

E.M.G. YADAVA WOMENS COLLEGE, MADURAI -14.

(An Autonomous Institution – Affiliated to Madurai Kamaraj University)

(Re –accredited (3rd Cycle) with Grade A⁺ and CGPA 3.51 by NAAC)**TANSCHÉ – CBCS WITH OBE****DEPARTMENT OF BUSINESS ADMINISTRATION-UG****COURSE STRUCTURE**

(w.e.f. 2023 – 2024 Batch onwards)

Sem	Part	Course Code	Title of the paper	Teaching hrs (Per	Exam Duration (hrs)	Marks Allotted			
						CIA	SE	Total	Credits
I	I	23OU1TA1/23OU1HIN1/23OU1FR1	Part I: Tamil / Hindi/French	6	3	25	75	100	3
	II	23OU2EN1	Part II: General English-I	6	3	25	75	100	3
	III	23OUBA11	CC 1: Principles of Management	5	3	25	75	100	5
	III	23OUBA12	CC 2 : Accounting for Managers - I	5	3	25	75	100	5
	III	23OUBAGEEC1	GEC -1 : Managerial Economics	4	3	25	75	100	3
	IV	23OUBASECN1	SEC-1 (NME): Basics of Event Management	2	3	25	75	100	2
	IV	23OUBAFC1	FC – Managerial Communication	2	3	25	75	100	2
II	I	23OU1TA2//23OU1HIN2/23OU1FR2	Part I : Tamil / Hindi / French	6	3	25	75	100	3
	II	23OU2EN2	Part II: General English- II	6	3	25	75	100	3
	III	23OUBA21	CC 3 : Marketing Management	5	3	25	75	100	5
	III	23OUBA22	CC 4: Accounting for Managers - II	5	3	25	75	100	5
	III	23OUBAGEBA2	GEC-2 - International Business	4	3	25	75	100	3
	IV	23OUBASECN2	SEC-2 (NME): Managerial Skill Development	2	3	25	75	100	2
	IV	23OUBASEC3	SEC-3 Business Etiquette and Corporate Grooming	2	3	25	75	100	2
III	I	23OU1TA3 / 23OU1HIN3/ 23OU1FR3	Part I : Tamil / Hindi/ French	6	3	25	75	100	3
	II	23OU2EN3	Part II : General English - III	6	3	25	75	100	3
	III	23OUBA31	CC 5: Organizational Behavior	5	3	25	75	100	5
	III	23OUBA32	CC 6 : Financial Management	5	3	25	75	100	5
	III	23OUBAGEBA3	GEC 3 : Business Statistics	4	3	25	75	100	3

	IV	23OUBASEC31P	SEC- 4 Computer Application in Business - Practical	2	3	40	60	100	2
	IV	23OUBASEC32	SEC- 5 Entrepreneurial Skill New Venture Management	1	3	25	75	100	1
	IV		Environmental Studies	1					
IV	I	23OU1TA4 / 23OU1HIN4/ 23OU1FR4	Part I :Tamil / Hindi /French	6	3	25	75	100	3
	II	23OU2EN4	Part II :General English - IV	6	3	25	75	100	3
	III	23OUBA41	CC 7: Business Environment	5	3	25	75	100	5
	III	23OUBA42	CC 8: Business Regulatory Frame Work	5	3	25	75	100	5
	III	23OUBAGEBA4	GEC 4: Operations Research	3	3	25	75	100	3
	IV	23OUBASEC4P	SEC- 6 Tally - Practical	2	3	40	60	100	2
	IV	23OUBASEC42	SEC-7 Intellectual Property Rights	2	3	25	75	100	2
	IV	23OU4EV4	Environmental Studies	1	3	25	75	100	2
V	III	23OUBA51	CC 9: Human Resource Management	5	3	25	75	100	4
	III	23OUBA52	CC 10: Research Methodology	5	3	25	75	100	4
	III	23OUBA53	CC 11: Business Taxation	5	3	25	75	100	4
	III	23OUBA54	CC 12: Management Information system	5	3	25	75	100	4
	III		DSEC- 5	4	3	25	75	100	3
	III	23OUBADSEPR5	DSEC- 6 Project with Viva-Voce	4	3	20	80	100	3
	IV	23OU4VE5	Value Education	2	3	25	75	100	2
	IV	23OUBAIN5	Internship / Industrial Training	-	-	-	-	-	2
VI	III	23OUBA61	CC 13: Entrepreneurial Development	6	3	25	75	100	4
	III	23OUBA62	CC 14: Services Marketing	6	3	25	75	100	4
	III	23OUBA63	CC 15: Production and Materials Management	6	3	25	75	100	4
	III		DSEC- 7	5	3	25	75	100	3
	III		DSEC -8	5	3	25	75	100	3
	IV	23OUBASEC6	SEC-8 Quantitative Aptitude	2	3	25	75	100	2
	V	23OU5PE6/23OU5NS6	Extension Activities-Physical Education/NSS	-	-	-	-	-	1
			Total	180					140

Semester: V

DSEC- 5

Digital Marketing- **23OUBADSE5A**

Industrial Relations-**23OUBADSE5B**

Financial Services-**23OUBADSE5C**

Semester- VI

DSEC-7

Consumer Behaviour-**23OUBADSE6A**

Innovation Management -**23OUBADSE6B**

Security Analysis & Portfolio Management- **23OUBADSE6C**

DSEC- 8

Fundamentals of Logistics Management -**23OUBADSE6D**

E-business-**23OUBADSE6E**

Strategic Management-**23OUBADSE6F**

CC – Core Course

FC-Foundation Course

GEC- Generic Elective Course

SEC- Skill Enhancement Course

DSEC-Discipline Specific Elective Course

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
V	Core	23OUBA51	HUMAN RESOURCE MANAGEMENT	4	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
✓		

Course Objectives

1. To understand the meaning and concept of Human Resource Management.
2. To understand the role of human resource management in real situation.
3. To enlighten on the problems while handling people.
4. To understand the Job description and job specification.
5. To learn the recent trends in HRM

Course Content

Unit- I

Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & Procedures-Differences between personnel management and HRM – Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) - HRM as a competitive advantage in the VUCA world.

