

SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous College Affiliated to Bharathiar University
Coimbatore -641008, Tamil Nadu, India.

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

BBA

for 2022-23 admitted students

DEPARTMENT OF MANAGEMENT SCIENCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE – 641008

DEPARTMENT OF MANAGEMENT SCIENCE
(2022-2023)

I. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

| | |
|--------------|--|
| PEO 1 | Graduates will function in business or profession with social awareness and Responsibility. |
| PEO 2 | Graduates will communicate with their fellow professionals and in other discipline and society and contribute their expertise to the economic growth of the country. |
| PEO 3 | Graduates will be successful in pursuing their higher studies in management or their chosen field. |

II. PROGRAMME LEARNING OUTCOMES (PLOs)

| No. | The Graduates of BBA programme will be able to: |
|--------------|---|
| PLO1 | Identify the programming and technical knowledge acquired in the current computational demands. (Cognitive) |
| PLO2 | Analyze the complex problems and identify solutions through critical thinking skills. (Cognitive) |
| PLO3 | Adapt to the latest tools and techniques used to develop domain based innovative solutions with the acquired technical and operational skills. (Psychomotor) |
| PLO4 | Function and contribute as a team in the diversified environment in taking competitive decision. (Affective) |
| PLO5 | Communicate effectively with the computing community as well as society to comprehend effective documentation and presentation. (Affective) |
| PLO6 | Incorporate advanced digital skills in designing, developing, managing and deploying in media and technical field. (Affective) |
| PLO7 | Apply quantitative, numerical and statistical skills to solve challenging problems with effective solutions. (Cognitive) |
| PLO8 | Articulate leadership skills in motivating the team towards the target in a multi-disciplinary environment. (Affective) |
| PLO9 | Recognize the need and ability to involve independent and life-long learning in the changing era of technology. (Affective) |
| PLO10 | Interpret the impact of professional business solutions on business environment for sustainable development. (Affective) |
| PLO11 | Follow ethical principles and commit to professional responsibilities for a relevant technical practice. (Affective) |

| III. PROGRAMME LEARNING OUTCOMES VS GRADUATE ATTRIBUTES VSTAXONOMY OF VERBS | | | | | | | | | | | | | | |
|---|---------------------|-------------------|------------------|-----------|----------------------|----------------|----------|-------------------|-------------------|------------------------|--------------------------|-----------|-------------|-----------|
| PLO | Graduate Attributes | | | | | | | | | | | Blooms | | |
| | Knowledge | Critical Thinking | Practical Skills | Team work | Communication skills | Digital skills | Numeracy | Leadership skills | Lifelong learning | Entrepreneurial skills | Ethics & Professionalism | Cognitive | Psychomotor | Affective |
| 1 | ✓ | | | | | | | | | | | ✓ | | |
| 2 | | ✓ | | | | | | | | | | ✓ | | |
| 3 | | | ✓ | | | | | | | | | | ✓ | |
| 4 | | | | ✓ | | | | | | | | | | ✓ |
| 5 | | | | | ✓ | | | | | | | | | ✓ |
| 6 | | | | | | ✓ | | | | | | | | ✓ |
| 7 | | | | | | | ✓ | | | | | ✓ | | |
| 8 | | | | | | | | ✓ | | | | | | ✓ |
| 9 | | | | | | | | | ✓ | | | | | ✓ |
| 10 | | | | | | | | | | ✓ | | | | ✓ |
| 11 | | | | | | | | | | | ✓ | | | ✓ |

| IV. PROGRAMME LEARNING OUTCOMES VS PROGRAMME EDUCATIONAL OBJECTIVES | | | |
|---|-------|-------|-------|
| PLO | PEO 1 | PEO 2 | PEO 3 |
| PLO 1 | ✓ | | |
| PLO 2 | ✓ | | |
| PLO 3 | | ✓ | |
| PLO 4 | | ✓ | |
| PLO 5 | | ✓ | |
| PLO 6 | | ✓ | |
| PLO 7 | ✓ | | |
| PLO 8 | | ✓ | |
| PLO 9 | | | ✓ |
| PLO 10 | | ✓ | |
| PLO 11 | | ✓ | |

IV. ADDITIONAL PROGRAMME OUTCOMES (APOs)

| | |
|--------------|---|
| APO 1 | Graduates will have an ability to have Social Intelligence with Social Intelligent Quotient and Emotional Quotient (SIQ & EQ) |
| APO 2 | Graduates have virtual collaborative ability to enhance learning retention and motivation and encourage knowledge sharing and support. (VCA) |
| APO 3 | Graduates will have critical thinking and innovative skills to stay competitive in their future careers and excel beyond the content knowledge (CTI) |
| APO 4 | Graduates will have good digital foot print in the area of management in embarking lifelong learning techniques. (GDFF) |

V. PROGRAMME SPECIFIC OUTCOMES (PSO's)

| | |
|--------------|--|
| PSO 1 | Able to develop proficiency in various fields of management and administration |
| PSO 2 | Enable practical skills in Finance, Marketing, Human Resource, Systems Management and General Management. Will have the ability to use the networking for the above functions. They can work as middle level managers, entrepreneurs, management consultants, financial support services like BPOs & KPOs as functional consultants. |
| PSO 3 | Pursue professional course for higher education as a pathway of higher learning process. |

VII. Curriculum Structure for BBA**Course Components, Credits & Marks Distribution**

| Part No | Group | Basic Structure: Distribution of Courses | Number of Courses | Total Marks | Total Credits |
|--------------|-------|--|-------------------|-------------|---------------|
| I - IV | 1 | AEC – Ability Enhancement Courses | 11 | 1100 | 30 |
| III & IV | 2 | DSC – Discipline Specific Courses | 15 | 1500 | 58 |
| | 3 | DSE – Discipline Specific Electives | 10 | 1000 | 37 |
| | 4 | GEC – Generic Elective Courses | 4 | 400 | 15 |
| IV | 5 | ANCC I & II – Audit Non-Credit Courses | 3 | - | - |
| V | | ANCC III – Audit Non-Credit Courses | 1 | Completed | |
| - | 6 | DTC – Drive Through Courses (SWAYAM-NPTEL, Coursera, Any courses certified by statutory bodies, etc) | Any number | - | Addl. Credits |
| Total | | | | 4000 | 140 |

Group 1. Ability Enhancement Courses (AECs)(11 Courses)

AEC are the courses based upon the content that leads to knowledge enhancement. Ability Enhancement Courses (AEC) are the following:

| S. No. | Course Code | Course Title | Sem ester | Ownership Department | Contact Hours | Credits | Marks |
|--------------|--|---|-----------|----------------------|---------------|-----------|-------------|
| 1 | 22AEC01/ 22AEC07/ 22AEC11/ 22AEC17/ 22AEC21/ | AEC Part I: Language – I Tamil-I - Tamizhum Vanikamum / Hindi - I/ French – I/ Malayalam – I/Sanskrit – I | I | Language Dept. | 6 | 3 | 100 |
| 2 | 22AEC25 | AEC Part II: English-I: Professional English – I | I | English Dept. | 6 | 3 | 100 |
| 3 | 22AEC59 | AEC Part III: Capstone Project | I | Management Dept. | - | 4 | 100 |
| 4 | 22AEC03/ 22AEC08/ 22AEC12/ 22AEC18/ 22AEC22 | AEC Part I: Language – II Tamil-II - Ilakkiyamum Vanika Melanmaiyum /Hindi-II/ French-II/ Malayalam- II/Sanskrit – II | II | Language Dept. | 6 | 3 | 100 |
| 5 | 22AEC27 | AEC Part II: English-II: Professional English – II | II | English Dept | 6 | 3 | 100 |
| 6 | 22AEC38 | AEC Part III: Academic Skills for Commerce and Management | II | Management Dept. | 3 | 3 | 100 |
| 7 | 22AEC47 | AEC PART III : Statistical Applications for Management | II | Maths Dept. | 5 | 3 | 100 |
| 8 | 22AEC81/ 22AEC83/ 22AEC85 | AEC PART I: Language III: Tamil-III- Neelakkurinchi/ Hindi – III-Pryojanmoolak Hindi/ Advanced French-I | III | Language Dept. | 3 | 2 | 100 |
| 9 | 22AEC91 | AEC PARTII: English III: English III - Creative Writing | III | English Dept | 3 | 2 | 100 |
| 10 | 22AEC82/ 22AEC84/ 22AEC86 | AEC PART I: Language III: Tamil-IV- Semmullai/ Hindi – IV - Takneeki Hindi Basha/ Advanced French-II | IV | Language Dept. | 3 | 2 | 100 |
| 11 | 22AEC92 | AEC PARTII: English III: English III – English for Digital Media | IV | English Dept | 3 | 2 | 100 |
| Total | | | | | | 30 | 1000 |

Group 2. Discipline Specific Courses (DSCs) (15 Courses)

These courses are to be studied compulsorily by the students as a core requirement. The students are required to take DSCs across six semesters. The courses designed under this category aim to cover the basics that a student is expected to imbibe in the particular discipline. It includes Major project.

| S. No. | Course Code | Course Title | Semester | Contact Hours | Credits | Marks |
|--------------|-------------|--|----------|---------------|-----------|-------------|
| 1 | 22BMU01 | Introduction to Management and Business | I | 4 | 4 | 100 |
| 2 | 22BMU02 | Accounting for Business | I | 5 | 4 | 100 |
| 3 | 22BMU03 | Financial Accounting for Business | II | 5 | 4 | 100 |
| 4 | 22BMU04 | Economic Analysis for Business Decisions | II | 5 | 4 | 100 |
| 5 | 22BMU05 | Organizational Behavior | III | 6 | 4 | 100 |
| 6 | 22BMU06 | Marketing Management | III | 5 | 4 | 100 |
| 7 | 22BMU07 | Business Research Methods | IV | 5 | 4 | 100 |
| 8 | 22BMU08 | Financial Management | IV | 6 | 4 | 100 |
| 9 | 22BMU09 | Human Resource Management | IV | 5 | 4 | 100 |
| 10 | 22BMU10 | Operations Management | V | 6 | 4 | 100 |
| 11 | 22BMU11 | Business Innovation and Strategy | V | 5 | 4 | 100 |
| 12 | 22BMU12 | Global Business Management | V | 5 | 3 | 100 |
| 13 | 22BMU13 | Business Analytics | VI | 4 | 3 | 100 |
| 14 | 22BMU14 | Logistics and Supply Chain Management | VI | 5 | 4 | 100 |
| 15 | 22BMU15 | Major Project | VI | 6 | 4 | 100 |
| Total | | | | | 58 | 1500 |

Group 3. Discipline Specific Elective (DSEs) (10 Courses)

Discipline Specific Elective courses offered under the main discipline of study which may be specialized or advanced or supportive to the discipline of study. Students can choose any TEN courses from the following list.

| S. No. | Course Code | Course Title | Ownership Department | Contact Hours | Credits | Marks |
|--------|-------------|---------------------------------|----------------------|---------------|---------|-------|
| 1 | 22BMU16 | Business Environment | Management | 4 | 3 | 100 |
| 2 | 22BMU17 | Data Analysis using Spreadsheet | Management | 3 | 3 | 100 |
| 3 | 22BMU18 | Business Law | Management | 5 | 4 | 100 |
| 4 | 22BMU19 | Tally Practical | Management | 3 | 3 | 100 |
| 5 | 22BMU20 | Industrial Exposure Training | Management | 4 weeks | 5 | 100 |
| 6 | 22BMU21 | Entrepreneurship Development | Management | 5 | 4 | 100 |
| 7 | 22BMU22 | Data Analysis using SPSS | Management | 3 | 3 | 50 |
| 8 | 22BMU23 | Banking and Financial Services | Management | 6 | 4 | 100 |

| | | | | | | |
|--------------|---------|--|------------|-----------|-------------|-----|
| 9 | 22BMU24 | Human Resources Development | Management | 6 | 4 | 100 |
| 10 | 22BMU25 | Digital Marketing | Management | 6 | 4 | 100 |
| 11 | 22BMU26 | Business Ethics and Corporate Governance | Management | 5 | 4 | 100 |
| 12 | 22BMU27 | Security Analysis and Portfolio Management | Management | 6 | 4 | 100 |
| 13 | 22BMU28 | Performance and Compensation Management | Management | 6 | 4 | 100 |
| 14 | 22BMU29 | Services Marketing | Management | 6 | 4 | 100 |
| Total | | | | 37 | 1000 | |

Industrial Exposure Training (IET):

Students can opt for Industrial Exposure Training during fifth semester for a period of 4 weeks, in such case one DSE course will be exempted.

The Continuous Internal Assessment mark distribution for IET is as follows:

| Component | Mode of Conduct | Project Coverage | Marks |
|--------------|-----------------|------------------|-----------|
| 3 Reviews | Presentation | Phase by Phase | 25 |
| Work Diary | Written | Phase by Phase | 10 |
| Report | Submission | Entire Process | 15 |
| Total | | | 50 |

Viva-voce Marks for the Industrial Exposure Training will be given based on the report and viva-voce examination, conducted by the Department.

Report:30 Marks

Viva-voce: 20 Marks

Major Project:

During the Sixth semester each student should undertake a project work and submit the report. A guide will be allotted to each student by the Department. A student can select any research topic in discussion with the guide. The project report will be evaluated jointly by the internal and external examiners for **50 Marks** and Viva-voce examination shall be conducted jointly for **50 Marks**.

Three Reviews should be conducted and marks have to be entered in Myclassroom portal as follows:

| | |
|-------------------|------------------------------|
| Review | - 25 Marks |
| Work Dairy | - 10 Marks |
| Report | - 15 Marks |
| Total | - 50 (Internal) Marks |

End Semester Viva-Voce will be conducted for 50 (External) Marks.

(Dissertation - 30 Marks & Viva-voce - 20 Marks)

Group 4. Generic Elective Courses (GECs)(5 Courses)

Generic Elective Courses are interdisciplinary in nature. They are additional courses based on expertise, specialization, requirements, scope, and need of the department. The student has to subscribe any 5 courses in the following list:

| Sl. No. | Course Code | Course Title | Semester | Ownership Department | Contact Hours | Credits | Marks |
|--------------|----------------------|--|----------|----------------------|---------------|-----------|------------|
| 1 | 22GEU11/ 22GEU12 | Operations Research for Management Studies/ Mathematics for Business | I | Maths Dept. | 5 | 4 | 100 |
| 2 | 22GEU72/ 22GEU75 | Cost and Management Accounting for Business/ Public Finance and Budgeting | III | Commerce Dept. | 5 | 4 | 100 |
| 3 | 22GEU74/ 22GEU80 | Business Taxation/ Indian Monetary Policy and RBI | IV | Commerce Dept. | 5 | 4 | 100 |
| 4 | 22GEU58/ 22GEU101 | Industry 4.0/ Fashion Marketing Strategy | VI | Management Dept. | 4 | 3 | 100 |
| Total | | | | | | 15 | 500 |

Group 5. Audit Non-Credit Courses (ANCC)

Non-Credit Courses are intended for students who want to gain general knowledge, learn a new skill, upgrade existing skills, enrich their understanding of a wide range of topics, or develop personal interests. A student has to complete any two courses during Semester I and II.

| Part IV- ANCC | | |
|---|-------------|--------------------------------|
| S. No. | Course Code | Course Name |
| Semester I - ANCC 1 | | |
| 1. | 22ANC01 | Environmental Studies |
| Semester II - ANCC 2 - Values & Ethics | | |
| 2. | 22ANC02 | Human Rights |
| 3. | 22ANC03 | Women's Rights |
| 4. | 22ANC04 | Yoga for Human Excellence |
| 5. | 22ANC05 | Indian Culture and Heritage |
| 6. | 22ANC06 | Introduction to Cyber Security |
| 7. | 22ANC07 | Consumer Protection |
| 8. | 22ANC08 | Constitution of India |
| 9. | 22ANC09 | Waste Management* |

Student has to take part in any one extension activity during their course of study.

| Part V - ANCC 3 - Extension Activities | | |
|--|-------------|-------------------------|
| S. No. | Course Code | Course Name |
| 1. | 22ANC10 | National Service Scheme |
| 2. | 22ANC11 | National Cadet Corps |
| 3. | 22ANC12 | Youth Red Cross |
| 4. | 22ANC13 | Red Ribbon Club |
| 5. | 22ANC14 | Rotaract Club |
| 6. | 22ANC15 | Sports |
| 7. | 22ANC16 | Association Activities |
| 8. | 22ANC17 | Club Activities |

Group 6.

i) Drive-Through Course (DTC) I & II – Additional Credits

These courses are intended to bring out and promote the self-learning initiative of the students – where their own motivation is what drives them to complete the course and not external compulsions. This fosters the habit of keeping oneself updated always by means of self-study. It gives opportunities to the students to explore new areas of interest and earn additional credits. Students can take any number of courses under this cafeteria system. The credits will not be taken for CGPA calculation. Additional 4 credits per Course will be given on submission of certificate.

1. SWAYAM-NPTEL
2. Coursera
3. Any courses certified by statutory bodies.

ii) Drive-Through Course (DTC – III) – To be Completed

Internship Training/Mini Project/ Spoken Tutorial/Economic Talent test etc.

Students individually or with the maximum of four members per batch should take up either Internship training or mini project for a period of fifteen days during IV Semester vacation. The report will be evaluated and viva-voce examination will be conducted during 5th semester. Otherwise, the students have to complete one spoken tutorial course or any certification course suggested by the department.

