

SHSB1102	GENERAL ENGLISH - I	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

COURSE OBJECTIVES

- To provide opportunities for students to read and respond to representations of current issues
- To prepare the students to effectively communicate by applying reflective thinking practices
- To provide an opportunity to the students to improve their vocabulary

UNIT 1**9 Hrs.**

Listening to identify vocabularies- Self Introduction - Developing dialogue between characters -Talking about neighbours, family members, likes and dislikes, Reading Comprehension strategies- Parts of Speech- Kinds of Sentences Connectives and Discourse markers - Rearranging the Jumbled sentences, E-Mail Writing.

UNIT 2**9 Hrs.**

Listening for Inference- Just a Minute speech- Types of words- Compound words, abbreviations and acronyms, Word Association- Tenses and its Types- Voice- Impersonal Passive- Rules of Passive voice formation - Transcoding - Encoding and Decoding- Bar chart, Pie Chart.

UNIT 3**9 Hrs.**

Listening to telephonic talk to fill blanks- Giving information- travel, hotel booking, making enquiries about availability of seats for admission, asking about courses - Question Tags – Open ended and Close ended questions, Concord, Single - Line Definition - Note Making - Preparing checklists.

UNIT 4**9 Hrs.**

Listening to summarise the information- Reading and identifying the topic sentence, - Editing - Punctuation- Error Corrections, 'If 'Conditionals, Idioms & Phrases, Instructions & Recommendations – Drafting a brochure/Advertisement.

UNIT 5**9 Hrs.**

Listening to Movie reviews and book reviews, Listening and summarizing- Giving impromptu talks - Reading and Summarizing -Types of words- Homonyms, Homophones, eponyms, acronyms- Writing a Paragraph, Descriptive Essay, Dialogue Writing.

Max. 45 Hrs.**COURSE OUTCOMES**

On the completion of the course, the student will be able to

- CO1** - Remember knowledge of linking words related to both spoken and written discourse.
- CO2** - Understand collocations, words to express one's point of view in both writing and speaking
- CO3** - Apply the rules for writing compare and contrast paragraphs by using cohesive devices based on prompts given.
- CO4** - Analyse critical thinking skills by framing questions related to elements of reasoning.
- CO5** - Evaluate written pieces to self-correct in the topic areas of verbs, reported speech, and punctuation.
- CO6** - Equip the students with the required Professional Skills.

TEXT / REFERENCE BOOKS

1. Sen S, Mahendra et al. (2015) Communication and Language Skills. Foundation books. Chennai
2. Strunk, William Jr., and E.B. White. The Elements of Style. Allyn and Bacon, 2000.
3. Murphy, Raymond. English Grammar in Use. Cambridge University Press, 2012.
4. Thomson, A.J., and A.V. Martinet. A Practical English Grammar. Oxford University Press, 1986.
5. Straus, Jane. The Blue Book of Grammar and Punctuation. John Wiley & Sons, 2014.
6. O'Conner, Patricia T. Woe is I: The Grammarphobe's Guide to Better English in Plain English. Riverhead Books, 2019.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A :** 10 Questions of 2 marks each-No choice**20 Marks****PART B :** 2 Questions from each unit with internal choice, each carrying 16 marks**80 Marks**

SCOB1101	FINANCIAL ACCOUNTING	L	T	P	EL	Credits	Total Marks
		4	2	0	0	4	100

COURSE OBJECTIVES

- To acquire conceptual knowledge of financial accounting.
- To impart skills for recording various kinds of business transactions.
- To gain efficiency in preparation of basic financial statements.

UNIT 1 INTRODUCTION**12 Hrs.**

Meaning and Scope of Accounting- Objectives of Accounting- Basic Accounting Concepts-Accounting Transactions- Double Entry Book Keeping - Journal -Ledger- Preparation of Trial Balance- Preparation of Cash Book.

UNIT 2 FINAL ACCOUNTS**12 Hrs.**

Preparation of Final Accounts of a Sole Proprietorship Concern – Trading and Profit and loss account - Balance sheet-Adjustments - Preparation of Final Accounts of Non-Trading Organizations-Receipts and Payments Account, Income and Expenditure Account - Balance Sheet.

UNIT 3 RECTIFICATION OF ERRORS AND BANK RECONCILIATION STATEMENT**12 Hrs.**

Classification of Errors - Rectification of Errors - Preparation of Suspense Account - Bank Reconciliation Statement - Need and preparation.

UNIT 4 DEPRECIATION AND INSURANCE CLAIMS**12 Hrs.**

Depreciation - Causes ,Types -Straight Line method - Written down value method – Insurance under Companies Act, 2013 - Insurance Claims - Calculation of Claim Amount - Average Clause.

UNIT 5 SINGLE ENTRY SYSTEM**12 Hrs.**

Features of Single Entry System - Defects - Difference between Single Entry and Double Entry System - Methods of Calculation Profit - Statement of Affairs Method - Conversion Method.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Understand the principles and concepts of financial accounting.
- CO2** - Interpret financial statements.
- CO3** - Calculate depreciation.
- CO4** - Analyze reconciliation of accounts.
- CO5** - Assess the claim amount on Insurance.
- CO6** - Manage single entry and double entry system of book keeping.

TEXT / REFERENCE BOOKS

- Gupta R.L. & Gupta,V.K. Advanced Accounting Vol. I, Sulthan Chand & Sons, 13th Edition, 2018.
- Jain & Narang, Financial Accounting, Kalyani Publishers, 12th Edition, 2016.
- R.Narayanaswamy, Financial Accounting:A managerial perspective, PHI, 6th Edition, 2017.
- Shukla & Grewal, Advanced Accounting, S.Chand & Co., 2018.
- Introduction to Financial Accounting- Chadwick, L. PHI, 2nd Edition, 2019
- Financial Accounting - Gary A. Porter, Curtis L, Norton, Gand Valley State University. Sixth Edition.2013

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks****Note: Questions in Section B shall be in the proportion of 20:80 between Theory and Problems.**

SBAB1102	BUSINES ECONOMICS	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand the Principles of Economics in Business.
- To gain knowledge on economic concepts and obtain optimal decisions to business problems.
- To develop analytical skills through application of the concepts to the business decisions.

UNIT 1 INTRODUCTION**12 Hrs.**

Business Economics -scope and objectives - nature and types of business decisions - Micro and Macro Economics - Scope - Relevance of Economics in Business Management - Utility analysis- Marginal Theory of utilities and Equi-Marginal theory of utility.

UNIT 2 DEMAND AND SUPPLY FUNCTIONS**12 Hrs.**

Demand theory - objectives- Demand analysis - Demand schedule - Demand Curve - Laws of Demand - Elasticity of Demand -Types and Measurement - Indifference curves analysis - Laws of Supply - Elasticity of Supply - Consumer Equilibrium - Consumer Surplus.

UNIT 3 PRODUCTION**12 Hrs.**

Analysis of Production function - Laws of production, Laws of increasing returns and Laws of constant returns - Laws of Returns to Scale - Equal product curves and Producers equilibrium.

UNIT 4 MARKET ANALYSIS**12 Hrs.**

Market analysis - Nature of market - Types of markets and their characteristics - Pricing under different market structures – Perfect Competition - Monopoly - Oligopoly and Monopolistic competition - Price discrimination under monopoly competition.

UNIT 5 THEORIES OF FACTOR PAYMENT**12 Hrs.**

Theories of factor pricing - factor pricing vs. product pricing - Theories of rent, Theories of interest, Theories of wages, Theories of profit - Concept of profit maximization.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Describe the Micro and Macro Economic Principles.
- CO2** - Understand the concept of Demand and Supply concepts.
- CO3** - Determine Production and Cost Estimates.
- CO4** - Employ marginal analysis for decision making.
- CO5** - Analyze operations of market under varying competitive conditions.
- CO6** - Formulate profit maximization.

TEXT / REFERENCE BOOKS

1. Dr.S.Shankaran , Business Economics , Margham Publications , 23rd Edition , 2021.
2. P.L. Mehta, Managerial Economics- Analysis, Problems & Cases, Sultan Chand & Sons, 21st Edition, 2019.
3. K.L.Maheshwari, R.L.Varshney, Managerial Economics, Sultan Chand & Sons, 22nd Edition, 2014.
4. T. Aryamala ,Business Economics,,Vijay Nicole Imprints Private Ltd,13thEdition , 2018.
5. I Png ·Managerial Economics ,*fifth* edition · 2015

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1103	PRINCIPLES OF MANAGEMENT	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To gain knowledge about basic theories of management
- To elaborate the process of basic functions of management
- To practice management concepts in decision making

UNIT 1 INTRODUCTION TO BUSINESS**12 Hrs.**

Business -Meaning and Definition of Business - Essentials - Scope of Business - Classification of Business Activities –Business Organization - Meaning – Definition - Characteristics - Objectives of Business Organization -Forms of Business Organization - Sole Proprietorship – Joint Hindu Family – Partnership - Joint Stock Companies - Co-operatives -Limited Liability Partnership- Choice of Form of Organization- Government - - Forms of Public Enterprises - International Business - Multinational Corporations.

UNIT 2 EVOLUTION OF MANAGEMENT THEORY**12 Hrs.**

The Evolution of Management Theory – The Scientific Management Schools: F.W. Taylor, Henry L.Gantt, The Gilberths – Classical Organization Theory school: Henri Fayol, Max Weber, Mary Parker Follet – The Behavioral School : Elton Mayo, Abraham Maslow, Douglas - McGregor – The Management Science School, Operations Research – The Systems Approach meaning and concepts. Peter Drucker and his ideas on management.

UNIT 3 PLANNING & ORGANISING**12 Hrs.**

Nature and purpose of planning – Planning process – Types of Planning – Objectives – Setting Objectives – Policies – Planning premises – Strategic management – Planning tools and techniques – Decision making steps and process - Concept of organization – Authority and Responsibility – Delegation of authority – Centralization and Decentralization – Departmentation – Span of Management – Forms of organization: Line, Line and staff and Functional – Steps in staffing.

UNIT 4 DIRECTING**12 Hrs.**

Concept of Control, Definitions, Elements and process of control – Steps in control - Qualities of good control system - Tool of control – Business Budgeting - Management Accounting -Management Reports - PERT and CPM, Control techniques and Information Technology – Motivation – Definition - Motives and Motivation, Models of Motivation-Maslow's Need Hierarchy Model, M.C.Gregor's Participation Model, Herzberg's Model - Vroom's Model, Alderfer's and Mc Clelland's Models.

UNIT 5 CONTROLLING**12 Hrs.**

System and Process of Controlling – Budgetary and Non Budgetary Control techniques – Use of computers and IT in management control – Control and Performance – Direct and Preventive Control – Reporting.

Max. 60 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - To learn foundation of Indian business and technological innovation
- CO2** - To understand various forms of business organization
- CO3** - To describe about planning and decision making concepts
- CO4** - To impart the concepts of motivation, leadership and control.
- CO5** - To identify various functional areas of management
- CO6** - To impart significance of business organization and management aspects.

TEXT / REFERENCE BOOKS

1. C.B. Gupta (2017), Business Organization and Management, Sultan Chand and Sons, New Delhi
2. C R Basu (2017), Business Organization and Management, Mc Graw Hill Education, Bengaluru
3. Stephen P. Robbins, Mary K. Coulter, David A. DeCenzo (2016), Pearson Education.
4. Chhabra, T.N., (2017), Business Organization and Management, Sun India Publications, New Delhi.
5. Dinkar Pagare(2018), Principles of Management, 6th Revised Edition, Sultan Chand and Sons., New Delhi.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

Exam Duration : 3 Hrs.

PART A : 10 Questions of 2 marks each-No choice

20 Marks

PART B : 2 Questions from each unit with internal choice, each carrying 16 marks

80 Marks

SHSB1201	GENERAL ENGLISH- II	L	T	P	EL	Credits	Total Marks
		3	0	0	0	3	100

COURSE OBJECTIVES

- To provide opportunities for students to read and respond to representations of current issues through texts that present themes.
- To develop skills relating to creative writing.
- To provide an opportunity to the students to improve their Spoken Language.

UNIT 1

9 Hrs.

Listening for details, Speaking - making a presentation, reading for details and Global Comprehension Vocabulary Binomials, Types of Words- Synonyms, Antonyms that describe people, things and their actions - Paired Expressions -Letter Writing - Informal Letters- Letter to a Friend / Family Members - Creating blogs to post written materials.

UNIT 2

9 Hrs.

Listening for details - Speaking: Giving Interview, Public Speech based on specific topics given. Reading for Comprehension and for overall idea - Vocabulary: phrases - Sentence Pattern – Contextual guessing of words– Singular, Plural– Letter writing- Formal letters- Inviting dignitary for a function, Application for job with resume.

UNIT 3

9 Hrs.

Listening for details - Telephonic conversation – Speaking: Narrating a Story - Vocabulary: positive and negative connotations - Language Focus: Adjective- Degrees of Comparison, Direct and Indirect Speech - Types of Sentences (simple, compound, complex) - Collocations -Letter to the Editor (Social Issues) – Hints Development.

UNIT 4

9 Hrs.

Listening for Overall information - Making requests and suggestions - Speaking: Group Discussion - Vocabulary: Homonyms and Homophones - Language Focus: Transitive and Intransitive verbs - Writing: Precis writing, Story Writing - Process description (Flow chart).

UNIT 5

9 Hrs.

Listening for specific details - Speaking using imagination. Reading to identify facts - Language focus: Modal Auxiliary Verbs Writing: Imaginative writing by predicting, Argumentative Essay, Writing a Book or Film review. Vocabulary: Countable and Uncountable Nouns, foreign nouns and framing of plurals.

Max. 45 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Remember knowledge of linking words related to both spoken and written discourse
- CO2** - Understand collocations, words to express one's point of view in both writing and speaking
- CO3** - Apply the rules for writing compare and contrast paragraphs by using cohesive devices based on prompts given
- CO4** - Analyse critical thinking skills by framing questions related to elements of reasoning
- CO5** - Evaluate written pieces to self-correct in the topic areas of verbs, reported speech, and punctuation
- CO6** - Equip the students with the required Professional Skills

TEXT / REFERENCE BOOKS

1. Sen S, Mahendra etal. (2015) *Communication and Language Skills*. Foundation books. Chennai
2. Strunk Jr., William, and E.B. White. *The Elements of Style*. Allyn and Bacon, 2000.
3. Murphy, Raymond. *English Grammar in Use*. Cambridge University Press, 2019.
4. Thomson, A.J., and A.V. Martinet. *A Practical English Grammar*. Oxford University Press, 2013.
5. Straus, Jane. *The Blue Book of Grammar and Punctuation*. John Wiley & Sons, 2014.
6. Swan, Michael. *Practical English Usage*. Oxford University Press, 2016.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1201	CORPORATE CORRESPONDENCE	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- Develop an understanding of the need to specialize communication approaches to the specific needs of the situation and the participants.
- Develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents
- Learn to use standard formats, techniques, and documents to gain credibility in business settings

UNIT 1 INTRODUCTION

12 Hrs.

Nature, Process and Importance of Communication, Types of Communication, Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

UNIT 2 BUSINESS CORRESPONDENCE

12 Hrs.

Letter Writing, presentation, enquiry, orders, quotation, tenders, Sales letters, claim & adjustment letters and business correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the resume.

