	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Employee Sanitation Standards Personal Hygiene, Hand washing techniques , Employee uniforms, Employee smoking / tobacco use-cuts, Burns lesions lower arms or hands, employee illness, Glove & Utensils use when handling Ready-to-Eat foods	7	https://www.youtube.com/watch?v=IRbP6_XNRSY
II	STORAGE & RECEIVING Standard for receiving foods, Handling rejected foods, Measuring temperatures of foods, FIFO and LIFO, Standard for dry storage, Cooler storage & Freezer storage, Storage temperature for various food products	7	https://www.youtube.com/watch?v=eqOuRJTtHWY
III	PRE PRODUCTION PROCESSING : Preparation of fruits & Vegetable, Pre Preparation of Non - Vegetable products, Cross contamination – (Food to food , hand to food, equipment to food), Thawing- Thawing in refrigerator, Thawing in running water, Thawing in microwave oven	7	https://www.youtube.com/watch?v=nmRR2bC1sK0&t=10s
IV	ADULTERATION, CLEANING AND SANITATION: Types of adulteration - Adulteration health effects. Cleaning and Sanitation – Difference between Cleaning & Sanitation , Sanitation Method for vegetarian & Non vegetarian contact surface & equipment - Sanitation Method for fruits & Vegetables – Cleaning Methods	8	https://www.youtube.com/watch?v=QWpU7DAfNcs&t=360s
V	FOOD SAFETY- FSS ACT, RULES & REGULATION: Food Safety, Unsafe food, The Food Safety & Standard Act 2006, Food Safety Standard Rules 2011, Food Safety Standard Regulations 2011	7	https://www.youtube.com/watch?v=kd4eJsgABWA
Total		36	

Text Book:

1. Food Hygiene and Sanitation S. Roday - MC Graw Hill
2. Food Safety and Preservation - Parmar, Madhulika Block , Prints New Delhi

Reference Books:

1. Understanding Food Safety Management Systems by Erasmo Salazar 3rd Edition – Charles A Cianfrani, Joseph J. Tsiahals, John E. ASQ Quality Press

Websites:

- <https://www.fssai.gov.in/>
- <https://foodsafety.delhi.gov.in/foodsafety/acts>
- <https://www.fssai.gov.in/upload/uploadfiles/files/Chapter1.pdf>
- https://und.edu/student-life/dining/_files/docs/sanitation-and-food-safety-manual-standard-operating-procedures-7-3-18.pdf

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

PART III - ELECTIVE 2: FAST FOOD OPERATIONS

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHME02	Fast Food Operations	Elective 1	28	8	-	4

Preamble: Enabling students to acquire theoretical knowledge on Fast food establishment.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To develop basic knowledge on Fast Food Operations	K2
CO2	To understand the different concept of Fast Food Joints	K3
CO3	To acquire knowledge about equipment, control measures and types of food.	K2
CO4	To develop knowledge on selling techniques.	K3
CO5	To explore case studies.	K6

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	L	L	L	S	S	S	S	S	M
CO2	M	L	M	L	S	M	L	S	S	M
CO3	S	M	M	L	S	S	L	M	S	M
CO4	L	L	L	M	M	S	S	S	S	S
CO5	M	L	L	L	S	S	M	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	FAST FOOD OPERATION & MANAGEMENT ➤ Introduction Fast food Operation & management -The Fast Food Business: A Brief History, Types of Operation, Consumer Pattern. Managing Fast food Operation: What is Management, A practical approach Marketing & the control.	7	https://www.youtube.com/watch?v=QOkI_ZqkZtdA
II	SOCIAL CONCERN & MANAGEMENT ➤ Social Concern & management - A Few Definitions, Responsibilities in today Fast food Market, off-Hour sale Service to different age group, changing patterns, Health concern. Food groups Fast Food Nation, Junk food, Super-Size Me, Western pattern diet, chew on this, List of fast food restaurants, Slow Food.	8	https://www.youtube.com/watch?v=QOkI_ZqkZtdA
III	OPERATION ➤ Operation - Types of Equipment, A Guest oriented approach, Method of service, Billing methods, Planning of Menu. Product Control, Cash Control, Role of international popular cuisine in Fast food. Filling stations, Street vendors and concessions Cuisine, Variants.	7	https://www.youtube.com/watch?v=Rn9EUfdrNCO
IV	SELLING TECHNIQUES ➤ Selling Techniques -A Service orientation, Establishing Service standards, basic Selling Procedure, Handling service problems, Techniques & strategies	7	https://www.youtube.com/watch?v=e5fR368nggg
V	CASE STUDY ➤ Case studies on the following reputed fast foods: History, Products & operating Procedures of McDonald's, Domino's Pizza, Pizza Corner, Pizza Hut.	7	https://www.youtube.com/watch?v=71PzHZvBoXs
Total		36	
Text Book: 1. Fast food operation and their management- Stephen bell			
Reference Books: 1. The Book Counts – By Corrine T.Netzer – 9 th Edition			
Websites: • https://smallbusiness.chron.com/things-consider-before-opening-fast-food-restaurant-17437.html			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – IV

PART III - ELECTIVE 1: PERSONAL QUALITY DEVELOPMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHME03	Personal Quality Development	Elective 1	28	8	0	4

Preamble: To develop personality and soft skill for hospitality industry.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy knowledge level
CO1	To know about various aspects of soft skills and learn ways to develop personality	K2
CO2	To acquire knowledge on inter personnel skills.	K2
CO3	To develop a knowledge on time management and personality development.	K4
CO4	To provide insight into much needed technical and non-technical qualities in career planning.	K4
CO5	To acquire knowledge about interviews and basic ethics on communication skills.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	S	S	L	M	L	L
CO2	S	S	S	L	S	S	L	M	M	L
CO3	M	M	M	L	M	M	M	L	L	L
CO4	S	M	S	M	S	S	L	M	L	M
CO5	S	S	S	L	M	M	L	M	M	L

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	<p>Personality Development: knowing yourself Positive Thinking Johari's Communication Skills, Non-verbal Communication, Physical Fitness</p> <p>Etiquette and Mannerism: Introduction, Professional Etiquette, Technology Etiquette</p> <p>Communication Today: Significance of Communication, GSC's 3M Model of Communication, Vitality of the Communication Process, , Fundamentals of Good Listening, Nature of Non-Verbal Communication.</p>	8	<p>https://www.youtube.com/watch?v=LMN8TI669JM</p>
II	<p>Interpersonal skill – meaning of interpersonal skill – need to develop interpersonal skills – component of interpersonal skill – techniques required to improve skills – benefit of effective interpersonal skills. Resolving conflict – A smiling face – Appreciative attitude – assertive nature-communication skills – listening skills – developing empathy.</p> <p>Stress Management: Meaning of stress –factors causing stress – positive and negative types of stress – effects of stress on body and mind – stress removal techniques.</p>	7	<p>https://youtu.be/VoUkP63O4Ik</p>
III	<p>Time management – what and why of time management – necessity and benefits of time management – tools of time management – how to use time management wisely.</p> <p>Body Language: Introduction – Emotions displayed by Body language – Body language exhibited during different Professional Interactions. The most common Body language – Hand shake. Entry to my space – Personal zone –intimate zone – social zone – public zone.</p>	7	<p>https://www.youtube.com/watch?v=IB1FVbo8TSs</p>
IV	<p>Creativity at Workplace: Introduction, Current Workplaces, Creativity, Motivation, Nurturing Hobbies at Work, The Six Thinking Hat Method.</p> <p>Ethical Values: Ethics and Society, Theories of Ethics, Correlation between Values and Behavior, Nurturing Ethics, Importance of Work Ethics, Problems in the Absence of Work Ethics.</p> <p>Leadership and Team Building: Leader and Leadership, Leadership Traits, Culture and Leadership, Leadership Styles and Trends, Team Building, Types of Teams.</p> <p>Decision Making: Introduction to Decision Making, Steps for Decision Making, Decision Making Techniques.</p>	7	<p>https://www.youtube.com/watch?v=fGJWO-ultZY</p>
V	<p>Interviews – introduction – ground work before then interview – dress code – importance of body language in interviews. Communication skills – Introduction – Stimulus and Response – speaking skills – effective speaking guidelines –Pronunciation</p> <p>Group Discussion – introduction – Ability to work as a team – Active listening – Nonverbal communication –Reasoning – Ability to influence – Flexibility. Group Discussion types – steps to succeed in a group discussion – Responsibility of first speaker. Guide lines – Dos and Don'ts during a group discussion. Etiquette. Curriculum Vitae: Introduction – Difference between a Resume and a CV.</p>	7	<p>https://youtu.be/2e9_nYi8opl</p>
Total		36	

Text Book:

1. Personality Development and Soft Skill - Barn K. Mitra - Oxford University Press. 2011.
2. Soft Skills for Hospitality – Amitabh Devendra – Oxford University Press.
3. Soft Skills - Enhancing Employability, M. S. Rao, I. K. International

Websites

- <https://www.managementstudyguide.com/personnel-management.html>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – IV

PART III - ALLIED 4 : TRAVEL AND TOURISM

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHMA04	Travel and Tourism	Allied 4	18	6	-	4

Preamble: To obtain theoretical knowledge on Travel and Tourism sector.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To gain knowledge about the types and motivation of travel by learning about the Principles of Tourism	K2
CO2	To learn the functions of travel agents and their role.	K4
CO3	To develop knowledge of the rules and regulations of travel pertaining to government organizations.	K3
CO4	To understand the role of tour operators and travel requirements to travel around the world.	K2
CO5	To develop knowledge on various technology, tourism sectors and handling foreign currency and acquire information on latest trends.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	L	M	S	S	M	M	L	S	M
CO2	L	L	M	M	S	M	S	L	S	L
CO3	L	L	M	M	S	L	M	M	S	M
CO4	L	M	L	M	S	M	S	L	S	M
CO5	L	M	S	L	M	M	M	L	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	PRINCIPLES OF TOURISM ➤ Definitions: Tourism, Tourist, Foreign Tourist, Domestic Tourist. Motivations for Tourism. Types of Tourism. Barriers to travel- Forms of Tourism, factor influencing tourism development.	4	https://www.youtube.com/watch?v=gRBPylcgbJ8
II	TRAVEL AGENCIES ➤ History and development of travel agencies, Role and functions of Indian and international travel agencies. Thomas cook, American Express, Cox and King. Modern travel agencies. Future of E – tourism.	5	https://www.youtube.com/watch?v=tPVNvDVjtTc
III	ROLE AND FUNCTION OF WORLD TOURISM ORGANIZATION, IMPACT OF TOURISM ➤ Cultural, Social, Economic and Ecological aspects. ➤ Government role in tourism Government Organizations: Ministry of Tourism and Culture - India Tourism Development Corporation (ITDC), Tamilnadu Tourism Development Corporation (TTDC). ➤ Private Organizations: International Air Transport Association (IATA). Travel Agents Association of India (TAAI).	5	https://www.youtube.com/watch?v=aszSEbfxNBI
IV	TOUR OPERATOR ➤ Emergence of tour operator, package tour, elements in tour broucher, passenger reservation forms, booking conditions, travelers advise. Passports, function, types, issuing authority, procedure for obtaining passport etc., ➤ VISA's: functions, type, issuing authority, procedure for obtaining visa.	5	https://www.youtube.com/watch?v=jjf8Fh2Z3TI
V	ROLE OF COMMUNICATION IN TRAVEL ➤ Role of Communication in Travel, Modern Mass media techniques. Scope of technology in airlines, cruise and railways. ➤ Foreign Exchange: Countries and currencies, procedure for obtaining foreign exchange, foreign exchange counters. Global tourism – 2020	5	https://www.youtube.com/watch?v=UeOh6VAsIy4
Total		24	

Text Book:

1. Bhatia A.K. - Tourism Development: Principles and Practices, Sterling Publishers, New Delhi, India.
2. Rajeev R Mishra - Managing Hotel Front Office operation, CBD publishers and distributors pvt. Ltd. 2016.

Reference Books:

1. Sampada Kumar Swain, Jitendra Mohan Mishra Tourism Principles and practices-2012/ 3rd editon-2015
2. Bhatia .A.K. - International Tourism, Sterling Publishers, New Delhi, India.
3. Kaul. R.N. - Dynamics of Tourism, Sterling Publishers Private Limited, New Delhi, India.
4. Burkhart A. and Medlik S. - Tourism Past, Present and Future, ELBS Publishers, London.
5. Travel Agents and Tourism – Merrisen James
6. Introduction to Tourism – Seth P.N. Sterling

Websites:

- <https://www.incredibleindia.org/content/incredible-india-v2/en.html>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – IV

PART III - SBC 2: ESSENTIALS OF LARDER KITCHEN

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHMSB3	Essentials of Larder Kitchen	SBC 2	-	-	36	3
Preamble: To enable the students to learn the art of carving, preparation and presentation of edible garnishes, plate presentation and presentation of cold dishes.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To develop the ability to identify equipment and raw materials used in Larder kitchen					K3
CO2	To develop the plating skill and color combination for garnishing.					K3
CO3	To learn the skill to prepare cold mezze, canapés and finger food items					K3
CO4	To be able to design cold food as per customer needs in hotel.					K5
CO5	To develop skill in handling hot and cold food with focus on temperature modifications.					K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	L	L	L	S	S	M	S	S	S
CO2	S	L	L	L	S	S	M	S	S	S
CO3	S	L	L	L	S	S	M	S	S	S
CO4	M	M	M	L	S	S	S	S	S	S
CO5	L	L	L	L	S	S	M	S	S	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
	<p>The menu may consist of following.</p> <ul style="list-style-type: none">- Identification of Equipment and raw materials used in Larder kitchen- Preparation of canapés.- Preparation of Dressings.- Vegetable plate garnish.- Fruit plate garnish.- Preparation of cold mezze.- Preparation of fruit platter.- Preparation of vegetable platter.- Preparation of classic salads- Preparation of cold cuts	36	<p>https://www.youtube.com/watch?v=ZQ_sdHOYua0</p> <p>https://www.youtube.com/watch?v=3aHcj2fTC8U</p> <p>https://www.youtube.com/watch?v=aO-i1Avdc8c</p>
	Total	36	
Text Book: <ol style="list-style-type: none">1. The Larder Chef – M.J.Letto – Butterworth Heinemann.2. International cuisine and food production management – Parvinder S.Bali – Oxford University Press -2012.			
Reference Books: <ol style="list-style-type: none">1. Table Decoration with Fruits and Vegetables. By Angkana Neumayer, Schiffer2. Theory of cookery- Krishna Arora – Frank Bros-2014Publishing limited, Publication 2010.			
Websites: <ul style="list-style-type: none">• https://en.wikipedia.org/wiki/Garde_manger			
Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER - IV

PART III - SBC 2: BAR MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BHMSB4	Bar Management	SBC 2	-	-	36	3
Preamble: To enable students to acquire practical knowledge in beverage management.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To carry out the service of alcoholic beverage.					K1
CO2	To carry out Service of Specialty coffee					K2
CO3	To prepare and serve various mock tails					K3
CO4	To prepare and serve various cocktails					K4
CO5	To carry out Bar tending procedures					K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	S	M	M	M	M
CO2	S	S	S	M	M	M	M	S	M	S
CO3	S	S	S	S	M	S	L	M	M	M
CO4	S	S	S	S	M	S	M	M	M	M
CO5	S	S	M	M	M	S	M	M	M	M

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	1. To carry out the service of alcoholic beverage.(Assignment) 2. To carry out Service of Specialty coffee. 3. To prepare serve various Mocktails. 4. To prepare serve various cocktails. 5. To carry out Bar tending procedures.	36	<a href="https://www.youtube.com/watch?v=b0IuTL3Z-
kk&t=25s">https://www. youtube.com/ watch?v=b0I uTL3Z- kk&t=25s <a href="https://www.youtube.com/watch?v=FrF
SeuAJd9o&t
=2s">https://www. youtube.com/ watch?v=FrF SeuAJd9o&t =2s
	Total	36	
Text Book: 1. Food and beverage service by Dennis Lillicrap& John cousins. Publisher – ELBS			
Reference Books: 1. Modern Restaurant Service. A manual for students & Practitioners – John Fuller – Hutchinson 2. The Waiter – John Fuller & A.J.Currie – Hutchinson			
Websites: • https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_basics.htm			
Learning Methods (*): Practical classes/observation/lecture			

VLB JANAKIAMMAL COLLEGE OF ARTS AND SCIENCE: AUTONOMOUS
DEPARTMENT OF CATERING SCIENCE AND HOTEL MANAGEMENT
Regulations for B.Sc. Catering Science and Hotel Management
(Effective from the academic year 2021-2022 onwards)

Introduction:

The Department of Catering Science and Hotel Management started the UG Programme in B.Sc. Catering Science and Hotel Management in 1995.

Objective:

- To be a leader in the development of professionals, keeping abreast with the latest development.
- To be proactive with the industry to address the need of highly skilled manpower.
- Provide a platform for exchanging ideas and information between industry and students.
- Demonstrate specific competence in a variety of operational aspects, adopt innovative teaching methods and plan progressive education.
- To train for both practical and theoretical knowledge of every phase within the hospitality industry.

Duration of UG Programme

The course shall extend over a period of three years comprising of six semesters, with two semesters per year. There shall not be less than ninety instructional days during each semester. Examination shall be conducted at the end of each semester for the respective subject.

Eligibility: UG Programme

A pass in Higher Secondary Examination conducted by Government of Tamilnadu or an equivalent examination

Vision

- To develop individuals with multifaceted personality into industry - oriented specialists.

Mission:

- To develop creative attitude, techniques and skills.
- To impart high standard of professional knowledge and practice.
- To nurture individual professional competence to suit the dynamically growing hospitality sector.

Programme Outcome:

- After the completion of the under graduate programme in Bachelor of Science (B.Sc. Degree), the graduates will be able to

PO1: To demonstrate high standards with regard to performance in the hotel industry adopting value-based and ethical practices.

PO2: To improve every individual's ability for creativity and innovation.

PO3: To understand their moral, social, and human obligations to society.

PO4: To demonstrate community involvement.

PO5: Understand the fundamentals of Hospitality Industry, Food Production Operations, Food and Beverage Service, Housekeeping and Front Office Operations.

PO6: Apply professional skills required for the Hospitality Industry.

PO7: Utilize knowledge acquired for superior performance and value to customers.

PO8: Obtain operational and supervisory positions within the Hospitality sector such as Hotels, Resorts, Cruise lines, Restaurants and Catering establishments.

PO9: To run their own business entity.

PO10: Understand the techniques of advanced technologies used in hotel industry.

Programme Specific Outcome:

PSO1: To acquire knowledge in the hospitality domain to excel in professional career and social life.

PSO2: To adapt to evolving changes in real time professional career.

PSO3: To demonstrate professional competence in the operational areas of the Hospitality Industry.

PSO4: To understand the functions of non-core departments like accounts, human resource, etc.

PSO5: To utilize the acquired knowledge to manage and evaluate functional systems in hospitality industry.

B.Sc. Catering Science and Hotel Management
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2021-2022 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	21HMFR01	Language – I Hotel French I	5	3	50	50	100	3
II	21ENG001	English –I	5	3	50	50	100	3
III	21BHM101	Core 1- Food Production and Patisserie-I	3	3	50	50	100	3
III	21BHM102	Core 2- Food and Beverage Service-I	3	3	50	50	100	3
III	21BHM103	Core 3- Housekeeping Management	3	3	50	50	100	3
III	21BHMP01	Core Practical1- Food Production and Patisserie -I	3	4	-	-	-	-
III	21BHMP02	Core Practical2- Food and Beverage Service -I	3	3	-	-	-	-
III	21BHMA01	Allied 1 : Hospitality Personnel Development	3	3	50	50	100	4
IV	21UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				650	21
SEMESTER II								
I	21HMFR02	Language –II Hotel French II	5	3	50	50	100	3
II	21ENG002	English – II	5	3	50	50	100	3
III	21BHM201	Core 4 - Food Production and Patisserie-II	3	3	50	50	100	3
III	21BHM202	Core 5- Food and Beverage Service-II	3	3	50	50	100	3
III	21BHMP01	Core Practical 1- Food Production and Patisserie -I	3	4	50	50	100	4
III	21BHMP02	Core Practical 2 - Food and Beverage Service -I	3	3	50	50	100	4
III	21BHMP03	Core Practical 3 - Housekeeping Management	3	3	-	50	50	3
III	21BHMA02	Allied - 2 - Practical's - Computer Applications in Hospitality Industry	3	3	50	50	100	4
IV	21UFCA02	Foundation Course II : Value Education	2	2	-	50	50	2
		Total	30				800	29
SEMESTER III								
III	21BHM301	Core 6 - Food Production and Patisserie-III	5	3	50	50	100	3
III	21BHM302	Core 7- Food and Beverage Service-III	4	3	50	50	100	3

III	21BHM303	Core 8- Front Office Operations	3	3	50	50	100	3
III	21BHM304	Core 9 - Bakery and Confectionery	4	3	50	50	100	3
III	21BHMP04	Core Practical 4 - Food Production and Patisserie -II	3	4	-	-	-	-
III	21BHMP05	Core Practical 5 - Food and Beverage Service -II	3	3	-	-	-	-
III	21BHMA03	Allied 3 - Hotel Accounting	3	3	50	50	100	4
III	21BHMSB1/ 21BHMSB2	SBC 1- Bakery and Confectionary/ Cake Icing and Decoration	3	4	30	45	75	3
IV	21BTA001/ 21ATA001/ 21BHMOE1	OEC 1: BT – 1/AT - 1 Communicative Hindi –I	2	2	-	50	50	2
		Total	30				625	21
SEMESTER IV								
III	21BHM401	Core 10 - Food Production and Patisserie-IV	5	3	50	50	100	4
III	21BHM402	Core11- Food and Beverage Service-IV	4	3	50	50	100	4
III	21BHMP04	Core Practical 4 - Food Production and Patisserie -II	3	4	50	50	100	4
III	21BHMP05	Core Practical 5 - Food and Beverage Service -II	3	3	50	50	100	4
III	21BHMP06	Core Practical 6 - Front Office Operations	3	3	-	50	50	3
III	21BHME01/02 /03	Elective - I	4	3	50	50	100	4
III	21BHMA04	Allied 4 – Travel and Tourism	3	3	50	50	100	4
III	21BHMSB3/ 21BHMSB4	SBC 2 - Garde Manger/ Indian Sweets and Snacks	3	4	30	45	75	3
IV	21BTA002/ 21ATA002/ 21BHMOE2	OEC 2 : BT - 2/AT -2/ Communicative Hindi –II	2	2	-	50	50	2
		Total	30				775	32
SEMESTER V								
III	21BHM501	Core 12 - Food Production and Patisserie-v	5	3	50	50	100	4
III	21BHM502	Core13- Food and Beverage Service-V	4	3	50	50	100	4
III	21BHM503	Core 14- Food and Beverage Management	4	3	50	50	100	3
III	21BHMP07	Core Practical 7 - Food Production and Patisserie -III	6	4	50	50	100	4
III	21BHMP08	Core Practical 8 - Food and Beverage Service -III	6	3	50	50	100	4
III	21BHME04/05 /06	Elective - II	5	3	50	50	100	4
		Total	30				600	23
SEMESTER VI								
III	21BHMPR1	Core - 15 - Industrial Exposure Training Report - Viva- Voce	-	3	50	50	100	12
V	21NSS001/ 21NCC001	SOC 1: NCC/NSS/Sports /Extension Activities			50		50	2

	21SPT001/ 21EXT001								
		Total					150	14	
							Total	3600	140

List of Skill Based Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	21BHMSB1	Practical - Bakery and Confectionary	3
2	III	21BHMSB2	Practical - Cake Icing and Decoration	3
3	IV	21BHMSB3	Practical - Garde Manger	3
4	IV	21BHMSB4	Practical - Indian Sweets and Snacks	3

List of Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
Elective I				
1	IV	21BHME01	Food Service Facilities and Planning	4
2	IV	21BHME02	Fast Food Operations	4
3	IV	21BHME03	Food Safety Microbiology	4
Elective II				
4	V	21BHME04	Human Resource Management in Hospitality Industry	4
5	V	21BHME05	Hotel Law	4
6	V	21BHME06	Food Preservation	4

List of Open Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	21BTA001	Basic Tamil-I	2
2	III	21ATA001	Advanced Tamil-I	2
3	III/IV	21OEC002	Communicative English	2
4	III	21BAEOE1	PC Software	2
5	III	21BBAOE1	Multimedia and its Applications	2
6	III	21BACOE1	Multimedia and its Applications	2
7	III	21BCMOE1	Aptitude and Logical Reasoning	2
8	III	21BCCOE1	Human Resource Management	2
9	III	21BCSOE1	Multi Media	2
10	III	21BCIOE1	E Business	2
11	III	21BCPOE1	Web Designing	2
12	III	21BHMOE1	Communicative Hindi-I	2
13	III	21BVCOE1	E- Commerce	2
14	IV	21BTA002	Basic Tamil-II	2
15	IV	21ATA002	Advanced Tamil-II	2
16	IV	21BAEOE2	Introduction to Information Security	2
17	IV	21BCAOE1	Banking Theory	2
18	IV	21BSCOE1	Management Information System	2

19	IV	21BITOE1	Microprocessor and its Applications	2
20	IV	21BCTOE1	Mathematical Aptitude	2
21	IV	21BMAOE1	Basics of Internet	2
22	IV	21BESOE1	Web Designing	2
23	IV	21BHMOE2	Communicative Hindi-II	2
24	IV	21BCDOE1	Introduction to Research	2
25	IV	21BVCOE2	Basics of Sound and Acoustics	2

List of Extra Credit Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	21BHMEC1	Event management	2
2	IV	21BHMEC2	Computer Applications in Hospitality Industry (Theory)	2
3	V	21BHMEC3	Hotel Engineering and Maintenance	2

Summary of the Programme

Part	No.of Papers	Total Credits	Total Marks
I	2	6	200
II	2	6	200
III - Core	15	52	1500
III - Core Practical	8	36	700
III - Allied	4	16	400
III - Elective	2	8	200
III – Skill Based Course	2	6	150
IV - Foundation Course	2	4	100
IV - OEC	2	4	100
V -Extension Activities	-	2	50
Total	39	140	3600

**Regulations for B.Sc. Catering Science and Hotel Management
(Effective from the academic year 2021-2022 onwards)**

1. Distribution of Marks for Continuous Internal Assessment (CIA) and Comprehensive External Examinations (CEE)

Paper	Maximum Marks	Marks for		Components for CIA			
		CIA	CEE	Tests	Attendance	Seminar	Other*
Theory(Core/Allied/Elective)	100	50	50	30	10	5	5

* Components for others may include the following:

Class Participation, Case Studies Presentation. Field Work, Field Survey, Group Discussion, Term Paper, Workshop/ Conference Participation, Presentation of Papers in Conferences, Quiz, Report/ Content Writing, etc

2. Distribution of Marks for Continuous Internal Assessment (CIA) and Comprehensive External Examinations (CEE)

Paper	Maximum Marks	Marks for		Components for CIA		
		CIA	CEE	Tests	Observation Note	Record Note
Practical (Core)	50	-	50	-	-	-
Practical (SBC)	75	30	45	20	5	5
Practical (Core)	100	50	50	30	5	15

3. Distribution of Marks for Continuous Internal Assessment (CIA) for SBC

Paper	Maximum Marks	Test 1	Test 2	Record	Observation
Practical (SBC)	30	10	10	5	5

4. Distribution of Marks for Continuous Internal Assessment (CIA) and Comprehensive External Examinations (CEE)

Paper	Maximum Marks	Marks		
		CIA	CEE	
			Evaluation	Viva-voce
Project (Core)	100	50	30	20
Project (Core)	150	60	60	30
Project (Core)	200	100	60	40

5. Seminar Split up

S.NO	Seminar split up	Marks
1	Content	1
2	Flow of the presentation	2
3	Stage management and Body language	2
	Total	5

6. Attendance Break up

S.NO	Attendance split up	Marks
1	65% to 74%	4
2	75% - 80%	6
3	81% - 90%	8
4	91% - 100%	10

7. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations should submit Bonafide Record Note Books prescribed for practical examinations, otherwise the candidate shall not be permitted to appear for the Practical Examinations.

8. Conduct of Practical Examinations:

Practical examinations shall be conducted with one internal examiner and one external examiner and the question paper for practical examination shall be set by both Internal and External examiners.

9. Pattern of Question Paper

Maximum Marks : 100 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×8=40)	Each question carries eight marks	Internal Choice
Section – C	(5×10=50)	Each question carries ten marks	Internal Choice
Maximum Marks :50 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×3=15)	Each question carries three marks	Internal Choice
Section – C	(5×5=25)	Each question carries five marks	Internal Choice
Maximum Marks : 45 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×2=10)	Each question carries two marks	Internal Choice
Section – C	(5×5=25)	Each question carries five marks	Internal Choice

Note:

1. The questions should be numbered continuously running through the Sections A, B and C.
2. Questions should be evenly distributed among the unit in the syllabus in all the sections of the question paper
3. While framing questions with internal choice the questions must be identified as (a) or (b). (e.g. 6. a or b). Further, the internal choice must be from the same unit.

4. The Controller of the Examinations shall arrange for the setting of question papers on the basis the syllabus and the pattern of question paper duly certified by the Chairpersons of the respective Board of Studies

10. Project Viva Voce

Each students in the under graduate final year shall compulsorily undergo Industrial Exposure Training in the 6th semester. Training Report shall be done individually. IET Report Co-coordinator's will guide the students. Report must be completed regarding training for hotel work. Report reviews shall be conducted thrice in which the progress of report work shall be evaluated by respective guides. Viva-Voce shall be conducted in the presence of external experts.

11. Placement activities are included in addition to the NSS/NCC/Sports/Extension activities component.

The mark distribution is:

S.No.	Component	Marks
a.	NSS/NCC/Sports/External activities	10
b.	Attending placement training	10
c.	Attending the all placement drives	20
d.	Receiving Offer Letter	10
	Total Marks	50
	Credits	2

SEMESTER – V

PART III – CORE 12: FOOD PRODUCTION AND PATISSERIE – V

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BHM501	Food Production and Patisserie – V	Core 12	40	20	-	4

Preamble: Enabling students to acquire theoretical knowledge about Garde manger kitchen operations, products prepared and about left over utilization.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Acquire knowledge about Garde manger kitchen and its operations.	K3
CO2	To acquire a good understanding about Force meat, Panada, Compound butters, Marinade and Brine.	K2
CO3	Develop Knowledge about Aspic jelly, Chaud Froid, Ice carving.	K3
CO4	Understand about types of garnishes and left over utilization.	K2
CO5	Develop Knowledge about Standard recipes, Kitchen management and Stewarding.	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	L	L	S	M	L	S	M	S
CO2	M	S	M	L	S	S	M	M	L	M
CO3	S	M	L	M	S	S	M	M	M	L
CO4	M	S	M	L	M	M	L	S	L	M
CO5	S	M	M	L	S	S	M	S	S	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	LARDER: Introduction, Functions of larder Department, Breakdown of work, Duties and responsibilities of Larder chef, Larder control, Relationship with other departments, layout of larder kitchen, larder equipment, using and care of larder equipment (Refrigerator, Mincing machine, Bowel cutter), larder tools. Butchery: Meaning, functions of Butchery.	12	https://www.youtube.com/watch?v=oWsx6xXWAqo
II	FORCE MEAT: Meaning, uses, types and recipes. Panada: Meaning, uses, types and recipes. Compound butters: Meaning, uses, types and recipes. Marinade: Different types and uses. Brine: Types and uses.	12	https://www.youtube.com/watch?v=VsVx4uQQ9kQ
III	ASPIC JELLY: Uses and preparation. Chaud-froid: Uses and preparation Cold Preparation: Galantine, Ballantine, terrine, Pate, mousse, soufflé, Mousselines, quenelles etc. Recipes for the above. Ice carving: Equipment, ice preparation, making a template, melting effects, storage.	12	https://www.youtube.com/watch?v=A2Z3oFoAe6U
IV	GARNISHES: Definition of Garnish, types of garnish (Simple and Compound garnish), Points to considered while garnishing, Suggested garnishes for Tomato Juice, Selfish Cocktail, soups, Tandoori chicken, Pulao, curries and Dals (Names only). Basic Jelly and Caviar. Left over utilization.	12	https://www.youtube.com/watch?v=rIeMqbkjNJE
V	STANDARD RECIPE: Importance of standard recipe. Advantages and Disadvantages. Kitchen Management: Objectives, Meal production, indenting, purchasing, storing, cost control, yield, and portion control. Stewarding: Importance of kitchen stewarding, Organization of the kitchen stewarding department, equipments found in kitchen stewarding department, work flow in kitchen Stewarding, garbage disposal. Waste segregation, recycling, color coding of recycling bins.	12	https://www.youtube.com/watch?v=j_ubG9zjotE
	Total	60	

Text Book:

1. The Larder Chef – M.J.Letto – Butterworth Heinemann.
2. International cuisine and food production management – Parvindar S.Bali – Oxford University Press

Reference books:

1. Practical cookery - Ronald Kinton& Victor Ceserani - Hodder Starghton.- 2019
2. Theory of Catering - Ronald Kinton& Victor Ceserani - Hodder Starghton.
3. Theory of cookery- Krishna Arora – Frank Bros-2014.