VIII. Semester-wise Scheme

| Semester I | | | | | | | | | | |
|---|--|-------|--------------|---------------|------------------|----------|-------------|------------|------------------|-------------------|
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22AEC01/ 22AEC07/ 22AEC11/ 22AEC17/ 22AEC21 | AEC PART I: Language I: Tamil-1- Tamizhum Vanikamum / Hindi - I/ French-I/ Malayalam-I Sanskrit – I | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | R/N/ G/R/ N |
| 22AEC25 | AEC PART II: English I: Professional English – I | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | G |
| 22BMU01 | DSC 1: Introduction to Management and Business | T | 3 | 4 | 50 | 50 | 100 | 4 | EM | G |
| 22BMU02 | DSC 2: Accounting for Business | T | 3 | 5 | 50 | 50 | 100 | 4 | SD | G |
| 22BMU16 | DSE 1: Business Environment | T | 3 | 4 | 50 | 50 | 100 | 3 | EM | G |
| 22GEU11/ 22GEU12 | GEC 1: Operations Research for Management Studies/ Mathematics for Business | T | 3 | 5 | 50 | 50 | 100 | 4 | EM/ SD | G |
| 22AEC59 | AEC Part III: Capstone Project | T | 3 | - | 50 | 50 | 100 | 4 | SD/ EM/ EN | G |
| DTC - I - Additional Credit Courses (NPTEL/Coursera) | | | | | | | | 4 | | |
| 22ANC01 | ANCC-1 (NF2F) Environmental Studies | T | 2 | - | - | - | Completed | | | |
| Total | | | | | 30 +2 | | | 700 | 25+ 4 | |
| Semester II | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22AEC03/ 22AEC08/ 22AEC12/ 22AEC18/ 22AEC22 | AECPART I: Language II: Tamil-II- Iakkiyamum Vanika Melanmaiym/ Hindi-II/ French-II/ Malayalam-II/ Sanskrit – II | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | R/N/ G/R/ N |
| 22AEC27 | AEC PARTII: English II : Professional English – II | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | G |

| 22AEC38 | AEC PART III : Academic Skills for Commerce and Management | T | 3 | 3 | 50 | 50 | 100 | 3 | SD/ EM | G |
|--|--|-------|--------------|------------------|-----------|----------|-------------|--------------|-----------|-------------------|
| 22AEC47 | AEC PART III : Statistical Applications for Management | T | 3 | 5 | 50 | 50 | 100 | 3 | SD/ EM | G |
| 22BMU03 | DSC 3: Financial Accounting for Business | T | 3 | 5 | 50 | 50 | 100 | 4 | SD | G |
| 22BMU04 | DSC 4: Economic Analysis for Business Decisions | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| DTC II : Additional Credit Courses (NPTEL/Coursera) | | | | | | | | 4 | | |
| 22ANC09 | ANCC-2 (NF2F) Value & Ethics: Waste Management | T | 2 | - | - | - | Completed | | | |
| Total | | | | 30 +2 | | | 600 | 20 +4 | | |
| Semester III | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22AEC81/ 22AEC83/ 22AEC85 | AEC PART I: Language III: Tamil-III- Neelakkurinchi/ Hindi – III- Pryojanmoolak Hindi/ Advanced French-I | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | R/N/ G/R/ N |
| 22AEC91 | AEC PARTII: English III: English III - Creative Writing | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | G |
| 22BMU05 | DSC 5: Organizational Behavior | T | 3 | 6 | 50 | 50 | 100 | 4 | EM | G |
| 22BMU06 | DSC 6: Marketing Management | T | 3 | 5 | 50 | 50 | 100 | 4 | SD | G |
| 22BMU17 | DSE2: Data Analysis using Spreadsheet | P | 3 | 3 | 50 | 50 | 100 | 3 | SD | G |
| 22BMU18 | DSE3: Business Law | T | 3 | 5 | 50 | 50 | 100 | 4 | SD | G |
| 22GEU72/ 22GEU75 | GEC 2: Cost and Management Accounting for Business/ Public Finance and Budgeting | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| Total | | | | 30 | | | 700 | 23 | | |
| Semester IV | | | | | | | | | | |

| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
|---------------------------------|---|-------|--------------|---------------|-----------|----------|-------------|-----------|------------------|-------------------|
| 22AEC82/ 22AEC84/ 22AEC86 | AEC PART I: Language III: Tamil-IV- Semmullai/ Hindi – IV - Takneeki Hindi Basha/ Advanced French-II | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | R/N/ G/R/ N |
| 22AEC92 | AEC PARTII: English III: English III – English for Digital Media | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | G |
| 22BMU07 | DSC 7: Business Research Methods | T | 3 | 5 | 50 | 50 | 100 | 4 | SD | G |
| 22BMU08 | DSC 8: Financial Management | T | 3 | 6 | 50 | 50 | 100 | 4 | EM | N |
| 22BMU09 | DSC 9: Human Resource Management | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| 22BMU19 | DSE 4 : Tally – Practical | P | 3 | 3 | 50 | 50 | 100 | 3 | SD | G |
| 22GEU74/ 22GEU80 | GEC 3: Business Taxation/ Indian Monetary Policy and RBI | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| Total | | | | 30 | | | 700 | 23 | | |
| Semester V | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22BMU20 | DSE 5: Industrial Exposure Training | - | 3 | 4 Weeks | 50 | 50 | 100 | 5 | SD/ EM/ EN | G |
| 22BMU10 | DSC 10: Operations Management | T | 3 | 6 | 50 | 50 | 100 | 4 | SD | G |
| 22BMU11 | DSC 11: Business Innovation and Strategy | T | 3 | 5 | 50 | 50 | 100 | 4 | EN | G |
| 22BMU12 | DSC 12: Global Business Management | T | 3 | 5 | 50 | 50 | 100 | 3 | SD | G |
| 22BMU21 | DSE 6: Entrepreneurship Development | T | 3 | 5 | 50 | 50 | 100 | 4 | EN | G |
| 22BMU22 | DSE 7: Data Analysis using SPSS | T | 3 | 3 | 50 | 50 | 100 | 3 | EN | G/N |
| 22BMU23/ 22BMU24/ 22BMU25 | DSE8: Optional I : Finance: Banking and Financial Services / Human Resources: Human Resources Development / Marketing: Digital Marketing | T | 3 | 6 | 50 | 50 | 100 | 4 | EN | G |

| 22BMU32/ 22BMU33/ 22BMU34 | Drive Through Course III – Internship/ Mini Project/ Spoken Tutorial | Completed | | | | | | | | |
|---|--|--|---------------------|----------------------|------------------|-----------------|----------------------------------|----------------|-----------------|----------------|
| Total | | | 30 | | | 700 | 27 | | | |
| Semester VI | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22BMU26 | DSE 09: Business Ethics and Corporate Governance | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| 22BMU13 | DSC 13: Business Analytics | T | 3 | 4 | 50 | 50 | 100 | 3 | SD | G |
| 22BMU14 | DSC 14: Logistics and Supply Chain Management | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| 22BMU27/ 22BMU28/ 22BMU29 | DSE 10: Optional II : Finance: Security Analysis and Portfolio Management / Human Resources: Performance and Compensation Management / Marketing: Services Marketing | T | 3 | 6 | 50 | 50 | 100 | 4 | EM | G |
| 22GEU58/ 22GEU101 | GEC 4: Industry 4.0/ Fashion Marketing Strategy | T | 3 | 4 | 50 | 50 | 100 | 3 | EM | G |
| 22BMU15 | DSC 15 : Major Project | - | 3 | 6 | 50 | 50 | 100 | 4 | SD | G |
| 22ANC10/ 22ANC11/ 22ANC12/ 22ANC13/ 22ANC14/ 22ANC15/ 22ANC16/ 22ANC16 | ANCC3: Extension Activities National Service Scheme / National Cadet Corps/ Youth Red Cross/ Red Ribbon Club/ Rotaract Club/ Sports/ Association Activities/ Club Activities | - | 3 | - | - | - | Grade | - | | |
| Total | | | 30 | | | | 600 | 22 | | |
| Total | | | | | | | 4000 | 140 | | |
| Drive-Through Course (DTC): Courses offered in SWAYAM-NPTEL, Coursera OR Any courses certified by statutory bodies. | | Additional 4 credits per Course will be given on submission of Certificate | | | | | During Semester I to Semester VI | | | |

Semester-wise Distribution of Marks and Credits:

| Semester | Total Marks | Total Credits |
|--------------|-------------|---------------|
| I | 700 | 25 |
| II | 600 | 20 |
| III | 700 | 23 |
| IV | 700 | 23 |
| V | 700 | 27 |
| VI | 600 | 22 |
| Total | 4000 | 140 |

OFFERED BY**List of Courses Offered by Mathematics Department**

| Semester | Course Code | Course Name | Programme | T/P/E | Ins. hrs | CIA | ES | Total Marks | Credit |
|----------|-------------|--|---|-------|----------|-----|----|-------------|--------|
| I | 22GEU11 | GEC 1: Operations Research for Management Studies | BBA/BBA(CA)/ B.Sc (ISM)/ BBA (LOGISTICS) | T | 5 | 50 | 50 | 100 | 4 |
| I | 22GEU12 | GEC 1: Mathematics for Business | BBA/BBA(CA)/ B.Sc (ISM)/ BBA (LOGISTICS) | T | 5 | 50 | 50 | 100 | 4 |
| II | 22AEC47 | AEC PART III : Statistical Applications for Management | BBA/BBA(CA)/ B.Sc (ISM)/ BBA (LOGISTICS) | T | 5 | 50 | 50 | 100 | 3 |

List of Courses Offered by Commerce Department

| Semester | Course Code | Course Name | Programme | T/P/E | Ins. hrs | CIA | ES | Total Marks | Credit |
|----------|-------------|--|---|-------|----------|-----|----|-------------|--------|
| III | 22GEU72 | GEC 2: Cost and Management Accounting for Business | BBA/BBA(CA)/ B.Sc (ISM)/ BBA (LOGISTICS) | T | 5 | 50 | 50 | 100 | 4 |
| III | 22GEU75 | GEC 2: Public Finance and Budgeting | BBA/BBA(CA)/ B.Sc (ISM)/ BBA (LOGISTICS) | T | 5 | 50 | 50 | 100 | 4 |
| IV | 22GEU74 | GEC 3: Business Taxation | BBA/BBA(CA) | T | 5 | 50 | 50 | 100 | 4 |
| IV | 22GEU80 | GEC 3: Indian Monetary Policy and RBI | BBA/BBA(CA) | T | 5 | 50 | 50 | 100 | 4 |

List of Courses Offered by CA Department

| Semester | Course Code | Course Name | Programme | T/P /E | Ins. hrs | CIA | ES | Total Marks | Credit |
|----------|-------------|--|------------|--------|----------|-----|----|-------------|--------|
| IV | 22GEU37 | GEC 2: Introduction to Computer Networks | B.Sc (ISM) | T | 5 | 50 | 50 | 100 | 4 |
| III | 22GEU47 | GEC 2: Graphic Designing for Business | B.Sc (ISM) | T | 5 | 50 | 50 | 100 | 4 |

List of Courses Offered by Management Department

| Semester | Course Code | Course Name | Programme | T/P /E | Ins. hrs | CIA | ES | Total Marks | Credit |
|----------|-------------|---|----------------------------|--------|----------|-----|----|-------------|--------|
| VI | 22GEU58 | GEC 5: Industry 4.0 | BBA/BBA(CA)/ B.Sc (ISM) | T | 4 | 50 | 50 | 100 | 3 |
| VI | 22GEU101 | GEC 5: Fashion Marketing Strategy | BBA/BBA(CA)/ B.Sc (ISM) | T | 4 | 50 | 50 | 100 | 3 |
| IV | 22GEU85 | GEC 3: Introduction to Aviation Industry & Airport Operations | BBA (LOGISTICS) | T | 3 | 50 | 50 | 100 | 3 |
| IV | 22GEU86 | GEC 3: First Mile Operations | BBA (LOGISTICS) | T | 3 | 50 | 50 | 100 | 3 |
| IV | 22GEU87 | GEC 3: Multimodal Transportation | BBA (LOGISTICS) | T | 3 | 50 | 50 | 100 | 3 |
| V | 22GEU93 | GEC 4: Introduction to Air Cargo Industry | BBA (LOGISTICS) | T | 3 | 50 | 50 | 100 | 3 |
| V | 22GEU94 | GEC 4: Last Mile Operations | BBA (LOGISTICS) | T | 3 | 50 | 50 | 100 | 3 |
| V | 22GEU95 | GEC 4: Commercial Aspects of Transportation | BBA (LOGISTICS) | T | 3 | 50 | 50 | 100 | 3 |

OFFERED TO

List of Courses Offered to Commerce Department

| Semester | Course Code | Course Name | Programme | T/P/E | Ins. hrs | CIA | ES | Total Marks | Credit |
|----------|-------------|------------------|-----------|-------|----------|-----|----|-------------|--------|
| IV | 22GEU88 | Brand Management | Commerce | T | 4 | 50 | 50 | 100 | 3 |

| | | | | | | | | | |
|----|---------|---------------------------|----------|---|---|----|----|-----|---|
| IV | 22GEU89 | Knowledge Management | Commerce | T | 4 | 50 | 50 | 100 | 3 |
| IV | 22GEU90 | Human Resource Management | Commerce | T | 4 | 50 | 50 | 100 | 3 |
| IV | 22GEU91 | Service Marketing | Commerce | T | 4 | 50 | 50 | 100 | 3 |
| IV | 22GEU92 | Project Management | Commerce | T | 4 | 50 | 50 | 100 | 3 |

List of Courses Offered to Computer Science Stream Department

| Semester | Course Code | Course Name | Programme | T/P/E | Ins. hrs | CIA | ES | Total Marks | Credit |
|----------|-------------|-------------------------------|-----------|-------|----------|-----|----|-------------|--------|
| VI | 22GEU96 | Organizational Behavior | CS | T | 5 | 50 | 50 | 100 | 4 |
| VI | 22GEU97 | Human Resource Management | CS | T | 5 | 50 | 50 | 100 | 4 |
| VI | 22GEU98 | Management Information System | CS | T | 5 | 50 | 50 | 100 | 4 |

List of Courses Offered to CDF Department

| Semester | Course Code | Course Name | Programme | T/P/E | Ins. hrs | CIA | ES | Total Marks | Credit |
|----------|-------------|------------------------------|-----------|-------|----------|-----|----|-------------|--------|
| VI | 22GEU99 | Entrepreneurship Development | CDF | T | 4 | 50 | 50 | 100 | 4 |
| VI | 22GEU100 | Merchandising Management | CDF | T | 4 | 50 | 50 | 100 | 4 |
| VI | 22GEU101 | Fashion Marketing Strategy | CDF | T | 4 | 50 | 50 | 100 | 4 |

List of Courses Offered to CSHM Department

| Semester | Course Code | Course Name | Programme | T/P/E | Ins. hrs | CIA | ES | Total Marks | Credit |
|----------|-------------|----------------------------------|-----------|-------|----------|-----|----|-------------|--------|
| VI | 22GEU102 | Fundamentals of Entrepreneurship | CSHM | T | 4 | 50 | 50 | 100 | 3 |
| VI | 22GEU103 | Marketing Management | CSHM | T | 4 | 50 | 50 | 100 | 3 |
| VI | 22GEU104 | Human Resource Management | CSHM | T | 4 | 50 | 50 | 100 | 3 |

SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous College Affiliated to Bharathiar University
Coimbatore -641008, Tamil Nadu, India.

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

BBA CA

for 2022-23 admitted students

DEPARTMENT OF MANAGEMENT SCIENCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE – 641008

DEPARTMENT OF MANAGEMENT SCIENCE
(2022-2023)

| VI. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) | |
|--|--|
| PEO 1 | Graduates will function in business or profession with social awareness and Responsibility. |
| PEO 2 | Graduates will communicate with their fellow professionals and in other discipline and society and contribute their expertise to the economic growth of the country. |
| PEO 3 | Graduates will be successful in pursuing their higher studies in management or their chosen field. |

| VII. PROGRAMME LEARNING OUTCOMES (PLOs) | |
|--|---|
| No. | The Graduates of BBA(CA) programme will be able to: |
| PLO1 | Identify the programming and technical knowledge acquired in the current computational demands. (Cognitive) |
| PLO2 | Analyze the complex problems and identify solutions through critical thinking skills. (Cognitive) |
| PLO3 | Adapt to the latest tools and techniques used to develop domain based innovative solutions with the acquired technical and operational skills. (Psychomotor) |
| PLO4 | Function and contribute as a team in the diversified environment in taking competitive decision. (Affective) |
| PLO5 | Communicate effectively with the computing community as well as society to comprehend effective documentation and presentation. (Affective) |
| PLO6 | Incorporate advanced digital skills in designing, developing, managing and deploying in media and technical field. (Affective) |
| PLO7 | Apply quantitative, numerical and statistical skills to solve challenging problems with effective solutions. (Cognitive) |
| PLO8 | Articulate leadership skills in motivating the team towards the target in a multi-disciplinary environment. (Affective) |
| PLO9 | Recognize the need and ability to involve independent and life-long learning in the changing era of technology. (Affective) |
| PLO10 | Interpret the impact of professional business solutions on business environment for sustainable development. (Affective) |
| PLO11 | Follow ethical principles and commit to professional responsibilities for a relevant technical practice. (Affective) |

| VIII. PROGRAMME LEARNING OUTCOMES VS GRADUATE ATTRIBUTES VSTAXONOMY OF VERBS | | | | | | | | | | | | | | |
|---|---------------------|-------------------|------------------|-----------|----------------------|----------------|----------|-------------------|-------------------|------------------------|--------------------------|-----------|-------------|-----------|
| PLO | Graduate Attributes | | | | | | | | | | | Blooms | | |
| | Knowledge | Critical Thinking | Practical Skills | Team work | Communication skills | Digital skills | Numeracy | Leadership skills | Lifelong learning | Entrepreneurial skills | Ethics & Professionalism | Cognitive | Psychomotor | Affective |
| 1 | √ | | | | | | | | | | | √ | | |
| 2 | | √ | | | | | | | | | | √ | | |
| 3 | | | √ | | | | | | | | | | √ | |
| 4 | | | | √ | | | | | | | | | | √ |
| 5 | | | | | √ | | | | | | | | | √ |
| 6 | | | | | | √ | | | | | | | | √ |
| 7 | | | | | | | √ | | | | | √ | | |
| 8 | | | | | | | | √ | | | | | | √ |
| 9 | | | | | | | | | √ | | | | | √ |
| 10 | | | | | | | | | | √ | | | | √ |
| 11 | | | | | | | | | | | √ | | | √ |

| IV. PROGRAMME LEARNING OUTCOMES VS PROGRAMME EDUCATIONAL OBJECTIVES | | | |
|---|-------|-------|-------|
| PLO | PEO 1 | PEO 2 | PEO 3 |
| PLO 1 | √ | | |
| PLO 2 | √ | | |
| PLO 3 | | √ | |
| PLO 4 | | √ | |
| PLO 5 | | √ | |
| PLO 6 | | √ | |
| PLO 7 | √ | | |
| PLO 8 | | √ | |
| PLO 9 | | | √ |
| PLO 10 | | √ | |
| PLO 11 | | √ | |

IX. ADDITIONAL PROGRAMME OUTCOMES (APOs)

| | |
|--------------|---|
| APO 1 | Graduates will have an ability to have Social Intelligence with Social Intelligent Quotient and Emotional Quotient (SIQ & EQ) |
| APO 2 | Graduates have virtual collaborative ability to enhance learning retention and motivation and encourage knowledge sharing and support. (VCA) |
| APO 3 | Graduates will have critical thinking and innovative skills to stay competitive in their future careers and excel beyond the content knowledge (CTI) |
| APO 4 | Graduates will have good digital foot print in the area of management in embarking lifelong learning techniques. (GDFP) |

X. PROGRAMME SPECIFIC OUTCOMES (PSO's)

| | |
|--------------|--|
| PSO 1 | Able to develop proficiency in various fields of management and administration |
| PSO 2 | Enable practical skills in Finance, Marketing, Human Resource, Systems Management and General Management. Will have the ability to use the networking for the above functions. They can work as middle level managers, entrepreneurs, management consultants, financial support services like BPOs & KPOs as functional consultants. |
| PSO 3 | Pursue professional course for higher education as a pathway of higher learning process. |

VII. Curriculum Structure for BBA(CA)

Course Components, Credits & Marks Distribution

| Part No | Group | Basic Structure: Distribution of Courses | Number of Courses | Total Marks | Total Credits |
|--------------|-------|--|-------------------|-------------|---------------|
| I - IV | 1 | AEC – Ability Enhancement Courses | 11 | 1100 | 30 |
| III & IV | 2 | DSC – Discipline Specific Courses | 15 | 1500 | 58 |
| | 3 | DSE – Discipline Specific Electives | 10 | 1000 | 37 |
| | 4 | GEC – Generic Elective Courses | 4 | 400 | 15 |
| IV | 5 | ANCC I & II – Audit Non-Credit Courses | 3 | - | - |
| V | | ANCC III – Audit Non-Credit Courses | 1 | Completed | |
| - | 6 | DTC – Drive Through Courses (SWAYAM-NPTEL, Coursera, Any courses certified by statutory bodies, etc) | Any number | - | Addl. Credits |
| Total | | | | 4000 | 140 |

Group 1. Ability Enhancement Courses (AECs)(11 Courses)

AEC are the courses based upon the content that leads to knowledge enhancement. Ability Enhancement Courses (AEC) are the following:

| S. N o. | Course Code | Course Title | Sem ester | Ownership Department | Contact Hours | Credits | Marks |
|--------------|--|--|-----------|----------------------|---------------|-----------|-------------|
| 1 | 22AEC01/ 22AEC07/ 22AEC11/ 22AEC17/ 22AEC21/ | AEC Part I: Language – I Tamil-I - Tamizhum Vanikamum / Hindi - I/ French – I/ Malayalam – I/Sanskrit – I | I | Language Dept. | 6 | 3 | 100 |
| 2 | 22AEC25 | AEC Part II: English-I: Professional English – I | I | English Dept. | 6 | 3 | 100 |
| 3 | 22AEC59 | AEC Part III: Capstone Project | I | Management Dept. | - | 4 | 100 |
| 4 | 22AEC03/ 22AEC08/ 22AEC12/ 22AEC18/ 22AEC22 | AEC Part I: Language – II Tamil-II - Ilakkiyamum Vanika Melanmaiym /Hindi-II/ French-II/ Malayalam- II/Sanskrit – II | II | Language Dept. | 6 | 3 | 100 |
| 5 | 22AEC27 | AEC Part II: English-II: Professional English – II | II | English Dept | 6 | 3 | 100 |
| 6 | 22AEC38 | AEC Part III: Academic Skills for Commerce and Management | II | Management Dept. | 3 | 3 | 100 |
| 7 | 22AEC47 | AEC PART III : Statistical Applications for Management | II | Maths Dept. | 5 | 3 | 100 |
| 8 | 22AEC81/ 22AEC83/ 22AEC85 | AEC PART I: Language III: Tamil-III- Neelakkurinchi/ Hindi – III-Pryojanmoolak Hindi/ Advanced French-I | III | Language Dept. | 3 | 2 | 100 |
| 9 | 22AEC91 | AEC PARTII: English III: English III - Creative Writing | III | English Dept | 3 | 2 | 100 |
| 10 | 22AEC82/ 22AEC84/ 22AEC86 | AEC PART I: Language III: Tamil-IV- Semmullai/ Hindi – IV - Takneeki Hindi Basha/ Advanced French-II | IV | Language Dept. | 3 | 2 | 100 |
| 11 | 22AEC92 | AEC PARTII: English III: English III – English for Digital Media | IV | English Dept | 3 | 2 | 100 |
| Total | | | | | | 30 | 1000 |