UNIT 3 REPORT WRITING

12 Hrs.

Define the basic format of a report, types of reports, identify the steps of report writing, write a report meeting the format requirements, and determine the process of writing a report, importance reports.

UNIT 4 BUSINESS LANGUAGE AND PRESENTATION

12 Hrs.

Importance of Business language, Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing, Interview Letter. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

UNIT 5 TECHNOLOGY AND BUSINESS COMMUNICATION

12 Hrs.

Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication.

Max. 60 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Apply business communication theory to solve workplace communication issues.
- CO2** - Demonstrate the communication skills required in the workplace.
- CO3** - Understand complex ideas in written and spoken formats.
- CO4** - Express complex ideas accurately in written and spoken formats.
- CO5** - Manage resources effectively and efficiently in an academic context.
- CO6** - Obtain information from a variety of sources and use it ethically.

TEXT / REFERENCE BOOKS

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.2020
2. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH, 4th Edition, 2012
3. Chaturvedi P. D, Chaturvedi M. Business Communication: Concepts, Cases and Applications. Pearson Education India. Second Edition 2011
4. Pal, Rajendra and Korlahalli, J.S. Essentials of Business Communication. Sultan Chand & Sons. 2011
5. Herta Murphy and Herbert Hildebrandt and Jane Thomas, Effective Business Communication , 7th Edition, Tmh Publishier. 2018

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1202	COMPUTING ESSENTIALS	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To impart knowledge on computer basics.
- To acquire the concept of computer operating system.
- To educate on internet communications

UNIT 1 COMPUTER APPLICATIONS & BASICS**12 Hrs.**

Introduction, - Basic Applications of Computer- Components of Computer -Connecting Computer Components- Computer Hardware & Software.

UNIT 2 COMPUTER OPERATING SYSTEM**12 Hrs.**

Basics of Operating System – Linux – Windows - Task Icons – Bars - System Settings -Setting Date & Time - File Management.

UNIT 3 WORD PROCESSING**12 Hrs.**

Introduction, Printing a File, Document Creation & Editing, Saving, Text Formatting

UNIT 4 MICROSOFT EXCEL & USING SPREADSHEETS**12 Hrs.**

Introduction- Rows - Columns & Cells -Basics Excel Formulas and Functions – Using spreadsheet

UNIT 5 INTRODUCTION TO INTERNET & COMMUNICATIONS & COLLABORATION**12 Hrs.**

Basics of Computer Networks- Internet - Search Engines, -URLs,- How to use Web Browser
Basics of Email, How to use Email, Instant Messaging

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Familiar with computing essentials
- CO2** - Understand the concept of hardware and software system.
- CO3** - Analyzing the various internet communications
- CO4** - Gain sustainable knowledge on computer networks
- CO5** - Explain different technique of Excel
- CO6** - Create Spreadsheet with different functions.

TEXT / REFERENCE BOOKS

1. Wallace Wang, Absolute Beginners Guide to Computing, Apress; 1st ed. edition (26 December 2016)
2. Kyle MacRae, Using Your Computer The Beginners , HAYNES PUBLISHER 3rd/ed by, 2021
3. Michael Miller, Absolute Beginner's Guide to Computer Basics, 7th Edition, 2019.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A** : 10 Questions of 2 marks each-No choice**20 Marks****PART B** : 2 Questions from each unit with internal choice, each carrying 16 marks**80 Marks**

SBAB1203	ORGANIZATIONAL BEHAVIOUR	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To introduce the students the various behaviours of the organizations and their processes.
- To understand individual and group behavior at work place.
- To improve the effectiveness of an organisation

UNIT 1 CONCEPTUAL FOUNDATION**12 Hrs.**

Introduction to Organizational Behaviour: Definition, Evolution of the Concept of OB, Contributions to OB by major behavioral science disciplines, Challenge and Opportunities for OB managers, Models of OB. Organization culture, organisation climate.

UNIT 2 INDIVIDUAL BEHAVIOUR**12 Hrs.**

Introduction to individual behaviour, values, attitudes, personality, perception and individual decision making, learning. Managing emotions and stress: Meaning - Definition Stress and job performance relationship - Approaches to stress management.

UNIT 3 MOTIVATION AND LEADERSHIP**12 Hrs.**

Motivation and Leadership Concept of motivation, Definition, Theories of Motivation, Maslow's need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, McClelland's Theory, Equity Theory, Vroom's Expectancy Theory. Concept of Leadership, Theories of leadership, Traits of good Leader, Difference between Leader and Manager.

UNIT 4 GROUP BEHAVIOUR**12 Hrs.**

Introduction to group behaviour, foundations of group behaviour, concept of group and group dynamics, types of groups, formal and informal groups, theories of group formation, group cohesiveness, group decision making, inter group behaviour, **Team:** concept of team vs. group, types of teams, building and managing effective teams, power and politics, conflict and negotiation.

UNIT 5 ORGANISATIONAL POWER, CONFLICTS AND CHANGE**12 Hrs.**

Concept, Sources of Power, Nature of organisational politics Distinction between Power, Authority and Influence, Approaches to Power. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict. Organization change.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - To discuss the development of the field of organizational behaviour and explain the micro and macro approaches
- CO2** - To analyze and compare different models used to explain individual behaviour related to motivation and rewards
- CO3** - To identify the processes used in developing communication and resolving conflicts
- CO4** - To explain group dynamics and demonstrate skills required for working in groups .
- CO5** - To identify the various leadership styles and the role of leaders in a decision making process.
- CO6** - To explain organizational culture and describe its dimensions and to examine various organizational designs , to discuss the implementation of organizational change.

TEXT / REFERENCE BOOKS

1. Robbins Stephen P.(2021): Organisational Behaviour, Pearson Education, 18th Edition
2. L.M Prasad (2019), Management Process and Organizational Behaviour, Sultan Chand & Sons.
3. Amandeep Nahar (2021), Organisational Behaviour, Sultan Chand & Sons.
4. Mc Shane L. Steven, Glinow Mary Ann Von, Himanshu Rai (2022) Organizational Behavior, 9th Edition, Tata Mc Graw Hill Publications.
5. P C Tripathi (2021), Principles of Management, 7TH Edition, Tata Mc Graw Hill Publications

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1204	HUMAN RESOURCE MANAGEMENT	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To acquaint students with the principles of HRM.
- To explain the process of HRM.
- To understand performance evaluation techniques.

UNIT 1 INTRODUCTION**12 Hrs.**

Human Resource Management – Meaning, Definition, Nature, Scope, Importance and Role of HRM, Evolution of HRM, Functions of HRM – Operative and Managerial functions, Difference between HRM and Personnel Management Qualities, Roles and responsibilities of HR Manager, Structure of HRM Department – Challenges and Issues in HRM.

UNIT 2 PLANNING AND PROCUREMENT**12 Hrs.**

Human Resource Planning –Objectives of HRP, Process of HRP, Factors affecting HRP. Job analysis - Process, Methods- Job Description – Job Specification-Job Design- Methods and Techniques of Job Design: Job Simplification, Job Enlargement, Job rotation, Job Enrichment. Objectives of Recruitment, Sources of Recruitment- Traditional and Modern Sources, Selection Procedure, Placement, Induction, Promotion, Transfer and its Types.

UNIT 3 TRAINING AND DEVELOPMENT**12 Hrs.**

Training – Meaning, Objectives, Benefits of Training, Training Methods – On the job Training, Off the job Training, Evaluation of Training Programme, Performance Appraisal – Objectives, Traditional and Modern Methods, Problems in appraisal. Career Planning and Development, Steps, Advantages, Recent Developments.

UNIT 4 COMPENSATION**12 Hrs.**

Wage and Salary Administration – Concepts, Objectives, Factors affecting wage/ salary Levels, Components of salary structure, Incentive, Objectives, types of Incentives, Payments by Time and Piece, Fringe Benefits, Job Evaluation, Methods of Job Evaluation.

UNIT 5 INDUSTRIAL RELATIONS**12 Hrs.**

Industrial Relations – Factors contributing good Industrial Relations, Collective Bargaining, Collective Bargaining process, Grievance Procedure, Causes of Grievance Quality of Work life, Participative Management, Recent Techniques in HRM.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Ability to plan human resources and implement techniques of job design
- CO2** - Understand the process of Acquisition
- CO3** - Sketch Training and Development Programmes
- CO4** - Competency to appraise the performance of the employees
- CO5** - Rationale design of compensation and salary administration
- CO6** - Handle employee issues and new trends in HRM

TEXT / REFERENCE BOOKS

1. Robert N. Lussier, John R. Hendon (2018) Human Resource Management, SAGE Publications.
2. Gary Dessler (2019), Human Resource Management, Pearson Education, 15th Edition,.
3. DeCenzo D.A.and S.P. Robbins (2019), Human Resource Management, Pearson Education, 11th Edition,.
4. Bohlendar and Snell (2018), Principles of Human Resource Management, Cengage, Learning, 16th Edition,.
5. K. Aswathappa (2022), Human Resource Management, Cengage Publication,.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SCOB1301	BUSINESS TAXATION	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To gain knowledge of Tax system.
- To explain the concept of customs duty.
- To understand Goods and services tax (GST).

UNIT 1 TAX SYSTEM**12 Hrs.**

Objectives of Taxation – Canons – Tax System in India –Direct and Indirect Taxes – Indirect tax structure-Powers of Union and State to levy taxes - Recent Development in Indirect Taxes - Background behind implementing GST.

UNIT 2 GOODS AND SERVICE TAX (GST) OVERVIEW**12 Hrs.**

The need - Administrative structure of GST- Taxes covered by GST- Scope of supply- Levy of tax- Rate Structure- Taxable Events – Officers as per CGST Act -Officers as per SGST Act – Benefits of GST- SGST-CGST and IGST- Jurisdiction – Appointment- Powers- Procedure for Registration – Amendment – Cancellation of registration.

UNIT 3 CUSTOMS DUTY**12 Hrs.**

Levy and Collection of customs duty – Organization of the Department customs – Officers of the customs – Powers – Appellate machinery – Infringement of the law – Offences and penalties – Exemption from duty – Customs duty drawback – Duty Free Zones.

UNIT 4 GST AUDIT**12 Hrs.**

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

UNIT 5 GST TAXATION/ ASSESSMENT PROCEEDINGS**12 Hrs.**

Tax Returns- refund –Input Tax Credit- Reverse Charge Mechanism- Composition under GST- Benefits claimed- Types of GST returns and their due dates-late filing

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of course, the students will be able to

- CO1** - Enable to know about the Tax system in India.
- CO2** - Explain the levy, collection methods, offences, penalties and settlement of Central Excise Duty.
- CO3** - Enlighten about the customs duty levy, collections, exemptions offences and penalties etc.
- CO4** - Know about the concepts of GST in India.
- CO5** - Understand the provisions relating to GST.
- CO6** - Describe the procedure of appointment and powers of the officers of GST.

TEXT / REFERENCE BOOKS

1. P. Radhakrishnan , Business Taxation , Kalyani publication, New Delhi, Edition2023.
2. Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2023
3. Pagaredinkar, Business Taxation, Sultan Chand and Sons,2022.
4. Senthil and Senthil, Business Taxation, Himalaya Publication, 4thEdition
5. V.S. Datey, Central Excise, JBA Publishers, Edition 2023. Reddy. T.S and Y. Hari Prasad reddy, Business Taxation (Goods & Services TAX - GST
6. Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition2023.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1301	BUSINESS REGULATORY FRAMEWORK	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To acquire knowledge of the regulatory framework of various Business Law.
- To enable the students to understand the Legal Remedies available in the Law.
- To impart basic knowledge of the provisions of the Companies Act 2013.

UNIT 1 INDIAN CONTRACT ACT, 1872 – GENERAL CONTRACTS**12 Hrs.**

Definition - Essentials of Contract - Types of Contracts - Competent Party - Free Consent – Consideration – Lawful Object – Void Agreements - Performance of Contract - Discharge of Contract & Remedies for Breach of Contract - Contingent Contract & Quasi Contract.

UNIT 2 INDIAN CONTRACT ACT 1872 -SPECIAL CONTRACTS**12 Hrs.**

Indemnity & Guarantee - Bailment & Pledge - Law of Agency - Meaning, Modes of creating Agency, Types of Agents - Personal Liability of an Agent - Termination of Agency.

UNIT 3 SALE OF GOODS ACT, 1930**12 Hrs.**

Definition: Sale & Agreement to Sell – Elements of Valid Sale - Types of Goods - Conditions & Warranties - Sale by Non-owners - Unpaid Seller, CIF, FOB and Ex-Ship Contracts.

UNIT 4 NEGOTIABLE INSTRUMENTS ACT, 1881**12 Hrs.**

Definition – Features – Promissory Note – Bill of Exchange – Cheque – Types – Holder and Holder in due course – Classification of NI - Liabilities of NI – Presumptions – Negotiation of NI – Endorsement – Modes of Discharge – Dishonor of NI.

UNIT 5 COMPANIES ACT, 2013**12 Hrs.**

Definition – Characteristics – Classification – Promoters – MoA – AoA – Directors – Meetings – Winding Up – Inclusion of CSR Act.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Understanding basic laws affecting the operations of business enterprises.
- CO2** - Identify the fundamental legal principles behind contractual agreements.
- CO3** - Examine how businesses can be held liable in tort for the actions of their employees.
- CO4** - Application of various Laws in business practice.
- CO5** - Imparting knowledge on Companies Act 2013.
- CO6** - Demonstrate the applicability of knowledge in corporate world.

TEXT / BOOK REFERENCES

1. N.D. Kapoor, Elements of Mercantile Law, 34th Edition, Sultan Chand & Sons, 2019
2. Autar Singh, Mercantile Law, 11th Edn, Eastern Book Company, 2018
3. M.C. Kuchhal and Vivek Kuchhal, 8th Edition, Sultan Chand & Sons (P) Ltd., 2018
4. Bulchandani, Business Law for Management, 5th Edition, Himalaya Publishing House, 2017
5. Sumit Pahwa, Corporate Law Referencer, Oakbridge Publications, 9th Edition, 2023.
6. Myneni S R, Company Law, Asia Law House, 5th Edition, 2021.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1302	MARKETING REQUISITES	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To outline key marketing concepts and its application to different markets.
- To identify factors and processes essential for designing marketing strategy.
- To analyze and examine the implementation of marketing concepts and strategy to firms.

