

**UNDERGRADUATE PROGRAMME – BUSINESS ADMINISTRATION
LEARNING OUTCOME BASED CURRICULUM FRAMEWORK under CBCS
PATTERN**

SYLLABUS & SCHEME OF EXAMINATION	PART	COURSE CODE	TITLE OF THE COURSE	NATURE OF COURSE	IH	CP	Exam Hrs	MARKS		TOTAL
								CIA	ESE	
I	I	23UTAM101/ 23UHN101/ 23UFRE101	TAMIL COURSE– I/ HINDI COURSE – I/ FRENCH COURSE– I	LAN	6	3	3	25	75	100
	I I I I	23UGEN101/ 23UAEN101	GENERAL ENGLISH COURSE I / ADVANCED ENGLISH COURSE I	ENG	6	3	3	25	75	100
	I I I	23UBA1C01	CORE: MANAGEMENT PROCESS (<i>Employability, Entrepreneurship & Skill Development</i>)	CC	5	4	3	25	75	100
	I I I	23UBA1C02	CORE: BASIC BUSINESS ACCOUNTING (<i>Employability & Skill Development</i>)	CC	6	5	3	25	75	100
	I I I	23UMA1A11	ALLIED: MATHEMATICS FOR MANAGEMENT (<i>Employability</i>)	GEA	5	4	3	25	75	100
	I V	15UVAL101	VALUE EDUCATION	AEC	2	2	2	-	50	50
II	I I	23UTAM202/ 23UHN202/ 23UFRE202	TAMIL COURSE – II/ HINDI COURSE – II/ FRENCH COURSE-II	LAN	6	3	3	25	75	100
	I I	23UGEN202/ 23UAEN202	GENERAL ENGLISH COURSE II/ ADVANCED ENGLISH COURSEII	ENG	6	3	3	25	75	100
	I I I	23UBA2C03	CORE: BUSINESS ORGANISATION (<i>Entrepreneurship</i>)	CC	6	5	3	25	75	100
	I I I	23UBA2C04	CORE: BUSINESS ECONOMICS (<i>Employability & Entrepreneurship</i>)	CC	5	4	3	25	75	100
	I I I	23UMA2A12	ALLIED: OPERATIONS RESEARCH (<i>Entrepreneurship</i>)	GEA	5	4	3	25	75	100

	I V	21UENS202	ENVIRONMENTAL STUDIES	AEC	2	2	2	-	50	50
III	I I I	23UTML202/ 23UHDI202/ 23UFRN202	TAMIL COURSE – II/ HINDI COURSE – II/ FRENCH COURSE-II	LAN	6	3	3	25	75	100
	I I I I	23UGEN303/ 23UAEN303	GENERAL ENGLISH COURSE III /ADVANCED ENGLISH COURSE III	ENG	4	3	3	25	75	100
	I I I	23UBA3C05	CORE: PRODUCTION AND OPERATIONS MANAGEMENT (<i>Employability</i>)	CC	4	3	3	20	55	75
	I I I	23UBA3C06	CORE: MARKETING MANAGEMENT (<i>Employability</i>)	CC	4	4	3	20	55	75
	I I I	23UBA3C07	CORE: ORGANISATIONAL BEHAVIOUR (<i>Skill Development</i>)	CC	4	4	3	25	75	100
	I I I	23UBA3A01	ALLIED: THEORIES OF TAXATION(<i>Employability</i>)	DSA	5	4	3	20	55	75
	I V	22UBTA301/ 22UATA301/	BASIC TAMIL COURSE I/ ADVANCED TAMIL COURSE I	AEC	2	2	2	25	25	50
	I V		INDIAN KNOWLEDGE SYSTEM					-	50	
	I V	23UBA3SB1	SKILL BASED I: PRACTICAL-MANAGERIAL COMMUNICATION-I (<i>Skill Development</i>)	SEC	3	2	3	25	75	100
	I V	21UNCCWS1	WOMEN STUDIES	AEC	2	-	2		50	50
IV	I	23UTML404/ 23UHDI404/ 23UFRH404	TAMIL COURSE– IV/ HINDI COURSE – IV/ FRENCH COURSE– IV	LAN	4	3	3	25	75	100
	I I I I	23UGEL404/ 23UAEL404	GENERAL ENGLISH COURSE IV /ADVANCED ENGLISH COURSE IV	ENG	4	3	3	25	75	100

	I I I	23UBA4C08	CORE: HUMAN RESOURCE MANAGEMENT (<i>Employability, Entrepreneurship and Skill Development</i>)	CC	4	4	3	20	55	75
	I I I	23UBA4C09	CORE: FINANCIAL MANAGEMENT (<i>Entrepreneurship</i>)	CC	4	5	3	20	55	75
	I I I	24UBA4CP1	CORE PRACTICAL I: COMPUTER APPLICATIONS (<i>Skill Development</i>)	CC	4	2	3	25	75	100
	I I I	23UBA4A02	ALLIED: CORPORATE LAW(<i>Entrepreneurship</i>)	DSA	5	4	3	20	55	75
	I V	22UBTA402/ 22UATA402	BASIC TAMIL II/ ADVANCED TAMIL II/	AEC	2	2	2	25	25	50
	I V	21UHUR404	HUMAN RIGHTS					-	50	
	I V	23UBA4SB2	SKILL BASED II: PRACTICAL - MANAGERIAL COMMUNICATION-II (<i>Skill Development</i>)	SEC	3	2	3	25	75	100
V	I I I	23UBA5C10	CORE: RESEARCH METHODS FOR MANAGEMENT (<i>Skill Development</i>)	CC	5	4	3	25	75	100
	I I I	23UBA5C11	CORE: ENTREPRENEURIAL DEVELOPMENT AND SMALL BUSINESS MANAGEMENT (<i>Entrepreneurship & Skill Development</i>)	CC	5	5	3	25	75	100
	I I I	23UBA5C12	CORE: COST & MANAGEMENT ACCOUNTING (<i>Entrepreneurship</i>)	CC	5	5	3	25	75	100

	I I I	23UBA5E01/ 23UBA5E02	ELECTIVE: PROJECT MANAGEMENT AND FINANCING/ FINANCIAL PLANNING (<i>Employability, Entrepreneurship & Skill Development</i>)	DSE	5	4	3	20	55	75
	I I I	23NBA5E02	NON-MAJOR ELECTIVE: MARKETING COMMUNICATION (<i>Employability & Skill Development</i>)	GEN	4	4	3	25	75	100
	I V	23UBA5SB3	SKILL BASED III: BANKING THEORY, LAW AND PRACTICE(<i>Employability</i>)	SEC	3	2	3	25	75	100
	V	23IDSBBA1	SKILL BASED IV: LIFE SKILLS (<i>Skill Development</i>)	SEC	3	2	3	25	75	100
VI	I I I	23UBA6C13	CORE: ADVERTISING (<i>Employability</i>)	CC	6	4	3	25	75	100
	I I I	23UBA6C14	CORE: STRATEGIC MANAGEMENT (<i>Entrepreneurship & Employability</i>)	CC	6	4	3	25	75	100
	I I I	23UBA6PVV	PROJECT WORK (<i>Entrepreneurship & Skill Development</i>)	CC	6	5	3	25	75	100
	I I I	23UBA6E01/ 23UBA6E02	ELECTIVE: RETAIL MANAGEMENT (<i>Employability</i>)/ INTERNATIONAL BUSINESS (<i>Employability & Entrepreneurship</i>)	DSE	6	4	3	20	55	75
	I V	23UBA6SB4	SKILL BASED V: INSURANCE MANAGEMENT (<i>Employability</i>)	SEC	3	2	3	25	75	100
	I V	23IDSBBA1	SKILL BASED VI: LIFE SKILLS (<i>Skill Development</i>)	SEC	3	2	3	25	75	100

SEMESTER: I
COURSE CODE: 23UBA1C01
TITLE OF THE COURSE: CORE: MANAGEMENT PROCESS
(Employability, Entrepreneurship & Skill Development)

COURSE OBJECTIVES:

- To inculcate fundamentals of management principles and practices in an Organization
- Importance is given to the process of planning and decision making to impart rational decision making skills.
- To enrich the students on the skills of coordination and control.

COURSE OUTCOMES:

At the end of the course students will be able to

CO1	Describe the Management Principles	K1
CO2	Explain planning	K2
CO3	Explain the problems in decision making	K2
CO4	Compare the forms of organizational structure	K2
CO5	Describe controlling techniques	K1

Syllabus

Credits: 4

Instructional Hours: 75 hours

UNIT I- Management Principles (K1)

16 hours

Management: Meaning, nature and functions – Evolution of Management – Levels of management – Scientific management – Managerial skills- Mintzberg Managerial Roles.

(Self-Study – Scientific Management)

UNIT II: Planning (K2)

14 hours

Planning: Concept – Nature – Importance – Types of Plans: Objectives, policies (nature and types), procedures, rules, programmes and budgets – Management by objectives – Process – Merits and Demerits.

UNIT III: Decision Making (K2)

14 hours

Decision-making: Types of decision – Process – Steps in rational decision-making – DSS – Problems in decision-making. Key to success in Decision-making.

UNIT IV: Organising (K2)**16 hours**

Organising: Meaning – Purpose – Departmentation – Authority and responsibility – Delegation – Forms of Organisational structure – Span of control.

UNIT V: Controlling Techniques (K1)**15 hours**

Controlling: Purpose – Process – MBE – Steps in controlling – Techniques of managerial control – Requirements of a good control system – Coordination – The essence of management

(Beyond the Curriculum: Leadership, Qualities of a Good Leader and Leadership Styles.)

TEXT BOOK:

1. Kathiresan&Dr.Radha (2019) Principles of Management (7th Edition) Prasanna Publishers, Chennai

REFERENCE BOOKS:

1. L.M Prasad (2019) Principles and practice of Management (8th Edition) Sultan Chand & Sons, New Delhi.
2. DinkarPagare (2018)Principles of Management (6th Edition) Sultan Chand & sons, New Delhi.
3. T. Ramasamy (2017) Principles of management, Himalaya Publishing House. Mumbai.

Blended Learning

Unit	Topic	Link
Unit – I	Scientific Management	E pathshala: https://youtu.be/O_jsxkRCS4U

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO 1	2	2	2	3	1	3	1	1		3	1	2	2	1
CO 2	1	2	2	1	1	3	1	1		3	1	2	2	1
CO 3	2	3	2	1	1	3	1	2		3	1	2	2	1
CO 4	1	2	2	1	1	3	1	1		3	1	2	2	1
CO 5	2	2	2	2	1	3		1		3	1	2	2	1

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Quiz (Unit V)	Once in a Semester

Course Designed by: Dr. Sukanya. L	Verified by HOD: Dr. Lydia. H. Swamy
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

Signature of BOS Members

1. Dr. S. Mohan

2. Ms. D. Prabha

3. Dr. R. Jayanthi

4. Mr. Rengaraj

5. Ms. Vinsha Vincent

6. Ms. Shakthi Sree. S. R

SEMESTER: I
COURSE CODE: 23UBA1C02
TITLE OF THE COURSE: CORE: BASIC BUSINESS ACCOUNTING
(Employability & Skill Development)

COURSE OBJECTIVES:

- To provide strong foundation in understanding the concepts of accounting
- To provide knowledge in preparing the final accounts
- To have a deep knowledge about cash flow and tally software

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Explain the concepts of accounting	K2
CO2	Classify the subsidiary books	K3

CO3	Calculate the profit and loss account of the company	K3
CO4	Calculate the cash flow of the company	K3
CO5	Describe the various functional keys- Tally	K1

Syllabus

Credits: 5
90

Instructional hours:

UNIT I: Accounting Concepts and Conventions (K2)

20

hours

Basic principles and conventions of accounting-Kinds of accounts –Double entry book keeping – Journals, ledger-Trial balance. Introduction to accounting standards

(Self Study – Journal Entries)

UNIT II: Subsidiary Books (K3)

17

hours

Subsidiary books --purchase book-sales book- sales return book and purchase return book –Cash book-Single column –Double column -Three column cash book.