Group 2. Discipline Specific Courses (DSCs) (15 Courses)

These courses are to be studied compulsorily by the students as a core requirement. The students are required to take DSCs across six semesters. The courses designed under this category aim to cover the basics that a student is expected to imbibe in the particular discipline. It includes Major project.

| S. No. | Course Code | Course Title | Semester | Contact Hours | Credits | Marks |
|--------------|-------------|--|----------|---------------|-----------|-------------|
| 1 | 22BAU01 | Introduction to Management and Business | I | 4 | 4 | 100 |
| 2 | 22BAU02 | Accounting for Business | I | 5 | 4 | 100 |
| 3 | 22BAU03 | Financial Accounting for Business | II | 5 | 4 | 100 |
| 4 | 22BAU04 | Economic Analysis for Business Decisions | II | 5 | 4 | 100 |
| 5 | 22BAU05 | Organizational Behavior | III | 6 | 4 | 100 |
| 6 | 22BAU06 | Marketing Management | III | 5 | 4 | 100 |
| 7 | 22BAU07 | Business Research Methods | IV | 5 | 4 | 100 |
| 8 | 22BAU08 | Financial Management | IV | 6 | 4 | 100 |
| 9 | 22BAU09 | Human Resource Management | IV | 5 | 4 | 100 |
| 10 | 22BAU10 | Operations Management | V | 6 | 4 | 100 |
| 11 | 22BAU11 | Business Innovation and Strategy | V | 5 | 4 | 100 |
| 12 | 22BAU12 | Global Business Management | V | 5 | 3 | 100 |
| 13 | 22BAU13 | Business Analytics | VI | 4 | 3 | 100 |
| 14 | 22BAU14 | Logistics and Supply Chain Management | VI | 5 | 4 | 100 |
| 15 | 22BAU15 | Major Project | VI | 6 | 4 | 100 |
| Total | | | | | 58 | 1500 |

Group 3. Discipline Specific Elective (DSEs) (10 Courses)

Discipline Specific Elective courses offered under the main discipline of study which may be specialized or advanced or supportive to the discipline of study. Students can choose any TEN courses from the following list.

| S. No. | Course Code | Course Title | Ownership Department | Contact Hours | Credits | Marks |
|--------|-------------|---|----------------------|---------------|---------|-------|
| 1 | 22BAU16 | Business Environment | Management | 4 | 3 | 100 |
| 2 | 22BAU17 | Data Analysis using Spreadsheet | Management | 3 | 3 | 100 |
| 3 | 22BAU18A | DBMS – Principles and Concept | CS Dept | 3 | 2 | 50 |
| | 22BAU18B | Practical : DBMS – Principles and Concept | CS Dept | 2 | 2 | 50 |
| 4 | 22BMU19 | Tally Practical | Management | 3 | 3 | 100 |
| 5 | 22BMU20 | Industrial Exposure Training | Management | 4 weeks | 5 | 100 |
| 6 | 22BAU21A | Python Programming | CS Dept | 3 | 2 | 50 |
| | 22BAU21B | Practical : Python Programming | CS Dept | 2 | 2 | 50 |
| 7 | 22BAU22 | Data Analysis using SPSS | Management | 3 | 3 | 50 |
| 8 | 22BAU23 | Banking and Financial Services | Management | 6 | 4 | 100 |
| 9 | 22BAU24 | Human Resources Development | Management | 6 | 4 | 100 |
| 10 | 22BAU25 | Digital Marketing | Management | 6 | 4 | 100 |

| | | | | | | |
|--------------|---------|--|------------|---|-----------|-------------|
| 11 | 22BAU26 | Business Ethics and Corporate Governance | Management | 5 | 4 | 100 |
| 12 | 22BAU27 | Security Analysis and Portfolio Management | Management | 6 | 4 | 100 |
| | 22BAU28 | Performance and Compensation Management | Management | 6 | 4 | 100 |
| 14 | 22BAU29 | Services Marketing | Management | 6 | 4 | 100 |
| Total | | | | | 37 | 1000 |

Industrial Exposure Training (IET):

Students can opt for Industrial Exposure Training during fifth semester for a period of 4 weeks, in such case one DSE course will be exempted.

The Continuous Internal Assessment mark distribution for IET is as follows:

| Component | Mode of Conduct | Project Coverage | Marks |
|--------------|-----------------|------------------|-----------|
| 3 Reviews | Presentation | Phase by Phase | 25 |
| Work Diary | Written | Phase by Phase | 10 |
| Report | Submission | Entire Process | 15 |
| Total | | | 50 |

Viva-voce Marks for the Industrial Exposure Training will be given based on the report and viva-voce examination, conducted by the Department.

Report: 30 Marks

Viva-voce: 20 Marks

Major Project:

During the Sixth semester each student should undertake a project work and submit the report. A guide will be allotted to each student by the Department. A student can select any research topic in discussion with the guide. The project report will be evaluated jointly by the internal and external examiners for **50 Marks** and Viva-voce examination shall be conducted jointly for **50 Marks**.

Three Reviews should be conducted and marks have to be entered in Myclassroom portal as follows:

| | |
|-------------------|------------------------------|
| Review | - 25 Marks |
| Work Dairy | - 10 Marks |
| Report | - 15 Marks |
| Total | - 50 (Internal) Marks |

End Semester Viva-Voce will be conducted for 50 (External) Marks.
(Dissertation - 30 Marks & Viva-voce - 20 Marks)

Group 4. Generic Elective Courses (GECs)(5 Courses)

Generic Elective Courses are interdisciplinary in nature. They are additional courses based on expertise, specialization, requirements, scope, and need of the department. The student has to subscribe any 5 courses in the following list:

| Sl. No. | Course Code | Course Title | Semester | Ownership Department | Contact Hours | Credits | Marks |
|--------------|----------------------|--|----------|----------------------|---------------|-----------|------------|
| 1 | 22GEU11/ 22GEU12 | Operations Research for Management Studies/ Mathematics for Business | I | Maths Dept. | 5 | 4 | 100 |
| 2 | 22GEU72/ 22GEU75 | Cost and Management Accounting for Business/ Public Finance and Budgeting | III | Commerce Dept. | 5 | 4 | 100 |
| 3 | 22GEU74/ 22GEU80 | Business Taxation/ Indian Monetary Policy and RBI | IV | Commerce Dept. | 5 | 4 | 100 |
| 4 | 22GEU58/ 22GEU101 | Industry 4.0/ Fashion Marketing Strategy | VI | Management Dept. | 4 | 3 | 100 |
| Total | | | | | | 15 | 400 |

Group 5. Audit Non-Credit Courses (ANCC)

Non-Credit Courses are intended for students who want to gain general knowledge, learn a new skill, upgrade existing skills, enrich their understanding of a wide range of topics, or develop personal interests. A student has to complete any two courses during Semester I and II.

| Part IV- ANCC | | |
|---|-------------|--------------------------------|
| S. No. | Course Code | Course Name |
| Semester I - ANCC 1 | | |
| 1. | 22ANC01 | Environmental Studies |
| Semester II - ANCC 2 - Values & Ethics | | |
| 2. | 22ANC02 | Human Rights |
| 3. | 22ANC03 | Women's Rights |
| 4. | 22ANC04 | Yoga for Human Excellence |
| 5. | 22ANC05 | Indian Culture and Heritage |
| 6. | 22ANC06 | Introduction to Cyber Security |
| 7. | 22ANC07 | Consumer Protection |
| 8. | 22ANC08 | Constitution of India |
| 9. | 22ANC09 | Waste Management* |

Student has to take part in any one extension activity during their course of study.

| Part V - ANCC 3 - Extension Activities | | |
|--|-------------|-------------------------|
| S. No. | Course Code | Course Name |
| 1. | 22ANC10 | National Service Scheme |
| 2. | 22ANC11 | National Cadet Corps |
| 3. | 22ANC12 | Youth Red Cross |
| 4. | 22ANC13 | Red Ribbon Club |
| 5. | 22ANC14 | Rotaract Club |
| 6. | 22ANC15 | Sports |
| 7. | 22ANC16 | Association Activities |
| 8. | 22ANC17 | Club Activities |

Group 6.

i) Drive-Through Course (DTC) I & II – Additional Credits

These courses are intended to bring out and promote the self-learning initiative of the students – where their own motivation is what drives them to complete the course and not external compulsions. This fosters the habit of keeping oneself updated always by means of self-study. It gives opportunities to the students to explore new areas of interest and earn additional credits. Students can take any number of courses under this cafeteria system. The credits will not be taken for CGPA calculation. Additional 4 credits per Course will be given on submission of certificate.

4. SWAYAM-NPTEL
5. Coursera
6. Any courses certified by statutory bodies.

ii) Drive-Through Course (DTC – III) – To be Completed

Internship Training/Mini Project/ Spoken Tutorial/Economic Talent test etc.

Students individually or with the maximum of four members per batch should take up either Internship training or mini project for a period of fifteen days during IV Semester vacation. The report will be evaluated and viva-voce examination will be conducted during 5th semester. Otherwise, the students have to complete one spoken tutorial course or any certification course suggested by the department.

VIII. Semester-wise Scheme

| Semester I | | | | | | | | | | |
|---|--|-------|--------------|------------------|-----------|----------|-------------|-------------------|------------------|-------------------|
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/ Week | CIA Marks | ES Marks | Total Marks | Credits | SD/ EM/ EN | G/L/ R/N |
| 22AEC01/ 22AEC07/ 22AEC11/ 22AEC17/ 22AEC21 | AEC PART I: Language I: Tamil-1- Tamizhum Vanikamum / Hindi - I/ French-I/ Malayalam-I Sanskrit – I | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | R/N/ G/R/ N |
| 22AEC25 | AEC PART II: English I: Professional English – I | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | G |
| 22BAU01 | DSC 1: Introduction to Management and Business | T | 3 | 4 | 50 | 50 | 100 | 4 | EM | G |
| 22BAU02 | DSC 2: Accounting for Business | T | 3 | 5 | 50 | 50 | 100 | 4 | SD | G |
| 22BAU16 | DSE 1: Business Environment | T | 3 | 4 | 50 | 50 | 100 | 3 | EM | G |
| 22GEU11/ 22GEU12 | GEC 1: Operations Research for Management Studies/ Mathematics for Business | T | 3 | 5 | 50 | 50 | 100 | 4 | EM/ SD | G |
| 22AEC59 | AEC Part III: Capstone Project | T | 3 | - | 50 | 50 | 100 | 4 | SD/ EM/ EN | G |
| DTC - I - Additional Credit Courses (NPTEL/Coursera) | | | | | | | | 4 | | |
| 22ANC01 | ANCC-1 (NF2F) Environmental Studies | T | 2 | - | - | - | Completed | | | |
| Total | | | | 30 +2 | | | 700 | 25 + 4 | | |
| Semester II | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/ Week | CIA Marks | ES Marks | Total Marks | Credits | SD/ EM/ EN | G/L/ R/N |
| 22AEC03/ 22AEC08/ 22AEC12/ 22AEC18/ 22AEC22 | AECPART I: Language II: Tamil-II- Iakkiyamum Vanika Melanmaiym/ Hindi-II/ French-II/ Malayalam-II/ Sanskrit – II | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | R/N/ G/R/ N |

| 22AEC27 | AEC PARTII: English II : Professional English – II | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | G |
|--|--|-------|--------------|----------------|------------------|----------|-------------|------------|--------------|-------------------|
| 22AEC38 | AEC PART III : Academic Skills for Commerce and Management | T | 3 | 3 | 50 | 50 | 100 | 3 | SD/ EM | G |
| 22AEC47 | AEC PART III : Statistical Applications for Management | T | 3 | 5 | 50 | 50 | 100 | 3 | SD/ EM | G |
| 22BAU03 | DSC 3: Financial Accounting for Business | T | 3 | 5 | 50 | 50 | 100 | 4 | SD | G |
| 22BAU04 | DSC 4: Economic Analysis for Business Decisions | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| DTC II : Additional Credit Courses (NPTEL/Coursera) | | | | | | | | 4 | | |
| 22ANC09 | ANCC-2 (NF2F) Value & Ethics: Waste Management | T | 2 | - | - | - | Completed | | | |
| Total | | | | | 30 +2 | | | 600 | 20 +4 | |
| Semester III | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/ Week | CIA Marks | ES Marks | Total Marks | Credits | SD/ EM/ EN | G/L/ R/N |
| 22AEC81/ 22AEC83/ 22AEC85 | AEC PART I: Language III: Tamil-III- Neelakkurinchi/ Hindi – III- Pryojanmoolak Hindi/ Advanced French-I | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | R/N/ G/R/ N |
| 22AEC91 | AEC PARTII: English III: English III - Creative Writing | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | G |
| 22BAU05 | DSC 5: Organizational Behavior | T | 3 | 6 | 50 | 50 | 100 | 4 | EM | G |
| 22BAU06 | DSC 6: Marketing Management | T | 3 | 5 | 50 | 50 | 100 | 4 | SD | G |
| 22BAU17 | DSE2: Data Analysis using Spreadsheet | P | 3 | 3 | 50 | 50 | 100 | 3 | SD | G |
| 22BAU18A | DSE3A: DBMS – Principles and Concept | E | 3 | 3 | 25 | 25 | 50 | 2 | SD | G |
| 22BAU18B | DSE3A: Practical :DBMS – Principles and Concept | | | 2 | 25 | 25 | 50 | 2 | | |

| 22GEU72/ 22GEU75 | GEC 2: Cost and Management Accounting for Business/ Public Finance and Budgeting | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
|---------------------------------|--|-------|--------------|---------------|-----------|----------|-------------|-----------|------------------|-------------------|
| Total | | | | 30 | | | 700 | 23 | | |
| Semester IV | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22AEC82/ 22AEC84/ 22AEC86 | AEC PART I: Language III: Tamil-IV- Semmullai/ Hindi – IV - Takneeki Hindi Basha/ Advanced French-II | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | R/N/ G/R/ N |
| 22AEC92 | AEC PARTII: English III: English III – English for Digital Media | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | G |
| 22BAU07 | DSC 7: Business Research Methods | T | 3 | 5 | 50 | 50 | 100 | 4 | SD | G |
| 22BAU08 | DSC 8: Financial Management | T | 3 | 6 | 50 | 50 | 100 | 4 | EM | N |
| 22BAU09 | DSC 9: Human Resource Management | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| 22BAU19 | DSE 4 : Tally – Practical | P | 3 | 3 | 50 | 50 | 100 | 3 | SD | G |
| 22GEU74/ 22GEU80 | GEC 3: Business Taxation/ Indian Monetary Policy and RBI | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| Total | | | | 30 | | | 700 | 23 | | |
| Semester V | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22BAU20 | DSE 5: Industrial Exposure Training | - | 3 | 4 Weeks | 50 | 50 | 100 | 5 | SD/ EM/ EN | G |
| 22BAU10 | DSC 10: Operations Management | T | 3 | 6 | 50 | 50 | 100 | 4 | SD | G |
| 22BAU11 | DSC 11: Business Innovation and Strategy | T | 3 | 5 | 50 | 50 | 100 | 4 | EN | G |
| 22BAU12 | DSC 12: Global Business Management | T | 3 | 5 | 50 | 50 | 100 | 3 | SD | G |
| 22BAU21A | DSE 6A: Python Programming | T / P | 3 | 3 | 25 | 25 | 50 | 2 | EM | G |

| 22BAU21B | DSE 6B: Practical : Python Programming | | 3 | 2 | 25 | 25 | 50 | 2 | EM | N | |
|---|--|-----------|--------------|----------------|-----------|----------|-------------|---------|------------|----------|--|
| 22BAU22 | DSE 7: Data Analysis using SPSS | P | 3 | 3 | 50 | 50 | 100 | 3 | EN | G | |
| 22BAU23/ 22BAU24/ 22BAU25 | DSE8: Optional I : Finance: Banking and Financial Services / Human Resources: Human Resources Development / Marketing: Digital Marketing | T | 3 | 6 | 50 | 50 | 100 | 4 | EN | G | |
| 22BAU32/ 22BAU33/ 22BAU34 | Drive Through Course III – Internship/ Mini Project/ Spoken Tutorial | Completed | | | | | | | | | |
| Total | | | | 30 | | | 700 | 27 | | | |
| Semester VI | | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/ Week | CIA Marks | ES Marks | Total Marks | Credits | SD/ EM/ EN | G/L/ R/N | |
| 22BAU26 | DSE 09: Business Ethics and Corporate Governance | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G | |
| 22BAU13 | DSC 13: Business Analytics | T | 3 | 4 | 50 | 50 | 100 | 3 | SD | G | |
| 22BAU14A | DSC 14 A: Internet and Web page Designing | T/P | 3 | 3 | 25 | 25 | 50 | 2 | EM | G/N | |
| 22BAU14B | DSC 14 B: Practical : Internet and Web page Designing | | | 2 | 25 | 25 | 50 | 2 | | | |
| 22BAU27/ 22BAU28/ 22BAU29 | DSE 9: Optional II : Finance: Security Analysis and Portfolio Management / Human Resources: Performance and Compensation Management / Marketing: Services Marketing | T | 3 | 6 | 50 | 50 | 100 | 4 | EM | G | |
| 22GEU58/ 22GEU101 | GEC 4: Industry 4.0/ Fashion Marketing Strategy | T | 3 | 4 | 50 | 50 | 100 | 3 | EM | G | |
| 22BAU15 | DSC15 : Major Project | - | 3 | 6 | 50 | 50 | 100 | 4 | SD | G | |
| 22ANC10/ 22ANC11/ 22ANC12/ 22ANC13/ 22ANC14/ 22ANC15/ 22ANC16/ 22ANC16 | ANCC3: Extension Activities National Service Scheme / National Cadet Corps/ Youth Red Cross/ Red Ribbon Club/ Rotaract Club/ Sports/ Association Activities/ Club Activities | - | 3 | - | - | - | Grade | - | | | |
| Total | | | | 30 | | | 600 | 22 | | | |
| Total | | | | | | | 4000 | 140 | | | |

| | | | | |
|---|--|----------------------------------|--|--|
| Drive-Through Course (DTC): Courses offered in SWAYAM-NPTEL, Coursera OR Any courses certified by statutory bodies. | Additional 4 credits per Course will be given on submission of Certificate | During Semester I to Semester VI | | |
|---|--|----------------------------------|--|--|

Semester-wise Distribution of Marks and Credits:

| Semester | Total Marks | Total Credits |
|--------------|-------------|---------------|
| I | 700 | 25 |
| II | 600 | 20 |
| III | 700 | 23 |
| IV | 700 | 23 |
| V | 700 | 27 |
| VI | 600 | 22 |
| Total | 4000 | 140 |

SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous College Affiliated to Bharathiar University
Coimbatore -641008, Tamil Nadu, India.