UNIT 1 INTRODUCTION**12 Hrs.**

Introduction to Marketing Management – Difference between Selling and Marketing –Marketing Management Philosophies – Marketing Environment – Adapting Marketing to new liberalized economy - Digitalization, Customization and Artificial Intelligence.

UNIT 2 MARKET SEGMENTATION & CONSUMER BEHAVIOR**12 Hrs.**

Identification of market – Market Segmentation – STP Approach – Market Research – Market Information System – Consumer Behavior – Buying Decision Process – Factors influencing buying behavior.

UNIT 3 PRODUCTS AND PRICING**12 Hrs.**

Product – Layers of Product – Product Classification – Product Mix decisions – Product Life Cycle and Marketing Mix – Branding Labeling and Packaging - Pricing objectives – Factors influencing pricing – Pricing methods and strategy.

UNIT 4 CHANNELS OF DISTRIBUTION AND PROMOTION**12 Hrs.**

Channel Decision - Nature of Marketing Channels -. Types of Channel flows - Channel functions - Functions of Retailers and wholesalers – Promotion: Nature and importance of promotion; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Integrated Marketing Communication (IMC).

UNIT 5 RECENT DEVELOPMENTS IN MARKETING**12 Hrs.**

Marketing of services – Rural Marketing – International Marketing – Digital Marketing – Marketing through Social Channels – B2B Marketing - Green Marketing.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Infer the importance and role of marketing in a global environment.
- CO2** - Describe the scope and process of marketing.
- CO3** - Describe the elements of a marketing strategy.
- CO4** - Explain the importance of ethical marketing practices.
- CO5** - Practice marketing communication skills relevant to the corporate world.
- CO6** - Analyze how marketing mix decisions are made.

TEXT/ REFERENCE BOOKS

1. K.S. Chandrasekar, MARKETING MANAGEMENT TEXT AND CASES, Tata McGraw-Hill Publication, New Delhi.2019
2. Govindarajan, MARKETING MANAGEMENT CONCEPTS, CASES, CHALLENGES AND TRENDS, Prentice Hall of India, 2019
3. Philip Kotler, MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL, Prentice Hall of India, New Delhi,2016
4. Ramaswamy. V S & Namakumari. S, MARKETING MANAGEMENT-PLANNING IMPLEMENTATION AND CONTROL, Macmillan Business Books, 2018
5. Venkata Sai Srinivasa Rao Muramalla, MARKETING MANAGEMENT, Theory, concepts and applications, Dec 2019.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1303	OFFICE MANAGEMENT	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand the concept of office management.
- To acquire operational skills of office management.
- To develop the interest in methods and procedures of office management.

UNIT 1 FUNDAMENTALS OF OFFICE MANAGEMENT**12 Hrs.**

Meaning - importance and functions of modern office - Steps in office organization; Principles of Office organization - Organization structure – types - Nature of office services: Types of services in a modern office, Centralization and decentralization of office services, Departmentation of Office management.

UNIT 2 ADMINISTRATIVE ARRANGEMENT AND FACILITIES**12 Hrs.**

Office Accommodation - Location of Office - Choice of Location - Urban vs Suburban - Factors to be Considered in Selecting the Site - Securing Office Space - Office Lay-out - Objectives of Office Lay-out - Principles of Office Lay-out - Steps in Lay-out Planning -Advantages-Types of offices.

UNIT 3 OFFICE ENVIRONMENT**12 Hrs.**

Meaning and Components; Interior Decoration - Colour Conditioning - Floor Coverings - Furnishings; Furniture and Fixtures- Types of Furniture - Principles Governing Selection of Furniture - Lighting and Ventilation; Noise: Internal Noise - External Noise - Cleanliness - Sanitation and Health - Safety and Security.

UNIT 4 RECORDS MANAGEMENT**12 Hrs.**

Importance of Records - Types of office records -- Principles of Record Keeping - Functions of 'Records Management - - Essentials of a Good Filing System - Classification of Files - Filing Procedure - Office manual - Indexing.

UNIT 5 COST CONTROL**12 Hrs.**

Control of office costs: is office work unproductive? – cost reduction or cost saving – areas of office economies – methods of cost reduction and cost saving – developing cost consciousness – economy in procurement and use control – budgetary control – types of budgets – office budget – organization and methods – supervisory control.

Max. 60 Hrs.**COURSE OUTCOMES**

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

- CO1** - Identify skills and competencies of an office manager.
- CO2** - Describe different forms of organizations.
- CO3** - Develop processes for office operations.
- CO4** - Identify components of office management roles and procedures and team dynamics.
- CO5** - Communicate finding using business applications.
- CO6** - Evaluate the budgets in the organizations.

TEXT / REFERENCE BOOKS

1. Dr.L.M.Sahai (2019), Office Management & Secretarial Practice, Sahitya Bhawan Publications.
2. Dr. R.C. Bhatia (2019), Principles of Office Management, Lotus press.
3. Prof. R. C. Agarwal, Dr. Piyush Shalya (2022), SBPD Publishing House.
4. Ghosh P.K. (2015), Sultan Chand & Sons, Publishers of Standard Educational Textbooks ,12th Enlarged Edition
5. M.E. Thukaram Rao (2022), Office Organization and Management, Atlantic Publishers and Distributors Pvt Ltd.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1304	PRODUCTION MANAGEMENT	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand the production and operation function
- To know the technique for planning and control
- To understand the materials management and control

UNIT 1**12 Hrs.**

Introduction to Production and Operation functions: Definition, objectives and functions Relationship between production and other functions - Plant location - factors influencing plant location - Plant layout - objectives, principles, Factors for good layout different types of layout - their merits and demerits and suitability.

UNIT 2**12 Hrs.**

Work study: Definition, meaning Advantages of work study - Method study, objectives of method study. Work measurement - Meaning and Objectives-Time study and Motion study - Maintenance - Types – Break down & Preventive maintenance.

UNIT 3**12 Hrs.**

Production planning and control - need, functions - Planning - Routing - Scheduling -Despatching – Inspection - Capacity Planning: Importance of capacity planning- Capacity measurement - Capacity Requirement Planning (CRP) process.

UNIT 4**12 Hrs.**

Quality control: Need for Quality control, Objectives. – Inspection- Methods of inspection Statistical Quality Control: Control charts and Acceptance sampling procedures –Total Quality Management- 6 Sigma approach and Zero Defect Manufacturing.

UNIT 5**12 Hrs.**

Material requirement planning (MRP) and control: Materials management –functions of materials management –MRP concept and process - Inventory control – importance, objectives – Tools – ABC, VED, FSN analysis – EOQ – Re-order point – Safety Stock – Models of EOQ – JIT (Elementary level) Aggregate Planning-strategies and methods of aggregate planning.

Max. 60 Hrs.**COURSE OUTCOME**

On completion of the course, student will be able to

- CO1** - To understand various functions and disciplines of production Management.
- CO2** - To apply analytical models, frameworks and techniques relevant to production management.
- CO3** - To investigate capacity planning and capacity measurements.
- CO4** - To understand the roles of inventories in various demand settings.
- CO5** - To enhance the need for quality control with relate to real world.
- CO6** - To execute of quality management practice in organizations.

TEXT / REFERENCE BOOKS

1. 1. Dr. F. C. Sharma · (2020). Production Management, SBPD Publications, ebook
2. S N Chary (2019) Production and Operations Management |6th Edition
3. Dr Niaz Ahmed Siddiqui, Dr Shahnwaz Alam (2019), Production And Operations Management, New Age International (P) Ltd Publishers, 1St Edition.
4. K. ASWATHAPPA (2019), Production And Operation Management, Himalaya Publishing House.
5. S. Anil Kumar, N. Suresh (2018), Production And Operations Management, New Age International Pvt Ltd Publishers, second edition.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB 1401	ENTERPRISE INFORMATION SYSTEM	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To know the basic system concepts, types and its functions in business.
- To familiarize computer, its components and functions.
- To understand the concepts of DSS, BPO and ERP with its functions

UNIT 1**12 Hrs.**

Definition of Business Information System - BIS support for planning, organizing and controlling - Structure of BIS - Information for decision - making.

UNIT 2**12 Hrs.**

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage.

UNIT 3**12 Hrs.**

Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

UNIT 4**12 Hrs.**

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT 5**12 Hrs.**

Decision Support Systems - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function- Enterprise resource planning- Functions.

Max. 60 Hrs.**COURSE OUTCOMES**

- CO1** - Understand the concepts of Information system.
- CO2** - Identify the structure and classification of Information System.
- CO3** - Generalize BIS concepts.
- CO4** - Evaluate the system design and its implementation on different functional areas.
- CO5** - Analyze the concepts of DSS, BPO and ERP.
- CO6** - Compile the concepts of Information system.

TEXT/ REFERENCE BOOKS

1. Vivek Panwar, 2023. Enterprise Information System, Taxmann, 5th Edition.
2. Efraim Turban, Carol Pollard, Gregory Wood, 2021. Information Technology for Management: Driving Digital Transformation to Increase Local and Global Performance, Growth and Sustainability, 12th Edition
3. Paul Bocij, 2018. Business Information Systems: Technology Development and Management by Paul Bocij, Pearson, 6th Edition
4. Rahul De, 2018. MIS: Managing Information Systems in Business, Government and Society, Wiley, Second edition
5. Klaus-Dieter Gronwald, 2017. Integrated Business Information Systems, Springer Berlin Heidelberg,

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A :** 10 Questions of 2 marks each-No choice**20 Marks****PART B :** 2 Questions from each unit with internal choice, each carrying 16 marks**80 Marks**

SBAB1402	E-BUSINESS	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand basics concept of E-commerce and E Business
- To provide an insight into various processing and information systems.
- To expose the students to electronic modes of commercial operations.

UNIT 1 INTRODUCTION TO E-BUSINESS

12 Hrs.

Introduction, E-Commerce – definition, History of E-commerce, types of E-Commerce - Comparison of traditional commerce and e-commerce. E-Commerce business models - Advantages/ Disadvantages of ecommerce, web auctions, virtual communities, portals, e-business revenue models.

UNIT 2 ELECTRONIC PAYMENT SYSTEM

12 Hrs.

E-payment systems –Types of E- payment system – Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol. RFID Concepts.

UNIT 3 E - BUSINESS MARKETING TECHNOLOGIES

12 Hrs.

E-Commerce and marketing B to B and B to C marketing and branding strategies. Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management) system – permission marketing, affiliate marketing, viral marketing.

UNIT 4 SECURITY FOR IN E-BUSINESS

12 Hrs.

Security threats – An area view – implementing E-commerce security – encryption – Decryption, Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL protocol, Firewalls, Cryptography methods, VPNs, protecting, networks, policies and procedures.

UNIT 5 CYBER LAWS

12 Hrs.

Legal Aspects of E-Business, Internet frauds – Cyber Laws. IT Act 2000 salient features. Guidelines on cyber securities to be included.

Max. 60 Hrs.

COURSE OUTCOMES

- CO1** - Gaining a comprehensive understanding of the basic concepts, principles, and theories related to electronic business.
- CO2** - Understanding the significance in the modern business landscape.
- CO3** - Knowledge with various E-Commerce platforms, tools, and technologies used in online business operations.
- CO4** - Learning various payment gateways.
- CO5** - Equipping the knowledge, skills, and strategies for digital economy.
- CO6** - Understanding the latest trends and innovations in E-Business.

TEXT / REFERENCE BOOKS

1. Agarwal, K.N and Deeksha Ararwala: Business on the Net; Bridge to the Online Storefront; Macmillan, New Delhi. 2020
2. Diwan, Prag and Sunil Sharma: Electronic Commerce – A Manager's Guide to E – Business, Vanity Books International, Delhi. (out of published) 2019
3. O'Brien J: Management Information Systems, Tata McGraw Hill, New Delhi. 2018
4. Kalakafa Whinston Pearson - Frontiers of electronic Commerce P.T. Joseph S.J., E-Commerce, second edition PHI 2017., PHI Pvt. Ltd., New Delhi (third).
5. Gary P. Schneider, 2015. E Business, Cengage.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1403	FINANCIAL MANAGEMENT	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To familiarize the students with the principles and practices of financial management.
- To gain the knowledge on sources of finance.
- To develop the decision making on financial aspects.

UNIT 1 INTRODUCTION**12 Hrs.**

Introduction: Nature of Financial Management: Finance and related disciplines; Objectives :Profit Maximization, Wealth Maximization - Scope of Financial Management - Finance Decision, Finance Manager's Role - Sources of Finance - Time value of money, Risk and return.

UNIT 2 INVESTMENT DECISION**12 Hrs.**

Capital Budgeting - Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index.

UNIT 3 FINANCING DECISION - CAPITAL STRUCTURE**12 Hrs.**

Leverage: Meaning, Measurement of Financial Leverage Operating Leverage and Combined Leverage EBIT-EPS analysis- Capital structure -Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, and Traditional Approach). Determinants of capital structure.

UNIT 4 FINANCING DECISION - COST OF CAPITAL**12 Hrs.**

Cost of Capital and Financing Decision: Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC)

UNIT 5 DIVIDEND DECISIONS**12 Hrs.**

Theories for Relevance and irrelevance of dividend decision for corporate valuation- Factors determining dividends- Cash and stock dividends- Dividend policies in practice

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Describe the basic knowledge on financial knowledge.
- CO2** - Discuss the concept of time value of money.
- CO3** - Analyze the leverage effects to form long-term financial policies for business.
- CO4** - Discuss the factors determining capital structure.
- CO5** - Evaluate the various sources of finance.
- CO6** - Explain dividend policies followed in the organizations.

TEXT / REFERENCE BOOKS

1. M.Y. Khan & P.K. Jain, Financial Management, 5th Edition, Tata McGraw Hill, 2018.
2. S.N. Maheswari, Financial Management, 6th Edition, Sultan Chand & Sons, 2018.
3. Prasanna Chandra, Financial Management, 8th Edition, Tata McGraw Hill, 2012.
4. I.M.Pandey, Financial Management, 11th Edition, Vikas Publishing, 2015.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1404	BUSINESS STRATEGY	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To expose learners to various perspectives and concepts in the field of Strategic Management.
- To draw strategic policies plans to take decisions in business-related problems.
- To discuss the analytical tools in evaluation and control of strategic management.

UNIT 1 INTRODUCTION TO STRATEGIC MANAGEMENT

12 Hrs.

Strategic Management: Meaning and definition- Strategic Planning and Strategic Management - Strategic Management process – Mission – Vision and Objectives - Approaches to Strategic Decision Making; Strategic Role of Board of Top Management - Global Strategic Management; Strategic flexibility and learning organization.

UNIT 2 ENVIRONMENT ANALYSIS

12 Hrs.

Analysis of Environment and Resources - Environmental Analysis-Industry Analysis- competitive Analysis – Internal Analysis – Constructing Scenarios- Techniques of Environmental Scanning: ETOP, PEST and SWOT – scenario planning - Creating an Industry Matrix.