Websites:

- <https://archive.org/details/in.ernet.dli.2015.138723>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – V

PART III – CORE 13: FOOD AND BEVERAGE SERVICE – V

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BHM502	Food and Beverage Service-V	Core 13	30	18	-	4
Preamble: Enabling students to acquire theoretical knowledge and to be successful in managing food and Beverage department.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Acquire knowledge on Gueridon Service and its importance.					K3
CO2	To develop knowledge about Function catering.					K3
CO3	To understand about Outdoor catering and specialized forms of service.					K2
CO4	To develop understanding about Budgeting and Staff organization.					K2
CO5	To gain knowledge about Floor service and Room service.					K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	L	L	S	S	M	S	L	M
CO2	S	S	L	L	S	S	M	S	S	S
CO3	M	M	L	M	S	S	S	M	S	S
CO4	S	M	M	L	S	S	M	S	M	M
CO5	S	S	L	L	S	S	M	S	L	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	GUERIDON SERVICE: Introduction, Mise en place for Gueridon. Special equipments used, care and maintenance of equipment, taking the order, method of serving the dish at the table, carving and jointing at the table, carving trolley, dishes prepared on the Gueridon, flambéing.	10	https://www.youtube.com/watch?v=TYIoVafMbtw
II	FUNCTION CATERING: Introduction, types of function, function service staff and responsibilities, service methods in function catering, booking and organization of functions, function menus, wines tabling, seating arrangements, banquets lay-outs. Instructions to service staffs, order of service for a formal function, reception and ordering of wines. Weddings organization - procedure at a wedding buffet, reception, family line-up, procedure for toasts. Planning of buffets - sit down and fork buffets, procedures required for exhibitions, seminars, fashion shows, trade fairs etc.	9	https://www.youtube.com/watch?v=ADNMSAoirq8
III	OUTDOOR CATERING: Meaning, preliminary survey of the place and comfort of party, hiring of service personnel, making a list of service equipment required, setting" up counters and allotting stations Specialized forms of service: Hospital tray service, Airline service, Railway service.	10	https://www.youtube.com/watch?v=On-FGpy5wdg
IV	BUDGETING FOR THE F&B DEPARTMENT: Budgeting control, the budgeting cycle, limiting factors, sales forecasting. Staff organization and training: Staff organization, level of demand, Duty Rota, staff training, terms used in training, planning of training. Customer relation: Introduction, minimizing customer relation problems, customer satisfaction, Social skills.	10	https://www.youtube.com/watch?v=INnPo0QPXf4
V	FLOOR / ROOM SERVICE: Meaning, Full & Partial room service, Breakfast service in room, tray & trolley set-up for room service. Lounge service: Meaning, organization of lounge service. Afternoon tea service: Menu for high tea & afternoon tea, order of service. Reception tea service: Meaning & service procedure.	9	https://www.youtube.com/watch?v=SIWCYQmhYQQ
Total		48	

Text Book:

5. Food & Beverage Service – Dennis. Lillicrap & John.A.Cousins – ELBS - 2020
6. Food & Beverage Service –R.Singaravelan. Oxford Press.- 2016
7. Modern restaurant Service – A manual for students and Practitioners – John Fuller – Hutchinson
8. Food and Beverage Service, 10th Edition Paperback – August 28, 2020

Reference Books:

7. Food & Beverage Service – Dennis. Lillicrap & John.A.Cousins – ELBS - 2020
8. Food & Beverage Service Training Manual – Sudhir Andrews – Tata McGraw-Hill

Websites:

- https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_basics.htm

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – V

PART III – CORE 14: FOOD AND BEVERAGE MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BHM503	Food and Beverage Management	Core 14	40	08	-	3
Preamble: The course aims to enable the student to acquire professional competence at managerial levels in the principles of food & beverage service.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To develop an understanding about Food & Beverage Management.					K2
CO2	To acquire a good understanding on purchasing of food & beverages and related details.					K2
CO3	To understand about Storing & issuing relates to Food and beverage control.					K2
CO4	Develop Knowledge about different cost factors involved.					K3
CO5	Acquire knowledge on menu engineering and menu merchandising.					K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	M	M	S	L	M
CO2	M	M	M	L	M	M	S	M	M	S
CO3	L	L	M	L	S	M	M	S	L	S
CO4	M	M	L	M	S	M	M	S	L	M
CO5	L	L	M	M	S	S	S	S	M	M

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	FOOD & BEVERAGE MANAGEMENT: Introduction - Food & Beverage function - Responsibilities & objectives of F&B department - Constraints of food & beverage management - Cost & market orientation (Cost structure & profitability, demand for product, capital intensity, nature of the product). The meal / drink experience: Food & drink, variety in menu choice, level of service, value for money, interior design, atmosphere & mood, expectation & identification, location / accessibility and staff.	10	https://www.youtube.com/watch?v=SiRdqT3_e0s&t=162s
II	PURCHASING: The nature of purchasing - The main duties of purchase manager - Importance of purchase functions - The purchasing procedure - The selection of a supplier - supplier rating - Aids to purchasing - The purchasing of food & beverages - Standard purchase specification: Meaning & objective - The purchase specification for food & beverages. Receiving: Objective - Receiving procedure - Receiving of expensive commodities -Returnable containers - Blind receiving - Dispatch to stores or user department -Clerical procedures & forms used.	9	https://www.youtube.com/watch?v=wd9VQ211e50&t=130s
III	STORING & ISSUING: Storing & issuing of food & beverages. Stock taking of food & beverages - Stock turnover - Stock levels. Food control: Objectives of food cost control - The essentials of a control system -Calculation of food cost - Methods of food control -Food. Control check list - Obstacles to food cost control. Beverage Control: Objectives of beverage control - Calculation of beverage cost -Methods of beverage control - Beverage control checklist.	10	https://www.youtube.com/results?sp=mAEB&search_query=purchasing+in+hotel
IV	ELEMENTS OF COST: Cost defined, basic concepts of profit, control aspect, pricing aspects. Cost dynamics: Fixed & variable costs - Break even charts - Turn over & unit costs. Sales promotion, Advertising, Merchandising, & public relations.	10	https://www.youtube.com/results?sp=mAEB&search_query=purchasing+in+hotel
V	MENU ENGINEERING: Meaning, Menu Engineering Terminology, Menu Engineering Worksheet, Remedial action, Problems and Limitations. Menu Merchandising: Methods of pricing menus, Shape & fold of menu, Size of menu, Type & color of paper or card, Typefaces, Layout, Printing & reprinting..	9	https://www.youtube.com/results?sp=mAEB&search_query=purchasing+in+hotel
Total		48	
Text books:			
<ol style="list-style-type: none"> 1. Food & Beverage Management - Bernard Davis & Sally Stone – Elsevier 3rd edition 2. Dennis R. Lillicrap “Food and Beverage service” 10th Edition 2020 			
Reference book:			
<ol style="list-style-type: none"> 1. Food and Beverage Service – R. Singaravelavan – Oxford Press.- 2016 			

Websites:

- <https://hmhub.in/6th-sem-f-b-management-notes/>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – V

PART III - CORE PRACTICAL 7: FOOD PRODUCTION AND PATTISERIE-III

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BHMP07	Food Production and Patisserie -III	Core Practical 7	-	-	60	4

Preamble: Imparting advanced professional skills in Continental cuisine.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To acquire practical skills in advanced professional Continental cuisine	K3
CO2	To develop skills on preparation of Salad, Soups.	K3
CO3	To acquire skills in Preparation of Egg and Pasta dishes.	K3
CO4	To develop skills on preparation of Fish, Meat and Chicken dishes.	K3
CO5	To gain Skills in the preparation of savory and desert dishes.	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	L	L	S	S	M	M	S	M
CO2	M	S	L	M	M	M	M	M	S	M
CO3	S	M	M	M	S	M	S	S	S	M
CO4	M	S	L	L	S	M	S	S	S	M
CO5	M	M	L	L	S	S	S	S	S	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	- Menu consists of Salad, Soup, Egg, Pasta, Fish, Meat, Chicken, Savoury and Desert.	60	https://www.youtube.com/watch?v=YwPSbhZSO0U https://www.youtube.com/watch?v=948mcYdlhRk https://www.youtube.com/watch?v=5G34_zl2Cok
Total		60	
Text Book: <ol style="list-style-type: none">1. M J Leto & W K H Bode "Larder Chef" Publisher: Butterworth- Heinemann.2. Chef Parvinder S. Bali International Cuisine and Food production Management –Publishers Oxford University Press 2012.3. Modern Cookery – Vol –I, and Vol –II, By Thangam E Phillips, Orient Longman.			
Reference Books: <ol style="list-style-type: none">1. "Professional Chef" The Culinary Institute of America Published By John Wiley & Sons2. Hamlyn "Larousse Gastronomique" Publisher Octopus Publishing Group London.3. Le Rol A. Polson "The Professional Chef" (4th Edition)4. Kinton & Ceserani "Practical Cookery".- 20195. Kinton & Ceserani "Theory of Catering".6. Kauffman & Cracknell "Practical Professional Cookery".			
Websites: <ul style="list-style-type: none">• https://food.ndtv.com/topic/continental/recipes			
Learning Methods (*): Practical classes/observation/lecture			

SEMESTER – V

PART – III CORE PRACTICAL 5 - FOOD AND BEVERAGE SERVICE –III

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BHMP08	Food and Beverage Service -III	Core Practical 8	-	-	60	4
Preamble: Imparting Professional skills in Food and beverage service						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To gain Skills on cooking and carving at table.					K3
CO2	To develop skills on service of Alcoholic beverages.					K3
CO3	To acquire skills on food and wine compilation.					K3
CO4	Acquiring skills in the art of Mock tail Mixing					K3
CO5	Developing skill in the art of making cocktail.					K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	L	L	M	S	M	M	L	M
CO2	M	M	L	L	M	M	M	S	L	S
CO3	M	M	M	L	S	S	L	M	L	M
CO4	L	S	L	M	S	S	M	M	M	S
CO5	M	M	L	L	S	S	M	M	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	<p>-To Develop the Perfect Skill and Techniques for Formal Banquet Services, Function, Calculation of Space for Banquets, Banquet Menu, and Setting of Various Types of Buffet, Gueridon and Flame Work and Induce Supervisory Responsibility in Students.</p> <ul style="list-style-type: none"> - Cooking and Carving at Table. - Designing and Setting the Bar. - Compiling an Alcoholic Beverage List. - Service of Wines. - Service of Spirits. - Preparing and service of various food from the Gueridon. - List of Restaurant Equipment Manufacturer (Assignment). - Art of Mocktail Mixing - Art of Cocktail Mixing. - Compiling and service of Menu with Wine Suggestion. - Bar Tending Procedures. 	60	<p>https://www.youtube.com/watch?v=l3wQNbzj5Ek</p> <p>https://www.youtube.com/watch?v=b0luTL3Z-kk&t=25s</p> <p>https://www.youtube.com/watch?v=7IR6oEKNzwY</p>
Total		60	
Text Book: 1. Food and beverage service – R. Singaravelavan, Oxford press,- 2016			
Reference Books: 1. Dennis Lillicrap & John Cousins “Food and beverage service” Publisher – ELBS.- 2020			
Websites: <ul style="list-style-type: none"> • https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_basics.htm 			
Learning Methods (*): Practical classes/observation/lecture			

SEMESTER – V

**PART III ELECTIVE – II HUMAN RESOURCES MANAGEMENT IN HOSPITALITY
INDUSTRY**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BHME04	Human Resources Management in Hospitality Industry	Elective – II	44	16	-	4

Preamble: To gain theoretical knowledge in the area of Human Resource Management.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To develop and understanding about the role of Human Resource department.	K2
CO2	To acquire knowledge on manpower planning and recruitment	K3
CO3	To develop knowledge on Performance Appraisal, Promotion and Punishments	K3
CO4	Understand about administration of wages and salary	K2
CO5	To understand the importance of Industry Relationship	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	S	S	M	S	M	M	M
CO2	M	L	M	L	M	M	S	M	M	M
CO3	M	L	M	M	M	M	M	M	S	M
CO4	M	L	S	L	M	S	L	M	M	M
CO5	L	M	M	L	M	M	M	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	HUMAN RESOURCE MANAGEMENT - Meaning, nature, scope, and objective - Functions of Human Resource Department - The role of HR Manager - Organization of HR Department - HR policies & procedures.	12	https://www.youtube.com/watch?v=5EUiMOWfaCo
II	MANPOWER PLANS - Concept, organization & practice, Manpower planning techniques - Short term and long term planning. Recruitment & Selection - Job analysis - Description - Job specification - Selection Process - Tests & Interviews— Placement & Induction	12	https://www.youtube.com/watch?v=IxXLbuTwIBI
III	PERFORMANCE APPRAISAL - Job evaluation & merit rating - Promotion - Transfer and demotion - Human relations - Approaches to good human relations - Job satisfaction - morale and discipline. Labor turnover – Punishment.	12	https://www.youtube.com/watch?v=A4GklhGISxM
IV	WAGES AND SALARY ADMINISTRATION - Development Sound Compensation structure. Direct & Indirect costs, Fringe benefits, CTC (Cost to Company) Concepts & its implications - Regulatory provisions - Incentive system - Labor welfare and social security - Safety, health & security - retirement benefits to employees.	12	https://www.youtube.com/watch?v=jAr3Vhz3f84
V	INDUSTRIAL RELATIONS - Trade unionism - Grievance handling - Developing Grievance Handling System - Managing conflicts - Collective bargaining and workers participation.	12	https://www.youtube.com/watch?v=UtyU9xssZZ8
Total		60	
Text Book:			
1. Personnel Management - C.B. Mamoria - Himalaya Publishing House			
Reference Books:			
1. Personnel Management in Indian Organizations – Pramod Verma.			
2. Personnel Management - Edwin B.Flippo - Tata McGraw Hill.			
Websites:			
• https://www.whatishumanresource.com/human-resource-management			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – V

PART III ELECTIVE – II HOTEL LAW

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BHME05	Hotel Law	Elective – II	44	16	-	4

Preamble : Enabling students to acquire theoretical knowledge hotel law.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To understand the factors involving contracts and its types	K2
CO2	To gain knowledge on the Acts and Laws relevant to different kind of firms.	K3
CO3	To gain good knowledge on Hospitality license requirements	K3
CO4	To acquire Knowledge on various laws relevant to employee dispute and employee welfare	K3
CO5	To gain knowledge on government governing bodies for various licenses.	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	L	M	M	S	M	M	M	S	M
CO2	L	L	S	L	M	M	M	M	S	M
CO3	M	L	M	M	S	S	S	S	S	S
CO4	L	L	M	M	S	M	M	S	M	M
CO5	M	L	S	L	S	M	M	S	S	M

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	THE INDIAN CONTRACT ACT: Definition of Contract-essential elements of a valid contract-classification of contracts-voidable contract-void contract illegal agreement-express contract-implied contract-executed contract-executory contract. Offer-definition-essentials of a valid offer when does as offer come to an end. Acceptance-essentials of valid acceptance-communication of offer acceptance revocation-when complete.	12	https://www.youtube.com/watch?v=0Uk5BFhyfTY
II	FOOD LEGISLATION: Principles of food laws-acts regarding prevention of food adulteration, definition, authorities under the act, procedure of taking a sample purchase right, warranties, guest control order or food services order in force from time to time. Essential commodities act, ISU, AGMARK	12	https://www.youtube.com/watch?v=988-cMG9g2c
III	LIQUOR LEGISLATION: Types of licenses, drinking in the licensed premises and different types of permits. Liquor control act, distinction between guest and bar, guest relationship, by laws as affecting catering establishments, (to be discussed in details)	12	https://www.youtube.com/watch?v=GNpngIjSX3k
IV	INDUSTRIAL LEGISLATION FACTORIES ACT, Payment of Wages Act, Industrial Disputes Act, Apprentices Act, Provident Fund Act, Trade Unions Act (each Act to be discussed in brief with particular reference to hotel industry)	12	https://www.youtube.com/watch?v=OFoGbp3cxdk
V	LAWS RELATING TO HOSPITALITY- Hygiene, sanitation and adulteration what are food adulteration - laws for prevention of it in India - ISI standard, prevention of food adulteration act, agmark. Environment protection act powers of the central govt. Prevention and control of environment pollution shops and establishment act introduction-definition-adult-family-commercial establishment-employer-employee-exemption-registration-daily and weekly working hours-overtime-annual leave with wages. Consumer protection councils, procedure for redressed of grievances.	12	https://www.youtube.com/watch?v=N996KaG9BYc
	Total	60	
Text Book:			
1. Food & legislation & policies-Dharma Raj			
Reference Books:			
1. Hotel law – Amitabh Devendra.			
Websites:			
<ul style="list-style-type: none"> • https://legaldesire.com/laws-governing-hotel-industry-in-india/ 			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – V

PART III ELECTIVE – II FOOD PRESERAVATION

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BHME06	Food Preservations	Elective – II	44	16	-	4
Preamble: To gain theoretical knowledge about ways and means of preserving food.						
Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	To develop basic knowledge on Food Preservation.					K2
CO2	To understand the different temperatures in food preservation.					K2
CO3	To acquire knowledge about Heat resistance and Theomorphic microorganism.					K3
CO4	To develop knowledge on Technology aspects in food preservation.					K2
CO5	To understand the knowledge on Biological agents and radiation in preservation of food.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	L	L	L	M	M	M	L	S	M
CO2	M	L	L	L	S	M	M	M	S	M
CO3	L	L	L	L	M	M	M	M	M	M
CO4	M	L	L	L	M	M	M	M	S	S
CO5	M	L	M	L	M	L	L	L	L	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	BASIC CONSIDERATIONS: Aims and objectives of preservation & processing of foods, Characteristics of tissues and non-tissues foods, Degree of perishability of unmodified foods, Causes of quality deterioration and spoilage of perishable foods, intermediate moisture foods, wastage of foods.	12	https://www.youtube.com/watch?v=IltDWHRIgkY
II	PRESERVATION OF FOODS BY LOW TEMPERATURES: (A) Chilling temperatures: Consideration relating to storage of foods at chilling temperatures, Applications and procedures, Controlled and Modified atmosphere storage of foods, Post storage Handling of foods. (B) Freezing temperatures: Freezing process, Slow and fast freezing of foods and its consequence, other occurrences associated with freezing of foods. Technological aspects of pre freezing. Actual freezing, Frozen storage and thawing of foods.	12	https://www.youtube.com/watch?v=CquXUa7ZPjA
III	PRESERVATION OF FOODS BY HIGH TEMPERATURES: Basic concepts in thermal destruction of microorganisms D, Z, F values. Heat resistance and theomorphic microorganisms. Cooking. Blanching, Pasteurization and Sterilization of foods. Assessing adequacy of thermal processing of foods, General process of caning of foods, Spoilage in canned foods.	12	https://www.youtube.com/watch?v=bNF9Cc35A2M
IV	PRESERVATION BY WATER REMOVAL: (a) Principles, Technological aspects and application of evaporative concentration process; Freeze concentration and membrane process for food concentrations. (b) Principles, Technological aspects and application of drying and dehydration of foods, Cabinet, tunnel, belt, bin, drum, spray, vacuum, foam mat, fluidized-bed and freeze drying of foods.	12	https://www.youtube.com/watch?v=k-KHRJkVaGI
V	Principles, Technological aspects and application of sugar and salt, antimicrobial agents, Biological agents, non-ionizing and ionizing radiations in preservation of foods. Hurdle technology.	12	https://www.youtube.com/watch?v=OSoJFqM4BdI
	Total	60	

Text Book:

1. Food Processing and Preservation by Neelam Khetarpaul, Daya Publishing House Delhi, Year

Reference Books:

1. Food Processing and Preservation, BY G. Subbulakshimi, New Age International (P) Limited.

Websites:

- <https://www.vahrehvah.com/indianfood/methods-of-food-preservation>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER - VI

CORE – 15 INDUSTRIAL EXPOSURE TRAINING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BHMPR1	Industrial Exposure Training	Core – 15	-	-	-	12

Preamble: To gain theoretical knowledge about ways and means of preserving food.

Prerequisite: Students should have completed their 10, +2 or any other equivalent exam from a recognized board or university.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To acquire the knowledge about the grooming standards in the industry	K2
CO2	To gain knowledge on safety and hygiene practices followed in the hotel or other hospitality sector.	K2
CO3	To gain knowledge on operational procedures followed in the hotel or other hospitality sector.	K3
CO4	To develop an individual's practical skills	K2
CO5	To learn and follow various policies and practices in the hotel or other hospitality sector.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	M	S	S	M	M	M	M
CO2	S	M	M	S	S	M	S	M	L	S
CO3	S	S	S	M	S	S	M	S	M	M
CO4	M	M	L	L	S	S	L	M	L	S
CO5	M	L	M	L	S	S	M	S	L	M

S – Strong; L – Low; M – Medium

Syllabus:

Course content

Basic framework

The stages in Project Work are given below:

- Project guide will be allotted by the department to each student.
- The student has to pursue the training program as prescribed in regulations.
- Student has to maintain the log book signed by the department head of the organization/ Department they are working at.
- The IET training should be pursued in allotted hotel or other hospitality sector by the department only.
- Student should prepare an IET Training report at the end of his training and it has to be certified and approved by the guide (the IET Report should conform to Standard Format laid down for).
- The student should submit the IET Report to the department.

Project work Requirements

- The IET training should be carried out individually and personally by the student.
- The IET Report should demonstrate the learning's of the students.

Submission of project proposal

- An offer letter from the concerned hotel or other hospitality sector is required to be presented and it should be approved by the head of the department along with the training certificate as well as the final project report.

Submission of project report.

- The training work should be done personally by the student in conformity with the approved hotel or other hospitality sector.
- A certificate from the hotel or other hospitality sector should also be enclosed in the Project Report as provided in the format for project report. The student should submit three copies of the project Report.
- None of the project report will be returned to the student.

Learning Methods (*):

Practical /observation/ Training

BSC VISCOM

B.Sc Visual Communication Board
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2023-2024 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	23LATA01/ 23LAHI01/ 23LAFR01 23LAMY01	Language – I Tamil I/Hindi I/Malayalam I/French I	5	3	25	75	100	4
II	23ENG001	English –I	5	3	25	75	100	4
III	23BVC101	Core 1 – Introduction to Visual Communication	6	3	25	75	100	4
III	23BVCP01	Core Practical 1 - Fine Art Production	6	3	40	60	100	4
III	23BVCA01	Allied 1- Writing for the media	6	3	25	75	100	4
IV	23UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	22
SEMESTER II								
I	23LATA02/ 23LAHI02/ 23LAFR02/ 23LAMY02	Language –II Tamil II/Hindi II/Malayalam II/French II	5	3	25	75	100	4
II	23ENG002	English – II	3	2	0	50	50	2
II	23NMS001	NMS 1 - Effective English Language Proficiency for Employability	2	2	0	50	50	2
III	23BVC201	Core 2 - Media History	6	3	25	75	100	4
III	23BVCP02	Core Practical 2 - Graphic design	6	3	40	60	100	4
III	23BVCA02	Allied 2- Advertising	6	3	25	75	100	4
IV	23UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	22
SEMESTER III								
I	23LATA03/ 23LAHI03/ 23LAFR03/ 23LAMY03	Language –III Tamil III/Hindi III/Malayalam III/ French III	3	3	25	75	100	4
II	23ENG003	English – III	3	2	25	75	100	4
III	23BVC301	Core 3 – Communication Theories	6	3	25	75	100	4
III	23BVCP03	Core Practical 3 – Digital Photography	6	3	40	60	100	4
III	23BVCP04	Core Practical 4 – 2D Animation and 3D Modeling	6	3	40	60	100	4
IV	23BVC SBI	SBC 1 - Photojournalism	4	2	0	50	50	2
V	23LATA001/ 23LAHI001/ 23LAFR001	OEC I: BT I / AT I / Communicative English	2	2	0	50	50	2

		Total	30				600	24
SEMESTER IV								
I	23LATA04/ 23LAHI04/ 23LAFR04/ 23LAMY04	Language –IV Tamil IV/Hindi IV/Malayalam IV/ French IV	3	3	25	75	100	4
II	23ENG004	English – IV	3	3	25	75	100	4
III	23BVC401	Core 4 – Television Production Techniques	6	3	25	75	100	4
III	23BVCP05	Core Practical 5 - Scriptwriting	6	3	40	60	100	4
III	23BVCA03	Allied 3-Media, Society and Culture	5	3	25	75	100	4
IV	23BVCSB2	SBC 2 - Mobile and Social Media Advertising	3	2	0	50	50	2
IV	23NMS002	NMS 2 - Broadcast journalism	2	2	0	50	50	2
IV	23BTA002/ 23ATA002/ 23BCDOE1	OEC 2 : BT II /AT II / Introduction to Research	2	2	0	50	50	2
		Total	30				650	26
SEMESTER V								
III	23BVC501	Core 5 - Media, Laws and Ethics	6	3	25	75	100	4
III	23BVC502	Core 6 - Film Studies	5	3	25	75	100	4
III	23BVCP06	Core Practical 6 - Audio Production	5	3	40	60	100	4
III	23BVCP07	Core Practical 7 - Video Editing	6	3	40	60	100	4
III	23BVCE01/ 23BVCE02/ 23BVCE03	Elective 1- Social Psychology / Integrated Marketing Communication / World Cinema	5	3	25	75	100	4
III	23BVCPR1	Internship and Viva Voce	-	-	-	-	-	-
IV	23BVCSB3	SBC 3- Cinematography	3	2	0	50	50	2
		Total	30				550	22
SEMESTER VI								
III	23BVC601	Core 7 - Public Relations	5	3	25	75	100	4
III	23BVCP08	Core Practical 8 - Magazine Production	5	3	40	60	100	4
III	23BVCP09	Core Practical 9 - Compositing and Visual Effects	5	3	40	60	100	4
III	23BVCE04/ 23BVCE05/ 23BVCE06	Elective II - Cultural Studies / Film Appreciation and Criticism/ Introduction to Media Research	4	3	25	75	100	4
III	23BVCE07/ 23BVCE08/ 23BVCE09	Elective III – Political Communication / Media Management / Film Distribution and Marketing	4	3	25	75	100	4
III	23BVCPR2	Project (Short Film and Documentary Production) and Viva Voce	3	3	50	50	100	4

IV	23NMS003	NMS 3 - Event Management	2	3	0	50	50	2
IV	23BVCSB4	SBC 4 - Web Designing	2	2	0	50	50	2
V	23NSS001/ 23NCC001/ 23SPT001/ 23EXT001	SOC 1: NCC/NSS/Sports //Extension Activities			50		50	2
		Total	30				750	30
							Total	3650
								146

List of Skill Based Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	23BVCSB1	Photojournalism	2
2	IV	23BVCSB2	Mobile and Social Media Advertising	2
3	V	23BVCSB3	Cinematography	2
4	VI	23BVCSB4	Web Designing	2

List of Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
Elective I				
1	V	23BVCE01	Social Psychology	4
2	V	23BVCE02	Integrated Marketing Communication	4
3	V	23BVCE03	World Cinema	4
Elective II				
4	VI	23BVCE04	Cultural Studies	4
5	VI	23BVCE05	Film Appreciation and Criticism	4
6	VI	23BVCE06	Introduction to Media Research	4
Elective III				
7	VI	23BVCE07	Political Communication	4
8	VI	23BVCE08	Media Management	4
9	VI	23BVCE09	Film Distribution and Marketing	4

List of Open Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	23BTA001	Basic Tamil-I	2
2	III	23ATA001	Advanced Tamil-I	2
3	III-IV	23OEC002	Communicative English	2

4	III	23BCAOE1	PC Software	2
5	III	23BBAOE1	Multimedia and its Applications	2
6	III	23BACOE1	Multimedia and its Applications	2
7	III	23LATOE1	Principles of Healthy Living	2
8	III	23BCCOE1	Human Resource Management	2
9	III	23BCAOE2	Multi Media	2
10	III	23BCAOE3	E Business	2
11	III	23BSCOE1	Web Designing	2
12	IV	23BTA002	Basic Tamil-II	2
13	IV	23ATA002	Advanced Tamil-II	2
14	IV	23BCAOE4	Introduction to Information Security	2
15	IV	23BCSOE1	Banking Theory	2
16	IV	23BESOE1	Microprocessor and its Applications	2
17	IV	23BMAOE1	Mathematical Aptitude	2
18	IV	23BCTOE1	Office Automation Practical	2
19	IV	23BITOE1	Python Programming	2
20	IV	23BCDOE1	Research Methodology	2
21	IV	23BVCOE2	Professional Communication	2
22	IV	23BCMEOE1	Management Information System	2
23	III	23BAVOE1	Multimedia and its Applications	2

List of Extra Credit Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	23BVCEC1	New Media Studies	2
2	IV	23BVCEC2	NPTEL, MOOC, Swayam (Online Courses) (Non scholastic)	2
3	V	23BVCEC3	NPTEL, MOOC, Swayam (Online Courses) (Non scholastic)	2

SEMESTER – I**PART III CORE I : INTRODUCTION TO VISUAL COMMUNICATION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
VIJVC101	Introduction to Visual Communication	Core 1	60	12	0	4

Preamble: To focus on key aspects of Communication and Fine Arts.

Prerequisite: Education in Basics of communication

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	The Students understand the need and important of communication	K1
CO2	The Students understand the different levels of communication	K3
CO3	The Students understand the fundamentals of design	K2
CO4	The Students understand the color psychology and color theory	K5
CO5	The Students understand the digital histories and new media technologies.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	M	M	L	M	S	M	L	M	M
CO2	-	M	M	L	M	M	L	M	-	M
CO3	L	M	M	L	M	L	L	M	M	S
CO4	L	M	M	L	S	M	L	M	-	L
CO5	L	M	M	L	L	-	M	L	S	-

S - Strong; L - Low; M - Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Communication: need and importance - Communication models with case studies. Communication as expression, skill and process - Message, meaning, connotation, denotation, culture/codes, with case studies.	14	https://youtu.be/wKj17tZ9Hj0
II	Levels of communication: technical, semantic and pragmatic - The semiotic landscape: language and visual communication, narrative representation.	14	https://youtu.be/W390RWKnKwg
III	Fundamentals of design: definition, approaches, centrality and elements - Shape, space, color, texture and form. Principles of design: symmetry, rhythm, contrast, balance, mass/scale - Design and designers: need, role, process and methods - Text, image, design and sound.	15	https://youtu.be/kxtgSRUwbUM
IV	Principles of visual and other sensory perceptions - Color psychology and theory: Definition, optical/visual illusions - Various stages of design process, problem identification, search for solution refinement, analysis, decision making and implementation - Basics of graphic design: definition, elements and approaches - Design concepts and developing ideas - verbal, visual and thematic thinking and techniques, tools, execution and presentation.	15	https://www.iad.edu.in/the-circle/principles-of-visual-communication/
V	Digital histories and new media technologies - Visual communication on the Web - Influence of smart phone on visual communication and design principles.	14	https://www.slideshare.net/MediaKitchen/history-of-digital-media
	Total	72	

Text Book

1. Mass Communication in India, Keval J. Kumar, 2020, Jaico Publisher house, 5th edition

Reference Books:

2. Introduction To Mass Communication, Abhay Chawla, 2021, Pearson Education Publisher 1st edition.
3. Visual Communication - Insights and Strategies, Janis Teruggi, 2021, Wiley-Blackwell Publishers, 1st edition
4. Design Fundamentals—Elements, Attributes, & Principles, Steven Bradley, 2018, Rockport Publishers; Illustrated edition

SEMESTER – I

PART III CORE PRACTICAL I : FINE ART PRODUCTION

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BVCP01	Fine Art Production	Core Practical 1	10	12	50	4
Preamble: To focus on the Basic concept of Fine Arts.						
Prerequisite: Must require basic drawing skills and color patterns						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Performing Arts is a form of creative activity in which artists use their physical ability such as body, face and presence to perform in front of an audience.					K1
CO2	The Students understand the basic drawing using color, lights and shades and understand the pencil sketching					K2
CO3	The students understand how to use water color					K3
CO4	The students understand how to draw live model portrait					K5
CO5	The students understand the modern art					K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	-	L	L	L	L	L	L	L	
CO2	-	M	S	L	M	M	L	M	-	M
CO3	L	L	L	L	L	M	L	M	S	S
CO4	L	M	M	L	S	M	-	M	-	S
CO5	L	L	L	L	S	M	-	L	L	M

S – Strong; L – Low; M – Medium

Syllabus:

Exercise	Course content	Hours	E-Contents/ E-Resources
1	History of Indian Art	12	https://leverageedu.com/blog/history-of-indian-art/
2	Performing Arts (Different forms of performing art include music, drama, singing, dance, and stand-up comedy.)	20	https://www.slideshare.net/Dranel17/performing-art
3	Basics of Drawing (colors, light and shade)	5	https://www.slideshare.net/kmalkani/fundamentals-of-drawing-29565982
4	Perspective and types	5	https://www.slideshare.net/SaifullIslamT/what-is-perspective-41221657
5	Types of shading	5	https://www.gathered.how/arts-crafts/art/shading-techniques/
6	Pencil sketching	5	https://www.pinterest.co.uk/suvabrata4u/pencil-drawing/
7	Water color - Landscape	5	https://youtu.be/3fakTpwr1Xw
8	Acrylic – Live model portrait	5	https://youtu.be/Jg46L17GtD8
9	Oil Painting	5	https://youtu.be/t7dL2n1N8RY
10	Mixed Media	5	https://www.art-is-fun.com/mixed-media-art
	Total	72	

Reference Books:

1. Drawing Realistic Pencil Portraits Step by Step: Basic Techniques for the Head and Face, Justin Maas, 2019, North Light Books Publisher, Illustrated edition
2. Learn Pencil Drawing And Shading, Nongdamba Leitanthem, 2018, Notion Press Publisher, 1st edition
3. Drawing Dimensions, Holmes V Catherine, 2017, Library Tales Publisher, 1st edition.