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

BSc ISM

for 2022-23 admitted students

DEPARTMENT OF MANAGEMENT SCIENCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE – 641008

DEPARTMENT OF MANAGEMENT SCIENCE
(2022-2023)

| XI. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) | |
|--|--|
| PEO 1 | Graduates will function in business or profession with social awareness and Responsibility. |
| PEO 2 | Graduates will communicate with their fellow professionals and in other discipline and society and contribute their expertise to the economic growth of the country. |
| PEO 3 | Graduates will be successful in pursuing their higher studies in management or their chosen field. |

| XII. PROGRAMME LEARNING OUTCOMES (PLOs) | |
|--|---|
| No. | The Graduates of BSc ISM Programme will be able to: |
| PLO1 | Identify the programming and technical knowledge acquired in the current computational demands. (Cognitive) |
| PLO2 | Analyze the complex problems and identify solutions through critical thinking skills. (Cognitive) |
| PLO3 | Adapt to the latest tools and techniques used to develop domain based innovative solutions with the acquired technical and operational skills. (Psychomotor) |
| PLO4 | Function and contribute as a team in the diversified environment in taking competitive decision. (Affective) |
| PLO5 | Communicate effectively with the computing community as well as society to comprehend effective documentation and presentation. (Affective) |
| PLO6 | Incorporate advanced digital skills in designing, developing, managing and deploying in media and technical field. (Affective) |
| PLO7 | Apply quantitative, numerical and statistical skills to solve challenging problems with effective solutions. (Cognitive) |
| PLO8 | Articulate leadership skills in motivating the team towards the target in a multi-disciplinary environment. (Affective) |
| PLO9 | Recognize the need and ability to involve independent and life-long learning in the changing era of technology. (Affective) |
| PLO10 | Interpret the impact of professional business solutions on business environment for sustainable development. (Affective) |
| PLO11 | Follow ethical principles and commit to professional responsibilities for a relevant technical practice. (Affective) |

| XIII. PROGRAMME LEARNING OUTCOMES VS GRADUATE ATTRIBUTES VSTAXONOMY OF VERBS | | | | | | | | | | | | | | |
|---|---------------------|-------------------|------------------|-----------|----------------------|----------------|----------|-------------------|-------------------|------------------------|--------------------------|-----------|-------------|-----------|
| PLO | Graduate Attributes | | | | | | | | | | | Blooms | | |
| | Knowledge | Critical Thinking | Practical Skills | Team work | Communication skills | Digital skills | Numeracy | Leadership skills | Lifelong learning | Entrepreneurial skills | Ethics & Professionalism | Cognitive | Psychomotor | Affective |
| 1 | √ | | | | | | | | | | | √ | | |
| 2 | | √ | | | | | | | | | | √ | | |
| 3 | | | √ | | | | | | | | | | √ | |
| 4 | | | | √ | | | | | | | | | | √ |
| 5 | | | | | √ | | | | | | | | | √ |
| 6 | | | | | | √ | | | | | | | | √ |
| 7 | | | | | | | √ | | | | | √ | | |
| 8 | | | | | | | | √ | | | | | | √ |
| 9 | | | | | | | | | √ | | | | | √ |
| 10 | | | | | | | | | | √ | | | | √ |
| 11 | | | | | | | | | | | √ | | | √ |

| I. PROGRAMME LEARNING OUTCOMES VS PROGRAMME EDUCATIONAL OBJECTIVES | | | |
|--|-------|-------|-------|
| PLO | PEO 1 | PEO 2 | PEO 3 |
| PLO 1 | √ | | |
| PLO 2 | √ | | |
| PLO 3 | | √ | |
| PLO 4 | | √ | |
| PLO 5 | | √ | |
| PLO 6 | | √ | |
| PLO 7 | √ | | |
| PLO 8 | | √ | |
| PLO 9 | | | √ |
| PLO 10 | | √ | |
| PLO 11 | | √ | |

II. ADDITIONAL PROGRAMME OUTCOMES (APOs)

| | |
|--------------|---|
| APO 1 | Graduates will have an ability to have Social Intelligence with Social Intelligent Quotient and Emotional Quotient (SIQ & EQ) |
| APO 2 | Graduates have virtual collaborative ability to enhance learning retention and motivation and encourage knowledge sharing and support. (VCA) |
| APO 3 | Graduates will have critical thinking and innovative skills to stay competitive in their future careers and excel beyond the content knowledge (CTI) |
| APO 4 | Graduates will have good digital foot print in the area of management in embarking lifelong learning techniques. (GDFFP) |
| APO 5 | Graduates will have an ability to have Social Intelligence with Social Intelligent Quotient and Emotional Quotient (SIQ & EQ) |

III. PROGRAMME SPECIFIC OUTCOMES (PSO's)

| | |
|--------------|--|
| PSO 1 | Able to develop proficiency in various fields of management and administration |
| PSO 2 | Enable practical skills in Finance, Marketing, Human Resource, Systems Management and General Management. Will have the ability to use the networking for the above functions. They can work as middle level managers, entrepreneurs, management consultants, financial support services like BPOs & KPOs as functional consultants. |
| PSO 3 | Pursue professional course for higher education as a pathway of higher learning process. |

VII. Curriculum Structure for BSc ISM

Course Components, Credits & Marks Distribution

| Part No | Group | Basic Structure: Distribution of Courses | Number of Courses | Total Marks | Total Credits |
|--------------|-------|--|-------------------|-------------|---------------|
| I - IV | 1 | AEC – Ability Enhancement Courses | 11 | 1100 | 30 |
| III & IV | 2 | DSC – Discipline Specific Courses | 15 | 1500 | 58 |
| | 3 | DSE – Discipline Specific Electives | 10 | 1000 | 37 |
| | 4 | GEC – Generic Elective Courses | 4 | 400 | 15 |
| IV | 5 | ANCC I & II – Audit Non-Credit Courses | 3 | - | - |
| V | | ANCC III – Audit Non-Credit Courses | 1 | Completed | |
| - | 6 | DTC – Drive Through Courses (SWAYAM-NPTEL, Coursera, Any courses certified by statutory bodies, etc) | Any number | - | Addl. Credits |
| Total | | | | 4000 | 140 |

Group 1. Ability Enhancement Courses (AECs)(11 Courses)

AEC are the courses based upon the content that leads to knowledge enhancement. Ability Enhancement Courses (AEC) are the following:

| S. N. o. | Course Code | Course Title | Sem ester | Ownership Department | Contact Hours | Credits | Marks |
|--------------|--|---|-----------|----------------------|---------------|-----------|-------------|
| 1 | 22AEC01/ 22AEC07/ 22AEC11/ 22AEC17/ 22AEC21/ | AEC Part I: Language – I Tamil-I - Tamizhum Vanikamum / Hindi - I/ French – I/ Malayalam – I/Sanskrit – I | I | Language Dept. | 6 | 3 | 100 |
| 2 | 22AEC25 | AEC Part II: English-I: Professional English – I | I | English Dept. | 6 | 3 | 100 |
| 3 | 22AEC59 | AEC Part III: Capstone Project | I | Management Dept. | - | 4 | 100 |
| 4 | 22AEC03/ 22AEC08/ 22AEC12/ 22AEC18/ 22AEC22 | AEC Part I: Language – II Tamil-II - Ilakkiyamum Vanika Melanmaiym / Hindi-II/ French-II/ Malayalam-II/ Sanskrit – II | II | Language Dept. | 6 | 3 | 100 |
| 5 | 22AEC27 | AEC Part II: English-II: Professional English – II | II | English Dept | 6 | 3 | 100 |
| 6 | 22AEC38 | AEC Part III: Academic Skills for Commerce and Management | II | Management Dept. | 3 | 3 | 100 |
| 7 | 22AEC47 | AEC PART III : Statistical Applications for Management | II | Maths Dept. | 5 | 3 | 100 |
| 8 | 22AEC81/ 22AEC83/ 22AEC85 | AEC PART I: Language III: Tamil-III- Neelakkurinchi/ Hindi – III-Pryojanmoolak Hindi/ Advanced French-I | III | Language Dept. | 3 | 2 | 100 |
| 9 | 22AEC91 | AEC PARTII: English III: English III - Creative Writing | III | English Dept | 3 | 2 | 100 |
| 10 | 22AEC82/ 22AEC84/ 22AEC86 | AEC PART I: Language III: Tamil-IV- Semmullai/ Hindi – IV - Takneeki Hindi Basha/ Advanced French-II | IV | Language Dept. | 3 | 2 | 100 |
| 11 | 22AEC92 | AEC PARTII: English III: English III – English for Digital Media | IV | English Dept | 3 | 2 | 100 |
| Total | | | | | | 30 | 1000 |

Group 2. Discipline Specific Courses (DSCs) (15 Courses)

These courses are to be studied compulsorily by the students as a core requirement. The students are required to take DSCs across six semesters. The courses designed under this category aim to cover the basics that a student is expected to imbibe in the particular discipline. It includes Major project.

| S. No. | Course Code | Course Title | Semester | Contact Hours | Credits | Marks |
|--------------|-------------|---|----------|---------------|-----------|-------------|
| 1 | 22IMU01 | Introduction to Management and Business | I | 4 | 4 | 100 |
| 2 | 22IMU02A | Fundamentals Of C Programming | I | 3 | 2 | 50 |
| | 22IMU02B | Practical : C Programming | | 2 | 2 | 50 |
| 3 | 22IMU03A | Fundamentals Of C ++ Programming | II | 3 | 2 | 50 |
| | 22IMU03B | Practical : C++Programming | | 2 | 2 | 50 |
| 4 | 22IMU04 | Principles of Accounting | II | 6 | 4 | 100 |
| 5 | 22IMU05 | Managerial Economics | III | 6 | 4 | 100 |
| 6 | 22IMU06 | Marketing Management | III | 5 | 4 | 100 |
| 7 | 22IMU07 | Business Research Methods | IV | 5 | 4 | 100 |
| 8 | 22IMU08 | Financial Management | IV | 6 | 4 | 100 |
| 9 | 22IMU09 | Human Resource Management | IV | 5 | 4 | 100 |
| 10 | 22IMU10 | Management Information System | V | 6 | 3 | 100 |
| 11 | 22IMU11 | Business Innovation and Strategy | V | 5 | 4 | 100 |
| 12 | 22IMU12 | Global Business Management | V | 5 | 3 | 100 |
| 13 | 22IMU13 | Business Analytics | VI | 4 | 3 | 100 |
| 14 | 22IMU14 | E-Business | VI | 5 | 4 | 100 |
| 15 | 22IMU15 | Major Project | VI | 6 | 4 | 100 |
| Total | | | | | 58 | 1500 |

Group 3. Discipline Specific Elective (DSEs) (10 Courses)

Discipline Specific Elective courses offered under the main discipline of study which may be specialized or advanced or supportive to the discipline of study. Students can choose any TEN courses from the following list.

| S. No. | Course Code | Course Title | Ownership Department | Contact Hours | Credits | Marks |
|--------|-------------|---------------------------------|----------------------|---------------|---------|-------|
| 1 | 22IMU16 | Business Environment | Management | 4 | 3 | 100 |
| 2 | 22IMU17 | Data Analysis using Spreadsheet | Management | 3 | 3 | 100 |
| 3 | 22IMU18A | JAVA Programming | ICT | 3 | 2 | 50 |
| | 22IMU18B | Practical : JAVA Programming | | 2 | 2 | 50 |
| 4 | 22IMU19 | Tally Practical | Management | 3 | 3 | 100 |
| 5 | 22IMU20 | Industrial Exposure Training | Management | 4 Weeks | 5 | 100 |
| 6 | 22IMU21A | Python Programming | ICT | 3 | 2 | 100 |
| | 22IMU21B | Practical: Python Programming | | 2 | 2 | 100 |
| 7 | 22IMU22 | Data Analysis using SPSS | Management | 3 | 3 | 50 |
| 8 | 22IMU23 | Enterprise Resource Planning | Management | 6 | 4 | 100 |

| | | | | | | |
|--------------|----------|--|------------|-----------|-------------|-----|
| 9 | 22IMU24 | Human Resources Development | Management | 6 | 4 | 100 |
| 10 | 22IMU25 | Digital Marketing | Management | 6 | 4 | 100 |
| 11 | 22IMU26 | Business Ethics and Corporate Governance | Management | 5 | 4 | 100 |
| 12 | 22IMU27A | Basic of Web Technologies | ICT | 3 | 2 | 100 |
| | 22IMU27B | Web Technologies Lab -Practical | | 2 | 2 | 100 |
| 13 | 22IMU28 | Performance and Compensation Management | Management | 6 | 4 | 100 |
| 14 | 22IMU29 | Services Marketing | Management | 6 | 4 | 100 |
| Total | | | | 37 | 1000 | |

Industrial Exposure Training (IET):

Students can opt for Industrial Exposure Training during fifth semester for a period of 4 weeks, in such case one DSE course will be exempted.

The Continuous Internal Assessment mark distribution for IET is as follows:

| Component | Mode of Conduct | Project Coverage | Marks |
|--------------|-----------------|------------------|-----------|
| 3 Reviews | Presentation | Phase by Phase | 25 |
| Work Diary | Written | Phase by Phase | 10 |
| Report | Submission | Entire Process | 15 |
| Total | | | 50 |

Viva-voce Marks for the Industrial Exposure Training will be given based on the report and viva-voce examination, conducted by the Department.

Report:30 Marks

Viva-voce: 20 Marks

Major Project:

During the Sixth semester each student should undertake a project work and submit the report. A guide will be allotted to each student by the Department. A student can select any research topic in discussion with the guide. The project report will be evaluated jointly by the internal and external examiners for **50 Marks** and Viva-voce examination shall be conducted jointly for **50 Marks**.

Three Reviews should be conducted and marks have to be entered in Myclassroom portal as follows:

| | |
|-------------------|------------------------------|
| Review | - 25 Marks |
| Work Dairy | - 10 Marks |
| Report | - 15 Marks |
| Total | - 50 (Internal) Marks |

**End Semester Viva-Voce will be conducted for 50 (External) Marks.
(Dissertation - 30 Marks & Viva-voce - 20 Marks)**

Group 4. Generic Elective Courses (GECs)(4 Courses)

Generic Elective Courses are interdisciplinary in nature. They are additional courses based on expertise, specialization, requirements, scope, and need of the department. The student has to subscribe any 5 courses in the following list:

| Sl. No. | Course Code | Course Title | Semester | Ownership Department | Contact Hours | Credits | Marks |
|--------------|----------------------|--|----------|----------------------|---------------|-----------|------------|
| 1 | 22GEU11/ 22GEU12 | Operations Research for Management Studies /Mathematics for Business | I | Maths Dept. | 5 | 4 | 100 |
| 2 | 22GEU72/ 22GEU75 | Cost and Management Accounting for Business / Public Finance and Budgeting | III | Commerce Dept. | 5 | 4 | 100 |
| 3 | 22GEU37/ 22GEU47 | Introduction to Computer Networks / Graphic Designing for Business | IV | CS Dept | 5 | 4 | 100 |
| 4 | 22GEU58/ 22GEU101 | Industry 4.0/ Fashion Marketing Strategy. | VI | Management Dept | 5 | 3 | 100 |
| Total | | | | | | 15 | 400 |

Group 5. Audit Non-Credit Courses (ANCC)

Non-Credit Courses are intended for students who want to gain general knowledge, learn a new skill, upgrade existing skills, enrich their understanding of a wide range of topics, or develop personal interests. A student has to complete any two courses during Semester I and II.

| Part IV- ANCC | | |
|---|-------------|--------------------------------|
| S. No. | Course Code | Course Name |
| Semester I - ANCC 1 | | |
| 1. | 22ANC01 | Environmental Studies |
| Semester II - ANCC 2 - Values & Ethics | | |
| 2. | 22ANC02 | Human Rights |
| 3. | 22ANC03 | Women's Rights |
| 4. | 22ANC04 | Yoga for Human Excellence |
| 5. | 22ANC05 | Indian Culture and Heritage |
| 6. | 22ANC06 | Introduction to Cyber Security |
| 7. | 22ANC07 | Consumer Protection |

| | | |
|----|---------|-----------------------|
| 8. | 22ANC08 | Constitution of India |
| 9. | 22ANC09 | Waste Management* |

Student has to take part in any one extension activity during their course of study.

| Part V - ANCC 3 - Extension Activities | | |
|--|-------------|-------------------------|
| S. No. | Course Code | Course Name |
| 1. | 22ANC10 | National Service Scheme |
| 2. | 22ANC11 | National Cadet Corps |
| 3. | 22ANC12 | Youth Red Cross |
| 4. | 22ANC13 | Red Ribbon Club |
| 5. | 22ANC14 | Rotaract Club |
| 6. | 22ANC15 | Sports |
| 7. | 22ANC16 | Association Activities |
| 8. | 22ANC17 | Club Activities |

Group 6.

i) Drive-Through Course (DTC) I & II – Additional Credits

These courses are intended to bring out and promote the self-learning initiative of the students – where their own motivation is what drives them to complete the course and not external compulsions. This fosters the habit of keeping oneself updated always by means of self-study. It gives opportunities to the students to explore new areas of interest and earn additional credits. Students can take any number of courses under this cafeteria system. The credits will not be taken for CGPA calculation. Additional 4 credits per Course will be given on submission of certificate.

7. SWAYAM-NPTEL
8. Coursera
9. Any courses certified by statutory bodies.

ii) Drive-Through Course (DTC – III) – To be Completed

Internship Training/Mini Project/ Spoken Tutorial/Economic Talent test etc.

Students individually or with the maximum of four members per batch should take up either Internship training or mini project for a period of fifteen days during IV Semester vacation. The report will be evaluated and viva-voce examination will be conducted during 5th semester. Otherwise, the students have to complete one spoken tutorial course or any certification course suggested by the department.

VIII. Semester-wise Scheme

| Semester I | | | | | | | | | | |
|---|---|-------|--------------|------------------|-----------|----------|-------------|------------------|------------------|-------------------|
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| | | | | | | | | | EN | |
| 22AEC01/ 22AEC07/ 22AEC11/ 22AEC17/ 22AEC21/ | AEC Part I: Language – I Tamil-I - Tamizhum Vanikamum / Hindi - I/ French – I/ Malayalam – I/ Sanskrit - I | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | R/N/ G/R/ N |
| 22AEC25 | AEC PART II: English I: Professional English – I | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | G |
| 22IMU01 | DSC 1: Introduction to Management and Business | T | 3 | 4 | 50 | 50 | 100 | 4 | EM | G |
| 22IMU02A | DSC-2A: Fundamentals Of C Programming | E | 2 | 3 | 25 | 25 | 50 | 2 | EM | G |
| 22IMU02B | DSC-2B: Practical : C Programming | | 2 | 2 | 25 | 25 | 50 | 2 | EM | G |
| 22IMU16 | DSE 1: Business Environment | T | 3 | 4 | 50 | 50 | 100 | 3 | EM | G |
| 22GEU11/ 22GEU12 | GEC 1: Operations Research for Management Studies /Mathematics for Business | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| 22AEC58 | AEC Part III: Capstone Project | - | 3 | - | 50 | 50 | 100 | 4 | SD/ EM/ EN | G |
| DTC - I - Additional Credit Courses (NPTEL/Coursera) | | | | | | | | 4 | | |
| 22ANC01 | ANCC-1 (NF2F) Environmental Studies | T | 2 | - | - | - | Completed | | | |
| Total | | | | 30 +2 | | | 700 | 25+ 4 | | |
| Semester II | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22AEC03/ 22AEC08/ 22AEC12/ 22AEC18/ 22AEC22 | AEC Part II: Language – II Tamil-II - Ilakkiyamum Vanika Melanmaiyum / Hindi-II/ French-II/ Malayalam-II/ Sanskrit – II | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | R/N/ G/R/ N |
| 22AEC27 | AEC PARTII: English II : Professional English – II | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | G |

| 22AEC38 | AEC PART III : Academic Skills for Commerce and Management | T | 3 | 3 | 50 | 50 | 100 | 3 | SD/ EM | G |
|--|--|-------|--------------|----------------|------------------|----------|-------------|--------------|-----------|-------------------|
| 22AEC47 | AEC PART III : Statistical Applications for Management | T | 3 | 5 | 50 | 50 | 100 | 3 | SD/ EM | G |
| 22IMU03A | DSC-3A: Fundamentals Of C ++ Programming | E | 2 | 3 | 25 | 25 | 50 | 2 | SD | G |
| 22IMU03B | DSC-3B: Practical : C++ Programming | | 2 | 2 | 25 | 25 | 50 | 2 | SD | G |
| 22IMU04 | DSC 4: Principles of Accounting | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| DTC II : Additional Credit Courses (NPTEL/Coursera) | | | | | | | | 4 | | |
| 22ANC09 | ANCC-2 (NF2F) Value & Ethics: Waste Management | T | 2 | - | - | - | Completed | | | |
| Total | | | | | 30 +2 | | 600 | 20 +4 | | |
| Semester III | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/ Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22AEC81/ 22AEC83/ 22AEC85 | AEC PART I: Language III: Tamil-III- Neelakkurinchi/ Hindi – III- Pryojanmoolak Hindi/ Advanced French-I | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | R/N/ G/R/ N |
| 22AEC91 | AEC PARTII: English III: English III - Creative Writing | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | G |
| 22IMU05 | DSC 5: Managerial Economics | T | 3 | 6 | 50 | 50 | 100 | 4 | EM | G |
| 22IMU06 | DSC 6: Marketing Management | T | 3 | 5 | 50 | 50 | 100 | 4 | SD | G |
| 22IMU17 | DSE 2: Data Analysis using Spreadsheet | P | 3 | 3 | 50 | 50 | 100 | 3 | SD | G |
| 22IMU18A | DSE 3A: JAVA Programming | E | 3 | 3 | 25 | 25 | 50 | 2 | EN | G |
| 22IMU18B | DSE 3B: Practical : JAVA Programming | | 2 | 2 | 25 | 25 | 50 | 2 | EN | G |

