Program
BBM (Bachelor of Business Management)

Faculty of Arts, Media & Commerce

Revised in 2015-2016
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  - Course objective
  - Course outcome
  - Course content
Programme outcomes

PO1. Critical Thinking
Analyse objectively organizational and Managerial issues on the basis of knowledge acquired, applying the principles of management and economics for arriving at decisions. Verify to what extent these decisions are reliable and feasible in the dynamic business and social environment. critically analyse human behavior at workplace

PO2. Effective Communication
Proficiently comprehending & articulating n English & at least one Indian Language. Impactful communication in professional contest ensuring effective transaction.

PO3. Social Interaction
Develop a network of people, ideas, accounting records, media and technology, handle disagreements, facilitate discussion in teams, Instill the attitude of cooperation and harmony while working in a team, at the same time not losing sight of individual goals; develop an effective leader

PO4: Effective citizenship
Sensitisation, awareness & motivation are generated through socially involved activities and pedagogy to enable an informed awareness of issues of national and international relevance and matters concerning to well being of a society

PO5: Ethics
Devise ethical frameworks for developing a upright workplace by Inculcatind ethical business practices and implement these values in decisions taken from the organizational perspective. develop personal and corporate ethics.

PO6: Environment & sustainability
Develop Sustainable business and economic models in order to maintain healthy balance between environmental and developmental needs, suitable in changing societal and environmental contexts

PO7: Self directed and lifelong learning
Acquire the ability to engage independent learning in the context of changing perspectives of organization in a dynamic socio technological environment. Become responsible and disciplined person in both professional and personal domains of life.

Programme Specific Outcomes – BBA

PSO1: obtain the basic principles of management, banking & insurance, International business for effective administration of organization leading to successful achievement of predetermined goals.

PSO2: Possess skills concerning to human resource, finance, production & operation, Marketing, sales and distribution in orders to increase the administrational efficiency level of business operations. Evolve and adapt to the needs of specific occasions of business through

PSO3: understand & Develop theoretical concepts concerning to Motivation, leadership, Entrepreneurship to efficiently handle the critical situations arising within an organization. Rise to the occasions and needs of an organization for providing goal-oriented and customized solutions

PSO4: Use of accounting, financial and statistical tools for analyzing, finding and implementing the solutions for managerial challenges as well as effectively communicate the financial statements to the stakeholder in a manner accessible to the general public in both textual and graphical modes. apply statistical and accounting tools to analyze and evaluate financial statements to be suitable for corporate usage.

PSO5: Effectively communicate the goals and methods to the team members, organisation and general public. To convince others about the effectivity of organizational vision and create fruitful partnership. Enable effective productive management of all the financial resources of corporate entity and support its growth

EVALUATION SCHEME AND GRADING SYSTEM

R.13 Assessment Procedure
R.13.1 The academic performance of each student in each course will be assessed on the basis of Internal Assessment (including Continuous Assessment) and an end-semester examination.

Normally, the teachers offering the course will evaluate the; performance of the students at regular intervals and in the end-semester examination.

In theory courses (that are taught primarily in the lecture mode), the weight for the Internal Assessment and End-semester examination will be 50:50. The Internal assessment in theory courses shall consist of at least two periodical tests, weekly quizzes, assignments, tutorials, viva-voce etc. The weight for these components, for theory-based courses shall be 20 marks for the Continuous assessment, comprising of Quizzes, assignments, tutorials, viva-voce, etc. and 15 marks each for both the Periodical Tests.

At the end of the semester, there will be an end-semester examination of three hours duration, with a weight of 50 marks, in each lecture-based course.

R.13.2 In the case of laboratory courses and practical, the relative weight for Internal assessment and End-semester examination will be 80:20. The weight for the components of Internal assessment will be decided by the course committee/class committee at the beginning of the course.

_Evaluation pattern for course having both Theory and Lab. components:_
Courses having only one hour per week for lecture/tutorial, be treated as a Lab. course, for evaluation purposes; and evaluation pattern will be 80 marks for continuous assessment of lab. work and 20 marks for end-semester lab. examination.

Courses having two hours per week for theory and/or tutorials, be given a weight of 60 marks and 40 marks for the Theory and Lab. components, respectively; The Lab. Component evaluation will be based on continuous evaluation, without any end-semester practical evaluation. 10 marks will be for continuous assessment of the theory portion, 10 marks for each of the two periodical tests, 30 marks for the theory end-semester examination and 40 marks for continuous assessment of lab. Work and Courses having three hours per week for theory and/or tutorials, be given a weight of 70 marks and 30 marks for the Theory and Lab. components, respectively; The Lab. component evaluation will be based on continuous evaluation, without any end semester practical evaluation. 15 marks will be for continuous assessment of the theory portion, 10 marks for each of the two periodical tests, 35 marks for the theory end-semester examination and 30 marks for continuous assessment of lab. work.

R.13.3 It is mandatory that the students shall appear for the end-semester examinations in all theory and practical courses, for completion of the requirements of the course. Those who do not appear in the end-semester examinations will be awarded ‘F’ grade, subject to meeting the attendance requirement.

At the end of a semester, examinations shall be held for all the subjects that were taught during that semester and those subjects of the previous semesters for which the students shall apply for supplementary examination, with a prescribed fee.

R.13.4 PROJECT WORK: The continuous assessment of project work will be carried out as decided by the course committee. At the completion of the project work, the student will submit a bound volume of the project report in the prescribed format. The project work will be evaluated by a team of duly appointed examiners.

The final evaluation will be based on the content of the report, presentation by student and a viva-voce examination on the project.
There will be 40% weight for continuous assessment and the remaining 60% for final evaluation.

If the project work is not satisfactory he/she will be asked to continue the project work and appear for assessment later.

**R.14 PUBLICATION / INTERNSHIP**

R.14.1 All students, if they are to be considered for award of Distinction at the time of graduation, are required to have published ONE paper in Scopus-indexed Journal/Conference.

Students with 8.0 and above CGPA from the UG Programme of Visual Media, at the end of the course, producing an output like Video Production / Animation / Portfolio / Graphic Output / Feature / Documentary / Programme etc. and the same to be judged by a panel which consists of at least ONE industry / Academic External Expert identified by the Department can be considered in lieu of mandatory publication.

R.14.2 Additional 10 marks will be awarded for each Publication, subject to a maximum of ONE paper per semester.

The additional marks shall be awarded in the semester in which the paper is published or presented, if applied for, within 10 days of the publication of results of the concerned semester. The additional marks can be awarded to any course(s) where the student has to improve his/her grade.

R.14.3 All publications shall be in Scopus-indexed Journals/Conferences and shall be as per the guidelines prescribed by the University.

R.14.4 Students who have undergone Internship at reputed organisations or National / International Institutions, with the prior approval of the concerned Departmental Chairperson and the Head of the School, may be considered for waiver of the requirement of publication, for the award of Distinction. However, the decision of the Departmental Chairperson and the Head of the concerned School, in this regard, shall be final.

**R.14.5 Co-curricular Activities**

The students during their period of study in the University are encouraged to indulge in sports, arts, Social/Community service and Seva activities. Bonus marks (5 to 10 marks) shall be awarded for representing AMRITA University in Sports, Cultural and Seva activities. The procedure for awarding these marks will be published by the University from time to time.

**R.15 REMEDIAL PROVISIONS**

**R.15.1 Supplementary Examinations:**

Students failed in a non-semester course (i.e. courses not registered by the student during the current semester), shall apply for appearance in the respective examination by paying a prescribed fee and take the examination.

A student who has secured an ‘F’ grade in a course may take the supplementary examination for a maximum of three additional attempts (excluding the regular end-semester examinations) carrying the previous internal marks earned by them. Students failing to pass the course after three additional attempts shall henceforth appear for the supplementary examination for the entire 100 marks and the Internal assessment marks earned by them in the regular registration, shall not be considered.

If a student wishes to improve his/her internal marks, he/she can do so, by re-registering for the course by choosing any of the appropriate remedial options. In this case, the internal marks obtained by the student will be valid for the end-semester of the reregistration and three more additional attempts.
R.15.2 Other options:
Certain courses may be offered as run-time-redo or as contact courses, as and when necessary to enable students who have dropped courses or failed in some courses, to register and endeavor to complete them.

a) Re-registration: Students who have failed in a course and opt to re-do the course may do so by re-registering for the course, along with a junior batch of students,

b) Run-time re-do: Certain courses may be offered specially for the benefit of failed students during the semester, on a regular pattern.
The above two modes, enable possible improvement of the Internal assessment marks.

c) Contact courses: Final-semester students and term-out students (students who have completed three-year period) may register for contact mode, to clear the failed courses, if any, subject to the approval of the Head of the School.

A maximum of only two courses, can be taken under contact mode, in the entire programme of study.

R.15.3 Supplementary examinations will be evaluated against the most recent grade rule (whenever the course was offered recently in the regular semester).

R.16 Grading
R.16.1 Based on the performance in each course, a student is awarded at the end of the semester, a letter grade in each of the courses registered.

Letter grades will be awarded by the Class Committee in its final sitting, without the student representatives.

The letter grades, the corresponding grade points and the ratings are as follows:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Points</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>10.00</td>
<td>Outstanding</td>
</tr>
<tr>
<td>A+</td>
<td>9.50</td>
<td>Excellent</td>
</tr>
<tr>
<td>A</td>
<td>9.00</td>
<td>Very Good</td>
</tr>
<tr>
<td>B+</td>
<td>8.00</td>
<td>Good</td>
</tr>
<tr>
<td>B</td>
<td>7.00</td>
<td>Above Average</td>
</tr>
<tr>
<td>C</td>
<td>6.00</td>
<td>Averages</td>
</tr>
<tr>
<td>P</td>
<td>5.00</td>
<td>Pass</td>
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<tr>
<td>F</td>
<td>0.00</td>
<td>Fail</td>
</tr>
<tr>
<td>FA</td>
<td>0.00</td>
<td>Failed due to insufficient attendance</td>
</tr>
<tr>
<td>I</td>
<td>0.00</td>
<td>Incomplete (awarded only for Lab.courses/ Project / Seminar)</td>
</tr>
<tr>
<td>W</td>
<td></td>
<td>Withheld</td>
</tr>
</tbody>
</table>

R.16.2 ‘FA’ grade once awarded stays in the record of the student and is replaced with the appropriate grade when he/she completes the course successfully later.

Students who have secured an ‘FA’ in a course must re-register for the course or register for the course, if offered, under run-time re-do mode.

R.16.3 A student who has been awarded ‘I’ Grade in a Lab course, due to reasons of not completing the Lab., shall take up additional Lab. whenever offered next and earn a pass grade, which will be reflected in the next semester’s grade sheet.
The ‘I’ grade, awarded in a Project/Seminar course, will be subsequently changed into appropriate grade, when the student completes the requirement during the subsequent semester. If he/she does not complete it in the next semester, it will be converted to ‘F’ grade.

R.16.4 A student is considered to have successfully completed the course and earned the credit, if he/she scores a letter grade ‘P’ or better in that course.

R.17 Declaration of Result
After finalization of the grades by the Class Committee and subsequent approval of the Head of the School, the result will be announced by the Controller of Examinations.

R.18 Revaluation of answer Papers
On publication of the results, an aggrieved student can request for revaluation of answers scripts of the end-semester examination, within five working days of publication of the results, along with the prescribed revaluation fees. The request has to be made to the Examination Section, through the Head of the School.

If the revaluation leads to a better grade, the revised grade will be awarded to the student and in such cases, the revaluation fee will be refunded in full. Revaluation is permitted only for lecture-based courses.

R.19 Course completion:
A student is said to have successfully completed a course and earned the corresponding credits, if he/she has:
- registered for the course:
- put in 75% or more attendance in the course,
- appeared for the end-semester examinations,
- obtained a pass grade ‘P’ or better in the course,
- no pending disciplinary proceedings against him/her.

R.20 Grade Sheet
The Grade Sheet issued to the student at the end of a semester will contain the following information:
Name, Roll No. Grade Sheet No., Semester, Branch, Month and year of the Examination, Course Code, Course Title, Credits, Grade obtained and Grade points earned for the courses registered, Credits registered and earned during the semester, Cumulative credits earned and Grade Points, SGPA and CGPA.

R.21 Semester Grade Point Average (SGPA)
On completion of a semester, each student is assigned Semester Grade Point Average (SGPA) which is computed as below for all courses registered by the student during that semester:
\[ \text{SGPA} = \frac{\sum CiGpi}{\sum Ci} \]
where \( Ci \) is the credit for \( i \)th course in that semester and \( Gpi \) is the grade point for that course.

The summation is over all the courses registered by the student during the semester, including the failed courses. The SGPA is rounded off to two decimals.