Unit-II

Human Resource Planning- Job Evaluation-methods- Job Analysis-Job description, Job specification. Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement

Unit- III

Training and Development, Training Process, Methods, Training Need Assessment, Career Development. Transfer and Promotion. Performance Management –Meaning- Process-Performance Appraisal Methods-Performance Monitoring and review.

Unit-IV

Employee Engagement- Meaning- Importance- evaluation- measuring employee engagement- Employee Compensation- components- incentives- benefits- welfare and social security measures.

Unit- V

Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational work force. Global HRM

Books for Study:

1. Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018

2. Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017
3. Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition, 2018
4. Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015
5. Srinivas R Kandula, , Competency Based Human Resource Management, PHI Learning , 1st Edition, 2013.

Books for Reference:

1. V S P Rao, Human Resource Management: Text & Cases, Excel Books, 3rd Edition ,2010
2. K. Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
3. Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017
4. L M Prasad, Human Resource Management, Sultan Chand and Sons 3rd Edition, 2014
5. Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010

Web Resources

1. <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
3. <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>
4. <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835>
5. <http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and On the spot test

Rationale for nature of Course:

Knowledge and Skill:

Able to identify the concept of Human Resource Management.

Able to understand the recruitment and selection process

Activities to be given:

Practicing the students to conduct model interview.

Providing Practical training for career planning and counselling

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the objectives and functions of human resource management.	K1 to K3
CLO2	Apply various Sources and techniques of recruitment.	K1 to K3
CLO3	Analyze the career planning and counseling.	K1 to K4
CLO4	Identify the essentials of effective appraisal system.	K1 to K3
CLO5	Evaluate the Human Resource Audit	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & Procedures-Differences between personnel management and HRM – Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Human Resource Planning- Job Evaluation-methods- Job Analysis-Job description, Job specification. Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement	17	Chalk and talk, Quiz
3	Training and Development, Training Process, Methods, Training Need Assessment, Career Development. Transfer and Promotion. Performance Management –Meaning- Process- Performance Appraisal Methods-Performance Monitoring and review	15	Chalk and talk, PPT, On the spot Test
4	Employee Engagement- Meaning- Importance- evaluation-measuring employee engagement- Employee Compensation-components- incentives- benefits- welfare and social security measures	16	Chalk and talk, PPT, On the spot Test
5	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational work force. Global HRM	12	Chalk and talk, PPT, On the spot Test, Assignment

**Course Designer(s)
Mrs.T.Usharani**

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
V	Core	23OUBA52	RESEARCH METHODOLOGY	4	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
✓		

Course Objectives

1. To understand the basic concept of Research Methodology
2. To familiarize the concepts of sampling, methods of data collection and report writing
3. To understand the uses of SPSS for business research
4. To know the importance of testing of Hypothesis.
5. To learn about report writing.

Unit- I

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.

Unit- II

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process- techniques.

Unit- III

Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.

Unit- IV

Data Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data

Unit- V

Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.

Books for Study:

1. W.Lawrence Newman, Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014.
2. Mark Saunders, Philip Lewis. Adrain Thornhill “Research Methods for Business Students” 5th Edition Pearson India 2011.
3. John W Creswell, Research Design: Qualitative, Quantitative and Mixed Method Approaches, Sage, 4th Edition, 2014.
4. Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press, 6th Edition, 2022.
5. Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition, 2019.

Books for Reference:

1. C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019
2. Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018
3. Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011
4. Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017
5. Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021.

Web Resources:

1. https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf.
2. <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>.
3. <https://prog.lmu.edu.ng/colleges\CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf>.
4. https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf.
5. https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and On the spot test

Rationale for nature of Course:**Knowledge and Skill:**

Able to identify the concept of research methodology.

Able to apply sample designs and techniques in research

Activities to be given:

Practicing the students to plan a sample research project.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the concepts relating to Research Design.	K1 to K3
CLO2	Apply scale construction techniques.	K1 to K3
CLO3	Analyze the sources of collection of data	K1 to K4
CLO4	Identify the importance of Data Processing and analysis.	K1 to K3
CLO5	Classify types of Reports	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling-characteristics-process- techniques	17	Chalk and talk, Quiz
3	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules	15	Chalk and talk, PPT, On the spot Test
4	Data Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data	16	Chalk and talk, PPT, On the spot Test
5	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism	12	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.S.Divya

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
V	Core	23OUBA53	BUSINESS TAXATION	4	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
✓		

Course Objectives

1. To understand the basic concepts of Taxes.
2. To provide insights on the Income Tax Act.
3. To evaluate the procedure for assessment and methods of valuation for customs.
4. To discuss on GST.
5. To analyze and apply the returns, Tax payment and Penalties under GST.

Unit- I

Objectives of Taxation – Canons of Taxation – Tax System in India – Direct and Indirect Taxes – Meaning and Types.

Unit- II

Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure.

Unit- III

Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.

Unit- IV

Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.

Unit- V

Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.

Books for Study:

1. V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.
2. Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019.
3. Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2013.
4. Pagaredinkar, Business Taxation, Sultan Chand and Sons, 2012.
5. VISION: Journal of Indian Taxation.

Books for Reference:

1. Senthil and Senthil, Business Taxation, Himalaya Publication, 4th Edition.
2. Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.
3. R. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation, TR Publications, Chennai, 2020
4. DR. Vandhana Bangar, Yogendra Bangar, Indirect tax laws, Aadhya Prakasam Allahabad 2018.
5. T.S. Reddy & Y. Hari Prasad Reddy, Business Taxation, Margham Publications, Chennai 2018.