Websites

1. <https://www.studentlibry.com/MAC%20225.pdf>
2. <https://www.pdfdrive.com/news-writing-and-reporting-e41395699.html>
3. <https://swayam.gov.in/>

SEMESTER - I**PART III – ALLIED I : WRITING FOR THE MEDIA**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BVCID1	Writing for the Media	Allied 1	60	12	0	4

Preamble: To focus on key aspects of Writing the content for various medias.

Prerequisite: Basic knowledge in current affairs, interest in news gathering

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	The Students understand different types of writing in media	K1
CO2	The Students understand different elements of news story	K2
CO3	The Students understand how to write different kind of news story	K3
CO4	The Students understand how to write for radio industry	K2
CO5	The Students understand how to write for new media	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	M	-	-	M	L	L	M	M	S
CO2	L	L	L	L	M	M	-	M	-	M
CO3	M	L	S	L	M	L	L	L	M	L
CO4	L	L	M	L	L	-	L	-	M	M
CO5	L	M	L	L	M	L	M	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Types of writing. Inverted Pyramid format of news writing. Understanding news writing and newspaper design. Hard news and feature stories. Types of news stories: spot news, features, editorials, columns, opinion pieces, Op-Ed, obituaries and news interviews.	14	https://www.youtube.com/watch?v=j eTkCHgkAx0
II	Elements of news story: Timeless, proximity, personality, conflict, human interest, rarity and impact. Structure of a news story. Font styles. Headlines - types. Leads – types.	14	https://www.youtube.com/watch?v=miaFq0EHaqU
III	Writing crime story, accident story, court story, news interview, sports story, business story, civic story, science-technology story and human-interest story. Editing symbols.	15	https://penandthepad.com/write-crime-article-2337415.html
IV	Writing for radio: planning and scripting for radio programmes, news reading and presentation. Writing for television: news gathering, story formatting, news scripts and visual sync for a news story.	15	https://youtube.com/oB4UHj1VDyo
V	Writing for the Web: understanding the internet and urgency, writing and editing, search engine optimization, keyword considerations and linking.	14	https://www.youtube.com/watch?v=n GYGcfUdjXA
Total		72	

Text Book

1. Writing for Media : Basics of Verbal Expression and Translation, Dr Amit Sharma,2021 Galgotia Publishers,1st Edition.

Reference Books:

- 2.Reporting and News Writing, K M Sharma,2017, Falguni Publishers, 1st edition.
- 3.Writing for News Media: The Storyteller's Craft,2017, Ian Pickering,Routledge Publishers, 1st edition.
- 4.Broadcast News Writing, Reporting, and Producing, Frank Barnas,2017,Routledge Publishers, 7th edition.
- 5.Broadcast News and Writing, Robert Papper,2020, Routledge Publishers, 7th edition.

Websites

4. <https://www.studentlibry.com/MAC%20225.pdf>
5. <https://www.pdfdrive.com/news-writing-and-reporting-e41395699.html>
6. <https://swayam.gov.in/>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER - 2**PART III - CORE 2: MEDIA HISTORY**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BVC201	Media History	Core 2	50	22	0	4

Preamble: To know more about the growth and developmental stages of various media & its characteristics.

Prerequisite: Must have a basic awareness of Print And electronic media

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students can recognize the Historical development of the Press, advent of printing & the role of press in Indian freedom movement.	K1
CO2	Students are able to interpret the growth of press & news agencies.	K2
CO3	They are able to determine the characteristics & growth of Electronic media(TV/Radio) in Pre independent & Post independent India.	K3
CO4	Students analyze the importance of Film medium & its historical development.	K4
CO5	They can compare & study the development of new media technologies in India with the existing media forms.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	L	L	L	S	L	L	L	L	S	M
CO2	L	M	S	M	M	M	S	M	L	L
CO3	M	M	S	L	S	L	L	L	M	L
CO4	L	L	M	L	L	L	H	S	S	M
CO5	M	S	L	M	M	M	L	L	M	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Historical development of the press -media institution in India - Advent of printing - press in India- newspaper - Role of press - Indian freedom movement.	14	PPT/ Videos
II	Study of leading newspapers journalists in India - vernacular press in India -Development of news agencies - Medium of mass communication in Tamil Nadu.	15	PPT/ Videos
III	Invention and development of radio communication - Development of radio in pre-independent and post-independent India - Invention and development of television in India - Advent and growth of satellite -Cable television networks in India.	15	Videos /PPT
IV	Film as medium of mass communication - Historical development of World Cinema- Silent film pioneers – Early film making techniques -Evolution of film genres in sound era	14	PPT/ Videos
V	Development of the new media technologies in India - Smartphones and the World Wide Web: proliferation, access, uses and impact, digital divide.	14	Videos
	Total	72	

Text Book

1. Keval J.Kumar (2020) Mass Communication in India Jaico Publishing House fifth Edition.

Reference Books:

1. New media and online journalism, Abhay Chawla ,2021,Pearson Education Publisher;1st edition.
2. History of Media and Mass Communication, Satish Sharma, 2018 ABD Publishers.
3. Convergence Media History, Janet Staiger ,2009, Routledge Publication, 1st edition
4. Indian Broadcasting, H.R Luthra, 2016, Publications Division, Kindle Edition.

Websites

1. <https://www.studocu.com/en-us/document/university-of-oregon/media-history/history-of-media-lecture-notes-1/3602657>
2. <https://unacademy.com/content/upsc/study-material/ancient-history/history-of-press-in-india/>
3. <https://www.clearias.com/press-in-british-india/>
4. <https://swayam.gov.in/>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – 2**PART III - CORE PRACTICAL 2: GRAPHIC DESIGN**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23BVCP02	Graphic Design	Core Practical 2	5	22	45	4

Preamble: To develop the students creative skills in designing using the software's.

Prerequisite: Must require basic knowledge of design illustration and color patterns

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students can recognize the basics of designing software and its purpose.	K1
CO2	They are able to classify the design types for Print media	K2
CO3	Students learn to illustrate their design in the forms of Logo creation, Visiting card, multicolor poster, PSA, & Brochure	K2
CO4	They also learn to illustrate their design in the forms of Newspaper front page, Magazine cover page, Flex banners, & making a digital photo corrections/manipulations.	K4
CO5	Students compare & choose their graphical illustrations for various forms of Print media and persuade with their presentations of design using software .	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	L	M	L	M	L	L	L	M	S	M
CO2	M	S	L	L	S	M	L	S	M	S
CO3	L	L	S	L	M	S	S	L	M	M
CO4	L	S	S	L	M	M	M	M	L	L
CO5	M	L	S	M	S	M	L	S	S	S

S - Strong, L - Low; M - Medium

Syllabus:

Exercise	Course content	Hours	E-Contents/ E-Resources
1	Introduction to Tools (Photoshop / Illustrator)	6	PPT/ Videos
2	Design a Visiting Card and Letter Head	6	PPT/ Videos
3	Design a Poster (Multi color)	6	Videos /PPT
4	Design a logo for an organization	6	PPT/ Videos
5	Design Display advertisement for a product	7	PPT/ Videos
6	Design a Public service Advertisement	7	Videos
7	Design a Brochure (Two Fold)	7	Videos
8	Design Front page of a Daily Newspaper	7	Videos
9	Design a Magazine cover page	7	Videos
10	Create a Flex designing	7	Videos
11	Create a Digital photo	6	Videos
	Total	72	

Reference Books:

1. Graphic Design for Art, Fashion, Film, Architecture, Photography, Product Design and Everything in Between, , Andy Cooke, 2018, prestel Publication
2. Visual Storytelling: Info graphic Design in News, Dong Zhao,2015, Images Publishing Group Pty Ltd.
3. Design is Storytelling, Ellen Lupton,2017 ,Cooper-Hewitt Museum Publisher 1st Edition.
4. Introduction to Graphic Arts & Media Technologies, Daniel Bouweraert,2020 Cognella Academic Publishing,
5. The Elements of Graphic Design, Alex W. White, 2011, Allworth Publication; Second edition

Websites

1. <https://www.sjsu.edu/ajeep/docs/Photoshop%20Module%20v7c-PC%20for%20WEB-2.pdf><https://unacademy.com/content/upsc/study-material/ancient-history/history-of-press-in-india/>
2. <https://helpx.adobe.com/in/photoshop/how-to/create-poster.html><https://www.clearias.com/press-in-british-india/>
3. <https://www.youtube.com/watch?v=wwJPcrl0y0>

SEMESTER – 2**PART III - ALLIED 2: ADVERTISING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
33BVCA02	Advertising	Allied 2	50	22	0	4

Preamble: To focus on key aspects of advertising for various medias.

Prerequisite: Basic knowledge of advertising in print and electronic media

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students can observe the Origin & development of Advertising in India, Scope of advertising & its functions.	K1
CO2	They are able to classify the types of advertising & target audience.	K2
CO3	Students interpret the latest trends of advertising & determine the ad agency types, ethical issues &etc..	K3
CO4	They are able to analyze the creative strategy, brand management, client briefing, with many case studies.	K4
CO5	Students are able to evaluate the conceptualization and ideation for advertising campaign, by adding Copy, slogan & designing layout.	K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	S	L	M	L	M	L	M	L	M	S
CO2	L	L	S	M	L	L	M	M	L	L
CO3	L	S	L	S	L	S	L	L	S	L
CO4	L	L	M	L	S	L	L	M	L	M
CO5	S	M	S	M	S	M	M	L	S	S

S - Strong; L - Low; M - Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Definition, origin and growth of advertising in India - Nature and scope of advertising - Roles of advertising - Social, communication, marketing and economic functions of advertising- functions of advertising agencies	14	PPT/ Videos
II	Advertising based on target audience, geographic area, media and purpose –Digital Advertising - Types of advertising- ASCI	14	PPT/ Videos
III	Latest trends in advertising (India and abroad) - Ad agencies and their types - Structure of small, medium and big agencies - Functions, services, legal aspects and ethical issues.	14	Videos /PPT
IV	Conceptualization and ideation – Advertising campaign, visualization, designing and layout, copy writing, slogans and catch lines - Logos and trademarks- brand Ambassador – Brand Promotion	15	PPT/ Videos
V	Client briefing, account planning, creative strategy and briefing, communication plan, brand management and positioning, brand personality, brand image and brand equity – Advertising future – Creative boutique –Case studies.	15	Videos
	Total	72	
Text Book			
1. Introduction to Advertising, Emmanuel Mogaji, 2021 Routledge Publication 1 st Edition.			
Reference Books:			
1. Advertising Principles And Practice, Gupta Ruchi, 2018,S.Chand & Company publication, 4th edition.			
2. Advertising Management: Concepts & Cases, Manendra Mohan, 2017 Publisher,McGraw Hill Education, 1st edition			
3. Introduction to Advertising: Understanding and Managing the Advertising Process, Emmanuel Mogaji, 2021,Routledge Publication, 1 st Edition.			
Websites			
1. https://www.docsity.com/en/advertising-lecture-notes/5630799/			
2. https://archive.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf			
3. http://www.sabsmkultikri.org/UploadedFiles/205773A3%20INTRODUCTION_TO_ADVERTISING.pdf			
4. https://oms.bdu.ac.in/ec/admin/contents/316_P16MBA4EM4_2020052412521560.pdf			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

B.Sc Visual Communication Board
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2022-2023 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	22LATA01/ 22LAHI01/ 22LAFR01 22LAMY01	Language – I Tamil I/Hindi I/Malayalam I/French I	5	3	50	50	100	3
II	22ENG001	English –I	5	3	50	50	100	3
III	22BVC101	Core 1 – Introduction to Visual Communication	6	3	50	50	100	4
III	22BVCP01	Core Practical 1 - Fine Art Production	6	3	50	50	100	4
III	22BVCA01	Allied 1 -Writing for the media	6	3	50	50	100	4
IV	22UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	22LATA02/ 22LAHI02/ 22LAFR02/ 22LAMY02	Language –II Tamil II/Hindi II/Malayalam II/French II	5	3	50	50	100	3
II	22ENG002	English – II	5	3	50	50	100	3
III	22BVC201	Core 2 - Media History	6	3	50	50	100	4
III	22BVCP02	Core Practical 2 - Graphic Arts – Information design	6	3	50	50	100	4
III	22BVCA02	Allied 2 - Advertising	6	3	50	50	100	4
IV	22UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
I	22LATA03/ 22LAHI03/ 22LAFR03/ 22LAMY03	Language –III Tamil III/Hindi III/Malayalam III/French III	3	3	50	50	100	2
II	22ENG003	English – III	3	3	50	50	100	2
III	22BVC301	Core 3 – Communication Theories	6	3	50	50	100	4
III	22BVCP03	Core Practical 3 – Digital Photography	6	3	50	50	100	4
III	22BVCP04	Core Practical 4 – 2D Animation and 3D Modeling	6	3	50	50	100	4
III	22BVCSB1/ 22BVCSB2	SBC I - Web Designing I/ Photojournalism	4	3	30	45	75	3
IV	22BTA001/ 22ATA001/ 22BVCOE2	OEC I: BT I / AT I / Communicative English	2	2	-	50	50	2
		Total	30				625	21

SEMESTER IV								
I	22LATA04/ 22LAHI04/ 22LAFR04/ 22LAMY04	Language -IV Tamil IV/Hindi IV/Malayalam IV/ French IV	3	3	50	50	100	2
II	22ENG004	English - IV	3	3	50	50	100	2
III	22BVC401	Core 4 - Television Production Techniques	6	3	50	50	100	4
III	22BVCP05	Core Practical 5 - Scriptwriting	6	3	50	50	100	4
III	22BVCA03	Allied 3 -Media, Society and Culture	6	3	50	50	100	4
III	22BVCSB3/ 22BVCSB4	SBC II - Non Linear Editing / Social Media Advertising	4	3	30	45	75	3
IV	22BTA002/ 22ATA002/ 22BCDOE1	OEC 2 : BT II /AT II / Introduction to Research Methodology	2	2	-	50	50	2
Total			30				625	21
SEMESTER V								
III	22BVC501	Core 5 - . Media, Laws and Ethics	5	3	50	50	100	4
III	22BVC502	Core 6 - Film Studies	5	3	50	50	100	4
III	22BVC503	Core 7- Cinematography	5	3	50	50	100	4
III	22BVCP06	Core Practical 6 - Audio Production	5	3	50	50	100	5
III	22BVCP07	Core Practical 7 - Video Editing	5	3	50	50	100	5
III	22BVCE01/ 22BVCE02/ 22BVCE03	Elective I - Social Psychology / Integrated Marketing Communication / World Cinema	5	3	50	50	100	5
III	22BVCPRI	Project Internship (Compulsory)	-	-	-	-	-	-
Total			30				600	27
SEMESTER VI								
III	22BVC601	Core 8 - Public Relations	5	3	50	50	100	4
III	22BVCP08	Core Practical 8 - Magazine Production	5	3	50	50	100	5
III	22BVCP09	Core Practical 9 - Compositing and Visual Effects	5	3	50	50	100	5
III	22BVCE04/ 22BVCE05/ 22BVCE06	Elective II - Cultural Studies / Event Management / Film Appreciation and Criticism	5	3	50	50	100	5
III	22BVCE07/ 22BVCE08/ 22BVCE09	Elective III - Political Communication / Media Management / Film Distribution and Marketing	5	3	50	50	100	5
III	22BVCPR2	Project (Short Film and Documentary Production) and Viva Voce	5	3	50	50	100	5
V	22NSS001/ 22NCC001 22SPT001/ 22EXT001	SOC 1: NCC/NSS/Sports //Extension Activities			50		50	2
Total			30				650	31
Total							3600	140

List of Skill Based Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	22BVCSB1	Web Designing I	3
2	III	22BVCSB2	Photojournalism	3
3	IV	22BVCSB3	Non-Linear Editing	3
4	IV	22BVCSB4	Social Media Advertising	3

List of Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
Elective I				
1	V	22BVCE01	Social Psychology	5
2	V	22BVCE02	Integrated Marketing Communication	5
3	V	22BVCE03	World Cinema	5
Elective II				
4	VI	22BVCE04	Cultural Studies	5
5	VI	22BVCE05	Event Management	5
6	VI	22BVCE06	Film Appreciation and Criticism	5
Elective III				
7	VI	22BVCE07	Political Communication	5
8	VI	22BVCE08	Media Management	5
9	VI	22BVCE09	Film Distribution and Marketing	5

List of Open Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	22BTA001	Basic Tamil-I	2
2	III	22ATA001	Advanced Tamil-I	2
3	III/IV	22OCE002	Communicative English	2
4	III	22BAEOE1	PC Software	2
5	III	22BBAOE1	Multimedia and its Applications	2
6	III	22BAC0E1	Multimedia and its Applications	2
7	III	22LATA0E1	Principles of Healthy Living	2
8	III	22BCCOE1	Human Resource Management	2
9	III	22BCSOE2	Multi Media	2
10	III	22BCAOE3	E Business	2
11	III	22BSCOE1	Web Designing	2
12	IV	22BTA002	Basic Tamil-II	2
13	IV	22ATA002	Advanced Tamil-II	2
14	IV	22BAEOE2	Introduction to Information Security	2
15	IV	22BCAOE1	Banking Theory	2
16	IV	22BESOE1	Microprocessor and its Application	2
17	IV	22BMAOE1	Mathematical Aptitude	2
18	IV	22BCTOE1	Office Automation Practical	2
19	IV	22BITOE1	Python Programming	2

20	IV	22BCDOE1	Research Methodology	2
21	IV	22BVCOE2	Professional Communication	2
22	IV	22BCMOE1	Management Information System	2

List of Extra Credit Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	22BVCEC1	New Media Studies	2
2	IV	22BVCEC2	NPTEL, MOOC, Swayam (Online Courses) (Non scholastic)	2
3	V	22BVCEC3	NPTEL, MOOC, Swayam (Online Courses) (Non scholastic)	2

Summary of the Programme

Part	No.of Papers	Total Credits	Total Marks
I – Language	4	12	400
II – English	4	12	400
III – Core	17	68	1600
III – Allied	3	12	400
III – Elective	3	15	300
III – SBC	2	6	150
III – Project	2	5	100
IV – Foundation Course	2	4	100
IV – OEC	2	4	100
V - NSS/NCC/Sports/Ext.Activity	-	2	50
Total	39	140	3600

SEMESTER – 3**PART III: CORE 3 - COMMUNICATION THEORIES**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BVC301	Communication Theories	Core 3	60	12	0	4
Preamble: To focus on key aspects of different communication theories						
Prerequisite: Basic understanding and knowledge on new media and models of communication						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement		Blooms Taxonomy knowledge level			
CO1	Students would be able to Understand the need and importance of Communication with the help of communication theories and model		K1			
CO2	They are able to remember& understand the different Elements of Basic models in communication		K3			
CO3	Make the students to understand the Role and functions of mass media in society		K2			
CO4	They should understand the importance of effect theories in communication		K5			
CO5	Students will get knowledge about the new media and technological oriented communication theories		K2			

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	M	M		L	S	M	L	M	M
CO2	L			M		M		M	L	S
CO3	M	L	L	M	M	S	M			
CO4					S	M	M	M	S	M
CO5	M	L	M	-	S	L	L	M	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Communication: Definitions, scope, forms and purpose; Types of Communication –Inter personal, Intra personal, Mass, Organizational, Verbal, And Non-verbal. Process of Communication: Source, message, channel, receiver (SMCR), feedback, encoder, decoder, noise in communication.	15	https://www.skillsyouneed.com/ips/what-is-communication.html
II	Elements of Basic models in communication – Noise factors – Theoretical concepts and constructs in Communication models: Lasswell's model, Two-step flow theory, Schramm's circular model, Whites Gatekeeper theory, Shannon & Weaver's mathematical model, Dance's helical model, Westley and Maclean model.	15	https://www.yourarticlelibrary.com/business-communication/7-major-elements-of-communication-process/25815
III	Communication and human development – Role and functions of mass media in society –Media system and theories: Authoritarian, Libertarian, Social responsibility and communist theories.	15	https://www.fao.org/3/t1815e/t1815e01.htm
IV	Uses and Gratifications Theory – Media dependency theory; Knowledge gap hypothesis. Effects of Mass Communication – Bullet Theory. Media effects: Social Learning theory: Internet and children- new media and digital divide.	15	https://youtu.be/aopqPs7rb_Q
V	Innovation Diffusion: Process of diffusion, variables, innovation adoption process. Information society – concepts and theories of information society –information super highway – knowledge society and knowledge gap theory – Technological determinism and Global village.	12	https://www.techtarget.com/whatis/definition/Information-Society
Total		72	
Text Book			
1. Communication Theory, Dr. J. S. Chitode, 2019, Technical Publications, 1st edition .			
Reference Books			
1. Communication Skills Theory And Practice , Deb Dulal Halder , 2020, McGraw Hill Publishers 6th Revised Edition.			
2. Introducing Communication Theory, Richard L, 2018, McGraw Hill Publishers, 6th Edition.			
3. McQuail's Media and Mass Communication Theory, Denis McQuail, 2020, SAGE Publications, 7th edition.			
4. Communication Theory, Ganesh Babu, 2018, Scitech Publications , 6th edition.			
Websites			
1. http://www.bou.ac.ir/portal/file/?171392/Mass.Communication.Theory.6th.Edition-(McQuails)-.pdf			
2. https://swayam.gov.in/			
3. https://www.utwente.nl/uc/f32b97e4401021a2d8f00d5e2e5030c0add13d6eed6e400/Communication%20Theories%20University%20of%20Twente%20-%20UTwente%20-%20			
Learning Methods (*):			
Assignment Seminar/Case-Study/Industrial Visit			

SEMESTER – 3**PART III: CORE PRACTICAL 3 - DIGITAL PHOTOGRAPHY**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BVCP03	Digital Photography	Core Practical 3	22	0	50	4
Preamble: To focus on the Basics of Photography						
Prerequisite: Must require basic knowledge of camera						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Students can understand the importance of lighting and its types, technique of Aperture in photography.					K2
CO2	They are practically trained to capture Special effects such as freeze.					K1
CO3	Understand the techniques of black and white photography.					K3
CO4	Understand the role of depth of field and capture the necessary picture with its types.					K5
CO5	Students are trained to capture landscape, silhouette techniques and nature photography					K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L			L	M		L		L	M
CO2			M			L		S		S
CO3		M			L	M	L		S	S
CO4	M			M						M
CO5		M	L		L	M		L		S

S – Strong; L – Low; M – Medium

Syllabus:

Exercise	Course content	Hours	E-Contents/ E-Resources
1	Basics of Photography (Theory)	20	https://slideplayer.com/slide/12835516/
2	Basics of Camera (Aperture, Shutter Speed, Focal length, Depth of field etc.) - Types of Camera - Types of Lenses.	10	https://youtu.be/ixRKeQMa7Nc
3	Types of lighting- Key light, Fill light and Backlight - Rim - silhouette -Natural Lighting and Artificial Lighting - Exposure Meters, Differential Focus, Filters, Flashes.	4	https://youtu.be/7r_Yi7MnJFs
4	Perspectives: Central, Linear etc., Framing, Texture, Pattern, Composition and Design.	4	https://www.youtube.com/watch?v=1KpUbvqce-M
5	Special Effects – Freeze frame – Slow shutter- Motion Blur	2	https://youtu.be/H4vtLa5Seew
6	After Dark photography (ADP)	2	https://youtu.be/HPytBIKUD-k
7	Black and White	2	https://youtu.be/l_ZaD_Tp9lY
8	Landscape	2	https://youtu.be/v915RnaV60c
9	Through the seasons	4	https://youtu.be/OYleVMrKXDI
10	Portrait	2	https://youtu.be/AtldoQMISM
11	Product – Indoor, Outdoor	4	https://youtu.be/9U-nfqB2LoA
12	Advertising Photography	2	https://youtu.be/fHlF8cvQ1lI
13	Architecture- Interior, Exterior	4	https://youtu.be/wj8cGUfWaKc
14	Environmental Photography	2	https://youtu.be/T0YMxN6DLJA
15	Industrial Photography	2	https://youtu.be/QB1ldp2ExZA
16	News Photography	2	https://youtu.be/zsO9IObsaRA
17	Food and Beverage	2	https://youtu.be/p7bch4kmp14
18	Photo Essay	2	https://youtu.be/5sgL4zLF0PI
	Total	72	

Reference Books

1. Digital Photography, DK, 2021, DK Publishers, 2 nd edition.

SEMESTER – 3**PART III – SBC I: WEB DESIGNING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BVCSBI	Web Designing	SBC I	40	8	0	3
Preamble: To focus on the key aspects of programming and designing						
Prerequisite: Require basic awareness and usage of Website						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Students can understand the basics of web design.					K1
CO2	They are able to learn & understand about designing the website with the tools.					K2
CO3	They are given exposure about information architecture.					K3
CO4	Students would be able to understand about HTML language and apply coding using it.					K4
CO5	They can learn and know more about the graphics, audio, video on the web.					K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		L		M	L	L	M		M	
CO2	M		L		M				M	S
CO3		L		L		L		L		
CO4	L	M	M		M		M		M	
CO5	M	L		L		M		M		M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Web basics and overview: Networking – Internet – Domain name system – Web – Content types – Putting information on the web – Web hosting – Domain registration.	10	https://youtu.be/eesqK59rhGA
II	Design Basics: Fundamentals of web designing – Design and perception – Brief history of design on the web – Elements of design – Unity and variety – Emphasis, Focal point and Hierarchy – Contrast – Visual balance.	10	https://www.fecdingpeaky.com/9-principles-of-good-web-design/
III	Information architecture, Page layout: Layout overview – Website architecture - Information architecture – Typography basics – Choosing types – Spacing type – Reading type on the web – Web page layout grids.	10	https://www.usability.gov/what-and-why/information-architecture.html
IV	HTML basics: History of HTML – HTML Command tags – Defining web page – Main body of the text – Putting headers – Adding paragraph – Formatting text in HTML (font type, size, bold, italics – alignment – setting colours – text colours) – Inserting graphics – Wrapping text between images - Page layouts – Setting background colour – Tables.	10	https://youtu.be/qz0aGYrrlhU
V	Graphics, Audio and Video: Graphics for web – cropping and scanning – Types of artwork – Audio on the web – Video on the web – Video streaming.	8	https://youtu.be/XNpx8kefieM
	Total	48	

Text Book

1. Web Designing and Publishing, Prof. Satish Jain, 2020, BPB Publications, 1st edition.
2. Adobe Photoshop CC , Andrew Faulkner, 2018, Pearson Education Publishers, 1st Edition.

Reference Books:

1. Introduction to Web Design, Michael Macaulay, 2018, Independently publishers, 1st edition.
2. Learning Basic Design, Pradnya Chauhan, 2023, Abhivikas Niketan Publishers, 1st edition.
3. Basics of HTML , Muhammad Farooque , 2020, Dreamtech Press Publishers, 2nd edition
4. Graphics and Multimedia for the Web with Adobe Creative Cloud, Jennifer Harder, 2018, A press Publishers 1st edition.

Websites

1. www.adobe.com
2. <https://swayam.gov.in/>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER - 3**PART III : SBC I - PHOTO JOURNALISM**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BVCSB2	Photo Journalism	SBC I	40	8	0	3
Preamble: To focus on the aspects of professional ethics in Photography						
Prerequisite: Require knowledge on journalism ethics						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Students can learn the basic concepts of Photo Journalism.					K1
CO2	They are aware about the functioning of Photojournalists in a Media Organization exclusively for Print Media.					K2
CO3	Students are able to create different types of news stories with the relevant photo histories.					K3
CO4	They can technically handle by learning all the editing aspects in a Photograph.					K4
CO5	Students would be able to know the ethics of Photojournalism.					K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	L	L		M	L		M	L	
CO2	L	M		L						
CO3	S	M	L		M	M	L	M	M	S
CO4	L	M	M	L				M	L	
CO5	M	L			S	L	L			S

S - Strong; L - Low; M - Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Concept of photojournalism, power of visuals, attributes of a good photograph (Aesthetic and technical), History of photojournalism, Elements of Visual news story telling.	10	https://youtu.be/ik--L_J8B1Q
II	Organization of a newspaper, Structure of newsroom, Role of photo journalists in a newsroom, communicating with the desk, briefing and debriefing.	10	https://www.sli-deshare.net/rohamawaseem/newspaper-organization
III	Photo as News: Text vs. photo; attributes of a news photo, events, action, mood, profile and other categories, use of photos in a newspaper; Types of news stories.	10	https://www.istockphoto.com/photos/journalist
IV	Developing eye for news photos; Photo editing: selection, deciding placement, cropping, use of cutouts, photo size, resolution and correction.	10	https://www.bwilcreative.com/how-to-develop-an-eye-for-photography/
V	Principles and Ethics and of photojournalism, Media laws and Intellectual Property Rights; Caption and outlines: writing photo captions, names and designations, function and significance of outlines.	8	https://youtu.be/wVHKFOdfurl
	Total	48	

Text Book

1. Mass Communication: Principles And Concepts, Seema Hasan, 2020, Cbs Publishers , 2nd edition

Reference Books:

1. Handbook of Communication: Models, Perspectives, Strategies, Uma Narula, 2018, Atlantic Publishers, 1st edition
2. Photo Journalism, Brian Hogard, 2018, Aster Publishing, 1st edition.
3. Print Media And Photo Journalism, Swati Chauhan & Naveen Chandra, 2018, Kanishka Publishers Distributors, 1st edition.

Websites

1. <https://www.routledge.com/Understanding-Photojournalism/Good-Lowe/p/book/9781526612236>
2. <https://swayam.gov.in/>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – 3**PART III – CORE PRACTICAL 4 : 2D ANIMATION AND 3D MODELING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
BVCP04	2D Animation and 3D modeling	Core Practical 4	10	10	52	4

Preamble: To develop the creative skill in 2D animation and 3D modeling for mass media

Prerequisite: Must require basic Knowledge of animation and modeling.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students learn the 2D Animation software's	K1
CO2	Students able to create an animated movement for an object using motion tweening and the motion editor.	K2
CO3	They also learn to Mastering traditional & digital tools to produce stills and moving images.	K3
CO4	Students learn the 3D Animation software's	K4
CO5	They also learn the 3D modeling and title effects	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1		L			L					
CO2	M		L			M				
CO3			M		L					L
CO4	M	L		L		S		M		
CO5		L					L			M

S – Strong; L – Low; M – Medium

Syllabus:

Exercise	Course content	Hours	E-Contents/ E-Resources
1	Flash Tools	10	
2	Create Motion Tween animation	5	PPT/ Videos
3	Create A Button	5	PPT/ Videos
4	Create a movie clip animation	5	Videos /PPT
5	Create a cell animation	5	PPT/ Videos
6	Create a title with special effects	5	PPT/ Videos
7	Create a Stop motion advertisement	5	Videos
8	Create a 3D Modeling, (Polygons and Nurbs)	20	Videos
9	Create a 3D Key Frame Animation	5	Videos
10	Create a 3D title with special effects	7	Videos
	Total	72	

Reference Books:

1. Blender 2D Animation, John M. Blain, 2021, A K Peters/CRC Press Publishers, 1st edition
2. Autodesk Maya, Kelly L. Murdock, 2023, SDC Publications, 2nd edition.
3. Autodesk Maya, Kelly L. Murdock, 2020, SDC Publications, 1st edition.

Websites:

1. <https://www.youtube.com/watch?v=WdvGurscxC4>

SEMESTER - 4**PART III: CORE 4 - TELEVISION PRODUCTION TECHNIQUES**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BVC401	Television Production Techniques	CORE 4	62	10	0	4

Preamble: To learn more about the aesthetical and technical aspects of Television Programme production .