R.22 Cumulative Grade Point Average (CGPA)
The overall performance of a student at any stage of the Degree programme is evaluated by the Cumulative Grade Point Average (CGPA) up to that point of time.
\[ \text{CGPA} = \frac{\sum CiGpi}{\sum Ci} \]
where \( Ci \) is the credit for \( i \)th course in that semester and \( Gpi \) is the grade point for that course.
The summation is over all the courses registered by the student during all the semesters up to that point of time, including the failed courses. The CGPA is also rounded off to two decimals.

R.23 Ranking

The ranking of the students in a batch at any intermediate or final stage is based on CGPA. Only those students who have passed all courses up to that stage in the first attempt are considered for ranking.

Students are eligible for final ranking, only if they complete the programme within the normal duration, i.e., within three years from joining the programme.

R.24 Classification of successful candidates:

R.24.1 A student shall be considered to have successfully completed the programme, if he/she has:
   i) registered and successfully completed all the core courses, electives and projects as mentioned in the curriculum;
   ii) earned the required minimum number of credits as specified in the curriculum corresponding to the programme, within the stipulated time;

R.24.2 Candidates who have successfully completed the programme, within a period of six semesters from entering the programme, shall be classified as follows:
Candidates securing a CGPA of 8.00 and above – FIRST CLASS WITH DISTINCTION*
Candidates securing a CGPA between 6.50 and 7.99 – FIRST CLASS and the same be mentioned in the Degree certificate;
(*subject to satisfying the condition mentioned at R.14.1 and having passed all the courses, in the first attempt, in six semesters, from the date of joining for the programme)
If the programme is completed after six semesters of study, the candidates securing even a CGPA of 8.00 and above, shall be classified to have completed the programme, only with FIRST CLASS.

R.25 Transcript

The Controller of Examinations will also issue, on request and payment of a prescribed fee, a detailed transcript with his signature or facsimile to every student after completion of the programme. It shall contain all the information that is contained in the grade sheets.

Additionally, it shall also include the month and year of passing each course. The transcript card shall contain only the final grades secured, but will not indicate the earlier failures, if any. The detailed transcript, will Contain the CGPA and the class, if any obtained.
## Curriculum Structure
**BBM 2015 onwards**

### SEMESTER I

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Cr</th>
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<tbody>
<tr>
<td>15ENG101</td>
<td>Communicative English</td>
<td>3</td>
</tr>
<tr>
<td>15BUS101</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>15COM103</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>15ECO101</td>
<td>Business Economics</td>
<td>3</td>
</tr>
<tr>
<td>15ECO102</td>
<td>Business and Social Environment</td>
<td>3</td>
</tr>
<tr>
<td>15MAT102</td>
<td>Basic Concepts of Mathematics</td>
<td>3</td>
</tr>
<tr>
<td>15CSA186</td>
<td>PC Software Lab.</td>
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<tr>
<td>15CUL101</td>
<td>Cultural Education I</td>
<td>2</td>
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### SEMESTER II

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<tbody>
<tr>
<td>15ENG121</td>
<td>Professional Communication</td>
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<tr>
<td>15COM114</td>
<td>Language Paper II</td>
<td>2</td>
</tr>
<tr>
<td>15ENV300</td>
<td>Company Accounts</td>
<td>4</td>
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<tr>
<td>15LAW112</td>
<td>Environmental Science and Sustainability</td>
<td>3</td>
</tr>
<tr>
<td>15MAT112</td>
<td>Commercial Laws</td>
<td>4</td>
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<tr>
<td>15CUL111</td>
<td>Business Statistics</td>
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<tr>
<td>15BUS201</td>
<td>Principles of Banking and Insurance</td>
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<tr>
<td>15BUS202</td>
<td>Organizational Behaviour</td>
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<tr>
<td>15BUS203</td>
<td>Introduction to Marketing Management</td>
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<tr>
<td>15COM203</td>
<td>Cost Accounting</td>
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<tr>
<td>15LAW201</td>
<td>Indian Constitution</td>
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<tr>
<td>15MAT228</td>
<td>Quantitative Techniques</td>
<td>3</td>
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<tr>
<td>15SSK201</td>
<td>Life Skills I</td>
<td>2</td>
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<tr>
<td>15AVP201</td>
<td>Amrita Values Programme I</td>
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<tr>
<td>15BUS211</td>
<td>Advanced Marketing Management</td>
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<td>15BUS212</td>
<td>Basics of Human Resources Management</td>
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<tr>
<td>15BUS213</td>
<td>Introduction to Research Methods</td>
<td>3</td>
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<tr>
<td>15BUS214</td>
<td>Leadership Management</td>
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<tr>
<td>15BUS216</td>
<td>Production and Operations Management</td>
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<td>15COM217</td>
<td>Managerial Finance</td>
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<td>Open Elective A*</td>
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<td>15SK211</td>
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<td>15AVP211</td>
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<tbody>
<tr>
<td>15BUS301</td>
<td>Principles of International Business</td>
<td>3</td>
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<tr>
<td>15BUS302</td>
<td>Business Ethics and Corporate Social Responsibility</td>
<td>3</td>
</tr>
<tr>
<td>15BUS304</td>
<td>Investment and Portfolio Management</td>
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<tr>
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<td>Elective A</td>
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<td></td>
<td>Elective B</td>
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<tr>
<td>15BUS390</td>
<td>Live-in-Labs.®/ Open Elective B*</td>
<td>3</td>
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<tr>
<td>15BUS391</td>
<td>Minor Project</td>
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<tr>
<td>15SK301</td>
<td>Life Skills III</td>
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<tr>
<td>15BUS305</td>
<td>Introduction to Income Tax Law and Practice</td>
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<td>15BUS311</td>
<td>Entrepreneurship Development</td>
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<tr>
<td>15BUS313</td>
<td>Introduction to Strategic Management</td>
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<td>15BUS314</td>
<td>Management Beyond Profit</td>
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<td>Elective C</td>
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<tr>
<td>15BUS399</td>
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### LANGUAGE - Paper I

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<td>15HIN101</td>
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<tr>
<td>15KAN101</td>
<td>Kannada I</td>
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<td>15MAL101</td>
<td>Malayalam I</td>
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<td>15SAN101</td>
<td>Sanskrit I</td>
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<td>15TAM101</td>
<td>Tamil I</td>
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### LANGUAGE - Paper II

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<td>15HIN111</td>
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<td>15KAN111</td>
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<td>Malayalam II</td>
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### ELECTIVES

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<tbody>
<tr>
<td>15BUS315</td>
<td>Project Management</td>
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<tr>
<td>15BUS331</td>
<td>Financial Services and Markets</td>
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<td>15BUS332</td>
<td>Integrated Advertising and Branding</td>
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<tr>
<td>15BUS333</td>
<td>Logistics and Supply Chain Management</td>
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<td>15BUS334</td>
<td>Rural Management</td>
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<td>15BUS335</td>
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<td>15BUS336</td>
<td>Sales and Distribution Management</td>
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<td>ELECTIVE C (any one)</td>
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<tr>
<td>15BUS351</td>
<td>Communication for Managers</td>
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<td>15BUS352</td>
<td>Customer Relationship Management</td>
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<td>15BUS354</td>
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<tr>
<td>15BUS355</td>
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* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

@ Students undertaking and registering for a Live-in-Labs project, can be exempted from registering for an Open Elective course in the fifth semester.

### OPEN ELECTIVES (3 0 0 3)

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<td>15OEL277</td>
<td>Web-Designing Techniques</td>
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Course Objective:
To give an overview and thorough understanding of Culture, its necessity and customs and traditions.

Course outcomes:
Students will be able to
1. Understand Various Attributes Which Make A Person Complete
2. Pay Obedience To Elders
3. Respect Women
4. Valuing Good Even In Enemies.

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Students shall have to register for any two of the following courses, one each in the third and the fourth semesters, which may be offered by the respective school during the concerned semester.

Courses offered under the framework of Amrita Values Programmes I and II

Message from Amma’s Life for the Modern World

Amma’s messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma’s guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Lessons from the Ramayana

Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

Lessons from the Mahabharata

Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

Lessons from the Upanishads

Introduction to the Upanishads: Sruti versus Smriti - Overview of the four Vedas and the ten
Principal Upanishads - The central problems of the Upanishads – The
Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Message of the Bhagavad Gita


Life and Message of Swami Vivekananda

Brief Sketch of Swami Vivekananda’s Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji’s life.

Life and Teachings of Spiritual Masters India

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi.

Insights into Indian Arts and Literature

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

Yoga and Meditation

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali’s Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Kerala Mural Art and Painting

Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Course on Organic Farming and Sustainability

Organic farming is emerging as an important segment of human sustainability and healthy life. ‘Haritamritam’ is an attempt to empower the youth with basic skills in tradition of organic farming and to revive the culture of growing vegetables that one consumes, without using chemicals and pesticides. Growth of Agriculture through such positive initiatives will go a long way in nation development. In Amma’s words “it is a big step in restoring the lost harmony of nature”.

Benefits of Indian Medicinal Systems

Indian medicinal systems are one of the most ancient in the world. Even today society continues to derive enormous benefits from the wealth of knowledge in Ayurveda of which is
recognised as a viable and sustainable medicinal tradition. This course will expose students to the fundamental principles and philosophy of Ayurveda and other Indian medicinal traditions.

**Traditional Fine Arts of India**

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is ‘Unity in Diversity’ and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

**Science of Worship in India**

Indian mode of worship is unique among the world civilisations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realisation of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

**15BUS101 PRINCIPLES OF MANAGEMENT 3 0 0 3**

**Objectives:** To acquaint the students with the challenges and opportunities they will face when managing their lives, the time and skills of other people, and the resources of an organization; to help the students understand management theory from functional perspectives; to provide students with opportunities to develop the basic managerial skills of planning, organizing, leading & controlling; to gain experience in working as part of a team and to develop skills necessary for effective work team performance.

**Course Outcome**

Students will be able to


CO2. Assess Global Situation, Including Opportunities, Threats Impacts Management Of An Organisation


**Unit 1 Management Concepts**


**Unit 2 Planning**


**Unit 3 Organising**

Unit 4 Staffing and Directing

Nature – Significance - Recruitment & Selection Meaning - Training and Placement
– Meaning - Difference between Recruitment and Selection - Difference between Training and development.
Directing - Meaning – Definition - Key elements.

Unit 5 Managerial Control

Definition, Characteristics - Significance – Limitations – Process - Requirement of an effective control system
- Feedback mechanisms resistance to control - Overcoming resistance to control.

Skill Development Activities:

- Collect the photograph and Bio-data of any three contributors to Management thought
- Draft organizational chart and discuss the authority relationship.
- Identify the feedback control system of an organization.
- List out your strengths and weaknesses considering yourself as a manager
- Visit any recruitment firm and write down their process of recruitment

TEXTBOOKS:

* T. N Chhabra, Principles of Management
* Samuel C Creto And S. Trevis Certo, Modern Management

REFERENCES:

@ L. M Prasad, Principles And Practices Of Management
@ Koontz, Essentials of Management.
@ Daft, R. L, Management.
@ Stephen P. Robins and Marry Coulter, Management.

15BUS201 PRINCIPLES OF BANKING AND INSURANCE 3 0 0 3

Objective: The objective is to provide basic knowledge about bank operations, basics of negotiable instruments and the importance of insurance.
Course Outcome
Students will be able to
CO 2. Understand The Principles Of Banking.
CO 3. Understand The Broad Functions Of Banks.
CO 4. Analyse And Explain The Basic Raison D’etre For Banks.
CO 6. Knowledge Of The Operation And Management Of Insurance Entities, And The Economic Implications Of Organizational Design And Structure.

Unit 1 Introduction

Banking: Meaning - Definition – History – Types – Systems - Commercial Banks and its
functions - Central Banking Functions - Reserve Bank of India (RBI) – Functions – Role - International Monetary Fund - World Bank.

Unit 2 Banking Operations

Banker Customer Relationship

Bank Accounts and Customers

Types of Bank Accounts: Savings Bank Account, Current Account, Fixed Deposit Account – Non-Resident Indian Account - Opening procedure - Know Your Customer (KYC) norms.
Types of customers: Minor - Joint Account - Partnership Firm - Company Accounts - Non-Trading Association - Brief explanation of legal effect and precautions to taken by bankers while opening an account.

Unit 3 Negotiable Instrument Act 1881


Unit 4 New Age Clearing System

Electronic Banking: Meaning - Automated Teller Machine (ATM) - Internet Banking - Electronic Clearing Service (ECS) - MICR clearing - Electronic Funds Transfer (EFT) - Electronic Cheques Credit Card - Debit Card - Smart Card - Risk in E-banking - Core Banking Solutions.

Unit 5 Risk Management and Introduction to Insurance


Introduction to Insurance

Skill Development Activities:

• Collect and fill account opening form for any SB A/c

• Draw specimen of Demand Draft.

• Draw different types of endorsement of cheques.

• Paste specimen of Travellers Cheques/ Gift Cheques/ Credit Cheques.

• List out customer services offered by at least 2 banks of your choice.