Web Resources:

1. <https://www.gst.gov.in/>
2. <https://gstcouncil.gov.in/>
3. <https://taxguru.in/custom-duty/types-duties-customs.html>
4. <https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901>
5. <https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and On the spot test

Rationale for nature of Course:**Knowledge and Skill:**

Able to identify the Tax Accounting Skills and Knowledge
Understand the Role of the Tax Department

Activities to be given:

Practising the students to identify the key income tax, fringe benefits tax, and GST issues.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the basic concepts of tax.	K1 to K3
CLO2	Apply GST rules in real-time business	K1 to K3
CLO3	analyze the elements of GST mechanism in India	K1 to K4
CLO4	Evaluate the rules of Income Tax and methods of valuation for customs	K1 to K3
CLO5	Analyze the needed documents under GST Compliance	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level

2- Intermediate Level

3- Advanced Level

LESSON PLAN: TOTAL HOURS (75HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Objectives of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure	17	Chalk and talk, Quiz
3	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback	15	Chalk and talk, PPT, On the spot Test
4	Definitions of GST – business related person's capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT	16	Chalk and talk, PPT, On the spot Test
5	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions	12	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Dr.T. Sathiya Sheila

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
V	Core	23OUBA54	MANAGEMENT INFORMATION SYSTEM	4	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
✓		

Course Objectives

1. To understand the concept of data base management system
2. To equip themselves in building DSS in an organization.
3. To acquaint with the basic idea for system design and Implementation.
4. To facilitates the decisions-making process by furnishing information in the proper time frame.
5. To provide information for decision making on planning, initiating, organizing, and controlling the operations of the subsystems of the firm.

Unit- I

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues.

Unit- II

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

Unit- III

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

Unit- IV

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

Unit- V

Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.

Books for Study:

1. Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India.
2. Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.
3. Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition.
4. Management Information System by Ozz Effy.

5. Sadagopan, "Management Information Systems" - Prentice- Hall of India.

Books for Reference:

1. Mudrick & Ross, "Management Information Systems", Prentice - Hall of India
2. Management Information System by Concise study by Kelkhar S A
3. CSV Murthy -"Management Information Systems" Himalaya publishing House.
4. Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
5. Management Information System by Oka MM.

Web Resources:

1. https://www.tutorialspoint.com/management_information_system/management_information_system.htm
2. http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
3. [JMIS - Journal of Management Information Systems \(jmis-web.org\)](http://jmis-web.org)
4. [Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems \(aisnet.org\)](http://aisnet.org)
5. <https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and on the spot test.

Rationale for nature of Course:

Knowledge and Skill:

Able to understand and articulate the role of information systems in organizations.

Expertise with various information systems concepts and tools.

Able to analyze business problems and identify potential solutions using information systems.

Activities to be given:

To gather data from multiple online systems, analyzes the information, and reports data to aid in management decision-making.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Outline the concepts of MIS, its role and evolution & implementation of ERP	K1 to K3
CLO2	Apply the DSS tools, planning approaches and challenges in information system planning.	K1 to K3
CLO3	Classify the different stages of System Development Life Cycle and its process	K1 to K4
CLO4	Develop the knowledge of System design & Implementation.	K1 to K3
CLO5	Analyze E-commerce applications	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75 HRS)

Unit	Description	Hrs	Mode
1	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues.	15	Chalk and talk, PPT
2	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage	17	Chalk and talk, PPT, Quiz
3	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.	15	Chalk and talk, PPT, Assignment
4	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing	16	Chalk and talk, PPT, Quiz, Assignment
5	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data	12	Chalk and talk, PPT, Quiz, Assignment

Course Designer(s)
Dr.K.Rajeshwari

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
V	DSEC- 5	23OUBADSE5A	DIGITAL MARKETING	3	4	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
✓		

Course Objectives

1. To develop an overall understanding of digital marketing / online marketing platforms
2. To understand the Search Engine Optimization (SEO)
3. To know about the Search Engine Marketing (SEM)
4. To acquire themselves with the latest development in the field of Social Media Marketing (SMM)

Unit: I

Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.

Unit-II

Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.

Unit- III

Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.

Unit-IV

Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.

Unit-V

Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)

Books for Study:

1. Journal of Digital & Social Media Marketing.
2. International Journal of Internet Marketing and Advertising.
3. Understanding Digital Marketing, Damian Ryan, 4th Edition 2017 Publisher: Korgan page limited USA.
4. Digital Marketing current trends, Vandanahuja, 7th edition 2015 Oxford University press, Chennai.
5. Digital Marketing essentials you always wanted to know, 7th edition 2012, Vibrant publishers USA

Books for Reference:

1. Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
2. Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018
3. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017
4. Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015
5. Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018

Web Resources:

1. <https://www.soravjain.com/ebook/ebook.pdf>
2. <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners>
3. <https://www.optron.in/blog/digital-marketing/>
4. <https://www.tutorialsduniya.com/notes/digital-marketing-notes>
5. <https://digitalmarketinginstitute.com/resources/ebooks>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and on the spot test.

Rationale for nature of Course**Knowledge and Skill**

Able to understand and opportunities of digital marketing.

Expertise with various information systems concepts and tools.

Able to analyze digital engagement funnel and online data space.

Activities to be given

To gather data from multiple online systems, analyzes the information, and reports data.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Provide basic knowledge about digital marketing	K1 to K3
CLO2	Understand and develop various digital marketing tools used for business	K1 to K3
CLO3	Analyse the digital analytics and measurement tools used for digital marketing	K1 to K4
CLO4	Familiarise online and Social media marketing	K1 to K3
CLO5	Classify various data analytics and measurement tools in digital marketing	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (60 HRS)

Unit	Description	Hrs	Mode
1	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework	12	Chalk and talk, PPT
2	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing – Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing	12	Chalk and talk, PPT, Quiz
3	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media	12	Chalk and talk, PPT, Assignment
4	Online Reputation Management: Social commerce: Ratings & Reviews - Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing	12	Chalk and talk, PPT, Quiz, Assignment
5	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)	12	Chalk and talk, PPT, Quiz, Assignment

Course Designer(s)
Mrs.S.Divya

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
V	DSEC- 5	23OUBADSE5B	INDUSTRIAL RELATIONS	3	4	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
	✓	

Course Objectives:

1. To educate about the Industrial legislation in India.
2. To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,
3. To know about Labor Legislation
4. To provide knowledge about the Councils and Collective Bargaining
5. To educate about Trade Unions

Unit- I

Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.

Unit -II

Industrial Dispute: Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure -Settlement of Disputes – Machinery – Negotiation, Conciliation, Meditation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders.

Unit- III

Labour Legislation: Factories Act 1948, Employee State Insurance Act 1948, Employee Compensation act 1923, Payment of wages act,1936, Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952, Payment of Gratuity act,1972.