| 22GEU72/ 22GEU75 | GEC2: Cost and Management Accounting for Business / Public Finance and Budgeting | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
|---------------------------------|--|-------|--------------|---------------|-----------|----------|-------------|-----------|------------------|-------------------|
| Total | | | | 30 | | | 700 | 23 | | |
| Semester IV | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22AEC82/ 22AEC84/ 22AEC86 | AEC PART I: Language III: Tamil-IV- Semmullai/ Hindi – IV - Takneeki Hindi Basha/ Advanced French-II | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | R/N/ G/R/ N |
| 22AEC92 | AEC PARTII: English III: English III – English for Digital Media | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | G |
| 22IMU07 | DSC 7: Business Research Methods | T | 3 | 5 | 50 | 50 | 100 | 4 | SD | G |
| 22IMU08 | DSC 8: Financial Management | T | 3 | 6 | 50 | 50 | 100 | 4 | EM | N |
| 22IMU09 | DSC 09: Human Resource Management | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| 22IMU19 | DSE 4 : Tally – Practical | P | 3 | 3 | 50 | 50 | 100 | 3 | SD | G |
| 22GEU37/ 22GEU47 | GEC 3: Introduction to Computer Networks / Graphic Designing for Business | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| Total | | | | 30 | | | 700 | 23 | | |
| Semester V | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22IMU20 | DSE 5: Industrial Exposure Training | - | 3 | 4 Weeks | 50 | 50 | 100 | 5 | SD/ EM/ EN | G |
| 22IMU10 | DSC 10: Management Information System | T | 3 | 6 | 50 | 50 | 100 | 4 | EN | G |
| 22IMU11 | DSC 11: Business Innovation and Strategy | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| 22BMU12 | DSC 12: Global Business Management | T | 3 | 5 | 50 | 50 | 100 | 3 | SD | G |
| 22IMU21A | DSE 6A: Python Programming | | 3 | 3 | 25 | 25 | 50 | 2 | EM | G/N |

| 22IMU21B | DSE 6B: Practical - Python Programming | E | 3 | 2 | 25 | 25 | 50 | 2 | EN | G | |
|---|---|-----------|--------------|----------------|-----------|----------|-------------|------------|------------|----------|--|
| 22IMU22 | DSE 7: Data Analysis using SPSS | T | 3 | 3 | 50 | 50 | 100 | 3 | EN | G/N | |
| 22IMU23/ 22IMU24/ 22IMU25 | DSE8: Optional I : System: Enterprise Resource Planning / Human Resources: Human Resources Development / Marketing: Digital Marketing | T | 3 | 6 | 50 | 50 | 100 | 4 | EM/ EN | G | |
| 22BMU32/ 22BMU33/ 22BMU34 | Drive Through Course III – Internship/ Mini Project/ Economic Talent Test | Completed | | | | | | | | | |
| Total | | | | 30 | | | 700 | 27 | | | |
| Semester VI | | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/ Week | CIA Marks | ES Marks | Total Marks | Credits | SD/ EM/ EN | G/L/ R/N | |
| 22IMU26 | DSE 09: Business Ethics and Corporate Governance | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G | |
| 22IMU13 | DSC 13: Business Analytics | T | 3 | 4 | 50 | 50 | 100 | 3 | SD | G | |
| 22IMU14 | DSC 14: E-Business | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G | |
| 22IMU27A/ 22IMU27B/ 22IMU28/ 22IMU29 | DSE 9: Optional II : System: Basics of Web Technologies / Web Technologies practical Human Resources: Performance and Compensation Management / Marketing: Services Marketing | E/T | 3 | 4 | 25 | 25 | 50 | 2 | EM | G/N | |
| | | | 3 | 2 | 25 | 25 | 50 | 2 | EN | G | |
| 22GEU58/ 22GEU101 | GEC-4: Industry 4.0/Fashion Marketing Strategy | T | 3 | 4 | 50 | 50 | 100 | 3 | EM | G | |
| 22IMU15 | DSC 15 : Major Project | - | 3 | 6 | 50 | 50 | 100 | 4 | SD | G | |
| 22ANC10/ 22ANC11/ 22ANC12/ 22ANC13/ 22ANC14/ 22ANC15/ 22ANC16/ 22ANC16 | ANCC3: Extension Activities National Service Scheme / National Cadet Corps/ Youth Red Cross/ Red Ribbon Club/ Rotaract Club/ Sports/ Association Activities/ Club Activities | - | 3 | - | - | - | Grade | - | | | |
| Total | | | | 30 | | | 600 | 22 | | | |
| Total | | | | | | | 4000 | 140 | | | |

| | | | |
|--|--|--|----------------------------------|
| Drive-Through Course (DTC): Courses offered in SWAYAM-NPTEL, Coursera OR Any courses certified by statutory bodies. | | Additional 4 credits per Course will be given on submission of Certificate | During Semester I to Semester VI |
|--|--|--|----------------------------------|

Semester-wise Distribution of Marks and Credits:

| Semester | Total Marks | Total Credits |
|--------------|-------------|---------------|
| I | 700 | 25 |
| II | 600 | 20 |
| III | 700 | 23 |
| IV | 700 | 23 |
| V | 700 | 27 |
| VI | 600 | 22 |
| Total | 4000 | 140 |

OFFERED BY

List of Courses Offered by Mathematics Department

| Semester | Course Code | Course Name | Program me | T/ P/E | Ins. hrs | CIA | ESE | Total Marks | Credit |
|----------|-------------|---|------------|--------|----------|-----|-----|-------------|--------|
| II | 21AEC46 | AEC 6 - Statistical Applications for Management | T | 3 | 5 | 50 | 50 | 100 | 3 |

SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous College Affiliated to Bharathiar University
Coimbatore -641008, Tamil Nadu, India.

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

BBA Logistics

for 2022-23 admitted students

DEPARTMENT OF MANAGEMENT SCIENCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE – 641008

DEPARTMENT OF MANAGEMENT SCIENCE
(2022-2023)

XIV. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

| | |
|--------------|--|
| PEO 1 | Prepare knowledgeable and industry relevant quality graduates who possess managerial skills and critical thinking skills in serving the domestic and global community in the area of business. |
| PEO 2 | Acquire the information from logistics industry and other relevant sources in solving the problem through modern logistics practices and demonstrate professionalism and ethical values in the relevant field. |
| PEO 3 | Perform as a team player and becoming a market leader in the field of consultancy and skill development with effective communicative skills which will help the organization to grow. |

XV. PROGRAMME LEARNING OUTCOMES (PLOs)

| No. | The Graduates of BBA Logistics programme will be able to: |
|--------------|--|
| PLO1 | Understanding the basic concepts in logistics thereby gaining potential knowledge associated to logistics sector. (Cognitive) |
| PLO2 | Evaluate inclusive information system, forecasting inventory and material handling epithet of Logistics issues through critical thinking skills . (Cognitive) |
| PLO3 | Validate warehouse, transportation and logistics by set foot into technical and operating skills . (Psychomotor Skills) |
| PLO4 | Form as a team in generating strategic decisions in the field of Logistics and strive for excellence.(Affective) |
| PLO5 | Communicate effectively both in written and verbal form with professionalism.(Affective) |
| PLO6 | Applying digital skills framing logistics network designs in resolving issues related to cost reduction transportation rates and data aggregation.(Affective) |
| PLO7 | Appertain quantitative skills on inventory tracking through computer and associated software.(Cognitive) |
| PLO8 | Demonstrate effective interpersonal and leadership skills to work efficiently and enforce agile Logistics business operations in a competitive domestic and global environment. (Affective) |
| PLO9 | Display the skills and principles of lifelong learning in their academic and career development. (Affective) |
| PLO10 | Intensifying entrepreneurial skills and Professional development through specialist and expert services. (Affective) |
| PLO11 | Understand and commit professionally, ethically and independently with the ultimate responsibility in line with code of conduct in related field (Affective) |

| XVI. PROGRAMME LEARNING OUTCOMES VS GRADUATE ATTRIBUTES VSTAXONOMY OF VERBS | | | | | | | | | | | | | | |
|--|---------------------|-------------------|------------------|-----------|----------------------|----------------|----------|-------------------|-------------------|------------------------|--------------------------|-----------|-------------|-----------|
| PLO | Graduate Attributes | | | | | | | | | | Blooms | | | |
| | Knowledge | Critical Thinking | Practical Skills | Team work | Communication skills | Digital skills | Numeracy | Leadership skills | Lifelong learning | Entrepreneurial skills | Ethics & Professionalism | Cognitive | Psychomotor | Affective |
| 1 | √ | | | | | | | | | | | √ | | |
| 2 | | √ | | | | | | | | | | √ | | |
| 3 | | | √ | | | | | | | | | | √ | |
| 4 | | | | √ | | | | | | | | | | √ |
| 5 | | | | | √ | | | | | | | | | √ |
| 6 | | | | | | √ | | | | | | | | √ |
| 7 | | | | | | | √ | | | | | √ | | |
| 8 | | | | | | | | √ | | | | | | √ |
| 9 | | | | | | | | | √ | | | | | √ |
| 10 | | | | | | | | | | √ | | | | √ |
| 11 | | | | | | | | | | | √ | | | √ |

| IV. PROGRAMME LEARNING OUTCOMES VS PROGRAMME EDUCATIONAL OBJECTIVES | | | |
|---|-------|-------|-------|
| PLO | PEO 1 | PEO 2 | PEO 3 |
| PLO 1 | √ | | |
| PLO 2 | √ | | |
| PLO 3 | | √ | |
| PLO 4 | | √ | |
| PLO 5 | | | √ |
| PLO 6 | | | |
| PLO 7 | | | |
| PLO 8 | | √ | |
| PLO 9 | | | |
| PLO 10 | | | √ |
| PLO 11 | | | √ |

XVII. ADDITIONAL PROGRAMME OUTCOMES (APOs)

| | |
|--------------|---|
| APO 1 | Graduates will have an ability to have Social Intelligence with Social Intelligent Quotient and Emotional Quotient (SIQ & EQ) |
| APO 2 | Graduates have virtual collaborative ability to enhance learning retention and motivation and encourage knowledge sharing and support. (VCA) |
| APO 3 | Graduates will have critical thinking and innovative skills to stay competitive in their future careers and excel beyond the content knowledge (CTI) |
| APO 4 | Graduates will have good digital foot print in the area of management in embarking lifelong learning techniques. (GDFFP) |

XVIII. PROGRAMME SPECIFIC OUTCOMES (PSO's)

| | |
|--------------|--|
| PSO 1 | Able to develop proficiency in various fields of logistics management and administration |
| PSO 2 | Enable knowledge and practical skills in development and operation of integrated logistics, supply management, warehousing, inventory, and transport will have the ability to effective use of networking for the above functions. They can work as Customer Service Manager, Fulfilment Supervisor, Supply Chain Analyst, Consultant, Transportation Manager, Warehouse Operations Manager and Entrepreneurship |
| PSO 3 | Inculcate in students the ability to gain mastery over professional courses like MBA, CHA and other Civil Service and Competitive examinations. |

VII. Curriculum Structure for BBA Logistics

Course Components, Credits & Marks Distribution

| Part No | Group | Basic Structure: Distribution of Courses | Number of Courses | Total Marks | Total Credits |
|--------------|-------|--|-------------------|-------------|---------------|
| I - IV | 1 | AEC – Ability Enhancement Courses | 11 | 1100 | 30 |
| III & IV | 2 | DSC – Discipline Specific Courses | 15 | 1700 | 73 |
| | 3 | DSE – Discipline Specific Electives | 8 | 800 | 23 |
| | 4 | GEC – Generic Elective Courses | 4 | 400 | 14 |
| IV | 5 | ANCC I & II – Audit Non-Credit Courses | 3 | - | - |
| V | | ANCC III – Audit Non-Credit Courses | 1 | Completed | |
| - | 6 | DTC – Drive Through Courses (SWAYAM-NPTEL, Coursera, Any courses certified by statutory bodies, etc) | Any number | - | Addl. Credits |
| Total | | | | 4000 | 140 |

Group 1. Ability Enhancement Courses (AECs) (11 Courses)

AEC are the courses based upon the content that leads to knowledge enhancement. Ability Enhancement Courses (AEC) are the following:

| S. N o. | Course Code | Course Title | Sem ester | Ownership Department | Contact Hours | Credits | Marks |
|--------------|--|--|-----------|----------------------|---------------|-----------|-------------|
| 1 | 22AEC01/ 22AEC07/ 22AEC11/ 22AEC17/ 22AEC21/ | AEC Part I: Language – I Tamil-I - Tamizhum Vanikamum / Hindi - I/ French – I/ Malayalam – I/Sanskrit – I | I | Language Dept. | 6 | 3 | 100 |
| 2 | 22AEC25 | AEC Part II: English-I: ProfessionalEnglish – I | I | English Dept. | 6 | 3 | 100 |
| 3 | 22AEC59 | AEC Part III: Capstone Project | I | Management Dept. | - | 4 | 100 |
| 4 | 22AEC03/ 22AEC08/ 22AEC12/ 22AEC18/ 22AEC22 | AEC Part I: Language – II Tamil-II - Ilakkiyamum Vanika Melanmaiyyum /Hindi-II/ French-II/ Malayalam- II/Sanskrit – II | II | Language Dept. | 6 | 3 | 100 |
| 5 | 22AEC27 | AEC Part II: English-II: ProfessionalEnglish – II | II | English Dept | 6 | 3 | 100 |
| 6 | 22AEC38 | AEC Part III: Academic Skills for Commerce and Management | II | Management Dept. | 3 | 3 | 100 |
| 7 | 22AEC47 | AEC PART III : Statistical Applications for Management | II | Maths Dept. | 5 | 3 | 100 |
| 8 | 22AEC81/ 22AEC83/ 22AEC85 | AEC PART I: Language III: Tamil-III- Neelakkurinchi/ Hindi – III-Pryojanmoolak Hindi/ Advanced French-I | III | Language Dept. | 3 | 2 | 100 |
| 9 | 22AEC91 | AEC PARTII: English III: English III - Creative Writing | III | English Dept | 3 | 2 | 100 |
| 10 | 22AEC82/ 22AEC84/ 22AEC86 | AEC PART I: Language III: Tamil-IV- Semmullai/ Hindi – IV - Takneeki Hindi Basha/ Advanced French-II | IV | Language Dept. | 3 | 2 | 100 |
| 11 | 22AEC92 | AEC PARTII: English III: English III – English for Digital Media | IV | English Dept | 3 | 2 | 100 |
| Total | | | | | | 30 | 1000 |

Group 2. Discipline Specific Courses (DSCs) (15 Courses)

These courses are to be studied compulsorily by the students as a core requirement. The students are required to take DSCs across six semesters. The courses designed under this category aim to cover the basics that a student is expected to imbibe in the particular discipline. It includes Major project.

| S. No. | Course Code | Course Title | Semester | Contact Hours | Credits | Marks |
|--------------|-------------|---|----------|---------------|-----------|-------------|
| 1 | 22BLU01 | Fundamentals of Logistics | I | 3 | 3 | 100 |
| 2 | 22BLU02 | Principles of Management | I | 3 | 3 | 100 |
| 3 | 22BLU03 | Material Management | I | 4 | 3 | 100 |
| 4 | 22BLU04 | Warehousing and Distribution Centre Operation | I | 3 | 3 | 100 |
| 5 | 22BLU05 | Freight Forwarding (Ocean & Air Cargo) | II | 3 | 3 | 100 |
| 6 | 22BLU06 | Forecasting and Inventory Management | II | 3 | 3 | 100 |
| 7 | 22BLU07 | MIS for Logistics | III | 3 | 3 | 100 |
| 8 | 22BLU08 | Marketing Management | III | 4 | 4 | 100 |
| 9 | 22BLU09 | Retail Logistics and E-Commerce | III | 3 | 3 | 100 |
| 10 | 22BLU10 | Liner Logistics | III | 3 | 3 | 100 |
| 11 | 22BLU11 | Port Terminal Logistics | IV | 4 | 3 | 100 |
| 12 | 22BLU12 | Human Resource Management | IV | 5 | 4 | 100 |
| 13 | 22BLU13 | Logistics 4.0 | IV | 3 | 3 | 100 |
| 14 | 22BLU14 | Apprenticeship – I | V | - | 16 | 200 |
| 15 | 22BLU15 | Apprenticeship – II | VI | - | 17 | 200 |
| Total | | | | | 73 | 1700 |

Group 3. Discipline Specific Elective (DSEs) (10 Courses)

Discipline Specific Elective courses offered under the main discipline of study which may be specialized or advanced or supportive to the discipline of study. Students can choose any TEN courses from the following list.

| S. No. | Course Code | Course Title | Ownership Department | Contact Hours | Credits | Marks |
|--------|-------------|--|----------------------|---------------|---------|-------|
| 1 | 22BLU16 | Surface Transportation | Management | 2 | 2 | 100 |
| 2 | 22BLU17 | Practical : Word and Presentation tools | Management | 2 | 2 | 100 |
| 3 | 22BLU18 | Entrepreneurship Development | Management | 3 | 3 | 100 |
| 4 | 22BLU19 | Data analysis using spreadsheet | Management | 3 | 3 | 100 |
| 5 | 22BLU20 | Tally - Practical | Management | 3 | 3 | 100 |
| 6 | 22BLU21 | Business Ethics and Corporate Governance | Management | 5 | 4 | 100 |

| | | | | | | | |
|---|---------------------------------|---|---|------------|---|-----------|------------|
| 7 | 22BLU22/ 22BLU23/ 22BLU24 | MOOC Course MOOC – 1: Warehouse Automation / MOOC – 2 : Best Practices in Transportation/ MOOC – 3 : Inland waterways & Coastal shipping | Management | 5 | 3 | 100 | |
| | 8 | 22BLU25/ 22BLU26/ 22BLU27 | MOOC Course MOOC – 4: Courier, Express & Parcel Services MOOC – 5 : In plant Logistics MOOC – 6: Documentation for Exports and Imports | Management | 5 | 3 | 100 |
| | | Total | | | | 23 | 800 |

Group 4. Generic Elective Courses (GECs) (5 Courses)

Generic Elective Courses are interdisciplinary in nature. They are additional courses based on expertise, specialization, requirements, scope, and need of the department. The student has to subscribe any 5 courses in the following list:

| Sl. No. | Course Code | Course Title | Sem ester | Ownership Department | Contact Hours | Credits | Marks |
|--------------|---------------------------------|---|-----------|----------------------|---------------|-----------|------------|
| 1 | 22GEU11/ 22GEU12 | Operations Research for Management Studies/ Mathematics for Business | I | Maths Dept. | 5 | 4 | 100 |
| 2 | 22GEU72/ 22GEU75 | Cost and Management Accounting for Business/ Public Finance and Budgeting | III | Commerce Dept. | 5 | 4 | 100 |
| 3 | 22GEU85/ 22GEU86/ 22GEU87 | Introduction to Aviation Industry & Airport Operations/ First Mile Operations /Multi model transportation | IV | Management Dept. | 3 | 3 | 100 |
| 4 | 22GEU93/ 22GEU94/ 22GEU95 | Introduction to Air Cargo Industry/ Last Mile Operations/ Commercial aspects of Transportation | V | Management Dept. | 3 | 3 | 100 |
| Total | | | | | | 14 | 400 |

Apprenticeship Training:

During the final year of study V & VI semester the students undergo one year apprenticeship training. The Assessment for the apprenticeship training will be done by LSC (Logistics Skill Sector Council) for 100 marks.