• Collect brochures of different insurances and insurance companies (minimum of two)

TEXTBOOK:

Jyotsna Sethi, Nishwan Bhatia - Elements of Banking and Insurance - Prentice Hall India, New Delhi.
REFERENCES:

1. Tannan - Banking: Law and Practice in India.

1SBUS202 ORGANISATIONAL BEHAVIOUR 3 0 0 3

Objectives: To understand the foundations of individual behaviour, to understand the main components of attitudes, job satisfaction parameters, personality and values, interpersonal skills, and leadership skills to understand the role, demands of the role, leadership skills required, and motivational/development efforts needed to increase role efficacy and the effectiveness of the individual.

Course outcome
Students will be able to
CO1. Develop A Better Understanding Of The Self,
CO2. Become Leaders With Better Understanding Of Team And Team Members
CO3. To Reach Organisational Goals With Proper Understanding Of The Behaviours

Unit 1 Introduction to Organizational Behaviour

Meaning – Definition – Importance of Organizational Behaviour – Scope - Process - Importance of process.

Unit 2 The Individual

Perception - Factors influencing perception, person perception - making judgment about others, attribution theory. Frequently used shortcuts in judging others, specific applications of shortcuts in organizations, Link between perception and individual decision making, Improving creativity in decision making, bounded rationality, common bases and errors; Intuition, individual difference, organizational constraints, cultural differences, Ethics in decision making, three ethical decision criteria, ethics and national culture, definition of learning, learning cycle, learning process, process of receiving stimuli, selecting stimuli, interpreting, checking, reacting and organizing.

Unit 3 Motivational Process

Definition of motivation, Need based theories of motivation, Resource based theories, goal theories: Managing work motivation: Motivating through work: Managing Motivation.

Personality and personal effectiveness: Psychometric theories: life style approach:

personal effectiveness.

Attribution process: Internality vs Externality, costs of internality and externality; benefits of internality, developing internality, hope and optimism and their benefits.

Unit 4 Interpersonal Styles

Transactional analysis, life position analysis, Games analysis, Transactional style

– A, B, C and D styles.
Unit 5 The Role

The role and the individual; role systems; role set; role efficacy; increasing role efficacy.

Theories of leadership: Trait theories, Development of Attitudes and Values: defining attitude, work attitudes, job satisfaction organizational commitment; roles of the source, the message and destination in bringing about attitude change. Defining values: a brief overview of major theories, pertaining to social values; developing values through clarification.

Skill Development Activities:

- Characteristics of attitude as a component of successful organization – A brief discussion and prepare a report of it
- List the determinants of personality
- Factors influencing perceptions – Group discussion and preparation of a report on it
- List the characteristics of various leadership styles.

TEXTBOOKS:

Organizational Behavior - Robbins and Judge, Prentice Hall, India.

Understanding Organizational Behavior - Udai Pareek, Oxford University Press.

REFERENCE TEXTS:

Organizational Behavior - Human Behavior at Work, John W. Newstrom, McGraw Hill Companies.

Organizational Behavior - Uma Sekaran

15BUS203 INTRODUCTION TO MARKETING MANAGEMENT 3 0 0 3

Objectives: The course of marketing will be appreciated through the fundamentals of marketing. Primarily the concept of formulating STP strategies being the one of the major elements of the marketing mix with emphasis to product gives the basis to marketing.

Students will be able to

CO1. Get An Understanding Of Segmentation , Target And Positions Of Different Products.

CO2. Describe Key Marketing Concepts, Theories And Techniques For Analysing A Variety Of Marketing Situations.


Unit 1 Fundamental concept of marketing

Marketing: Meaning – Role – Scope – Importance - Market and its classification - Organisational Philosophies - Types of entities - types of marketing - marketing vs. selling - marketing mix - marketing environment - the marketing process - marketing strategy - marketing plan.

Unit 2 Marketing Segmentation, target and positioning

Factors – patterns – benefits - and levels of market segmentation - segmenting consumer markets - target marketing strategies - differentiation and positioning

Unit 3 Consumer and business buyer behaviour

Factors influencing consumer behaviour - types of buying behaviour - customer decision making process - influence of social class on buying - Indian consumer - consumer protection in India - business markets vs.
consumer market - business buyer vs. household buyer - organizational buying - types of buying situations - B2b - B2C - C2C.

Unit 4 Marketing Research


Unit 5 Product Management


Skill Development Activities:

• Identify the product of your choice and list out all details of the product in terms of the manufacturer, expiry date etc.
• Describe the above product and its stages of Product Life Cycle
• Suggest strategies for development of a product of your choice

• Study the Purchase Behaviour for a product of your choice in a Super Market

• Develop an Advertisement copy for a product.

• Prepare a chart for distribution network for a manufactured product

TEXTBOOKS:

1. Principles of Marketing - Armstrong/ Philip Kotlar
2. Marketing Management - Philip Kotlar

REFERENCES:

1. Marketing Management - Sherlaker
2. Marketing Management - Kotler, Keller, Koshy

15BUS211 ADVANCED MARKETING MANAGEMENT 3 0 0 3

Objectives: To learn the applications of Brand Management, Pricing decisions, Distribution management and Marketing communications; to learn about the emerging trends in marketing.

Course Outcome

Students will be able to
CO1. Understand Analysis And Procedures Of Marketing
CO2. Develop A Marketing Strategy Using An Understanding Of Customer Behaviour
CO4. Understand The Best Methods Of Marketing Practices
CO5. Implement marketing Principles To Maximise Business Performance

Unit 1 Brand Management and Pricing Decisions

Unit 2 Distribution Management


Unit 3 Marketing Communications


Unit 4 Global Marketing


Unit 5 Trends in Marketing


Skill Development Activities:

• Identify a Brand of your choice and compare few of its factors with its competitor

• Suggest strategies for development of any consumer product into a brand

• Study any Government Distribution System of your choice and present the advantages and disadvantages of that system.

• Collect the information on promotional mix any two products of different companies

TEXTBOOKS:

Principles of Marketing - Armstrong/ Philip Kotlar

Marketing Management - Philip Kotlar

REFERENCES:

Marketing Management - Sherlaker

Marketing Management - Kotler, Keller, Koshy

15BUS212 BASICS OF HUMAN RESOURCES MANAGEMENT 3 0 0 3

Objectives: To familiarize the student with modern trends in the management of an organisation's key resource i.e people; to give the student the give a working knowledge of key elements and functions of human resource management; to enable the student to understand the links between best practice in
human resource management and the overall achievement of the firms strategic objectives.

Students will be able to
CO1. Contribute To The Development, Implementation And Evaluation Of Employer Recruitment, Selection And Retention Plan And Processes
CO2. Develop, Implement And Evaluate Employee Orientation, Training And Development Programmes.
CO3. Acquire The Analytical Skills To Utilise Human Resources And Technological Applications.
CO4. Hone The Knowledge And Skills Needed To Effectively Manage Human Resources.

Unit 1 Introduction to HRM


Unit 2 Introduction to Labour and Industrial Laws

Meaning, objectives of - Employees PF Act 1952 - ESI Act 1948 - Factories Act 1948


Unit 5 Managing careers

Career developments: role of employee and employer - career management and employee commitment - planning and handling promotion – transfer – retirement.

Skill Development Activities:

- Prepare a Chart showing the objectives of HRM and a briefly explain the need for each function
- Prepare an advertisement for recruitment / selection of candidates for any organization of your choice.
- Give observation report of industrial safety practices followed by any organization of your choice
- Develop a format for performance appraisal of an employee.
- Choose any MNC and present your observations on training programme

TEXTBOOKS:

2. V S P Rao – Human resource Management

REFERENCES:

2. Human Resource Management – B Subrao

15BUS213

INTRODUCTION TO RESEARCH METHODS

3 0 0

Objectives: To equip the students with the required knowledge about the ethical issues related to research, to conduct a simple research, to analyze the data with the help of statistical tools and to derive conclusions.

Course Outcome
Students will be able to
CO1. conduct an individual research project under supervision
CO2. adhere to responsible laboratory or field practice regarding data collection and recording, and laboratory/field safety
CO3. understand time and project management in the successful identification of a research project, development of an experimental design, collection of accurate and precise data, critical analysis and interpretation of results, retrieval of information, and critical reading of scientific literature.
CO4. prepare a minor thesis (draft, edit, format, check for errors), and understand confidentiality issues regarding business
CO5. present a seminar on the results of a research project.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

Skill Development Activities:

- To do a survey on any relevant topic using questionnaire and present the research
• Pretest the questionnaire with any sample data in your college
• Prepare a chart showing the application of statistical analysis in a corporate
• Analyze the chronological order of a good report prepared in your college

TEXTBOOKS:
2. M C Khothari - Research Methodology

REFERENCE:
O R Krishanswami and M Ranganathan - Research Methodology for Social Sciences – Himalaya Publishing House

15BUS214 LEADERSHIP MANAGEMENT 3003

Objectives: To enable the students to understand the dynamics involved in effective decision making: to familiarize the student with the managerial roles/ functions/ styles, the importance of effective interpersonal communication, and the group dynamics at work: to enable the student to understand the importance of power and politics, to minimize and manage conflict, and to participate in and achieve organizational development.

Students will be able to
CO1. Develop Critical Thinking Skills.
CO2. Develop An Understanding Of Change Processes And Be Able To Think Critically About Obstacles To Change.
CO3. Become Good Leaders And Be Able To Use A Process For Decision Making.
CO4. To Determine Which Research Method/S Best Answer/S Their Research Question

Unit 1 Managerial Roles, Functions and Styles


Unit 2 Leadership in Organization

Charismatic Leadership, Transactional Leadership, Transformational Leadership - Authentic Leadership – Trust and Ethics in leadership - Contemporary leadership roles – Mentoring, Self leadership, Effective Leadership Communication - Online leadership; Finding and creating effective leaders.

Unit 3 Leadership and Power

Unit 4 Leadership and Organization
Organizational Structure - Organizational designs – organizational development - Employees behaviour –
Global implications - Organizational culture – Types – Ethics in organizational culture.

Unit 5 Change Management and Stress Management vis-a-vis Leadership Change management
Concept – Managing Change - Approaches to managing change, Contemporary Issues - Stress
Relaxation techniques.

Skill Development Activities:
1. Prepare a list of Transactional and Transformational Leaders.
2. Identify persons with leadership qualities and conduct an interview with them
3. Discuss any example of change management
4. Prepare a chart of the factors which made them successful leaders

TEXTBOOKS:
1. Understanding Organisational Behaviour, Udai Pareek, Oxford University Press.
2. Organisational Behaviour, Robbins and Judge, Prentice Hall, India.

REFERENCES:
2. Organisational Behaviour, Uma Sekaran

15BUS216 PRODUCTION AND OPERATIONS MANAGEMENT  3 0 0 3

Objectives: To appreciate and understand the fundamentals of production management, to introduce basic
issues connected to decision making, design, planning, and operations control in the context of achieving a
firms overall goals and strategies: to provide the students with the practice relevance of the various topics of
production and operations management.

Course Outcome
Students will be able to

CO1. understand 'operations' and 'operations management'
CO2. identify the roles and responsibilities of operations managers in different organisational contexts.
CO3. apply the ‘transformation model’ to identify the inputs, transformation processes and outputs of an
organisation.
CO4. identify operational and administrative processes.

Unit 1 Introduction to Production and Operations Management
Introduction to production and operations management – need - functions and trends in business -
operational strategies - Operation as a system - Operational technologies - innovation management.

Unit 2 Facilities Locations and Plant Layout Factors - influencing location decisions - market related - cost
related - regulatory and policy issues and other issues - location planning methods - location factor rating -
centre of gravity method - load distance method - transportation model (simple problems).
Unit 3 Aggregate Planning, Capacity Planning and Scheduling

Aggregate production planning: meaning – need - basic strategies – methods - models used - master production scheduling - material requirement planning (MRP) meaning – concept - multiple levels in products - bill of material - determining lot size.
Definition: measures of capacity – determinants - steps in the process - determining capacity requirements - developing capacity alternatives – challenges - evaluating alternatives.

Unit 4 Materials Management, Inventory Control and its Maintenance

Importance of inventory management - meaning of make or buy decision - inventory control system - continuous review system, periodic review system – selective control of inventories - issues in inventory planning - simple problems in inventory control - quality control - equipment life cycle - cost of maintenance and alternatives.

Unit 5 Project Management

Project management: meaning, phases – framework - work breakdown structure organizational breakdown structure and cost of breakdown structure - network representation of a project - constructing the network - PERT/CPM - simple problems.