UNIT III: Financial Statement (K3)

24

hours

Preparation of final accounts – Trading and profit and loss account –Balance sheet (simple adjustments), Cash Flow Statement

(Beyond the Curriculum – Adjustment of Outstanding and Prepaid Expenses in Final Accounts)

UNIT IV: Methods of Depreciation & Ratio Analysis (K3)

11 hours

Accounting for Depreciation, (Straight line methods, written down value method)– Ratio Analysis – 11 Statutory Ratios.

UNIT V: TALLY – PRIME Software (K1)

18

hours

TALLY

1. Create a new company, voucher, and ledger and record ten minimum transactions and display the results.

2. Prepare the trial balance
3. Prepare the Profit and Loss account
4. Prepare the Balance Sheet.
5. Introduction to ZOHO and Quick Books
6. Introduction to SAP

TEXT BOOK:

1. N. Vinayakam & P.L. Mani & K.L. Nagarajan (2019) Financial Accounting Sultan Chand & Sons New Delhi.

REFERENCE BOOKS:

1. S.P. Jain & K.L. Narang (2019) Financial accounting (4th Edition) Kalyani Publishers, New Delhi.
2. R.L. Gupta (2014) Advanced accounting (Volume -2) Sultan Chand & sons, New Delhi.
3. Maheshwari S.N. Professional Education (2016) Sultan Chand & sons, New Delhi.

Blended Learning

Unit	Topic	Link
Unit – I	Journal Entries	E pathshala : https://youtu.be/mIe0I66QpWA

MAPPING OF CO'S WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO 1	2	3	3	1	1	1	2	2	3	2		1	3	3
CO 2	2	3	3	1	1	1	2	2	3	2		1	2	3
CO 3	2	3	3	1	2	1	3	3	3	2		1	3	3
CO 4	2	3	3	1	2	1	3	3	3	2	1	1	3	3
CO 5	2	3	3	1	3	1	2	3	3	2	3	2	2	2

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice a Semester
6.	Seminar (Unit III & IV)	Twice a Semester
7.	Tally Completion Certificate - (Unit V)	Once in a Semester (Practical)

Course Designed by: Mrs. A. Sabeena Mary	Verified by HOD: Dr. Lydia. H. Swamy
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

Signature of BOS Members

1. Dr. S. Mohan

2. Ms. D. Prabha

3. Dr. R. Jayanthi

4. Mr. Rengaraj

5. Ms. Vinsha Vincent

6. Ms. Shakthi Sree. S. R

SEMESTER: II
COURSE CODE: 23UBA2C03
TITLE OF THE COURSE: CORE: BUSINESS ORGANISATION
(Entrepreneurship)

COURSE OBJECTIVES:

- The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.
- To make the student understand the complex and dynamic structure of modern businesses along with the implications
- To understand modern business practices procedures and functioning of various business organizations.

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Associate with the characteristics of business	K2
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CO2	Discuss the importance of business ethics	K2
CO3	Discuss the different forms of business organization	K2
CO4	Classify the different forms of business organization	K3
CO5	Understand the activities of different trade association in India	K2

Syllabus

Credits: 5

Instructional Hours: 90

UNIT I: The Qualities of Successful Business (K2)

19 hours

Nature of business-Definition of business-Characteristics of business-Objectives of business- Qualities of successful businessmen- Introduction to E-Commerce

UNIT II: Forms of Business Organisation (K2)

18 hours

Introduction to Kinds of companies- Forms of business organization- Meaning of business enterprise -Public sector enterprises-Joint sector enterprises- Form of organization- Sole trader – Features–Advantages-Limitations-Suitability of trading concern - Partnership-Definition- Features-Advantages and Disadvantages of partnership-Partnership deed-Contents of partnership deed-Kinds of partners and partnership

(Self Study – Forms of Business Organisation)

UNIT III: Business Enterprise (K2)

19 hours

Joint stock company-Definition-features of joint stock company-Advantages of company- Disadvantages- Co-operative enterprises-Meaning-Origin-Definitions-Features-Principles- Advantages-Disadvantages-Requirements of co-operatives-Types of co-operatives.

UNIT IV: Trade Associations (K3)

17 hours

TradeAssociations-Definitions-Features-Functions-Advantages-Chambers of commerce-Need for chamber of commerce-Functions-Benefits of chambers of commerce-Chambers of commerce in India- Introduction to FICCI.

(Beyond the Curriculum: Business Process Outsourcing – Meaning, Function and Advantages)

UNIT V: Factors Influencing Business Ethics (K2)

17 hours

Meaning of ethics-Characteristics of ethics-Business ethics-Factors influencing business ethics- Importance of business ethics-Code of ethics practice and conduct-Unethical practices in business- Social responsibility of business towards various stakeholders

TEXT BOOK

1. C.D.Balaji&Dr.G.Prasad (2014) Business Organization - Margham publications, Chennai.

REFERENCE BOOKS

1. Dr.PadmakarAsthana and Dr.I.M.Sahai (2018) Business Organisation - SathiyaBhawan Publications, Uttar Pradesh.
2. R.K.Sharma, Shashi Gupta (2021)Business Organisation and Management- Kalyani publications, New Delhi

3. T.N.Chhabra(2020) Business Organisation and management(2nd Edition) Sun India Publication, New Delhi.

Blended Learning

Unit	Topic	Link
Unit – II	Forms of Business Organisations	E pathshala: https://www.youtube.com/watch?v=hTxBm10uSHU&t=367s

MAPPING OF CO's WITH PO's AND PSO's

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CO 2	2	1	1	3	2	2	2	1	2		2	1	2	2
CO 3	1	2	1	1	2	2	2	1	2	2	2	1	2	2
CO 4	2	2	1		3	2	1	1	2	3	2	1	2	2
CO 5	1	2	1	1	2	2	1	1		3	2	1	2	1

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Quiz on Corporate Social Responsibility (Unit V)	Once in a Semester

Course Designed by: Mrs. Roly Grace. C. A	Verified by HOD: Dr. Lydia. H. Swamy
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

Signature of BOS Members

1. Dr. S. Mohan

2. Ms. D. Prabha

3. Dr. R. Jayanthi

4. Mr. Rengaraj

5. Ms. Vinsha Vincent

6. Ms. Shakthi Sree. S. R

SEMESTER: III
COURSE CODE: 23UBA3C05
TITLE OF THE COURSE: CORE:
PRODUCTION AND OPERATIONS MANAGEMENT
(Employability)

COURSE OBJECTIVES:

- To introduce the basic concepts of production and materials management.
- To impart knowledge about various quality systems.
- To introduce the concepts of material management and control

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Explain production system location and layout planning	K2
CO2	Discuss production planning and control process	K2
CO3	Explain the principles and functions of material management	K2
CO4	Discuss the duties and responsibility of store keeping	K2
CO5	Explain the techniques of TQM and ISO	K2

Syllabus

Credits: 3

Instructional Hours: 60

UNIT I: Introduction to Production System (K2)

13 hours

Production and Operations Management- Meaning, Importance, Scope. Functions of POM. Types of Production Systems. Plant location – Need for location planning, factors affecting location. Plant layout – determinants of layout, types of layouts.

UNIT II: Production, Planning and Control System (K2)

11 hours

Production planning and control-Principles – Routing-Scheduling, Dispatching- basics of Control. Material Handling-Importance, Principles, Criteria for selection of material handling equipment. Maintenance management – objectives, types.

UNIT III: Materials Management (K2)**11 hours**

Material management – Fundamental Principles, functions, integrated material management.

Purchasing – Process and principles.

UNIT IV: Store Keeping (K2)**12 hours**

Store keeping-objectives, Functions, Storekeeper – Duties & Responsibilities. Quality Control –

Types of Inspection, Centralized and Decentralized inspection. Store Keeping Software

UNIT V: Total Quality Management (K2)**13 hours**

TQM-meaning, objectives, elements and benefits, Techniques of TQM -ISO-features,

advantages and types of ISO certificates. Benchmarking – meaning, objectives, advantages.

Introduction to Six sigma concepts.

*(Self Study – Techniques of TQM)/ (Beyond the Curriculum: Deming's PDCA Cycle)***TEXT BOOK**

1. O.P Khanna, *Industrial Engineering & Production Management* (17th Edition) Dhanpat Rai & Sons, New Delhi. (2018)

REFERENCE BOOKS:

1. K. Panneerselvam, *Production Management* (3rd Edition) PHI Learning Pvt. Ltd, New Delhi. (2012)
2. Martand Telsang *Industrial Engineering & Production Management* (3rd Edition) S. Chand & Company Limited, New Delhi, (2018)
3. P. Saravanavel, S. Sumathi, *Production and Materials Management*, Margam Publications, Chennai. (2015)

Blended Learning

Unit	Topic	Link
Unit – V	Techniques of TQM	E pathshala : https://youtu.be/cysn3EMU7Pw

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO 1	3	3	3		2		2	1	2	3		2	2	2

CO 2	2	2	3	1	2	2	2	1	2	3	2	2	2	3
CO 3	2	1	3	2	1	3		1	2	3	3	3	3	3
CO 4	2		3	3	2	1	2	1	2	2	1	3	2	2
CO 5	2	2	3	3	2		3	1	2	3	2	3	2	3

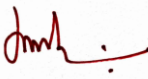





(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Case Analysis- Material Handling Equipment (Unit V)	Once in a Semester

Course Designed by: Dr. Sukanya L	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
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Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025
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SEMESTER III
COURSE CODE: 23UBA3C06
TITLE OF THE COURSE: CORE: MARKETING MANAGEMENT
(Employability)

COURSE OBJECTIVES:

- To impart knowledge about the process of marketing.
- To introduce the basic features of marketing.
- To enable the students to learn about products and channels.

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO1	Understand the concepts, functions and process of marketing	K2
CO2	Relate to the business environment and consumer behavior	K2
CO3	Distinguish different consumer market segments on different bases.	K2
CO4	Identify the factors involved in product-related decisions and pricing.	K1
CO5	Discuss the decisions involved in setting up the channel	K2

Syllabus

Total Credits: 4

Instructional Hours: 60

UNIT I: Basics of Marketing (K2)

10 hours

Introduction to Marketing Management: Introduction, Market and Marketing, Concepts of Marketing, Functions of Marketing, Importance of Marketing, The marketing process: Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix- the Additional 3Ps, Developing an Effective Marketing Mix, Marketing Planning, Marketing Implementation and Control.

UNIT II: Market Environment and Buyer Behavior (K2)

10 hours

Marketing Environment: Introduction, Environmental Scanning, Analyzing the Organization's Micro Environment, Company's Macro Environment and Techniques of Environment Scanning. consumer buying behavior: Introduction, Characteristics, Types of Buying Decision Behavior: Henry Assael Model, Consumer Buying Decision Process, Buyer Decision Process for New Products, Buying Motives, Buyer Behaviour Models.

UNIT III: Market Segmentation and Strategy (K2)

15 hours

Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation (Self Study), Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting (T), Market Positioning (P)

(Self Study - Market Segmentation)

UNIT IV: Product and Pricing (K1)

15 hours

Product Management: Classification of Products, Product Line Strategies, Product Mix Strategies, Packaging and Labeling, New Product Development, Product Life Cycle (PLC), Brand and Branding, Advantages and disadvantages of branding. Pricing: Introduction, Factors Affecting Price Decisions, Cost Based Pricing, Value Based and Competition Based Pricing, Initiating and Responding to the Price Changes.