Unit- IV

Workers' Participation in Management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process &Importance.

Unit-V

Trade Unions – Growth – Economic, Social and Political Conditions - Objectives- Structures, Types and Functions, Social.

Books for Study:

1. Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018.
2. Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws,

Sultan Chand and Sons, 2020.

3. Chris Hall; Trade Union and its State, Princeton University, 2017.
4. S C Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing,2022
5. R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016

Books for Reference:

1. Dr.CB Mamoria, Satish Mamoria,P Subba Rao, Dynamics of Industrial Relations, Himalaya Publishing house,16 e,2022.
2. Arun Monappa, Industrial Relations & Labour laws,Tata McGraw Hill, 2012.
3. C S Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2nd Edition.
4. A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition.
5. P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson , 3e.

Web Resources:

1. <https://labour.gov.in/industrial-relations>
2. https://www.srcc.edu/e-resources?field_e_resources_tid=447
3. <https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union>
4. <https://theintactone.com/2022/08/17/joint-management-councils/>
5. <https://labourlawreporter.com/>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and on the spot test

Rationale for nature of Course

Knowledge and Skill

Able to embrace a variety of hard and soft skills that are both specific to Legal Acts and Insurance

Activities to be given

Prepare a case study related to Labour Law.

Demonstrate the Court Procedure.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the role and importance of Industrial Relations	K1 to K3
CLO2	Understanding the concepts of industrial Disputes and settlement	K1 to K3
CLO3	Understanding the concepts of Labour legislation	K1 to K4
CLO4	Identifying the concepts of Workers Participation in Management	K1 to K3
CLO5	Understanding the concepts of Trade Union	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (60 HRS)

Unit	Description	Hrs	Mode
1	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India	12	Chalk and talk, PPT
2	Industrial Dispute: Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure - Settlement of Disputes – Machinery – Negotiation, Conciliation, Meditation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders.	12	Chalk and talk, PPT, Quiz
3	Labour Legislation: Factories Act 1948, Employee State Insurance Act 1948, Employee Compensation act 1923, Payment of wages act,1936, Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952, Payment of Gratuity act,1972	12	Chalk and talk, PPT, Assignment
4	Workers' Participation in Management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance	12	Chalk and talk, PPT, Quiz, Assignment
5	Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures, Types and Functions, Social	12	Chalk and talk, PPT, Quiz, Assignment

Course Designer(s)

Dr.K.Rajeshwari

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
V	DSEC- 5	23OUBADSE5C	FINANCIAL SERVICES	3	4	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
	✓	

Course Objectives:

1. To understand the types of financial services and its environment.
2. To recognize role and functions of merchant banker and capital market.
3. To compare and contrast factoring, leasing, hire purchase and consumer Finance.
4. To understand Consumer Finance, Venture capital and credit rating.
5. To understand mutual funds and its functions.

Unit- I

Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs).

Unit-II

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI.

Unit- III

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor.

Unit- IV

Venture Capital – Credit Rating – Consumer Finance.

Unit- V

Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency.

Books for Study:

1. Management of Banking and financial services by Padmalatha suresh and Justin Paul.
2. Financial Services By Thmmuluri Siddaiah.
3. Financial Services By Kevin D Peterson.
4. Financial markets and services By E.Gordon and K.Natarajan.
5. Financial services and Markets By Dr Punithavathy pandian

Books for Reference:

1. Financial Services –M.Y.Khan
2. Financial Services –B.Santhanam
3. Law of Insurance – Dr.M.N.Mishra
4. Indian Financial System – H.r.Machiraju
5. A Review of current Banking Theory and Practice – S.K.Basu

Web Resources:

1. <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
3. <https://academyfinancial.org/journal>
4. [Financial Remedies Journal](#)
5. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and on the spot test

Rationale for nature of Course**Knowledge and Skill**

Able to understand an organization's goals, initiatives, and mission, finance is crucial to positioning a company for success.

Able to predicts a company's financial future by examining historical performance data, such as revenue, cash flow, expenses, or sales.

Activities to be given

Practicing explore positive credit and debit card behaviors.

Students play a game to learn about common banking products and services and to consider which ones they might use now and in the future.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	List the types of financial services and their role	K1 to K3
CLO2	Recognize role and functions of merchant banker and capital market	K1 to K3
CLO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance	K1 to K4
CLO4	Understand Consumer Finance, Venture capital and credit rating	K1 to K3
CLO5	analyze the mutual funds and its functions	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (60 HRS)

Unit	Description	Hrs	Mode
1	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs)	12	Chalk and talk, PPT
2	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI	12	Chalk and talk, PPT, Quiz
3	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor	12	Chalk and talk, PPT, Assignment
4	Venture Capital – Credit Rating – Consumer Finance	12	Chalk and talk, PPT, Quiz, Assignment
5	Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency	12	Chalk and talk, PPT, Quiz, Assignment

Course Designer(s)

Dr.K.Rajeshwari

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
V	DSEC- 6	23OUBADSEPR5	PROJECT WITH VIVA- VOCE	3	4	20	80	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

1. Project report is to bridge theory and practice.
2. The work load for correction and presentation of the Project report is 5 hours/ Week
 - a. The activities to be undertaken include report submission, verification and correction by the staff and report presentation by the students in the class
3. The Project is evaluated for a total of 100 marks.
 - a. **Internal marks 20** evaluated by faculty guide.
 - b. **Viva – voce marks 80** evaluated by a panel consisting of student guide, Head of the Department and External Examiner.
4. The total marks put together, required for a pass in 40 marks.
5. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
6. Paper Size should be A4
7. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
8. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
9. The candidate should submit periodical report of the project to the supervisor.

Each candidate should submit hardcopy (2 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
VI	Core	23OUBA61	ENTREPRENEURIAL DEVELOPMENT	4	6	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
	✓	

Course Objectives:

1. To know about the various traits and factors influencing an Entrepreneur.
2. To make out the government schemes for women entrepreneurs in India and self-help groups.
3. To familiarize the course contents and curriculum of entrepreneurial training programme.
4. To acquainted with the importance and functions of MSME.
5. To educate institutional support about small business owners and Sickness in Small Scale Industry

Unit: I

Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.