Skill Development Activities:

- Prepare a chart on the production flow of any assembly line and understand the plant layout
- Study the inventory system of any factory and present it
- Discuss any project and its different phases

TEXTBOOKS:

1. Production and operations management - S N Chary
2. Production Management - K. Ashwathappa

REFERENCES:

1. Operations Management - Theory and Practice - B. Mahadevan
2. Production and operations Management - Kanishka Bedi

15BUS301 PRINCIPLES OF INTERNATIONAL BUSINESS 3 0 0 3

Objectives: To introduce students to the contemporary issues in International Business that illustrates the unique challenges faced by managers in the international business environment; understand the conceptual underpinnings of Multinational Enterprises (MNE’s), the environment to which they operate, and the management challenges posed by the environment; to understand ma laws and institutions, and the regulatory environment governing international trade, to learn the basics of international financial management, in particular foreign exchange exposure ,management to learn about the effect of cultural differences on the environment of international business; to understand the ethical and social responsibilities of MNE’s.

Course Outcome
Students will be able to
CO1. analyze and solve problems related to strategy and international business issues for companies.
Unit 1 Conceptual Underpinnings, Environment and Challenges


Unit 2 Modes of Operations in International Business and the Economic Environments facing businesses.


Unit 3 Laws, Regulation and Institutional Framework

Brief only: Global trading environment, Trade In commodities, Commodity agreements OPEC, Trade blocs, Bilateral and Multilateral Trade laws, GATT and WTO, UNCTAD, Regional Trading Agreements and NAFTA, ASEAN, TRIPS, TRIMS, National Regulation of International Business: Free Trade versus Trade protection, Forms of trade regulation, Regulation of FDI in India, Problems and prospects for Indian business.

Unit 4 Foreign Exchange Exposure and Foreign Trade

Meaning and an elementary understanding only. Foreign exchange, Foreign exchange market, Exchange rate, Traditional Foreign exchange Instruments: Spot transactions, Forward transactions; Derivatives Options, Currency swaps, Futures contracts. Export and Import: Meaning, Merits and demerits, characteristics, types, strategic advantages to an economy. Export Documentation: Objectives, Letter of Credit, Draft, Bill of Lading, Additional Documents

Unit 5 Cultural Environments facing business, Ethical and social Responsibilities of MNEs


Skill Development Activities:
- List out any 10 Joint Ventures of India
- Conduct a group discussion on impact of unemployment on GDP and prepare a report on it
- Organize a debate on Regulation of FDI in India
- List out traditional foreign exchange instruments
- Prepare a report on Social Responsibility of a MNE

TEXTBOOK:

Vyuptakesh Sharan, International Business Concept, Environment and Strategy, Pearson Education

REFERENCES:
1. Francis Cherunilam, International Business, Text and Cases, and Air International Business Environment,
Responsibility

Objectives: The primary objective is to help students understand the relevance of ethics in their personal as well as professional life.

Course Outcome
Students will be able to
CO1. Lay The Foundations For The Major Ethical Schools Of Thought
CO2. Understand The Ethical Implications Of Business Policies And Decisions
CO3. Understand The Importance Of Different Perspectives Of CSR In The Business World
CO4. Understand The Importance Of Making Informed, Practical Judgments Based Upon Knowledge Of Sound Ethical Principles And Motivations
CO5. Device The Frameworks For Analysing Different Stakeholders In And Around Companies At National And Global Level

Unit 1 Business ethics - An overview

Unit 2 Ethics in business in Indian perspective
Importance of ethical behaviour in personal and professional life - law of karma – meaning - how it operates.

Unit 3 The ethical organization and its corporate code

Unit 4 Corporate Social responsibility & Environment ethics

Unit 5 Ethical Dilemmas - workplace, functional areas & ethical issues in global business
Dilemmas at work - ethical dilemmas: power - authority and trust – secrecy - confidentially and loyalty - resolving dilemmas manager - employee.

Skill Development Activities:
- Make a survey of local political influence on Business.
- Make report on the recent ethical issues.
- Make an environment impact assessment for an upcoming project in your local area.
- Prepare a report based on CSR activities of one of the companies near your locality.
- Presentation on preparing Corporate Code of different companies
**TEXTBOOK:**

*Hartman & Chatterjee, Perspectives in Business Ethics*

**REFERENCES:**

1. John R Boatright, *Ethics and the conduct of business*
2. Illustrations and supporting articles from business journals

**15BUS304 INVESTMENT AND PORTFOLIO MANAGEMENT 4 0 0 4**

**Objective:** To provide an insight in to the process and concept of security analysis and managing the portfolio of investments.

Course outcome

Students will be able to

- CO1 will acquire knowledge of various kinds of risk
- CO2 will be able to construct portfolios on the basis of analysis
- CO3 to understand securities market and indicators of securities in the market
- CO4 will be able to evaluate portfolios and create portfolio revision strategies

**Unit 1 Investment**


**Unit 2 Concept of Return and Risk**


**Unit 3 Overview of Security Analysis**


**Unit 4 Portfolio Construction**


**Unit 5 Portfolio Revision and Portfolio Evaluation**

Meaning - Need - Constraints in Portfolio Revision - Portfolio Revision Strategies -


**Skill Development Activities:**

- Analysis the present market condition for a fundamental analysis for investing in shares
• Consider the prevailing best industry on the basis of economic analysis for investing
• Compute the best company to invest now in the light of Beta and Alpha studies, BSE and NSE
• Collect price variation of 5 scripts over a period of one month and analyze the trend

TEXTBOOKS:

1. Kevin - Security Analysis and Portfolio Management, PHI Publishers

REFERENCES

1. Bhalla - Investment Management, Security Analysis and Portfolio Management - S. Chand

15BUS305 INTRODUCTION TO INCOME TAX LAW AND PRACTICE 3 1 0 4

Objective: To familiarize the students with the basic principles and practices of Income Tax.

Course outcome
Students will be able to
CO1. describe how the provisions in the corporate tax laws can be used for tax Planning
CO2. explain different types of incomes and their taxability and expenses and their deductibility.
CO3. learn various direct and indirect taxes and their implication in practical situations
CO4. state the use of various deductions to reduce the taxable income.

Unit 1

Unit 2

Unit 3
Exemptions from Total Income.

Unit 4
Deductions from Gross total income - 80C - 80CCC - 80CCD - 80CCF - 80D - 80DD - 80DDB - 80E - 80G - 80GG - 80GGA - 80GGC - 80QQB - 80RRB - 80TTA - 80U.

Unit 5
Computation of Total Income and Calculation of Tax Liability of Individual assesses only.

TEXTBOOKS:
Dr. H C Mehrotra, Dr S P Goyal - Income Tax Law and Practice, Sahitya Bhawan Publications.

REFERENCES:
Dr Bhagavathi Prasad - Direct Taxes Law & Practice – Wishwa Prakashan, New Delhi.

15BUS311 ENTREPRENEURSHIP DEVELOPMENT 2 1 0 3

Objectives: To provide the students an opportunity to relate the concepts to real life business and acquire the knowledge to become successful entrepreneur.
Course Outcome
Students will be able to
CO1. Discern distinct entrepreneurial traits
CO2. Know the parameters to assess opportunities and constraints for new business ideas
CO3. Understand the systematic process to select and screen a business idea
CO4. Design strategies for successful implementation of ideas
CO5. Write a business plan

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5
Financing of Business – Characteristics of Business Finance – Sources of Business Finance – Debt – Equity Considerations – Profit Planning and Budgeting (Theoretical aspects only).

Skill Development Activities:

• Collect information on the factors that have helped to start an enterprise by any two successful personality
• Prepare the flow chart with the determinants that have helped to establish an organization in your locality.
• Prepare a Report on the survey of any business unit in the region located near your college.
• Success stories of Entrepreneurs in the region to be discussed

TEXTBOOKS:

1. Entrepreneurship: Rajeev Roy, Oxford University Press
2. Entrepreneurial Development: Vasant Desai

REFERENCES:

1 Entrepreneurial Development: Bhanucholi
2 Entrepreneurship Development: Dr. K. G. C. Nair

15BUS313 INTRODUCTION TO STRATEGIC MANAGEMENT 3 1 0 4

Objectives: To appreciate the complexities of managing a formal organisation; to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firms situation.
Course Outcome
Students will be able to
CO1. know, understand, and apply the strategic management process to analyze and improve organizational performance.
CO2. conduct and draw conclusions from external analyzes of an organization's environment;
CO3. conduct and draw conclusions from internal analyzes of an organization's capabilities;
CO4. formulate realistic strategies;
CO5. develop implementation plans to execute those strategies.

Unit 1 Strategic Concepts

Unit 2 Internal Assessment and External Assessment
Key internal forces - management audit - basic functions or activities that make up the different functional areas of business.
Key external forces - sources of external information - Porters five forces model of competition - cooperative vs competitive strategies.

Unit 3 Strategies for Managing Business

Unit 4 Strategy Analysis
Three stage strategy formulation - SWOT matrix - SPACE matrix - BCG matrix - value chain analysis.

Unit 5 Implementation Strategies, Strategies Review and Evaluation
Meaning - Strategy formulation vs strategy implementation - matching structure with strategy - creating strategy supportive culture - challenges in strategy implementation.

Skill Development Activities:
- Present a chart showing Strategic Management Process.
- Select any organization and undertake SWOT analysis, SPACE matrix and BCG matrix
- Present strategy followed by an FMCG company in Indian Market.
- Select any sector and make competitive analysis using Porter's five forces model.
- List social responsibility action initiated by any one company.
- Select any organization and identify the Key Result Areas

TEXTBOOK:
Fred R David, Strategic Management Concepts and Cases

REFERENCES:
1 V S P Rao And V Hari Krishna, Strategic Management Text And Cases
2 Amita Mital, Cases in Strategic Management
4 Upendra Kachru, Strategic Management Concepts and Cases.
Objectives: To have the knowledge and skills to improve the effectiveness of a non-profit organisations; know basic legal requirements affecting non-profit organisations; formulate strategies for improving a non-profit organisations internal and external capacity

Course Outcome
CO1. Understand the concept of fund raising and various social beneficial undertaking projects.
CO2. Will be able to understand establishment and working of NGO’s
CO3. Conceptualisation of CSR activities
CO4. Involving in nation development activities and understanding the challenges of NGO’s.

Unit 1 Introduction Role and significance of Non-Profit Organisations (NPOs) Understanding Non-Profit Organisations. Some fallacies about Non-Profit Organisations. Trends and challenges of Non-Profit Organisations. Formation and management of a society. Non-Government Organisations (NPOs). Non-Government Organisations (NPOs) and Government Policy. Emerging role of Non-Government Organisations (NPOs).


Unit 3 Founding a NPO Finance functions in NPOs. The World of Microfinance Deferred donations. Financial systems in NPOs Management control and process. Management Accounting in NPOs Effective and reliable controls. Techniques of managerial control. Accountability and financial transparency for NPOs. Project Planning and Evaluation. Community Participation. Working with beneficiary groups. Scalability and Replication of Non-Profit Success, the Board of Trustee as Guardian of the Social Mission.


Skill Development Activities:
- Collect details of NGOs in the country
- Visit any NGOs and prepare report, based on their role and functions
- Discuss the means of promotion of an NGO
- Comment on community participation of an NGO of your choice

TEXTBOOK:
REFERENCES:
15BUS315  PROJECT MANAGEMENT  3 0 0 3

Objective: To make the students understand the procedure of selecting a project and preparation of project report.

Course outcome
Students will be able to
1. Learn to address specific management needs at the individual, team, division and/or organizational level
2. Apply practical applications of project management to formulate strategies allowing organizations to achieve strategic goals
3. Develop a perspective of leadership effectiveness in organizations
4. Acquire team-building skills required to support successful performance

Unit 1

Unit 2
Project identification – sources of project ideas – project formulation – steps in project formulation – Project planning – steps in business planning - feasibility analysis and feasibility reports.

Unit 3
Project design – network analysis – PERT and CPM – Financial analysis – significance – financial tools like trend analysis, ratio analysis, fund flow analysis, break even analysis.

Unit 4
Sources of finance – internal and external – institutional finance – project appraisal, steps and implementation.

Unit 5
Project report – objectives, importance and contents of a project report - project report preparation (practical) Skill Development - Preparation of a Project report (practical) Preparing a letter to the concerned authority - seeking license to the SS Unit, you propose to start. Format of a business plan. A report on the survey of SSI units in the region where college is located. Chart showing financial assistance available to SSI along with rates of interest. Chart showing tax concessions to SSI both direct and indirect. Success stories of Entrepreneurs in the region

Skill Development Activities:
- Preparation of a Project report (practical)
- Preparing a letter to the concerned authority-seeking license to the Small Scale Unit, you propose to start.
- Format of a business plan
- A Report on the survey of SSI units in the region where college is located.
- Chart showing financial assistance available to SSI along with rates of interest.