UNIT V: Promotion & Distribution Management (K2)

10 hours

Promotion: Promotion Mix: Sales Promotion- Meaning & Definition, Objectives, Importance, Types; Salesmanship & Personal Selling- Qualities & Objectives of Personal Selling, Steps in Selling, Essentials and Uses of Salesmanship; Advertising- Meaning & Definition, Elements, Functions, Kinds of Advertising

Distribution Management: Introduction, Need for Marketing Channels, Decisions Involved in Setting up the Channel, Introduction to Retailing, Wholesaling, Customer Relationship Management, and Other Contemporary Issues: Forms of Relationship Management. **Introduction to social media marketing (INDUSTRY 4.0)**

(Beyond the Curriculum- Promotion –Meaning and Types of Promotions)

TEXT BOOK:

1. R.S.N. Pillai & Bhagavathy, *Marketing Management* (4th Edition) Sultan Chand & Sons Publications, New Delhi. (2020)

REFERENCES BOOKS:

1. Philip Kotler, *Marketing Management* (12th Edition) Pearson Prentice Hall, New Jersey, U.S.A. (2015)

2. Dr. Karunakaran & Dr. K.C. Goyal, *Marketing Management* (2st Edition) Himalaya Publishing House, Kolkata. (2015)
3. Dr. Amit Kumar and Dr. B. Jagdish Rao, *Marketing Management*, Revised edition, Sahityabhawan Publications, Agra. (2019)

Blended Learning

Unit	Topic	Link
Unit – III	Market Segmentation	E pathshala : https://youtu.be/XpQPymRD30k

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1	1	1	1	1	2			1		1		2	1	
CO2	2	2	3	3	3	1	3	2	2	3	2	1	3	2
CO3	1	1	2	3	1	1	3	2	3	2	2		3	2
CO4	2	3	3	2	3	2	3	3	2	2	3	1	2	3
CO5	1	2		2	3	2	3	1	2	2	3	1	3	1

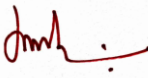





(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Case Study on PLC (Unit IV)	Once in a Semester

Course Designed by: Dr.Chitra Isac	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
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Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025
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SEMESTER III
SUBJECT CODE: 23UBA3C07
TITLE OF THE COURSE: CORE: ORGANISATIONAL BEHAVIOR
(Skill Development)

COURSE OBJECTIVES:

- To introduce the concepts and dynamics of individual and group behavior and their impact in the organization.
- To introduce the role of OB in managing people more effectively.
- To impart knowledge about organization development and change.

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO1	Interpret the human behavioral process	K2
CO2	Explain the process of Perception and types of personality	K1
CO3	Identify the techniques of motivation	K1
CO4	Explain the styles of leadership	K2
CO5	Discuss job satisfaction, morale and OD	K2

Syllabus

Total Credits: 4

Instructional Hours: 60

UNIT I : Nature And Development of OB (K2)

9 hours

OB – meaning, nature and importance. OB and management, Historical Development of OB, Hawthorne Experiments- Behavioral Process, Individual Differences.

UNIT II: Individual Aspect of Behaviour (K1) 13 hours

Employee Attitudes and Values- their significance to employee productivity. Personality – nature, types and theories. Personality tests and their application. Perception- process, factors affecting perception. Job satisfaction and morale.

(Self Study-Personality Tests)

UNIT III: Motivation and Aspects of Group Behaviour (K1) 15 hours

Motivation- Meaning, Nature, Theories* and applications to management. Financial and non-financial techniques of motivation. Groups-characteristics Group dynamics, norms and cohesiveness, Conflicts-Types and resolution of conflict.

UNIT IV: Leadership (K2) 13 hours

Leadership- Role and functions of a leader, leadership types, theories**. Counseling– Importance of a Counselor, types and merits of counseling.

UNIT V: Organisation Development And Change (K2) 10 hours

Organizational Development-approaches, steps in OD, Change agents, intervention strategies ***. Organizational Change – Types of change, Resistance to Change, Planned Change, Change Management.

(Beyond the Curriculum-Organisation Citizenship Behaviour-Types of OCB, Benefits of OCB.)

*Maslow, Herzberg's, McGregor, Porter Lawler.

** Trait, Managerial Grid, Fiedlers Contingency

*** Sensitivity training, Team building, Survey feedback

TEXTBOOK:

1. S.S Khanka, *Organisation Behaviour* (4th Edition) S. Chand Publishing, New Delhi. (2020)

REFERENCE BOOKS:

1. Shashi. K. Gupta, Rosy Joshi, *Organisation Behavior*, Kalyani Publishers, Chennai. (2014)
2. J Steward Black, David S Bright, Donald G Gardner, *Organisation Behavior*, Harper Collins College, UK. (2019)
3. Uma Sekaran, *Organisation Behavior* (2nd Edition) Tata McGraw Hill, New Delhi (2006)
4. Stephen. P. Robbins, *Organisation Behavior* (7th Edition) Pearson Higher Education, UK. (2016)

Blended Learning

Unit	Topic	Link
Unit – II	Personality Traits	Personality Tests- https://practicalpie.com/myers-briggs-type-indicator/

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O1	PSO 2
CO1	3	3	3	3	2	3	3	3		2		3	3	2
CO2	2	2	3	3	2	2	3	3	3	2	2	3	3	2
CO3	2	3	3	3	2	3	3	3		2	1	3	3	2
CO4	3	2	2	3	3	3	2	3		3		3	3	2
CO5	3	3	3	3	3	2	2	3	2	2	2	3	2	2

(Correlation: 3-High, 2-Medium, 1-Low)

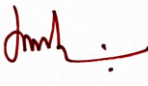





ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Group Discussion on Stay and Exit Interviews (Unit V)	Once in a Semester

Course Designed by: Dr. Lydia Nikkolaus	Verified by HOD: Dr. Lydia Nikkolaus
---	--------------------------------------

Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal
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MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025

SEMESTER: III
COURSE CODE: 23UBA3A01
TITLE OF THE COURSE: ALLIED: THEORIES OF TAXATION
(Employability)

COURSE OBJECTIVES

- To enable the students to learn the provisions of income tax with the latest amendments
- To familiarize the students with the computation of income tax under various heads.
- To impart knowledge about indirect taxes.

COURSE OUTCOMES

At the end of the course the students will be able to

CO1	Recall the provisions related to Residential status and salary	K1
CO2	Discuss the provisions related to house property and business and profession	K2
CO3	Relate the Income Tax act to capital gains and Income from other sources	K2
CO4	Describe Goods and Service Tax and customs duty	K1
CO5	Recall the different types of filing	K1

Syllabus

Credits: 4

Instructional Hours:75

UNIT I: Income Tax Act, Residential Status, Salaries (K1)

20

hours

Scope of Income tax Act - Various categories of income -Residential Status-Income exempted from Income tax heads of income: -Income from salary-Meaning –Allowances –Perquisites-Tax treatment of provident fund – Profit in lieu of salary.

UNIT II: House Property- Business And Profession (K2)

15 hours

Income from House property- Annual value –Deductions from house property Income under business and profession - General principles for computing Business Income –chargeable income under the head Profit and Gains or Business or Profession.

UNIT III: Capital Gain, Income From Other Sources, Set Off Carry Forward & Deduction

(K2)

15 hours

Capital Asset -Types of capital Assets – Income included in capital gain-Transfer-Exemption from capital gain-Income from other sources –deductions –set off carry forward.

UNIT IV: Goods and Service Tax - Custom Duty (K1)

15 hours

Indirect tax: Introduction to Goods and Service tax – Background- Registration & Scope of Supply, Levy & Collection. Input tax credit – Meaning and conditions- Invoice – e-invoicing, e-way bill. Introduction to Customs duty - types of customs duty.

Introduction to Customs Duty- (Self Study)

UNIT V: Filing of Income Tax (K2)

10 hours

Computation of total income - Filing of Income tax – Filing of TDS returns - Filing of necessary Forms

TEXT BOOK

1. V P Gaur and D B Narang, *Income Tax*. (16th edition) Kalyani publisher, New Delhi, (2021)

REFERENCE BOOKS

1. Saroj Kumar & Priyanka Singh- *Taxation Law and Practice*, Thakur Publishers, Coimbatore
2. Dr. H. C. Mehrotra and Prof. V. P. Agarwal *Indirect Tax* (18th Edition) Sahithya Bhawan Publisher, Agra (2017)
3. Dr. Vinodh K. and Dr. Monica *Income Tax and GST* (62nd Edition) Taxmann Publications, New Delhi, (2020)

BLENDED LEARNING

UNIT	TOPIC	LINKS
UNIT IV	Goods and Service Tax - Custom Duty	https://youtu.be/rkHSGatquXQ

MAPPING OF CO'S WITH PO's / PSO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1				3	3				2				3	3
CO2		2		3	3				2				3	3
CO3		2		3	3				2	3			3	3
CO4		2		3	3				2	3			3	3
CO5	3			3	3			3	3		3		3	3

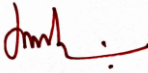





(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Assignment	Once in a Semester
5.	Online Quiz	Once in a Semester

Course Designed by: Mrs. Roly Grace. CA	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Mrs. A. Jansi Rani	Approved by: Principal

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Sign with Date						
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SEMESTER: III
COURSE CODE: 23UBA3SB1
TITLE OF THE COURSE: SKILL BASED I: PRACTICAL
MANAGERIAL COMMUNICATION - I
(Skill Development)

COURSE OBJECTIVES:

- To acquire effective personal writing skills
- To impart knowledge on report writing
- To improve communication skills

COURSE OUTCOMES:

At the end of the course students will be able to:

CO1	Develop the essential writing skills	K2
CO2	To formulate effective business letters	K2
CO3	To provide effective flow of information within the organisation	K2
CO4	To refine presentation skills	K2
CO5	Record preparation	K3

Syllabus

Total Credits: 2

Instructional Hours: 45

LIST OF PRACTICALS

Writing Skills

1. Word formation
2. Business terms
3. Sentence Formation
4. Paragraph Writing
5. Story Writing
6. Comprehension
7. Convey negative messages

Business Letters

1. Business Enquiries
2. Offers and Quotation
3. Execution and Cancellation of Order
4. Sales Promotion Letters
5. Collection Letters
6. Complaint Letters

Internal Business Communication

1. Memo
2. Circular
3. Minutes
4. Notice
5. Agenda

Presentation Skills

1. Self Introduction
2. Speech on Famous Personality
3. Speech on Different Companies

(Self Study- Self Introduction)

TEXT BOOKS:

1. Rajendra Pal and J. S. Korlahalli, *Essentials of Business Communication* (11th Edition), Sultan Chand & Sons, New Delhi, (2011)

REFERENCE BOOKS:

1. Sailesh Sengupta, *Business and Managerial Communication*, PHI Publishers (2011)
2. Dr. P. M. Meera Mohiadeen, *Managerial Communication*, Nahida Publishers, Trichy, (2021)
3. Mary Munter, *Guide to Managerial Communication*, Pearson Education, India

Blended Learning

Topic	Link
Strategies for Public Speaking	https://ca.indeed.com/career-advice/resumes-cover-letters/oratory-skills

MAPPING OF CO's WITH PO's AND PSO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	2	3	1	1	3	1	2	1	2	1	
CO2	3	2	2	2	2	1	1	2	1	2	1	2	3	1
CO3	3	2	2	2	2	1	1	2	1	2	1	2	2	2
CO4	3	2	1	2	1	1	1	2	1	2	1	2	2	
CO5	3	2	1	2	3	2	1	3	1	2	1	2	2	2

(Correlation: 3-High, 2-Medium, 1-Low)







ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	Test 1	Once in a Semester
3.	Test 2	Once in a Semester
4.	Record Work	Once in a Semester

Course Designed by: Mrs. Roly Grace C.A	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by:

	Principal
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SEMESTER: IV
SUBJECT CODE: 23UBA4C08
TITLE OF THE COURSE: CORE: HUMAN RESOURCE MANAGEMENT
(Employability, Entrepreneurship and Skill Development)

COURSE OBJECTIVES:

- To introduce the concepts and practice of human resource management in business administration.
- To impart knowledge about human resource acquisition techniques.
- To impart knowledge about human resource development techniques.

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO1	Discuss and explain the function and role of HRM	K2
CO2	Discuss and present the human resource planning process	K2
CO3	Examine and appraise the techniques of recruitment and job change	K2
CO4	Outline and examine the techniques of training and development	K2
CO5	Discuss and outline the performance appraisal process and methods	K3

Syllabus

Total Credits: 4

Instructional Hours: 60

UNIT I: Functions and Policies (K2)

11 hours

Human resource management- meaning, nature, objective and functions. Role of human resource executive, Strategic HRM.

UNIT II: Human Resource Planning (K2)

13 hours

Human resource planning- objectives– human resource planning process. Job analysis, job description, role analysis technique, job specification.