Unit-II

Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project,. Introduction of Patent and Trademarks.

Unit- III

Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models-Dealing with basic and initial problems of setting up of enterprises

Unit- IV

Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development. -Schemes for Women entrepreneurs-

Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.

Unit- V

Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.

Books for Study:

1. Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.
2. Kuratko/rao, Entrepreneurship: a south Asian perspective. - Cengage, New Delhi.
3. Leach/Melicher, Entrepreneurial Finance – Cengage
4. K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi
5. Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.

Books for Reference:

1. Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
3. Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker.
4. Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.
5. Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010.

Web Resources:

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf
2. <http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/>
3. <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf>
4. <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf>

5. http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and on the spot test

Rationale for nature of Course:

Knowledge and Skill:

Able to understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.

Able to discuss examples of current entrepreneurs

Able to analyze the issues relevant to entrepreneurs such as “green” business practices, environmental sustainability, social entrepreneurship, and intellectual property

Activities to be given:

Create entrepreneurial and teamwork abilities to identify, assess, and start developing new ventures.

Make a collage with articles and photos about the successful entrepreneurs.

Expect brief short with pertinent information of entrepreneurs.

Course learning Outcomes (CLO’s):

CLO	Course Outcomes Statement	Knowledge(According to Bloom’s Taxonomy)
CLO1	Define the concepts in the Foundation for Entrepreneurship Development.	K1 to K3
CLO2	Identify managerial responsibilities and entrepreneurial abilities in the context of the SME industry.	K1 to K3
CLO3	Classify different types of entrepreneurs and the steps that go into starting a business.	K1 to K4
CLO4	Find the areas that affect entrepreneurs, such as "green" business procedures.	K1 to K3
CLO5	Analyze the procedures involved in launching a business, as well as to investigate marketing strategies and contemporary business trends	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	2	1	1	2	1	3
CLO2	3	3	3	2	2	3
CLO3	3	3	2	3	2	3
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (90 HRS)

Unit	Description	Hrs	Mode
1	Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship	18	Chalk and talk, PPT
2	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project, Introduction of Patent and Trademarks.	18	Group Discussions
3	Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis, Project formulation, assessment of business models-Dealing with basic and initial problems of setting up of enterprises	18	PPT, Assignment
4	Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development. -Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI	18	Chalk and talk, PPT, Assignment
5	Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.	18	Chalk and talk, PPT, Assignment

Course Designer(s)
Mrs.T.Usharani

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
VI	Core	23OUBA62	SERVICES MARKETING	4	6	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
	✓	

Course Objectives:

1. To understand the services and products
2. To identify the uniqueness of different services like Banks, Tourism and Hospitals
3. To know the marketing strategy for services and how to apply them.
4. To discuss on delivering Quality Service.
5. To enable to develop the services, marketing mix for different service industries

Unit-I

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

Unit- II

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

Unit- III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

Unit- IV

Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External

communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

Unit- V

Marketing of Service with Special Reference to:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.

Books for Study:

1. Reddy P.N. (2011)– Services Marketing – Himalaya Publication
2. Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher
3. The Journal Of Services Marketing
4. Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi
5. C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi

Books for Reference:

1. Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi
2. S.M. Jha, Services marketing, Himalaya Publishers, India
3. Baron, Services Marketing, Second Edition. Palgrave Macmillan
4. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai
5. Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.

Web Resources:

1. <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
2. <https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>
3. <https://www.marketingtutor.net/service-marketing/>
4. <https://www.marketing91.com/service-marketing/>
5. <https://www.marketing91.com/service-marketing-mix/>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:

Knowledge and Skill:

- Able to understand the concepts of services marketing.
- Able to identify the marketing mix in services marketing.

Activities to be given:

- Practicing the students to identify the difference between services and products.
- To visit various service units to gain practical knowledge.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the basic concepts of Services Marketing.	K1 to K3
CLO2	Examine the Marketing Mix in Service Marketing	K1 to K3
CLO3	Analyze effectiveness of Service Marketing	K1 to K4
CLO4	Discuss on delivering Quality Service	K1 to K3
CLO5	Analyze the tools of Marketing	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (90 HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations	18	Chalk and talk, PPT, Group Discussions, Quiz
2	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process	18	Chalk and talk, Quiz
3	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.	18	Chalk and talk, PPT, On the spot Test
4	Delivering Quality Service: Causes of service - quality gaps-SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality	18	Chalk and talk, PPT, On the spot Test
5	Marketing of Service with Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.	18	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.S.Divya

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
VI	Core	23OUBA63	PRODUCTION AND MATERIALS MANAGEMENT	4	6	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
	✓	

Course Objectives:

1. To provide comprehensive outlook on basic concepts and practices of production
2. To understand types of layout facilities
3. To analyse work study methods and quality control
4. To enable the students to gain knowledge on Inventory control and Vendor rating
5. To give an insight to Purchase management.

Unit- I

Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

Unit- II

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.

Unit- III

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

Unit- IV

Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions.

Unit- V

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management.

Books for Study:

1. K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020.
2. R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015.
3. Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010.
4. Anil Kumar S and N Suresh, Operation Management, New Age International 1st Edition, 2018.
5. William J. Stevenson , Operations Management, McGraw Hill; 13th Edition, 2022

Books for Reference:

1. P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015.
2. M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004.
3. P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
4. P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
5. S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI.

Web Resources:

1. https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
3. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
4. https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
5. <https://examupdates.in/materials-management-notes/>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

Able to understand the concept of production and materials management.

Able to identify the different types of layout.