TEXTBOOKS:
1. M. C. Dileep Kumar, Ajith Kumar – Project Management, Kalyani Publishers
2. Vasanth Desai – Project Management, Himalaya Publishing

**REFERENCE BOOKS:**
2. B. M. Patel – Project Management, Vikas Publishing House

15BUS331   FINANCIAL SERVICES AND MARKETS      3 0 0 3

**Objectives:** Financial markets have been increasingly influenced in recent times by financial innovations in terms of products and instruments, adoption of modern technologies, opening up of the market to the global economy, streamlining of regulatory frameworks and so on. Keep this in mind, the aim of this course is to make the students aware of the ever changing scenario of financial markets and services.

Course outcome
Students will be able to
CO1. Define, explain and illustrate some of the frameworks and approaches that are helpful in marketing financial services;
CO2. Describe how financial markets operate :
CO3. Discuss how financial services will affect :
CO4. To position value propositions, products and brands in customers’ minds

Unit 1

Unit 2
Factoring and forfeiting: The concept of Factoring and Forfeiting - Export Factoring - Forfeiting - RBI and Forfeiting.

Unit 3
Securitization and Credit Rating: The concept of Securitization - Credit Enhancement
Securitization in India - Legal Framework. The concept of Credit Rating - Rating Framework - Credit Rating Agencies in India - CRISIL, CIBIL etc. Credit Rating Agencies and SEBI.

Unit 4
Mutual Fund: The concept of Mutual Fund - Mutual Fund in India - The Structure of a Mutual Fund Types of Mutual Fund - Analyzing the Mutual Fund - Regulations Regarding Mutual Funds.

Unit 5
Money Market and Capital Market
Money Market - Evolution of Money Market in India - Post-Liberalization Period - Treasury Bill. Call Money Market – Inter Bank Call Market in India – collateralized
Capital Market – Commercial Papers – Developments in Commercial Papers Market – Certificate of deposits (CD) – IPO, FPO.

**Skill Development Activities:**

- Collection of Share certificate/ debenture certificate.
- Collect any specimen of new Financial Instruments and record the same.
- Select any Mutual Fund and examine the various closed and open-ended schemes offered.
Visit any Housing Finance Companies and analyze the features of various financing schemes offered
Visit a Stock Broking Office and collect new issue application form and fill it,
Ask the students to prepare a diagram showing the working of a Stock Exchange,
Collect an advertising copy of the mutual fund scheme and paste it,
List the various types of Credit Cards issued by financial service sector, and
Prepare a list of various Mutual Fund Schemes and classify them under Open-ended and Close-ended Scheme

TEXTBOOKS:

REFERENCES:
1. Rajesh Kothari – Financial Services in India, Sage Publications
2. Tripathy – Financial Services, Prentice Hall of India.

15BUS332 INTEGRATED ADVERTISING AND BRANDING 3 0 0 3

Objective: The students are expected to gain comprehensive understanding of the concepts of professional practices in Advertising and Branding for Integrated Marketing Communication (IMC). Content of the course gives an exposure to the foundation of design and implementation techniques for all the presentable marketing formats like print, broadcast and new digital media, through discussions of case studies from advertisement industry from a perspective of IMC.

Course outcome
Student will be able to
CO1. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment.
CO2. Develop an advertising plan and present and defend it persuasively.
CO3. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.
CO4. Collaborate in the development of advertising and marketing communications material, in compliance with current Canadian legislation, industry standards and business practices.

Unit 1

Unit 2

Unit 3

Unit 4
Advertising Strategies - Marketing for Clients - Advertising Management - Basic Elements of

Unit 5

Skill Development Activities:

- By selecting an appropriate theme & appeal, create & enact an advertisement for a range of any established products. For this purpose, the class should be divided into groups and formal presentations have to be evaluated.
- List out a few celebrity brand endorsements and the appropriateness of using them.
- Draw a chart showing the brand environment
- List out a few recent news and trends about brands
- List out some of the methods of brand valuation
- List out a few brands and the adjectives attached to them.

TEXTBOOKS:


REFERENCES:


15BUS333 LOGISTICS AND SUPPLY CHAIN MANAGEMENT 3 0 0 3

Objectives: To understand the general concept of logistics and supply chain management; to better analyze the distribution channel, starting from raw material supply to the finished good delivery to the end user; to learn the re-engineering of existing logistics network; to apply the global trends in supply chain management such as the IT application etc.

Course outcome
Students will be able to
CO1.Conceptualization of logistics and supply chain management
CO2. Frame strategies and making designs on network design
CO3. Appreciate growth of supply chain management as a quality assurance tool.

Unit 1 Introduction to Logistics and Supply Chain Management

Unit 2
Supply Chain planning, Strategy formulation and design of Supply Chain network. Supply chain strategy

Unit 3
Logistics and supply chain relationships, and managing inventory and transportation in a supply chain. Distribution logistics - Channel structure - Function and design of channel of distribution - Types of distribution channels - Proper Channel Design

- Physical distribution management - Economics of distribution - Logistics service alliances. Basics of Inventory management - Basic inventory control systems - Modern approaches to inventory management. Role of transportation in a supply chain - Transportation Infrastructure - Its Economics and Pricing - Transportation Management System (TMS) - Transportation Services - Transportation Costs.

Unit 4

Unit 5

Skill Development Activities:
- By selecting an appropriate companies find out how their logistics and supply chain management is implemented and how effective it is and mention their advantages and disadvantages. Formal presentations have to be evaluated.
- Case studies or hands-on experience by visiting a logistics firm
- An orientation about the career prospects in this domain will be an encouraging aspect for the students
- The students may propose a better option for some of the logistics application, they are using daily, such as the transportation facility of food/students to the campus etc.

TEXTBOOKS:
1. Satish C Aliwadi, Rakesh P Singh-Logistics Management, PHI
2. Sunil Chopra, D V Kalra, Peter Meindi - Supply Chain Management: Planning and Operations, Pearson

REFERENCES:
1. Donal Bowersox, David Closs, M Bixby Cooper - Supply Chain Management, TMH
2. Sunil Sharma - Supply Chain Management: Concepts, Practices and Implementation, Oxford University press

15BUS334 RURAL MANAGEMENT 3 0 0 3

Objectives: To enlighten the students the significance of rural industrialization and the management of rural industries.
Course outcome
Student will be able to
CO1 will be able to understand concepts rural industrialisation
CO2 will be able to apply policies and programmes for small scale and cottage industries of rural area
CO3 will be able to understand schemes available for industrialisation in rural areas
Unit 1
Concept of Rural Industrialization - Importance of Rural Industrialization for rural development - Gandhian approach to rural industrialization - appropriate technology for rural industries.

Unit 2
Policies and programmes for the development of rural industries - Industrial Policy resolutions - five year plans - khadi and village commission - objectives - K.V.I.C. during five year plan periods.

Unit 3
Rural industrial sectors - small scale - handloom - agro based industries - rural artisans - handicrafts and sericulture - problems of marketing - marketing strategy and information system for rural industries - consortium approach – exhibitions.

Unit 4
Field level organizations - District Industries Centre (DIC) - National Institute for Small Industries Extension and Training (NISIET) - Small Industry Development Organization (SIDO) - small industries service Institutions - consultancy organizations.

Unit 5
Financial organizations - regional rural banks and state finance corporations.

TEXTBOOKS:

REFERENCE TEXTS:
2. Vasant Desai – Rural Development in India, Himalaya Publishing

15BUS335 RURAL MARKETING 3 0 0 3

Objectives: The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for planning of Rural Products; to create awareness about the applicability of the concepts, techniques and processes of marketing in rural context; to familiarize with the special problems related to sales in rural markets.

Course outcome
Students will be able to
CO1 will get concept of rural marketing
CO2 various products and distribution channels in rural marketing
CO3 will be able to apply marketing strategies for marketing rural products

Unit 1 Overview of Rural Marketing

Unit 2 Rural Markets & Decision
Unit 3 Product & Distribution
Product/ Service Classification in Rural Marketing - New Product Development in Rural Marketing - Brand Management in Rural Marketing - Rural Distribution in channel management - Managing Physical distribution in Rural Marketing - Fostering Creativity & Innovation in Rural Marketing - Sales force Management in Rural Marketing.

Unit 4 Rural Consumer Behaviour in Marketing Research
Consumer Buyer Behaviour Model in Rural Marketing - Rural Marketing Research - Retail & IT models in Rural Marketing - CSR and Marketing Ethics in Rural Marketing Source of Financing and credit agencies - Consumer Education & Consumer Methods in Promotion of Rural Marketing - Advertisement & Media Role in Rural Marketing Promotion Methods.

Unit 5 Trends in Rural Marketing

TEXTBOOKS:
1. Rural Marketing - C G Krishnamacharyulu, Lalitha Ramakrishnan - Pearson Education
2. Rural Marketing: Indian Perspective by Awadhesh Kumar Singh Satyaprakash pandey, New age publishers.

REFERENCES
1. New Perspectives on Rural Marketing: Includes Agricultural Marketing By Ramkishen Y.
2. Rural Marketing, Pradeep Kashyap & Siddhartha Raut, Biztantra
3. Rural Marketing - U. C. Mathur, excel books, 1/e
4. Indian Rural Marketing Rajagopal Rawat Publishers

15BUS336 SALES AND DISTRIBUTION MANAGEMENT 3 0 0 3

Objectives: To introduce course participants to the issues, problems and choices facing a sales manager; to expose course participants to the tools and strategies necessary for designing, motivating and evaluating sales and distribution management systems: to introduce course participants to national and international sales and distribution practices.

Course outcome
CO1. recognise and demonstrate the significant responsibilities of sales person as a KEY individual.
CO2. describe and Formulate strategies to effectively manage company’s sales operations.
CO3. evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.
CO4. illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management.

Unit 1 Introduction to Sales Management

Evolution, nature and role of sales management - importance of sales management - personal selling - difference between selling and marketing - selling skills - marketing management process - sales management process - emerging trends in sales management - selling process - stages in selling process - sales promotion.

Unit 2 Sales Organisation and sales quota Introduction - organizational principles - organizational design - sales territory - size and allocation of sales territories - allocation of sales territories - designing a sales territory - sales quota - procedure for setting quota - types of sales quota - methods and problems in setting sales quota.
**Unit 3** Recruitment of sales force

**Unit 4** Distribution Management
Distribution system - selection of distribution channels - role and functions of channels of distribution - logistics for customer satisfaction - physical distribution management - transportation and warehousing.

**Unit 5** Techniques of managing distribution
Retail management - retail industry - characteristics of retailer - strategic retail planning - distribution of services - location and accessibility - major intermediaries for service delivery - introduction to ERP and SAP.

**TEXTBOOKS:**
2. Dr. S. L. Gupta - *Sales and Distribution Management Text and Cases*, Excel Books

**REFERENCES:**
1. Pingali Venugopal - *Sales and Distribution Management An Indian Perspective*, Response Books
2. U. C. Mathur - *Sales and Distribution Management* — New Age International Publishers

**15BUS351 COMMUNICATION FOR MANAGERS 3 0 0 3**

**Objectives:** To familiarize learners with the mechanics of writing; to enable learners to write in English precisely and effectively.

Course outcome
Students will be able to
CO1. recognize their ethical responsibilities to their community, society, discipline, and profession based on various perspectives and associated standards of ethical communication.
CO2. communicate critical financial data to stakeholders in an understandable manner
CO3.to develop intercultural sensitivity.

**Unit 1** Personal Communication
Journal writing, mails/emails, SMS, greeting cards, situation based - accepting/ declining invitations, congratulating, consoling, conveying information.

**Unit 2** Social Communication
Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

**Unit 3** Work place communication
e-mails, minutes, reports of different kinds - annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

**Unit 4** Research writing
Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

**Unit 5** Writing for media and creative writing
Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.
TEXTBOOKS:


REFERENCE:


15BUS352 CUSTOMER RELATIONSHIP MANAGEMENT 3 0 0 3

Objectives: On successful completion of the course the students should have: Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing.

Course outcome
Students will be able to
CO1. explain and characterize the major concepts and framework of customer relationship management.
CO2. analyze the key drivers using data from observations, experiences and systematic research methods for successful customer relationship management programs.
CO3. apply the concepts and tools with other related or unrelated fields to design innovative customer relationship management program for a real company.

Unit 1

Unit 2
CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM.

Unit 3

Unit 4

Unit 5
Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:

Philip Kotler, Marketing Management, Prentice Hall, 2005

15BUS353 WEB-BASED MARKETING 3 0 0 3

Objectives: The digital marketing landscape has changed more rapidly by the adoption of mobile and social media to engage customers in dynamic, multiparty conversations. It has revolutionized how marketers operate, and the skills they need to be successful. The course is designed to introduce students to the world of web-based marketing.
of multi-channel marketing, and provide them with the advanced technical skills and marketing savvy they need to identify, engage, and develop relationships with customers in a digital environment.