UNIT III: Recruitment and Job Change (K2)**13 hours**

Recruitment – policy- factors affecting recruitment- sources, techniques of recruitment. Selection-selection policy. Placement and induction. Job change- promotion, transfer and demotion.

UNIT IV: Training and Development (K2)**12 hours**

Training and development – training policy, need and objective, methods of training. Management development programme- objectives and methods. Evaluation of training and development.

(Self Study- Methods of Training)

UNIT V: Performance Appraisal (K2)**11 hours**

Performance appraisal- meaning, need, factors affecting performance appraisal, performance appraisal methods, performance appraisal of manager. post appraisal interview, essential of a good appraisal system.

(Beyond the Curriculum-Performance Management System,720-degree performance appraisal method)

TEXTBOOK:

1. P.C Tripathi, *Personnel Management & Industrial Relations* (21st Edition) Sultan Chand & Sons, New Delhi. (2017)

REFERENCE BOOKS:

1. N.G Nair & Latha Nair, *Human Resource Management* (12th Edition) S. Chand & Company Ltd. New Delhi, (2017)
2. Gary Dessler, *Human Resource Management* (15th Edition), Pearson Education India, Chennai. (2017)
3. Dr. C D Balaji, *Human Resource Management* (1st Edition) Margham Publication, Chennai. (2017)

Blended Learning

Unit	Topic	Link
Unit – IV	Methods of Training	E pathshala: https://youtu.be/RQ-KphyUd2k

MAPPING OF CO's WITH PO's AND PSO's

	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO 1	3	2	2	3	3	3	1	3	3	3	3	2	3	2

CO 2	1	2	2	1	1	3	2	3	1	2	3	3	2	2
CO 3	3	3	2	2	3	3	3	3	1	2	3	3	2	2
CO 4	2	2	2	3	3	3	3	3	3	2	3	3	3	2
CO 5	3	3	3	3	3	3	3	3	3	2	3	3	3	2

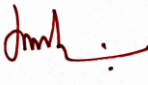





(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
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3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Report-Unique HR Practices in Organisations (Unit V)	Once in a Semester

Course Designed by: Dr. Lydia Nikkolaus	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
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SEMESTER: IV
COURSE CODE: 23UBA4C09
TITLE OF THE COURSE: CORE: FINANCIAL MANAGEMENT
(Entrepreneurship)

COURSE OBJECTIVES:

- To introduce the principles of financial management
- To introduce the concept and the practices of financial management in corporate sector
- To impart knowledge about financial structure

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Explain the finance function and financial management decisions	K2
CO2	Compute the cost of capital	K2
CO3	Discuss the factors determining capital structure and dividend	K2
CO4	Compute the working capital requirements	K2
CO5	Calculate capital budgeting and rate of return	K2

Syllabus

Credits: 5

Instructional Hours:60

UNIT I: Finance Functions (K2)

15 hours

Finance functions meaning - Definition and scope of finance functions - objectives of finance management- financial management decisions- financial environment - profit maximization - wealth maximization Sources of finance - short term - bank sources - long term - shares - debentures - preferred stock - debts.

UNIT II: Capital structure (K2)

15 hours

Capital structure - factors influencing capital structure - optimal capital structure - dividend policy - meaning, classification - sources available for dividends.

UNIT III: Cost of Capital - Leverage (K2)

15 hours

Financing decision Cost of capital - cost of specific sources of capital . Equity -preferred stock debit - reserves-weighted average cost of capital (Problems included for cost of capitals)

(Self Study – Introduction to Cost of Debts)

UNIT IV: Working Capital Management (K2)**15 hours**

Working capital management concepts - importance - determinants of working capital, characteristics of current assets, operating cost and cash cycle, cash requirement for working capital. (Simple problems)

(Beyond the Curriculum: Meaning and Importance of Risk Management in Finance)

UNIT V: Capital Budgeting (K2)**15 hours**

Capital budgeting- meaning- preparation of capital budgeting.

(Problems excluding IRR) (Simple problems)

TEXT BOOK

1. I.M. Pandey, *Financial Management* (11th edition) Vikas publishing house PVT limited, Noida (2015)

REFERENCE BOOKS:

1. R. K. Sharma & Shashi Gupta, *Financial Management* (8th Edition) , [Sultan Chand & Sons](#) -New Delhi (2016)
2. S. N. Maheswari, *Management Accounting* (2nd Edition) Vikas Publishing, Noida, (2018)
3. Khan and Jain, *Financial Management - A Conceptual Approach* (1st Edition) McGraw Hill India, Uttar Pradesh. (2014)

Blended Learning

Unit	Topic	Link
Unit – II	Introduction to Cost of Debts	E pathshala: https://youtu.be/WTaby8d1q_Y

MAPPING OF CO's WITH PO's AND PSO's

	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
C O 1	2	2	2	3	2	3			2	3	1	1	3	3
C O 2	2	3	3	2		1	2	3	2	3	1	1	3	3
C O 3	2	3	2	2	3	1		3	2	3	2	1	3	3

C O 4	2	3	3	2	2	1	3	3	2	3	2	1	3	3
C O 5	2	3	3	2	2	2	3	3	2	3	2	1	3	3

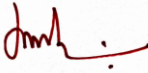





(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Sensex Analysis (Unit V)	Once in a Semester

Course Designed by: Mrs. Roly Grace C.A	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by : Principal

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SEMESTER: IV
COURSE CODE: 24UBA4CP1
TITLE OF THE COURSE: CORE PRACTICAL – I
COMPUTER APPLICATIONS
(Skill Development)

COURSE OBJECTIVES:

- To introduce the concepts of MS- Office
- To impart the practical skills of Windows 10
- To impart knowledge on worksheets and skills of animated PPT.

COURSE OUTCOMES:

At the end of the course students will be able to

CO1	Provide essential skills needed to create and edit word document	K3
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CO2	Examine and explore spreadsheet concepts, database and power point presentation with graphics.	K3
CO3	Record preparation.	K3

Syllabus

Total Credits: 2

Instructional Hours: 60

LIST OF PRACTICALS

MS WORD

- 1) Type the text, check spelling and grammar, Bullets and numbering list items, align the text to left, right, justify and center
- 2) Prepare a job application letter enclosing your bio-data
- 3) Perform mail merger operation and preparing labels
- 4) Preparing a neat aligned error free document, add header and footer also perform find, replace operation and define bookmarks

(Self Study- Insert Header, Footer and Page Number)

MS EXCEL

Worksheet using formulas

- 1) Prepare an Excel sheet illustrating formulas
- 2) Drawing graphs to illustrate class performance

ADVANCED EXCEL – (*Industry 4.0*)

- 3) Prepare a worksheet illustrating correlation between two variables.
- 4) Prepare a worksheet illustrating regression between two variables.

(Beyond Curriculum- Conditional Formatting)

MS POWER POINT

- 5) Prepare a PowerPoint presentation with at least three slides for department inaugural function
- 6) Draw an organization chart with minimum three hierarchical levels
- 7) Insert an Excel chart into a PowerPoint slide.
- 8) Prepare a PowerPoint presentation with at least three slides with animation and design.

TEXT BOOK:

1. Nellaikannan, *MS-office 2000*, NELS Publication, Tirunelveli. (2002)

REFERENCE BOOK:

1. Linda Foulkes, *Learn Microsoft Office 2019*, PACKT Publishing Ltd., UK (2020)
2. Shikha Nutiyal, *Introduction to Computers*, V&S Publishers, (2013)
3. Edward Jones, *Microsoft Office - An Introduction 2013*, Amazon Digital Publisher (2014)

Blended Learning

Unit	Topic	Link
Unit – I	Insert Function in MS Word	https://www.youtube.com/watch?v=M87kQpf5wLQ

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1	3	1	1	1	2	1	1	3	2	1	3	2	2	2
CO2	3	1	2	1	2	1	2	3	2	1	3	2	2	3
CO3	3	1	2	1	1	1	2	3	2	1	1	1	1	2

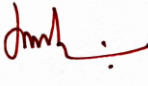





(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	Test 1	Once in a Semester
3.	Test 2	Once in a Semester
4.	Observation	Once in a Semester
5.	Record Work	Once in a Semester

Course Designed by: Mrs. Roly Grace C.A	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
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Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025
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SEMESTER: IV
COURSE CODE: 23UBA4A02
TITLE OF THE COURSE: ALLIED: CORPORATE LAW
(Entrepreneurship)

COURSE OBJECTIVES:

- To familiarize the students with the provisions relating to Companies Act
- To inculcate the knowledge of industrial relations and their impact on human resources.
- To provide an insight into various social security measures

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Discuss the details of business	K1
CO2	Discuss the law of contract	K1
CO3	Describe Factories act 1948	K1
CO4	Describe Workman Compensation act 1923	K1
CO5	Describe Industrial Dispute act 1947	K1

Syllabus

Credits: 4

Instructional Hours: 75

UNIT I: Companies Act (K1)

15 hours

Companies Act: Company – Definition, Meaning, Nature and its Characteristics. Promoters – Meaning, Position, Duties, Responsibilities and Liabilities. Types of Companies and their incorporation. Formation of Companies – Procedural Aspects. Memorandum of Association & Articles of Association, Commencement of Business.

(Beyond the Curriculum: Amends of Companies Act, 2020 – any TWO amended provisions)

UNIT II: Law of contract (K1)

15 hours

Law of contract: Contracts – essentials of contract – Agreements – Void –illegal- Kinds–offer – legal rules as to offer and lapse of offer – Acceptance – and rules as to acceptance – to create legal relation – capacity of parties to create contract.

UNIT III: Factories Act 1948 (K1)

15 hours

Factories Act, 1948: Objects; provisions relating to health (Self study), safety, welfare, working hours, leave, etc. of workers; approval, licensing and registration of factories-manager and occupier-their obligations under the Act: powers of the authorities under the Act: penalty provisions.

(Self Study – Factories Act, 1948 (Health Measure))

UNIT IV: Workers Compensation Act 1923 (K1)

15 hours

Worker's Compensation Act, 1923: Objects; employer's liability for compensation; amount of compensation; methods of calculating wages; review; distribution of compensation; notice and claims; commissioners for workmen's compensation.

UNIT V: Industrial Disputes Act 1947 (K1)

15 hours

Industrial Disputes Act, 1947: Objects: Industrial Disputes, authorities for settlement, reference, procedures, powers and duties of authorities: settlements and awards; strikes, lock-outs; lay-off; retrenchment; transfer and closure; unfair labor practices; miscellaneous provisions

TEXT BOOK

1. N. D. Kapoor, *Mercantile Law* (35th Edition) Sultan Chand & Sons, New Delhi. (2014)

REFERENCE BOOKS:

1. T. N. Chhabra, R K SURI *Industrial Relations Publication*, Dapat, New Delhi. (2020)
2. V. S. Datey *Corporate Laws*, Taxmann Publications Private Limited, New Delhi. (2019)
3. Dr. Avtar Singh *Company Law* (11th Edition) Eastern Book Company, New Delhi. (2018)

Blended Learning

Unit	Topic	Link
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Unit – III	Factories Act, 1947 (Health Measure)	https://www.youtube.com/watch?v=9oqtpI4_Lpc
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MAPPING OF CO's WITH PO's / PSO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1	2	3	3	3	2	2	3	2	3	3	1	1	3	1
CO2	2	3	3	3	2	2	3	2	3	3		1	3	1
CO3	2	3	3	3	2	2	2	2	3	3	2	1	3	1
CO4	2	3	3	3	2	2	2	2	3	3	1	1	3	1
CO5	2	3	3	3	2	2	2	2	3	3		1	3	1

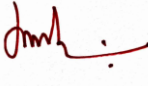





(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice a Semester
6.	Seminar (Unit III & IV)	Twice a Semester
7.	Quiz – Industrial Dispute Act, 1947 (Unit V)	Once in a Semester

Course Designed by: Mrs. Sabeena Mary	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
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SEMESTER: IV
COURSE CODE: 23UBA4SB2
TITLE OF THE COURSE: SKILL BASED II:
PRACTICAL - MANAGERIAL COMMUNICATION - II
(Skill Development)

COURSE OBJECTIVES:

- To acquire the skills to write resume
- To impart formal written communication skills
- To enhance verbal and non-verbal communication skills

COURSE OUTCOMES:

At the end of the course students will be able to

CO1	Preparation of Curriculum Vitae	K3
CO2	Understand and write different types of report	K2
CO3	Develop oratorical skills and positive corporate etiquettes	K3
CO4	Record preparation.	K3

Syllabus

Total Credits: 2

Instructional Hours: 45

LIST OF PRACTICALS

Personal Letters

1. Job Application
2. Preparation of Curriculum Vitae

Report

1. Report by Individual
2. Report by Committee
3. Annual Reports

Verbal Presentation

1. Speeches-Speech of Introduction, Speech of thanks, Occasional speech
2. Placement Interview
3. Group Discussion
4. e- Mail etiquette.