UNIT 3 STRATEGY FORMULATION AND ANALYSIS

12 Hrs.

Strategy Formulation and Analysis: Strategy Formulation - Strategic factor analysis - corporate level strategy - Global Strategy – Business strategy-TOWS matrix – Strategic Analysis and choice.

UNIT 4 STRATEGY IMPLEMENTATION

12 Hrs.

Strategy Implementation: Structural Implementation - Corporate Culture –Matching organization Structure to Strategy - Mergers and Acquisition and Diversification - Strategic Leadership.

UNIT 5 STRATEGY EVALUATION AND CONTROL

12 Hrs.

Strategy Evaluation and Control: Overview – Strategic control process – Operational control Techniques – DuPont control model – Quantitative and qualitative tools – Porters Approach for globalization - Emerging Strategic Management issues- Strategic Information System.

Max. 60 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies.
- CO2** - Apply strategies and analyze the role of strategist in the business policy of an organization
- CO3** - Analyze the internal and external environment of business for the purpose of effective strategic planning.
- CO4** - Formulate strategic plans for making appropriate business decisions.
- CO5** - Devise and implement strategic approaches to manage a business successfully in a global context
- CO6** - Evaluate various strategies to develop effective strategies implementation for an organization.

TEXT / REFERENCE BOOKS

1. Hill, Charles W.L. and Gareth R. Jones, (2015), Strategic Management: An Integrated Approach, 9th Edition, Cengage Learning, India.
2. Davidson, W.H., (2018), Global Strategic Management, 4th Edition, Macmillan Publishers, India
3. Thompson, Arthur A. and A. J. Strickland (2018), Strategic Management, McGraw Hill, New York.
4. Kazmi, A., (2018), Business Policy and Strategic Management, Third Edition reprint, Tata Mc Graw Hill, New Delhi.
5. Subbarao, (2017), Business Policy and Strategic Management (Text and Cases), Himalaya Publishing House. Reprint Edition.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1405	RESEARCH TOOLS FOR BUSINESS	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand basic knowledge about the research and types.
- To acquaint students with identifying problems for research and develop research strategies
- To familiarize students with the techniques of data collection, analysis of data and interpretation.

UNIT1 INTRODUCTION TO RESEARCH

12 Hrs.

Meaning - Purpose and scope of Research - Steps in Research - identifying the research problem - concepts, Constructs and theoretical framework - Types and Methods of research. Review of Literature: Need - sources to collect review - how to write review of literature survey using Internet.

UNIT 2 SAMPLING AND SAMPLING TECHNIQUES

12 Hrs.

Introduction - census Vs Sampling - Characteristics of Good Sample - Advantages and Limitations of Sampling - Sampling Techniques or Methods - Sample design - Sampling frame - Criteria for selecting Sampling Techniques.

UNIT 3 COLLECTION AND PROCESSING OF DATA

12 Hrs.

Data Meaning - types of Data - Sources of Data - primary Data - Secondary data - Data collection instruments - Questionnaire- Interview Schedule Preparation model - Pilot study. Processing of Data: Editing Data, Coding, Classification of Data - Tabulation of Data.

UNIT 4 DATA PRESENTATION AND ANALYSIS

12 Hrs.

Hypothesis Testing - Concept - Need - Characteristics of Hypothesis - Types of Hypothesis- procedure for Hypothesis - Various Hypothesis tests - T Test - Z - test - Chi- Square Test - ANOVA - Introduction to SPSS. Diagrams and Graphs: Limitations – types.

UNIT 5 REPORT WRITING

12 Hrs.

Report Writing - Introduction - types - Format - Principles of Writing report - Documentation: Footnotes and Endnotes - Bibliography - Citation Model - APA Model - guidelines for writing references.

Max. 60 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Apply a range of quantitative or qualitative research techniques to business and management problems
- CO2** - Develop necessary critical thinking skills in order to evaluate different research approaches.
- CO3** - Identify independent, dependent, and mediating variables.
- CO4** - Familiar with good practices in conducting a qualitative interview and observation
- CO5** - Understanding of data analysis and interpretation in relation to the research process
- CO6** - Identify the overall process of designing a research study from its inception to its report.

TEXT/ REFERENCE BOOKS

1. Donald R. Cooper, Pamela S. Schindler, J. K. Sharma, 2018. Business Research Methods, 12th Edition
2. Laxmi Narayan Pattanaik, 2017. Analytical Tools in Research, eBooks2go Incorporated.
3. Mercedes Esteban-Bravo, Jose M. Vidal-Sanz, 2021. Marketing Research Methods, Quantitative and Qualitative Approaches.
4. Steve D'Alessandro, William Zikmund, Hume Winzar, Ben Lowe, Barry J. Babin, 2016. Marketing Research, Cengage Learning Australia, Fourth Asia-Pacific Edition
5. Joe F. Hair Jr., Michael Page, Niek Brunsveld, 2019. Essentials of Business Research Methods, Taylor & Francis

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SCOB1501	MANAGEMENT ACCOUNTING	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To gain the basic knowledge of Management accounting concepts.
- To enable the students to prepare Budgets.
- To interpret the financial data for managerial planning, control and decision making.

UNIT 1 INTRODUCTION OF MANAGEMENT ACCOUNTING**12 Hrs.**

Objectives -functions- Advantages and Limitations- role of management accountant, relationship between financial accounting, cost accounting and management accounting - Techniques of Financial Statements - Types, methods of financial analysis - Comparative Statements, Common Size Statements, Trend Analysis.

UNIT 2 RATIO ANALYSIS**12 Hrs.**

Accounting Ratios – Significance, advantages and limitations of Ratio analysis- Classification of ratios - Liquidity, Solvency, Turnover and Profitability ratios - Computation of ratios.

UNIT 3 FUND FLOW AND CASH FLOW ANALYSIS**12 Hrs.**

Funds Flow and Cash flow analysis - Concept of fund - Sources and uses of funds - Statement of changes in working capital, calculation of funds from operation- funds flow statement. Cash flow analysis - as per the AS and IFRS requirements.

UNIT 4 BUDGETS AND BUDGETARY CONTROL**12 Hrs.**

Budgetary control - Objective, Procedures, Essentials, Advantages and Limitations of Budgetary control - Types of Budgets -Fixed budget, Flexible budget, Cash Budget, Sales Budget, Production Budget, Materials Budget, and Master Budget- Various budgetary techniques and practices.

UNIT 5 MARGINAL COSTING**12 Hrs.**

Absorption Costing and Marginal Costing - Cost Volume Profit Analysis - Break Even Analysis - Break Even Chart - Margin of Safety. Application of Marginal Costing in Decision Making – Make or Buy , Shut down or continue Decisions.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Learn the techniques of Management Accounting.
- CO2** - Explain the financial position of an organization
- CO3** - Identify appropriate budgetary techniques.
- CO4** - Analyze the financial statements.
- CO5** - Evaluate the financial performance of an organization.
- CO6** - Create financial reports for management.

TEXT / REFERENCE BOOKS

1. M.Y.Khan, P.K.Jain, Management Accounting, McGraw Hill Publication, 7th Edition, 2017.
2. Surender Singh, Management Accounting, PHI Publication, 1st Edition, 2016.
3. Sharma and Shashi Gupta, Management Accounting, Kalyani Publishers, 13th Edition, 2016.
4. S.N.Maheswari, Accounting for Management, Vikas publications, 4th Edition, 2018.
5. T.S Reddy & Murthy – Management Accounting, Margham publication, 2020

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB1501	INNOVATION AND ENTREPRENEURSHIP	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand entrepreneurial and innovative individuals.
- To understand the entrepreneurial process
- To infer the role of innovation in enterprise development

UNIT 1**12 Hrs.**

Entrepreneurship-Nature -Characteristics- Functions - Entrepreneur -Traits- Types- Distinction between Entrepreneur and Manager – Factors that influence an entrepreneur – Challenges faced by Entrepreneurs – Intrapreneurs -Women Entrepreneurs – Entrepreneurial Motivation – Case studies of Successful Entrepreneurs.

UNIT 2**12 Hrs.**

Creativity- Components- Individual and Group Creativity – Barriers to Creativity – Innovation – Sources- Benefits- Types- Innovation Drivers – Managerial roles and behaviour in Innovation – Difference between innovation and invention Innovation Process – IPR-Role in protecting Innovation

UNIT 3**12 Hrs.**

Idea Generation –sources-methods- Ideas to Business Opportunity- Business opportunities in various sectors- Opportunity assessment.

UNIT 4**12 Hrs.**

Environmental Scanning, SWOT Analysis, Business Planning Process-Elements-Preparation of a project Plan-Components-Market Plan- Financial plan-operational plan- Feasibility Analysis- Economic Analysis-Financial Analysis-Market and Technological Analysis.

UNIT 5**12 Hrs.**

Sources of Finance- Venture capital- Angel Investors-Commercial banks- Government – Agencies - Grants and Schemes.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Understand the concepts of entrepreneurship and innovation
- CO2** - Demonstrate an ability to engage in entrepreneurial and innovation process.
- CO3** - Analyze the potential business opportunities and finance to establish the enterprise.
- CO4** - Acquire the skills and knowledge related to the various phases in venture creation process.
- CO5** - Appraise the components of IPR.
- CO6** - Create a well-structured business plan

TEXT / REFERENCE BOOKS

1. Dr. P. Rizwan Ahmed, Creativity and Innovation Management, Margham Publications, 1st edition, 2015.
2. Debasish Biswas (2021) Entrepreneurship Development in India, Taylor & Francis
3. Heinz Wehrich, Mark V. Cannice, Harold Koontz (2019), Management: A Global, Innovative, and Entrepreneurial Perspective, 15th Edition, Tata Mc Graw Hill Publication.
4. Arvind Kumar Bhatt (2016), Innovation and Entrepreneurship, Laxmi Publications Pvt Limited.
5. K Sundar (2022) Entrepreneurship Development, 2nd Edition, Vijay Nicole Imprints Pvt Limited.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A :** 10 Questions of 2 marks each-No choice**20 Marks****PART B :** 2 Questions from each unit with internal choice, each carrying 16 marks**80 Marks**

SBAB1601	BUSINESS RISKS	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To gain knowledge and an insight into the spectrum of risks faced by businesses and to learn techniques of managing risks.
- To build capability for applying such learning to address risk related issues in real business scenarios.
- To understand the shift in business risk perceptions and risk management, across cultures.

UNIT 1 INTRODUCTION**12 Hrs.**

Business risk- Scope and Techniques – Risk and Uncertainty – Classification – Dynamic nature – Strategic and operational risks – Business Risk Versus Financial Risk – Information Risk – Liquidity Risk – Business risks and the economic environment.

UNIT 2 RISK MANAGEMENT**12 Hrs.**

Concept of risk management – Objective and Process – Importance –Qualitative and Quantitative Techniques to manage risk – Enterprise risk management – Risk Management framework - Risk Management Strategy alignment with Business Strategy - Risk-based decision making - Levels of risk management - Corporate risk management - Management of risk by individuals.

UNIT 3 BUSINESS RISK MEASUREMENT**12 Hrs.**

Components – Risk model – Evaluating – Mitigating credit risk – Quantification of risks – Impact of Business risk – Role of risk manager and risk committee in identifying risk – Credit scoring models - IT Risk Management – Disaster Recovery - Risk Culture and attitudes to risk management - Integrated Risk Reporting and Stakeholder responsibilities.

UNIT 4 RISK ASSOCIATED WITH CORPORATE GOVERNANCE**12 Hrs.**

Business risks associated with governance - Description and evaluation of framework for Board level consideration of risk – Potential risks - Guidelines for Corporate Governance.

UNIT 5 OTHER RISKS AND ISSUES**12 Hrs.**

Financial risks – Overview of liquidity markets - Sources of liquidity - Borrowing and investment principles – Managing and Evaluating liquidity risk – Other risks: Credit and counterparty risk, Commodity price risk – Risk Issues - Treasury operational risk and controls - External risk reporting.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - To demonstrate knowledge of the range of risks faced by the organizations.
- CO2** - To understand the different ways of managing or mitigating the risks.
- CO3** - Apply various standards using theoretical models and appropriate tools.
- CO4** - To engage in critical thinking by analyzing situations and to solve problems.
- CO5** - Describe the risks facing organizations and match them with appropriate risk management strategies.
- CO6** - Apply fundamental theories and concepts in diverse and unpredictable business environments

TEXT / REFERENCE BOOKS

1. Derivatives & Risk Management, N.R. Parasuraman, McGraw Hill, 2021
2. Hubbard, D. W., The failure of risk management: Why it's broken and how to fix it, John Wiley & Sons, 2020.
3. Paul Hopkin, Fundamentals of Risk Management, Kogan Page Publishers, 2018
4. McNeil, A. J., Frey, R., & Embrechts, P., Quantitative risk management: concepts, techniques and tools-revised edition. Princeton university press. (2015).
5. Michel Crouhy, Dan Galai, Robert Mark, The Essentials of Risk Management, McGraw Hill, 2023
6. John C Hull, Risk Management, Willey Finance Series, 2016

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

S28BINT	INTERNSHIP	L	T	P	EL	Credits	Total Marks
		0	0	0	0	6	100

During the sixth semester each student shall undergo Internship accounting to 30 working days, for which he/she shall be permitted to report to the company on two working days in a week. The internship report presentation by the student shall be conducted as part of the University examinations in the final semester. The report presentation carries 100 marks. On evaluation, 50 marks shall be awarded by the internal examiner and 50 marks by the external examiner based on the presentation of the student to the Board of Examiners.

The following are mandatory regarding the assessment of Students internship Programme:

- The student shall maintain a log book on daily basis.
- At the end of the internship the student shall submit a training report along with the log book maintained during the period of training on the functional areas of the company.
- A training report will be submitted to the Department, in the prescribed format for the purpose of valuation.
- The training report will be assessed by a panel of examiners comprising of both internal and external examiners.

STAB1101	TAMIL	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

நோக்கம்

மாணவர்களுக்குத் தமிழ் இலக்கியப் பரப்பை எடுத்துரைத்து சிற்றிலக்கியம், உரைநடை, புதினம், சிறுகதை, புதுக்கவிதை ஆகிய இலக்கிய வகைமைகளை அறிமுகப்படுத்துதல்.