**Course outcome**

**Students will be able to**

CO1. learn that online-campaigns must be based on existing marketing strategies.
CO2. communicate how strategies defined by the corporation can be realized into actions, in such a way, that they remain strategy-compliant.
CO3. understand the role of web based marketing in current scenario

**Unit 1**


**Unit 2**


**Unit 3**


**Unit 4**


**Unit 5**


**TEXTBOOKS:**

Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation  
Mar 2012 by Calvin Jones, Damian Ryan

**REFERENCES:**


**15BUS354 PRINCIPLES OF EXPORT MANAGEMENT 3 0 0 3**

**Objective:** The objective of this course is to familiarize the students with the essentials of export management to equip them to be independent export entrepreneurs or employed in export houses of the country. The emphasis obviously is the Indian context.

**Course outcome**
Students will be able to
CO1. conduct a search for export opportunities and be able to link the findings to an export and marketing strategy.
CO2. access and evaluate relevant export information from a wide range of sources, and integrate the information in terms of an export strategy, cognisant of marketing, designed for a specific company.
CO3. explain and apply the typical methods and procedures involved in export management and marketing from an export perspective.

Unit 1 Introduction
Concept of foreign trade – Trade and development: Foreign trade as an engine of growth. Exporting: Meaning and importance to a growing economy – Growth of world trade. Trends in India’s export trade since independence: Value, Composition and direction of India’s export trade - Direction of India’s export trade, India’s share in world trade, Reasons for India’s poor share in world trade - Export of services. Export promotion measures. Functions of an export manager.

Unit 2 Starting an Export Business

Unit 3 Export Strategy and Export Marketing
Marketing strategies: Issues involved – Steps in exporting – Export marketing plan: Need, steps involved: setting of marketing objectives, market segmentation, market research, product characteristics, export pricing, distribution channels, promotion and budget and time schedule. Analysing the company’s strengths and weaknesses: Assessing the past performance, assessing its competitors, find export opportunities, deciding on exports marketing objectives, and preparing action plans to achieve the objectives.

Unit 4 Export Finance
Export finance needs – Terms of payment: Payment by documentary credit, Advance payment, Cash against documents (CAD), Documents on Acceptance (DA) Consignment bills – Packing credit/ pre-shipment credit and its formalities – Post-shipment finance: Short, medium and long term.

Unit 5 Institutional Agencies in India

TEXTBOOKS:

REFERENCES:

Websites:
www.eximbankindia.in
www.ecgcindia.in
www.fieo.org
Objectives: To create a basic knowledge on the genitism, growth and development of tourism; to have an understanding of various national and international tourism organizations; to define the term "tourist" and measurement of tourism phenomenon.

Course outcome
Students will be able to
CO1. Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.
CO2. Apply the concepts and skills necessary to achieve guest satisfaction.
CO3. Develop leadership and teamwork to achieve common goals.
CO4. Conduct him/herself in a professional and ethical manner, and practice industry-defined work ethics.

Unit 1 Growth and Development of Tourism
Tourism as an ancient phenomenon - pleasure travel - religion as a motivator - industrial Revolution and development of tourism - effects of Great World Wars on transport system - advent of jet and high speed trains - causes of rapid growth - meaning, nature and components of tourism - basic travel motivations.

Unit 2 Organisation of Tourism
Need for organization - factors influencing types of organization - the national tourist organization - tourist organisation in India - International organization of tourism - International Union on Official Travel Organisation (IUOTO) - World Tourism Organisation (WTO) - Pacific Area Travel Association (PATA) - International Air Transport Association (IATA) - American Society of Travel Agents (ASTA).

Unit 3 Measurement of Tourism
Need for measuring tourism phenomenon - methods of measurement - importance of tourist statistics - types of tourist statistics - definition of the terms tourist, domestic tourism and international tourism - tourism planning and development - planning for tourism - assessment of tourist demand and supply - basic infrastructure financial planning - human resources planning - tourism marketing - environmental and regional planning.

Unit 4 Tourism and Economic Development
Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development - employment opportunities - cultural tourism - international understanding.

Unit 5 Role of travel agencies in tourism
Thomas Cook and organisation of travel - introduction of railway and air travel - travel agency - tour operator - need for legislation - travel agencies in kca - Travel Agents’ Association of India (TAAI).

Skill Development Activities:
• List any five natural tourist spots and identify the special features,
• History and scope for making them revenue generating sources.
• Prepare a tour plan to organize a tour for your family/students’ tour.
• List the travel agencies and tour operators in your area/taluk/district.
• List the package tours organized by travel agencies.
• Prepare a chart showing the organization structure of a travel agency

TEXTBOOKS:
This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester or fourth semester) and if they identify a worthwhile project, they shall register for a 3-credit Live-in-Labs project, in the fifth semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

Course outcome
Students will be able to learn
CO1. The selection of a particular project based on certain decisional criteria
CO2. Use of data collection methods
CO3. Analyse the collected data using statistical tools

Minor project is basically meant to understand the practical aspects of concepts learned during all the semesters in the real life scenario. The project would impart practical exposure to all the students in the Industry. The students will be doing projects relating to the different business practices as chosen by them. They have to publish the outcome of the minor project in reputed national/ international journals.

It is oriented towards developing the skills, knowledge and attitudes needed to make an effective start as a member of the Management profession. Every student will have to do an assigned project work on a particular topic relevant to the area of their study. The final project evaluation will be done at the end of the semester on the basis of the dissertation submitted by the student duly signed by the project supervisor.

Objectives: To provide basic knowledge of the framework of financial accounting to the extent it is useful for managers.

Course outcome
Students will be able to
CO1. To articulate fundamental accounting knowledge relating to financial statement preparation and analysis
CO2. Solve basic accounting problems independently.
CO3. Get an understanding of preparation of Trial balance
CO4. Prepare financial statements


Skill Development Activities:

- Accounting Concept - Illustration on Dual Aspect Concept,
- Correcting a wrong trial balance,
- Correcting a wrong Trading, and Profit and Loss Account, and
- Correcting a wrong Balance Sheet.
- Collection of Joint Venture Agreement and brief analysis,
- Preparation of Joint Bank Account with imaginary figures, and
- Preparation of Proforma Invoice and Account Sales
- Preparing a Bank Reconciliation Statement with imaginary figures

TEXTBOOKS:


REFERENCES:


Objective: The objective is to provide accounting aspects of corporate organizations.


Unit 5 Liquidation of Companies – Meaning – Types of Liquidation – Liquidators Final Statement of Account – Payment of Various Liabilities – Distribution of Surplus.

Skill Development Activities:
- Draft Liquidator’s Final Statement of Account
- Preparing an Income Statement of a company with imaginary figures
- Collect Annual Report of a company and prepare Schedule of changes in Working Capital
- Listing of companies which went Bankruptcy in the past years
- Compute value of Goodwill of a company with imaginary figures

TEXTBOOKS:

REFERENCES:

15COM203 COST ACCOUNTING 3 1 0 4

Objectives: To understand the basic concepts and processes used to determine product cost; to gain knowledge of preparation of budgets, standard costs and variance statements; to gain the skills required for cost ascertainment and decision making.

Course Outcome
Students will be able to
1. apply cost accounting methods to evaluate and project business performance.
2. apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making.
3. explain the increase in the accuracy of determining the cost of objects resulting from allocation of support departments to operating departments; and from identifying common costs and revenues.
4. solve problems on cost accounting

Unit 1
Unit 2
Materials: Meaning - Direct and Indirect - Purchase Procedure - Centralized and Decentralized Purchasing - Stock Levels (Problems on Stock Levels) - Issue of Materials - Pricing of Issues (LIFO, FIFO)
Overheads: Meaning – Classification - Allocation, Apportionment and Absorption of Overheads - Primary Distribution of Overheads and Secondary Distribution Summary - Calculation of Machine Hour Rate.

Unit 3
Operating Costing: Transport costing - Calculation of Cost Per Km. - Cost Per Passenger Km. - Cost Per Tonne Km.
Contract Costing: Recording of Cost-Profit on Incomplete Contracts- Notional Profit and Calculation of profit on the basis of Estimated Profit.

Unit 4
Budgeting and Budgetary Control: Meaning – Importance - Types of Budgets - Problems On Flexible Budget And Sales Budget.

Unit 5
Marginal Costing: Meaning - Importance – Assumptions - Problems on - Break Even Point – Profit /Volume ratio - Margin of Safety.

Skill Development Activities:

- Classification of costs incurred in the making of a product.
- Identification of elements of cost in services sector
- Cost estimation for the making of a proposed product with imaginary figures
- Collect a draft documents relative to Labour
- Collection and Classification of overheads in an organization
- Prepare a stores ledger with imaginary figures of transaction under FIFO and LIFO method
- Prepare a flexible budget with imaginary figures
- Prepare a sales budget with imaginary figures

TEXTBOOKS:
2. Khanna Pandye and Ahuja – Cost Accounting

REFERENCES:
2. Horngren Foster and Datar, - Cost Accounting.
3. S N Maheshwari - Cost Accounting

15COM217 MANAGERIAL FINANCE 3 1 0 4

Objective: To understand financial management concepts and its important functions taking into account other relevant financial issues.
Course outcome
Students will be able to
CO1. Understand the financial services component industries (insurance, banking, securities, real estate and financial planning) interactions.
CO2. Acquire financial decision making skills
CO3. A thorough understanding of financial decisions taken by a corporate
CO4. Evaluate the project on the basis of return on investment

Unit 1 Introduction
Meaning of Finance - Financial Activities - Real and Financial assets - Finance Functions - Equity and Borrowed Funds - Raising and Allocating Funds - Organization of Finance Functions - Functions of a Finance Manager.

Unit 2 Financial Decisions

Unit 3 Capital Budgeting

Unit 4 Working Capital Management

Unit 5 Dividend Decisions

Skill Development Activities:
• List out the sources of funds for a manufacturing company
• As a finance manager of a company state your function
• Consider a project of your choice and compute Pay-Back-Period under discount and technique with imaginary figures
• Compute requirement of working capital with imaginary figures

TEXTBOOKS:
1. Dr. S. N. Maheshwari, Elements of Financial Management, S. Chand and sons

REFERENCES:
Course outcome
Students will be able to
CO1. describe the usage of computers and understand why computers are essential components in business and society
CO2. utilize the Web resources and evaluate on-line e-business system.
CO3. solve common business problems using appropriate Information Technology applications and systems.
CO4. identify categories of programs, system software and applications.
CO5. organize and work with files and folders.
CO6. describe various types of networks, network standards and communication software.

Unit 1

Word Processing Application – MS Word
1. Open a new document and set page size to A4, margins to left (2 cm), right (2cm), top (2.5m), bottom (2.5cm)
a. Type the following text:
Through Her extra ordinary acts of love and self sacrifice, Amma has endeared Herself to millions. Tenderly caressing everyone who comes to Her, holding them close to Her heart in a loving embrace, Amma shares Her boundless love with all. Be they young or old, sick or poor everyone who comes to Her receives the same unconditional love.
Amma’s compassion has given rise to a vast network of charitable and spiritual activities, which is drawing attention throughout the world. At the root of these services lies Amma’s teaching that the divine exists in everything-in every person, plant and animal. Perceiving this unity is the essence of spirituality and the means by which to end all suffering. It is through this simple, yet powerful message that Amma is transforming our world, one embrace at a time.
e. Apply Page Borders, Paragraph Borders and shade the paragraphs.
f. Give appropriate heading in the Header and Page number, date in the Footer.
g. Apply paragraph settings to the document.
h. Format the text and apply bullets and numbering using menu.
i. Insert a picture in the document (use OLE feature)
j. Change one paragraph of the document into newspaper layout.
k. Practice tab settings.

2. Insert a table containing 6 rows and 7 columns: Headings – Student No, name, Mark1, Mark2, Mark3, Total, and Average.
a. Enter the details of 5 students.
b. Calculate Total & Average using ‘Formula’ option.
c. Sort the details of students in the order of Average.

3. Generate 10 copies of interview letters to candidates from different states informing the place and time of interview. (Mail Merge)
Unit 2
Spread Sheet Application – MS Excel

1. Open a new work book and enter the details:

<table>
<thead>
<tr>
<th>Employee No</th>
<th>Name</th>
<th>Basic Pay</th>
<th>DA</th>
<th>HRA</th>
<th>PF</th>
<th>Net Pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>E001</td>
<td>Anu</td>
<td>6000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E002</td>
<td>Anju</td>
<td>8000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E003</td>
<td>Pavan</td>
<td>4500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E004</td>
<td>Jyothy</td>
<td>7600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E005</td>
<td>Manu</td>
<td>6500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Calculate DA as 7.5% of Basic Pay, HRA as 5% of Basic Pay PF as 6% of Basic Pay
And Net Pay = Basic Pay + DA + HRA - PF.

2. Create a series using AutoFill handle.
3. Save the workbook & give suitable title in the Header and date in the Footer. Preview the file.
4. Create a name for a range of cells in the work sheet.
5. Practice Rows, columns, Cells and work sheet format options.
6. Clear the formats of 5 the row.
7. Delete the last sheet of the workbook.
8. Make a copy of the first sheet and rename it.
9. Practice paste special options.