Non – Verbal Presentation

1. Social etiquette
2. Proxemics (interpersonal space), paralanguage, kinesics
3. Audio visual media

TEXT BOOKS:

1. Rajendra Pal and J.S.Korlahalli, *Essentials of Business Communication*, Sultan Chand & Sons, New Delhi, (2011)

REFERENCE BOOKS:

1. Sailesh Sengupta, *Business and Managerial Communication*, PHI Publishers, (2011)
2. Dr. P. M. Meera Mohiadeen, *Managerial Communication*, Nahida Publishers, Trichy, (2021)
3. Mary Munter, *Guide to Managerial Communication*, Pearson Education, India

Blended Learning

Topic	Link
Paralanguage	https://www.youtube.com/watch?v=RLXRNcX7dyE

MAPPING OF CO's WITH PO's AND PSO's

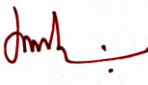





	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	1	2	2	2	1	2	2	1	1	1	1	
CO2	3	1	1	2	2	2	1	2	3	1	1	1	1	2
CO3	3	1	1	2	3	2	1	3	3	1	1	1	1	1
CO4	3	1	1	2	3	2	1	3	2	1	1	3	1	1

(Correlation: 3-High, 2-Medium, 1-Low)**ASSESSMENT TOOLS**

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	Test 1	Once in a Semester
3.	Test 2	Once in a Semester
4.	Other Component (Record Book)	Once in a Semester

Course Designed by: Mrs. Roly Grace C.A	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by : Principal

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SEMESTER: V
COURSE CODE: 23UBA5C10
TITLE OF THE COURSE: CORE – RESEARCH METHODS FOR MANAGEMENT
(Skill Development)

COURSE OBJECTIVES:

- To familiarize the students with the process of research in Business
- To introduce the applications of research in management
- To give an insight into report writing.

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Discuss and explain the importance of research and hypothesis	K2
CO2	Explain the methods of sampling and data collection	K2
CO3	Apply and calculate Z test, T-test and chi- square test	K3
CO4	Explain and illustrate the techniques of report writing	K2
CO5	Examine and explain the applications of research	K2

Syllabus

Total Credits: 4

Instructional hours: 75

UNIT I: Research Process and Design (K2)

13 hours

Research- Meaning, Definition, Scope and Significance. Types of Research, Research Process, Limitations of Research. Hypothesis-Meaning, Sources, Types and Formulation. Problem Identification, necessity of defining problem. Research Design- Meaning, need for research design.

(Self Study - Quantitative Research and Hypothesis)

UNIT II: Sampling and Data Collection (K2)

13 hours

Scaling Techniques- Meaning and need for scaling. Sampling- process and selection – sample types, and sampling errors. Data collection- methods and tools. Editing, Coding and Tabulation.

Introduction to SPSS (INDUSTRY 4.0) (Students should compulsorily attend a workshop and secure a certificate)

UNIT III: Tests of Significance (K3)

19 hours

Tests of Significance of hypothesis- parametric and non-parametric tests, t-test, Chi Square test, ANOVA [Simple problems only]

UNIT IV: Interpretation and Report Writing (K2)

13 hours

Interpretation- meaning. Report writing- Steps in report writing, layout of reports, principles & Mechanics of writing research report, Graphical representation of results – tables & charts.

UNIT V: Application of Research (K2)

17

hours

Application of Research- basics of product research, price research, Motivation research, Advertising research, distribution research, sales control research, media research.

(Beyond the Curriculum-Emerging AI applications in MR-Impact and uses of AI in MR)

TEXT BOOK:

1. CR Kothari, *Research Methodology: Methods and Techniques* (4th Edition) New Age International, Chennai. (2019)

REFERENCE BOOKS:

1. P.C Tripathi, *Research Methodology in Social Sciences* (8th Edition) Sultan Chand, New Delhi. (2016)
2. Malhotra Naresh K, *Marketing Research* (7th Edition) Pearson Education India, Chennai. (2019)
3. Allen Bryman Social, *Research Methods* (5rd Edition) Oxford University Press, England. (2019)

Blended Learning

Unit	Topic	Link
Unit - I	Quantitative Research Hypothesis and Decision Making	E pathshala: https://youtu.be/DVSVy80_uqw https://youtu.be/jSPnPRUdWso -

MAPPING OF CO's WITH PO's AND PSO's

	PO1	PO 2	PO 3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2
CO 1	3			3	1	1				1	3		3	2
CO 2	2	3	2	3	3	1			3	1	3	2	3	2
CO 3	1	2	3	3	2	1	3		3	3	3		3	2
CO 4	3	3		3		1	2	2	3	1	2	3	3	2
CO 5	2	3	1	3	2	1	3	1	3	3	3		3	2

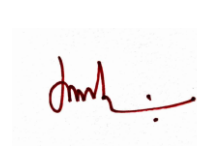




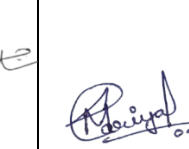
(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Case Study (Unit V)	Once in a Semester

Course Designed by: Dr. Lydia H. Swamy	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025

SEMESTER: V
COURSE CODE: 23UBA5C11
TITLE OF THE COURSE: CORE:
ENTREPRENEUR DEVELOPMENT AND SMALL BUSINESS MANAGEMENT
(Entrepreneurship & Skill Development)

COURSE OBJECTIVES:

- To educate and develop the management students with the aptitude for Entrepreneurial qualities.
- To impart knowledge in MSME project formulation, implementation and evaluation
- To highlight the importance of women entrepreneurs and entrepreneurial success stories

COURSE OUTCOMES:

At the end of the course students will be able to

CO 1	Understand the meaning, types and behavior of Entrepreneurs	K1
CO 2	Discuss and explain the importance of Entrepreneurial Development Programme	K2
CO 3	Explain the various aspects of small business development and implementation.	K2
CO 4	Discuss and Explain the Characteristics, skills and schemes for Women Entrepreneurs	K2
CO 5	Interpret sickness and elaborate startups and Pioneers in Entrepreneurship	K3

Syllabus

Credits: 5

Instructional Hours: 75 hours

UNIT I: Entrepreneurship Concepts and Functions

15 hours

Entrepreneurship – Meaning – Characteristics, Functions and types of entrepreneurs, intrapreneur, - Need for Achievement Theory, Risk taking behavior- Role and responsibilities of an entrepreneur in economic development

UNIT II: Entrepreneur Development Programme

12 hours

Factors effecting entrepreneur growth, economic and non – economic, Entrepreneurship development programme, needs, objectives, course contents, phases, evaluation- Kartz's Managerial Skills theory and its application in EDP

UNIT III: Introduction to Small Business

18 Hours

Introduction to Small Business: Evolution & Development– Meaning – concepts – categories – characteristics of small business – role, importance and responsibilities of small business. Business Ideas – Sources and incubating; Technical Assistance for small business – Preparation of

Feasibility Reports, Legal Formalities and Documentation. Institutional Support for Small Business – DIC, NSIC, KVIC, SISI, SIPCOT

(Beyond the Curriculum: NABARD- Role of NABARD in small business development)

UNIT IV: Women Entrepreneurs

12 Hours

Meaning- characteristics- soft skills required for women entrepreneur: self identity, self confidence, self-motivation- schemes for women entrepreneurs- self help groups, **online business opportunities (industry 4.0)** and work from home business opportunities

(Self-Study: Soft Skills Required for Women Entrepreneur)

UNIT V: Contemporary Issues in Entrepreneurship

18 Hours

Sickness and remedial measures in MSME- causes and remedial measures. Government Schemes for MSME. Contemporary issues- Startups – meaning, definitions, need, startup eco systems – Brief history on pioneers in entrepreneurship- J. R. D. Tata/ Kiran Mazumdar – Shaw/ Narayana Murthy/ Steve Jobs/ G. D. Naidu/ Chinnappillai

TEXT BOOK:

1. S.S. Khanka, *Entrepreneurship Development*, S. Chand & Company Ltd, New Delhi, (2019)

REFERENCE BOOKS:

1. C. B. Gupta & N. P. Srinivasan, *Entrepreneurship Development* (Edition) Sultan Chand & Sons, Educational Publishers, New Delhi. (2010)
2. Vasant Desai, *Project Management* (3rd Edition) Himalaya Publishing House, Mumbai (2010)
3. Dennis Lock, Walia Joshi, *Project Management* (9th Edition) Kalyani Publishers, New Delhi (2012)
4. Poorinima. M. Charantimath, *Entrepreneur Development and Small Business Enterprise* (1st Edition) Pearson Education, India (2013)

Blended Learning

Unit	Topic	Link
Unit – IV	Soft Skills required for Women Entrepreneurs	https://www.coursera.org/lecture/local-economic-development/women-entrepreneurs-Y6NpW

MAPPING OF CO's WITH PO's AND PSO's

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CO2		3	3				2	3	2	3	2	3	2	3

CO3	1	3	2	1	2	3	3	3	2	3	2	2	2	3
CO4	2	2				2	1		2	1	2	1	2	2
CO5		2			3	1	2	2	2	1	1	3	1	3







(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Creating a Business Plan (Unit V)	Once in a Semester

Course Designed by:Dr.ChitraIsac	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC:Dr. JaculinArokiaSelvi. S	Approved by : Principal

MEMBERS OF THE BOARD OF STUDIES

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SEMESTER: V
COURSE CODE: 23UBA5C12
TITLE OF THE COURSE: CORE: COST & MANAGEMENT ACCOUNTING
(Entrepreneurship)

COURSE OBJECTIVES:

- To introduce to the students the concepts and procedures of cost and management accounting.
- To help the students learn the applications of cost and management accounting in business.
- To impart practical knowledge of costing with the help of problems.

COURSE OUTCOMES:

At the end of the course the students will have the ability to

CO1	Explain the cost concepts and management accounting	K2
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1. T.S Reddy and Y. Hari Prasad Reddy (2017) Cost and Management Accounting- Margham Publications, Chennai
2. Dr.P.K.Pani and M.L.Agarwal (2019) Cost and Management Accounting- Sathiya Bhawan Publication, Agra
3. Ravi.M.Kishore (2019) Cost & Management Accounting (6th Edition)- Taxmann Publisher, Delhi

Blended Learning

Unit	Topic	Link
Unit – III	Ratio Analysis	https://youtu.be/CnhU3duai-c

MAPPING OF CO's WITH PO's AND PSO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1	1	2	3	2	1	2		2	2	2	1	2	3	3
CO2	1	1	3	2	1	2	3	3	2	2	1	2	3	3
CO3	1	2	3	3	1	2	3	3	3	3	1	2	3	3
CO4	1	2	3	3	1	2	3	3	2	2	1	2	3	3
CO5	1	1	3	2	1	2	3	2	2	2	1	2	3	3

(Correlation: 3-High, 2-Medium, 1-Low)







ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Solving of sums based on material and labour variance (Unit V)	Once in a Semester

Course Designed by: Mrs. Roly Grace C.A	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by :

	Principal
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MEMBERS OF THE BOARD OF STUDIES

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SEMESTER: V

COURSE CODE: 23UBA5E01

TITLE OF COURSE: ELECTIVE: PROJECT MANAGEMENT AND FINANCING
(Entrepreneurship & Skill Development)

OBJECTIVES:

- To educate and develop the management students with the aptitude for project qualities.
- To impart knowledge in project formulation, implementation and evaluation of projects.
- To provide knowledge about the assistance provided by various financial Institutions.