Able to understand various inventory models used in production

Activities to be given:

Practicing the students to scheduling-work patterns, process scheduling, supply and demand scheduling

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Provide comprehensive outlook on basic concepts, and practices of production	K1 to K3
CLO2	Identify right plant location and plant layout of factory	K1 to K3
CLO3	Classify work study & method study, its procedure & quality control techniques in production.	K1 to K4
CLO4	Outline inventory control concepts and its replenishment to manage inventory	K1 to K3
CLO5	Analyze the purchase management procedure and vendor rating mechanisms	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

-Basic Level**2- Intermediate Level****3- Advanced Level****LESSON PLAN: TOTAL HOURS (90 HRS)**

UNIT	DESCRIPTION	HRS	MODE
1	Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends	18	Chalk and talk, PPT, Group Discussions, Quiz
2	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.	18	Chalk and talk, Quiz
3	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts	18	Chalk and talk, PPT, On the spot Test
4	Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance- Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions	18	Chalk and talk, PPT, On the spot Test
5	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management	18	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Dr.K.Rajeshwari

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
VI	DSEC- 7	23OUBADSE6A	CONSUMER BEHAVIOUR	3	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
	✓	

Course Objectives:

1. Understand the different concepts relating to nature, scope and application of consumer behavior
2. Understand the various internal influences on consumer behavior
3. Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.
4. Learn about the various external influences on consumer behavior
5. Understand the process of human decision making in a marketing context

Unit- I

Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying.

Unit- II

Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & Motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.

Unit- III

Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model.

Unit- IV

External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.

Unit- V

Consumer Decision Making: Diffusion of Innovation: Definition of innovation - resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation.

Books for Study:

1. Consumer Behaviour – Satish K Batra, S H H Kazmi.
2. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
3. Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006
4. Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning
5. Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015

Books for Reference:

1. Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.
2. Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited.
3. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi.
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi.
5. David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.

Web Resources:

1. <https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457>
2. https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition
3. <https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr>
4. https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf
5. <https://www.iedunote.com/attitude-and-consumer-behavior>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and on the spot test

Rationale for nature of Course**Knowledge and Skill**

To promote commercial brands and build lasting relationships with target customers.

Develop databases of customers to build sustainable customer relationships for the organization

Activities to be given

Prepare a life cycle model for Customer Relationship Management

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail	K1 to K3
CLO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour	K1 to K3
CLO3	Analyze the consumer decision process	K1 to K4
CLO4	Assess the impact of consumer's motivation, personality on the buying behaviour	K1 to K3
CLO5	Analyze the customer satisfaction and consequent post purchase behaviour	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75 HRS)

Unit	Description	Hrs	Mode
1	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying	15	Chalk and talk, PPT
2	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement	17	Chalk and talk, PPT, Quiz
3	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model	15	Chalk and talk, PPT, Assignment
4	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.	16	Chalk and talk, PPT, Quiz, Assignment
5	Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation	12	Chalk and talk, PPT, Quiz, Assignment

Course Designer(s)
Dr.K.Rajeshwari

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
VI	DSEC- 7	23OUBADSE6B	INNOVATION MANAGEMENT	3	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
	✓	

Course Objectives:

1. To have a broad understanding on the concept innovation management.
2. To familiarize the students about the creativity and innovation in product development
3. To have a broad understanding of the innovation strategy and its competitive advantage
4. To provide the knowledge about the technical innovation and its need and importance
5. To understand the business strategy and objectives in current scenario

Unit- I

Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.

Unit- II

Tools for Innovation Traditional vs Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking & Thinking Hats Method.

Unit- III

Areas of Innovation Product Innovation: Concept, New product development, Packaging and Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering.

Unit- IV

Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.

Unit- V

Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.

Books for Study

1. Innovation and Entrepreneurship, Peter F. Drucker.
2. The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen.
3. "Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis.
4. "Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen.
5. Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons

Books for Reference:

1. Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
2. James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000
3. Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.
4. Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001
5. Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

Web Resources:

1. <https://www.coursera.org/learn/innovation-management>
2. <https://sloanreview.mit.edu/tag/innovation-management/>
3. <https://www.worldscientific.com/worldscinet/ijim>
4. <https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf>
5. <https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and on the spot test

Rationale for nature of Course**Knowledge and Skill**

Able to understanding processes for generating, managing, and implementing innovative ideas.

Able to identify market trends and understand customer needs to develop relevant solutions.

Activities to be given

Generating new ideas, approaching challenges in novel ways, and developing innovative solutions are core skills.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the concepts of Innovation management	K1 to K3
CLO2	Apply knowledge new business plans and strategy.	K1 to K3
CLO3	Demonstrate the value of customers in increasing the profitability ratio	K1 to K4
CLO4	Impart knowledge about the need and importance of technical innovation	K1 to K3
CLO5	Analyze the importance technical innovation	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75 HRS)

Unit	Description	Hrs	Mode
1	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.	15	Chalk and talk, PPT
2	Tools for Innovation Traditional vs Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking &Thinking Hats Method.	17	Chalk and talk, PPT, Quiz
3	Areas of Innovation Product Innovation :Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering	15	Chalk and talk, PPT, Assignment
4	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.	16	Chalk and talk, PPT, Quiz, Assignment
5	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.	12	Chalk and talk, PPT, Quiz, Assignment

Course Designer(s)
Mrs.T.Usharani

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
VI	DSEC- 7	23OUBADSE6C	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	3	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
	✓	

Course Objectives:

1. Understand the basic concepts and terminologies relating to stock market
2. Evaluate the value of different equity and debt instruments
3. Comprehend the different methods of performing fundamental and technical analysis
4. Evaluate portfolio based on different portfolio theories
5. Possess a basic knowledge of derivatives, its types and characteristics

Unit: I

Theory: Meaning, objectives, classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. SEBI –functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk. Problem: Measurement of risk and return.

Unit- II

Equity and bond valuation Theory: Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity Problem: Equity valuation models -Walter model, Gordon's model, the P/E ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return.

Unit- III

Security analysis Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels. Problems: Relative Strength Analysis, Moving Averages, breadth of market.

Unit- IV

Portfolio management Theory: steps in portfolio management, Portfolio Models – Capital Asset Pricing Model, Arbitrage Pricing Theory Problems: Evaluation of Portfolios; Sharpe Model, Jensen's Model, Treynor's model.

Unit- V

Derivatives Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.

Books for Study:

1. [Punithavathy Pandian](#) (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition.
2. Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6th edition .
3. E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7th edition.
4. S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition.
5. L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai

Books for Reference:

1. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
2. Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011
3. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013
4. V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012
5. Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press

Web Resources:

1. www.stock-trading-infocentre.com
2. www.sebi.gov.in
3. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/>
4. <https://www.investopedia.com/terms/t/technicalanalysis.asp>
5. <https://groww.in/p/portfolio-management>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and on the spot test

Rationale for nature of Course**Knowledge and Skill**

Able to manage different securities and designing investment objectives.