Unit 3
Spread Sheet Application – MS Excel
1. Find the Sum of Net Pay using function.
2. Write a function to find the count of employees in G20 cell.
3. Insert comments in different cells and practice hyperlinks.
4. Create your own style for worksheets.
5. Create a database having the headings Roll No, Name, Mark1, Mark2, Mark3 and Total.
   Before entering data give validation rules:
   a. For roll no – Enter numbers between 1 and 50
   b. For name – Enter names that have text length between 3 and 15.
   c. For marks – Enter marks between 0 and 99

6. Insert records and Sort the records.
7. Create a chart for the above details.
8. Create a pie chart for the student with highest mark.

Unit 4
Presentations using PowerPoint - 2000
1. Open a new Presentation and insert a new slide.
2. Apply appropriate slide transition to it.
3. Insert a number 4 more slides and set up the show for all.
4. Text and Word art into slides and apply custom animations.
5. Format the text and word art in the slides and apply design templates to slides.
6. Hyper link the slides (use text for link).
7. Use action buttons for hyperlink.
8. Create a PowerPoint presentation that contains News Headlines for a TV channel.
9. Create a presentation with minimum 5 slides regarding the programmes on Annual Day celebrations.
10. Create a presentation with minimum 5 slides regarding various products offered by a particular company.

Unit 5
Simple business case studies using the software tools.

**TEXTBOOK:**


**REFERENCE BOOKS:**

1. *Microsoft Office 2000 Complete*, BPB publications

**1SCUL101 CULTURAL EDUCATION I 2002**

Course outcome
Students will be able to
CO1. Get an awareness of culture
CO2. Get a knowledge of universal peace
CO3. Get an idea on fulfilling the purpose of life
CO4. To get an unbiased understanding of traditional social structure
CO5. Develop respect for traditions, customs & rituals
CO6. Protect nature’s sanctity.

Unit 1
Introduction to Indian Culture - Introduction to Amma’s life and Teachings - Symbols of Indian Culture.

Unit 2
Science and Technology in Ancient India - Education in Ancient India - Goals of Life – Purusharthas - Introduction to Vedanta and Bhagavad Gita.

Unit 3
Introduction to Yoga - Nature and Indian Culture - Values from Indian History - Life and work of Great Seers of India.

**TEXTBOOKS:**

1. *The Glory of India (in-house publication)*
2. *The Mother of Sweet Bliss, (Amma’s Life & Teachings)*

**1SCUL111 CULTURAL EDUCATION II 2002**

Course outcome
Students will be able to
CO1. Get an awareness of culture
CO2. Get a knowledge of universal peace
CO3. Get an idea on fulfilling the purpose of life
CO4. To get an unbiased understanding of traditional social structure
CO5. Develop respect for traditions, customs & rituals
CO6. Protect nature’s sanctity.

Unit 1
1. Relevance of Sri Rama and Sri Krishna in this Scientific Age
2. Lessons from the Epics of India
3. Ramayana & Mahabharata

Unit 2
4. Who is a Wise Man?
5. A Ruler’s Dharma
6. The Story of King Shibi
Unit 3
7. Introduction to the Bhagavad Gita
8. Bhagavad Gita – Action without Desire

Unit 4
9. Role and Position of Women in India
10. The Awakening of Universal Motherhood

Unit 5
11. Patanjali’s Astanga - Yoga System for Personality Refinement
12. Examples of Heroism and Patriotism in Modern India

TEXTBOOKS:

Common Resource Material II (in-house publication)
Sanatana Dharma - The Eternal Truth (A compilation of Amma’s teachings on Indian Culture)

15ECO101 BUSINESS Economics 3 0 0 3

Objective: The objective of this course is to help the student to understand the various economic parameters that interact with each other so that an economy may function effectively and efficiently. The main focus is on making the various theoretical concepts clear and intelligible to a student.

Course outcome
Students will be able to
CO1. Understand the significance of economics for managing the firms
CO2. Understand various theories of economics that can be applied in the internal and external decisions to be made by managers
CO3. Analyze the demand and supply conditions and assess the position of a company
CO4. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
CO5. Analyze real-world business problems with a systematic theoretical framework.


Unit 2 Demand and Supply Analysis: Concept of demand - Demand schedule and demand curve – Change in demand and change in quantity demanded – Law of demand: Basis for its operation and factors influencing demand. Elasticity of demand: Types and measurement. Supply: Concept, Supply schedule and supply curve – Change in supply and change in quantity supplied – Law of supply. Factors influencing supply. Equilibrium.


Unit 4 Theory of Markets: Meaning and types of markets – Main features of Competitive, Monopoly, Monopolistic and Oligopoly markets. Price discrimination: Meaning and Types.

Unit 5 Macroeconomics: National income analysis: Meaning, Concepts and Measurement, Problems in measurement - Concept of full employment – Types of unemployment. Inflation: Meaning, Types and

**Skill Development Activities:**

- An illustration on calculation of Incremental Cost and Incremental Revenue, Determination of Fixed and Variable Cost, Determination of Average Cost, Marginal Cost and Total Cost.
- Diagrammatic presentation of Price and Output Determination in different Market situations.
- Construction of Average Revenue and Marginal Revenue under Imperfect Market, and Fixation of Price under Target Pricing based on Rate of Return Method.

**TEXTBOOKS:**

John B. Taylor and Rithika Gugnani - Principles of Economics
Samuelson and Nordhaus - Micro Economics
Samuelson and Nordhaus - Economics

**REFERENCES BOOKS:**

Macro-Economics - Theory and application, G. S. Gupta.
Craig Petersen, W. Chris, Managerial Economics.

**1SECO102 BUSINESS AND SOCIAL ENVIRONMENT 3 0 0 3**

**Objectives:** To understand the creation, purpose and operation of different types of business organization entities; to identify the elements of the internal and external environment in which a business operates; to understand the fundamental legal processes of institutions and their relationship to business within the Indian and global environment; to distinguish the numerous stakeholders and recognize the issues represented in each type of business environment relative to impact by operations of the business and impact upon the operations of the business;

Course outcome
Students will be able to:
1. Outline how an entity operates in a business environment.
2. Describe how financial information is utilized in business.
3. Understand various components of business environment and their impact on business
4. Explain the legal framework that regulates the business
5. Understand social environment influencing the business

**Unit 1 Dynamics of Business and its Environment**


**Unit 2 Elements of Business Environment**

Unit 3 Macro-Environments

Unit 4 Economic Environments
Technological Environment Features – Impact - Technology and Society - Technology and Economy - Status of Technology in India.
Political and Legal Environment Political Institution – legislature - Executive, Judiciary - Political Influence on Business.

Unit 5 Global Environments

Skill Development Activities:
• Draw a Business Tree
• Preparation of a Partnership deed
• Discuss the impact of Globalization on Indian Business and Industry and prepare a report
• State the impact of Technology on Indian Business – conduct a group activity on it

TEXTBOOK:
K Ashwathappa, Essentials of Business environment

REFERENCES:
Justin Paul - Business Environment
Salim Shaikh, Business Environment, Pearson

Raj Agarwal, Business Environment 2/e, Exel Books

15ENG101 COMMUNICATIVE ENGLISH 2 0 2 3

Objectives: To help the student to obtain ability to communicate in English; to impart an aesthetic sense and enhance creativity

Course outcome
Students will be able to :
CO1. Acquire working knowledge of grammar and syntax;
CO2. Competence in writing descriptive prose
CO3. Attain upper intermediate level vocabulary
CO4. Develop ability to read and comprehend
CO5. Know current affairs and news awareness
CO6. Appreciate and understand poetry
CO7. Develop ability to speak clearly and fluently on a given topic
CO8. Develop familiarity with and ability to write in the informal communicative mode
CO9. Develop familiarity with and ability to write in the formal, official communicative mode
Unit 1
Parts of Speech, Tenses, Prepositions, Determiners - Agreement (Subject – Verb, Pronoun - Antecedent), Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags.

Unit 2
Paragraph writing – Cohesion - Development: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative.

Unit 3
Letter Writing - Personal (congratulation, invitation, felicitation, gratitude, condolence etc.) Official (Principal/ Head of the department/ College authorities, Bank Manager, Editors of newspapers and magazines).

Unit 4

Unit 5
Short Stories: Katherine Mansfield’s A Cup of Tea – Kishori Charan Das’s Death of an Indian,  
Poems: Maya Angelou’s I Know Why the Caged Bird Sings - Sri Aurobindo’s The Tiger and the Deer

REFERENCES:
5. Murphy, Raymond, Murphy’s English Grammar, CUP, 2004
7. Seeley, John, Writing and Speaking, OUP, 1998

15ENG121  PROFESSIONAL COMMUNICATION  1 0 2 2

Objectives: To convey and document information in a formal environment; to acquire the skill of self projection in professional circles; to inculcate critical thinking and to improve aesthetic sense.

Course outcome
Students will be able to
CO1. Develop Speaking skills
CO2. Develop pattern of communication as required for different professional context
CO3. Use language with lots nuances and paying attention to tone and diction
CO4. Develop analytical & argumentative writing
CO5. Acquire upper Intermediate level vocabulary
CO6. Acquire critical and analytical thinking ability
CO7. Acquire reading and listening comprehension

Unit 1
Unit 2
Instruction, Suggestion & Recommendation - Graphical Interpretation: Extracting data from charts and graphs - Essay writing: Analytical and Argumentative.

Unit 3
Circulars, Memos – Business Letters - e-mails.

Unit 4

Unit 5
Listening and Reading Practice - Book Review.

REFERENCES:
1. Felixa Eskey Tech Talk, University of Michigan. 2005

15ENV300 ENVIRONMENTAL SCIENCE AND SUSTAINABILITY 3 0 0 3

Course outcome
Students will be able to
CO1. Articulate the interdiciplinary context of environmental studies and sustainability
CO2. Do research on human interactions with the environment
CO3. Recognise the Physical, Chemical & Biological components of the earth's systems and how they function
CO4. Develop an attitude of preserving and conserving strategies of bio-diversity
CO5. Identify the reasons and consequences behind this values
CO6. Suggest the ways for hygiene, health, managing waste, disasters, saving resources and shows sensitivity for the disadvantaged
CO7. Critically examine all sides of environmental issues and apply understanding from Science, Law, history and policy
CO8. List various traditional techniques used in the past
CO9. Outline the benefits of eco-friendly products
CO10. Investigate energy saving technologies used in green buildings

Unit 1
State of Environment and Unsustainability, Need for Sustainable Development, Traditional conservation systems in India, People in Environment, Need for an attitudinal change and ethics, Need for Environmental Education, Overview of International Treaties and Conventions, Overview of Legal and Regulatory Frameworks.
Environment: Abiotic and biotic factors, Segments of the Environment, Biogeochemical Cycles, Ecosystems (associations, community adaptations, ecological succession, Food webs, Food chain, ecological pyramids), Types of Ecosystems – Terrestrial ecosystems, Ecosystem Services, Economic value of ecosystem services, Threats to ecosystems and conservation strategies.
Biodiversity: Species, Genetic & Ecosystem Diversity, Origin of life and significance of biodiversity, Value of Biodiversity, Biodiversity at Global, National and Local Levels, India as a Mega-Diversity Nation (Hotspots) & Protected Area Network, Community Biodiversity Registers. Threats to Biodiversity, Red Data book, Rare, Endangered and Endemic Species of India. Conservation of Biodiversity. People’s action.
Impacts, causes, effects, control measures, international, legal and regulatory frameworks of: Climate Change, Ozone depletion, Air pollution, Water pollution, Noise pollution, Soil/land degradation/pollution.

Unit 2
Linear vs. cyclical resource management systems, need for systems thinking and design of cyclical systems, circular economy, industrial ecology, green technology. Specifically apply these concepts to: Water Resources, Energy Resources, Food Resources, Land & Forests, Waste management. Discuss the interrelation of environmental issues with social issues such as: Population, Illiteracy, Poverty, Gender equality, Class discrimination, Social impacts of development on the poor and tribal communities, Conservation movements: people’s movements and activism, Indigenous knowledge systems and traditions of conservation.

Unit 3
Common goods and public goods, natural capital/tragedy of commons, Cost benefit analysis of development projects, Environment Impact Assessment (EIA), Environment Management Plan (EMP), Green business, Eco-labeling, Problems and solutions with case studies. Global and national state of housing and shelter, Urbanization, Effects of unplanned development case studies, Impacts of the building and road construction industry on the environment, Eco-homes/Green buildings, Sustainable communities, Sustainable Cities. Ethical issues related to resource consumption, Intergenerational ethics, Need for investigation and resolution of the root cause of unsustainability, Traditional value systems of India, Significance of holistic value-based education for true sustainability.

TEXTBOOKS/REFERENCES:

15LAW112 COMMERCIAL LAWS 3 1 0 4

Objective: The objective is to provide basic principles of general contracts and other special contracts like Bailment/Pledge/Indemnity and Guarantee/and Agency.