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Describe the functions and types of Project Management	K1
CO2	Discuss the Project Identification, Formulation and Evaluation	K2
CO3	Discuss the various aspects of Project Implementation	K2
CO4	Describe a Sources of Finance	K2
CO5	Discuss the various Startup Capital for Business	K2

Syllabus

Credits: 4

Instructional hours: 75

UNIT I: Project Management (K1)

17 hours

Project Management – Meaning of a project, categories. Project life cycle, phases, characteristics of a project, project manager, roles and responsibilities of a project manager.

UNIT II: Project Identification, Formulation and Evaluation (K2)

12hours

Project identification, project selection, project formulation, contents of a project report, and specimen copy of a project report. Planning commission guidelines for formulating a project. Project evaluation – objectives, types and methods.

UNIT III: Project Implementation (K2)

15 hours

Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation, Introduction to project network & determination of critical path, Preparation of comprehensive project report.

UNIT IV: Sources of Finance (K2)

15 hours

Sources of finance -Institutions that finance a project. IDBI– SIDCs – SIPCOT – TIIC-ICICI. DICs Commercial Banks – Small Industries Development Bank .

UNIT V: Startup Capital for Business (K2)

11 hours

Boot strapping Business-Crowd funding- Angel Investors -Join Venture Capital - Business incubators and Accelerators- Government programs that offer startup capital (self study).

Self Study – Government Programmes - Project Financing

E pathshala: <https://youtu.be/0IFXAbD9Mho>

TEXT BOOK:

1. S.S. Khanka, *Entrepreneurship Development* (Edition) S.Chand & Company Ltd, New Delhi. (2019)

REFERENCE BOOKS:

1. C. B. Gupta & S.S. Khanka, *Entrepreneurship Development* (Edition) Sultan Chand & Sons, Educational Publishers, New Delhi. (Dec 25, 2019)
2. Vasant Desai, *Project Management* (3rd Edition) Himalaya Publishing House, Mumbai. (2017)
3. Dennis Lock, Walia Joshi, *Project Management* (9th Edition) Kalyani Publishers, New Delhi. (2019)

MAPPING OF CO'S WITH PO's / PSO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1		2		2	3	3			3	3		3	3	
CO2		2		2	3	3			3	3		3	3	
CO3	3	2	2	2	3	3	3	2	3	3		3	3	
CO4	3	2	2	2	3	3	3	2	3	3		3	3	
CO5		2		2	3	1			3	3		3	3	3







(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS (common for all courses)

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice a Semester
6.	Seminar (Unit III & IV)	Twice a Semester
7.	Quiz (Unit - V)	Once in a Semester

Course Designed by: Mrs. A. Sabeena Mary	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by : Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025

SEMESTER V
COURSE CODE: 23UBA5E02
TITLE OF THE COURSE: ELECTIVE: FINANCIAL PLANNING
(Employability, Entrepreneurship and Skill Development)

COURSE OBJECTIVES:

- To make know the basic concepts in financial planning
- To discuss various financial products for savers and investors
- To understand various types of personalities and their financial needs

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO 1	To use financial tools to assess where you are currently with your finances, and begin setting goals for the future.	K2
CO 2	To understand the necessary process of budgeting, more common tools and methods for managing cash flows.	K2
CO 3	To explore best practices for building a saving habit and discuss barriers to saving. Introduction of mental accounting and time value of money.	K1
CO 4	Introduce investment terms and key investment strategies.	K2
CO 5	To have an overview of the career opportunities in financial planning.	K3

Syllabus

Credits: 4

Instructional Hours: 75

UNIT I Basics of money (K2)

17 hours

Factors influencing financial decisions- Exploring money personalities - Financial Goals & Assessing Your Situation. Tracking monthly expenses - Budgeting Overview- Methods to avoid overspending?- Investment Advisors' view- Creating a Budget- Financial Services- Alternatives to cash- Pros and cons of using a credit card - Budgeting and Cash Flow Management.

UNIT II Strategies for money (K2)

12 hours

Setting aside money for emergencies - Importance of saving money- Methods to start saving money- Set a savings goal- Building savings habit- Barriers to Saving Money- Saving Strategies. Time Value of Money.

UNIT III Risk (K1)

15 hours

Introduction to investing terms- Understanding Investment risk- Reasons to invest in diversified avenues – Investment avenues in India - Savings for retirement - Investing tips for young adults- Building on knowledge.

UNIT IV Insurance (K2)

15 hours

Risk Management Overview- Need for Insurance- Insurance Basics- Factors determining the cost of insurance- Life Insurance- Insurance Risk - Financial Literacy.

(Self Study – Types of Insurance)

UNIT V Behavioural Finance & Financial Planning as a Career (K3)

16 hours

Behavioural Finance – Meaning, Concept, Bias - Financial Planner- Role of Financial Planner, Financial planning as a career, Scope of Financial Planner- Financial Analyst – Meaning, Roles & Skills.

(Beyond the Curriculum: Value of Foreign Currency (US Dollars, Euro, Pound, Yen)

TEXTBOOK:

1. Sinha Madhu, (2017) Financial Planning: A Ready Reckoner- Tata McGraw – Hill Publishing Company Limited, New Delhi.

REFERENCE BOOKS:

1. M Pattabiraman and P V Subramanyam, (2016), You Can Be Rich Too: With Goal-Based Investing- – TV 18 Broadcast Ltd., C&P, Noida, UP.
2. Robert Kiyosaki and Sharon Lechter (2017)- Rich Dad Poor Dad- Amazon, Seattle Washington.
3. Carl Richards, (2012), The Behavior Gap: Simple Ways to Stop Doing Dumb Things With Money- Penguin Publishing Group, London, England.

Blended Learning

Unit	Topic	Link
Unit – IV	Types of Insurances	https://www.youtube.com/watch?v=PYWYMWG62Xc

MAPPING OF CO's WITH PO's AND PSO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	3	3	3	2	1	2		3	1	2	1	3	3
CO2		2	3	2	3	1	3	2	3	1	2	1	3	3
CO3	2	3	3	3	1	1	2	1	3	3	2	2	1	3
CO4	2	3	2	3	2	1	2	2	3	1	2	1	3	3

CO5	2	3	3	3	3	3	3	3	3	2	2	2	3	3
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(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Quiz on Saving and Investment (Unit V)	Once in a Semester

Course Designed by: Dr. Chitra Isac	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025

SEMESTER V
COURSE CODE: 23NBA5E02 (GENERIC COURSE)
TITLE OF THE COURSE: CORE: MARKETING COMMUNICATION
(Employability & Skill Development)

OBJECTIVES:

- To introduce to the students the concepts of advertising.
- To make the students understand the role of advertising in modern business.
- To impart knowledge of visualization and advertising design.

COURSE OUTCOMES

At the end of the course the students will be able to

CO1	Discuss and classify advertising	K2
CO2	Discuss and classify forms of Media	K2
CO3	Discuss and classify advertising appeals and creative Visualization	K2
CO4	Discuss illustration and create elements of advertising copy	K2
CO5	Discuss and explain advertising Agency services	K2

Syllabus

Credits:4

Instructional hours: 60

UNIT I: Marketing Communication (K2)

12 hours

Meaning, Definition, Nature, Objectives, Importance – Marketing communication and persuasion – AIDA model – Marketing Communication Mix

UNIT II: Forms of Media (K2)

12 hours

Advertising: Meaning, Importance, Objectives - Forms of Media: Print media, Audio-Visual media, Television, The Internet - Point of Purchase: Visual merchandising, Outdoor, Cinema - Basis for media analysis.

Self Study- Forms of Media

UNIT III: Advertising Appeals and Agencies (K2)

12 hours

Advertising appeals: Meaning, Essential of good appeal, Classification of appeal - Advertising agencies: Elements of agency services, Functions, Organization, Selection of advertising agencies, Agency relationship, Methods of payments for agency services.

UNIT IV: Constructing an Advertisement (K2)

14 hours

Constructing an advertisement- Advertising layout: Functions, Design of layout, Types of layout, Principles - Advertising copy: Objectives, Essentials, Types - Elements of copywriting: Headlines, Body copy, Illustration, Catch phrases, Slogans, Identification marks.

UNIT V: Organisation of Advertising and Advertising Ethics (K2)

10 hours

Advertising department: Organization, Classification, Size of advertising- Ethics in advertising.

TEXTBOOK

1. C.N.Sontakki, *Advertising and Sales Management* (11th Edition) Kalyani Publishers, New Delhi, (2015)

REFERENCE BOOKS

1. Dr. Ruchi Gupta, *Advertising Principles and Practice*- S. Chand Publishers, New Delhi, (2016)
2. Dr. Niraj Kumar, *Integrated Marketing Communication* – Himalaya Publishing House, Mumbai, (2015)
3. PR Smith and Ze Zook, *Marketing Communication* (7th Edition) Kogan Page Publishers, New Delhi, (2019)

Blended Learning

Unit	Topic	Link
Unit I	Forms of Media	https://youtu.be/qa7L44ryM3o

MAPPING OF CO'S WITH PO's / PSO'S

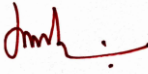





	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO1		2	2		1	2	3	3	2	3	2	3	2	3
CO2	3	2	2	3		3	3	3	2	3	2	2	2	3
CO3	3	2	2	3	2	3	3	3	2	3	2	3	2	3
CO4	3	2	2	3		2	3	3	3	3	2	2	2	3
CO5		2	2		2		3	3	2	3	2	3	2	3

ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Assignment	Once in a Semester
5.	Online Quiz	Once in a Semester

Course Designed by: Mrs. Roly Grace.C.A	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by : Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025

SEMESTER- V
SKILL BASED COURSE - III
SUBJECT CODE: 23UBA5SB3
TITLE OF COURSE: BANKING THEORY, LAW AND PRACTICE
(Employability)

Objectives:

- To impart knowledge about Banking ..
- To provide basic knowledge about negotiable instruments.
- To familiarize the students with the technological development in banking Sector

Course Outcomes:

At the end of the course the students will be able to

CO1	Define and describe the customer relationship rights and duties of the Banker	K1
CO2	Discuss about the types of deposits	K2
CO3	Classify the negotiable instrument	K2
CO4	Explain the functions of Central Bank	K2
CO5	Relate to recent activates of Banks	K2

Syllabus

Total credits: 2

Instructional hours: 45

UNIT I: Banker Customer Relationship (K1)

10 hours

Banking – Banker-Customer-Relationship-Rights and duties of banker-KYC.

UNIT II: Types Of Deposits

(K2)

9 hours

Functions of commercial Banks- types of Deposits- Assets management – Loans and Advances- Schedules 1 to 11 – Credit creation by commercial Banks.

UNIT III: Negotiable Instruments

(K2)

10 hours

Negotiable Instrument-Cheques -Collection of Cheques- Payment of Cheques-Crossing of cheques –Endorsement –Clearing House-Functions.

UNIT IV: Central Bank Regulations

(K2)

10 hours

Banking in India: Functions of Central Banks-RBI & Regulatory measures-New generation Banks, public sector Banks – Private sector Banks – Foreign banks.

UNIT V: Recent Trends In Banking

(K2)

6 hours

Credit Appraisal- Assessing performance in banks – Recent trends in Banking ATM-Net Banking- E-Banking-Core Banking– Credit cards- Basel Norms, Grievances Bank.