Prerequisite: Basic knowledge of Television media and the production works involved in it.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students can recognize various Television and Video File formats.	K1
CO2	They are able to interpret more about the video production, light, Set & Floor aspects	K2
CO3	Students can practice & develop the single, multi camera production works as well as microphone and its functions.	K3
CO4	They are able to analyze the TV script writing & basics of shot compositions for various programs.	K4
CO5	Students can compare with the lighting techniques & distinguish the shooting order in terms of Chroma key & editing techniques.	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	L	L	M	S	S	S	L	H	S	L
CO2	S	L	L	L	L	L	S	M	L	S
CO3	L	L	S	L	M	M	M	M	S	L
CO4	M	M	L	L	L	M	L	M	L	M
CO5	L	S	L	S	S	M	S	H	S	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Television standards and video format – Television Studio – Structure – Functions- Video production: Introduction – Production approach – Production crew: Producer – Director – Assistant director – Floor manager – Technical director – Lighting director – Camera operator – Set designer.	15	PPT/ Videos
II	Writing for video: script writing - Scripts purpose – Script formats – Full script – Drama script – Assimilation – Relative space – Style – Camera: Controlling the zoom – Basics of shoot – Composing pictures – shooting people – shooting instructional productions.	15	PPT/ Videos
III	Pre-Production Types of Cameras – ENGF-EFP-Tele Prompter Storyboarding-Location Scouting-Budgeting-Equipment and Technology-Scheduling-Crew Hiring-Legal and Insurance-Costume and Makeup Testing	15	PPT/ Videos
IV	Production techniques: Single and multi-camera production – Illusion of reality – Camera’s role – Camera as an observer – Persuasive camera – Production methods – Audio: Acoustics – Mono – Stereo – Microphones – Directional features – Microphone stands and mounts- Lighting for video: Lighting techniques - 3 point lighting – lighting instruments	15	PPT/ Videos
V	Postproduction Techniques: Chroma key productions – Television graphics – Editing: Shooting order – running order – transitions – NLE – Continuity techniques.	12	PPT/ Videos
Total		72	

Text Book: Keval J.Kumar (2020) Mass Communication in India Jaico Publishing House fifth Edition.

Reference Books:

1. Television Production, Jim Owens , 2019, Routledge publication, 16th Edition
2. Video Production Discipline and Techniques, Jim Foust, 2018, Routledge publication, 12th Edition
3. TV Scenic Design Hardcover, Gerald Millerson, 2018,Focal press publication ,.
4. Television Production; The Creative Techniques and Language of TV Today, Harry Wayne McMahan, 2018, Franklin Classics publication

Websites

1. <https://egyankosh.ac.in/bitstream/123456789/8371/1/Unit-2.pdf>
2. https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Ma ss_Communication_Eng_L16.pdf
3. <https://www.stxaviersthumba.org/content/reports/powerpoints/televisionproduction.pdf>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – 4**PART III: CORE PRACTICAL 5 : SCRIPTWRITING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BVCP05	Script Writing	Core Practical 5	22	5	45	4
Preamble: To develop the creative skills in Scriptwriting for Radio, Television, Short films & Documentary films.						
Prerequisite: Must require basic Writing skills and basic knowledge of camera						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Students can recognize the basic principles of Scriptwriting for the Radio & Television medium					K1
CO2	Students can identify the various formats of writing in Radio/TV interviews, News bulletin, Movie reviews, TV news writing,					K2
CO3	They can apply the effective writing styles in Radio Jingles, features, Television news/interviews as well as Short/Documentary films.					K4
CO4	Students can analyze the scriptwriting concepts for various media in terms of the production requirement					K4
CO5	Students can compare and conclude scripting formats for Radio, TV & Films.					K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	S	S	M	H	L	M	S	L	M
CO2	L	L	S	L	S	M	L	L	M	L
CO3	S	S	M	S	S	S	M	S	L	M
CO4	S	S	M	L	M	L	L	L	S	M
CO5	L	L	S	M	S	S	S	M	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Exercise	Course content	Hours	E-Contents/ E-Resources
	RADIO SCRIPTING:		
1	Introduction to Script Writing Theory	20	PPT/ Videos
2	Radio Jingles	10	PPT/ Videos
3	Radio Interview	5	PPT/ Videos
4	Radio News /News bulletins	5	Videos /PPT
5	Radio Drama	5	PPT/ Videos
6	Radio Documentary / Feature	5	PPT/ Videos
	TELEVISION /FILM SCRIPTING:		
7	Television Interview	5	Videos
8	Movie Review /Movie countdown	5	Videos
9	Structuring TV News reports with News stories-(inclusive of headlines)	6	Videos
10	Short film/Documentary Script	6	Videos
	Total	72	

Reference Books:

1. Elements of Fiction Writing - Conflict and Suspense, James Scott Bell,2011,Writer's Digest Books Publisher,
2. Writing documentary and Film Script, Yash Singhanian,2020,Prakhar Goonj Publication,
3. Script Writing: Step-by-step, Sandy Marsh, 2018,Create space Independent Publication,
4. Scriptwriting-3-in-1 Guide to Master Screenwriting, Movie Scripting, TV Show Script Writing & Write Screenplays (Creative Writing), Jaiden Pemton,2021 Franklin Classics publication,

Websites

- 1 https://earchivo.uc3m.es/bitstream/handle/10016/29797/melero_topic2_2017.pdf?sequence
- 2 https://www.chapman.edu/wilkinson/english/_files/wc-screenwriting.pdf
- 3 http://onespiritresources.com/authors_books/How_Write_Screenplay.pdf

SEMESTER – 4**PART III: ALLIED 3 – MEDIA SOCIETY AND CULTURE**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BVCA03	Media Society and Culture	Allied 3	60	12	0	4

Preamble: To know more about the mass media & its cultural impact among the society

Prerequisite: Basic understanding of mass media, culture & society.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students can recognize the characteristics of mass media & its contemporary views.	K1
CO2	They are able to classify the influences of media on audience thinking, media dependency, status conferral & pluralistic approach.	K2
CO3	Students can determine the importance of social conflict, culture and religion in terms of shaping the media content	K3
CO4	They can analyze the political economy of policy perspectives .	K4
CO5	Students can distinguish and assess the dysfunctions of mass media in terms of cultural alienation & stereotyping,	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	M	L	M	L	L	M	L	L	L	ML
CO2	L	M	M	M	L	M	M	M	M	L
CO3	L	L	L	L	L	M	L	L	L	L
CO4	M	M	L	M	M	S	M	M	M	L
CO5	L	L	M	L	M	L	L	L	L	M

S – Strong; L – Low; M – Medium

Syllabus

Unit	Course content	Hours	E-Contents/ E-Resources
I	Historical development of Mass media - Understanding visual element analysis of media representation - Social implication cultural impact - Stereotypes - Exploration of visual culture in diverse society	15	PPT/ Videos
II	Mass Communication: Characteristics; Mass media – Growth, New media context, access, control and use; Contemporary relevance of Gandhi an model of Communication.	15	PPT/ Videos
III	Market oriented media and social dilemma; Communication – mediated culture, social conflicts, religion, etc.	15	Videos /PPT
IV	Political economy of policy perspectives - Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation.	15	PPT/ Videos
V	Mass society and Mass culture- Dysfunctions: stereotyping, cultural alienation, impact on children; Regulatory mechanism: government, professional bodies and citizen groups.	12	Videos
	Total	72	

Text Book

1. Media/Society, David R. Croteau and William D. Hoynes, 2021, SAGE Publications, 7th Edition

Reference Books:

1. Understanding Media and Culture: An Introduction to Mass Communication, Jack Lule, 2017, Flat World Publication .
2. Media and Society, James Curran, 2018. Bloomsbury Academic Publication ; 6th edition.
3. Introduction to Mass Communication, Stanley J. Baran, 2019, McGraw-Hill College; 12th edition
4. Introduction to Mass Communication: Media Literacy and Culture, Stanley J. Baran, 2018,

Websites

1. <https://swayam.gov.in/>
2. http://lib.vsu.am/disciplines_bk/2eb83361e98aae41e0ec85e9c056cu28.pdf
3. <https://www2.palomar.edu/users/lpavn/115/GC115-Understanding-Media-and-Culture-An-Introduction-to-Mass-Communication.pdf>
4. <https://core.ac.uk/download/pdf/72802219.pdf>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER - 4**PART III: SBC II - NON LINEAR EDITING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22BVCSB3	Non Linear Editing	SBC II	40	8	0	3
Preamble: To develop the skills in the area of Editing and Compositing Techniques.						
Prerequisite: Basic knowledge of Camera angle and shots.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Students can recognize the basic principles and methods of editing.					K1
CO2	They are able to understanding Creative Editing					K2
CO3	Students can identify the different types of cut and effects.					K3
CO4	Students can analyze the techniques of pace & time manipulation during editing.					K4
CO5	Students can learn current trends in editing.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	L	M	S	M	S	S	L	S	L
CO2	L	S	L	L	M	L	M	S	M	S
CO3	M	L	M	S	S	S	L	L	M	L
CO4	L	L	L	M	L	L	L	S	S	L
CO5	S	M	L	S	S	M	M	L	L	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	UNIT I: Introduction to editing Introduction to editing, editing concepts and methods, Non-Linear film editing, current trends in editing, camera angles, Definition of shot, Understand the techniques of scene and short, Basic camera movements.	10	PPT/ Videos
II	UNIT II: Editing Fundamentals Editing Fundamentals, How to edit for short films, advertisements, documentaries, feature films, music videos and current affairs. Study of time, Rhythm and pace in editing, analyze the techniques of pace & time manipulation during editing, digital video editing techniques. Online editing, live editing.	10	PPT/ Videos
III	UNIT III: Elements of Editing Six elements of edit and the five types of edit, complexity and continuity editing, in camera editing and digital editing. How to edit Action Sequence – Different types of Cuts - Cross Cutting / Parallel Cutting. Analysis of film sequences from editing point of view.	10	Videos /PPT
IV	UNIT IV Effects and Transitions Effects and transitions, mattes, keying chroma key and luma key, motion effects and motion graphics, compositing techniques, animated properties : position, scale orientation, shape, masks camera, rendering techniques and output formats.	10	PPT/ Videos
V	UNIT V: Introduction to sound Editing Introduction to sound editing software's, Importance of sound, sound dynamics, tone and pitch and audio effects, audio mixing, audio levels, audio filters, working with audio mixers, Final Mix Master, Final Output.	8	Videos
	Total	48	

Text Book

1. The Basics of Filmmaking: Screenwriting, Producing, Directing, Cinematography, Audio, & Editing, Blain Brown, 2020, Routledge; 1st edition.

Reference Books:

1. The Technique of Film and Video Editing: History, Theory, and Practice, Ken Dancyger, 2018, Routledge Publication, 6th edition.
2. Technique of Film Editing, Karel Reisz, 2017, Routledge Publication 2nd edition
3. Film and Video Editing: Understanding the basic techniques to film and Video editing, Anita Eze, 2018, Peachpit Press; 1st edition

Websites

1. <https://www.acs.edu.au/download/samples/edit.pdf>
2. <http://ommolketab.ir/aaf-lib/xb2wqua4y1hx37tlpj9m6gsa8d535v.pdf>
3. http://www.bobhycarlyle.com/audlio/cuttingroom_text.pdf

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER - 4

PART III : SBC II- SOCIAL MEDIA ADVERTISING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22NVC5B4	Social Media Advertising	SBC II	40	8	0	4

Preamble: To develop the skills in advertising through the modern means of communication.

Prerequisite: Basic knowledge of advertising & mobile medium

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students can recognize the Nature and Scope of advertising, merits and demerits.	K1
CO2	They are able to classify the functions of advertising through various media platforms.	K2
CO3	Students can determine the advertising process, tone and content of the advertisements, skills of promoting the ad content through mobile media.	K3
CO4	They can distinguish & analyze the role of advertisements in social media and how it's been projected through mobile medium.	K4
CO5	Students can assess the advertising policies, codes & ethics which should be followed for various forms of advertising	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	L	L	M	S	M	M	M	S	M	S
CO2	M	S	L	L	L	L	M	L	S	L
CO3	L	L	L	S	M	M	L	M	L	S
CO4	S	M	L	L	L	L	S	S	S	M
CO5	M	L	S	L	L	S	M	L	L	S

S - Strong; L - Low; M - Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Definition, Nature and Scope of advertising. Role - elements - Advertising in marketing mix - merits and demerits - advertising and consumers - buying systems – target plans.	10	PPT/ Videos
II	Functions of advertising: economic impact - informative function - persuasive function - Corporate and Promotional Advertising - Web Advertising.	10	PPT/ Videos
III	Advertising process, Consumer, Corporate, Industrial, Retail, Cooperative and Public service advertising - tone and content: reading the advertisement.	10	Videos /PPT
IV	Role of Advertisement in Mobile and Social Media - Kinds of Advertisements in Social Media– Types of advertising in Mobile phones; Banner Ads, Push Ups, Pop Ups.	10	PPT/ Videos
V	Advertising in India– Advertising policy in India – Advertising Agency System – Code and Ethics in Advertisement.	8	Videos
	Total	48	

Text Book

1. An Introduction to Social Media Marketing, Alan Charlesworth, 2014, Routledge Publication; 1st edition

Reference Books:

1. Advertising and sales Promotion, Prof. Fazil Mohammed Shareef Dr. Shaila Bootwala, 2017, Nirali Prakashan publication.
2. Effective Advertising Strategies in the Social Media Age, Nurdan Öncel Taşkıran, 2015, Idea Group, U.S.; 1st edition
3. The Essential Social Media Marketing Handbook, Gail Z. Martin, 2018, Rupa Publications India
4. Social Media & Mobile Marketing, Puneet Singh Bhatia, 2019, Wiley Publication, 1st Edition

Websites

1. https://www.tutorialspoint.com/social_media_marketing/social_media_marketing_tutorial.pdf
2. http://www.sabsmkultikri.org/UploadedFiles/205773A3%20INTRODUCTION_TO_ADVERTISING.pdf
3. https://oms.bdu.ac.in/ec/admin/contents/316_P16MBA4EMA_2020052412521560.pdf

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

B.Sc Visual Communication Board
Scheme of Examination (CBCS with OBE Pattern)
For the Candidates admitted during the Academic Year 2021-2022 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	21LATA01/ 21LAHI01/ 21LAFR01 21LAMY01	Language – I Tamil I/Hindi I/Malayalam I/French I	5	3	50	50	100	3
II	21ENG001	English –I	5	3	50	50	100	3
III	21BVC101	Core 1 – Introduction to Visual Communication	6	3	50	50	100	4
III	21BVCP01	Core Practical 1 - Fine Art Production	6	3	50	50	100	4
III	21BVCA01	Allied - Writing for the media	6	3	50	50	100	4
IV	21UFCA01	Foundation Course I : EVS	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	21LATA02/ 21LAHI02/ 21LAFR02/ 21LAMY02	Language –II Tamil II/Hindi II/Malayalam II/French II	5	3	50	50	100	3
II	21ENG002	English – II	5	3	50	50	100	3
III	21BVC201	Core 2 - Media History	6	3	50	50	100	4
III	21BVCP02	Core Practical 2 - Graphic Arts – Info. design	6	3	50	50	100	4
III	21BVCA02	Allied -Advertising	6	3	50	50	100	4
IV	21UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
I	21LATA03/ 21LAHI03/ 21LAFR03/ 21LAMY03	Language –III Tamil III/Hindi III/Malayalam III/French III	5	3	50	50	100	3
II	21ENG003	English – III	5	3	50	50	100	3
III	21BVC301	Core 3 – Communication Theories	5	3	50	50	100	4
III	21BVCP03	Core Practical 3 – Digital Photography	5	3	50	50	100	4
III	21BVCA03	Allied -Creative Writing	5	3	50	50	100	4
III	21BVCSB1/ 21BVCSB2	SBC I - - Web Designing I/ Photojournalism	3	3	30	45	75	3
IV	21BTA001/ 21ATA001/	OEC I: BT I / AT I / E-Commerce	2	2	-	50	50	2

	21BVCOE1								
		Total	30				625	23	
SEMESTER IV									
I	21LATA04/ 21LAHI04/ 21LAFR04/ 21LAMY04	Language –IV Tamil IV/Hindi IV/Malayalam IV/French IV	5	3	50	50	100	3	
II	21ENG004	English – IV	5	3	50	50	100	3	
III	21BVC401	Core 4 – Television Production Techniques	5	3	50	50	100	4	
III	21BVCP04	Core Practical 4 - Scriptwriting	5	3	50	50	100	4	
III	21BVCA04	Allied - Media, Society and Culture	5	3	50	50	100	4	
III	21BVCSB3/ 21BVCSB4	SBC II – Web Designing II/ Mobile and Social Media Advertising	3	3	30	45	75	3	
IV	21BTA002/ 21ATA002/ 21BVCOE2	OEC 2 : BT II /AT II /Basics of Sound and Acoustics	2	2	-	50	50	2	
		Total	30				625	23	
SEMESTER V									
III	21BVC501	Core 5 - . Media, Laws and Ethics	5	3	50	50	100	4	
III	21BVC502	Core 6 – Film Studies	5	3	50	50	100	4	
III	21BVCP05	Core Practical 5 – 2D Animation and 3D Modeling	5	3	50	50	100	4	
III	21BVCP06	Core Practical 6 – Audio Production	5	3	50	50	100	4	
III	21BVCP07	Core Practical 7 - Video Editing	5	3	50	50	100	4	
III	21BVCE01/ 21BVCE02/ 21BVCE03	Elective I - Social Psychology/ Integrated Marketing Communication/ World Cinema	5	3	50	50	100	5	
III	21BVCPR1	Project Internship (Compulsory)	-	-	-	-	-	-	
		Total	30				600	25	
SEMESTER VI									
III	21BVC601	Core 7 - Public Relations	5	3	50	50	100	4	
III	21BVCP08	Core Practical 8 - Package and Designing Principles	5	3	50	50	100	4	
III	21BVCP09	Core Practical 9 - Compositing and Visual Effects	5	3	50	50	100	4	
III	21BVCE04/ 21BVCE05/ 21BVCE06	Elective II - / Cultural Studies / Political Information Communication /Understanding of Film Appreciation and Criticism	5	3	50	50	100	5	
III	21BVCE07/ 21BVCE08/ 21BVCE09	Elective III / Principles of Event Management / Media Marketing Management / Film Production Design	5	3	50	50	100	5	
III	21BVCPR2	Project (Short Film and Documentary Production) and Viva Voce	5	3	50	50	100	5	

V	21NSS001/ 21NCC001 21SPT001/ 21EXT001	SOC 1: NCC/NSS/Sports //Extension Activities			50		50	2	
			Total	30			650	29	
							Total	3600	140

List of Skill Based Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	21BVCSB1	Web Designing I	3
2	III	21BVCSB2	Photojournalism	3
3	IV	21BVCSB3	Web Designing II	3
4	IV	21BVCSB4	Mobile and Social Media Advertising	3

List of Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
Elective I				
1	V	21BVCE01	Social Psychology	5
2	V	21BVCE02	Integrated Marketing Communication	5
3	V	21BVCE03	World Cinema	5
Elective II				
4	VI	21BVCE04	Cultural Studies	5
5	VI	21BVCE05	Introduction to Political Communication	5
6	VI	21BVCE06	Understanding of Film Appreciation and Criticism	5
Elective III				
7	VI	21BVCE07	Principles of Event Management	5
8	VI	21BVCE08	Media Marketing Management	5
9	VI	21BVCE09	Film production and design	5

List of Open Elective Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	21BTA001	Basic Tamil-I	2
2	III	21ATA001	Advanced Tamil-I	2
3	III/IV	21OCE002	Communicative English	2
4	III	21BAEOE1	PC Software	2
5	III	21BBAOE1	Multimedia and its Applications	2
6	III	21BAC0E1	Multimedia and its Applications	2
7	III	21BCMOE1	Aptitude and Logical Reasoning	2
8	III	21BCCOE1	Human Resource Management	2
9	III	21BCSOE1	Multi Media	2

10	III	21BCIOE1	E Business	2
11	III	21BCPOE1	Web Designing	2
12	III	21BHMOE1	Communicative Hindi - I	2
13	III	21BVCOE1	E-Commerce	2
14	IV	21BTA002	Basic Tamil-II	2
15	IV	21ATA002	Advanced Tamil-II	2
16	IV	21BAEOE2	Introduction to Information Security	2
17	IV	21BCAOE1	Banking Theory	2
18	IV	21BSCOE1	Management Information System	2
19	IV	21BITOE1	Microprocessor and its Applications	2
20	IV	21BCTOE1	Mathematical Aptitude	2
21	IV	21BMAOE1	Basics of Internet	2
22	IV	21BESOE1	Web Designing	2
23	IV	21BHMOE2	Communicative Hindi - II	2
24	IV	21BCDOE1	Introduction to Research	2
25	IV	21BVCOE2	Basics of Sound and Acoustics	2

List of Extra Credit Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	21BVCEC1	New Media Studies	2
2	IV	21BVCEC2	NPTEL, MOOC, Swayam (Online Courses) (Non scholastic)	2
3	V	21BVCEC3	NPTEL, MOOC, Swayam (Online Courses) (Non scholastic)	2

Summary of the Programme

Part	No. of Papers	Total Credits	Total Marks
I - Language	4	12	400
II - English	4	12	400
III - Core	16	64	1600
III - Allied	4	16	400
III - Elective	3	15	300
III - SBC	2	6	150
III - Project	2	5	100
IV - Foundation Course	2	4	100
IV - OEC	2	4	100
V - NSS/NCC/Sports/Ext. Activity	-	2	50
Total	39	140	3600

SEMESTER - 5**PART III - CORE 5: MEDIA, LAWS AND ETHICS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVC501	Media Laws and Ethics	Core 5	50	10	0	4

Preamble: To know more about the various media laws and code of ethics for media

Prerequisite: Must have basic knowledge of Media laws and ethics

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the concept of Media freedom and Fundamental rights, Constitutional provisions.	K1
CO2	Know the legal aspects of article 19, and knowledge of Human rights and Right to Information act.	K2
CO3	Know the media conglomeration towards commercial and public agenda.	K3
CO4	Know about the importance of laws against official and privacy.	K4
CO5	Understand the need of cyber laws related to security concern.	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	L		L		M	S	L	L		S
CO2		L			L	M		L	L	
CO3	L		L			S		L	L	S
CO4	L	M			S	S	L	M	L	S
CO5	M		L		L	S	M		S	S

S - Strong; L - Low; M - Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Media & Freedom- Concept of media freedom, Theories of media liberty and democracy; Rights and obligation of the media; Fundamental rights- Press freedom - Constitutional provisions- Press and the public opinion.	12	https://freedomhouse.org/issues/media-freedom
II	Right to Information- Evolution of articles of 19; Universal declaration of human rights: Right to Information Act 2005 and its implication: Right to reply; Right to knowledge; Role of the media	12	https://rti.gov.in/
III	Media agenda – private and public media institutions – Media conglomeration Commercial Vs Public interests – Media and politics – media and corporate – Ad. Revenue +– Editorial policy – implications of foreign press in India.	12	https://www.jstor.org/stable/2747787
IV	Important Laws- Defamation, Contempt of Court , Legislature, Official Secrets Act, Intellectual property rights copyright and piracy; Wages and working conditions of journalists; Measures to curb piracy- Case studies about cyber laws.	12	https://www.legal-service-india.com/articles/media.htm
V	Cyber Laws- Laws regulating FDI in media; Cyber laws in India; Cyber security concerns preventive measure, penalties, adjudication and offences; IT Act; Network service provider's protection; Criminal procedure; IPC.	12	https://theprint.in/opinion/india-fdi-rules-for-digital-media-begs-one-question/564367/
Total		60	

Text Book: Media Law and Ethics, M Neelamalar, 2009, Prentice Hall India Learning Private Limited, 2nd edition

Reference Books:

1. Media law and ethics, Rakesh kumar dilip kumar, 2019, Mackhingee publisher, 1st edition.
2. Media Laws And Ethics: An Introduction To Legal And Ethical Issues In Journalism, Vartika Nanda, 2018, Kanishka Publishers Distributors; 1st Edition
3. Media Law and Ethics, Moore Roy L. Moore, 2021, Routledge Publisher, 6th edition.
4. Media Ethics: Issues and Cases, Lee Wilkins, 2021, Rowman & Littlefield Publishers, 10th edition

Websites:

1. https://www.jru.edu.in/wp-content/uploads/moocs/e-books/journalism-and-mass-communication/Media_Ethics_Laws.pdf
2. https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communication_Eng_L16.pdf
3. <https://egyankosh.ac.in/bitstream/123456789/62988/1/Block-1.pdf>
4. <https://www.bdu.ac.in/cde/SLM/M.A.%20Journalism/M.A%20Journalism%20I%20Year/PAPER%20V%20%20MEDIA%20LAWS%20AND%20MEDIA%20ETHICS.pdf>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – 5**PART III: CORE 6: FILM STUDIES**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVC502	Film Studies	Core 6	50	10	-	4
Preamble: To know about the growth and development of cinema and to know the art of film making						
Prerequisite: Must have the basic knowledge of cinema and film production						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Students Understand the history, growth and the development of cinema					K1
CO2	They learn the three stages of production work for the film or a video.					K2
CO3	They would be able to understand the elements and the grammar of the film for the production.					K3
CO4	They would be able to Know the regulations for the film industry and the film association, clubs, film festival etc.					K4
CO5	Students understand the art of film making and learn about the legends in the film industry.					K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	M				M				S
CO2		L	L		L	S	L	S		M
CO3		L					M	S		L
CO4	1	M		L			M	M		S
CO5		S	L						S	S

S - Strong; L - Low; M - Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Cinema and other mass media: The growth and development of cinema in India as a media of mass communication, entertainment and art in 21st Century; Cinema as an entertainment industry.	12	https://ivypanda.com/essays/india-movie-industry-as-a-medium-of-mass-communication/
II	Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production- Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition.	12	https://boards.com/blog/pre-production-guide
III	The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax, film perception, signs and codes, mise en scene, montage, sound chapters) Film appreciation – Film criticism - writing a film review.	12	https://youtu.be/n-ilaWMehL4
IV	Regulations for the film industry – Problems of film industry: Piracy - Government's initiatives and policies – Film institute and organizations: Children's Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review.	12	https://blog.ipleaders.in/film-making-laws-india/
V	Great directors: an outline of the development of the art of film making with screenings of one major film of important personalities such as D.W.Griffith, Eisenstein, Vittorio De Sice, Akira Kurosawa, Ingmar Bergman, Jean Luce Godard, Satyajit Ray and Mirnal Sen and other contemporary personalities.	12	https://www.studiobinder.com/blog/the-history-of-film-timeline/
Total		60	
Text Book: Film Studies: An Introduction, Vebhuti Duggal,2020, Worldview Publications, 1st Edition			
Reference Books:			
<ol style="list-style-type: none"> 1. Film Directing Fundamentals , Proferes, 2017, Routledge Publishers,4th edition 2. The Basics of Filmmaking: Screenwriting, Producing, Directing, Cinematography, Audio, & Editing, Blain Brown,2020, Routledge Publishers 1st edition 3. Digital Cinematography, David Stump,2021, Routledge Publishers, 2nd edition 			
Websites			
<ol style="list-style-type: none"> 1. https://cpb-ap-se2.wpmucdn.com/thinkspace.csu.edu.au/dist/5/1410/files/2015/10/Cinema-Studies-Key-Concepts-1-289afca.pdf 2. https://www.academia.edu/40253359/Film_Studies_Study_Material_for_Burdwan_University_Undergraduate_Students 			
Learning Methods (*):			
Assignment/Seminar/Case-Study/Industrial Visit			

SEMESTER – 5**PART III – CORE PRACTICAL 5: 2D ANIMATION AND 3D MODELING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCP05	2D Animation and 3D Modeling	Core Practical 5	10	10	40	4

Preamble: To develop the creative skill in 2D animation and 3D modeling for mass media

Prerequisite: Must require basic Knowledge of animation and modeling

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students learn the 2D Animation software's	K1
CO2	Students able to create an animated movement for an object using motion tweening and the motion editor.	K2
CO3	They also learn to Mastering traditional & digital tools to produce stills and moving images.	K3
CO4	Students learn the 3D Animation software's	K4
CO5	They also learn the 3D modeling and title effects	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1		L			S	L	S	S	M	
CO2	M		L		S		M			M
CO3			M		M	M	L	L	M	L
CO4	M	L		L	M		M			M
CO5		L			S	M	S	S		

S - Strong; L - Low; M - Medium

Syllabus:

Exercise	Course content	Hours	E-Contents/ E-Resources
1	Flash Tools	5	https://youtu.be/6_9YYhMB9x8
2	Create Motion Tween animation	5	https://youtu.be/uVPJ-NmIgw
3	Create A Button	5	https://youtu.be/gJ8Lg3KYkbl
4	Create a movie clip animation	5	https://youtu.be/llnm4x7Zf30
5	Create a cell animation	5	https://youtu.be/3kTk1d8DTyg
6	Create a title with special effects	5	https://youtu.be/tRyTnOiAnsQ
7	Create a Stop motion advertisement	5	https://youtu.be/aglXurlQE8g
8	Create a 3D Modeling, (Polygons and Nurbs)	15	https://youtu.be/Y-jqYq992aw
9	Create a 3D Key Frame Animation	5	https://youtu.be/iMwjYuyefRs
10	Create a 3D title with special effects	5	https://youtu.be/wv61Jyfa3YQ
	Total	60	

Reference Books:

1. Blender 2D Animation, John M. Blain, 2021, A K Peters/CRC Press Publishers, 1st edition
2. Autodesk Maya, Kelly L. Murdock, 2023, SDC Publications, 2nd edition.
3. Autodesk Maya, Kelly L. Murdock, 2020, SDC Publications, 1st edition.

Websites

1. <https://www.youtube.com/watch?v=X6rkRBf4J0>

SEMESTER – 5**PART III – CORE PRACTICAL 6: AUDIO PRODUCTION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVC06	Audio Production	Core Practical 6	10	10	40	4

Preamble: To know more about the digital audio production principles and conceptualize ideas in audio production.

Prerequisite: Must require the basic knowledge of audio console and audio editing software's.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students write short radio script for PSA	K1
CO2	They produce the short Radio production.	K2
CO3	They would be able to trained in speech based recording.	K3
CO4	They would be able to know Produce live based recording in the field.	K4
CO5	Students understand Live based recording live interview.	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1					S	S	M	M		L
CO2					M			S		
CO3					S	L		M		
CO4					S	M		M		
CO5					M	S	L		L	L

S – Strong, L – Low; M – Medium

Syllabus:

Exercise	Course content	Hours	E-Contents/ E-Resources
1	Write a script for a 2 minutes radio production and produce a PSA (Public Service Advertisement).	7	https://youtu.be/FNQzCuK13hQ
2	Write a script for a 2 minutes radio production and produce a product advertisement.	7	https://youtu.be/cHtQzTbrlWw
3	Record 2 minutes speech based recording for older listeners.(slow pace & mellow)	7	https://youtu.be/86ltsHEJZ0c
4	Record 2 minutes music based live recording between a radio jock and College Student. (more dynamic & cheerful).	7	https://youtu.be/z1jzID0dymE
5	Conduct and record live interview with senior Sports man (6 min)-(intelligence & maturity)	8	https://youtu.be/KagyzVvqsjY
6	Location recording of a festival /sports event.(6 min)-(convey immediacy -impromptu-natural qualities of the occasion)	8	https://youtu.be/UYJmx9m8LI4
7	Create 2 minutes of audio work to convey space and time to the listener using audio clips. (Filler)	8	https://youtu.be/rzsVh8YwZ EQ
8	Record a radio drama (6min) -create localization of sound & effects by microphone placement, obstruction and electronic means).	8	https://youtu.be/1x2rmQmQg3w
	Total	60	

Reference Books:

1. Music Production The Advanced Guide On How to Produce for Music Producers, Tommy Swindali ,2020, Thomas William Swain Publishers, 1st edition.
2. Recording Studio Secrets, John Rogers, 2019, Wiley Publication ,Kindle Edition
3. Media Production: A Practical Guide to Radio, TV and Film, Amanda Willett, 2021, Routledge Publishers, 2nd edition
4. Radio Journalism and Production, Dr. Dilip Kumar, 2017, Galgotia Publishing Company, 1st edition

Websites

1. <https://static1.squarespace.com/static/53721e2ce4b05f3bc92f64e3/t/5e594b61ad8775597202aad8/1582910315876/Mixer+Fundamentals.pdf>
2. https://www.cemca.org/ckfinder/userfiles/files/10_Lesson-09_AUDIO_CONSOLE.pdf

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – 5**PART III – CORE LAB 6: VIDEO EDITING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCP07	Video Editing	Core Practical 6	10	10	40	4

Preamble: To develop the students creative skill in digital film editing techniques

Prerequisite: Must require basic knowledge of video editing software's and basics of shots.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Learn digital video editing principles and techniques.	K1
CO2	Editing concepts and methods	K2
CO3	Understand the digital video editing techniques	K3
CO4	Understand the role Editor	K4
CO5	Students are understand editing point of view.	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	L				S	L	S	S	M	
CO2				L	S		M			M
CO3		L			S	M	L	L	M	L
CO4					S		M			M
CO5	L		M		S	M	S	S	S	S

S - Strong, L - Low; M - Medium

Syllabus:

Exercise	Course content	Hours	E-Contents/ E-Resources
1	Create Project settings	3	https://youtu.be/qTCknbS5Xhc
2	Create a workspace for a project	2	https://youtu.be/CNMXZtuBiz4
3	Cutting clips, adding transition and Effects	2	https://youtu.be/VVTZNg-IgGI
4	Capturing process - capture a video from source.	4	https://youtu.be/fv8BXm3d0lc
5	Multi Track Editing	5	https://youtu.be/MQJl1sZEck8
6	Adjusting Audio Levels	5	https://youtu.be/-6ZExWooMY
7	Titling and Graphics	5	https://youtu.be/k5RrPDrbYw
8	Trailer	5	https://youtu.be/zkEXtwCL684
9	Video Remix	5	https://youtu.be/PxLGa250P04
10	Export settings - export edited video.	5	https://youtu.be/B9T_aPmNepA
11	Produce 3 minutes of TV talk show as host/anchor/guest edit the show content and include songs.	5	https://youtu.be/7jMQIP1cR8
12	Produce 3 minutes news presentation and add video footage for the news	5	https://youtu.be/p5W99KzLLIM
13	Submit your photography course work, by adding vfx, present in .AVI format.	5	https://youtu.be/nU9LMTnZGC0
	Total	60	

Text Book : An Introduction to Social Media Marketing, Alan Charlesworth, 2014, Routledge Publication, 1st edition

Reference Books:

1. Understanding Adobe Premiere Pro, Joseph Wealth, 2022, Routledge Publication ; 1st edition.
2. Final Cut Pro Efficient Editing, Iain Anderson, 2022, Packt Publishing Limited publishers, 1st edition
3. The Ridiculously Simple Guide to Final Cut Pro X, Douglas Ryan, 2019, Golgotha Press publishers, 1st edition.