Course outcome
Students will be able to
CO1. Understand various legal aspects connecting to law of contract.
CO2. Acquire knowledge of various laws relating to bailment and pledge, agency, partnership act etc.,
CO3. Obtain knowledge about mercantile and trade law and about selected problems of the state, administrative, labour and civil law.
CO4. Identify the system of authorities applying the law

Unit 1
Introduction to Business Law – Definition – Meaning - Scope of Business Law - Need to study law - Introduction to legal systems - Sources of law - The Civil and the Criminal law.

Unit 2
Unit 3

Unit 4

Unit 5
The Contract of Agency - Definition of Agent and Principal – Essentials - Kinds of agents - Rights and Duties of an agent and Principal - Creation of agency and Termination of agency.

Skill Development Activities:

- Prepare a chart showing sources of business law
- Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract.
- Draft an Indemnity Bond with imaginary contents
- Presentations of real case studies
- Prepare a chart showing different kinds of Agencies

TEXTBOOKS:

1. Legal aspects of Business - Akileswar Pathak
2. Business Law for Management - Saravanavel and Sumitha
3. Company Law & Secretarial Practice G.K. Kapoor
4. Labour Law - Ajay Garg

REFERENCE:
Business Laws – Bhagavathi and Pillai

1SLAW201 INDIAN CONSTITUTION 2 0 0 2

Objective: The preliminary objective is to ensure that every student has some knowledge about Indian Constitution.

Course outcome
Students will be able to
CO1. Develop awareness on fundamental rights and duties
CO2. Functions and powers of Lokha Sabha and Rajya Sabha
CO3. Understand the working of civic bodies
CO4. Distinguish legally right and wrong things

Unit 1
Meaning and Importance of Constitution, Preamble and Salient Features of the Constitution.

Unit 2
Fundamental Rights, Right to Equality, Right to Freedom, Right against exploitation, Right to freedom of religion, Cultural and Educational Rights, Right to Constitutional Remedies and Duties, Directive Principles of State Policy.
Unit 3
Union Government – Lok Sabha and Rajya Sabha Composition, Powers and functions: The President, The Prime Minister and Supreme Court: Role Position and Powers/ functions.

Unit 4
State Government - Legislative Assembly and Legislative Council: Composition, Powers and functions: The Governor, Chief Minister and High Court: Role, Position and Powers/functions.

Unit 5
Local self Government, Panchayat Raj System in India with special reference to State Election Commission; Public Service Commissions.

Skill Development Activities:
• Court Visit & Report Presentation
• Group discussion (Fundamental rights and duties)

REFERENCES:
1. Introduction to The constitution of India – M V Pylee, Vikas publishing house Pvt LTD
2. Introduction to The constitution of India – Dr. Durgadas Basu, 19th edition Reprint 2007

15MAT102 BASIC CONCEPTS OF MATHEMATICS 2103

Objectives: To provide basic understanding of mathematical concepts and fundamentals to enable the student to familiarize himself with the use of mathematics that would be useful in business and financial analysis

Course outcome
Students will be able to
CO1. Solve mathematical problems.
CO2. Solve exponential growth and decay problems.
CO3. Solve basic problems in probability and statistics.

Unit 1 Fundamentals

Unit 2 Matrices and Determinants

Unit 3 Basic Algebra

Unit 4 Basic Calculus
Unit 5 Permutations and Combinations

Skill Development Activities:
- Construct a probability problem with imaginary data and draw a Venn Diagram
- List out the properties of determinants
- Collect financial derivatives and analyze the data
- Select tender data of any organization and compare the data using permutations and combinations

TEXTBOOKS:
P. R. Vittal, Business Mathematics and Statistics, Margham Publications V. K Kapoor, Business Mathematics, Sultan Chand and Sons

REFERENCE:
Steven J Wilson Johnson, County Community College, Course Business Math: Using Percents,

15MAT112 BUSINESS STATISTICS 3 1 0 4

Objectives: To understand the fundamental concepts of statistics and its application in business.

Course outcome
Students will be able to
1. Apply the knowledge and skills obtained to investigate and solve a variety of combinatorial optimisation problems
2. Address unfamiliar problems and propose, analyse and apply one or several relevant models to generate a solution.
3. Compare different models for a single problem, discriminate the most relevant depending on the objective and identify its limitations.
4. Select and use relevant software to launch and interpret experiments.

Unit 1 Data Representations and Analysis

Unit 2 Measures of Central Tendency and Dispersion
Meaning of Central Tendency – Types – Calculation of Arithmetic Mean for Grouped and Ungrouped Data – Calculation of Median for Grouped and Ungrouped Data – Calculation of Mode for Grouped and Ungrouped Data – Applications of Mean, Median and Mode in Business – Measures of Dispersion – Calculation of Range – Calculation of Quartile Deviation - Calculation of Standard Deviation and Co-Efficient of Variation.

Unit 3 Time Series

Unit 4 Financial Mathematics
Unit 5 Profit and Loss

Skill Development Activities:

- Draft a questionnaire to collect a data of your choice
- Analyze the data collected from the above questionnaire using measures of Central Tendency
- Compute median for Grouped and Ungrouped data with imaginary figures
- Collect 10 years data of any commodity and analyze the variation using time series

TEXTBOOKS:

J K Sharma, Quantitative Techniques for Managers
G C Beri, Business Statistics

REFERENCE BOOK:

P N Arora, Sumeeth Arora, S Arora, Comprehensive Statistical Methods

15MAT228 QUANTITATIVE TECHNIQUES 2 1 0 3

Objectives: To develop an understanding of the concepts of statistics and operations research and to apply the results to real life business problems.

Course outcome
Students will be able to
CO1 : understand the concepts of correlation and regression
CO2 : apply parametric and non parametric tests
CO3 : apply statistical knowledge for solving LPP

Unit 1 Correlation - Definition and Meaning – Applications - Scatter Diagrams - Karl Pearson’s Correlation Co-Efficient - Computation and Interpretation - Rank Correlation - Computation and Interpretation - Regression - Meaning and Applications - The Two Regression Equations and Regression Co-Efficient.


Unit 5 Meaning and Applications of Index Numbers - Two Methods of Construction of Index Numbers - Price Index Numbers - Weighted and Un-Weighted Arithmetic Mean Relative Index Numbers - Chain Base Index Number - Cost of Living Index Number.

Skill Development Activities:
• Collect information of advertising expenses and sales of any organization and compute coefficient of correlation
• Construct a probability problem on any real life example and solve it
• Construct an LPP with the data of any real life problem and solve it by graphical method
• Construct index figures with imaginary figures

TEXTBOOKS:
P N Arora, Sumeeth Arora, S Arora - Comprehensive Statistical Methods
P R Vittal - Business Mathematics

REFERENCE:
C B Gupta, Vijay Gupta – An Introduction to Statistical Methods 23rd Revised Edition

15SSK20 1 LIFE SKILLS I 1 0 2
2

Course outcome
Students will be able to
CO1. Smooth transition from an academic environment to work environment;
CO2. Adapt to their new workplace
CO3. Learn to cope with fear, stress and competition in professional world
CO4. Develop positive attitude, self-motivating ability and willingness for continuous knowledge upgradation

Soft skills and its importance: Pleasure and pains of transition from an academic environment to work environment. Need for change. Fears, stress and competition in the professional world. Importance of positive attitude, self motivation and continuous knowledge upgradation.

Self Confidence: Characteristics of the person perceived, characteristics of the situation, Characteristics of the Perceiver. Attitude, Values, Motivation, Emotion Management, Steps to like yourself, Positive Mental Attitude, Assertiveness.

Presentations: Preparations, Outlining, Hints for efficient practice, Last minute tasks, means of effective presentation, language, Gestures, Posture, Facial expressions, Professional attire.

Vocabulary building: A brief introduction into the methods and practices of learning vocabulary. Learning how to face questions on antonyms, synonyms, spelling error, analogy etc. Faulty comparison, wrong form of words and confused words like understanding the nuances of spelling changes and wrong use of words.

Listening Skills: The importance of listening in communication and how to listen actively.

Prepositions and Articles: A experiential method of learning the uses of articles and prepositions in sentences is provided.

Problem solving; Number System; LCM & HCF; Divisibility Test; Surds and Indices; Logarithms; Ratio, Proportions and Variations; Partnership; Time speed and distance; work time problems;

Data Interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie charts; Caselet Forms; Mix Diagrams; Geometrical Diagrams and other forms of Data Representation.

Logical Reasoning: Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionalities and Grouping; Sequencing and Scheduling; Selections; Networks; Codes; Cubes; Venn Diagram in Logical Reasoning.

TEXTBOOKS:

REFERENCES:
1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
3. Data Interpretation, R S Aggarwal, S Chand Publ.
4. Nova GRE, KAPAL GRE, Barrons GRE books;
5. Quantitative Aptitude, The Institute of Chartered Accountants of India.
7. The BBC and British Council online resources
8. Owl Purdue University online teaching resources
9. www.thegrammarbook.com online teaching resources and other useful websites.
10. www.englishpage.com online teaching resources and other useful websites.

Course outcome
Students will be able to
CO1. Knowledge of socially acceptable ways of behaviour
CO2. Knowledge of personal hygiene and attire
CO3. Development of cultural adaptability
CO4. Corporate etiquette
CO5. Development of proper body language
CO6. Learning to deal with people and adapting to change
CO7. Convert Passive vocabulary into active vocabulary
CO8 Understand the nuances of select words
CO9. Learn the etymology of words
CO10. Solve problems in QA & logical reasoning
CO11. Interpret and analyse the data


Group Discussions: Advantages of Group Discussions, Structured GD – Roles, Negative roles to be avoided, Personality traits to do well in a GD, Initiation techniques, How to perform in a group discussion, Summarization techniques.

Listening Comprehension advanced: Exercise on improving listening skills, Grammar basics: Topics like clauses, punctuation, capitalization, number agreement, pronouns, tenses etc.

Reading Comprehension advanced: A course on how to approach middle level reading comprehension passages.

Problem solving – Money Related problems; Mixtures; Symbol Based problems; Clocks and Calendars; Simple, Linear, Quadratic and Polynomial Equations; Special Equations; Inequalities; Functions and Graphs; Sequence and Series; Set Theory; Permutations and Combinations; Probability; Statistics.

Data Sufficiency: Concepts and Problem Solving.

Non-Verbal Reasoning and Simple Engineering Aptitude: Mirror Image; Water Image; Paper Folding; Paper Cutting; Grouping Of Figures; Figure Formation and Analysis; Completion of Incomplete Pattern; Figure
Matrix; Miscellaneous.

Special Aptitude: Cloth, Leather, 2D and 3D Objects, Coin, Match Sticks, Stubs, Chalk, Chess Board, Land and geodesic problems etc., Related Problems

TEXTBOOKS:

REFERENCES:
1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
5. The BBC and British Council online resources
6. Owl Purdue University online teaching resources
7. www.thegrammarbook.com online teaching resources
8. www.englishpage.com online teaching resources and other useful websites.

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Course outcome
Students will be able to
CO1. Knowledge of team, teamwork, team building and leadership
CO2. Develop leadership quality and problem solving ability
CO3. Knowledge of group development activities: growth, productivity, evaluation and control
CO4. Learn how to communicate ideas within and to a group
CO5. Learn how to face an interview
CO6. Learn the skills of Lateral thinking for problem solving
CO7. Learn strategies of test taking


Facing an Interview: Foundation in core subject, Industry Orientation/ Knowledge about the company, Professional Personality, Communication Skills, activities before interview, upon entering interview room, during the interview and at the end. Mock interviews.

Advanced Grammar: Topics like parallel construction, dangling modifiers, active and passive voices, etc.

Syllogisms, Critical reasoning: A course on verbal reasoning. Listening Comprehension advanced: An exercise on improving listening skills.

Reading Comprehension advanced: A course on how to approach advanced level of reading, comprehension passages. Exercises on competitive exam questions. Specific Training: Solving campus recruitment papers, National level and state level competitive examination papers; Speed mathematics; Tackling aptitude problems asked in interview; Techniques to remember (In Mathematics). Lateral Thinking problems. Quick checking of answers techniques; Techniques on elimination of options, Estimating and predicting correct answer; Time management in aptitude tests; Test taking strategies.
TEXTBOOKS:

4. The Hard Truth about Soft Skills, by Amazon Publication.

REFERENCES:

1. Speed Mathematics, Secrets of Lightning Mental Calculations, by Bill Handley, Master Mind books;
2. The Trachtenberg Speed System of Basic Mathematics, Rupa & Co., Publishers;
4. Quick Arithmetics, by Ashish Agarwal, S Chand Publ.;
7. The BBC and British Council online resources
8. Owl Purdue University online teaching resources
9. www.thegrammarbook.com online teaching resources
10. www.englishpage.com online teaching resources and other useful websites.