அலகு - ஒன்று: சிற்றிலக்கியம்**8 மணி நேரம்**

1. சிற்றிலக்கியம் – தோற்றமும் வளர்ச்சியும்.
2. கலிங்கத்துப்பரணி – போர்பாடியது : 404 - 408 பாடல்கள்.
3. திருக்குற்றாலக்குறவஞ்சி - மலைவளம்
 - i.வானரங்கள் கனிகொடுத்து ... எனத் தொடங்கும் பாடல்.
 - ii.முழங்கு திரைப்புனலருவி கழங்கென முத்தாடும் ... எனத் தொடங்கும் பாடல்

அலகு - இரண்டு: புதுக்கவிதைகள்**8 மணி நேரம்**

1. புதுக்கவிதை – தோற்றமும் வளர்ச்சியும்.
2. பாரதியார்

நெஞ்சு பொறுக்கு திலையே ... என்று தொடங்கும் கவிதை.
3. பாரதிதாசன்

உலக ஒற்றுமை – தன்பெண்டு தன்பிள்ளை ... என்று தொடங்கும் கவிதை.
4. நா.காமராசன் – கருப்புமலர்கள்

காகிதப்பூக்கள் – கால மழைத் தூறலிலே... என்று தொடங்கும் கவிதை.
5. இன்குலாப் – மரங்களின் சுற்றம்.
6. பாரதிபுத்திரன் – மாறிக்காலஇரவுகள்

சிவகாசிச்சிசுக்கள் – மகனேஅன்றொருநாள்.... என்று தொடங்கும் கவிதை.

அலகு - மூன்று : சிறுகதை**8 மணி நேரம்**

1. சிறுகதை – தோற்றமும் வளர்ச்சியும்.

2. புதுமைப்பித்தன் சிறுகதைகள்

அ. சாபவிமோசனம்,

ஆ. கடவுளும் கந்தசாமிப்பிள்ளையும்,

இ. அன்று இரவு,

ஈ. வாடாமல்லி,

உ. ஒருநாள் கழிந்தது.

அலகு - நான்கு : புதினம்**8 மணி நேரம்**

1. புதினம் – தோற்றமும் வளர்ச்சியும்.

2. புதினம்

வாடிவாசல் – சி.சு. செல்லப்பா.

அலகு - ஐந்து : உரைநடைப்பகுதி**8 மணி நேரம்**

1. உரைநடை – தோற்றமும் வளர்ச்சியும்.

2. தமிழ்ப் பண்பாடு – த.அருள் பத்மராசன்

பண்பாடு – அறிமுகம்.

மாணவர்கள் அடையும் பயன்**அலகு - ஒன்று**

சிறிலக்கியங்கள் தோற்றம் வளர்ச்சி குறித்தும் அவற்றுள் பரணி இலக்கியங்களில் முதன்மையான கலிங்கத்துபரணியையும் குறவஞ்சி இலக்கியங்களில் திருக்குற்றாலக் குறவஞ்சியையும் மாணவர்கள் இவ்வலகின் மூலம் அறிந்து கொள்வர்.

அலகு – இரண்டு

புதுக்கவிதை தோற்றம் வளர்ச்சி குறித்தும் புதுக்கவிதைகளின் முன்னோடிகளான பாதியார், பாரதிதாசன், நா.காமராசன், இன்குலாப், பாரதிபுத்தின் ஆகியோர் தம் கவிதைகள் குறித்து மாணவர்கள் அறிந்து கொள்வர்.

அலகு – மூன்று

தமிழ் இலக்கிய வரலாற்றில் சிறுகதைகளின் தோற்றம் வளர்ச்சி குறித்தும் சிறுகதை உலகின் மன்னன் என்று புகழப்படும் புதுமைப்பித்தன் அவர்களின் தேர்ந்தெடுக்கப்பட்ட சில சிறுகதைகளையும் அவற்றின் உள்ளடக்கங்களையும் மாணவர்கள் அறிந்து கொள்வர்.

அலகு – நான்கு

மறுமலர்ச்சி இலக்கிய வரலாற்றில் புதின இலக்கியம் பற்றியும் அதன் தோற்றம் வளர்ச்சி குறித்தும் அவற்றுள் சி.சு.செல்லப்பாவின் வாடிவாசல் புதினம் குறித்தும் மாணவர்கள் அறிந்து கொள்வர்.

அலகு – ஐந்து

தமிழ் இலக்கிய வரலாற்றில் மறுமலர்ச்சி இலக்கிய வகைகளில் முதன்மையானதான உரைநடைகளின் தோற்றம் வளர்ச்சி குறித்து மாணவர்கள் அறிந்து கொள்வர்

அலகு – ஆறு

- நெடிய தமிழ் இலக்கிய வரலாற்றில் சிற்றிலக்கியம், உரைநடை, புதினம், சிறுகதை, புதுக்கவிதை ஆகிய இலக்கிய வகைகளை அறிதல்.
- பல்வேறு இலக்கிய ஆளுமைகளையும் அவர்தம் படைப்பு, மொழிநடை, மொழிப்பற்று ஆகியவற்றை உணர்ந்துகொள்ளுதல்.
- நவீன சிந்தனைகளோடு மாணவர்தம் கருத்தாக்கங்கள் உருப்பெறல்.
- படைப்பாக்க உத்திகளையும் திறன்களையும் அறிதல்.
- மாணவர்கள் இலக்கிய படைப்புகளை உருவாக்க அறிந்து கொள்ளுதல்.

பார்வை நூல்கள்

1. புதுக்கவிதை தோற்றமும் வளர்ச்சியும் – வல்லிக்கண்ணன்
2. தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும் – சிட்டி, சிவபாதசுந்தரம்
3. தமிழ் நாவல் (புதினம்) தோற்றமும் வளர்ச்சியும் – சிட்டி, சிவபாதசுந்தரம்,
4. தமிழ் உரைநடை வரலாறு - வி.செல்வநாயகம்
5. நூற்றாண்டு தமிழ் உரைநடை – சு.சக்திவேல்
6. கலிங்கத்துப்பரணி – புலியூர்க் கேசிகன் உரை
7. குற்றாலக்குறவஞ்சி – புலியூர்க் கேசிகன் உரை
8. பாரதியார் கவிதைகள்
9. பாரதிதாசன் கவிதைகள்
10. மரங்களின் சுற்றம் - இன்குலாப்
11. கருப்புமலர்கள் – நா.காமராசன்
12. மாறிக்கால இரவுகள் - பாரதிபுத்திரன்
13. புதுமைப்பித்தன் சிறுகதைகள்
14. வாடிவாசல் – சி.சு. செல்லப்பா
15. தமிழ்ப் பண்பாடு – த.அருள் பத்மராசன்

பருவத்தேர்வு வினாத்தாள் அமைப்பு**மொத்த மதிப்பெண்கள்: 100**

காலம்: 3 மணிநேரம்.

பகுதி அ:	10 வினாக்களுக்குத் தலா 2 மதிப்பெண்கள்	- 20 மதிப்பெண்கள்
பகுதி ஆ:	7 வினாக்களில் 5 வினாக்களுக்குத் தலா 7 மதிப்பெண்கள்	- 35 மதிப்பெண்கள்
பகுதி இ:	3 வினாக்களுக்குத் தலா 15 மதிப்பெண்கள்	- 45 மதிப்பெண்கள்

SFRB1101	FRENCH	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To get a good exposure to the basics of French.
- The learner will be able to make simple sentences in French as well as articulate using the various parts of speech.
- Be able to effectively understand and use French grammar and the pronunciation.

UNIT 1**8 Hrs.**

Decouvrir le langue francaise – Discover the French Language.

UNIT 2**8 Hrs.**

Faire Connaissance – Getting to know people and learning to converse.

UNIT 3**8 Hrs.**

Organizer son temps – Articulation of how we are organising our time.

UNIT 4**8 Hrs.**

Découvrir son environnement - Communication with respect to discovering and explaining one's environment.

UNIT 5**8 Hrs.**

S'informer, se faire plaisir. – Learning and understanding the language with practical usage.

COURSE OUTCOME

On completion of the course, student will be able to

CO1 - To get a good exposure to the basics of French.**CO2** - The learner will be able to make simple sentences in French as well as articulate using the various parts of speech.**CO3** - Understand and use simple words in expressing ideas.**CO4** - Be able to effectively understand and use French grammar and the pronunciation.**CO5** - Getting to know people and learning to converse.**CO6** - Découvrir son environnement – Communication with respect to discovering and explaining one's environment.**TEXT / REFERENCE BOOKS**

1. Campus 1. Methode de Francais. Author Jacky Girardet & Jacques Pecheur.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****Part A:** 10 question of 2 marks each – No choice**20 marks****Part B:** 5 Questions out of 7 questions with 7 marks each**35 marks****Part C:** 3 Questions of 15 marks each**45 marks**

SHNB1101	HINDI	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

उद्देश्य :- विद्यार्थियों को हिन्दी साहित्य, कहानी, गद्य, अपठित और कविता का परिचय कराना ।

इकाई:- 1. साहित्य 8 घंटे

लव – कु 1 – परिचय एवं इतिहास
कबीर की साखी – 1 – 5 दोहे
कर चले हम फिदा – कविता – कैफी आज़मी

इकाई – 2 गद्य 8 घंटे

तीसरी कसम के िल्पकार भौलेंद्र
सर.सि.विरमन
डा. ए.पि.जे. अब्दुल कलाम

इकाई – 3 कहानी 8 घंटे

बड़े भाई साहब
गिल्लू
कल्लू कुम्हार की उनाकोटी

इकाई – 4 अपठित भाग 8 घंटे

हरिहर काका
दुःख का अधिकार
सपनों के से दिन

इकाई :- 5 नई कविताएँ 8 घंटे

अग्नि पथ
मनुश्यता
नए इलाके में

फायदा :-

इकाई – 1 साहित्य का परिचय – उद्देश्य – शिक्षा आदि जान लेंगे । जीवन – मूल्य का परिचय दिया जाएगा ।

इकाई – 2 भारत के प्रसिद्ध वैज्ञानिकों के बारे में, उनके जीवन एवं आविष्कारों के बारे में जान लेंगे ।

इकाई – 3 कहानी पढ़ने तथा लिखने का अभ्यास लेंगे । कहानियों के मूलसार जानकर उनकी रुचि का अनुभव करेंगे । अच्छे विषयों को अपने जीवन में पालन करेंगे ।

इकाई – 4 श्रेष्ठ कहानियों का अध्ययन करके उनकी रुचि का अनुभव करेंगे । नैतिक मूल्य पर भी ध्यान देंगे ।

इकाई – 5 नई कविताएँ लिखने तथा पढ़ने का प्रोत्साहन किया जाएगा । नई कविताओं का लक्षण जान लेंगे । नई कविताएँ लिखने का प्रयास करेंगे ।

इस पाठ –

साहित्य किताब – लव – कु ।
हरिवंश राय बच्चन की कविताएँ
संघयन भाग एक और दो
नई कविताएँ
स्पर्ध – भाग एक और दो
भारतीय वैज्ञानिकों की आत्मकथा

प्रश्न पत्र प्रणाली

- | | |
|---------------------------|------|
| 1. 10 प्रश्नों को – 2 अंक | – 20 |
| 2. 7 में से पौंच – 7 अंक | – 35 |
| 3. 3 प्रश्नों के – 15 अंक | – 45 |

SBAB1101	BUSINESS COMMUNICATION	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To develop the linguistic skills of students by providing suitable practice in professional contexts.
- To help students enhance their communication efficiently.
- To enrich communicative competence of first year students

UNIT 1 COMMUNICATION**9 Hrs.**

Listening to instructions (Giving directions)- Formal meeting and informal meeting conversations- Developing and drafting a story with pictures.

UNIT 2 DESCRIPTION**9 Hrs.**

Listening to process description- Drawing a flow chart- Role play (formal context)- Reading passages on launching a new products, equipment and gadgets- Free Writing.

UNIT 3 NEGOTIATION STRATEGIES**9 Hrs.**

Listening to interviews of specialists / industrialist in various fields- Brainstorming-mind mapping-Small group discussions- Reading Motivational stories about various personalities (success and failure)- Essay Writing (250 word essay on topics related to subject area).

UNIT 4 PRESENTATION SKILLS**9 Hrs.**

Listening to advertisements/news/brief documentary films or Short speech on relevant subject topics- Making formal presentations (PPT) based on the listening topics - Reading speech by renowned personalities in the relevant field /Short biography- Writing Recommendations Interpreting visuals - charts / tables/ flow diagrams/charts.

UNIT 5 CRITICAL THINKING SKILLS**9 Hrs.**

Listening to case studies- Studying problem and finding solutions- Making presentations (with PPT).

Max. 45 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Understand the importance of communication.
- CO2** - Identify their own ability to improve the competency in using the language.
- CO3** - Able to use language for communicating with confidence.
- CO4** - Apply communication skill in different situations with comprehension
- CO5** - Evaluate one's knowledge with today organizational requirements
- CO6** - Discuss different events with proper case study.

TEXT / REFERENCE BOOKS

1. Bovee and Thill: Business Communication Today, Tata McGraw Hill, New Delhi.
2. Randall E. Magors: Business Communication; Harper and Row, New York.
3. Webster's Guide to Effective Letter Writing, Harper and Row, New York.
4. Balasubramanyam: Business Communications; Vikas Publishing House, Delhi.
5. Kaul: Business Communication; Prentice Hall, New Delhi.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A :** 10 Questions of 2 marks each-No choice**20 Marks****PART B :** 2 Questions from each unit with internal choice, each carrying 16 marks**80 Marks**

SBAB3001	HUMAN RESOURCE PLANNING	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To acquire knowledge and skill necessary for preparing the manpower plan of the business.
- To Understand such a plan drawn up by the manpower planning cell of the company
- To apply the manpower forecasting and HRD techniques in an organization.

UNIT 1 INTRODUCTION**12 Hrs.**

Approaches to Human Resource Planning – Importance - Need - Objectives Types of HR plan, Dimensions, Manpower Requirement Approach - Human Resource Information System, Human Resource Planning Process – Benefits - Barriers to Human Resource Planning.

UNIT 2 MANPOWER FORECASTING**12 Hrs.**

Manpower Forecasting: Macro-level scenario of human resource planning, Methods and techniques – demand forecasting, Methods and techniques – supply forecasting - Developing manpower plan: Qualitative side of manpower planning, Behavioural event interview, Standard interview - Competency mapping (skill inventory)- Steps- Methods of data collection for mapping - Developing competency models from new data.

UNIT 3 CAREER PLANNING**12 Hrs.**

Concept, objective - Career Stages - Significance of Career Planning - Need and Components of Career Planning - Career planning vs. Human resource planning, career planning vs. succession planning - Process of career planning and career development - Human Resources Evaluation: Human Resources Audit and Human Resource Accounting, Succession planning, HR Metrics.

UNIT 4 EVOLUTION AND CONCEPT OF HRD**12 Hrs.**

Human Resource Development: Meaning (HRD), System concept, Role of HRD, Professionals, HRD climate and its element, HRD Matrix, HRD Function, HRD Process, Role of line managers and supervisors in HRD. HRD intervention, Quality of Work-life.

UNIT 5 ORGANIZATIONAL CULTURE AND HRD**12 Hrs.**

Workforce diversity and HRD, Labour Market changes, Equal Employment Opportunity, adapting demographic changes and gender issues, HRD practices in the manufacturing and services sector.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of course, student will be able to

- CO1** - Understand basics knowledge of human resource planning.
- CO2** - Examine human resource planning in an organization.
- CO3** - Assess human resource planning and forecasting needs.
- CO4** - Evaluate career planning & development related activities in the organization.
- CO5** - Apply organization culture by implementing HRD techniques in Organizations
- CO6** - Implementation of HRD matrix in the organization.