Group 5. Audit Non-Credit Courses (ANCC)

Non-Credit Courses are intended for students who want to gain general knowledge, learn a new skill, upgrade existing skills, enrich their understanding of a wide range of topics, or develop personal interests. A student has to complete any two courses during Semester I and II.

| Part IV- ANCC | | |
|---|--------------------|--------------------------------|
| S. No. | Course Code | Course Name |
| Semester I - ANCC 1 | | |
| 1. | 22ANC01 | Environmental Studies |
| Semester II - ANCC 2 - Values & Ethics | | |
| 2. | 22ANC02 | Human Rights |
| 3. | 22ANC03 | Women's Rights |
| 4. | 22ANC04 | Yoga for Human Excellence |
| 5. | 22ANC05 | Indian Culture and Heritage |
| 6. | 22ANC06 | Introduction to Cyber Security |
| 7. | 22ANC07 | Consumer Protection |
| 8. | 22ANC08 | Constitution of India |
| 9. | 22ANC09 | Waste Management* |

Student has to take part in any one extension activity during their course of study.

| Part V - ANCC 3 - Extension Activities | | |
|---|--------------------|-------------------------|
| S. No. | Course Code | Course Name |
| 1. | 22ANC10 | National Service Scheme |
| 2. | 22ANC11 | National Cadet Corps |
| 3. | 22ANC12 | Youth Red Cross |
| 4. | 22ANC13 | Red Ribbon Club |
| 5. | 22ANC14 | Rotaract Club |
| 6. | 22ANC15 | Sports |
| 7. | 22ANC16 | Association Activities |
| 8. | 22ANC17 | Club Activities |

Group 6.

i) Drive-Through Course (DTC) I & II – Additional Credits

These courses are intended to bring out and promote the self-learning initiative of the students – where their own motivation is what drives them to complete the course and not external compulsions. This fosters the habit of keeping oneself updated always by means of self-study. It gives opportunities to the students to explore new areas of interest and earn additional credits. Students can take any number of courses under this cafeteria system. The credits will not be taken for CGPA calculation. Additional 4 credits per Course will be given on submission of certificate.

10. SWAYAM-NPTEL

11. Coursera

12. Any courses certified by statutory bodies.

ii) Drive-Through Course (DTC – III) – To be Completed

Internship Training/Mini Project/ Spoken Tutorial/Economic Talent test etc.

Students individually or with the maximum of four members per batch should take up either Internship training or mini project for a period of fifteen days during IV Semester vacation. The report will be evaluated and viva-voce examination will be conducted during 5th semester. Otherwise, the students have to complete one spoken tutorial course or any certification course suggested by the department.

VIII. Semester-wise Scheme

| Semester I | | | | | | | | | | |
|---|--|-------|--------------|------------------|-----------|----------|-------------|-------------------|------------------|-------------------|
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22AEC01/ 22AEC07/ 22AEC11/ 22AEC17/ 22AEC21 | AEC PART I: Language I: Tamil-1- Tamizhum Vanikamum / Hindi - I/ French-I/ Malayalam-I Sanskrit – I | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | R/N/ G/R/ N |
| 22AEC25 | AEC PART II: English I: Professional English – I | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | G |
| 22BLU01 | DSC-1: Fundamentals of Logistics | T | 3 | 3 | 50 | 50 | 100 | 3 | EM | G |
| 22BLU02 | DSC-2: Principles of Management | T | 3 | 3 | 50 | 50 | 100 | 3 | EM | G |
| 22BLU03 | DSC-3: Material Management | T | 3 | 4 | 50 | 50 | 100 | 3 | EM | G |
| 22BLU04 | DSC-4: Warehousing and Distribution Centre Operations | T | 3 | 3 | 50 | 50 | 100 | 3 | EM | G |
| 22GEU11/ 22GEU12 | GEC 1: Operations Research for Management Studies/ Mathematics for Business | T | 3 | 5 | 50 | 50 | 100 | 4 | EM/ SD | G |
| 22AEC59 | AEC Part III: Capstone Project | T | 3 | - | 50 | 50 | 100 | 4 | SD/ EM/ EN | G |
| DTC - I - Additional Credit Courses (NPTEL/Coursera) | | | | | | | | 4 | | |
| 22ANC01 | ANCC-1 (NF2F) Environmental Studies | T | 2 | - | - | - | Completed | | | |
| Total | | | | 30 +2 | | | 800 | 26 + 4 | | |
| Semester II | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
| 22AEC03/ 22AEC08/ 22AEC12/ 22AEC18/ 22AEC22 | AECPART I: Language II: Tamil-II- Iakkiamum Vanika Melanmaiyum/ | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | R/N/ G/R/ N |

| | Hindi-II/ French-II/ Malayalam-III/ Sanskrit – II | | | | | | | | | |
|---|--|-------|--------------------|----------------------|--------------|-------------|----------------|--------------|------------------|-------------------|
| 22AEC27 | AEC PARTII: English II : Professional English – II | T | 3 | 6 | 50 | 50 | 100 | 3 | SD | G |
| 22AEC38 | AEC PART III : Academic Skills for Commerce and Management | T | 3 | 3 | 50 | 50 | 100 | 3 | SD/ EM | G |
| 22AEC47 | AEC PART III : Statistical Applications for Management | T | 3 | 5 | 50 | 50 | 100 | 3 | SD/ EM | G |
| 22BLU05 | DSC- 5: Freight Forwarding (Ocean & Air Cargo) | T | 3 | 3 | 50 | 50 | 100 | 3 | EM | G |
| 22BLU06 | DSC-6: Forecasting and Inventory Management | T | 3 | 3 | 50 | 50 | 100 | 3 | SD | N |
| 22BLU16 | DSE-1: Surface Transportation | T | 3 | 2 | 50 | 50 | 100 | 2 | EM | G |
| 22BLU17 | DSE – 2: Practical : Word and Presentation tools | P | 3 | 2 | 50 | 50 | 100 | 2 | EM | G |
| TC II : Additional Credit Courses (NPTEL/Coursera) | | | | | | | | 4 | | |
| 22ANC09 | ANCC-2 (NF2F) Value & Ethics: Waste Management | T | 2 | - | - | - | Completed | | | |
| Total | | | | 30 +2 | | | 800 | 22 +4 | | |
| Semester III | | | | | | | | | | |
| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/ Week | CIA Marks | ES Marks | Total Marks | Credits | SD/ EM/ EN | G/L/ R/N |
| 22AEC81/ 22AEC83/ 22AEC85 | AEC PART I: Language III: Tamil-III- Neelakkurinchi/ Hindi – III- Pryojanmoolak Hindi/ Advanced French-I | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | R/N/ G/R/ N |
| 22AEC91 | AEC PARTII: English III: English III - Creative Writing | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | G |
| 22BLU07 | DSC- 7: MIS for Logistics | T | 3 | 3 | 50 | 50 | 100 | 3 | EM | G |

| | | | | | | | | | | |
|---------------------|---|---|---|-----------|----|----|------------|-----------|----|-----|
| 22BLU08 | DSC 8: Marketing Management | T | 3 | 4 | 50 | 50 | 100 | 4 | SD | G |
| 22BLU09 | DSC-09: Retail Logistics and E-Commerce | T | 3 | 3 | 50 | 50 | 100 | 3 | EM | G/N |
| 22BLU10 | DSC-10: Liner Logistics | T | 3 | 3 | 50 | 50 | 100 | 3 | EM | G |
| 22BLU18 | DSE-3: Entrepreneurship Development | T | 3 | 3 | 50 | 50 | 100 | 3 | EM | G |
| 22BLU19 | DSE -4: Dataanalysis using spreadsheet | P | 3 | 3 | 50 | 50 | 100 | 3 | EM | N |
| 22GEU72/ 22GEU75 | GEC 2: Cost and Management Accounting for Business/ Public Finance and Budgeting | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G |
| Total | | | | 30 | | | 900 | 27 | | |

| | | | | | | | | | | |
|--------------------|--|--|--|--|--|--|--|--|--|--|
| Semester IV | | | | | | | | | | |
|--------------------|--|--|--|--|--|--|--|--|--|--|

| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
|---------------------------------|--|-------|--------------|---------------|-----------|----------|-------------|---------|----------|-------------------|
| AEC82/ AEC84/ AEC86 | AEC PART I: Language III: Tamil-IV- Semmullai/ Hindi – IV - Takneeki Hindi Basha/ Advanced French-II | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | R/N/ G/R/ N |
| 22AEC92 | AEC PARTII: English III: English III – English for Digital Media | T | 3 | 3 | 50 | 50 | 100 | 2 | SD | G |
| 22BLU11 | DSC-11: Port Terminal Logistics | T | 3 | 4 | 50 | 50 | 100 | 3 | SD | G |
| 22BLU12 | DSC 12: Human Resource Management | T | 3 | 5 | 50 | 50 | 100 | 4 | EM | G/N |
| 22BLU13 | DSC-13: Logistics 4.0 | T | 3 | 4 | 50 | 50 | 100 | 3 | EM | N |
| 22BLU20 | DSE 5: Tally - Practical | P | 3 | 3 | 50 | 50 | 100 | 3 | SD | N |
| 22GEU85/ 22GEU86/ 22GEU87 | GEC- 3: Introduction to Aviation Industry & Airport Operations/ First Mile Operations / Multi model transportation | T | 3 | 4 | 50 | 50 | 100 | 3 | EM | N |

| | | | | | | | | | | |
|---------------------------------|--|---|---|-----------|----|----|------------|-----------|----|---|
| 22GEU93/ 22GEU94/ 22GEU95 | GEC- 4: Introduction to Air Cargo Industry/ Last Mile Operations/ Commercial aspects of Transportation | T | 3 | 4 | 50 | 50 | 100 | 2 | EM | N |
| Total | | | | 30 | | | 800 | 22 | | |

SKASC

2021

Semester V

| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
|--------------|---|-------|--------------|---------------|-----------|----------|-------------|-----------|----------|---------|
| 22BLU14 | DSC-14: Apprenticeship – I | P | - | 20 | 50 | 50 | 200 | 16 | EM | R |
| 22BLU21 | DSE 06: Business Ethics and Corporate Governance | T | 3 | 5 | 100 | - | 100 | 4 | EM | G |
| 22BLU22 | DSE 07: MOOC Course MOOC – 1: Warehouse Automation / MOOC – 2 : Best Practices in Transportation/ MOOC – 3 : Inland waterways & Coastal shipping | T | 3 | 4 | 50 | 50 | 100 | 3 | EM | G |
| Total | | | | 30 | | | 400 | 23 | | |

Semester VI

| Course Code | Course Title | T/P/E | ESE Dur. Hrs | Ins. Hrs/Week | CIA Marks | ES Marks | Total Marks | Credits | SD/EM/EN | G/L/R/N |
|---|--|-------|--------------|---------------|-----------|----------|-------------|-----------|----------|---------|
| 22BLU15 | DSC-15: Apprenticeship – II | P | - | 22 | 50 | 50 | 200 | 17 | | |
| 22BLU23 | DSE 08: MOOC Course MOOC – 4: Courier, Express & Parcel Services MOOC – 5 : In plant Logistics MOOC – 6: Documentation for Exports and Imports | T | 3 | 5 | 50 | 50 | 100 | 3 | | |
| 22ANC10/ 22ANC11/ 22ANC12/ 22ANC13/ 22ANC14/ 22ANC15/ 22ANC16/ 22ANC16 | ANCC3: Extension Activities National Service Scheme / National Cadet Corps/ Youth Red Cross/ Red Ribbon Club/ Rotaract Club/ Sports/ Association Activities/ Club Activities | - | 3 | - | - | - | Grade | - | | |
| Total | | | | 30 | | | 300 | 20 | | |

| | | | | | | | | | | |
|--------------|--|--|--|--|--|--|-------------|------------|--|--|
| Total | | | | | | | 4000 | 140 | | |
|--------------|--|--|--|--|--|--|-------------|------------|--|--|

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|---|---|--|------|
| Drive-Through Course (DTC): Courses offered in SWAYAM-NPTEL, Coursera OR Any courses certified by statutory bodies. | Additional 4 credits per Course will be given on submission of Certificate | During SKASC Semester I to Semester VI | 2021 |
|---|---|--|------|

Semester-wise Distribution of Marks and Credits:

| Semester | Total Marks | Total Credits |
|--------------|-------------|---------------|
| I | 800 | 26 |
| II | 800 | 22 |
| III | 900 | 27 |
| IV | 800 | 22 |
| V | 400 | 23 |
| VI | 300 | 20 |
| Total | 4000 | 140 |

OFFERED BY

List of Courses Offered by Mathematics Department

| Semester | Course Code | Course Name | Program me | T/ P/E | Ins. hrs | CIA | ESE | Total Marks | Credit |
|----------|-------------|--|------------|--------|----------|-----|-----|-------------|--------|
| II | 21AEC46 | AEC 6 - Statistical Applications for Management | T | 3 | 5 | 50 | 50 | 100 | 3 |

| | | | |
|---|---|--|---------------------------------|
| 1 | Name of the Course | ORGANIZATIONAL BEHAVIOUR | |
| 2 | Course Code | 22BMU05/22BAU05 | |
| 3 | Course Type | Theory | Focus On – Employability |
| 4 | Synopsis/Rationale of the Module | The course focuses on understanding the behaviour of the employees working in the organization. It also highlights the significant challenges and opportunities of OB like Perception, attribution, learning, organizational change, organizational culture, motivation, leadership and conflict management. | |
| 5 | Semester and Year Offered | III Semester; Year II | |
| 6 | Credit Value | 4 | |
| 7 | Pre-requisite (if any) | - | |
| 8 | Assessment Strategy | Internal 50%; External 50% | |

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|---|---|---|------------------------------|---|
| 9 | Course Learning Outcomes (write the statement of the course learning outcomes) At the end of the course the students will be able to: | | | |
| | CLO | Statements | Level of Taxonomy | Teaching Method |
| | CLO1 | Describe the development of Organisational behaviour and the importance of organisational communication. (C1) | C1– Remember | Lecture/Tutorial |
| | CLO2 | Explain the work related attitudes, power and politics, motivation and reward systems followed in organisations. (A3) | A3 – Valuing | Case study Assignments/ Fishbowl Techniques/Flip Classroom/Group Discussion |
| | CLO3 | Explain the need of organization design and culture (A4) | A4 – Organizing values | Case study Assignments/ Fishbowl Techniques/Flip Classroom/Group Discussion |
| | CLO4 | Identify the conflict resolution methods and impact of stress on the individual performance. (C2) | C2 – Understand | Lecture/Tutorial/ Case Study |
| | | | Mode of Assessments | Written Test CIA/ESE |
| | | | | Group Assignment/Industrial Attachment/Group Reports |
| | | | | Industrial Attachment/Case Study Assignment |
| | | | | Written Test CIA/ESE |

| | | | | | | | | | | | | |
|-------------|---|--------------|--------------|--------------|--------------|-------------------------|--------------|--------------|--------------|--------------|---------------|---------------|
| 10 | Mapping CLO's with PLO's (select the learning domain for each CLO's and map it with PLO's; for example, CLO 1- Knowledge- PLO 1; CLO 2- Communication skills; PLO 4 etc.,) | | | | | | | | | | | |
| | CLO | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| | CLO 1 | 1 | | | | | | | | | | |
| | CLO 2 | | | | 2 | | | | | 2 | | |
| | CLO 3 | | | | | | | | 3 | | | |
| CLO4 | | 3 | | | | | | | | | | |
| 11 | Transferable skills | | | | 1 | Teamwork Skill | | | | | | |
| | | | | | 2 | Leadership Skill | | | | | | |
| | | | | | 3 | Critical Thinking Skill | | | | | | |

| Distribution of Student Learning Time-(*SLT-Students Learning Time; L-Lecture; T-Tutorial; P-Practical (Lab & Demonstration); O-Others i.e. case study, Problem based learning, Group discussion learning etc.)** F2F-Face to Face; NF2F-Non Face to Face | | | | | | | | | | |
|--|-----|------------------------------|---|---|---|-------|-----------------------------------|-----------------------------|-----|--|
| Course Content outline | CLO | Teaching-Learning Activities | | | | | | | SLT | |
| | | Guided Learning (F2F) | | | | Total | Guided Learning (NF2F) E-Learning | Independent Learning (NF2F) | | |
| | | L | T | P | O | | | | | |
| Unit I Field of OB and OC Introduction to OB – <ul style="list-style-type: none"> • Definition of organization and behaviour • Historical Development of OB. Human Relations Movement <ul style="list-style-type: none"> • Impact of technology on organizational behavior • Approaches, Characteristics and limitations of OB - Models of OB. Organizational Communication <ul style="list-style-type: none"> • Tool and Techniques • Johari Window • Transactional Analysis. • Lateral Thinking. Brain Storming <ul style="list-style-type: none"> • Delphi Technique • Power of grapevine and other informal communication techniques | 1 | 9 | - | - | 2 | 11 | 2 | 4 | 17 | |

| | | | | | | | | | | |
|----------|--|---|---|---|---|---|----|---|---|----|
| Unit II | <p>Individual and Groups in Organizations</p> <p>Foundations of Individual Behavior</p> <ul style="list-style-type: none"> • Factors affecting individual behavior personal, environmental and organizational. <p>Nature and Determinants of Personality</p> <ul style="list-style-type: none"> • Personality Traits • Type A/ Type B • Personality and OB. <p>Groups and Teams</p> <ul style="list-style-type: none"> • Group Dynamics Groups versus teams • Nature and types of groups and teams. • Five stages of group/team development - Determinants of group behavior. | 2 | 9 | 5 | - | 2 | 16 | 6 | 4 | 26 |
| Unit III | <p>Organizational Outcomes</p> <p>Work Related Attitudes, Values and Perception</p> <ul style="list-style-type: none"> • Meaning and definition • Factors influencing(A-V-P) • Social and Personal perception • Perception and OB. <p>Power and Politics</p> <ul style="list-style-type: none"> • Power • Dynamics, Sources and Tactics • Politics • Essence, Types of political activities- Ethics of power and politics. • Motivational Techniques • Job design, enlargement | 2 | 9 | 4 | - | - | 13 | 3 | 4 | 20 |

| | | | | | | | | | | |
|----------------|---|---|---|---|---|---|----|---|---|-----------|
| | <p>enrichment, rotation</p> <p>Managing rewards</p> <ul style="list-style-type: none"> Job status based rewards, Competency based rewards, performance based rewards, Empowerment and Self-Managed Teams | | | | | | | | | |
| | Explain Different Motivational Techniques used by Manager to encourage the employees | 2 | | - | - | 2 | 2 | - | - | 2 |
| Unit IV | <p>Organization Design and Culture</p> <p>Organizational Design</p> <ul style="list-style-type: none"> Key factors in organizational design Types of organizational design. Need and significance of a sound organizational design Organizational Structures traditional and contemporary structures. <p>Organizational Culture</p> <ul style="list-style-type: none"> Meaning and dimensions Role of founders' values and vision in creating and sustaining culture. Types of organizational cultures Impact of culture on image and performance of the organization. | 3 | 8 | 2 | - | 1 | 11 | 2 | 3 | 16 |
| | Case study on | 3 | | | | 2 | 2 | | | 2 |

| | | | | | | | | | | |
|---------------|---|---|-----------|-----------|----------|-----------|-----------|-----------|-----------|------------|
| | organizational culture followed in an organization | | | | | | | | | |
| Unit V | Conflicts, Negotiations and Stress Management Conflicts and Negotiations <ul style="list-style-type: none"> • Nature of conflict • Functional and Dysfunctional conflict. • Conflict resolution and negotiations • Managing conflict during change initiatives. Stress Management <ul style="list-style-type: none"> • Meaning and definition • Work stress model • Sources of stress. • Stress Management among Individual and Organizational strategies • Impact of stress on performance. | 4 | 9 | - | - | 2 | 11 | 3 | 3 | 17 |
| | Total | | 44 | 11 | - | 11 | 66 | 16 | 18 | 100 |

| 13 | Continuous Assessment | Percentage (%) | F2F (hours) | NF2F (hours) | SLT |
|--------------------------------------|--|---|-------------|--------------|------------|
| | Written Test - CLO 1 | 5% | 1 | 3 | 4 |
| | Poster Presentation (Motivation Skills) - CLO 2 | 5% | 1 | 3 | 4 |
| | Case study (Organization culture) CLO 3 | 5% | - | 6 | 6 |
| | Role Play (Vision and Mission) CLO 3 | 5% | 1 | 3 | 4 |
| | CIA 1 – C2 | 7.5% | 2 | 6 | 8 |
| | CIA 2 - C2 | 7.5% | 2 | 6 | 8 |
| | CIA 3 - C2 | 10% | 3 | 9 | 12 |
| | Written Test – CLO 4 | 5% | 1 | 3 | 4 |
| 14 | Final/Summative- C2 Assessment/End Semester Exam | 50% | 3 | 9 | 12 |
| Grand Total - TSLT (12+13+14) | | | | | 172 |
| 15 | Identify special requirements to deliver the course (Software, simulation room, computer lab etc.,) | NIL | | | |
| 16 | References | <ul style="list-style-type: none"> • Prasad L. M, <i>Organizational Behavior</i>, (5TH ed.) Sultan Chand & Sons. • Stephen P. Robins, <i>Organisational Behavior</i>, (11th ed.) PHI Learning Pearson Education,. | | | |
| 17 | Additional References | <ul style="list-style-type: none"> • Fred Luthans: <i>Organizational Behaviour</i>, Tata McGraw-Hill Publications, New Delhi. • Griffin, Ricky W: <i>Organisational Behaviour</i>, Houghton Mifflin Co., Boston. • Khanka.S.S., (2010) <i>Organizational Behavior</i>, S.Chand & co • Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: <i>Organizational Behavior</i>, South Western College Publishing, Ohio. | | | |
| 18 | Recommended by BOS | Date: 30.06.2022 | | | |
| 19 | Approved by Academic Council | Resolution No: | | Date: | |
| 20 | 100% Theory | | | | |