Websites

1. https://www.tutorialspoint.com/social_media_marketing/social_media_marketing_tutorial.pdf
2. http://www.sabsmkultikri.org/UploadedFiles/205773A3%20INTRODUCTION_TO_ADVERTISING.pdf
3. https://oms.bdu.ac.in/ec/admin/contents/316_P16MBA4EM4_2020052412521560.pdf

Learning Methods (*): Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER - 5

PART III - ELECTIVE I : SOCIAL PSYCHOLOGY

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
11BVCE01	Social Psychology	Elective I	50	10	0	5

Preamble: To Know more about the Sociological and psychological settings of media

Prerequisite: Basic Knowledge of Psychology and Socialization.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Know about the nature and scope, the method of Social psychological understanding.	K1
CO2	Know the process of socialization by learning, the process of society and personality.	K2
CO3	Experience the group types and dynamics of the communication in the society.	K3
CO4	Experience the dimensions in attitude towards the communication process in social change.	K4
CO5	Understand the behavioral aspects of the Psychology.	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	M	L		L		S			S	S
CO2			M		L	S	M		M	
CO3		L		M	S	S		M		
CO4	M					S	M	L	L	
CO5			M	L	S	S		M	S	L

S - Strong; L - Low; M - Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	The Nature and Scope of Social Psychology-The Methods of Social Psychology – The Development of Social Psychology: Early beginnings – The Contribution of Sociologists and Psychologists: Comte; Le Bon; Durkheim; Cooley; GH Mead; Mc Doug all; Ross and F H All port.	12	https://www.verywellmind.com/social-psychology-research-methods-2795902
II	Socialization: Social Learning Process. Socialization and Motivation: Dependency; Aggression; Need Achievement: Affiliation: etc.- Social factors in perception – Society and personality.	12	https://www.merriam-webster.com/dictionary/socialization
III	Groups and Group Processes: Nature and Types of Groups; Conditions conducive to Development of Groups; Group Dynamics; Group Norms and Conformity; Social Facilitation – Group Structure and Group Performance; Co-operation and competition.	12	https://www.skillsyouneed.com/ips/group-processes.html
IV	Attitudes and Opinions – The Nature and Dimensions of Attitudes – The Formation and Change of Attitudes – Communication and Persuasion – Public Opinion Formation and Change	12	https://www.slideshare.net/Talha_Jalal/organization-behavior-34848341
V	Mass Psychology: Audiences and Collective Behavior – Classification of Collective masses – Casual Audiences, International Audiences and Audiences and Mass Media – Collective Behavior – Mobs and different kinds of Mobs – The Psychology of Mass Movements.	12	https://open.lib.umn.edu/sociology/chapter/21-1-types-of-collective-behavior/
	Total	60	
Text Book: 1. Social Psychology , Arun Kumar Singh,2019, PHI Learning Pvt. Ltd Publishers, 2nd edition			
Reference Books:			
<ol style="list-style-type: none"> 1. Social Psychology: Handbook of Basic Principles, Paul A. M. Van Lange, 2020, Guilford Press Publishers, 3rd edition. 2. Social Psychology, Elliot Aronson, 2020, Pearson Publishers, Kindle edition. 3. A Cognitive Psychology of Mass Communication, Fred W. Sanborn and Richard Jackson Harris, 2018, Routledge Publishers 7th edition 4. Elements Positive Psychology: The Basics, Rona Hart, 2020, Routledge Publishers, 1st edition 			
Websites			
<ol style="list-style-type: none"> 1. https://ocw.upj.ac.id/files/Textbook-AR-405-TEXTBOOK-02-FISIKA-BANGUNAN.pdf 2. https://archive.mu.ac.in/myweb_test/SYBA%20Study%20Material/socpsycho-II.pdf 3. https://www.plm.automation.siemens.com/media/global/en/02%20Fundamentals%20of%20Acousti 			

SEMESTER – 5**PART III – ELECTIVE I: INTEGRATED MARKETING COMMUNICATION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCE02	Integrated Marketing Communication	Elective	50	10	0	5

Preamble: To develop the skills of Marketing strategy and consumer behavior

Prerequisite: Basic knowledge of advertising & mass media

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students know the integral part of marketing in media.	K1
CO2	They know the process of socialization learning process in the society.	K2
CO3	They experience behavioral aspects and communication method towards advertising and promotion.	K3
CO4	They would know clear idea about the advertising research.	K4
CO5	Students know about the promotion of digital marketing techniques.	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1			L		L	M			L	
CO2	L	M		M	M	M		L	L	
CO3					S		S	M	L	
CO4	M		L		S		L		S	M
CO5		L		L	L			M		S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	An Introduction to Integrated Marketing Communications IMC as an Integral Part of Marketing Strategy.	12	https://www.shiksha.com/online-courses/articles/integrated-marketing-communication/
II	Understanding Consumer Behavior - Understanding the Communications Process - Structure of the Advertising & Promotions World	12	https://www.moenengage.com/learn/consumer-behavior-in-marketing/
III	Advertising Research - Advertising Strategy -. Finding the Big Idea - Creative Execution in Advertising - Creative Execution and Design in Print - Creative Execution on Radio- Creative Execution on Television - Creative Execution Online	12	https://youtu.be/cbDF-EYDEYk
IV	Sales Promotion - Direct Marketing- Public Relations, Publicity and Corporate Advertising - Unconventional Promotional Media (includes mobile advertising)	12	https://youtu.be/96v8vjhL4Ok
V	Print Media - Broadcast Media- Support Media- Developing the Media Plan - Promotion Objectives and Budget Determination - Monitoring, Evaluation and Controlling Promotions- The Legal, Ethical and Economic Environments of Promotions	12	https://electricalworkbook.com/print-media/
	Total	60	

Text Book

1. Integrated Marketing Communications, Kirti Dutta,2016, Oxford University Press Publishers 1st Edition

Reference Books:

1. Advertising and Promotion: An Integrated Marketing Communications Perspective, Belch,2017, McGraw Hill Education Publishers, 9th edition.
2. Consumer Behavior, Kumar Leon G,2018, Pearson Education Publishers; 12 th edition
3. Advertising and Promotion: An Integrated Marketing Communications Perspective, George E Blech,2021, McGraw Hill Publishers, 12th edition

Websites

1. <https://online.purdue.edu/blog/communication/what-is-integrated-marketing-communication-imc>
<https://onscale.com/blog/fundamentals-of-acoustics-introduction-to-sound/>
2. https://www.academia.edu/13180608/E_Book_IMC_Integrated_Marketing_Communication_
3. <https://core.ac.uk/download/pdf/161426367.pdf>
4. <https://www.himpub.com/documents/Chapter1108.pdf>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – 5**PART III – ELECTIVE I: WORLD CINEMA**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCE03	World Cinema	Elective	50	10	0	5
Preamble: To know more about the growth and development of world cinema and characteristics of world famous directors.						
Prerequisite: Must have the Knowledge about the world cinema						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Know about famous cinemas all over the world with best director's ideas.					K1
CO2	Know the forms and theory of film and cinematography and direction.					K2
CO3	Experience different languages of cinemas all over the world.					K3
CO4	Understand the Indian legends films makers and their film crafts.					K4
CO5	Know about regional languages of India's famous film making legends.					K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	M	M							M	S
CO2			L	L		L	L	M	S	
CO3		M			M		M		M	S
CO4	L			M	S	L		L	M	S
CO5			M		S	M				M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Russian Cinema: Sergi Eisenstein: Battleship Potemkin (1925), Vsevolod Pudovkin: Mother (1926). Italian Cinema: Vittorio De Sica: Bicycle Thieves (1948), Federico Fellini: La Strada (1954), Roberto Benigni: Life is Beautiful (1997)	12	https://www.britannica.com/art/history-of-the-motion-picture/The-Soviet-Union
II	The Films of Akira Kurosawa: methods, techniques and style - Rashomon (1950), Seven samurai (1954) - Alfred Hitchcock: Form and theory - Vertigo (1958), Psycho (1960) - David Lean: Style and Approach - The bridge on the River Kwai (1957), Orson Welles: Citizen Kane (1941).	12	https://theculturetrip.com/asia/japan/articles/the-top-10-films-by-akira-kurosawa/
III	French New wave: Francois Truffaut: The 400 Blows (1959), Iranian Film: Majid Majidi: Children of Heaven, American Film: Quentin Tarantino: Pulp Fiction (1994), Martin Scorsese: Taxi Driver (1976).	12	https://filmlifestyle.com/what-is-french-new-wave/
IV	Film Craft of Satyajit Ray: Pather Panchali (1954) - Guru Dutt: Pyasa (1957) - V. Shantharam: Jhanak Jhanak Paayaal Baaje (1955).	12	https://mangalapalliv.wordpress.com/2007/12/15/our-films-their-films-by-satyajit-ray-a-book-review/
V	Mahendran: Uthiripookal (1979) - Adoor Gopalakrishnan: Mathilugal (1990) - Girish Kesaravalli: Dweepa (2002) - K. Viswanath - Sankarabharanam (1980)	12	https://youtu.be/CPXxInjvzso
	Total	60	

Text Book

1. Understanding Acoustics, Garrett, Steven L. 2020, Springer Nature Publication, 2nd Edition

Reference Books:

1. Indian Cinema: A Very Short Introduction, Ashish Rajadhyaksha, 2016, OUP Oxford Publisher, Illustrated edition
2. Speaking of Films, Satyajit Ray, 2021, Penguin India Publisher, 1st edition.
3. The French New Wave: Critical Landmarks, Peter Graham, 2022, BFI Publishing, 3rd edition
4. The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media, Bruce Block, 2020, Routledge Publishers, 3rd edition

Websites

1. https://disciplinas.usp.br/pluginfile.php/5212117/mod_resource/content/1/Sex%20ans%20sensatio%20-%20Linda%20Williams.pdf

SEMESTER – 6**PART III – CORE 7: PUBLIC RELATION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVC601	Public Relation	Core 7	50	10	0	4

Preamble: To know more about the Public relation planning , scopes and challenges.

Prerequisite: Must have basic knowledge of Media public relation

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand about origin and development of public relations field.	K1
CO2	Understand about different techniques which adopted by PR agencies.	K2
CO3	Discuss about internet usage in PR field	K3
CO4	Describe about usage of Social Media in PR field.	K4
CO5	Understand planning and organizing PR activities.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	L	M	S	L	M	S	L	L	M	S
CO2	M	L	M	M	L	M	L	L	L	M
CO3	S	M	L	L	L	S	L	L	L	S
CO4	L	L	M	M	S	S	L	M	L	S
CO5	L	M	M	L	L	S	M	M	S	S

S - Strong; L - Low; M - Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Definition of Public Relations, Historical Origins and Models of PR, Communication Effects and Public Opinion, Need of PR in changing media, Role of Public Relations Officials in Private and Government firms.	12	PPT/ Videos
II	Overview of PR Techniques, Planning and Programming, Internal Relations and Employee Communication, Media Relations: Press Release, Press Conference, Government and Public Affairs, Ethics and Professionalism	12	PPT/ Videos
III	Digital PR " PR in the age of New Media: Scope, Challenges and Opportunities, PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases).	12	PPT/ Videos
IV	Social Media –Platforms, Analytics and Campaigns Online PR Strategies – Usage of websites, social networking sites and other digital platforms to communicate with their Stakeholders. Relationship Building in an Internet era.	12	PPT/ Videos
V	Public Relations Ideas for Special events – Planning and Organization. Corporate Social Responsibility, Corporate Communication Channels; Corporate Websites, social networks Facebook, Twitter, LinkedIn, You Tube Accounts, Corporate Blog, Building Online Corporate Community.	12	PPT/ Videos
	Total	60	

1. **Text Book:** The Public Relations Handbook (Media Practice), Alison Theaker, 2020, Routledge publication, 6th edition

Reference Books:

- Handbook of Advertising and Public Relations, Ved Prakash Gandhi, 2018, Kanishka publication Distributors; 1st edition
- The Handbook of Strategic Public Relations and Integrated Marketing Communications, Clarke Caywood, 2012, McGraw Hill Education publisher, 2nd edition.
- The New Rules Of Marketing and PR, David Meerman Scott, 2018, Wiley publication 6th Edition.
- The New Rules of Marketing & PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and News jacking to Reach Buyers Directly, D M Scott, 2022, John Wiley & Sons Inc Publication ; 8th edition

Websites:

- https://aclasites.files.wordpress.com/2017/02/alison_theaker-public_relations_handbook_media_practice2001.pdf
- <https://www.sjsu.edu/ajeep/docs/IntroToPR.pdf>

Learning Methods (*):

Assignment/Seminar/Case-Study/Industrial Visit

SEMESTER – 6**PART III: CORE PRACTICAL 8 - PACKAGE AND DESIGNING PRINCIPLES**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCP08	Package and designing principles	Core Practical 8	5	5	50	4

Preamble: To inculcate the knowledge on package and designing principles practice them how to design various package design by using software such as Corel draw, illustrator and Photoshop.

Prerequisite: Must have the basic knowledge of package and designing

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students can understand brief history of graphic design	K1
CO2	Students can understand elements of design – Principles of design	K2
CO3	Students can create a package design.	K3
CO4	They would be able to Know the process of package designing	K4
CO5	Students learn about the material used in the packaging	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	L	M	M	S	S	M	S	M	M	S
CO2	L	S	S	L	L	S	L	S	S	M
CO3	M	L	L	M	S	S	M	S	M	L
CO4	S	S	L	S	M	M	M	M	S	S
CO5	S	L	M	S	S	S	S	M	S	S

S - Strong; L - Low; M - Medium

Syllabus:

Exercise	Course content	Hours	E-Contents/ E-Resources
1	A brief history of graphic design	4	PPT
2	Elements of design – Principles of design	4	PPT/ Videos
3	Process of Design – Functions of Design	4	PPT/ Videos
4	Creativity and creative process	4	Videos /PPT
5	Text and images: typography – styles and features –Color in design	4	PPT/ Videos
6	Design a package for soap product	7	PPT/ Videos
7	Design a package for a Chocolate	7	Videos
8	Design a package for Mobile Phone	8	Videos
9	Design a package for a Television (or) Refrigerator	10	Videos
10	Design a package for a Food Product	8	Videos
	Total	60	

Reference Books:

1. The History of Graphic Design, Jens Müller, 2022, Taschen; Multilingual Publication 40th edition.
2. Adobe Flash Professional Cs6 Training Guide, Satish Jain 2018, BPB Publications; First edition
3. 3D Animation for the Raw Beginner Using Autodesk Maya, Roger King, 2019, Chapman and Hall/CRC; 2nd edition
4. Principles of Package Design, Matthias Noback, 2015, Matthias Noback Publisher ; 1st edition

Websites

1. <https://www.youtube.com/watch?v=Ib8UBwu3yGA>

SEMESTER - 6**PART III : CORE PRACTICAL 9 - COMPOSITING AND VISUAL EFFECTS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
HBVCP09	Compositing and Visual effects	Core Practical 9	10	10	40	4

Preamble: Aim of the paper is to develop the students in a core set of technical and creative skills related to digital filmmaking

Prerequisite: Must require basic Knowledge of visual effects

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students learn to Title creation in the After effect software.	K1
CO2	Students able to understand basic Knowledge of VFX	K2
CO3	They also learn to Rot scoping and wire removal and chroma key using	K3
CO4	Students learn the 3D rotation and 3D lighting	K4
CO5	They also learn the Designing Special Effects	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	M	S	L	S	S	M	S
CO2	L	S	M	S	S	S	M	M	S	M
CO3	S	M	L	L	M	M	L	L	M	L
CO4	M	S	S	S	M	S	M	M	M	M
CO5	M	L	L	M	S	M	S	S	S	M

S - Strong; L - Low; M - Medium

Syllabus:

Exercise	Course content	Hours	E-Contents/ E-Resources
1	Creating a new composition	5	PPT/ Videos
2	Create a Animating Text	5	PPT/ Videos
3	Types of mattes and matting techniques	5	PPT/ Videos
4	Rotoscoping and wire removal	5	Videos /PPT
5	Chroma Keying	5	PPT/ Videos
6	Green screen Removal - Keying the backgrounds	5	PPT/ Videos
7	3D rotation 3D lighting	6	PPT/ Videos
8	Create Particles – Sand Effects, Smoke Effects and Fire Effects	6	PPT/ Videos
9	Create Fluid effects – Coloring, Clouds Background, Fog Effects	6	Videos
10	Designing Paint Effects - Coloring paints, Different glass reflection and Glow Effects,	6	Videos
11	Designing Special Effects - Fur Effects and Clothes effects	6	PPT/ Videos
	Total	60	

Reference Books:

1. Compositing Visual Effects in After Effect: Essential Techniques, Lee Lanier, 2015 Routledge Publication, 1st edition
2. Advanced Visual Effects Compositing Techniques for working with Problematic Footage, Lee Lanie, 2018, Routledge Publication , 1st edition
3. Adobe after Effects Classroom in a Book, Brie Gyncild and Lisa Fridsma, 2020, Pearson Education Publication , 1st edition
4. Special Effects: The History and Technique, Richard Rickitt, 2007, Billboard Books; 2nd edition

Websites

1. <https://www.youtube.com/watch?v=PWvPbGWVRrU>

SEMESTER - 6**PART III - ELECTIVE II : CULTURAL STUDIES**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCE04	Cultural Studies	Elective II	50	10	0	4

Preamble: The students to understand culture in all its complex forms and to analyze the social and political context within which it manifests itself.

Prerequisite: Must require the basic knowledge Mass media.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students understand culture in all its complex forms.	K1
CO2	They learn about different cultural theories.	K2
CO3	They discuss about cultural movements in different part of country.	K3
CO4	They would deal with Media and Culture and Role of Media in Cultural Development.	K4
CO5	Students know about the promotion of digital marketing techniques.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	L	L	S	M	S	M	M	L	S	L
CO2	S	M	L	M	M	M	L	M	M	S
CO3	M	S	M	S	M	S	M	L	S	S
CO4	S	L	M	L	M	S	M	L	M	M
CO5	L	S	S	M	S	S	L	M	L	L

S - Strong, L - Low; M - Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Understanding Cultural Studies, Evolution of Cultural studies, Evolutionary psychology, Modern Minds and its origins, Cultural Theories, Marxism theory and its origins.	12	PPT/ Videos
II	Origin Theories – Myth ritual and Mythology. Evolutionary theories-concept of evolution, cultural evolutionists, myth rituality, devolutionary theories- elitists- merits, demerits and relevance to folklore studies.	12	PPT/ Videos
III	Folklore and Culture, Cultural Studies in Relation to Tamilnadu Conceptualizing. Cultural Movements in Tamilnadu.	12	Videos /PPT
IV	Media and Culture, Role of media in cultural development, Gender and Culture, Tourism and Culture.	12	PPT/ Videos
V	Ethnicity and Nationalism, Digital Cultural, Role of Social Media in Digital Cultural Development, influence of internet in cultural shaping, Smart phones and culture.	12	Videos
	Total	60	
Text Book			
1. An Introduction to Cultural Studies , Promod K Nayar , 2016, Viva Books Publication ; 2nd edition			
Reference Books:			
1. Making Sense of Cultural Studies: Central Problems and Critical Debates, Chris Barker 2006, SAGE Publications Ltd; 1st edition.			
2. Cultural Studies in India, Rana Nayar, 2016, Routledge Publication, 1St Edition			
3. Cultural theory: The key Concepts , Andrew Edgar and Peter Sedgwick, 2017, Routledge Publication 2nd Edition			
4. Marxist Literary And Cultural Theory- David Anshen and Andrew Slade, 2017, The Orient Blackswan Publication, 1st edition.			
Websites :			
1. https://www.himpub.com/documents/Chapter978.pdf			
2. https://www.mccc.edu/~voorhees/dma135/Turner_British_Cultural_Studies_An_Introduction.pdf			

SEMESTER – 6**PART III – ELECTIVE II- POLITICAL INFORMATION COMMUNICATION**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCE05	Political Information Communication	Elective II	50	10	0	4

Preamble: Critically analyze issues and trends in media and communication, including the impact of technologies and globalization.

Prerequisite: Must require the basic knowledge of political communication.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Student has learnt the Understand basics of political Communication.	K1
CO2	Learn about relationship between the press and political Power.	K2
CO3	Understand Indian Democracy and political structure.	K3
CO4	Understand the contemporary political environment.	K4
CO5	Learn about new types of social movements.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	M	L	S	L	S	S	M	M	S	L
CO2	L	S	L	M	M	M	S	S	L	S
CO3	L	S	M	S	S	L	S	M	S	M
CO4	M	L	M	M	S	M	M	M	S	S
CO5	L	M	S	L	M	S	L	M	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Political Communication: Communication as power relationship, media as a source of new political power, Modernity and new political thought, Propaganda, publicity and public relations.	12	PPT/ Videos
II	Press and political leadership, Political communication in India: Post independence movements, Emergency, rise of regional parties, economic reforms.	12	PPT/ Videos
III	Structure and Process of Governance: Indian Model of Democracy, Parliament, Party Politics and Electoral behavior, Federalism, The Supreme Court and Judicial Activism, Units of Local Governance (Grassroots Democracy) Political Communication -Nature, Forms and Importance.	12	Videos /PPT
IV	Contemporary Political Economy of Development in India: Policy Debates over Models of Development in India, Recent trends of Liberalization of Indian Economy in different sectors, E-governance.	12	PPT/ Videos
V	New Social Movements, Understanding the political significance of Media and Popular Culture, International and Political Communication, Multinational ownership of media, media imperialism, Media in troubled times- War and conflicts, Media, security and terrorism.	12	Videos
Total		60	

Text Book

1. An Introduction to Political Communication:(Communication and Society),Brian McNair , Routledge Publication, 2019,6th Edition

Reference Books:

1. Film and Politics in India : Cinematic Charisma as a gateway to political Power, Author: Dhamu Pongiyannan, 2015 , Peter Lang AG, Internationaler Verlag der Wissense Publisher, New Edition
2. An Introduction To Politics, Harold J. Laski, 2018,Rupa Publications India 1st Edition
3. The Dynamics of Political Communication: Media and Politics in a Digital Age, Author Richard M. Perloff , 2017, Routledge Publication, 1st edition.

Websites

1. <https://teddykw2.files.wordpress.com/2012/05/an-introduction-to-political-communication.pdf>
2. https://pdfpk.net/pdf/wp-content/uploads/2020/07/Book-review-An-intro-to-political-communication-Shahid_pagenumber.pdf

SEMESTER – 6**PART III : ELECTIVE II - UNDERSTANDING FILM APPRECIATION AND CRITICISM**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCE06	Understanding Film Appreciation and Criticism	Elective II	50	10	0	4

Preamble: To develop the students understanding cinema-and its relation to culture, history, technology and aesthetics-Film Studies.

Prerequisite: Must require the basic knowledge of Film production and history of cinema

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand Theme, Story and Screenplay of Cinematography.	K1
CO2	Learn about feature films and short films from this unit.	K2
CO3	Learn about Indian cinema history.	K3
CO4	Understand major turning points and trends in Cinema.	K4
CO5	Understand world cinema	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	M	L	L	S	S	S	M	M	M	I
CO2	L	S	L	M	M	L	L	S	L	I
CO3	M	L	S	M	S	L	M	M	M	S
CO4	S	L	M	L	S	M	L	M	L	I
CO5	M	M	M	L	M	S	L	L	L	I

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Theme, Story and Screenplay Characteristics Semiotics Cinematic Terms Cinematography.	12	PPT/ Videos
II	Feature Films and Short Films Documentaries, Introduction to Indian Cinema, History of Indian Cinema - Dadasaheb Phalkey, Bombay Talkies, mythological etc.,	12	PPT/ Videos
III	History of Indian Cinema, Cubism, Realism, Neo-realism Other arts and cinema - theater, painting.	12	Videos /PPT
IV	Major turning points and trends in cinema, Parallel cinema in India. Editing - Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music	12	PPT/ Videos
V	Japanese Cinema, British Cinema, Iranian Cinema, Chinese/Korean Cinema, Latin American Cinema Regional Cinema in India.	12	Videos
	Total	60	

Text Book

I. Indian Cinema: A very Short Introduction, By: Ashish Rajadhyaksha, 2016, OUP Oxford Publication, 1st Edition.

Reference Books:

1. History Of Indian Cinema By : Renu Saran, 2012, Diamond Books Publication.
2. A Journey Through 100 Years of Indian Cinema: A Quizbook on Indian Cinema, Saumya Chaki, 2015, Self Published; 1st edition.
3. Narratives of Indian Cinema, PB Manju Jain, 2013, Primus Books Publication, 1st edition.

Websites

1. https://nibmehub.com/opacservice/pdf/read/The%20Film%20Appreciation%20Book%20_%20the%20film%20course%20you%20always%20wanted%20to%20take.pdf
2. <https://www.craftfilmschool.com/userfiles/files/Leo%20Braudy%2C%20Marshall%20Cohen-Film%20Theory%20and%20Criticism-Oxford%20University%20Press%2C%20USA%20>

SEMESTER – 6

PART III – ELECTIVE III : PRINCIPLES OF EVENT MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCE07	Principles of Event Management	Elective III	50	10	0	4

Preamble: To develop the students technical proficiency to effectively adjust, grow and excel in the field of Event Management.

Prerequisite: Must require the basic knowledge of marketing communication and Public relation.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students learn introduction to the event management field.	K1
CO2	They develop mission for Event management.	K2
CO3	They discuss about different types of marketing techniques	K3
CO4	They understand different types of communication process involved in event management.	K4
CO5	Students are able to learn event marketing and brand promotion in marketing concept.	K3

Mapping with Program Outcomes:

CO/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	L	S	L	M	S	S	M	M	S	L
CO2	S	M	S	L	M	M	M	S	S	S
CO3	L	L	S	L	S	L	S	M	L	M
CO4	S	S	M	M	S	M	S	M	M	L
CO5	M	S	L	M	M	S	L	L	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to event : Introduction to Event Management- Need for Event Management- Analysis of Event, Scope of Event, Decision Makers-Event Manager, Technical Staff- Establishing of Policies and Procedure -Developing Record Keeping Systems.	12	PPT/ Videos
II	Event management procedure : Principles for holding an Event, General Details, Permissions- Policies, Government and Local Authorities, - Phonographic Performance License, Utilities- Fire brigade, Ambulance, Catering, Electricity, Water. Taxes Applicable.	12	PPT/ Videos
III	Conduct of an event : Preparing a Planning Schedule, Organizing Tables, Assigning Responsibilities, Communication and Budget of Event- Checklist, Computer aided Event Management- Roles & Responsibilities of Event Managers for Different Events.	12	Videos /PPT
IV	Human Resource Management: The field of HRM covers the relationship between the management of a company and its employees Employee Relations and covers Recruitment and Selection Benefits and Compensation Performance and Reward Training and Development, Decision making, and HRM Techniques	12	PPT/ Videos
V	Event Marketing and types of event : Marketing Concept, Marketing Mix, Product, Price, Place and Promotion, Marketing Planning, Marketing Budget, Merchandises, Marketing Control, Brand Promotion and Catchment Area. - Types of Event - Exhibitions and Trade Fairs,- Wedding and Special Event.- Cultural Events-Tourism Events-festivals- Corporate Event	12	Videos
Total		60	

Text Book

1. Event Management and Marketing : theory Practical Approaches and Planning Dr. Anukrati Sharma, 2018, Bharti Publications, 1st, New edition

Reference Books:

1. Art of Event Management: Complete guide to plan and Execute the event, Dr. Vineet Gera, 2015, Gurucool Publishing.
2. Event Management, Marketing, Planning, Production & Management, Lav Yadav and Kush Yadav, 2022, Evincepub Publishing
3. Introduction to Event Management, Sunil R Hegde, 2022, Notion Press publication .
4. Event Planning : Management & Marketing For Successful Events, 2015, Alex Genadimk. Create Space Independent Publication; 1st Edition.

Websites

1. <https://www.uoi.ac.in/sites/default/files/slm/HM-402.pdf>
2. <https://www.himpub.com/documents/Chapter760.pdf>

SEMESTER – 6

PART III – ELECTIVE III : MEDIA MARKETING MANAGEMENT

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCE08	Media marketing management	Elective III	50	10	0	4

Preamble: To develop the students to understand the media management sector and give knowledge about how to organize the events.

Prerequisite: Must require the basic knowledge Mass media and marketing communication.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students understand basics of Media managements and its nature.	K1
CO2	They learn about role of social media in media management	K2
CO3	They learn about elements of design and principles of designs.	K3
CO4	They understand the role of marketing in Media management.	K4
CO5	Students are able to learn marketing in organizational environment and socio cultural environment.	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	S	M	M	L	L	L
CO2	L	S	L	M	L	M	L	M	M	M
CO3	S	L	S	S	M	S	M	L	L	S
CO4	M	S	L	M	M	L	M	L	M	M
CO5	L	M	S	S	S	S	L	M	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to Media Management, theories in Media Management, Nature and aims of Media Management.	12	PPT/ Videos
II	Social Media and Media Management, Media in Digital Era, Media and social Development, Media Management design different approaches in Media Management.	12	PPT/ Videos
III	Digital Visual Arts Graphic Communication Management – Definition, nature & scope. Elements of design, Principles of design, Design process.	12	Videos /PPT
IV	Importance of marketing ; Key marketing terms and concepts-need, want, demand, exchange; marketing myopia and marketing orientations ; Distinction between selling and marketing; Marketing Research: Definition; Marketing Research Process ; Types of Research: Primary, Secondary, Qualitative, Quantitative.	12	PPT/ Videos
V	The art of Promo, Advertisement & In serial promotions, Art of Writing Copy, Designing for various mediums, Public Relations, Planning, organizing and managing events. Managing the internet and social Media. Vendor selection and management, Media Planning & Buying .	12	Videos
	Total	60	

Text Book

Media Planning and Management, N.G. Kale and M. Ahmed, 2022, Vipul Prakashan Publisher 4th Edition .

Reference Books:

1. Media Management, B.K. Chaturved, 2014, Global Vision Publishing House, 2nd Edition
2. Strategic Management By Gregory Dess, and Lumpkin & Taylor, 2018 McGraw Hill Education Publisher, 8th Edition
3. Marketing Research, Govind Chand Beri, 2020 McGraw Hill Publication, 6th Edition

Websites:

1. http://www.wbnsou.ac.in/online_services/SLM/PG/JMC/CC8.pdf
2. <http://osou.ac.in/eresources/DJMC-06-BLOCK-03.pdf>

SEMESTER - 6

PART III - ELECTIVE III : FILM PRODUCTION AND DESIGN

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCE09	Film Production and Design	Elective III	50	10	0	4

Preamble: To develop the students to understand and analyze the network of film distribution and marketing.