(Self Study-ATM)

TEXT BOOK

1. K.P.M.Sundharam & P.N.Varshney, *Banking Theory Law and Practice* (20th Edition) Sultan Chand & Sons, New Delhi. (2014)

REFERENCE BOOKS

1. Dr. S Gurusamy, *Banking Theory Law and Practice* (3rd Edition) Vijay Nicole Imprints Private Limited, Chennai. (2014)
2. Parameswaran and Natarajan, *Indian Banking* (4th Edition) S. Chand, Delhi. (2013)
3. Avtar Singh, *Banking and Negotiable Instruments* (4th Edition), Eastern Book Company, Bengaluru. (Reprint 2020)

Blended Learning

Unit	Topic	Link
UNIT II	Types Of Deposits	E- pathshala: https://youtu.be/IxbND81TiqA

MAPPING OF CO'S WITH POs / PSO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1				3	3								2	
CO2		3		3	3								3	
CO3		3		3	3								3	
CO4				3	3								2	
CO5		3		3	3								2	







(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS (common for all courses)

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Assignment	Once in a Semester
5.	Online Quiz	Once in a Semester

Course Designed by: Mrs. A. Sabeena Mary	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by : Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
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SEMESTER: V & VI
COURSE CODE: 23IDSBBA1
TITLE OF THE COURSE: SKILL BASED IV & VI – LIFE SKILLS
(Skill Development)

COURSE OBJECTIVES:

- To help the students to get organized in the day-to-day life activities.
- To build confidence among students.
- To enhance students in their in-built skills.

COURSE OUTCOMES:

At the end of the course the students will have the ability to

CO1	Explain Self/Social awareness	K2
CO2	Understand networking skills	K1
CO3	Imbibe communicative/co-operative skills	K2
CO4	Enlightened on people management skills	K2
CO5	Learn studying skills	K2

Syllabus

Total credits: 2

Instructional hours: 45

UNIT I: Self and Social Awareness (K2)

10 hours

Self/ social awareness skills: understanding self – *Johari's window*, Goal *setting* – *SMART Goals*/

Emotional Intelligence – *self-awareness, self regulation, self motivation, empathy, social skills*

UNIT II: The Networking Skills (K1)**10 hours**

Networking skills (self study): Building contacts and maintaining relationships- negotiation-matrix- *Lewicki – Hiam - model* - resources in searching for a new job-starting own business or looking for inspiration -advantages and disadvantages of networking in different situations.

(Self Study – Networking Skills)

UNIT III: Communicative/ Co-Operative Skills (K2)**8 hours**

Communication co-operation skills: Team work - pronunciation skills - inter –personal and communication skills- introduction on info graphics/ *Non-verbal communication, proxemics (interpersonal space) paralanguage, kinesics, how to handle deception*

UNIT IV: People Management (K2)**9 hours**

People management/organizing: Managing people in work space -techniques in motivating the team -tactful approach to manage different personalities -organizing and prioritizing different tasks.

UNIT V: Study Skills (K2)**8 hours**

Study skills- *Peter Senge Model of five disciplines*: Changing the mind set (Fixed mindset and growth mindset) - different study methods and learning style: strength, weakness and personality traits of oneself.

TEXT BOOK

1. Dr. Spencer Kagan, *Life Skills*, Macmillan Publishers Limited, Germany. (2019)

REFERENCE BOOKS:

1. Dr. K. Ravikanth Rao & Dr. P. Dinakar *Life Skills Education* (1st Edition) Neelkamal Publisher, Hyderabad, Andhra Pradesh, India. (2016)
2. Dr. Rajivkumar Jain, Dr. Usha Jain, *Life Skills*, Vayu Education of India, (2014)
3. Julia Laflin, *Life Skills*, Octopus Publishing Group, (2018)
4. Karen Harris, *Life Skills for Teams*, Spotlight Media, (2021)

Blended Learning

Unit	Topic	Link
Unit – II	Networking Skills	https://youtu.be/zfLKbr73GLk

MAPPING OF CO's WITH POs AND PSO'S

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO1	PSO2
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CO3	3	2	3	2	3	1	2	2		1	1	2	3	3
CO4	3	2	1	2	3	1	2	2		1	2	2	2	3
CO5	3	2	3	2	3	1	2	2		1	1	2	2	3

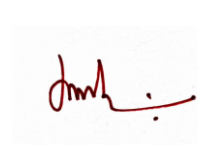





(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Assignment	Once in a Semester
5.	Quiz (Unit V)	Once in a Semester

Course Designed by: Dr. Sukanya L	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by : Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025

SEMESTER: VI
COURSE CODE: 23UBA6C13
TITLE OF THE COURSE: CORE: ADVERTISING

(Employability)

COURSE OBJECTIVES:

- To introduce to the students the concepts of advertising.
- To make the students understand the role of advertising in modern business.
- To impart knowledge of visualization and advertising design.

COURSE OUTCOMES:

At the end of the course the students will be able to

CO1	Explain advertising and Discuss forms of media	K2
CO2	Discuss and explain advertising appeals and agency services	K2
CO3	Explain the elements of advertising copy	K2
CO4	Discuss Repeat advertising and Budget	K2
CO5	Outline the advertising department and advertising ethics	K2

Syllabus

Total Credits: 4

Instructional Hours: 90

UNIT I: Forms Of Media (K2)

18 hours

Advertising: Meaning –Importance, Objectives. Forms of Media -Print media-Audio-Visual media- Radio, Television, the Internet: Point of purchase, Visual merchandising, Outdoor Media, Direct Advertising. Basis for media analysis. Social Media Advertising.

(Self Study-Forms of Media Advertising)

UNIT II: Advertising Appeals and Agencies (K2)

18 hours

Advertising appeals Meaning, Essential of good appeal, and Classification of appeal. Advertising agencies- Elements of agency services, Functions, organization, selection of advertising agencies. Agency relationship, Methods of payments for agency services.

UNIT III: Constructing an Advertisement (K2)

20 hours

Constructing an advertisement- Advertising layout- Functions, Design of layout, type of layout, principles. Advertising copy-Objectives, Essentials-Types-Elements of copywriting: Headlines, Body copy, Illustration, Catch phrases, Slogans and Identification marks.

UNIT IV: Repeat Advertising and Budget (K2)

16 hours

Repeat advertising- meaning, importance, factors affecting repeat advertising and problems of repeat advertising.

Advertising budget- meaning and methods of establishing appropriation

(Beyond the Curriculum-Advertising Cookies- First, second and third-party cookies-Uses of first party cookies)

UNIT V: Organisation of Advertising Department and Ethics (K2) 18 hours

Advertising department- Organization, Classification and size of Advertising department Ethics in advertising **Introduction to Digital Marketing (IND 4.0)**

TEXTBOOK:

1. C.N.Sontakki, *Advertising and Sales Management* (2nd Edition) Kalyani Publishers, New Delhi. (2017)

REFERENCE BOOKS:

1. Philip Kotler& Kevin Lane Keller, *Marketing Management* (16th) Edition -Pearson Prentice Hall,Chennai. (2016)
2. Oliver J Rich, *Digital Marketing for Beginners 2020*, Independently Published, (2019)
3. S A Chunawalla and Sethia, *Foundations of Advertising –Theory and Practice* (9th Revised Edition) Himalaya Publishing House,New Delhi, (2018)

Blended Learning

Unit	Topic	Link
Unit - I	Forms of Media	https://youtu.be/qa7L44ryM3o

MAPPING OF CO's WITH PO's AND PSO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO 1	3	2		1	1			2	1	1	3		2	1
CO 2	3	2		3		2	1	2	2	2	1	2	2	2
CO 3	3		2	3	2	2	3	3	3	2	3	3	3	2
CO 4	3	2	3	1	1	2		1	2	1	1	3	2	2
CO 5	3	1		3	2		2	2	2	3	3	2	2	2

(Correlation: 3-High, 2-Medium, 1-Low)







ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
------	--------------------	-------------------------

1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Creating an advertisement (Unit V)	Once in a Semester

Course Designed by: Dr.Lydia H. Swamy	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025

SEMESTER: VI
COURSE CODE: 23UBA6C14
TITLE OF THE COURSE: CORE: STRATEGIC MANAGEMENT
(Entrepreneurship & Employability)

COURSE OBJECTIVES:

- To understand the strategic decisions that organizations make and have an ability to engage in strategic planning.
- To integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy.
- To analyze and evaluate critically real-life company situations and develop creative solutions, using a strategic management perspective.

COURSE OUTCOMES:

At the end of the course the students will be able to:

CO1	Discuss vision, mission, strategies and ethics	K2
CO2	Understand decision making and strategies	K2
CO3	Understand internal and external environment	K2
CO4	Strategy implementation	K3
CO5	Discuss strategy implementation	K2

Syllabus

Total Credits: 4

Instructional Hours: 90

Unit I: Vision, Mission, Ethics & Strategies (K2)

20 hours

Purpose of Business, Strategic Intent through Vision and Mission Statements, Core Competencies of Business. Introduction to Strategies: Introduction, Fundamentals of Strategy, Scope and Importance of Strategies, Business Ethics and Corporate Social Responsibility: Introduction, Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct, Corporate Social Responsibilities (CSR).

Unit II: Strategic Management (K2)

15 hours

Strategic Management: Introduction, Strategic Management, Need, scope, key features and importance of strategic management, Role of Strategists in Decision Making, strategists at various management levels, Types of Strategies, Limitations of Strategic Management

Unit III: External and Internal Environment Appraisal (K2)

20 hours

Strategy Analysis: Introduction, Strategy Analysis and its Importance, Environmental Appraisal and Scanning Techniques, Organisational Position and Strategic Advantage Profile, Strategic Management Model

(Self Study - Environmental Appraisal and Scanning Techniques)

Unit IV: Strategy Formulation & Implementation (K3)

20 hours

Strategy Formulation and Implementation: Introduction, Strategy Formulation, Process in Strategy Formulation, Strategy Implementation and its Stages, Reasons for Strategy Failure and Methods to Overcome, Strategy Leadership and Strategy Implementation, Strategic Business Units (SBUs) *(Beyond the Curriculum –Strategic Implementation – Types (5 C's of Strategic Implementation))*

Unit V: Strategy Evaluation (K2)

15 hours

Strategic Control and Evaluation: Introduction, Strategy Evaluation, Strategic Control, Difference Between Strategic Control and Operational Control, Concept of Synergy and its Meaning, Key Stakeholders' Expectations

TEXT BOOK

1. AzharKazmi, *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*, 15th Edition, Tata McGraw – Hill Publishing Company Limited, New Delhi. (2018)

REFERENCE BOOKS:

1. John A Pearce and Richard Braden Robinson, *-Strategic Management: Formulation, Implementation and Control*, 12th edition. Tata McGraw-Hill Companies, New Delhi. (2012)
2. R. Srinivasan *-Strategic Management -The Indian Context*, 5th edition, PHI private learning, New Delhi. (2014)
3. Roger Kerin and Robert A. Peterson *-Strategic Marketing Problems: Cases and Comments*, 13th edition- Pearson, New York. (2012)

Blended Learning

Unit	Topic	Link
Unit – III	Environmental Appraisal and Scanning Techniques	E pathshala: https://youtu.be/BJMolTMwqfs

MAPPING OF CO'S WITH PO's AND PSO's

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1	1	2	3	3	2	1		1	1	2	1		2	3
CO2	1	2	3	1	2	1	2		1	1	1	1	2	3
CO3	1	2	3	2	1		2	2	1		1	2	2	3
CO4	1	2	3	2	1	1	1	1		2	1	1	2	3
CO5	1	2	3	2	2	2	1	1		2	1		2	3

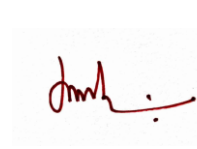




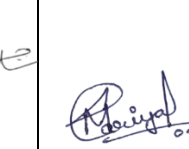
(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice in a Semester
6.	Seminar (Unit III & IV)	Twice in a Semester
7.	Report – Company Profile (Unit V)	Once in a Semester

Course Designed by: Dr.Lydia H. Swamy	Verified by HOD: Dr. Lydia Nikkolaus
Checked by CDC: Dr. Jaculin Arokia Selvi. S	Approved by : Principal

MEMBERS OF THE BOARD OF STUDIES

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Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025

SEMESTER: VI
COURSE CODE: 23UBA6E01
TITLE OF THE COURSE: RETAIL MANAGEMENT
(Employability)

OBJECTIVES

- To introduce the basic concepts of retailing.
- To provide knowledge about display and inventory management in retailing.
- To provide knowledge on the Role of Technology in retail Management.