Course Coordinator: Prof. M. Rajesh

Board Chairman
(Seal, Signature and Date)

| | | |
|---|---|---|
| 1 | Name of the Course | MARKETING MANAGEMENT |
| 2 | Course Code | 22BMU06/22BAU06/22IMU06/22BLU08 |
| 3 | Course Type | Theory Focus On – Skill Development |
| 4 | Synopsis/Rationale of the Module | This course has four credits dedicated to provide the students a basic understanding of Marketing concepts and applying them in real life business. |
| 5 | Semester and Year Offered | III Sem ; Year II |
| 6 | Credit Value | 4 |
| 7 | Pre-requisite (if any) | Basic Knowledge on Marketing |
| 8 | Assessment Strategy | 50% External ; 50% Internal |

| | | | | | |
|-------------|---|---|-----------------------------------|--|--|
| 9 | Course Learning Outcomes (write the statement of the course learning outcomes) | | | | |
| | At the end of the course the students will be able to: | | | | |
| | CLO | Statements | Level of Taxonomy | Teaching Method | Mode of Assessments |
| | CLO 1 | Demonstrate and explain the 9ps of marketing with STP concept. (C3) | C3- Apply - Cognitive Domain | Lecture/Tutorial/Case Study | Exam / Written Tests/ Quiz /MCQ/ CIA /ESE |
| | CLO 2 | Practice to develop an appropriate Product development process and Strategies to be followed during different stages of Product Life Cycle and different pricing strategies. (A2) | A2- Responding - Affective Domain | Case study Assignments/ Fishbowl Techniques/Flip Class room/Group Discussion | Assignment/ Strategic Plans/Case Study Method |
| | CLO 3 | Select various concepts related to Communication Design Process in effective marketing practices (A3) | A3- Valuing - Affective Domain | Case study Assignments/ Fishbowl Techniques/Flip Class room/Group Discussion | Presentation/ Poster Presentation/ |
| CLO4 | Analyse Customer Buyer Behaviour: Meaning, Characteristics. CRM: Relationship Marketing, Building Customer Relationship. (C4) | C4- Analyse - Cognitive Domain | Lecture/Tutorial/Case Study | Exam / Written Tests/ CIA /ESE | |

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|--------------|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| 10 | Mapping CLO's with PLO's (select the learning domain for each CLO's and map it with PLO's; for example, CLO 1- Knowledge- PLO 1; CLO 2- Communication skills; PLO 4 etc.,) | | | | | | | | | | | |
| | CLO | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| | CLO 1 | | 2 | | | | | | | | | |
| | CLO 2 | | | | | | | | | | 2 | |
| CLO 3 | | | | | 3 | | | | | | | |

| | | | | | | | | | | |
|------|---|--|--|--|--|--|--|--|--|--|
| CLO4 | 3 | | | | | | | | | |
|------|---|--|--|--|--|--|--|--|--|--|

| | | | |
|----|---------------------|---|--------------------------|
| 11 | Transferable skills | 1 | Critical Thinking Skills |
| | | 2 | Entrepreneurial Skill |
| | | 3 | Communication Skill |

| | | | | | | | | | | |
|--------|---|-----|------------------------------|---|---|---|-------|--------------------------------------|-----|-----------------------------|
| 12 | Distribution of Student Learning Time-(*SLT-Students Learning Time; L-Lecture; T-Tutorial; P-Practical (Lab & Demonstration); O-Others i.e. case study, Problem based learning, Group discussion learning etc.)** F2F-Face to Face; NF2F-Non Face to Face | | | | | | | | | |
| | Course Content outline | CLO | Teaching-Learning Activities | | | | | | SLT | |
| | | | Guided Learning (F2F) | | | | Total | Guided Learning (NF2F) E-Learning | | Independent Learning (NF2F) |
| L | T | P | O | | | | | | | |
| Unit I | Marketing: <ul style="list-style-type: none"> Introduction Scope; Importance Marketing process; Marketing Management orientation. Marketing Environment: <ul style="list-style-type: none"> Micro and Macro. Market Segmentation: <ul style="list-style-type: none"> Segmentation, Targeting, Positioning, Marketing Mix. | 1 | 8 | - | - | 2 | 10 | 2 | 4 | 16 |
| | Product: <ul style="list-style-type: none"> Levels of Product and Product Classifications. Product Mix: <ul style="list-style-type: none"> Product Mix decision; Branding; Packaging and Labeling. Private Labeling: Concepts, Need. New Product Development Steps: <ul style="list-style-type: none"> Product Life Cycle Strategies (PLC) | 2 | 8 | 5 | - | 2 | 15 | 6 | 4 | 25 |
| | Demonstrate New Product Development | 2 | | - | - | 2 | 2 | - | - | 2 |
| | Pricing: <ul style="list-style-type: none"> Factors; Pricing approaches; New Product Price strategies; | 3 | 7 | 4 | - | - | 11 | 3 | 4 | 18 |

| | | | | | | | | | | |
|----------------|---|---|---|---|---|---|----|---|---|-----------|
| | <p>Product Mix Pricing strategies; Price Adjustment Strategies.</p> <ul style="list-style-type: none"> • Place: • Nature and Importance; <p>Channel behaviour:</p> <ul style="list-style-type: none"> • Vertical Marketing System, • Horizontal Marketing System. • Channel Management; Nature and Importance of Marketing logistics. | | | | | | | | | |
| Unit IV | <p>Promotion:</p> <ul style="list-style-type: none"> • Meaning; • Objectives; kinds; • Push vs. Pull Strategy; • Promotional methods; • Promotion Mix; • Factors affecting Promotion Mix. <p>Advertising:</p> <ul style="list-style-type: none"> • Objectives • Advertising strategy • Selecting Advertising Media. <p>Personal Selling:</p> <ul style="list-style-type: none"> • Nature; Role and Process. <p>Sales Promotion:</p> <ul style="list-style-type: none"> • Objectives and Tools of Sales Promotion • Direct Marketing. <p>Public Relations:</p> <ul style="list-style-type: none"> • Roles, Importance and Tools. | 3 | 7 | 2 | - | 1 | 10 | 2 | 3 | 15 |
| | Poster Presentation on Sales Promotion | 3 | | | | 2 | 2 | | | 2 |
| Unit V | <p>Customer Buyer Behaviour:</p> <ul style="list-style-type: none"> • Meaning, Characteristics. • CRM: Relationship Marketing, Building Customer Relationship, • Customer Relationship Management. <p>Contemporary Marketing</p> | 4 | 7 | - | - | 2 | 9 | 3 | 3 | 15 |

| | | | | | | | | | | |
|--|---|--|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|
| | Practices: <ul style="list-style-type: none"> Services marketing its main features, importance and growth functions. Rural marketing: <ul style="list-style-type: none"> Significance and its contribution to Indian economy; Rural environment; Online Marketing; Green Marketing; Ethics in Marketing. Digital Marketing; Virtual Marketing; Hybrid Marketing Social Media: <ul style="list-style-type: none"> Elements Types Social Media Strategies. | | | | | | | | | |
| | Total | | 44 | 11 | - | 11 | 55 | 16 | 18 | 89 |

| 13 | Continuous Assessment | Percentage (%) | F2F (hours) | NF2F (hours) | SLT |
|-------------------------------------|---|----------------|-------------|--------------|------------|
| | Written Exam-CLO1 | 5% | 1 | 3 | 4 |
| | Case study (New Product Development)– CLO2 | 5% | 2 | 6 | 8 |
| | Poster (Sales Promotion)– CLO3 | 5% | 2 | 6 | 8 |
| | Presentation (Public Relation) CLO3 | 5% | 2 | 6 | 8 |
| | Written Test –CLO4 | 5% | 1 | 3 | 4 |
| | CIA 1 | 7.5% | 2 | 6 | 8 |
| | CIA 2 | 7.5% | 2 | 6 | 8 |
| | CIA 3 | 10% | 3 | 9 | 12 |
| 14 | Final/Summative Assessment/End Semester Exam | 50% | 3 | 9 | 12 |
| Grand Total - SLT (12+13+14) | | | | | 171 |
| 15 | Identify special requirements to deliver the course (Software, simulation room, computer lab etc.,) | NIL | | | |

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|---|---|--|------------------------------|
| 1 | Name of the Course | Practical: Data Analysis using Spreadsheet | |
| 2 | Course Code | 22BMU17/22BAU17/22IMU17 | |
| 3 | Course Type | Practical | Focus On – Skill Development |
| 4 | Synopsis/Rationale of the Module | This course has three credits dedicated to provide the students a strong foundation on accounting software | |
| 5 | Semester and Year Offered | III Semester; Year II | |
| 6 | Credit Value | 3 | |
| 7 | Pre-requisite (if any) | NA | |
| 8 | Assessment Strategy | Internal 50%; External 50% | |

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|---|---|---|--------------------------|-------------------------|
| 9 | Course Learning Outcomes (write the statement of the course learning outcomes) | | | |
| | At the end of the course the students will be able to: | | | |
| | CLO | Statements | Level of Taxonomy | Teaching Method |
| | CLO 1 | Explain the basic Microsoft excel concept and apply the basic functions. | P2 - Set | Practical Demonstration |
| | CLO 2 | Build concept on how to use the function in advanced manner | P3 – Guided Response | Practical Demonstration |
| | | | | Mode of Assessments |
| | | | | Practical Test |
| | | | | Practical Test |

| | | | | | | | | | | | | |
|----|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| 10 | Mapping CLO's with PLO's (select the learning domain for each CLO's and map it with PLO's; for example, CLO 1- Knowledge- PLO 1; CLO 2- Communication skills; PLO 5 etc.,) | | | | | | | | | | | |
| | CLO | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| | CLO 1 | | | 3 | | | | | | | | |
| | CLO 2 | | | 3 | | | | | | | | |

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|----|----------------------------|---|------------------|
| 11 | Transferable skills | 1 | Practical skills |
|----|----------------------------|---|------------------|

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|--|--|------------|-------------------------------------|----------|----------|----------|--------------|-------------------|------------------------------------|------------|
| 12 | Course Content outline | CLO | Teaching-Learning Activities | | | | | E-Learning | Independent Learning (NF2F) | SLT |
| | | | Guided Learning (F2F) | | | | | | | |
| | | | L | T | P | O | Total | | | |
| List of Challenging Experiments | | | | | | | | | | |
| i) | Create a master database and apply basic formatting options into it. | | - | - | 3 | - | 3 | - | 2 | 5 |
| ii) | Organize the contents of the master database and utilize any of the fields in it to demonstrate the conditional formatting rule. | | - | - | 3 | - | 3 | - | 2 | 5 |

| | | | | | | | | | | |
|--------------|---|--------|---|---|----|---|----|---|----|----|
| iii) | Navigate through the contents of the dataset to apply advanced formulas such as v lookup, h lookup, contatenate | CL O 1 | - | - | 3 | - | 3 | - | 2 | 5 |
| iv) | Analyze the dataset using basic arithmetic operations – sum, average, max, min, Proper, Upper, Lower, Using AutoSum | CL O 2 | - | - | 3 | - | 3 | - | 2 | 5 |
| v) | Create a chart, add or modify the chart elements, apply chart layouts/styles to perform quick analysis. Input: Sales performance of the organization for last five years | | - | - | 4 | - | 3 | - | 2 | 5 |
| vi) | Create a new ribbon and customize the quick access toolbar | | - | - | 4 | - | 3 | - | 2 | 5 |
| vii) | Report on employee payroll/sales data/student dataset using header and footer, page margins, | CL O 3 | - | - | 4 | - | 3 | - | 2 | 5 |
| viii) | Create Financial statement of an organization using | | - | - | 3 | - | 3 | - | 2 | 5 |
| ix) | Create inventory management | | - | - | 3 | - | 3 | - | 2 | 5 |
| x) | Create a pivot table to analyze and display specific data from the database | | - | - | 3 | - | 3 | - | 2 | 5 |
| Total | | | - | - | 33 | - | 33 | - | 20 | 53 |

| | | | | | |
|----|------------------------------|-----------------------|--------------------|---------------------|------------|
| 13 | Continuous Assessment | Percentage (%) | F2F (hours) | NF2F (hours) | SLT |
| | Practical Test 1 – CLO1 | 10% | 1 | 3 | 4 |
| | Record - CLO1 | 5% | - | 3 | 3 |
| | Practical Test 2 – CLO2 | 10% | 1 | 3 | 4 |
| | Record – CLO2 | 5% | - | 3 | 3 |
| | CIA 1 – P2 | 10% | 2 | 6 | 8 |
| | CIA 2 – P2 | 10% | 2 | 6 | 8 |
| 14 | Final/Summative | 50% | 3 | 9 | 12 |

| | | | | | |
|-------------------------------------|---|---|--|--|-----------|
| | P2Assessment/End Semester Exam | | | | |
| Grand Total – SLT (12+13+14) | | | | | 97 |
| 15 | Identify special requirements to deliver the course (Software, simulation room, computer lab etc.) | Microsoft Excel | | | |
| 16 | References | 1. Bill Jelen, Tracy Syrstad Microsoft Excel VBA and Macros (Office 2021 and Microsoft 365) (Business Skills) Microsoft Press; 1st edition (April 11, 2022) | | | |
| 17 | Additional References | 1. | | | |
| 18 | Recommended by BOS | Date: | | | |
| 19 | Approved by Academic Council | Resolution No. 4 Date: | | | |

Course Coordinator: B.Preethi

Board Chairman (Seal and Signature)

| | | |
|---|----------------------------------|---|
| 1 | Name of the Course | BUSINESS LAW |
| 2 | Course Code | 22BMU18 |
| 3 | Course Type | Theory Focus On – Employability |
| 4 | Synopsis/Rationale of the Module | This course has three credits dedicated to provides students a basic understanding on Business Law and to acquire knowledge of legal aspects of business. |
| 5 | Semester and Year Offered | III Sem; Year II |
| 6 | Credit Value | 4 |
| 7 | Pre-requisite (if any) | Basic Knowledge on Management |
| 8 | Assessment Strategy | 50% External ; 50% Internal |

| | | | | | |
|---|---|--|-----------------------------------|---|---|
| 9 | Course Learning Outcomes (write the statement of the course learning outcomes) At the end of the course the students will be able to: | | | | |
| | CLO | Statements | Level of Taxonomy | Teaching Method | Mode of Assessments |
| | CLO 1 | Demonstrate and explain the law of contract and considerations in law. Legality of object is also explained. (C3) | C3- Apply - Cognitive Domain | Lecture/Tutorial | Written Tests/ Quiz /MCQ/ CIA & ESE |
| | CLO 2 | Describe the agreement, quasi contracts, discharge and breach of contracts and remedies for breach of contracts is described. (A1) | A1- Receiving - Affective Domain | Case study Assignments/ /Group Discussion | Article Review/ Reports/ Publications |
| | CLO 3 | Discuss about the sales contracts, right of lien unpaid vendor's rights. (A2) | A2- Responding - Affective Domain | Case study Assignments/ /Group Discussion | Field Assignments/ Assignment Project Report |
| | CLO4 | Illustrate the Creation of agency - Classification of agents - relations of principal and agent. (C3) | C3- Apply - Cognitive Domain | Lecture/Tutorial | Written Tests/ Quiz /MCQ CIA & ESE |

| | | | | | | | | | | | | |
|----|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| 10 | Mapping CLO's with PLO's (select the learning domain for each CLO's and map it with PLO's; for example, CLO 1- Knowledge- PLO 1; CLO 2- Communication skills; PLO 4 etc.,) | | | | | | | | | | | |
| | CLO | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| | CLO 1 | 3 | 3 | | | | | | | | | |
| | CLO 2 | | | | | | | | | 2 | | |
| | CLO 3 | | | | | | | | | | | 3 |
| | CLO4 | | 3 | | | | | | | | | |

| | | | |
|----|----------------------------|---|--------------------------------|
| 11 | Transferable skills | 1 | Critical Thinking skill |
| | | 2 | Lifelong Learning Skill |
| | | 3 | Ethics and Professional Skills |

| 12 | Distribution of Student Learning Time-(*SLT-Students Learning Time; L-Lecture; T-Tutorial; P-Practical (Lab & Demonstration); O-Others i.e. case study, Problem based learning, Group discussion learning etc.)** F2F-Face to Face; NF2F-Non Face to Face | | | | | | | | | | | |
|----------|---|---------|------------------------------|---|---|---|----|---|-------|--------------------------------------|-----------------------------|-----|
| | Course Content outline | CL O | Teaching-Learning Activities | | | | | | Total | Guided Learning (NF2F) E-Learning | Independent Learning (NF2F) | SLT |
| | | | L | T | P | O | | | | | | |
| Unit I | LAW OF CONTRACT <ul style="list-style-type: none"> • Introduction to Contracts • Essentials of Contract • Nature and kinds of Contracts • Offer and acceptance • Free Consent | 1 | 9 | - | - | 2 | 11 | - | - | 11 | | |
| Unit II | <ul style="list-style-type: none"> • CONSIDERATION IN LAW: • Consideration • Essential of Valid Consideration • Stranger to a Contract and exceptions • Contract without consideration • Coercion - undue influence - misrepresentation and fraud • Essentials- Silence as fraud • Effects of illegality • Wagering Agreements. | 1 | 9 | - | - | 2 | 11 | - | 2 | 13 | | |
| Unit III | AGREEMENT: <ul style="list-style-type: none"> • Void Agreement • Quasi-contracts • Discharge of contract • Breach of contract • Remedies for breach of Contract • Contract of Bailment. | 2 | 9 | - | - | - | 9 | - | 1 | 10 | | |
| | Explain legal rules to be followed to start a new business | 2 | | | | 2 | 2 | | | 2 | | |
| Unit IV | SALES CONTRACTS: <ul style="list-style-type: none"> • Contract of sale of Goods • Classification of Goods • Contract of sale • Essentials of Sales | 3 | 7 | - | - | 2 | 9 | 1 | 1 | 11 | | |