Prerequisite: Basic knowledge of Film distribution process and Budgeting.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Students understand basic network of film distribution and marketing.	K1
CO2	They learn about film production stages.	K2
CO3	They learn about managing and budgeting for a Film.	K3
CO4	They understand the role of Film appreciators.	K4
CO5	Students are able to learn basic of film theories	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	M	S	L	S	L	S	M	L	S
CO2	L	M	M	L	S	L	S	M	M	M
CO3	M	L	L	M	M	M	S	L	L	L
CO4	L	M	L	M	L	S	M	M	M	M
CO5	M	L	M	L	S	M	L	M	S	L

S - Strong; L - Low; M - Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Fundamentals of film production Stages of film production from script to screen— various technicians and artistes involved in the production work. Production- three important stage -- pre-production stage— preliminary works to be done for film production- Production stage-Post-production stage.	12	PPT/ Videos
II	Film Distribution Process Areas of distribution in India - Different terms of contract — M.G. Basis — our right basis - advance basis and royalty basis — Contemporary distribution methods. Exhibition — Different types of theatres in Tamilnadu - Methods of film exhibition — in the various centers.	12	PPT/ Videos
III	Budgeting Usefulness of budgeting— Budget formats — the various methods of acquiring Finance for film production — Govt. control over film industry — Film laws- Associations and their role.	12	Videos /PPT
IV	Film as a medium & Language Characteristics – Film and other forms of art - Film Perception: Levels of Understanding – Film and Psycho-analysis –Reception – Film Appreciation—Aesthetics – Abstraction: Subtlety – Signs: Denotation and Connotation— Paradigmatic and Syntagmatic – Film Semiotics: Signifier, Signified, and Signification.	12	PPT/ Videos
V	Introduction to film theory Dichotomies of film theory - Transposition — Interdependence of questions— Formative film theory — Form and function — the purpose of film— Cinematic means—Montage — Typage: Battleship Potemkin and its five chapters — Realistic film theory— Compositional forms— the purpose of cinema -the plastic image — Deep focus.	12	Videos
Total		60	

Text Book

1. Film Appreciation, Utpal Datta, 2021,Blucrose Publishers Pvt. Ltd, 1st Edition

Reference Books:

1. The Art Direction Handbook For Film & Television, Michael Rizzo, 2014,Routledge Publication, 2nd edition
2. The Guide to Managing Postproduction for Film, TV, and Digital Distribution: Managing the Process, Susan Spohr, 2019 Routledge Publication; 3rd edition,
3. Directing: Film Techniques and Aesthetics, Michael Rabiger, 2020, Routledge Publication, 6th edition.2020

Websites:

1. https://www.academia.edu/5045638/447_The_Filmmakers_Guide_To_Production_Design
2. <https://egyankosh.ac.in/bitstream/123456789/74357/1/Unit-14.pdf> uet-Design-and-Development-Karl-T.-Ulrich-Steven-D.-Eppinger-Edisi-6-2015.pdf

SEMESTER - 6

PART III - PROJECT : Short Film Production Documentary Production - (Viva Voce)

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
21BVCPR2	Short Film and Documentary Production	Project	-	10	50	5
Preamble: To develop the students skills in film & documentary making.						
Prerequisite: Basic knowledge of Scripting, film shooting & editing						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement		Blooms Taxonomy knowledge level			
CO1	Student can Understand the visuals structure and camera movements for aesthetic cinematography and produce a film or documentary.		K1			

M.COM

VLB Janakiammal College of Arts and Science

Autonomous

Master of Commerce(M.Com)

Scheme of Examination (CBCS and OBE Pattern)

For the Candidates admitted from the Academic Year 2022- 2023 onwards

Course Code	Course Title	Ins. Hrs/Week	Examination				
			Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I							
22MCM101	Core 1 - Corporate Accounting	6	3	50	50	100	4
22MCM102	Core 2 –Organisational Behaviour	5	3	50	50	100	4
22MCM103	Core 3 - International Business	5	3	50	50	100	4
22MCM104	Core 4 - Legal Aspects in Banking and Insurance	5	3	50	50	100	4
22MCM105	Core 5 - Business Environment	5	3	50	50	100	4
22MCM106	Core 6 - Managerial Economics	4	3	50	50	100	4
	Total	30				600	24
SEMESTER II							
22MCM201	Core 7 - Advanced Cost Accounting	5	3	50	50	100	4
22MCM202	Core 8 - Indirect Taxation	5	3	50	50	100	4
22MCM203	Core 9 - Marketing Management	5	3	50	50	100	4
22MCM204	Core 10 - Financial Management	5	3	50	50	100	4
22MCM205	Core 11 - Business Research Methods	5	3	50	50	100	4
22MCME01/ 22MCME02/ 22MCME03	Elective I	5	3	50	50	100	4
	Total	30				600	24
SEMESTER III							
22MCM301	Core 12 - Direct Taxes	5	3	50	50	100	4
22MCM302	Core 13 - Security Analysis and Portfolio Management	5	3	50	50	100	4
22MCM303	Core 14 - Labour Law and Industrial Relations	5	3	50	50	100	4
22MCM304	Core 15 - E-Commerce and MIS	5	3	50	50	100	4
22MCMP01	Core Practical I - Computer Application in Business	5	3	50	50	100	4

22MCME04/ 22MCME05/ 22MCME06	Elective II	5	3	50	50	100	4
22MCMRA1	Research Article 1						
	Total	30				600	24
SEMESTER IV							
22MCM401	Core 16 - Management Accounting	5	3	50	50	100	4
22MCM402	Core 17 –Indirect Taxation	5	3	50	50	100	4
22MCME07/ 22MCME08/ 22MCME09	Elective III	5	3	50	50	100	4
22MCMPR1	Major Project	15	3	100	100	200	6
22MCMRA2	Research Article 2						
	Total	30				500	18
	Total					2300	90

List of Elective Courses

S.No	Sem	Course Code	Course Title	Credit
Elective I				
1	II	22MCME01	Foreign Exchange Management	4
2		22MCME02	Institutional Facilitating International Trade	4
3		22MCME03	Logistics and Supply Chain Management	4
Elective II				
4	III	22MCME04	Forensic Auditing	4
5		22MCME05	Fundamental and Technical Analysis	4
6		22MCME06	Futures and Options	4
Elective III				
7	IV	22 MCME07	Entrepreneurship &Project Management	4
8		22MCME08	Consumer Behaviour and Marketing Research	4
9		22MCME09	Intellectual Property Rights	4

List of Extra Credit Course

S.No	Sem.	Course Code	Course Title	Marks	Credit
1	II	22MCMAC1	Cyber Law	100	2
2	III	22MCMAC2	NPTEL/MOOC/SWAYAM Courses	100	2

Summary of the Programme

Particulars	No.of Papers	Total Credits	Total Marks
Core	17	68	1700
Practical	1	4	100
Elective	3	12	300
Project	1	6	200
Total	22	90	2300

VLB Janakiammal College of Arts and Science
Autonomous
Master of Commerce(M.Com)
Scheme of Examination (CBCS and OBE Pattern)
For the Candidates admitted from the Academic Year 2023- 2024 onwards

Course Code	Course Title	Ins. Hrs/Week	Examination				
			Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I							
23MCM101	Core 1 - Corporate Accounting	6	3	25	75	100	4
23MCM102	Core 2 – Organisational Behaviour	5	3	25	75	100	4
23MCM103	Core 3 - International Business	5	3	25	75	100	4
23MCM104	Core 4 - Legal Aspects of Business	5	3	25	75	100	4
23MCM105	Core 5 - Business Environment	5	3	25	75	100	4
23MCM106	Core 6 - Managerial Economics	4	3	25	75	100	4
	Total	30				600	24
SEMESTER II							
23MCM201	Core 7 - Advanced Cost Accounting	5	3	25	75	100	4
23MCM202	Core 8 – Strategic Management	5	3	25	75	100	4
23MCM203	Core 9 - Marketing Management	5	3	25	75	100	4
23MCM204	Core 10 - Financial Management	5	3	25	75	100	4
23MCM205	Core 11 - Business Research Methods	5	3	25	75	100	4
23MCME01/ 23MCME02/ 23MCME03	Elective I	5	3	25	75	100	4
	Total	30				600	24
SEMESTER III							
23MCM301	Core 12 - Direct Taxes	5	3	25	75	100	4
23MCM302	Core 13 - Securities Analysis and Portfolio Management	5	3	25	75	100	4
23MCM303	Core 14 - Labour Law and Industrial Relations	5	3	25	75	100	4
23MCM304	Core 15 - E-Commerce	5	3	25	75	100	4

23MCMP01	Core Practical I - Computer Application in Business	5	3	40	60	100	4
23MCME04/ 23MCME05/ 23MCME06	Elective II	5	3	25	75	100	4
23MCMRA1	Research Article 1						
	Total	30				600	24
SEMESTER IV							
23MCM401	Core 16 - Management Accounting	5	3	25	75	100	4
23MCM402	Core 17 – Indirect Taxation	5	3	25	75	100	4
23MCME07/ 23MCME08/ 23MCME09	Elective III	5	3	25	75	100	4
23MCMPR1	Major Project	15	3	100	100	200	6
23MCMRA2	Research Article 2						
	Total	30				500	18
	Total					2300	90

List of Elective Courses

S.No	Sem	Course Code	Course Title	Credit
Elective I				
1	II	23MCME01	International Business Communication	4
2		23MCME02	Marketing Analytics	4
3		23MCME03	Logistics and Warehouse Management	4
Elective II				
4	III	23MCME04	Forensic Auditing	4
5		23MCME05	Fundamentals of Business Analytics	4
6		23MCME06	Futures and Options	4
Elective III				
7	IV	23 MCME07	Entrepreneurship & Small Business Management	4
8		23MCME08	Micro Finance Management	4
9		23MCME09	Retail Marketing Management	4

List of Extra Credit Course

S.No	Sem.	Course Code	Course Title	Marks	Credit
1	II	23MCMAC1	Cyber Law	100	2
2	III	23MCMAC2	NPTEL/MOOC/SWAYAM Courses	100	2

Summary of the Programme

Particulars	No.of Papers	Total Credits	Total Marks
Core	17	68	1700
Practical	1	4	100
Elective	3	12	300
Project	1	6	200
Total	22	90	2300

SEMESTER – III**PART III - CORE 12 - DIRECT TAXES**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22MCM301	Direct Taxes	Core 12	50	10	0	4
Preamble: To enable the students to learn principles and concepts of Direct Taxes						
Prerequisite: Basic knowledge in Taxation system.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Define the concepts and schedule of tax rates and compute the residential status of a person					K1
CO2	Interpret the computation of salary income of an assessee					K2
CO3	Apply and practice the computation of house property income and understand the nuances of computing income from business/ profession					K3, K2
CO4	Illustrate the Determination of Cost of Acquisition and Deduction of Tax at Source					K4
CO5	Analyse the Computation of Tax Liability, deductions , E-Filing & its Procedures					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	L	L	L	L	M	S	S
CO2	S	S	L	L	L	L	L	M	M	S
CO3	S	S	S	M	L	L	L	L	M	S
CO4	S	S	M	L	L	L	L	M	M	S
CO5	S	S	M	L	L	L	L	M	S	S

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Direct tax- Meaning –Merits –Demerits- Income –Features-Types – Agricultural Income - Assessment Year - Previous year- Assesseees - Types of Assesseees - Residential status of Person - Exempted Income.	12	https://www.youtube.com/watch?v=UTxWeizxFcY https://www.youtube.com/watch?v=XAOw1ol3jFU
II	Heads of Income- Income from Salaries – Characteristics of Salary - Treatment of Provident Fund – Allowances – Types of Allowances- Perquisites- Taxability of Perquisites - Valuation of Rent free Accommodation - Gratuity – Pension –Leave Encashment - Calculation of Income from Salary.	12	https://www.youtube.com/watch?v=Ht61Ub3NjuQ https://www.youtube.com/watch?v=bLrrOGkK9JU
III	Income from House Property – Annual Value - Different Types of Rental Value – Determination –Deduction U/S 24 – Calculation of Income from House Property. Profits and Gains of Business or Profession – Valuation of stock – Computation of Depreciation - Computation of Income from Business or Profession.	12	https://www.youtube.com/watch?v=s4l8e3CZ6bQ https://www.youtube.com/watch?v=uMTK4Xpj79s
IV	Capital Gains - Types – Exemption - Determination of Cost of Acquisition –Treatment of Capital Loss. Income from Other Sources – Tax treatment of Gift - Deduction of Tax at Source. Clubbing of Income - Clubbing of income of income arising to spouse, minor child and son & wife in certain cases. Set-off and Carry Forward of Losses.	12	https://www.youtube.com/watch?v=RKqEmEmhzcA https://www.youtube.com/watch?v=nTVRAagOA7c
V	Deductions to be made from Total Income – Assessment of Individuals - Computation of Tax Liability – E-Filing – Procedure	12	https://www.youtube.com/watch?v=iTBfEaTJusU
	Total	60	
Text Book I Gaur.V.P and Narang.D.B, Puja Gaur, Rajeev Puri , Income Tax Law and Practice ,51 st revised edition, Kalyani Publishers , 2023, New Delhi.			

Reference Books:

1. T.S.Reddy and Y.Hari Prasad Reddy, Income Tax Law and Practice(A.Y. 2023-2024), Margham Publication, Chennai
2. Vinod.K. Singhanian, Kapil Singhanian, Direct Taxes Law and Practice, 1st Edition, Taxmann, New Delhi.

Websites

1. https://www.icaai.org/post.html?post_id=10170
2. https://www.dor.gov.in/sites/default/files/IT%20Act%20%28English%29_0.pdf
3. http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Taxation/Taxation%20XI%20.pdf

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – III**PART III – CORE 13 : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22MCM302	Security Analysis and Portfolio Management	Core 13	50	10	0	4
Preamble: To acquire complete analysis of Securities and Portfolio Management.						
Prerequisite: Knowledge and techniques of securities and portfolios.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Know and Understand the overview of Security Analysis and Portfolios					K1
CO2	Understand the methodology of Security analysis					K2
CO3	Know the valuation of risk and returns of management of Securities					K4
CO4	Understand the impact of Portfolio theory					K5
CO5	Evaluate the Selection and revision of Portfolio and Time Weighted Returns.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	L	L	L	L	L	L	L	S
CO2	M	S	M	S	L	L	L	L	M	S
CO3	M	M	M	S	L	L	M	L	M	S
CO4	S	S	S	M	L	L	L	L	M	M
CO5	M	M	M	S	S	M	M	L	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Security Analysis and Portfolio Management :Overview-The Investment process-Investment Environment-Concept of Returns and Risk-Measurement of Returns and Risk-Investment Alternatives and their Evaluations-Portfolio Management process	12	https://youtu.be/fGDxBLOtSNI
II	Methodology of Conducting Security Analysis – Fundamental Analysis –Economic Analysis-Economic Forecasting-Industrial Analysis – Company Analysis-Technical Analysis-Tools and Technique of technical Analysis Dow Theory-Eliot Wave Theory-Test of Different forms of Market Efficiency-Emotional and Social Influences	12	https://youtu.be/pduIXDHLQM8 https://youtu.be/D3mVJvSz9WQ https://youtu.be/bsUd16ttAP4
III	Valuation and Management of Securities -Bond Valuation –Bond Returns and Risks –Bond Price Changes-Measuring Bonds and Price volatility-Bond Yield-Measuring Yield –Equity Valuation –Equity Returns and Risks-Guidelines for Equity Investment	12	https://youtu.be/7uYWP6IKk_A https://youtu.be/I7FDx4DPapw
IV	Portfolio Theory-Measuring portfolio returns and Risks - Efficient Portfolios-Capital Market Theory-Capital asset pricing model(CAPM)-Capital Market Line(CML)-Security Market Line(SML)-Behavioural models	12	https://youtu.be/YtrMGKLRtwA https://youtu.be/9rJ65chlwt4
V	Portfolio Selection - Performance Evaluation and Portfolio revision -Formula plan-Time Weighted Returns.	12	https://youtu.be/-kWdSE9s7Jo
	Total	60	

Text Book:

1.Dr. Amit Jothi & Indira Bhati, Security Analysis and portfolio management, UDH Publishers & Distributors, 2018

Reference Books:

1.Dr. Vanita Tripathi, Security Analysis and portfolio management,Text & Cases, Taxmann, July 2019.
2. Preethi Singh, Security Analysis and portfolio management, Himalaya Publishing House, P Ltd 1st edition 2017.

Websites

<https://www.managementstudyguide.com/security-analysis-and-portfolio-management.htm>

https://www.goodreads.com/book/show/203409.Security_Analysis

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER III**PART III - CORE 14 - LABOUR LAW AND INDUSTRIAL RELATIONS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22MCM303	Labour Law and Industrial Relations	Core 14	50	10	0	4
Preamble: To acquire conceptual understanding of Industrial Relations and to attain the knowledge relating to labour law.						
Prerequisite: Basic knowledge relating to Industry and Law						
Course outcomes (COs): Basic Knowledge about Industrial relations and Labour law						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the various labour welfare measures.					K1,K2
CO2	Discuss the laws relating to labour welfare					K2
CO3	Explain legal concepts relating to employment					K2
CO4	Understand the concepts of industrial relations, trade union					K1,K2
CO5	Identify the causes of industrial conflicts and its remedies.					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	L	L	M	M	M	M	S
CO2	L	S	M	M	L	M	M	S	S	S
CO3	S	S	M	L	L	M	S	S	S	S
CO4	S	S	M	M	L	M	S	M	M	M
CO5	S	S	M	L	L	M	S	S	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	LABOUR WELFARE : Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour Welfare Funds – Education and Training Schemes- Central labour acts.	12	https://www.youtube.com/watch?v=2ABKOJnzizU
II	The Factories Act, 1948 - The Payment of Wages Act, 1936 - The Minimum Wages Act, 1948 - The Workmen's Compensation Act, 1923 - The Payment of Gratuity Act, 1972 - The Payment of Bonus Act, 1965.	12	https://www.youtube.com/watch?v=aD5xAqx7ItM https://www.youtube.com/watch?v=xg43pudL1Ko
III	The Employee's Provident Fund & Miscellaneous Act, 1952 - The Employees State Insurance Act, 1948 - The Equal Remuneration Act, 1976 - The Maternity Benefit Act, 1961 - The Child Labour Prevention and Regulation Act, 1986.	12	https://www.youtube.com/watch?v=3kbbOPoEg8k https://www.youtube.com/watch?v=IiIcNmO0-qs
IV	INDUSTRIAL RELATIONS: Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct-The Trade Unions Act, 1926.	12	https://www.youtube.com/watch?v=j4yDknRMrGo https://www.youtube.com/watch?v=YsYTKBEAoFA
V	INDUSTRIAL CONFLICTS : Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication - The Industrial Disputes Act, 1947 .	12	https://www.youtube.com/watch?v=6rlx-ZcSW7g
Total		60	

Text Book

1.S.C. Sreevastava, Industrial relations and Labour law, Vikas Publishing, 8th Edition, 2022

Reference Books:

1.P.K. Padhi, Labour & Industrial Laws, PHI Publishers, 4th Edition, 2022
2.Mamoria C.B. and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2016.

Websites

- <https://www.geektonight.com/industrial-relations-management-pdf/>
- https://www.icsi.edu/media/webmodules/Labour_Laws&_Practice.pdf
- <http://www.mbaexamnotes.com/industrial-relations-and-labour-laws.html>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER III
PART III - CORE 15 - E-COMMERCE AND MIS

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22MCM304	E-commerce and MIS	Core 15	50	10	0	4
Preamble To exhibit an awareness of m-commerce and Current trends in electronic world this plays vital role in modern business practice.						
Prerequisite: Basic knowledge about E-commerce.						
Course outcomes (COs):Basic Knowledge about E-Commerce						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Acquire knowledge about e-commerce applications.					K1
CO2	Gain skills about online payments and models of e-commerce applications.					K3
CO3	Know the importance and role of Management information systems.					K4
CO4	Understand the concepts and categories of Information System.					K4
CO5	Gain knowledge about functional Management and business process.					K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	L	L	S	L	M	S	S
CO2	S	S	M	L	L	S	L	M	S	S
CO3	S	M	M	L	L	S	L	L	S	M
CO4	S	M	M	L	L	S	L	L	S	M
CO5	S	M	M	L	L	S	L	L	M	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	E-Commerce –Classification of Electronic Commerce-Anatomy of E-commerce Applications-Electronic Data –Interchange-Benefits-EDI Legal, Security & privacy issues-EDI Software Implementations.	12	https://youtu.be/xuAItDNpvC0 https://youtu.be/LtyBfbjE_8
II	Consumer Oriented Electronic Commerce : Consumer Oriented Applications-Mercantile Process Models-Mercantile Models from the Consumers & Merchants perspective-Electronic Payment Systems-Types-Smart cards & Credit card Electronic Payment systems-Risk.	12	https://youtu.be/0YgsHyAxw4w
III	Management information systems: Meaning-Features-Requisites of an effective MIS-MIS Model-Components-Role and Importance-Corporate Planning for MIS-Growth of MIS in an Organisation-Limitation of MIS.	12	https://youtu.be/L9eMa2i4
IV	Information System in Business and Management: System Concepts-Characteristics of Systems-Types –Categories of Information System- Transaction processing System-Information Repeating and Executive Information System.	12	https://youtu.be/H-7qfn12tg8
V	Mobile commerce:-application of mobile commerce –advantages of mobile commerce security and payment methods-m-commerce security. Current trends in electronic world-electronic waste problems-predictions-e-waste in India-e-surveillance-stages-e-governance. Cloud computing- service model of cloud computing-criteria challenges.	12	https://youtu.be/sjJlGpV-w_M https://youtu.be/Dd5buGYBgi
	Total	60	

Text Book

1. Dr.Shivani Arora, E-commerce , Taxmann Publications Pvt. Ltd, 2nd Edition,2019.

Reference Books:

1. P.T. Joseph, E-Commerce, PHI Publishers, 6th Edition, 2020
2. Wiley, Internet & E-Commerce, Willy India Publishers, 2021

Websites

1. <https://en.wikipedia.org>
2. <https://www.sscasc.in>
3. <https://www.bigcommerce.com>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – III**CORE PRACTICAL - I : COMPUTER APPLICATION IN BUSINESS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22MCMP01	Computer Application in Business	Core Practical-1	10	0	50	4

Preamble: : To acquire knowledge on editor, spread sheet, presentation software and

Prerequisite: Knowledge on computer basics.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	To develop knowledge and apply recent skills in MS-Word	K1
CO2	To provide practical knowledge exposure MS-Excel.	K2
CO3	Know the best ways of providing presentation.	K1
CO4	To provide hands on experience on accounting Tally and gain proficiency in creating solutions in final accounts.	K4
CO5	To acquire knowledge on GST (Services)	K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	M	L	L	S	M
CO2	S	S	M	M	M	M	L	L	S	M
CO3	S	S	M	M	L	S	L	L	S	M
CO4	S	S	S	M	S	S	L	M	S	M
CO5	S	S	S	M	S	M	L	L	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Sl. No	Program	Hours	E-Contents/ E-Resources
1	Draft an advertisement for a product by applying text formatting, column alignment, inserting table and clipart. Prepare the presentation for the same.	4	https://www.youtube.com/watch?v=BBCKOPPdBjM
2	Preparation of comparative Balance Sheet and Profit and Loss account from the given financial statement.	4	https://www.youtube.com/watch?v=c7fOq84T5J8
3	Preparation of EPS, EPS growth rate by using goal seek function	4	https://www.youtube.com/watch?v=YFt9laWraWk
4	Preparation of Ratio analysis using Profit and Loss account and Balance sheet.	4	https://youtu.be/xhYYjHiEWrs
5	Introduction of Tally – History of Tally version– Features and configuration—company creation - Tally Short keys.	4	https://youtu.be/hFHyyVrAE7U
6	Ledgers, Vouchers, Trial Balance	4	https://youtu.be/thHiWJbLwqM
7	Preparation of final Accounts.	4	https://youtu.be/UbOdy8NP60M
8	Preparation of Stock summary – Creation of Stock group – Creation of stock category -Unit of measurement – Stock item creation.	4	https://youtu.be/N_X9UG9DNO0
9	Bill of materials, stock valuation	4	https://youtu.be/jrSPgFrTEoU
10	Payroll accounting and compliance	4	https://www.youtube.com/watch?v=ysI71z94W4A
11	Configuring and creating payroll in tally	4	https://www.youtube.com/watch?v=jvpXloNtFuY
12	Creation of payroll masters	4	http://www.tallyknowledge.com/2017/04/creating-employee-master-payroll-unit.html
13	Processing and generating Payroll reports	4	https://www.youtube.com/watch?v=oQe_R4vx_Eo
14	Introduction to GST - Getting Started with GST (Goods) - Accounting entries for goods purchased and sold.	4	https://www.youtube.com/watch?v=U-3ddK5L8GE
15	Getting Started with GST (Services)	4	https://www.youtube.com/watch?v=LDsK8a3v5og
	TOTAL	60	

Text Books
1. Prof. HRM Chand Jain, Computer Application in Business, 7 th Edition, SD Publication, 2022 2. Tally Education Pvt Ltd., Tally Essentials, Paperback, Sahaj Enterprises , 2022
Reference Books
1. Dr. H.C. Mehrotra, Prof. V.P. Agarwal, Goods & Service Tax, Satya Bhawan Publications, 10 th Revised and Updated Edition, 2022 2. Dinesh Veerma, Computer Basics and PC Software, Gullybaba Publishing House, 2012.

SEMESTER – III**PART-III: ELECTIVE II – FORENSIC AUDITING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22MCME04	Forensic Auditing	Elective II	50	10	0	4
Objective: On successful completion of this paper the students will gain Advanced knowledge about Practices of Auditing.						
Prerequisite: Basic knowledge about Forensic Audit						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Remember fundamental concepts of Audit and forensic Audit					K1
CO2	Demonstrate critical understanding of corporate frauds					K3
CO3	Evaluate alternate approaches in fraud investigation					K4
CO4	Explain legal aspects relating to forensic audit					K2
CO5	Gain knowledge on Computer Assisted Audit Techniques in detecting and investigating fraudulent financial reporting					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	L	L	L	M	S	M	S
CO2	S	M	L	L	L	L	M	S	M	S
CO3	S	M	L	L	L	L	M	S	M	S
CO4	S	M	L	L	L	L	M	S	M	S
CO5	S	M	L	L	L	L	M	S	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction - Auditing, Origin, Definition, Objectives and scope, Audit Programme - Qualities of an auditor, Classification of audit. Forensic Audit - Objectives – Significance – Key benefits- Fundamentals of Forensic Audit - Forensic Audit Vs Audit	12	https://www.youtube.com/watch?v=uV5g_vmJM3Q https://www.youtube.com/watch?v=ZoGp55rIDKA
II	Fraud –Meaning and definition under Companies Act 2013 – Elements of Frauds – Kinds of Frauds – Corporate Frauds – Director’s responsibilities - Fraud and Forensic Audit.	12	https://www.youtube.com/watch?v=BSIBi0Ixt4c
III	Audit and Investigations - Tools for handling Forensic Audit - Investigation Mechanism - Types – Methods - Procedure - Field Investigation- Red Flags - Green Flags.	12	https://www.youtube.com/watch?v=BSIBi0Ixt4c
IV	Forensic Audit : Laws and Regulations - Information Technology and Business Laws - Forensic Audit and Indian Evidence Law - Finding Facts - Relevant Facts -Admission of Evidence - Methods to Prove Case.	12	https://www.youtube.com/watch?v=ygaiz9n7MEI
V	Cyber Forensics - Cyber Crime:-: Meaning and Definition - International Guidance to Cyber Forensics Laws- Necessity of International Standards - Introduction to Data Extraction - Advantages of Using Data Extraction Tools - Ethical Hacking.	12	https://www.youtube.com/watch?v=J-F0-49gLU8
	Total	60	
Text Book			
1. CA. Kamal Garg, Forensic Audit, Thomson Reuters, 2019 edition.			
Reference Books:			
1. Sandeep Baldava, Deepa Agarwal, Forensic Investigations and Fraud reporting in India, Blooms burry India, 2021			
2. G.C. Pipara. Forensic Audit Decoded, Taxmann Publications Pvt ltd., New Delhi, 2020			

Websites

1. https://www.icsi.edu/media/webmodules/Forensic_Audit_Jan24_2019_1720.pdf
2. [https://icai-cds.org/ICAIShop/resources/productImages/SM%20on%20SAFP-2017-revised%20\(1\).pdf](https://icai-cds.org/ICAIShop/resources/productImages/SM%20on%20SAFP-2017-revised%20(1).pdf)

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – III**ELECTIVE II : FUNDAMENTALS OF BUSINESS ANALYTICS**

Course code	Course name	Category	Lecture (L)	Tutorial(T)	Practical(P)	Credits
22MCME05	Fundamentals of Business Analytics	Elective II	50	10	0	4
Preamble: To Study core statistical techniques; data retrieval, analysis and mining, persuade in the project –oriented world of data-driven decisions.						
Prerequisite: Basic Knowledge of Business Analytics						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Critically analyze the business problems and apply analytical knowledge in big data					K1
CO2	Recognize, understand and apply the language theory and models of the field of business analytics					K2
CO3	Able to cultivating cognitive skills on the applications of business analytics.					K3
CO4	Commitment to sustainable development of Data visualization and time series analysis related to various sectors.					K4
CO5	Provide leadership in application of using R statistics					K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	M	L	L	S	S
CO2	S	S	M	S	S	M	L	L	S	S
CO3	S	S	M	S	S	M	L	L	S	S
CO4	S	S	M	S	S	M	L	L	S	S
CO5	S	S	M	S	M	M	L	L	S	S

S – Strong; L – Low; M – Medium

Syllabus

	Course content	Hours	E-Contents/ E-Resources
I	Fundamentals of Business Analytics: Business Analytic -Definition-Need-Scope- A categorization of Analytical Methods- Analytics in action-Bigdata-Business analytics in practice-types of data – modifying data in excel- creating Distributions from data-Measures of location	12	https://youtu.be/diaZdX1s5L4
II	Application of Business Analytics Machine: Learning- Introduction and Concepts- Differentiating algorithmic and model based frameworks, Decision analytics .Descriptive analytics-Predictive analytics-Prescriptive analytics.	12	https://youtu.be/diaZdX1s5L4
III	Decision support and Data Visualisation: DSS-Executive and enterprise support-Automated decision support -Web analytics- Data mining –Applied artificial intelligence - Visual analysis: Data concepts-Data Dashboards –Data exploration & visualization –Score cards	12	https://youtu.be/VLWw8g2IgHQ
IV	Time Series and Forecasting:Time series pattern-forecasting accuracy-moving averages and exponential smoothing-using regression analysis for forecasting-determining the best forecasting model to use-building good spreadsheet model-What- If analysis-some useful excel functions for modeling-auditing spread sheet model-a simple maximization problem.	12	https://youtu.be/IYISXPMYCKY
V	Data Analysis using R:RStudio: Introduction-R data types and objects,reading and writing data-Data structures in R-R programming fundamentals-Advantages and disadvantages of using R.	12	https://youtu.be/TQMAKGDIE_8
	Total	60	

Text Book

1.Majid Nabavi,David L.Olson, Introduction to Business Analytics, Business Expert Press, 2018

Reference Books:

- 1.U. Dinesh kumar, Business Analytics, Wiley Publications, 2022
- 2.Regi Mathew, Business Analytics, 3rd Ediiton, Pearson Publications, 2021

Websites

- 1.<https://www.simplilearn.com/what-is-business-analytics-article>
- 2.<https://ptgmedia.pearsoncmg.com/images/9780133552188/samplepages/0133552187.pdf>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – III**ELECTIVE II: FUTURES AND OPTIONS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22MCME06	Futures and Options	Elective II	50	10	0	4

Preamble: To enable the students to understand the concepts of futures and options.