COURSE OUTCOMES

At the end of the course the students will be able to

CO1	Understand and Relate to the current Retail Environment in India	K2
CO2	Present the retail image	K3
CO3	Discuss the effective display	K2
CO4	Discuss Retail inventory and logistic	K2
CO5	Discuss the recent use of technology in retail	K2

Syllabus

Credits: 4

Instructional Hours: 90

UNIT I: Retail Industry (K2)

20 hours

Retail: Meaning- Functions and Special characteristic of a Retailer- Trends in Retailing, Retail in India: Evolution and Size of retail in India- Drivers of retail change in India-Foreign Direct Investment in Retail- Challenges to retail developments in India- Retail Pricing-Factors affecting retail pricing-Price Strategies.

UNIT II: Retail Image (K3)

20 hours

Retail Image – Significance, components, creation, maintenance- atmosphere-community relations-Retail merchandising- Process- Methods of procurement- category management-Visual merchandising (self study) – Types of Display- Display planning.

(Self Study – Visual Merchandising)

<https://www.youtube.com/watch?v=em7dqAHhgRY>

UNIT III: Effective Display and Space Management (K2)**18 hours**

Characteristics of effective display-window display and interior display- Space Management- Planning Layout

UNIT IV Retail Inventory (K2)**15 hours**

Retail inventory: Inventory Planning- Return on Inventory Investment and stock turnover- Inventory Management-Physical perpetual inventory systems- Retail methods of inventory valuation- Innovation in Supply Chain Management- Retail Logistics-Distribution Management and Strategies- Transportation Management.

UNIT V: Technology in Retail (K2)**17 hours**

Technology in retail- Customer interfacing system- Barcoding and Scanners, Payment, Internet – Radio Frequency Identification Device (RFID), Strategic Decision Support System-Retail Promotion Strategy: Promotional objectives.

TEXT BOOK:

1. Swapna Pradhan, *Retailing Management*- Tata McGraw Hill education private limited -6th edition. (2020)

REFERENCE BOOKS

1. David Gilbert – *Retail Marketing*- Dorling Kindersley India private limited-Edition- Thirteenth, Mumbai. (2019)
2. Sheikh Arif - *Retail Management* – Himalaya Publishing House-Edition: first, New Delhi. (2017)
3. Barry Berman, Ritu Shrivastava, Joel R Evans-*Retail Management*-Pearson Publications – Edition: Thirteenth, New Delhi. (2017)

Blended Learning

Unit	Topic	Link
Unit II	Retail Image	E pathshala: https://www.youtube.com/watch?v=em7dqAHhgRY

MAPPING OF CO'S WITH PO's / PSO'S

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	3	3	3	2	3	3	3	2	2	3		2	3	2
CO2	3	2	3	2	2	3	3	2	2	3	3	2	3	2
CO3	3	2	3	2	2	3	3	2	2	3	3	2	3	2
CO4	3	2	3	3	3	3	3	2	2	3	1	2	3	2

C05	3	3	3	2	2	3	3	2	3	3	3	2	3	2
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(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS (common for all courses)

S.No	Assessment Methods	Frequency of Assessment
1.	End Semester Examination	Once in a Semester
2.	CIA I	Once in a Semester
3.	CIA II	Once in a Semester
4.	Model Examination	Once in a Semester
5.	Assignment (Unit I & II)	Twice a Semester
6.	Seminar (Unit III & IV)	Twice a Semester
7.	Quiz (Unit V)	Once in a Semester

Course Designed by: Mrs. A. Sabeena Mary	Verified by HOD: Dr. EVELYN LOUSIA M
Checked by CDC: Mrs.A.Jansi Rani	Approved by: Principal

MEMBERS OF THE BOARD OF STUDIES

Sign with Date						
Name of the Members	Dr. S. Mohan, Professor & Head, Department of BBA (CA), Dr. N.G.P. Arts and Science College Coimbatore.	Dr. R. Jayanthi, Faculty in Management, Department of Management Studies, Coimbatore Institute of Technology, Coimbatore	Ms. D. Prabha Assistant Professor, School of Management, Kumaraguru College of Liberal Arts and Science, Coimbatore	Mr. N. Rengaraj Chief Financial Officer L.G. Balakrishnan & Bros, Coimbatore	Ms. Vinsha V Vincent CIF State Bank of India Coimbatore	Ms. Mariya Sibi Batch of 2022-2025

SEMESTER: VI
COURSE CODE: 23UBA6E02
TITLE OF THE COURSE: ELECTIVE COURSE: INTERNATIONAL BUSINESS
(Employability & Entrepreneurship)

Objectives:

- To equip the students with the knowledge of emerging trends in global marketing
- To help the students to gain familiarity with the process and procedures of foreign trade.
- To familiarize the students with the assistance provided by International financial Institutions.

COURSE OUTCOMES

At the end of the course the students will be able to

CO1	Discuss international trade and global marketing	K2
CO2	Describe EXIM policies and procedure	K1
CO3	Describe export financing and export insurance	K1
CO4	Describe global marketing programmes	K1

1. Francis Chernilam, *International Trade and Export Management* (21st Edition) Himalaya Publishing House Pvt. Ltd. Mumbai. (2019)
2. K. Aswathappa, *International Strategic Management* (6th Edition) McGraw Hill Education, Newyork City. (2017)
3. Anne O Krueger, *International Trade*, Oxford University Press. London. (2017)

Blended Learning

Unit	Topic	Link
Unit V	The International Agencies and Agreements	E pathshala: https://youtu.be/5TGrBoiDRnc

MAPPING OF CO'S WITH PO's / PSO'S

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CO3	3	3	2	3	2	1	2	2	1	3		2	3	2
CO4	2	3	1	3	2	1	2	2	1	3	2	2	3	3
CO5	2	3	1	3	2	1	1	2	1	3	2	2	3	3

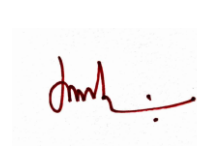




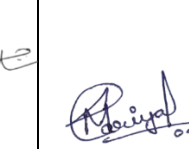
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ASSESSMENT TOOLS

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3.	CIA II	Once in a Semester
4.	Assignment	Once in a Semester
5.	Online Quiz	Once in a Semester

Course Designed by: Mrs. A. Sabeena Mary	Verified by HOD: Dr. EVELYN LOUSIA M
Checked by CDC: Mrs.A.Jansi Rani	Approved by : Principal

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SEMESTER: VI
COURSE CODE: 23UBA6SB4
TITLE OF THE COURSE: SKILL BASED COURSE-V: INSURANCE MANAGEMENT
(Employability)

COURSE OBJECTIVES

- To provide knowledge in understanding Risk and uncertainty.
- To provide knowledge about the various insurance schemes and benefits available.
- To provide insight in the Role of IRDA in Regulatory insurance Industries.

COURSE OUTCOMES

At the end of the course the students will be able to

CO1	Discuss the Classification of Risk	K2
CO2	Discuss the different types of General Insurance	K2
CO3	Discuss the types of Fire insurance	K2
CO4	Distinguish between type Motor Vehicle insurance	K2
CO5	Explain the health insurance	K2

Syllabus

Credits: 2

Instructional Hours: 45

UNIT I: Risk and Insurance Industry (K2)

10 hours

Defining risk and uncertainty- classification of risk- sources of risk-Reinsurance -Privatization of insurance business in India; insurance regulatory development authority- recent developments in the insurance sector.

UNIT II: General Insurance (K2)

9 hours

General insurance – law relating to general insurance; different types of general insurance.

UNIT III: Fire Insurance (K2)

10 hours

Fire insurance- various types of fire policy; subrogation; double insurance; contribution; proximate cause; and claims of recovery.

Fire insurance – (Self Study)

UNIT IV: Accident and Motor Insurance (K2)

10 hours

Accident and motor insurance- nature, disclosure, terms and conditions, claims and recovery; third party insurance; compulsory motor vehicle insurance; accident insurance.

UNIT V: Health Insurance (K2)

6 hours

Health Insurance-Meaning, Types of policy; claims of recovery

TEXT BOOK

1. M.N.Mishra, *Insurance Principles and Practice*-(22th Edition)- S.Chand Limited, New Delhi. (2016)

REFERENCE BOOKS

1. Kothari & Bahl, *Principles and Practices of Insurance* (1st Edition) Margham Publications, Mumbai. (2018)

2. Mahajan Monika Panda Ghanashyam, *Principles and Practices of Insurance*, Kalyani Publishers, Chennai. (2017)
3. P.Periyasamy, *Principles and Practices of Insurance* - Himalaya Publishing House, New Delhi. (2019)

BLENDLED LEARNING

UNIT	TOPIC	LINKS
Unit I	Risk and Insurance Industry	E pathshala: https://youtu.be/6oTS4yKgtQE

MAPPING OF CO'S WITH PO's / PSO'S

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CO3	3	2	3	1	3	2	3	2	1	1	1	2	2	2
CO4	3	2	3	1	3	2	3	2	1	1	1	2	2	2
CO5	3	2	3	1	3	2	3	2	1	1	1	2	2	2

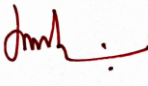





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ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
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**SKILL DEVELOPMENT COURSE
II UG
ARTIFICIAL INTELLIGENCE IN BUSINESS MANAGEMENT**

Course Objectives:

- To familiarize with the concepts and applications in Artificial Intelligence
- To acquire the knowledge in Artificial Intelligence and to apply in the field of Powered BI

Applicable from the academic year 2024 -2025 onwards

Unit I: ARTIFICIAL INTELLIGENCE: Introduction – Types – Machine Learning – Neural Networks– AI Applications –Ethical Considerations - Practical exercises

Unit II: MACHINE LEARNING – Definition – Types – Basic Applications – Algorithms – Practical exercises

Unit III: DATA ANALYTICS: Basic Concepts – Data Collection and Preparation –Explorative Data Analysis- Predictive Data Analysis- Data Visualization-Practical exercises

Unit IV: INTERNET OF THINGS: Introduction – Definition – Components – Applications – Communications– Building Projects – Practical exercises

Unit V:

Powered BI – Meaning - Features – Components – Advantages – Disadvantages – Uses – Practical exercises

Pattern for Evaluation

Internal – 50 marks

External – 50 marks

Internal Assessment

1. Submission of Activity reports on Artificial Intelligence -10 marks
2. Submission of Activity reports on Machine Learning -10 marks
3. Submission of Activity reports on Data Analytics -10 marks

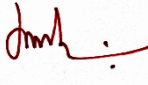





4. Submission of Activity reports on Internet of Things -10 marks
5. Submission of Activity reports on Powered BI – 10 marks

EXTERNAL – 50 marks

Project/Case Study on any one of the above emerging Technologies – 30 Marks

Viva Voce – 20 marks

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**VALUE ADDED COURSE
DEPARTMENT OF BUSINESS ADMINISTRATION
TALLY PRIME**

Course Duration: 30 Hrs

Module 1: Introduction to Tally Prime and Basic Accounting

- Overview of Tally Prime software
- Installation and setup
- Introduction to accounting

- g principles
- Creating a new company
- Basic voucher entry in Tally Prime

Module 2: Advanced Voucher Entry and Inventory Management in Tally Prime

- Advanced voucher entries (contra, payment, receipt, journal)
- Handling multiple currencies
- Introduction to inventory features in Tally Prime
- Creating stock groups and items
- Stock journal entries

Module 3: Goods and Services Tax (GST) in Tally Prime

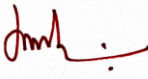





- Overview of GST
- Con figuring GST in Tally Prime
- GS T-compliance invoicing
- Filing GST returns in Tally Prime

Module 4: Financial Reports and Customization in Tally Prime

- Generating financial statements (trial balance, P&L, balance sheet)
- Customizing and interpreting reports in Tally Prime
- Exporting reports for analysis
- Customizing Tally Prime for specific business needs

Module 5: Assessment and Practical Application in Tally Prime

- Practical exercises: Hands-on tasks related to voucher entries, inventory management, and GST transactions in Tally Prime
- Daily MCQ Test
- Final Assessment - Written (50 Marks), Practical (50 marks)
- Certification upon successful Completion

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