Able to generate substantial earnings and protect such earnings against risks.

Activities to be given

Practicing to create trading and investment strategies for maximising returns in the financial markets.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the meaning of the basic terminologies used in stock market	K1 to K3
CLO2	Explain and infer the final worth of various investment processes	K1 to K3
CLO3	Analyze the problems relating to various investment decisions	K1 to K4
CLO4	Understand theories and problems relating to stock market	K1 to K3
CLO5	Classify the various investment models that aid in investment decision making	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75 HRS)

Unit	Description	Hrs	Mode
1	Theory : Meaning ,objectives ,classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. SEBI –functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk. Problem: Measurement of risk and return	15	Chalk and talk, PPT
2	Equity and bond valuation Theory : Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity Problem: Equity valuation models -Walter model, Gordon’s model, the P/E ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return	17	Chalk and talk, PPT, Quiz
3	Security analysis Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels Problems : Relative Strength Analysis, Moving Averages, breadth of market	15	Chalk and talk, PPT, Assignment
4	Portfolio management Theory: Steps in portfolio management, Portfolio Models – Capital Asset Pricing Model, Arbitrage Pricing Theory Problems: Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model	16	Chalk and talk, PPT, Quiz, Assignment
5	Derivatives Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options	12	Chalk and talk, PPT, Quiz, Assignment

Course Designer(s)
Dr.T.Sathiya Sheila

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
VI	DSEC- 8	23OUBADSE6D	FUNDAMENTALS OF LOGISTICS MANAGEMENT	3	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
	✓	

Course Objectives:

1. Understand the technological impact of logistics
2. Comprehend the importance of customer service and outsourcing relevant to logistics
3. Evaluate the importance and issues in global logistics
4. Possess an overall knowledge about the services and factors allied to logistics
5. Understand the technological impact of logistics

Unit- I

Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy.

Unit-II

Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing

Unit- III

Global Logistics Global Supply Chain. Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM

Unit- IV

Key logistics activities Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.

Unit- V

Technology & Logistics: Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale Data-Artificial Intelligence. Electronic data interchange-types-benefits

Books for Study:

1. Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
2. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
3. Fundamentals of Logistics Management (The Irwin/McGraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-Hill/Irwin, First Edition, 1998
4. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

References Books:

1. Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012
2. Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
3. Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
4. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009
5. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited

Web Resources

1. <https://www.techtargget.com/searcherp/definition/logistics-management>
2. <https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/>
3. <https://www.track-pod.com/blog/functions-of-logistics/>
4. <https://www.projectmanager.com/blog/logistics-management-101>
5. <https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

Able to analyzing real-world logistics challenges faced by businesses, identifying problems, and proposing solutions based on logistics principles.

Activities to be given:

Students design a warehouse layout considering factors like storage, picking paths, and equipment placement.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Explain the basic concepts relating to logistics	K1 to K3
CLO2	Understand the role of outsourcing and customer service in logistics	K1 to K3
CLO3	Analyze the needs, modes and issues relating to global logistics	K1 to K4
CLO4	Describe about the different activities allied to logistics	K1 to K3
CLO5	Analyze various areas of logistics where technology can be applied	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

-Basic Level**2- Intermediate Level****3- Advanced Level****LESSON PLAN: TOTAL HOURS (75 HRS)**

UNIT	DESCRIPTION	HRS	MODE
1	Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Customer Service and outsourcing Definition of Customer Service-Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing	17	Chalk and talk, Quiz
3	Global Logistics Global Supply Chain. Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics - Financial Issues in Logistics Performance Need for Integrated logistics-Role of 3PL&4PL. Brief overview of EXIM	15	Chalk and talk, PPT, On the spot Test
4	Key logistics activities Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping	13	Chalk and talk, PPT, On the spot Test
5	Technology &Logistics: Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale Data-Artificial Intelligence. Electronic data interchange-types-benefits	15	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.T.Usharani

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
VI	DSEC- 8	23OUBADSE6E	E- Business	3	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
	✓	

Course Objectives:

1. Understand the basic concepts of electronic business
2. Identify web-based tools.
3. Examine the security threats to e-business.
4. Discuss the strategies on marketing
5. Analyze the business plan for e-business

Unit: I

Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business

Unit:II

Web based tools for e - business - e - business software - overview of packages

Unit-III

Security threats to e - business - implementing security for e - commerce and electronic payment systems

Unit-IV

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals.

Unit-V

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business.

Books for Study:

1. Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000.
2. Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business.
3. Kosivr, David - Understanding E-Commerce.
4. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.

6. C S Rayudu, E Commerce E Business, HPH

References Books:

1. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
4. David Whitely, E Commerce Strategy, Technology and Applications, TMH.
5. J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press

Web Resources Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:

Knowledge and Skill:

Able to learn how to build and maintain relationships with online customers, understand customer behavior, and personalize online experiences.

Able to proficient in using various e-commerce platforms, digital marketing tools, and data analysis software

Activities to be given:

Students may engage in activities such as setting up an online store, creating marketing campaigns, analyzing website data, and simulating business scenarios involving online transactions and customer service.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Define and understand the basic concepts of business done through web	K1 to K3
CLO2	Examine and apply web tools in real-time business situations	K1 to K3
CLO3	Analyze the security threats in e-business.	K1 to K4
CLO4	Evaluate strategies for marketing	K1 to K3
CLO5	Analyze the environment for e-business.	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level

2- Intermediate Level

3- Advanced Level

LESSON PLAN: TOTAL HOURS (75 HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Web based tools for e - business - e - business software - overview of packages	17	Chalk and talk, Quiz
3	Security threats to e - business - implementing security for e - commerce and electronic payment systems	15	Chalk and talk, PPT, On the spot Test
4	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals	13	Chalk and talk, PPT, On the spot Test
5	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business	15	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.S.Divya

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
VI	DSEC- 8	23OUBADSE6F	STRATEGIC MANAGEMENT	3	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
	✓	

Course Objectives:

1. Understand the concept of strategy and strategic management process.
2. Create awareness of evolving business environment.
3. Understand strategic alternatives and make appropriate strategic choice.
4. Know the basics of strategic implementation.
5. Understand recent trends for competitive advantage.