Prerequisite: Basic knowledge in Financial Markets

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Provide knowledge the concept of derivative market.	K1
CO2	Give knowledge about the index movement NIFTY and SENSEX	K2
CO3	Understand the forward market and future market	K4
CO4	Analyse the Hedging, Speculation and arbitrage in commodity market.	K5
CO5	Describe Evolution of commodity market in India and other countries.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	L	M	L	L	M	M
CO2	S	M	M	S	M	M	L	L	S	S
CO3	S	S	M	S	L	M	L	M	S	S
CO4	S	S	M	S	M	M	L	M	S	S
CO5	S	S	M	S	L	L	L	L	M	M

S – Strong; **L** – Low; **M** – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction to derivatives- Definition of derivatives products- participants in derivatives market, economic forever of derivatives market.	12	https://youtu.be/tYkqwIllFX4
II	Index derivatives- Index numbers- economic significance of index movements- types of indices- desirable attributes of an index- derivative in Nifty and Sensex.	12	https://youtu.be/qE2w_I37h6Q
III	Forward contracts- Limitations of forward markets- futures- distinction between future and forward contracts- future terminitory options- option terminitory, call options and put option.	12	https://youtu.be/C8UJ5F9fTmg
IV	Pay off for buyer (long futures) of futures- pay off for seller (short futures) of futures- hedging, speculation and arbitrage- options payoff- pay off profit for buyer of call options-pay off profit for writer of call options. Hedging and speculation in option.	12	https://youtu.be/Sy3Qb-tInlY
V	Evolution of commodity markets- Commodity markets in India- Newyork mercantile Exchange- London Metal Exchange, Chicago Board of traders- Tokyo Commodity Exchange, Chicago Mercantile Exchange.	12	https://youtu.be/FXzEjpeozRI
	Total	60	

Text Book

1. C. Hull John, Fundamentals of Futures & Option Markets, 9th Edition, Pearson India Publishers, 2018

Reference Books:

1. A.N. Sridar, Futures & Options, 4th Edition, SPD Publishers, 2019
2. Financial Services and Markets: Dr. S.Gurusamy, Vijay Nicole Imprints (p) Ltd, 2009

Websites

1. <https://www.cfainstitute.org/-/media/documents/book/rf-publication/1992/1992-n5-4438-pdf.ashx>
2. <https://www.bis.org/ifc/publ/ifcb35a.pdf>
3. <https://www.commoditiesdemystified.info/pdf/CommoditiesDemystified-section-a-en.pdf>

Learning Methods (*):

Assignment/Seminar

SEMESTER – IV

PART III - CORE16: MANAGEMENT ACCOUNTING

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits	
22MCM401	Management Accounting	Core 16	48	12	0	4	
Preamble: To enable the students to learn the techniques of Management Accounting.							
Prerequisite: Basic Knowledge in Accounting concepts and principles							
Course outcomes (COs):							
On successful completion of this course the students will be able to:							
CO Number	Course Outcome (Co) Statement					Blooms knowledge level	Taxonomy
CO1	Understand the basics of management accounting.					K1	
CO2	Develop the skill to prepare and analyze various financial statements					K3,K4	
CO3	Acquire the knowledge of various financial ratios and its applications.					K2,K3	
CO4	Learn the practical aspects of working capital and its management.					K3, K5	
CO5	Gain the knowledge about Budgetary control techniques.					K3,K4	

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	S	S	L	L	L	M	S
CO2	S	M	S	S	S	M	L	L	M	S
CO3	S	M	L	S	M	M	L	M	M	S
CO4	S	M	L	M	S	L	L	M	M	S
CO5	S	M	L	M	S	L	L	L	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Nature and scope of Management Accounting– Functions – Limitations – Distinction between Financial Accounting and Management Accounting – Relationship between cost and management Accounting – Tools and Techniques , Management Accountant: Position – Role and Responsibility.	12	https://www.youtube.com/watch?v=WNMgL4GXjkk
II	Financial statement Analysis - Types –Horizontal analysis:Comparative Financial Statement Analysis – Trend Analysis - Vertical Analysis - Common Size Financial Statement Analysis – Interpreting the Financial Statements- Limitation of Financial Statement Analysis.	12	https://www.youtube.com/watch?v=uUnP5qkbQ20
III	Accounting Ratio – Classification- Short term Solvency Ratio – Profitability Ratio – Turn Over Ratio – Long Term Solvency Ratio – Leverage Ratio – Ratios as Predictors of Insolvency – Significance – Limitations – Interpretation of Ratio analysis.	12	https://www.youtube.com/watch?v=-UbFZRd8Eds
IV	Budgeting and Budgetary control : Budget-Meaning of Budgetary Control - Definition – Budget, Budgeting and Budgetary Control - Objectives of Budgetary control –Budgetary control – Advantages – Limitations – Classification and Types of Budgets – Fixed Budget- Flexible Budgets – Materials Budget – Production Budget- Production Cost Budget- Labour Budget- Capital Expenditure Budget- Selling and Distribution Overhead Budget- Sales Budget – Cash Budget – Master Budget – Zero based Budgeting.	12	https://www.youtube.com/watch?v=-UbFZRd8Eds https://www.youtube.com/watch?v=H3-bDkYXMy8 https://www.youtube.com/watch?v=-W4Qabndd7g
V	Fund Flow statement – Meaning – Functions – Uses of Fund Flow Statement. Cash Flow statement – Definition - Uses of Cash Flow Statement – Limitations- Preparation of Cash Flow-Decision Theory:Decision Making under Certainty,,Uncertainty, Risk -Decision Tree.	12	https://www.youtube.com/watch?v=ASIJwTnRFWk
	Total	60	

Note: Distribution of marks: Theory 20% and Problems 80%.

Text Book

1. NeetiGupta ,Shashi K. Gupta and R.K. Sharma, Neeti Gupta, Management Accounting, KalyaniPublishers,New Delhi,2018.

Reference Books:

1. CMA M.N. Arora and PriyankaKatyal, Management Accounting,Himalaya publishing House, New Delhi.2021.

2. Dr. R. Ramachandran and Dr. R. Srinivasan, Management Accounting – Theory, Problems and Solutions,14th Revised Edition, Sri Ram Publications, Trichy, 2020.

Websites:

1. www.icsi.edu

2. www.icai.org

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – IV

PART III – CORE 17: INDIRECT TAXATION

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22MCM402	Indirect Taxation	Core 17	48	12	0	4

Preamble: To enable the students to gain fundamental knowledge about GST.

Prerequisite: Basic knowledge about Taxation

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the basic knowledge about Indirect Taxation and frame work of GST.	K1,K2
CO2	Apply the rate of schedule of GST.	K3
CO3	Understanding the eligibility to avail Input Tax Credit and Reverse charge mechanism.	K2
CO4	Categorize Registration and filing Procedures under GST.	K4
CO5	Appraise the Provision under Customs Duty.	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	L	S	M	L	L	L	M	M
CO2	M	M	M	S	M	L	M	M	M	S
CO3	M	S	M	S	S	M	M	L	M	S
CO4	M	S	S	S	M	M	M	M	M	S
CO5	S	S	S	S	M	L	M	L	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Indirect Taxes: Introduction- Definition - Characteristics -Objectives - Canons of Taxation - Classification of Taxes- GST : Introduction - GST in India – Implementation of GST in India- Challenges - GSTN - Framework of GST- Constitutional Provision of GST- GST Council.	12	https://www.youtube.com/watch?v=9mXc_9GTLbQ https://www.youtube.com/c/goodsandservicestaxnetwork
II	Supply Under GST - Concept of supply - Composite and Mixed Supplies - GST Levy- - Liability of the tax payer - Levy and Collection of taxes – Composition Levy-GST Rate Schedule for Goods and Services - Exemptions from GST	12	https://www.youtube.com/watch?v=KSzwC9GOQNw https://www.youtube.com/watch?v=EmN9kSXDzoI
III	Taxes Subsumed and not Subsumed under Goods and Services- – Time, Place and Value of supply- Input Tax Credit–Methods -Mechanism -Framework -Eligibility of ITC- utilization of ITC -Blocked Credits- Recovery of Input Tax Credit- Distribution of credit by Input Service Distributor - Documents Required For Claiming - Reverse charge mechanism	12	https://www.youtube.com/watch?v=IvSKkxxW-b0 https://www.youtube.com/watch?v=dqvUxJzjX0
IV	Registration under GST- Persons not liable for Registration -Compulsory Registration in Certain Cases - Concept of Distinct Person under GST - Procedures for registration - Deemed Registration - cancellation of registration -Revocation of Registration	12	https://www.youtube.com/watch?v=2R1uul06WoA https://www.youtube.com/watch?v=ca1lb91wtlg
V	Tax Invoice, Credit and Debit Notes- Payment of tax- E-way Bills - Returns under GST -Filing Procedure -Customs duty- Introduction- types – valuation – custom procedure- powers of officers – levy and exemption – Duty drawback.	12	https://www.youtube.com/watch?v=UME0KqExbtM https://www.youtube.com/watch?v=K6uhd9mP3pU
	Total	60	

Text Books:

1. Dr. R.Parameswaran, Indirect Taxes GST and Customs Laws, Kavin Publications, 1st Edition, 2018.
- 2 V. Balachandran, Indirect Taxation, Sultan chand & sons publication, 2021.

Reference Book

1. V. S. Datey , GST, Taxman’s Publications , 22nd Edition 2023.
2. Dr. Jaya Vasudevan Suseela. Indirect Taxation: GST and other Indirect Taxes, EBC, Edition, 2019

Website

1. <https://www.cbic.gov.in/htdocs-cbec/gst/ITC%20Mechanism.pdf>
2. [https://en.wikipedia.org/wiki/Goods_and_Services_Tax_\(India\)#:~:text=Tax%20\(STT\).-Implementation,Central%20Hall%20of%20the%20Parliament.](https://en.wikipedia.org/wiki/Goods_and_Services_Tax_(India)#:~:text=Tax%20(STT).-Implementation,Central%20Hall%20of%20the%20Parliament.)

Learning Methods (*):

Assignment/Seminar

SEMESTER – IV

PART III: ELECTIVE III: ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Course code	Course Name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22MCME07	Entrepreneurship and Project Management	Elective 3	48	12	0	4
Preamble: To Gain knowledge in Entrepreneurship and Project Management						
Prerequisite: Knowledge in Entrepreneurship and develop project planning						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the role and responsibilities of Entrepreneurship and development of women entrepreneur.					K1,K2
CO2	Integrate the Entrepreneurial Promotion and evaluation. Role of Consultancy Organizations in Promoting Entrepreneurs					K4
CO3	Determining the concept of Project Management, Business Idea, Identifications, and Preparation of Project Report.					K3
CO4	Prepare the basic concepts of planning, management, Team building, and organization					K3
CO5	Assess the evaluation of Projects and about E-Markets.					K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	L	M	S	M	M	L	L	L
CO2	L	M	M	M	S	L	M	M	L	M
CO3	M	M	L	L	S	M	M	M	L	L
CO4	S	S	L	M	M	L	L	M	M	L
CO5	M	S	M	L	L	M	M	B	L	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Entrepreneur- Meaning – Importance – Qualities, Nature Types, Traits, Culture, Similarities and Differences between Entrepreneur and Intrapreneur. Women Entrepreneur in Economic Development- Entrepreneurship and Development – Its Importance – Role of Entrepreneurship – Entrepreneurial – Environment	12	https://youtu.be/rRpMrAMesbA?si=dBIbddpyD21h4kgt
II	Evolution of Entrepreneurs – Entrepreneurial Promotion: Training and Developing- Motivation- Factors – Mobility of Entrepreneurs – Entrepreneurial Change – Occupational Mobility – Factors in Mobility – Role of Consultancy Organizations in Promoting Entrepreneurs – Forms of Business for Entrepreneurs	12	https://youtu.be/NblSTUuIIMk?si=6Y6XSF2DijQgMDKS
III	Entrepreneurs and Ideas: The Basis of Small Business – Small Business Ethics – Small Business Entrepreneurs – Small Business Ideas- Small Business Paths and Plans- Small Business Entry – Path to Part Time Entrepreneurship – Paths to Full Time Entrepreneurship – Small Business Strategies – Business Plans-Startups, Incubators.	12	https://youtu.be/1HN2xjYI48Y?si=uyVVCrGSVjVo12hy
IV	Project Management: Introduction-Need-Types- Knowledge Areas and Processes-The Project Manager (PM)-Project Management Life Cycle, Project Appraisal-Project Management Processes, Impact of Delays in Project Completions.	12	https://youtu.be/Jk-JwtScIlw?si=1rABsLccB0FyUN1-
V	Project Management information system-Importance of contracts in projects-Project Evaluation-Project Auditing-Project Closure reports-Guidelines for Closeout reports – Computers,E-Markets in Project Management-Risk Management.	12	https://youtu.be/FRUJxiQfGnk?si=-1FfX7g480HHZsaC
	Total	60	

Text Book

1. N.P.Srinivasan&G.P.Gupta, Entrepreneurial Development, Sultanchand&Sons, 2020,
2. HaroldKerzner,Project Management,13th Edition,Willey Publication,2022.

Reference Books:

1. Katz, Jerome and Richard, Green – Entrepreneurial Small Business, McGraw Hill Education, New Delhi, 2019.
2. Dr.FazalAhmad,Project Management,1st Edition AvishkarPrakashan Publications,2019.

Websites

1. <https://sbs.ac.in/wp-content/uploads/2021/02/COMPLETE-NOTES-OF-ENTREPRENEURSHIP-AND-PROJECT-MANAGEMENT-MCOM.pdf>
2. <https://www.himpub.com/documents/Chapter772.pdf>

Learning Methods (*):

Assignment/Seminar

SEMESTER – IV

**PART III – ELECTIVE III: CONSUMER BEHAVIOUR AND MARKETING
RESEARCH**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22MCME08	Consumer Behaviour and Marketing Research	Elective3	48	12	0	4

Preamble:To understand the determinants of consumer behavior and the basics of marketing research

Prerequisite:Basic Knowledge about consumer and Marketing

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Outline the consumer decision process and understand the models of consumer behavior	K1
CO2	Identify and explain the determinants of consumer behavior.	K2
CO3	Understand the psychological motivations to consumer behavior	K3
CO4	Examine the group influences on consumer behavior.	K4
CO5	Illustrate the process of marketing research.	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	L	M	L	L	S	M
CO2	S	S	M	M	L	M	L	L	S	M
CO3	M	S	M	M	L	M	L	L	S	M
CO4	M	S	S	L	L	M	M	L	S	M
CO5	S	S	S	M	S	M	L	L	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Introduction : Nature – scope- marketing concept and the role of consumer – consumer decision process – models of consumer behavior - economic model, learning theory, Psychoanalytical theory, Sociological, Howard -Sheth model, Nicosia model	12	https://www.youtube.com/watch?v=jdawTFsCNtc
II	Learning, Perception & Personality Influences: Learning theory - the learning process - Pavlov's and skinner theory of learning – Cognitive theory of learning - Perception - Concept – role – perceptual mapping – perceived risk – cognitive processes – attribution process - Personality and consumer behavior – self-concept - SR approach – trait and factor theories	12	https://www.youtube.com/watch?v=jd7Jdug5SRc
III	Consumer Motivation & Attitude Consumer motivation – Maslow's motivational theory - Attitudes – concept – components of attitudes – development of attitudes – functional nature of attitudes– cognitive dissonance – attitudinal change and behavioral change.	12	https://www.youtube.com/watch?v=G1-vaIe2FGM
IV	Group Influences : Group influences – group conformity – reference groups and their relevance – opinion leadership – class and culture – social stratification – Warner's six class system – social class and consumer behavior - Culture, Sub - culture, Cultural relevance to marketing decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings. Family: Role & Structure, Family Life Cycle, Purchasing decisions, changing role of families.	12	https://www.youtube.com/watch?v=3PcLlf2yesI
V	Marketing Research: Identifying and understanding the consumer - Steps in conducting marketing research -Methods of collecting Market Information - Primary data – Questionnaire design - Administration and analysis considerations in design - scaling techniques. Secondary data – sources – problems of fit and accuracy; Concept of MKIS - Components of a Marketing Information System - Marketing Intelligence System - Marketing Research in India	12	https://www.youtube.com/watch?v=sMWEnW54CyU
	Total	60	
Text Book:			
1. Leon G.Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice Hall of India, New Delhi.			

Reference Books:

1. Dr. R. Magesh, Dr. M. Rajeswari , A Text Book Of Consumer Behaviour — AG Publishing House, 1st Edition, 2023
2. RajendraNargundkar, Marketing Research: Text and Cases (4th edition), Tata McGraw Hill, 2019

Websites:

<https://dde.pondiuni.edu.in>

<https://www.himpub.com/documents/Chapter1482.pdf>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – IV

PART III-ELECTIVEIII: INTELLECTUAL PROPERTY RIGHTS

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
22MCME09	Intellectual Property Rights	Elective 3	48	12	0	4
Preamble: To enable the students to gather complete knowledge about Intellectual Property Rights.						
Prerequisite: Basic knowledge in Intellectual Properties and legitimate provisions.						
On successful completion of this course the students will be able to,						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand Fundamental aspects of Intellectual property and major role in development and management of innovative projects in industries.					K1, K2
CO2	Acquire basic knowledge on patents, patent regime in India and abroad and registration aspects.					K1
CO3	Disseminate knowledge on trademarks and registration aspects					K3
CO4	Explain Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects					K4
CO5	Review about current trends in IPR and Govt. steps in fostering IPR.					K5

Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	L	M	L	S	M	S
CO2	S	S	S	L	L	M	L	S	M	S
CO3	S	S	S	L	L	M	L	S	M	S
CO4	S	S	S	L	L	M	L	S	M	S
CO5	S	S	S	L	L	M	L	S	M	S

S – Strong; L – Low; M – Medium

Syllabus

Unit	Course content	Hours	E-Contents/ E-Resources
I	Intellectual property right (IPR) - Introduction - Importance - Kinds - WIPO Convention 1967 - TRIPS Agreement 1994 - India's New National IP Policy, 2016 – IPR in India - Step towards Promoting IPR – Govt. Schemes in IPR – IPR in current scenario.	12	https://youtu.be/eIUaS51U05M?si=SRLDX58xW5F8MaPH
II	Patents - Introduction - Novelty - Non Obviousness - Industrial Application - Non – Patentable - Registration Procedure - Rights and Duties of Patentee - Assignment and licence - Restoration of lapsed Patents - Surrender and Revocation of Patents - Infringement - Remedies & Penalties.	12	https://youtu.be/B5dhYjGRBb0?si=UdfX2JodowE3BOFw
III	Copyright - Introduction - Original literary - Dramatic - Musical - Artistic works - Cinematograph films and Sound recordings - Registration Procedure - Term of protection - Assignment and licence of copyright - Infringement - Remedies & Penalties.	12	https://youtu.be/ukFl-siTftg?si=nNRJe0l13ODWsPud
IV	Trademarks - Introduction - Different kinds of marks - Non Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement - Remedies & Penalties.	12	https://youtu.be/3gWaAJR5L18?si=W5tnYFFbeFkS9ulb
V	Industrial Design - Introduction - Procedure for Registration - Effect of Registration - Term of Protection - Geographical Indication (GI) - Introduction - GI and Trademarks - Procedure for Registration - Effect of Registration - Term of Protection. Plant Variety Protection - Introduction - Farmers' Rights – Procedure for Registration - Effect of Registration - Term of Protection.	12	https://youtu.be/sZmHDpCNzHk?si=FVV8xXOFwN7O-m-a https://youtu.be/K6kP9xmOrtk?si=Vyrf-1APnwIULN54
	Total	60	
Text Book			
1. M.K.Bhandari, Law relating to Intellectual Property Rights ,Central Law Publication 6th Edition, 2021 Reprint 2023.			
2. Bare Act. Intellectual Property Law, Commercial Law Publishers (India) Pvt. Ltd.; 2023 1st edition (1 November 2022)			
Reference Books			
1. Asha Vijay Durafe ,Dhanashree K. Toradmalle ,Intellectual Property Rights, Wiley India Pvt Ltd.,2020			

Websites:

1. <http://cipam.gov.in/>, <https://www.wipo.int/about-ip/en/>, <http://www.ipindia.nic.in/>
2. <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>
3. https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf

Learning Methods (*): Assignment/Seminar/Classroom activities/Presentations

SEMESTER – I**PART III - CORE 1: CORPORATE ACCOUNTING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23MCM101	Corporate Accounting	Core 1	60	12	0	4
Preamble: To enable the students to learn Principles and Concepts of Corporate Accounting.						
Prerequisite: Basic Knowledge in Accounting concepts and principles						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Prepare final accounts of companies					K1
CO2	Provide knowledge on amalgamation , absorption and external reconstruction					K2
CO3	Prepare the accounts of holding companies and gain idea of liquidation of companies					K4
CO4	Apply accounts of banking company and insurance company					K5
CO5	Develop the knowledge on Human resource accounting, Government account and Responsibility account.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	L	M	L	L	L	L	M	L
CO2	S	M	S	S	L	L	L	L	S	L
CO3	S	M	M	S	L	L	L	L	S	L
CO4	S	M	L	M	L	L	L	L	S	L
CO5	S	S	L	L	L	L	M	M	S	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Preparation of Final accounts – Schedule VI Part I and Part II Profit prior to incorporation – Managerial remuneration – Dividend declaration out of the past and the current profits – Issue of Bonus shares – Preparation of Balance Sheet.	15	https://youtu.be/p0gI2ImF_O8 https://youtu.be/iDp1K-kXPas https://youtu.be/9f9GOwaRqx4 https://youtu.be/5X0TWaJ5DM8
II	Goodwill – Valuation – Methods. Amalgamation – Absorption (Excluding inter – company holdings) – External reconstruction – Internal reconstruction (Excluding scheme of reconstruction).	15	https://youtu.be/GxqZnvfIZsw https://youtu.be/5xxam8M6toI https://youtu.be/LLHr7Wkr0JE
III	Holding company accounts (excluding inter-company holdings) – Holding Minority Ratio Capital profits and Revenue Profits –Minority Interest – Consolidated Balance sheet. Liquidation of Companies.	15	https://youtu.be/b2W2F6m7vn0 https://youtu.be/DVEK4z9uSVg
IV	Accounts of Banking companies (new format) and Insurance Companies.	15	https://youtu.be/d3L9zTiB5zY https://youtu.be/2_qFu2yZw1o
V	Human Resource Accounting-Principles of Government accounting – Responsibility Accounting.	12	https://youtu.be/PLfZ38JODeA https://youtu.be/Mc9ru4gJ1ME https://youtu.be/0uQUuJXRIXc
Total		72	

Text Book

1. S.P.Jain and K.L. Narang , Advanced Accounting, 22nd Revised Edition, Kalyani Publishers, 2019, New Delhi.
2. Bhushan Kumar Goyal, Basic Corporate Accounting, 8th Edition , Taxmann 2023

Reference Books:

1. Dr.Maheshwari.S.N and Dr.Maheshwari S.K, Corporate Accounting, 6th Edition, Vikas Publishing House Pvt Ltd,2020,New Delhi.
2. Dr. Alok Kumar, Corporate Accounting ,Singhal Publications,2020.

Websites

<https://taxguru.in>
<https://www.icsi.edu>
<https://rbidocs.rbi.org.in>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – I

CORE-2 - ORGANISATIONAL BEHAVIOUR

Course code	Course name	Category	Lecture (L)	Tutorial(T)	Practical(P)	Credits
23MCM102	Organisational Behaviour	Core 2	50	10	0	4

Preamble: To enable the Students to learn the Concepts of Organizational Behaviour.

Prerequisite: Basic knowledge on management principles.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the concept of organizational behavior and management functions in organization.	K1
CO2	Gain knowledge about personality and its theories, practically applicable for individual behavior, perception and learning in an organization.	K3
CO3	Gain knowledge about the motivational theories and attitudes in an organization.	K3
CO4	Understanding the concept of interpersonal behavior in an organization.	K2
CO5	Gather knowledge in managing the stress and conflict.	K4,K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	L	L	S	L	L	L
CO2	M	S	L	L	L	L	S	M	M	M
CO3	M	S	L	L	L	L	S	M	L	L
CO4	M	M	L	M	L	L	S	M	L	L
CO5	M	L	L	L	L	L	M	L	L	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Nature of Organisational Behaviour - Concept of Organizations - Concept of Organisational Behaviour – Challenges - Background and Foundation of Organisational Behaviour - Scientific Management – Fayol’s Administrative Management – Bureaucracy – Hawthorne Experiments and Human Relations – Social Systems approach – Human Behaviour Approach - Systems and Contingency approach - Organisational Behaviour Modification.	12	https://www.youtube.com/watch?v=SheMhZejyk
II	Nature of Human Behaviour - Concept of Behaviour – Individual Differences – Personality - Concept of Personality – Personality Measurement – Perception - Concept of Perception – Learning - Learning Theories – Leadership – Importance – Functions – Style - Theories of Leadership.	12	https://www.youtube.com/watch?v=UNjYZJzQGSU
III	Attitudes – Attitudes Relevant for Organisational Behaviour – Attitude Change – Values – Motivation – Concept – Theories –Maslow’s theory, Herberg’s motivational theory-Vroom’s expectancy theory, Equity theory, Theory of X,Y and Z - Motivational Pattern in Indian Organizations.	12	https://www.youtube.com/watch?v=S1cxPJ4g1ak
IV	Morale and Morale building. Interpersonal Behaviour - Nature of Interpersonal Behaviour – Transactional Analysis. Group Dynamics: Concept – Formal Groups – Informal Group of Organization – Group Behaviour - Structure and process – Group Decision Making - Intergroup Behaviour.	12	https://www.youtube.com/watch?v=YX8YG Bs7AfY
V	Organizational culture and climate – Factors affecting organizational climate – Importance - Job satisfaction – Determinants – Measurements – Influence on behavior - Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change - Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life	12	https://www.youtube.com/watch?v=MfL_0ko4T3o
	Total	60	

Text Book:

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 18th edition, 2019
2. Prasad LM, Organisational Behaviour, Sultan Chand & Sons, 5th Revised Edition, 2019

Reference Books:

1. Khushboo Pathak , Organisational Behaviour, SBPD Publishing House 2020
2. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 2019

3. Mary Uhl-Bien, John R. Schermerhorn Jr., Richard N. Osborn , Wiley India, 13th Edition 2022

Websites:

<https://onlinelibrary.wiley.com/journal/10991379>

<https://www.businessmanagementideas.com/notes/management-notes/organizational-behaviour-notes/12614>

<https://www.geektonight.com/organisational-behaviour-notes-pdf/>

<https://www.myorganisationalbehaviour.com/welcome-to-my-organisational-behaviour-notes/>

Learning Methods (*) :

Assignment/Seminar

SEMESTER I**PART III - CORE 3: INTERNATIONAL BUSINESS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23MCM103	International Business	Core 3	50	10	0	4
Preamble: To Promote international trade, service and investment while eliminating obstacles and distortions to international commerce						
Prerequisite: Basic knowledge about Import and Export						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the basic concepts of International Business and factors affecting international Trade					K2
CO2	Learn the various international business environment and various risks in international business					K3
CO3	Gains the knowledge regarding EXIM policy, Balance of Payments and the problems faced in international trade					K3
CO4	Understand the basic procedure for conducting an Export business					K2
CO5	Gain the knowledge of conducting an Import business					K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	L	L	L	S	L	M	M	L
CO2	S	L	L	L	S	M	L	M	S	L
CO3	S	L	L	L	M	S	L	M	S	M
CO4	S	L	L	L	M	S	L	M	S	M
CO5	S	L	L	L	M	S	L	M	M	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	International Business – Meaning – Nature – Significance- Changing Dimensions in International Business- Driving forces for Globalization - Factors affecting International Business Decision- Types of International Business- International Stages and Orientation- Social and Ethical responsibility in International Business.	12	https://youtu.be/gIRpwQwyLCs https://youtu.be/UAzkm8mvAI
II	International Business Environment- Political Environment- Economic Environment- Legal Environment- Cultural Environment- Religion – Language- Education- Culture and Work Place- Difference in Culture- Stages in Transition –Cultural Change- Cross Cultural literacy- Culture and Competitive environment- Risk in international Business.	12	https://youtu.be/a1NxQuHWpA https://youtu.be/gIRpwQwyLCs https://youtu.be/wFd8EgVNIJE
III	International Trading Environment- Trade Strategies- Export and Import Policy – Regulation and Promotion of foreign Trade- Arguments for Free Trade - Protection – Methods of Protection- Tariff and Non Tariff Barrier- Balance of Payments – Determinants of Exports and Imports- Trade Deficit- Major Problems faced by the India's Exports in balance of Payment.	12	https://youtu.be/QFNsd8KDvF4
IV	Exports – Different categories of exporters - Preliminaries for starting export business – Obtaining an IEC Code – Obtaining an export license – Appointing an overseas agents - Deemed exports and its benefits – Finance for exports – EXIM Bank - Packing, marking and Labeling goods for export – Insuring goods against risks – Compulsory quality control and Pre shipment Inspection – Shipping and customs clearance of goods- Restriction of Exports.	12	https://youtu.be/QkcJJEYBus
V	Imports – Imports under special schemes – Preliminaries for starting import business – Registration – Letter of Credit – Kinds – Payment settlement procedure – Advantages–	12	https://youtu.be/ZTXA9bF2e7A

	Arranging finance for imports – Retirement of import documents - RBI’s Directive for making payment for imports – Customs clearance of Imported goods – Payment of Customs Duty – Liberalization of imports.		
	Total	60	
Text Book			
1. Francis Cherunilam, International Business , PHI Learning Pvt Ltd, 2020			
Reference Books:			
1. Michael R. Czinkota, Ilkka A. Ronkainen, Suraksha Gupta , International Business, Cambridge University Press,2021			
2. Adam R. Cross, Peter Enderwick, Peter J. Buckley, International Business, Oxford University Press,2018			
Websites			
1. https://jcsr.springeropen.com			
2. https://www.wto.org			
3. https://www.indiantradeportal			
4. https://www.eximbankindia.in			
Learning Methods (*):			
Assignment/Seminar/Guest Lecture/Industrial Visit			

SEMESTER – I**PART III - CORE 4: LEGAL ASPECTS OF BUSINESS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23MCM104	Legal Aspects of Business	Core 4	50	10	0	4
Preamble: To familiarize the students with various laws that will help them to refine their understanding of how law affects the different aspects of business.						
Prerequisite: Basic knowledge of various laws related to business						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the fundamental legal principles in developing various contracts in the business world					K1
CO2	Familiarize with the intricacies of Sale of Goods Act					K2
CO3	Gain Knowledge on the various negotiable instruments used in business.					K4
CO4	Understand essential elements of Companies Act and Competition Act.					K2
CO5	Understand the role of consumer rights and cyber laws in the modern business environment.					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	M	M	L	M	S	S
CO2	M	M	S	L	L	M	L	L	M	S
CO3	M	M	M	L	L	M	L	L	S	S
CO4	M	S	M	L	L	M	L	L	S	S
CO5	S	S	S	S	L	M	L	S	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	THE INDIAN CONTRACT ACT 1872 Definition of contract - essential elements and types of contract - Formation of a contract - performance of contracts - breach of contract and its remedies - Quasi contracts . Contract Of Agency: Nature of agency - Types of agents - Rights and duties of principal and agents - Termination of agency.	12	https://www.youtube.com/watch?v=x3nnJjNFF0I https://www.youtube.com/watch?v=LuSBV0CSx1E
II	THE SALE OF GOODS ACT 1930: Nature of Sales contract - Documents of title - risk of loss - Guarantees and Warranties - performance of sales contracts - conditional sales and rights of an unpaid seller .	12	https://www.youtube.com/watch?v=QdIiejppjI
III	NEGOTIABLE INSTRUMENTS ACT 1881: Nature and requisites of negotiable instruments - Types of negotiable instruments - liability of parties - holder in due course - special rules for Cheque and drafts - discharge of negotiable instruments.	12	https://www.youtube.com/watch?v=SdEvDdLuf0M
IV	COMPANY ACT 1956&2013: Major principles – Nature and types of companies – Formation - Memorandum and Articles of Association - Prospectus, Power, duties and liabilities of Directors, winding up of companies. Corporate Governance. Competition Act 2002: Introduction – Definitions - Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations.	12	https://www.youtube.com/watch?v=ILWyNtfaG30 https://www.youtube.com/watch?v=7CMUfDZ0Kzk
V	CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS: Consumer Protection Act – Consumer rights - Procedures for Consumer grievances redressal - Types of consumer Redressal Machinerics and Forums. Cyber crimes - IT Act 2000 and 2002 - Cyber Laws.	12	https://www.youtube.com/watch?v=-T3vWwQEPL4 https://www.youtube.com/watch?v=CcSCD6ft6PE
Total		60	

Text Book

1. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 6th Edition 2018.

Reference Books:

1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2019.

2. Ravinder Kumar, Legal Aspect of Business, Cengage Learning, 2022.

Websites

1. <https://www.bdu.ac.in/cde/docs/ebooks/mba/III/P16MBA14%20%20-%20LEGAL%20ASPECTS%20IN%20BUSINESS.pdf>
2. www.shobhituniversity.ac.in/pdf/econtent/Legal-Aspects-of-Business

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – I**PART III - CORE 5: BUSINESS ENVIRONMENT**

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
23MCM105	Business Environment	Core 5	50	10	0	4

Preamble: To enable the students to learn about the business and the environment where it operates.

Prerequisite: Basic knowledge about business and its operation.