TEXT/ REFERENCE BOOKS

1. Human resource Planning and Strategic Change- Acharya, Tripathi- Himalaya,2018
2. Human Resource Planning, Bhattacharya, Dipak Kumar, Excel Books,2017
3. Human Resource Development, T.V. Rao, Oxford IBH Publication,2017.
4. Human Resource, and Personnel Management Text &Cases, Aswathappa, TMH,2015.
5. Human Resource Planning and Introduction, Peter Relly, Institute for Employment Studies, 2018

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB3002	INDUSTRIAL RELATIONS AND EMPLOYMENT LAWS	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand the concept of industrial relations and various laws related to employment.
- To acquire the specialized knowledge to Labour welfare.
- To know about quality circles and their role.

UNIT 1 CONCEPT OF INDUSTRIAL RELATIONS**12 Hrs.**

Aspects of industrial relations- Conflict and cooperation- Parties in industrial relations - Workers employers and government- Trade unions- Objectives process- Prerequisites of collective bargaining.

UNIT 2 LABOUR WELFARE AND SAFETY**12 Hrs.**

Concept- Scope- Types- Theories and Principles- Industrial Health and Hygiene- Industrial Accidents and safety- Occupational Diseases - Social Security- Concept and Scope-Social Assistance and Social assurance.

UNIT 3 TRADE UNION ACT 1926**12 Hrs.**

Registered Trade Unions-Recognition of Trade Unions- The Industrial Employment (Standing Orders) Act 1946- Scope- Coverage, Certification process- Modification, interpretation, and enforcement- The Industrial Disputes Act 1947-Forum for settlement of disputes.

UNIT 4 PAYMENT OF WAGES ACT**12 Hrs.**

Salient features, coverage of employees and employers- Rules and benefits relating to The Payment of Wages Act 1936- The Payment of Gratuity Act 1972- The Minimum Wages Act 1948- The Payment of Bonus Act 1965.

UNIT 5 THE FACTORIES ACT 1948**12 Hrs.**

Definition-Approval- Licensing and registration-Procedures- Employment of women and young persons, Leave with wages and weekly holidays.

Max.60 Hrs.**COURSE OUTCOMES**

On completion of course, student will be able to

- CO1** - Understanding of constitutional provisions and industrial relations
- CO2** - Distinguish the various act under labour laws
- CO3** - Evaluate the mechanism in solving the industrial disputes
- CO4** - Compute the provisions relate to payment of wages
- CO5** - Apply the legal frame work of factories act
- CO6** - Develop the social security assistance and social assurance

TEXT / REFERENCE BOOKS

1. C.B.Mamoria, Mamoria & Gankar, Dynamics of Industrial Relations, Himalaya Publishing House Pvt Ltd, 18th Edition, 2019
2. C.S. Venkat Rathnam, Industrial Relations, Oxford University Press, New Delhi, 2021.
3. Arun Monappa, Industrial Relations, Tata McGraw Hill Publishing Company Limited, New Delhi, 2018.
4. T N Chhabra, Industrial Relations and Labour Laws, Dhanpat Rai Publishing House, Edition 12th, 2020
5. S C Srivastava, Industrial Relations and Labour Laws, Vikas Publishing House.2021

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A :** 10 Questions of 2 marks each-No choice**20 Marks****PART B :** 2 Questions from each unit with internal choice, each carrying 16 marks**80 Marks**

SBAB3003	PERFORMANCE AND COMPENSATION MANAGEMENT	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand the various dimensions and approaches of Performance management.
- To familiarize the role of various bodies involved in Compensation Management.
- To enable the impact of compensation on employee engagement and job satisfaction.

UNIT 1 INTRODUCTION

12 Hrs.

Meaning and Concept of: Performance, Performance Appraisal, Potential Appraisal and Performance Management – Objectives – Need – Principles - Measurement and Challenges of PMS – Distinction between Performance Appraisal and Performance Management – Strategies for effective Implementation of PMS.

UNIT 2 PERFORMANCE APPRAISAL

12 Hrs.

Process of performance appraisal - Issues and challenges in performance appraisal - Documentation of performance appraisal - Methods of Performance Appraisal - Appraisal Interviews - Performance feedback and counselling - Use of technology and e-PMS - Ethical perspectives in performance appraisal.

UNIT 3 PERFORMANCE MANAGEMENT CYCLE

12 Hrs.

Performance Management Cycle (Four Phase) - Performance Planning: Objectives, Importance and Process -Performance Monitoring: Objectives, Importance, Process, and Popular Tools of Performance monitoring -Performance Developing: Performance Coaching and Counselling. -Performance Measurement & Reward: Performance Measurement (360 Degree, Assessment Centre, Competency Mapping/Modelling, Balance Score Card and HR Audit), Linking performance and reward.

UNIT 4 COMPENSATION PLANNING

12 Hrs.

Types of compensation - Conceptual framework of compensation management - Theories of wages – criteria of wage fixation – Job evaluation systems -the compensation structure- Wage and salary surveys, the wage curve, pay grades and rate ranges, preparing salary matrix, fixing pay, significant compensation issues. Variable Pay: Strategic reasons for incentive plans, administering incentive plans, individual incentive plans – group incentive plans – team compensation, ESOPs.

UNIT 5 EMPLOYEE BENEFITS

12 Hrs.

Managing Employee Benefits: Nature - Types of Benefits - Executive compensation – elements of executive compensation and its management – Executive compensation in an international context – Wage Determination: Principles - Methods of wage determination in India; internal and external equity in compensation systems -Wage administration in India - International Compensation.

Max. 60 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Describe the scope and process of Performance Management.
- CO2** - Understand the role of compensation in attracting, retaining, and motivating employees.
- CO3** - Evaluate various compensation structures and their alignment with organizational goals.
- CO4** - Explore methods for job evaluation and pay equity.
- CO5** - Practice variable pay, incentives, and benefits administration.
- CO6** - Assess legal and ethical considerations in compensation practices.

TEXT / REFERENCE BOOKS

1. L.M Prasad (2016), Human Resource Management, Sultan Chand & Sons.
2. P. Subba Rao (2018) Personnel & Human Resource Management, Himalaya Publishing House.
3. K. Aswathappa (2015) Human Resource Management, Tata McGraw Hill Publishing Company Ltd.
4. Richard Thrope & Gill Homen (2015) Strategic Reward Systems, Prentice Hall India, New Delhi.
5. Michael Armstrong & Helen Murlis (2015) and Book of Reward Management, Crust Publishing House.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB3004	TRAINING AND DEVELOPMENT	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand theories and principles of training and development.
- To know the effect of training and development on employee performance
- To analyse different approaches of training and development

UNIT 1 INTRODUCTION**12 Hrs.**

Relationship between training and development, Objectives of training, Purpose of training in organizations, aligning of training to organization needs and strategies, Budgeting for training in organizations, Benefits of training.

UNIT 2 TRAINING NEED ANALYSIS**12 Hrs.**

Identifying and analysing training needs in organizations: Training Needs Analysis (TNA), Framework for conducting TNA, Outcomes of TNA, Approaches to TNA, Needs Assessment Techniques.

UNIT 3 TRAINING DESIGN AND METHODS**12 Hrs.**

Organizational and Environmental constraints–Training Objectives, Facilitation of Learning, Facilitation of Transfer, Training Design Process–Key Factors in Designing, Training methods: Traditional Methods, E-learning and use of technology in training, Computer based training (CBT): online learning, learning portals.

UNIT 4 EVALUATION OF TRAINING AND EMPLOYEE DEVELOPMENT**12 Hrs.**

Measuring Impact of Training: Need for result based training, Key issues in training evaluation, Levels of Training Impact Evaluation: The Kirkpatrick Four-level approach, Kaufman's Five levels of evaluation, Models of career development, future aspects of training and development.

UNIT 5 MANAGEMENT DEVELOPMENT**12 Hrs.**

Concepts, Purpose and Objectives of Development, Stages in Development Programme, Components of Development Programme, Factors Inhibiting Development, Methods, Coaching Counselling, Multiple Management, Syndicate, Incident Process, In-Basket, Sensitivity Training.

Max. 60 Hrs.**COURSE OUTCOMES**

- CO1** - Identify and plan appropriate training solutions to performance gaps.
- CO2** - Understand the method to conduct training needs analysis and design training processes
- CO3** - Describe processes for assessing training needs
- CO4** - Design meaningful training and development processes using learning principles
- CO5** - Ascertain the method to design and implement T & D processes
- CO6** - Plan procedures to evaluate training success.

TEXT / REFERENCE BOOKS

1. Noe, R. (2017). Employee training & development (7th ed.). New York, McGraw-Hill Education.
2. Furjanic, S. (2020). Turning training into learning: How to design and deliver programs that get results. New York.
3. Wadsworth. Kraiger, K (2015). Creating, implementing, and managing effective training and development. San Francisco.
4. Silberman, M. (2015). Active training: A handbook of techniques, designs, case examples, and tips. San Francisco.
5. Werner, J. M., & DeSimone, R. L. (2018). Human resource development (6th ed.). Cincinnati.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB3005	ORGANIZATIONAL CHANGE AND DEVELOPMENT	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To equip students with knowledge & skills required for effective change and organizational development.
- To comprehend the main derives and approaches of the change.
- To understand the nature of the developmental process in organizations

UNIT 1 ORGANIZATIONAL CHANGE**12 Hrs.**

Concept and Significance; Managing Change; Concept of Analyzing the Environment; Perspectives on Change: Contingency; Resource Dependence; Population Ecology; Implications of Change.

UNIT 2 TYPES OF CHANGE**12 Hrs.**

Continuous or Incremental Change; Discontinuous or Radical Change; Participate Change and Directive Change; Change Levers; Levels of Change: Knowledge Changes; Attitudinal Changes; Individual Behavior Changes and Organizational Performance Changes.

UNIT 3 IMPLEMENTING CHANGE**12 Hrs.**

Steps-Assembling a Change; Management in Establishing a New Direction for the Organization; Setting up of Change Teams; Aligning Structure; Systems and Resources; Removing road Blocks; Absorbing Changes into Organization.

UNIT 4 HR AND TECHNOLOGICAL CHANGE**12 Hrs.**

Introduction special features of new technology; organizational implications of technological change; Emerging profile HR; Employee Empowerment, Emotional Intelligence and employee productivity; Managing work stress.

UNIT 5 ORGANIZATIONAL DEVELOPMENTS (OD)**12 Hrs.**

Concept and Evolution; OD Interventions: Diagnostic Activities; Team Building; Sensitivity Training; Third Party and Inter Group Interventions; Educational and Structural Interventions; Indian Experiences of OD in Public and Private Enterprises.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Gaining knowledge about organizational development process.
- CO2** - How to change and develop organizations.
- CO3** - Better understanding of the change management model
- CO4** - Helps to gain knowledge about how to use the changes technology and HR
- CO5** - Better understanding of change resistance and how to handle it.
- CO6** - Skills needed to develop an action plan for the development process

TEXT / REFERENCES BOOKS

1. Nilakant, V. and Ramnaryan, S.(2020), Managing Organizational Change, Response Books, New Delhi .
2. Beckhanrd, Richard and Harris, Reuben T (2016) Organizational Transitions : Managing Complex Change, Addison, - Wesley, Mass
3. Kanter, R.M., Stein, B.A and Jick, T.D. (2016) The Challenge of Organizational Change, Free Press, New York .
4. Hammer, Michael and Champy, James,(2015) Reengineering the Corporation: A Manifesto for Business Revolution, Harper Business, New York .
5. Hurst , David K.,(2014) Crisis and Renewal : Meeting the Challenge of Organizational Change, Harvard University Press, Mass

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB3006	HR ANALYTICS	L	T	P	Credits	Total Marks
		4	0	0	4	100

COURSE OBJECTIVES

- To understand the significance of HR analytics
- To know the tools, methods, approaches and techniques of HR analytics
- To promote application of analytics in various HR sub-systems

UNIT 1 INTRODUCTION TO HR ANALYTICS

12 Hrs.

Introduction, Traditional HRM, Changing trends in HRM and emergence of strategic HRM, HR analytics phase (2010 onward), Importance of HR Analytics, Challenges of HR Analytics, The Analytics Process Model (APM) and Its Phases, Understanding HR indicators, metrics and data, Frameworks for HR Analytics: LAMP Framework, HCM 21 Framework, Approaches for Designing HR Metrics--The Inside-Out Approach -The Outside-In Approach - Align HR Metrics with Business Strategy, Goals and Objectives -Link HR to the Strategy Map.

UNIT 2 HR ANALYTICS TOOLS AND TECHNIQUES

12 Hrs.

Importance of data, Types of data, Data capturing methods, Data examination and purification, Data analyzing techniques. Statistics for HRM, Statistical analysis for HR (regression analysis, measures of central tendency), Graphs, tables, spreadsheets. Key Influencers in the HR Analytics Process, Model for adoption of HR Analytics, Application and status of HR analytics.

UNIT 3 APPLICATIONS AND ATTRITION OF HR ANALYTICS

12 Hrs.

Staffing, supply and demand forecasting, Recruitment and Selection, Training and Development, Performance Appraisal, Talent Management, Employee engagement, Compensation management. Learning and Development Analytics, Diversity Analytics, Employee satisfaction analytics.

UNIT 4 MEASURING HR CONTRIBUTION AND INTRODUCTION TO DASHBOARD

12 Hrs.

Developing HR Scorecard, Developing HR Analytics, HR Analytics Culture, Analytics for decision making. Need for Visualization – various visualization tools – Using Visualization tools for HR data – Creating dashboards

UNIT 5 FUTURE OF HR ANALYTICS

12 Hrs.

Introduction, Factors determining adoption of HR Analytics, HR Analytics as a Change Management Process, HR Analytics Adoption: Responsibility of HR Department, HR analytics and job market.

Max. 60 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Explain preparation of human resource metrics to support business improvement
- CO2** - Identify and use human resource data in organizations for decision making
- CO3** - Develop an action plan to drive the use of human resource measurement in organizations
- CO4** - Analyze problems and issues in HR and the relevance of HR analytics.
- CO5** - Synthesize the tools, methods and techniques of HR analytics
- CO6** - Evaluate the application and uses of HR analytics in various HR sub-systems

TEXT / REFERENCES BOOKS

1. Rama Shankar Yadav and Sunil Maheshwari (2020), HR Analytics Connecting Data and Theory, Wiley
2. Fitz-Enz, J.(2016) The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments, American Management Association
3. Bassi, L., Carpenter, R., and McMurrer, D.(2015) HR Analytics Handbook, Reed Business
4. Prasad, B. V. S., and Sangeetha, K (2016)., HR Metrics: An Introduction, IUP
5. Becker, B.E., Huselid, M.A., Ulrich, D.(2018) The HR Scorecard: Linking People, Strategy and Performance, Harvard Business School Press
6. T.Lokeswara Rao,(2019) Thakur Publications, Hyderabad.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB3007	MARKETING RESEARCH AND CONSUMER BEHAVIOUR	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand consumer behavior in an informed and systematic way
- To enable students in evaluating the marketing strategies based on fundamentals of consumer buying behavior.
- To identify the application of market research in framing effective marketing strategies

UNIT 1 INTRODUCTION**12 Hrs.**

Consumer behavior: Concept and Implications; Integration of consumer behavior in the marketing concept; Consumer Decision Making Process; Levels of consumer decision making; Types of Consumer Decision Making.