Unit-I

Introduction to Strategic Management -Overview of Strategic Management Process
Levels of Strategy Strategic Intent-Vision and Mission Business Definition.

Unit-II

External Environment Appraisal using PESTEL, Competitor Analysis using Porter's 5- Forces model Environmental Threat and Opportunity Profile (ETOP), Value chain Analysis, Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis.

Unit-III

Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix, Hofer's Matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies.

Unit-IV

Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control

Unit- V

Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability

Books for Study:

1. Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017).
2. Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012).

3. Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition).
4. Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition).
5. Hitt, Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)

References Books:

1. Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011).
2. N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012).
3. Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012).
4. Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons.
5. Kenneth Carrig,Scott A Snell.Strategic Execution:Driving Breakthrough performance in business, Stanford University Press(2019).

Web Resources:

1. <https://onlinelibrary.wiley.com/journal/10970266>
2. <https://str.aom.org/teaching/all-levels>
3. <https://online.hbs.edu/courses/business-strategy/>
4. <https://study.sagepub.com/parnell4e>
5. <https://www.strategicmanagement.net/>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:

Knowledge and Skill:

Able to understanding the internal and external factors that influence the organization.

Able to understanding the process of setting strategic goals, developing plans, and allocating resources.

Activities to be given:

Students can also engage in activities like crafting annual objectives, implementing and executing strategies, and evaluating performance.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understanding the strategic management process and the complexities of business environment.	K1 to K3
CLO2	Apply the external environmental and internal organizational factors influencing strategy formulation	K1 to K3
CLO3	Analyze the skills required for selection of the most suitable strategies for a business organization	K1 to K4
CLO4	Generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies	K1 to K3
CLO5	Analyze the current developments of Big data for Balanced score card	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

-Basic Level**2- Intermediate Level****3- Advanced Level****LESSON PLAN: TOTAL HOURS (75 HRS)**

UNIT	DESCRIPTION	HRS	MODE
1	Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition	12	Chalk and talk, PPT, Group Discussions, Quiz
2	External Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis	16	Chalk and talk, Quiz
3	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies	16	Chalk and talk, PPT, On the spot Test
4	Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control	16	Chalk and talk, PPT, On the spot Test
5	Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability	15	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Dr.T.Sathiya Sheila

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
VI	SEC-8	23OUBASEC6	QUANTITATIVE APTITUDE	2	2	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
✓		

Course Objectives:

1. To categorize, apply and use thought process to distinguish between concepts of Quantitative methods.
2. To prepare and explain the fundamentals related to various possibilities and probabilities related to time
3. To be able to solve questions relating to percentages, Profit and loss
4. To analyze data in Charts
5. To understand the application Geometry and mensuration

Unit- I

Numerical computation: Applications based on Numbers, Chain Rule, Ratio Proportion

Unit- II

Numerical estimation–I Applications Based on Time and work, Time and Distance

Unit- III

Numerical estimation–II Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends.

Unit- IV

Data interpretation: Data interpretation related to Averages, Mixtures and allegations, Bar charts, Pie charts, Venn diagrams

Unit- V

Application to industry in Geometry and Mensuration

Books for Study:

1. Quantitative aptitude by RS Agarwal, S Chand Publication
2. Fast Track Objective Airthmetic by Rajesh Verma, Arihant
3. Quantitative Aptitude and Reasoning by R V Praveen, PHI
4. Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by Rajat Vijay Jain , Disha Publications
5. Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications.

References Books:

1. Barron's by Sharon Welner Green and IraK Wolf (Galgotia Publications pvt.Ltd.)
2. Quantitative Aptitude by UMohan Rao Scitech publications
3. Quantitative Aptitude by Arun Sharma McGraw hill publications
4. Quantitative Aptitude by Abhijit Guha
5. Quantitative Aptitude by Pearson publications

Web Resources:

1. <https://www.hitbullseye.com/Chain-Rule.php>
2. <https://www.geeksforgeeks.org/quantitative-aptitude-time-work-and-distance/>
3. <https://onlineprep.qdspro.com/courses/Percentages-Profit--Loss-Profit-Loss--Discount-and-Simple-Interest--Compound-Interest-Package-60e6c69c0cf261a8db6a8758?redirectToMicroFE=true>
4. <https://www.geeksforgeeks.org/data-interpretation-questions-aptitude/>
5. <https://www.geeksforgeeks.org/applications-of-mensuration-in-real-life/>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and On the spot test.

Rationale for nature of Course:

Knowledge and Skill:

Able to understand Number systems, percentages, averages, ratios, proportions, profit & loss, simple and compound interest, time & work, time-speed-distance, and mixtures.

Able to promote critical thinking and reasoning.

Activities to be given

Students are allowed to conduct surveys and represent data using Venn diagrams.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Use their logical thinking and analytical abilities to solve reasoning questions	K1 to K3
CLO2	Solve questions related to time and distance and time and work	K1 to K3
CLO3	Apply concept of percentages, Profit and loss, discount	K1 to K3
CLO4	Interpret data using bar charts and diagrams	K1 to K3
CLO5	Solve questions relating to Geometry and Mensuration	K1 to K3

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

-Basic Level

2- Intermediate Level

3- Advanced Level

LESSON PLAN: TOTAL HOURS (30 HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Numerical computation: Applications based on Numbers, Chain Rule, Ratio Proportion	6	Chalk and talk, PPT, Group Discussions, Quiz
2	Numerical estimation–I Applications Based on Time and work, Time and Distance	6	Chalk and talk, Quiz
3	Numerical estimation–II Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends.	6	Chalk and talk, PPT, On the spot Test
4	Data interpretation: Data interpretation related to Averages, Mixtures and allegations, Bar charts, Pie charts, Venn diagrams	6	Chalk and talk, PPT, On the spot Test
5	Application to industry in Geometry and Mensuration	6	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Dr.T.Sathiya Sheila