Course outcomes (COs)

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Identify the perception and significance of business environment and realize the elements of environment, impact of environment of business and public responsibilities of business.	K2
CO2	Analyze the industrial policies and regulations	K5
CO3	Classify the different economic system, economic planning and develop the new industrial policy.	K2
CO4	Gather knowledge about socio cultural environment and ethical aspects of business	K3
CO5	Categorize the different technological environment and to develop the awareness of constitutional environment	K1

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	S	L	M	L	L	L	M
CO2	S	L	M	S	L	M	L	M	S	S
CO3	L	L	M	S	L	M	L	L	M	M
CO4	S	L	S	S	L	L	L	S	M	M
CO5	S	L	S	S	L	M	L	L	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Concept of Business Environment – Significance & Nature of Business Environment – Types of Environment – External and Internal – Macro environment – Impact of environment on business and strategic decisions – Culture and business – Social responsibilities of business	12	https://www.youtube.com/watch?v=thdikskYUcw
II	Industrial policies and regulations – Industrial policy up to 1991 – New industrial policy – public private, joint and co – operative sectors – Privatization and Disinvestment – Ways of privatization – Benefits and arguments against privatization – Privatization in India.	12	https://www.youtube.com/watch?v=cZbEF5P6ko0
III	Economic systems – Meaning – Characteristics – Types of economic systems – Capitalism – Socialism – Mixed economy – Economic planning – Nature, Scope and Significance of economic planning in India – Achievements and failures of economic planning. Monetary policy and fiscal policy.	12	https://www.youtube.com/watch?v=sHkviUk47k
IV	Socio-Cultural Environment- Nature and Impact of Culture on Business- Culture and Globalization – Social Responsibilities of Business - Social Audit - Business Ethics and Corporate Governance - Demographic Environment Population Size - Migration and Ethical Aspects	12	https://www.youtube.com/watch?v=KdwDS7iSFjw
V	Technological environment- factors governing technological environment – Management of technology – Patents and Trademarks – Recent developments – Artificial Intelligence – Internet of Things – Crypto Currency – Big Data.	12	https://www.youtube.com/watch?v=LRMz_8R-Fa8
	Total	60	
Text Book			
1. Francis Cherunilam, Business Environment, , Himalaya Publishing house, 2021, Mumbai.			

Reference Books:

1. A. J. Marijs, W. Hulleman, Economics and the Business Environment, Taylor & Francis, 2019.
2. Dr. V. C. Sinha, Ritika Sinha, Business environment, SBPD Publications , 2020.

Websites

1. <https://www.vedantu.com/commerce/business-environment>
2. <https://prepp.in/news/e-492-new-industrial-policy-1991-indian-economy-notes>
3. <https://corporatefinanceinstitute.com/resources/knowledge/economics/economic-system/>
4. <https://financialservices.gov.in/banking-divisions/Financial-Institutions-and-others>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial visit

SEMESTER – I

PART III – CORE 6: MANAGERIAL ECONOMICS

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23MCM106	Managerial Economics	Core 6	38	10	0	4

Preamble: To enable the students to gain knowledge on economic theories and concepts of business decisions.

Prerequisite: Basic knowledge on Economics.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Define and learn the importance of Managerial Economics in Decision Making in Business.	K1,K2
CO2	Understand the Supply and its Determinants, Production functions and Cobb-Douglas function, Cost concepts, Economies and diseconomies of scale.	K3
CO3	Distinguish the types of Competition in Market Structure such as Perfect, Monopoly, Monopolistic and Oligopoly competitions, Methods of Pricing and Government intervention in Pricing.	K3
CO4	Understand the meaning of Profit and Profit Policies besides Planning, Cost volume profit analysis and Investment analysis.	K4
CO5	Educate the importance of Macro Economics, National income and Business Cycle, inflation and deflation, Balance of payments, Monetary and Fiscal policies.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	M	M	L	L	L	M
CO2	S	M	S	S	M	M	L	L	M	M
CO3	S	M	S	M	S	M	L	L	M	M
CO4	S	M	S	S	M	M	L	L	M	M
CO5	S	S	M	M	M	M	L	L	M	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Managerial Economics – Meaning, Nature and scope – Managerial Economics and business Decision Making – Role of Managerial Economist – Fundamental concepts of Managerial Economics – Demand Analysis – Determinants and types of demand – Elasticity of demand.	10	https://www.youtube.com/watch?v=hZ8ts6g6YU8
II	Supply – Determinants – Production decisions – Production functions – Isoquants, Expansion path – Cobb-Douglas function. Cost concepts and its Functions – Cost-Output relationship – Economies and diseconomies of scale.	10	https://www.youtube.com/watch?v=svHSe3cXwg
III	Market structure – Characteristics – Pricing and Output decisions – Methods of Pricing – Differential Pricing – Transfer Pricing – Price discrimination – Government intervention and Pricing.	10	https://www.youtube.com/watch?v=RJgarhIFYHo
IV	Profit – Meaning and Nature – Profit Policies – Profit Planning and forecasting – Cost volume profit analysis – Investment analysis.	8	https://www.youtube.com/watch?v=zys5QpsevO
V	Macro Economics: National income – GDP – GNP - Business Cycle – Inflation and Deflation – Balance of payments – Monetary and Fiscal policies.	10	https://www.youtube.com/watch?v=hRahNK1RsRU
Total		48	

Text Book:

1. William F. Samuelson, Stephen G. Marks, Jay L. Zagorsky, Managerial Economics, Wiley, 2021.

Reference Books:

1. Nadar, E. Narayanan, Vijayan, S., Managerial Economics, 3rd Edition, PHI Learning Pvt. Ltd, 2020.
2. Dr. V. C. Sinha, , Dr. Ritika Sinha, Managerial Economic , Problems and cases, SBPD Publications,2021

Websites:

1. <https://www.geektonight.com/>
2. <https://www.investopedia.com/terms/b/business-economics.asp>

Learning Methods (*):

Assignment/Seminar

SEMESTER – II**PART III - CORE 7: ADVANCED COST ACCOUNTING**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits	
23MCM201	Advanced Cost Accounting	Core 7	48	12	0	4	
Preamble: To enable the students to learn the concepts of Cost Accounting and apply the same.							
Prerequisite: Basic Knowledge in Accounting concepts and principles							
Course outcomes (COs):							
On successful completion of this course the students will be able to:							
CO Number	Course Outcome (Co) Statement					Blooms knowledge level	Taxonomy
CO1	Understand the basics of Costing and to prepare cost sheet					K2,K3	
CO2	Apply the techniques of material costing					K3	
CO3	Analyse the methods of wage calculation					K4	
CO4	Apply the method of costing for Process, Job and Operating costing					K4	
CO5	Make decisions by applying marginal costing techniques and reconcile the Cost and Financial accounting					K5,K3	

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	H	S	H	S	S	S	S	M	M
CO2	S	S	M	H	S	S	S	S	S	M
CO3	S	S	M	H	M	S	S	M	S	M
CO4	M	S	M	H	S	S	S	S	S	S
CO5	S	S	H	H	S	M	H	S	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Cost Accounting –Introduction- Nature and Significance- Difference between Financial and Cost Accounting – Relationship with Management Accounting –Installation of Costing System – Elements of Cost – Cost Concept – Preparation of Cost Sheet- Tenders and Quotations.	12	https://www.youtube.com/watch?v=DmyzLoftwGM https://www.youtube.com/watch?v=apRWwI24xuA
II	Materials : Classification - Coding of Materials – Level setting– EOQ – Purchase Procedure – Storage of Materials – ABC, VED Analysis- Issue of Materials (FIFO, LIFO, Simple Average, Weighted Average) – Pricing of Material Issues and Returns – Inventory Control –Physical verification – Periodical and perpetual inventory – Analysis of Discrepancies - Correction Measures.	12	https://www.youtube.com/watch?v=QyjGibIYfto
III	Labour: Classifications of Labour – Wage Payment and Incentive System (Halsey, Halsey-weir, Rowan’s plan) – Idle Time – Over Time-Accounting of Labour cost - Labour Turnover - Work Study – Time and Motion Study. Over Heads – Classification – Absorption of Overhead – Over Absorption and Under Absorption – Activity Based Costing – Introduction – Advantages – Disadvantages – Cost Drivers.	12	https://www.youtube.com/watch?v=xIIE3mBhqZA
IV	Applied Costing: Process Costing – Features of Process Costing – Process Losses - Job Costing- Nature, Purpose and Procedure of Job Costing, Recording and Controlling Costs in Job order Costing- Service Costing- Meaning of Service Costing-Transport Costing- Canteen Costing.	12	https://www.youtube.com/watch?v=7x1Y2apUx-I https://www.youtube.com/watch?v=7x1Y2apUx-I https://www.youtube.com/watch?v=00jChe0u3_g
V	Marginal Costing – Meaning, Definition, Benefits and Limitations of Marginal Costing – Break Even Analysis – Application of Marginal Costing in Business Decision Making. Reconciliation of Cost and Financial Accounts.	12	https://www.youtube.com/watch?v=pM0oueHw3ZY https://www.youtube.com/watch?v=rOaOj7Rt1yc
	Total	60	

Note: Distribution of marks: Theory 20% and Problems 80%.

Text Book

1. S.P.Jain & K.L. Narang, Cost accounting, 2nd Edition, Tata McGraw Hill, 2015, New Delhi.
2. Dr.M.Wilson, Cost Accounting,6th Edition, Himalaya Publishing House,2015,Mumbai

Reference Books:

1. A.Murthy & S.Gurusamy, Cost Accounting, 3rd Edition, Vijay Nicole Publishers 2017, Chennai.
2. T.S.Reddy & Y. Hari Prasad Reddy , Cost accounting, 4th Edition, Margham Publishers 2016, Chennai.

Websites:

1. www.icsi.edu
2. www.icmai.in

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – 2**PART III - CORE 8: STRATEGIC MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23MCM202	Strategic Management	Core 8	48	12	0	4

Preamble: To enable the students to explore contemporary knowledge and gain a conceptual understanding of various Strategies of Modern Business.

Prerequisite: Basic Knowledge in Management.

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the concept of strategic management and formulation of strategic management.	K1
CO2	Describe about the Competitive Advantage of Nations and its implication on Indian Business.	K2
CO3	Understand about Mergers and Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Liquidation.	K4
CO4	Analyse various Strategy Evaluation and Control.	K5
CO5	Know about Corporate Social Responsibility in India.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	L	S	L	M	S	M
CO2	S	S	M	M	M	S	L	L	M	S
CO3	S	S	M	L	L	S	L	S	S	M
CO4	S	S	S	S	S	S	L	M	M	M
CO5	S	S	S	L	L	S	L	S	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Strategic Management : Introduction-Vision – Mission - Strategy - Strategic Management Process. Levels of Strategies - Corporate, Business and Operational level. Types of Strategies - Functional Strategies – Human Resource Strategy - Marketing Strategy - Financial Strategy - Operational Strategy. Benefits and Risks of Strategic Management. Formulation of Strategy. - Analysis of Strategies and Choice of Strategy.	12	https://www.youtube.com/watch?v=uY_ywciZUnM https://www.youtube.com/watch?v=yz-HilVIW5A https://www.youtube.com/watch?v=Aur9CNkrp2Y
II	Competitive Advantage: Introduction – Meaning and Definition – Competitive Advantage of Nations and its implication on Indian Business. Michael Porter’s 5 Forces Model – Pest analysis – Building blocks of Competitive Advantage - Avoiding Failures and Sustaining Competitive Advantage. Portfolio Analysis: SWOT Analysis – GAP analysis – TOWS Matrix – Experience Curve analysis – Life Cycle Analysis – BCG growth share Matrix – GE Nine -Cell Matrix.	12	https://www.youtube.com/watch?v=9Ch58j0pRug https://www.youtube.com/watch?v=thNIGrpTHIQ https://www.youtube.com/watch?v=EBDX5gUPa-o
III	Corporate Restructuring: Introduction - Need for corporate restructuring-Forms of corporate restructuring. Corporate Level Strategies - Mergers and Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Liquidation.	12	https://www.youtube.com/watch?v=ApYDm0sKXi4 https://www.youtube.com/watch?v=OHFgffch5Ng
IV	Strategic Control and Evaluation: Strategic Control system – Meaning – Types – Characteristics & Guidelines for Effective Control system – Strategy Evaluation and Control – Objectives - Process – Techniques- The Control Process-Feedback Model - Designing Control Systems. Strategy Implementation – Framework - Mc Kinsey’s 7 – S Framework- Approaches – Issues.	12	https://www.youtube.com/watch?v=IRucy-qY-8 https://www.youtube.com/watch?v=DFNJypMOIMI
V	Corporate Governance: Meaning – Importance - Structure - Principles and Practices in India. Corporate Social Responsibility (CSR): Meaning – Driving Forces – Dimensions of Corporate Performance – Areas of Social Responsibility - Strategies for growing green economies - Strategies for Governing Public Private Participation of Business Sector in India. Strategies for Environmental Accounting and Auditing.	12	https://www.youtube.com/watch?v=7CMUfDZ0Kzk https://www.youtube.com/watch?v=VkOtfvhtawA
	Total	60	

Text Book

1. L.M. Prasad, “ Strategic Management”, Sultan Chand & Sons, Eighth Edition, 2018.

Reference Books:

2. P.K. Ghosh, “Strategic Planning and Management”, Sultan Chand & Sons, 12th Edition, 2016.
3. Francis Cherunilam, “ Strategic Management”, Himalaya Publishing House, 4th Revised Edition, 2016.

Websites

1. <https://old.mu.ac.in>
2. <https://ycmou.ac.in>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – 2**PART III - CORE 9: MARKETING MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23MCM203	Marketing Management	Core 9	48	12	0	4
Preamble: To enable the students to manage the skills required for Marketing activities						
Prerequisite: Basic knowledge on commerce and marketing.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Understand the nature, scope and importance of marketing, marketing environment and its components and market segmentation					K1
CO2	Gain knowledge on production, production decisions, product mix and factors affecting the price determination					K2
CO3	Demonstrate the various channels of the distribution					K4
CO4	Aware of promotional techniques and prepare advertising budget					K3,K5
CO5	Acquire the knowledge regarding social, ethical and legal aspects of marketing					K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	L	L	M	S	S	M
CO2	S	M	M	S	L	M	L	S	S	M
CO3	M	S	M	S	L	L	M	M	S	S
CO4	S	S	S	M	M	L	L	S	S	M
CO5	M	S	S	S	L	L	L	M	S	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Marketing Management-Modern Marketing concepts- Strategic marketing planning -Market Analysis and Selection-Marketing environment-Macro and micro components -Impact on marketing decisions- Market segmentation and positioning- Buyer behavior- Consumer versus organizational buyers- Consumer decision-making process.	12	https://www.youtube.com/watch?v=ltkQfmY3X4k https://www.youtube.com/watch?v=0yFXLA6YW0
II	Product Planning - Classifications of products-Major product decisions- Product line and product mix- Branding- Packaging and labeling- Product life cycle- New product development – Product Positioning. Pricing Decisions- Factor affecting price determination- Kinds of Pricing - Pricing policies and strategies- Discounts and rebates.	12	https://www.youtube.com/watch?v=LrG63GTXq4M https://www.youtube.com/watch?v=AsXicycwR3U
III	Distribution Channels and Physical Distribution Decisions- - Distribution channels- Nature and functions- intermediaries- Channel management decisions- Retailing and wholesaling- Logistics of distribution.	12	https://www.youtube.com/watch?v=UiXHsnHxnXo https://www.youtube.com/watch?v=A62bap1Eok
IV	Promotion Decisions-Communication process-Promotion mix - advertising- personal selling-publicity and public relations- Determining advertising budget-Copy designing and its testing- Media selection- Advertising effectiveness-Marketing Organization and Control-Organizing and controlling marketing operations. Social, ethical and legal aspects of marketing	12	https://www.youtube.com/watch?v=sGse1u0CPuI https://www.youtube.com/watch?v=VgDYSWdPFRc
V	Recent Developments and Marketing management: Digitalisation of Marketing management using AI, Chatbots, Personalisation, Search Engine Optimization (SEO), Programmatic Advertising, Metaverse, Conversational marketing, etc.,	12	https://www.youtube.com/watch?v=Ni8Y477YQ10
	Total	60	

Text Book

1. G.Shainesh, Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth, Marketing Management, Pearson Publication, New Delhi, 2022

Reference Books:

1. V.S.Ramasamy and Namakumari, Marketing Management: A Strategic Decision Making Approach, McGraw Hill Education, New Delhi, 2017.
2. Dr. K. Karunakaran, Marketing Management, Himalaya Publishing House, Mumbai, 2023.

Websites

1. <https://ebooks.lpude.in>
2. <https://mrcet.com>
3. <http://sdeuoc.ac.in>
4. <https://business.adobe.com/blog/the-latest/top-10-marketing-trends-2022>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER –II**PART III - CORE 10: FINANCIAL MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
22MCM204	Financial Management	Core 10	48	12	0	4
Preamble: To enable the students to learn about the concepts of Financial Management, Investing ,Financing and Working Capital.						
Prerequisite: Basic knowledge about Financial services.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Define and identify the concepts of Financial Management and Finance.					K1
CO2	Understand the forms of Cost of Capital and Capital Budgeting techniques for strategic Financial Decision Making					K2
CO3	Understand the principles of capital structure theories and types of leverages					K4
CO4	Gain Knowledge about various dividend theories and concept of leasing.					K5
CO5	Familiarize with working capital, cash and receivables Management.					K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	L	L	L	L	L	L
CO2	M	L	S	S	L	L	M	L	M	L
CO3	M	M	S	M	L	L	M	L	M	L
CO4	M	M	M	M	L	M	M	L	M	L
CO5	L	S	M	S	L	M	M	L	M	L

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Financial Management : Meaning and objectives – Role and Functions of Financial Management –Finance-Importance- Sources of Finance –Role of Financial Manager in Financial Management-Concept of Time value of Money.	12	https://youtu.be/i0az1n2JXWE?si=zgqBmpNS8WM53u3r https://youtu.be/RHnxTG5WqQ?si=N9olre6g-Q7wJ3DQ
II	Cost of Capital :Meaning and Importance – Cost of Equity capital- Cost of Debt- Cost of Preference- Cost of Equity- Cost of Retained Earnings – Weighted Average Cost of capital – Capital budgeting – Techniques – ROI, Payback period and NPV method.	12	https://youtu.be/dcuotj_rUos?si=3HGWX3TNbHA3F06R https://youtu.be/NTHwQwDdQmA?si=bfZix18s-ceVUb6Z
III	Capital Structure :Meaning-Factors affecting Capital Structure-Theories of Capital Structure– Determinants of capital structure- Leverages - Financial Leverage – Operating leverage – EBIT and EPS analysis –Capitalization – Over and Under Capitalization- Merits and Demerits.	12	https://youtu.be/NTHwQwDdQmA?si=yJhZZxxRGIDUKItT https://youtu.be/ji0fpAew0PE?si=hCHcrs-uYGccW_aE
IV	Dividend: Forms of Dividend-Dividend policies- Determinants of dividend policy. Dividend Theories: Walter’s model – Gordon and MM’s models - Forms of Dividend - Leasing - Nature and Types- Merits and Demerits-	12	https://youtu.be/LTDUoUTn4JE?si=Cps0ryN1F2WVI6tK https://youtu.be/h70iyP5h--0?si=IZkrzLVU6gv mud4P
V	Working Capital Management– Meaning and Importance–Factors influencing Working Capital-Cash Management – Determining optimum cash balance- Models and Motives for Holding Cash-Factors Determining Cash Needs- Receivables management -Forming of credit policy.	12	https://youtu.be/Ho0TfbUvscw?si=I5dwhK5oseRRrtnv https://youtu.be/s3-LWmKAB_Q?si=SKXjaJSztzZF-B9 https://youtu.be/TfNfX5Q3rE?si=Jyw36EFFvohktVBp
	Total	60	

Note: Distribution of marks: Theory 60% and Problems 40%.

Text Book

1. Khan.M.Y and Jain P.K, Theory and Problems of Financial Management, 13th Edition, Tata McGraw- Hill Publishing Company Ltd, New Delhi,2019.
2. Dr.Ramachandran ,Dr.R. Srinivasan,Financial Management,Sriram Publications.

Reference Books:

1. Prasanna Chandra, Fundamentals of Financial Management, Seventh Edition, McGraw Hill, 2020.
2. Shashi K Gupta and R K Sharma, Financial Management, Kalyani Publishers, Chennai,2021.

Websites

1. <https://www.icai.org>
2. <https://www.icsi.edu>
3. <https://icmai.in>
4. <https://www.investindia.gov.in>

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit

SEMESTER – 2**PART III - CORE 11: BUSINESS RESEARCH METHODS**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
24MCM205	Business Research Methods	Core 11	48	12	0	4

Preamble: To focus on key aspects of Business Research Methods

Prerequisite: Education in Business research, Sampling techniques and test of Hypothesis

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Remember the Scope and significance of Business research	K1
CO2	Understand the concepts of sampling techniques	K2
CO3	Evaluate correlation and regression	K3
CO4	Apply the test of Hypothesis	K4
CO5	Analyze the test of significance for attributes	K5

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	M	S	M	M	M	S	L	S	M
CO2	M	L	L	L	S	L	L	M	L	L
CO3	L	M	L	S	L	M	L	L	L	S
CO4	S	S	M	L	L	S	M	S	M	L
CO5	M	L	M	M	S	L	M	M	M	M

S– Strong; M – Medium ; L – Low

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Business Research – Meaning – Scope and Significance – Utility of Business Research – Qualities of good research – Types of Research-Research process – Identification, Selection and formulation of Research problem.	12	https://youtu.be/ckltFkPu6co?si=w4-WMjh6oqgJXrWK
II	Research Design and Types Sampling – Methods of sampling techniques – sample size - field work and data collection. Tools for data collection – Interview schedule- Questionnaire – scaling techniques - Observation, Interview and Online survey -Pilot study and final collection of data.	12	https://youtu.be/pTuj57uXWlk?si=-qu94yACPHKwhY9Q
III	Measures of Central Tendency - standard deviation – Correlation- simple, partial and multiple Correlation – path analysis – Auto Correlation – Regression – multiple regression.	12	https://youtu.be/CiqgvLyxoQs?si=FzhZFpzXwwmvNz8Q
IV	Testing of Hypothesis- Type 1 and Type 2 error – Standard error – small Sample (t- test)- large sample (z test) – exponential smoothing.	12	https://youtu.be/_aGiHwahQOc?si=AN34Y82tLPmn8WKr
V	Test of significance for attributes – chi-square – F test and Analysis of Variance - One way Classification –Two way Classification – Tools for Data Analysis - Report writing - Research Ethics and Scholarly publishing – Application of AI in research.	12	https://youtu.be/OypCNBPmGBY?si=HHNI2-ZkHowKGJ9q
	Total	60	

Text Books:

- 1.Kothari.C. R Research Methodology Methods and Techniques 3rd edition , New Age International (p) Ltd, 2023. New Delhi.
- 2.Ranjith Kumar, Research Methodology -A step by Step Guide, 4th edition , SAGE publication - 2024

Reference Book:

- 1.Dr.S.P.Gupta Statistical Methods 46th edition , Sultan Chand & Sons, 2021, New Delhi.

Websites

- 1.<https://www.researchgate.net>
- 2.<https://www.sultanchandandsons.com/book/59/statistical-methods>

Learning Methods (*):

Assignment/Seminar/Industrial Visit

SEMESTER – II**PART III- ELECTIVE I: INTERNATIONAL BUSINESS COMMUNICATION**

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
23MCME01	International Business Communication	Elective - 1	48	12	-	4
Preamble: To engage the students to perceive absolute knowledge about International business communication.						
Prerequisite: Basic understanding about communication skills.						
On successful completion of this course the students will be able to,						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Define Digital Business Communication					K1, K2
CO2	Understand various tools for promoting change in organisation					K4
CO3	Analyze ethical challenges in International business and how different ethical viewpoints may be applied in analysis of ethical dilemmas and decision making in specific cases.					K4
CO4	Understand storytelling may be used as a communication tool for marketing of products, services and experiences and as a management tool in organizations.					K1, K2
CO5	Understand message, tone and style should be adapted to different situations, communication channels, contexts and cultures.					K1, K2

Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	L	L	M	M	M
CO2	S	M	M	M	M	L	L	M	M	M
CO3	S	M	M	M	M	L	L	M	M	M
CO4	S	M	M	M	M	L	L	M	M	M
CO5	S	M	M	M	M	L	L	M	M	M

S – Strong; L – Low; M – Medium

Syllabus

Unit	Course content	Hours	E-Contents/ E-Resources
I	Communication - Introduction - Meaning - Types - Digital Business Communication - Form, Message and Medium - Writing Positive, Negative & Persuasive Messages -	12	https://youtu.be/mF1fxPf9puo?si=pgJVOD5vvJXOcVN7
II	Writing Business Reports and Proposals - Writing CVs and Application Letters - Developing Oral Presentations. Tools for Promoting Change in Organisations- Cultural Attractions to an International Audience.	12	https://www.youtube.com/watch?v=PAthQKLhBTs
III	International Negotiations - Techniques - Positional Vs Principled Bargainings - Analysis of BATNA and ZOPA - Prepare, Conduct and Analyse Negotiations - Bargaining styles across cultures - Communication style in negotiations.	12	https://youtu.be/MoGq6R=IVGA?si=ERUZ0YjJmMDTezPL
IV	International Business Ethics - Culture, Corruption and Bribery - Corporate Social Responsibility in an International Perspective - Business Ethics, Ethical Theory and Ethical Dilemmas.	12	https://youtu.be/X_8Th3ME-LE?si=sTg7u_vYActqCfHT
V	Cross-cultural Business Communication - Culture and Global Management - Business Behaviour across Cultures - Values and Norms across Cultures - Verbal, Nonverbal and Para verbal Communication across Cultures - High context and low context Communication - Communicating in Global Teams.	12	https://youtu.be/Ty76zN3VIKM?si=wnqJXz8nvOngRaa
Total		60	
Text Book			
1. Bob Dignen and Ian McMaster Communication for International Business: The Secrets of Excellent Interpersonal Skills, Collins 2013 th edition			
Reference Books			
1. The Multilingual Reality of Global Business Expansion (2014), Book by Denice E. Welch, Lawrence Welch and Rebecca Piekkari			
Websites:			
1. https://www.icm.education/ , https://www.languageink.ie/			
2. https://www.wu.ac.at/fileadmin/wu/d/bizcomm/01_Startseite/EnglishsummariesSpecialization.pdf			
3. https://pdfkeys.com/download/2537297-International-Business-Communication.pdf			
Learning Methods (*): Assignment/Seminar/Classroom activities/Presentations			

SEMESTER – II**PART III – ELECTIVE I :MARKETING ANALYTICS**

Course code	Course name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
23MCME02	Marketing Analytics	Elective 1	48	12	0	4
Preamble: To enable the students to gain knowledge on marketing Analytics and to take effective decisions.						
Prerequisite: Basic knowledge on Marketing Analytics.						
Course outcomes (COs):						
On successful completion of this course the students will be able to:						
CO Number	Course Outcome (Co) Statement					Blooms Taxonomy knowledge level
CO1	Acquire the basic knowledge in marketing analytics					K1
CO2	Understand the concept of Pricing Analytics.					K2
CO3	Gain the knowledge regarding sales forecasting method.					K3
CO4	Analyze the market segmentation based on Cluster Analysis.					K4
CO5	Analyze the concept of Retailing and Advertising.					K5

Mapping with Program Outcomes:

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	M	M	S	M	L	L
CO2	S	S	S	S	S	L	M	S	M	L
CO3	S	M	M	S	M	S	S	L	M	M
CO4	S	S	S	S	S	M	S	L	M	L
CO5	L	M	S	L	L	M	L	S	S	S

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Marketing Analytics : Introduction- Meaning - characteristics - Advantages and Disadvantages - Market Data Sources - Market Sizing : Stakeholders - Applications & Approaches - PESTLE Market Analysis - Porter Five Force Analysis.	12	https://youtu.be/3iSKFCKLUiI?si=-lxx8ijbf6z0BOUi
II	Pricing Analytics : Pricing Policy – Objectives - Price Bundling & Nonlinear Pricing : Pure Bundling & Mixed Bundling - Profit Maximizing strategies using Nonlinear Pricing Strategies - Price Skimming.	12	https://www.youtube.com/watch?v=7DNN1MskVEc
III	Sales Forecasting : Introduction- Simple Linear Regression & Multiple Regression model to forecast sales - Ratio to moving average forecasting method- Using S curves to Forecast Sales of a New Product.	12	https://youtu.be/Ricbf8cUhek?si=eyxcv-6M8I-UKjFO
IV	Customer Analytics : Customer Lifetime Value : Concept - Basic Customer Value - Market Segmentation : Segmentation targeting positioning (STP) framework - Deriving market segments and describing the segments using Cluster analysis.	12	https://www.linkedin.com/pulse/introduction-customer-analytics-mohit-kokil
V	Retailing & Advertising Analysis -Market Basket analysis : Computing two way and three way lift - RFM Analysis - Measuring the Effectiveness of Advertising- Pay per Click (PPC) Online Advertising.	12	https://www.youtube.com/watch?v=QVfxT7TM2eU
Total		60	
Text Book			
1. Stephan Sorger , Marketing Analytics: Strategic models and metrics , Create space independent Publishing platform, Published 2013.			
Reference Books:			
1. Moutusy Maity &Pravan Kumar Gurazada, Marketing Analytics for strategic Decision Making, Oxford University Press , Published 2021.			
Websites			
1. https://www.scribd.com/document/262252792/Marketing-Analytics			
2. https://www.techtarget.com/searchbusinessanalytics/definition/customer-analytics			
3. https://acquire.io/blog/customer-analytics			
Learning Methods (*):			
Assignment/Seminar			

SEMESTER –II**PART III – ELECTIVE I: LOGISTICS AND WAREHOUSE MANAGEMENT**

Course code	Course name	Category	Lecture(L)	Tutorial(T)	Practical(P)	Credits
23MCME03	Logistics And Warehouse Management	Elective 1	48	12	0	4

Preamble: To enable students to learn about the concepts of Logistics And Warehouse Management

Prerequisite: Basic knowledge on Logistics

Course outcomes (COs):

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

CO Number	Course Outcome (Co) Statement	Blooms Taxonomy knowledge level
CO1	Understand the concept of Logistics management	K1
CO2	Understand Warehousing and its application in warehousing	K2
CO3	Elaborate Inventory Management in Warehousing	K3
CO4	Understand the foundational role of Logistics as it relates to transportation and warehousing.	K1
CO5	Possess deep knowledge in contract Logistics.	K4

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	L	S	M	M	L	L	M	M	L
CO2	M	M	L	M	S	M	M	L	L	M
CO3	M	S	M	M	L	L	L	S	M	M
CO4	S	M	L	M	L	M	M	L	M	L
CO5	M	S	M	L	M	L	M	M	L	M

S – Strong; L – Low; M – Medium

Syllabus:

Unit	Course content	Hours	E-Contents/ E-Resources
I	Overview of Logistics : Nature and concepts – Evolution of the Logistics Concept – Logistical Mission and Strategic Issues – Logistics in India – Growing Importance of Logistics Management – Logistical Competitive Advantage – Strategic Logistics Planning Process – Components of Logistics Management – Functions of Logistics Management.	12	https://youtu.be/Hf_ML38dSDM
II	Introduction to Warehousing- Features of a common user warehouse-Organization structures for warehouse operations-Application of materials management concepts in warehousing-Flow chart of material request, supply and replenishment of stock items.	12	https://youtu.be/9W71xi9os8U
III	Inventory Management - Introduction-Classification of Inventory-Economic OrderQuantity-Just In Time-Inventory Carrying Cost-Mechanics of inventoryControl- Selective Inventory Control -Features of Warehouse Management System-Role of Inventory Controlling Competitive Strategy .	12	https://youtu.be/CkuinJD2YoY
IV	Warehousing and Distribution Centres: Introduction– Concepts of Warehousing– Types of Warehouse– Functions of Warehousing– Warehousing Strategy – Warehouse Design– Operational Mechanism of Warehouse.	12	https://youtu.be/RuF_HXBHfUc
V	Contract Logistics: Contract LogisticsSolutions-Planning and Design of a Contract Logistics facility- Standard operating Procedures for a Contract Logistics Service-Organization structure of a contract warehouse-Internet based monitoring system for the contract Logistics facility.	12	https://youtu.be/CEUMCPYZ4p
	Total	60	
Text Book:			
1. Martin Christopher , Logistics and Supply Chain Management, Pearson Education Limited,6 th Edition,2022.			
2. Gwynne Richards,Warehouse Management, Koganpage Publications,UK,4th Revised Edition, 2021.			

Reference Books:

1. [Ganapathi, Nandi](#) Logistics Management ,1st Edition Oxford University, 2018.
2. [Villivalam Rangachari Rangarajan](#), Basics of Warehouse and Inventory Management, Notion Press Publication, 1st edition, 2022.

Websites

1. <https://iimm.org/wp-content/uploads/2019/12/Logistics-and-Warehousing-Management.pdf>
2. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7025.pdf

Learning Methods (*):

Assignment/Seminar/Guest Lecture/Industrial Visit