UNIT 2 MARKET SEGMENTATION & CONSUMER BEHAVIOR**12 Hrs.**

Key Determinants of Consumer Behavior and Marketing Strategy; Providing Customer Value and Retention; Market segmentation: Concept, Bases and Significance; How market segmentation operates; Criteria for effective targeting of market segments; Target Marketing strategies.

UNIT 3 CONSUMER MOTIVATION AND ATTITUDE**12 Hrs.**

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.

UNIT 4 INTRODUCTION OF MARKET RESEARCH**12 Hrs.**

Market Research: Concept and significance; Types of Research; Research approach and Process; Consumer research paradigms; Combining qualitative and quantitative research; Sampling, Data – Types and Collection; Questionnaire and Schedule; Scaling Techniques; Data analysis & reporting research findings; Barriers to market research.

UNIT 5 APPLICATION OF MARKETING RESEARCH**12 Hrs.**

Identifying and understanding the consumer - Steps in conducting marketing research -Application of Marketing Research: Motivation Research – Advertising Research – Product Research Methods of collecting marketing information - Concept of MKIS - Components of a Marketing Information System - Marketing Intelligence System - Marketing Research in India

Max 60Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Demonstrate how knowledge of consumer behavior can be applied to marketing.
- CO2** - Explain the factors which influence consumer behavior
- CO3** - Relate internal dynamics such as learning motivation and attitude to the choice's consumers make.
- CO4** - Illustrate & classify the steps & process of marketing research
- CO5** - Analyze the determinants of consumer behavior and the basics of marketing research
- CO6** - Understand fundamental concepts, and measurement tools to planning and evaluating marketing research

TEXT / REFERENCE BOOKS

1. Dominika Maison (2018), Qualitative Marketing Research, Taylor & Francis
2. P Saravanavel and S Sumathy (2020), Marketing research and Consumer Behaviour, Vikas Publication.
3. Suja R Nair (2015), Consumer Behaviour and Marketing Research, Himalaya Publishing House
4. Dr. Bawa Ramandeep, A.K.Sinha, Dr. Rita Kant (2022), Consumer Behaviour, Sultan Chand and Sons.
5. Deeborah J. MacInnis (2020) Consumer Behaviour, Cengage Learning Australia.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB3008	INTEGRATED MARKETING COMMUNICATION	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand the principles and practices of marketing communications
- To provide a managerial framework for integrated marketing communications
- To analyze and examine how the marketing communication process and theories

UNIT 1 INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION 12 Hrs.

Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behavior

UNIT 2 UNDERSTANDING COMMUNICATION PROCESS 12 Hrs.

Understanding communication process: 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 .

UNIT 3 PLANNING FOR MARKETING COMMUNICATION 12 Hrs.

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, Marginal analysis and Sales response curve, Method to determine marcom budget.

UNIT 4 DEVELOPING THE INTEGRATED MARKETING COMMUNICATION PROGRAMME 12 Hrs.

Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. 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. Measuring the effectiveness of all Promotional tools and IMC

UNIT 5 DIGITAL MEDIA & ADVERTISING 12 Hrs.

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 & Ethics: Advertising & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI

Max. 60 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Demonstrate an understanding of Integrated Marketing Communications concepts, principle and terminology
- CO2** - Analyze media strategy, target market selection, message content and evaluation criteria.
- CO3** - Apply basic advertising theories and principles to practice
- CO4** - Organize how marketing mix decisions are made.
- CO5** - Demonstrate project management skills as they work cooperatively on a team project.
- CO6** - Coordinate marketing strategy with public relations/social media campaign

TEXT BOOK / REFERENCE

1. Philip Kotler (2015), Marketing Management, Pearson Publication
2. John Egan (2022), Marketing Communication, SAGE Publication
3. Eagele Lynne (2021), Marketing Communication, Roulledge
4. Barbara Czamecka(2020) Marketing Communication, Taylor & Francais
5. Tim Hill (2020) The Dark Side of Marketing Communication, Taylor & Francais

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB3009	BRAND AND RETAIL MANAGEMENT	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand the core concepts in branding and retailing.
- To craft an integrated brand communications campaign using various media.
- To recognize the operations – oriented policies, methods, and procedures used by successful retailers in today's global economy.

UNIT 1 INTRODUCTION TO BRAND MANAGEMENT

12 Hrs.

Introduction Concept of Branding – Definition – Significance of Brand – Brand Types – Difference between Brand and Product – Branding – Brand Building – Brand Launching. – Branding and Advertisement – Creating Brand Awareness – AIDA Model – Branding Strategies – Brand Communication.

UNIT 2 BRAND EXTENSION AND BRAND PERSONALITY

12 Hrs.

Brand Line Extension – Horizontal Extension Pros and Cons of Brand Extension – Related Extension – Unrelated Extension–Brand Generic Branding. Branding–Brand Personality–Brand Positioning– Re Positioning–Brand Positioning Strategies Brand Positioning Variables.

UNIT 3 BRAND EQUITY & RETAIL MANGEMENT

12 Hrs.

Concept of Brand Equity – Brand Awareness – Personality –Positioning – Enhancing Brand Equity, Brand Management – Planning – Sources Brand.- Retail Marketing: Population analysis, Demographic Analysis, Consumer Behavior - Retail Promotion Mix - Programme - Retail advertising media - Promotional budget. - Customer services - Quality gaps - Service recovery.

UNIT 4 RETAILING CHANNELS

12 Hrs.

Retailing – Retail Types – Retailing Channels – Importance of Retail Locations - Design – Retail purchasing and pricing – Purchase Management –Ethical and Legal Issues in Retailing - Retail information system - Trends in Retailing - Indian organized retail market - FDI in Indian Organized Retail Sector - Retail scenario - Future Trends.

UNIT 5 STORE MANAGEMENT AND OPERATIONS PRICING

12 Hrs.

Store administration - Premises and Inventory Management - Store Management - Receipt Management - Customer service - Retail Pricing - Factors influencing retail prices - Definition of Space Management - Store layout and Design - Visual Merchandising - Retail Communication Mix - POP Displays.

Max. 60 Hrs.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Develop a strategic brand equity business plan based on an accurate analysis of a business situation.
- CO2** - Apply creative problem-solving skills to complex brand issues and problems.
- CO3** - Evaluate current issues and changes in the current marketplace with respect to branding and retailing
- CO4** - Comprehend the ways retailers use marketing tools and techniques to interact with their customers.
- CO5** - Examine the legal and ethical aspects of retail Management.
- CO6** - Interpret and discover awareness about emerging trends in branding and retail management.

TEXT / REFERENCES BOOKS

1. Chevalier, Michel, and Michel Gutsatz, LUXURY RETAIL MANAGEMENT: HOW THE WORLD'S TOP BRANDS PROVIDE QUALITY PRODUCT AND SERVICE SUPPORT, John Wiley & Sons, 2019.
2. Zentes, Joachim, Dirk Morschett, and Hanna Schramm-Klein, STRATEGIC RETAIL MANAGEMENT, Springer, 2018.
3. Fernie, John, and Leigh Sparks, eds. LOGISTICS AND RETAIL MANAGEMENT: INSIGHTS INTO CURRENT PRACTICE AND TRENDS FROM LEADING EXPERTS, Kogan Page Publishers, 2018.
4. De Chernatony, Leslie, CREATING POWERFUL BRANDS, Routledge, 2017.
5. Franzen, Giep, and Sandra E. Moriarty, THE SCIENCE AND ART OF BRANDING, Routledge, 2016.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB3010	SALES AND CHANNEL MANAGEMENT	L	T	P	Credits	Total Marks
		4	0	0	4	100

COURSE OBJECTIVES

- To understand the fundamentals of Sales and Channel Management.
- To study the basics of personal selling, distribution dynamics and various channels of distribution
- To equip with basic skills required in sales and distribution management.

UNIT 1 INTRODUCTION TO SALES MANAGEMENT**12 Hrs.**

Nature Scope Objectives and functions of Sales management; The Selling process - Managing Sales Information, Sales Organization, Objective and Types of Quotas, Quota setting procedure, administering the quota system; Designing Sales Territories and Allocating Sales efforts to sales territories.

UNIT 2 SALESFORCE TRAINING AND EVALUATION**12 Hrs.**

Recruitment and Selection of Sales force, Training the sales force, Sales force motivation, Sales force compensation, Sales Performance Evaluation Criteria- Key Result Areas (KRAs) Sales Performance Review Sales Management Audit, Methods of Supervision and Control of Sales Force.

UNIT 3 DISTRIBUTION CHANNEL MANAGEMENT**12 Hrs.**

An Overview of Marketing Channels; Structure, Functions and Relationships of channels of Distribution; Channel Dynamics- Channel Planning and organizational Patterns in Marketing Channels; Channel Design Process and Channel Management Decisions.

UNIT 4 CHANNEL DESIGN AND PLANNING PROCESS**12 Hrs.**

Channel Management – design and planning process, Channel Intermediaries- Role and Types; Wholesaling- Types of Wholesalers, Wholesaler marketing decisions; Retailing- Types of retailers, retailer marketing decisions.

UNIT 5 EVALUATION & CONTROL OF SALES PERFORMANCE**12 Hrs.**

Channel Information System, Logistics and Supply chain management (SCM), Information technology usage- Logistics and SCM, Market Logistics- Logistics objectives, Market logistics decisions for Distribution Channels; Assessing Performance of Marketing Channels.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Knowledge about Sales and channel distribution
- CO2** - Understand various sales force techniques
- CO3** - Articulate the various channels based on industry requirement
- CO4** - Analyse the performance of channels design
- CO5** - Evaluate the sales performance and audit
- CO6** - Collaborate with new trends in sales and distribution management

TEXT / REFERENCES BOOKS

1. Sales & Distribution Management (Latest Edition), Panda Tapan K., Sahadev Sunil, Oxford University Press, 2019
2. Sales & Distribution Management – Text & Cases (2nd Edition), Krishna K. Havaladar, Vasant M. Cavale, Tata McGraw-Hill, 2015
3. Anderson, R. Professional Personal Selling. Englewood Cliff, New Jersey, Prentice Hall Inc., 2018.
4. Buskirk, R H and Stanton, W J. Management of Sales Force. Homewood Illonois, Richard D Irwin, 2019.
5. Johnson, E M etc. Sales Management: Concepts Practices and cases. New York, McGraw Hill, 2016.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB3011	DIGITAL MARKETING	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand the fundamental concepts of digital marketing in business.
- To analyze the types of digital marketing tools used in business.
- To examine the implementation of digital marketing tools in business.

UNIT 1 INTRODUCTION**12 Hrs.**

Digital Marketing: Introduction to Digital Marketing., Need , Importance, Traditional Vs. Digital Marketing, Technology behind Digital Marketing, Characteristics of Digital Marketing, Digital Marketing Strategy, Understanding Digital Consumer.

UNIT 2 EMAIL MARKETING**12 Hrs.**

Email Marketing: Introduction to Email Marketing , Need , Importance , Significance ,Types of Email, Email Marketing Campaign Process, Email marketing Tools, Advantages and Disadvantages, Opt-in Email Advertising, Email tracking.

UNIT 3 ONLINE ADVERTISING**12 Hrs.**

Online Advertising: Introduction, Objective, Where to Advertise, Online Ad-Format, Search Engine Ad, Network Advertising, Affiliate Programs, Landing Pages- Content Marketing – importance , types of content marketing- stages of content marketing- Difference between content Marketing and Social Media Marketing.

UNIT 4 SOCIAL MEDIA MARKETING**12 Hrs.**

Social Media Marketing (SMM): Introduction to Social Media Marketing, Importance of Social Media Marketing, Seven Myths of SMM, Characteristics of Successful Social Media Marketer, Social Media Marketing plan, Social Media marketing Tools, Publishing Blogs, Podcast and Webinars, Social Media Monitoring, Social Media: Facebook, Twitter.

UNIT 5 SEARCH ENGINE OPTIMIZATION**12 Hrs.**

Search Engine Optimization (SEO): Understanding SEO, Search Engine Optimization Process – Types of SEO's On-Page Optimization, Off-Page Optimization- Local SEO- Technical SEO and Analyse, Search Engine Result Process (SERP), SEO Tools.

COURSE OUTCOMES

On completion of the course, student will be able to

- CO1** - Understanding the role of digital marketing in business.
- CO2** - Describe the fundamentals of digital marketing.
- CO3** - Analyzing the implementation of online advertising in marketing
- CO4** - Describing the implementation of social media marketing in business
- CO5** - Discussing the role of Search engine optimization in business.
- CO6** - Implementation of Digital marketing communication skills in real time business.

TEXT / REFERENCES BOOKS

1. Dawn MC Gruer, 2020. Dynamic Digital Marketing, Willey
2. Social Media Marketing, 4ed | e Paperback – Illustrated, 9 September 2020, wiley Publications, 4th Edition,
3. Digital Marketing , Paperback – Illustrated, 2022, by Seema Gupta (Author), II Edition,Tata McGraw Hill Publications .
4. Digital Marketing- All-In-One | e Paperback – Illustrated, 2020, Wiley Publishers.
5. Digital Marketing Paperback – Illustrated, 10 August 2022- McGraw Hill publishers, Standard Edition,

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SBAB3012	MARKETING ANALYTICS	L	T	P	Credits	Total Marks
		4	0	0	4	100

COURSE OBJECTIVES

- Appreciate the importance of competitive advantages leveraged by analytics;
- Understand the existence of the tools, the advantages and limitations of each tool;
- Apply the tools, interpret the input and communicate the output from these tools and models.

UNIT 1 INTRODUCTION**12 Hrs.**

Meaning, Need, Importance, significance– Marketing process-Marketing strategy with data- Utilizing Data to Improve Marketing Strategy- Improving the Marketing Process with Analytics- Using excel to summarize data

UNIT 2 PRODUCT AND PRICING**12 Hrs.**

Pricing: Estimating Demand Curves-Price Bundling- Nonlinear Pricing- Price Skimming- Product Attribute Analysis [Conjoint] - Discrete Choice Analysis & Random Utility Theory- Revenue Management

UNIT 3 FORECASTING**12 Hrs.**

Simple Linear Regression and Correlation- Using Multiple regression to forecast Sales- Modelling Trend and Seasonality & other forecasting methods

UNIT 4 CUSTOMER VALUE**12 Hrs.**

Calculating Lifetime Customer Value- Using Customer Value to Value a Business- Customer Value, Monte Carlo Simulation, and Marketing Decision Making Allocating Marketing Resources between Customer Acquisition and Retention

UNIT 5 ADVERTISING ANALYTICS**12 Hrs.**

Measuring the Effectiveness of Advertising -Media Selection Models Pay per Click Advertising- Introduction to Internet and Social Marketing

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Understand the role of Marketing Analytics as a decision support tool in an organization;
- CO2** - Determine the relationship between Marketing Analytics, CRM and customer loyalty;
- CO3** - Analyze how Marketing Analytics are applied in various industries and functions;
- CO4** - Articulate analytical skills to improve efficiency of various components of marketing mix
- CO5** - Utilize analytics to boost marketing through internet and social media
- CO6** - Assess analytics to overcome challenges in a changing technological landscape.

TEXT / REFERENCE BOOKS

1. Gupta (2016) Marketing Analytics-Wiley
2. Gary L. Lilien, and Arvind Rangaswamy (2016) Principles of Marketing Engineering 3rd Edition,
3. John Wiley & Sons Wayne Winston (2015) Marketing Analytics Data-Driven Techniques with Microsoft Excel,
4. Farris (2021), Marketing Metrics, Pearson,
5. Philip Kotler and Armstrong Gary, (2015) Principles of Marketing, Pearson, Kotlar Philip and Armstrong Gary

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SCOB3025	MUTUAL FUND	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand the concept of Mutual Fund
- To acquire the specialized knowledge to mutual fund
- To know about performance evaluation of mutual fund

UNIT 1 INTRODUCTION TO MUTUAL FUND**12 Hrs.**

Concept of a Mutual fund - Classification - Structure of Mutual Funds - Key Constituents - Growth of the mutual fund industry in India — Asset Management Company - Organization Structure - Due Diligence Process by AMCs

UNIT 2 MODEL PORTFOLIOS AND FINANCIAL PLANS**12 Hrs.**

Basics of financial planning-Financial Goals, Investment Horizon - Objective, Benefits & Need for financial planning - Life cycle and wealth cycle in financial planning - Tools to categorize investors' needs - Risk profiling - Asset allocation and types - Importance and steps for developing a model portfolio

UNIT 3 COMPUTATION OF MUTUAL FUND**12 Hrs.**

Computation of Net Assets of Mutual Fund Scheme - Concept of Entry and Exit Load - Impact on NAV- Total expense ratio - pricing of units for the Segregated Portfolio

UNIT 4 MUTUAL FUND SCHEME SELECTION**12 Hrs.**

Scheme Selection based on Investor needs, preference, investment strategy and risk-profile- Risk levels in mutual fund schemes - Selecting & evaluating of equity funds, debt funds, Money market fund, balanced fund & factors impacting their performance.

UNIT 5 PERFORMANCE OF FUNDS**12 Hrs.**

General and Specific Risk Factors - Factors of mutual fund performance - Drivers of Returns and Risk in a Scheme - Measures of Returns - SEBI Norms on returns

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of course, student will be able to

- CO1** - Knowledge about Mutual fund
- CO2** - Distinguish the company performance using technical analysis
- CO3** - Apply the fund performance with industry
- CO4** - Compute the performance evaluation techniques
- CO5** - Evaluate the investor's preference based on demographic nature
- CO6** - Collaborate the latest trends in mutual fund with sectoral performance

TEXT / REFERENCE BOOKS

1. Taxmann's Mutual Fund Distributors 2022
2. Indian Mutual Funds Handbook (5th Edition) 2003
3. The Mutual Fund Industry by R.Glenn Hubbard 2010
4. Mutual Funds -Ladder to wealth creation by Vivek Negi 2020
5. Common Sense on Mutual Funds :New Imperatives for the Intelligent Investor by John.C .Bogle 1999

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SCOB3026	BUSINESS VALUATION	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand the concept of Business Valuation
- To gain knowledge about how to select the appropriate method of business valuation
- To analyze financial statements of a company and to determine its' price

UNIT 1 BUSINESS VALUATION: BASIC CONCEPTS 12 Hrs.

Business valuation- Nature and purpose, reasons for valuation - Internal reasons and external, types of firm value - Foundations of value: growth and value creation; Key methods and approaches to firm valuation.

UNIT 2 USING FINANCIAL STATEMENTS FOR VALUATION AND ANALYSIS 12 Hrs.

Financial statements: types; Financial statement analysis; Comparison of Generally Accepted Accounting Principles and Reporting standard in India and International.

UNIT 3 VALUATION APPROACHES AND 12 Hrs.

Income approach - Valuing companies by discounting cash flow method - Valuing companies using multiples methods - Role of cost approach in business valuation.

UNIT 4 VALUE CREATION 12 Hrs.

Fundamentals of corporate capital valuation - Equity valuation - Preference shares valuation, Risk and expected return - Principles of portfolio analysis; Evaluating corporate strategic - Its opportunities and challenges

UNIT 5 ADVANCED ISSUES IN VALUATION 12 Hrs.

Valuation of companies of different kinds- Loose ends of valuation-Valuation of intangible assets: Patents, trademarks, copyrights and licenses; Franchises; Brands

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of course, student will be able to

- CO1** - Knowledge about business valuation
- CO2** - Distinguish the value creation from value destruction
- CO3** - Apply the key approaches to firm valuation
- CO4** - Compute the valuation techniques
- CO5** - Evaluate the best methods and instruments for the valuation
- CO6** - Design the industry specific features for valuation process

TEXT / BOOK REFERENCE

1. Pinto, Jerald E. Equity asset valuation. John Wiley & Sons, 2020.
2. Palepu, Krishna G., et al. Business analysis and valuation: Using financial statements. Cengage AU, 2020.
3. Rosenbaum, Joshua, and Joshua Pearl. Investment banking: valuation, LBOs, M&A, and IPOs. John Wiley & Sons, 2021.
4. John F Marshall and Vipul K. Bansal: Financial Engineering: PHI New Delhi
5. Edmans, Alex. Grow the pie: How great companies deliver both purpose and profit–updated and revised. Cambridge University Press, 2021
6. Helmold, Marc, and Warda Samara. Progress in performance management. Springer International Publishing, 2019

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SCOB3027	BUSINESS ANALYTICS	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To gain an understanding of how to use business analytics to formulate and solve business problems and to support managerial decision making.
- To become familiar with the processes needed to develop, report, and analyze business data.
- To learn how to use and apply Excel and Excel add-ins to solve business problems.

UNIT 1 INTRODUCTION TO BUSINESS ANALYTICS 12 Hrs.

Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data .

UNIT 2 DESCRIPTIVE ANALYTICS 12 Hrs.

Overview of Description Statistics (Central Tendency, Variability), Data Visualization -Definition, Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Ms-Excel.

UNIT 3 PREDICTIVE ANALYTICS 12 Hrs.

Trend Lines, Regression Analysis – Linear & Multiple, Predictive modelling, 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 Modelling.

UNIT 4 PRESCRIPTIVE ANALYTICS: 12 Hrs.

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.

UNIT 5 PROGRAMMING USING R 12 Hrs.

R Environment, R packages, Reading and Writing data in R, R functions, Control Statements, Frames and Subsets, Managing and Manipulating data in R.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

- CO1** - Recognize the concept of Business Analytics in practice
- CO2** - Understand the concepts of Descriptive Analytics
- CO3** - Articulate the Data mining for business
- CO4** - Analyse the concepts of Predictive and Prescriptive Analytics
- CO5** - Reframe the R programming to business environment
- CO6** - Design the predictive model for business problems

TEXT / REFERENCE BOOKS

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams - Essentials of Business Analytics, Cengage Learning.
2. James Evans, Business Analytics, Pearson. 2020
3. Albright Winston, Business Analytics - Data Analysis - Data Analysis and Decision Making, Cengage Learning, Reprint 2014.

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SCOB3028	FINANCIAL MODELING	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To understand the purpose of financial modelling
- To understand performance of companies through financial statements
- To develop financial models from scratch

UNIT 1 FINANCIAL MODELLING: INTERMEDIATE LEVEL IN EXCEL 12 Hrs.

Concept of financial modelling – Usage of Excel Sheets and Formula Function; Advanced Modelling Techniques- Extrapolation, Histogram- Data Filter and Sort, Charts and Graphs; offset, pivot tables

UNIT 2 ANALYSIS OF FINANCIAL STATEMENTS 12 Hrs.

Introduction to Financial Statement Analysis - Financial Reporting Mechanics , Understanding Income Statement - Balance Sheet - Cash Flow Statement ; Financial Analysis Techniques - Inventories - Assets- Liabilities ; Financial Statement Application

UNIT 3 FINANCIAL RATIOS 12 Hrs.

Ratio analysis of companies - Du point Analysis - Peer to peer analysis ; Preparation of Financial Analysis report of an industry

UNIT 4 BUSINESS FINANCE 12 Hrs.

Computation of Time value of money, Long term financing – Equity and Debt, Measure of Leverage – Financial leverage and Operating leverage-Capital budgeting – NPV, IRR, Profitability index

UNIT 5 EQUITY RESEARCH MODELING 12 Hrs.

Role of Equity Research-Modelling dashboard- Management Summary- Gravity / Impact Analysis-Football Field Analysis & Chart- Scenario Building

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of course, student will be able to

- CO1** - Knowledge about financial modelling using excel
- CO2** - Distinguish between various modeling technique
- CO3** - Preparation of report and interpret data using excel
- CO4** - Compute the financial statements using excel
- CO5** - Evaluate the various financial and other tools used in excel
- CO6** - Develop the specific features of equity valuation modelling

TEXT / REFERENCE BOOKS

1. Financial Modelling by Simon Benninga 2014
2. Financial Modelling by Paul Pignataro

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**

SCOB3029	PERSONAL FINANCE	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- Set financial goals and develop a financial plan
- Apply time value of money principles to personal financial decisions
- Calculate personal taxes and review strategies to minimize them

UNIT 1 INTRODUCTION TO FINANCIAL PLANNING**12 Hrs.**

Personal financial planning – Meaning, objectives, process -Time Value of Money and its application in financial planning

UNIT 2 TAX SAVING AND PLANNING**12 Hrs.**

Personal tax planning – Basics of tax assessment for an individual, - Deductions and reliefs available to an individual -Avenues for tax savings for an individual

UNIT 3 INSURANCE PLANNING**12 Hrs.**

Life insurance – Tools for financial planning - Different schemes and their implications, benefits and limitations - Housing Decision – Factors to be considered- Modes of finance, benefits and limitations- Procedural and legal aspects

UNIT 4 INVESTMENT SCHEMES**12 Hrs.**

Other investment avenues such as stocks, bonds, mutual funds, etc., and financial planning Various financial Institutions and modes of personal financing

UNIT 5 RETIREMENT PLANS**12 Hrs.**

Retirement Planning, Estate Planning – Credit rating –CIBIL Scoring - Personal budgeting.

Max. 60 Hrs.**COURSE OUTCOMES**

On completion of the course, student will be able to

CO1 - Develop an understanding of personal and financial opportunity costs

CO2 - Track personal investments in a portfolio including a balance sheet, cash flow statement, and personal Budget.

CO3 - Access different investment avenues.

CO4 - Identify major services provided by financial institution.

CO5 - Develop the characteristics of various savings tools.

TEXT / REFERENCE BOOKS

1. Personal Finance with Connect Plus, 10th Edition, Jack R. Kapoor , Les R. Dlabay , Robert J. Hughes, TMH 2.
2. 16 Personal Finance Principles Every Investor Should Know by Manish Chauhan, Network 18
3. Simplified Financial Management by Vinay Bhagwat, The Times Group
4. Personal Financial Planning by Dr. Suresh Seth & Dr. Pooja Ohri

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A** : 10 Questions of 2 marks each-No choice**20 Marks****PART B** : 2 Questions from each unit with internal choice, each carrying 16 marks**80 Marks**

SCOB3030	SECURITY AND PORTFOLIO MANAGEMENT	L	T	P	EL	Credits	Total Marks
		4	0	0	0	4	100

COURSE OBJECTIVES

- To familiarize the students with the stock markets in India and abroad.
- To provide conceptual insights into the valuation of securities.
- To provide insight about the relationship of the risk and return and how risk should be measured to bring about a return according to the expectations of the investors.

UNIT 1 INTRODUCTION**12 Hrs.**

Investment-Meaning and process of Investment Management - Speculation Investment Avenues in India. Organization and Functioning Securities Markets, Primary and Secondary Markets, Types of Markets, Types of Orders-Introduction to Indian Stock Markets, Stock Market Indices, Indices Calculations

UNIT 2 RISK AND RETURN**12 Hrs.**

Return Trade-off, Measures, Analysis, Determinants of Required Rates of Return and Relationship between Risk and Return, Risk-free rate and its influencing

UNIT 3 TOOLS FOR ANALYSIS**12 Hrs.**

Fundamental and Technical Analysis, Economy, Industry and Company analysis: Assumption, Advantages, Challenges, Types of Charts, Technical Trading Rules and Indicators factors and Risk Premium

UNIT 4 SECURITY**12 Hrs.**

Security Valuation - Bond, Equity and preference share valuation - Yield to maturity Bond value theorems. Introduction to Portfolio Management – Measurement of Expected Risk and Returns of Portfolio, Alternative measures of Risk

UNIT 5 EQUITY RESEARCH MODELING**12 Hrs.**

Portfolio Selection, performance evaluation and portfolio revision- Formula plans. - Capital Asset Pricing Model (CAPM).

Max. 60 Hrs.**COURSE OUTCOMES**

On successful completion of this course the student should be able to

- CO1** - Understand the theoretical and practical background in the field of investments.
- CO2** - Acquire the knowledge about factors and Risk Premium
- CO3** - Valuing equity and debt instruments.
- CO4** - Measuring the portfolio performances.
- CO5** - Develop Portfolio management framework
- CO6** - Designing and managing the bond as well as equity portfolios in the real word

TEXT / REFERENCE BOOKS

1. William. F.Sharpe, Gordon j Alexander & Jeffery V Bailey, "Fundamentals of Investments", Prentice Hall Reilly, Brown, "Analysis of Investment and Management of Portfolios", 10th Edition, Cengage
2. Prasanna chandra, Investment analysis and Portfolio Management, TataMcGraw Hill,2008.
3. Kevin , Securities Analysis and Portfolio Management , Prentice Hall of India, 2009
4. Dhanesh Khatri, Security Analysis and Portfolio Management Macmillan,2010.
5. Bodi K, Mohanty, Investments, Tata Mcgraw Hill,2010Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publication Pvt.Ltd., 2010

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each-No choice****20 Marks****PART B : 2 Questions from each unit with internal choice, each carrying 16 marks****80 Marks**