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|---------------|--|---|-----------|---|---|-----------|-----------|----------|----------|-----------|
| | <ul style="list-style-type: none"> Sales and Agreement to sell Transfer of property Transfer of Tiles by Non-owners | | | | | | | | | |
| | Explain rules to be followed in Transfer of Property | 3 | | | | 2 | 2 | | | 2 |
| Unit V | <ul style="list-style-type: none"> CONTRACT OF AGENCY: Creation of agency Classification of agents Essentials of Agency Creation of an agent Duties and Rights of Principal Liability of Pretend Agent Sub Agent Termination of agency . | 4 | 10 | - | - | 1 | 11 | - | - | 11 |
| | Total | | 44 | - | - | 11 | 55 | 1 | 4 | 60 |

| 13 | Continuous Assessment | Percentage (%) | F2F (hours) | NF2F (hours) | SLT |
|----|---|--|-------------|--------------|------------|
| | Written Test - CLO1 | 5% | 1 | 3 | 4 |
| | Article review (legal rules to be followed to create a new business) CLO2 | 5% | 2 | 6 | 8 |
| | Assignment (Contract of sale) CLO3 | 5% | - | 8 | 8 |
| | Field Assignment (Transfer of Property) CLO3 | 5% | - | 8 | 8 |
| | Exam – CLO4 | 5% | 1 | 3 | 4 |
| | CIA 1 | 7.5% | 2 | 6 | 8 |
| | CIA 2 | 7.5% | 2 | 6 | 8 |
| | CIA 3 | 10% | 3 | 9 | 12 |
| 14 | Final/Summative Assessment/End Semester Exam | 50% | 3 | 9 | 12 |
| | Grand Total - SLT (12+13+14) | | | | 132 |
| 15 | Identify special requirements to deliver the course (Software, simulation room, computer lab etc.) | NIL | | | |
| 16 | References | <ul style="list-style-type: none"> N.D. Kapoor (2009), <i>ELEMENTS OF MERCANTILE LAW</i> Thirty 1st ed., New Delhi: Sultan Chand and Sons Limited. Emerson, R. W. (2009). <i>Business law</i>. Hauppauge, N.Y: Barron's Educational Series. | | | |
| 17 | Additional References | <ul style="list-style-type: none"> M.C. Shukla (2007), <i>A Manual of Mercantile Law(2010)</i>, S Chand & Company Pandia R. H., <i>Pandia's Principles of Mercantile Law</i> | | | |

| | | |
|----|------------------------------|---|
| | | <ul style="list-style-type: none">• K.P.Kandasami (2010), <i>Banking Law & Practice</i>, Schand |
| 18 | Recommended by BOS | Date:30.06.2022 |
| 19 | Approved by Academic Council | Resolution No: Date: |
| 20 | 100% theory | |

Mrs. R.T.Induji
Course Coordinator

Board Chairman
(Seal, Signature and Date)

| | | | |
|---|---|---|-------------------------------------|
| 1 | Name of the Course | Business Research Methods | |
| 2 | Course Code | 22BMU08/22BAU08/22IMU08 | |
| 3 | Course Type | Theory | Focus On – Skill Development |
| 4 | Synopsis/Rationale of the Module | This course has four credits dedicated to provide the students to apply their knowledge in conducting research project and prepare project reports. | |
| 5 | Semester and Year Offered | IV Sem; Year II | |
| 6 | Credit Value | 4 | |
| 7 | Pre-requisite (if any) | NA | |
| 8 | Assessment Strategy | 50% External ; 50% Internal | |
| 9 | Course Learning Outcomes (write the statement of the course learning outcomes) | | |
| | At the end of the course the students will be able to: | | |

| CLO | Statements | Level of Taxonomy | Teaching Method | Mode of Assessments |
|-------|---|--|--|---|
| CLO 1 | Apply the research process and create a valid research design (C3) | C3- Apply- Cognitive Domain | Lecture/Tutorial/Case Study | Exam/Written Test CIA/ESE |
| CLO 2 | Discuss the types of sampling design and data collection methods (A2) | A2- Responding to Phenomena - Affective Domain | Case study Assignments/ Fishbowl Techniques/Flip Classroom/Group Discussion | Project Report/Assignment/Reports |
| CLO 3 | Analyse the data using different parametric and non-parametric tests.. (A3) | A3 – Valuing - Affective Domain | Case study Assignments/ Fishbowl Techniques/Flip Classroom/Group Discussion | Case study Assignment/Simulation Exercise |
| CLO 4 | Illustrate the layout of a research report and the application of research in various fields (C4) | C4- Analyse - Cognitive Domain | Lecture/Tutorial/Case Study | Exam/Written Test CIA/ESE |

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|--------------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| 10 | Mapping CLO's with PLO's (select the learning domain for each CLO's and map it with PLO's; for example, CLO 1- Knowledge- PLO 1; CLO 2- Communication skills; PLO 4 etc.) | | | | | | | | | | | |
| | CLO | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| | CLO 1 | | 2 | | | | | | | | | |
| | CLO 2 | | | | | | | | | 3 | | 3 |
| | CLO 3 | | | | | | | 3 | | 3 | | |
| CLO 4 | | 3 | | | | | | | | | | |

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| 11 | Transferable skills | 1 | Critical Thinking Skill |
| | | 2 | Numeracy Skill |
| | | 3 | Ethics and Professional Skill |

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|---------------|--|---|-------------------------------------|---|---|---|-------|---|-----------------------------|-------------|----|
| 12 | Distribution of Student Learning Time-(*SLT-Students Learning Time; L-Lecture; T-Tutorial; P-Practical (Lab & Demonstration); O-Others i.e. case study, Problem based learning, Group discussion learning etc.)** F2F-Face to Face; NF2F-Non Face to Face | | | | | | | | | | |
| | Course Content outline | CLO | Teaching-Learning Activities | | | | | | | SL T | |
| | | | Guided Learning (F2F) | | | | Total | Guided Learning (NF2F) E-Learning | Independent Learning (NF2F) | | |
| L | T | P | O | | | | | | | | |
| Unit I | Business Research <ul style="list-style-type: none"> • Meaning and Definition - Scope and Importance of research - Types of research • Criteria of Good Research • Research Process • Validity and Reliability in research • Research Problem - Identification of Research Problem Research design <ul style="list-style-type: none"> • Meaning and need of research design- Features of a good research design • Types of Research Design Exploratory, Descriptive, Diagnostic and Experimental research designs | 1 | 9 | - | - | 2 | 11 | 6 | 4 | 21 | |
| | Unit II | Sample Design <ul style="list-style-type: none"> • Meaning and steps in sample design • Criteria of selecting a sampling procedure. | 2 | 9 | - | - | 2 | 11 | 6 | 4 | 21 |

| | | | | | | | | | | |
|-----------------|---|---|---|---|---|---|---|---|---|-----------|
| | <ul style="list-style-type: none"> Types of Sample Design Probability and non – probability sampling Different sampling designs | | | | | | | | | |
| Unit III | <p>Data Collection</p> <ul style="list-style-type: none"> Types and sources of data Data Collection methods Questionnaire Vs Schedule Data Measurement <p>Measurement Scales</p> <ul style="list-style-type: none"> Sources of Error in Measurement Tests of Measurement: Validity; Reliability and Practicality <p>Scaling</p> <ul style="list-style-type: none"> Meaning, Bases of scale classification Nominal, Ordinal, Interval, Likert and Ratio Scale, Scale construction techniques | 2 | 9 | - | - | - | 9 | 6 | 4 | 19 |
| | Explain different types of sampling | 2 | - | - | - | 2 | 2 | - | - | 2 |
| Unit IV | <p>Hypothesis</p> <ul style="list-style-type: none"> Meaning, Characteristics Concepts of Testing of Hypothesis Types and criteria of hypothesis <p>Parametric Tests</p> <ul style="list-style-type: none"> Large sample test Test of significance for single mean and test for difference of two means Test of significance of sample proposition and test of significance for two sample proportions. (Simple Problems Only). Test of Significance (Small Sample) | 3 | 8 | - | - | 1 | 9 | 4 | 3 | 16 |

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|---------------|---|---|-----------|---|---|----------|-----------|-----------|-----------|-----------|
| | <ul style="list-style-type: none"> Application of Student's t- test for Mean; Difference Between two Means (Independent and Paired T-test for Difference of Means) <p>Non-Parametric Test</p> <ul style="list-style-type: none"> Chi-square test: Meaning and Nature; Uses of Chi-Square Test; Test for Goodness of Fit; Test of Independence & Dependence of Attributes.(Simple Problems Only) | | | | | | | | | |
| | Problems on Parametric and non Parametric test | 3 | - | - | - | 2 | 2 | - | - | 2 |
| Unit V | <p>Interpretation And Report Writing</p> <ul style="list-style-type: none"> Meaning and techniques of interpretation Significance of report writing Steps in writing a report <p>Layout of Report</p> <ul style="list-style-type: none"> Types of report Oral Presentation Precautions of writing a research report. <p>Application of Research</p> <ul style="list-style-type: none"> Product Research Advertising Research Motivation Research Sales Control Research Ethical issues in Marketing Research. | 4 | 9 | - | - | 2 | 11 | 4 | 3 | 18 |
| | Total | | 46 | - | - | 9 | 55 | 26 | 18 | 99 |

| 13 | Continuous Assessment | Percentage (%) | F2F (hours) | NF2F (hours) | SLT |
|-----------|---|-----------------------|--------------------|---------------------|------------|
| | Written Test - CLO1 | 5% | 1 | 3 | 4 |
| | Project (Different types of sampling) CLO 2 | 5% | - | 8 | 8 |
| | Report- CLO 2 | 5% | - | 8 | 8 |
| | Simulation Exercise(Parametric Test) CLO 3 | 5% | 2 | 6 | 8 |
| | Written Test - CLO 4 | 5% | 1 | 3 | 4 |

| | | | | | |
|-------------------------------------|--|--|---|-------|------------|
| | CIA 1 | 7.5% | 2 | 6 | 8 |
| | CIA 2 | 7.5% | 2 | 6 | 8 |
| | CIA 3 | 10% | 3 | 9 | 12 |
| 14 | Final/Summative Assessment/End Semester Exam | 50% | 3 | 9 | 12 |
| Grand Total - SLT (12+13+14) | | | | | 171 |
| 15 | Identify special requirements to deliver the course (Software, simulation room, computer lab etc.,) | NIL | | | |
| 16 | References | Kothari, C. R., & Garg, G. (2019). <i>Research methodology: Methods and techniques</i> (4th ed.). New Age International (P) Limited, Publishers. | | | |
| 17 | Additional References | Deepak Chawla and Neena Sondhi.,(2016), <i>Research Methodology concepts and cases</i> ,3rd ed., Vikas Publishing House. | | | |
| 18 | Recommended by BOS | Date:30.06.2022 | | | |
| 19 | Approved by Academic Council | Resolution No: | | Date: | |
| 20 | 90% theory, 10% problem | | | | |

Course Coordinator : Dr.M. Vidya

**Board Chairman
(Seal, Signature and Date)**

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|-------|---|---|---|---|---|---|---|---|---|----|----|
| CLO 1 | | 2 | | | | | | | | | |
| CLO 2 | | | | | | | 3 | | | | 3 |
| CLO 3 | | | | | | | | | 3 | | |
| CLO 4 | | 3 | | | | | | | | | |

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|----|----------------------------|---|-------------------------|
| 11 | Transferable skills | 1 | Critical Thinking skill |
| | | 2 | Numeracy Skill |
| | | 3 | Lifelong Learning Skill |

| 12 | Distribution of Student Learning Time-(*SLT-Students Learning Time; L-Lecture; T-Tutorial; P-Practical (Lab & Demonstration); O-Others i.e. case study, Problem based learning, Group discussion learning etc.)** F2F-Face to Face; NF2F-Non Face to Face | Course Content outline | CLO | Teaching-Learning Activities | | | | | | | SLT |
|---------|---|------------------------|-----|------------------------------|---|---|----|-------|--------------------------------------|-----------------------------|-----|
| | | | | Guided Learning (F2F) | | | | Total | Guided Learning (NF2F) E-Learning | Independent Learning (NF2F) | |
| | | | | L | T | P | O | | | | |
| Unit I | Financial Management: <ul style="list-style-type: none"> Introduction Nature, scope and significance of Financial function for the organization's success. Objectives of Corporate Financial Management, Organization structure to carry out finance function in Corporate enterprises. Financial Planning and Financial Forecasting. Emerging role of Finance Manager. (Theory). Time value of money: Introduction - Risk and return (including Capital Asset Pricing Model), Valuation of securities – Bonds and Equities. (Theory) | 1 | 9 | - | - | 2 | 11 | 2 | 4 | 17 | |
| Unit II | Sources of Finance: <ul style="list-style-type: none"> Short term; Medium term; long term; Innovative sources of finance (Theory). Financing Decision: Cost of | 2 | 9 | 5 | - | 2 | 16 | 6 | 4 | 26 | |

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|-----------------|--|---|---|---|---|---|----|---|---|-----------|
| | <p>Capital- meaning;</p> <p>Components of cost of capital Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital</p> <p>(Problems)</p> <ul style="list-style-type: none"> • Capital Structure - Introduction, features of an Ideal Capital Structure, Factors Affecting Capital Structure, Theories of Capital Structure. (Theory). • Leverages – meaning; Kinds of leverages - Application of operating leverage, Financial Leverage, Combined Leverage. (Problems) | | | | | | | | | |
| Unit III | <p>Investment Decision:</p> <ul style="list-style-type: none"> • Capital Budgeting: Needs and importance of capital budgeting - Process of capital budgeting – Capital rationing (Theory) • Methods of capital budgeting: Traditional Method; Time adjusted Method (Problem) capital budgeting practices of Indian companies. | 3 | 9 | 4 | - | - | 13 | 3 | 4 | 20 |
| | Discuss different sources of Finance | 2 | | - | - | 2 | 2 | - | - | 2 |
| Unit IV | <p>Dividend Decisions:</p> <ul style="list-style-type: none"> • Introduction, Dividend policy: Determinants of dividend policy; Stability of Dividends, Forms of Dividends, Stock Split. • Approaches to dividend policy -Traditional Approach, Dividend Relevance Model, Miller and Modigliani Model | 3 | 8 | 2 | - | 1 | 11 | 2 | 3 | 16 |

| | (Theory) | | | | | | | | | |
|---------------|--|---|-----------|-----------|----------|-----------|-----------|-----------|-----------|------------|
| | Explain how Modigilani Model influence in Dividend policy | 3 | | | | 2 | 2 | | | 2 |
| Unit V | Inventory Management: <ul style="list-style-type: none"> Current Assets Management – Working Capital Management – Procedures and Principles – Cash Management – Motives Receivables Management – Credit policies and procedures - Tools and techniques of inventory management (Theory) Financial Technology (Fintech): <ul style="list-style-type: none"> Introduction – Objectives – Importance – Need – Purpose - Fintech Transformation - Fintech Evolution Fintech tools used in industry | 4 | 9 | - | - | 2 | 11 | 3 | 3 | 17 |
| | Total | | 44 | 11 | - | 11 | 66 | 16 | 18 | 100 |

| 13 | Continuous Assessment | Percentage (%) | F2F (hours) | NF2F (hours) | SLT |
|-----------|--|--|--------------------|---------------------|------------|
| | Exam - CLO1 | 5% | 1 | 3 | 4 |
| | Case Study (sources of finance) CLO 2 | 5% | - | 8 | 8 |
| | Simulation Exercise - CLO 3 | 5% | 2 | 6 | 8 |
| | Assignment (Modigilani Model) CLO 3 | 5% | - | 8 | 8 |
| | Written Test- CLO 4 | 5% | 1 | 3 | 4 |
| | CIA 1 | 7.5% | 2 | 6 | 8 |
| | CIA 2 | 7.5% | 2 | 6 | 8 |
| | CIA 3 | 10% | 3 | 9 | 12 |
| 14 | Final/Summative Assessment/End Semester Exam | 50% | 3 | 9 | 12 |
| | Grand Total - SLT (12+13+14) | | | | 172 |
| 15 | Identify special requirements to deliver the course (Software, simulation room, computer lab etc.,) | NIL | | | |
| 16 | References | A. Shashi.K.Gupta and Sharma.R.K,(2010), <i>Financial Management</i> , 6th ed., Kalyani Publisher. B. Khan.M.Y, Jain.P.K,(2011), <i>Financial Management</i> , 5th ed., Tata MC Graw-hill Publishing company Ltd. | | | |
| 17 | Additional References | 1. Prasanna Chandra,(2011) <i>Financial Management Theory and Practice</i> , 4 th Ed., Tata McGraw hill Publishing Company Ltd. | | | |
| 18 | Recommended by BOS | Date:30.06.2022 | | | |

| | | | |
|----|------------------------------|----------------|-------|
| 19 | Approved by Academic Council | Resolution No: | Date: |
| 20 | 60% theory, 40% problem | | |

Course Coordinator :Prof.P.Devika

**Board Chairman
(Seal, Signature and Date)**

| | | | |
|---|---|--|---------------------------------|
| 1 | Name of the Course | HUMAN RESOURCE MANAGEMENT | |
| 2 | Course Code | 22BMU10/22BAU10/22IMU10 | |
| 3 | Course Type | Theory | Focus On – Employability |
| 4 | Synopsis/Rationale of the Module | This course has four credits dedicated to provide the students a basic understanding on Human resource management. | |
| 5 | Semester and Year Offered | IV Sem; Year II | |
| 6 | Credit Value | 4 | |
| 7 | Pre-requisite (if any) | Basic Knowledge on Management | |
| 8 | Assessment Strategy | 50% External a 50% Internal | |

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| 9 | Course Learning Outcomes (write the statement of the course learning outcomes) | | | |
| | At the end of the course the students will be able to: | | | |
| | CLO | Statements | Level of Taxonomy | Teaching Method |
| | CLO 1 | Analyze the nature, objectives, functions of human resource management and human resource planning. Explain about job analysis, description and specification (C4) | C4 - Analyze - Cognitive Domain | Lecture/Tutorial/Case Study |
| | CLO 2 | Explain the meaning and methods of recruitment. Concepts of training and development and its need will be explained. (A3) | A3- Valuing - Affective Domain | Case study Assignments/ Fishbowl Techniques/Flip Classroom/Group Discussion |
| CLO 3 | Explain about the performance appraisal and its methods, employee benefits and collective bargaining will be discussed. (A4) | A4 – Organising values - Affective Domain | Case study Assignments/ Fishbowl Techniques/Flip Classroom/Group Discussion | |
| CLO 4 | Illustrate The Career Planning & Development – Stages in Career Planning (C4) | C4 - Analyze - Cognitive Domain | Lecture/Tutorial/Case Study | Exam/Written Test CIA/ESE |

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|--------------|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| 10 | Mapping CLO's with PLO's (select the learning domain for each CLO's and map it with PLO's; for example, CLO 1- Knowledge- PLO 1; CLO 2- Communication skills; PLO 4 etc.,) | | | | | | | | | | | |
| | CLO | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| | CLO 1 | | 2 | | | | | | | | 2 | |
| | CLO 2 | | | | 3 | | | | | | | |
| | CLO 3 | | | | | | | | 3 | | | |
| CLO 4 | | 3 | | | | | | | | | | |

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| 11 | Transferable skills | 1 | Critical Thinking skill |
|----|----------------------------|---|-------------------------|

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|----------|--|---|----|---|---|---|----|---|---|----|
| Unit III | Recruitment: <ul style="list-style-type: none"> • Meaning; Methods; Selection Process; Placement and Induction. • Training and Development: Introduction; Need for Training; Methods; • Development: Meaning; Management Development. | 2 | 8 | - | - | 2 | 10 | 6 | 4 | 20 |
| | Explain the role of HR manager in recruitment process | 2 | | | | 2 | 2 | | | 2 |
| Unit IV | Performance Appraisal: <ul style="list-style-type: none"> • Meaning; • Methods; • Approaches to performance appraisal; Job Evaluation: <ul style="list-style-type: none"> • Methods of Job Evaluation; Benefits. Employee Benefits and Services: <ul style="list-style-type: none"> • Meaning; Scope and Types; Fringe Benefits; | 3 | 10 | - | - | 1 | 11 | 4 | 3 | 18 |
| | Explain about Job Evaluation Methods | 3 | | | | 2 | 2 | | | 2 |
| Unit V | Career Planning & Development: <ul style="list-style-type: none"> • Career Planning & Development • Stages in Career Planning – Internal and External Mobility of Employees – • Meaning and Sources of Employee Grievance – | 4 | 9 | - | - | - | 9 | 4 | 3 | 16 |

| | | | | | | | | | | |
|--|--|--|-----------|----------|----------|-----------|-----------|-----------|-----------|-----------|
| | <ul style="list-style-type: none"> Grievance Handling Systems – Meaning & Process of Collective Bargaining Indiscipline, Settlement Machinery of Industrial Conflicts. | | | | | | | | | |
| | Total | | 44 | - | - | 11 | 55 | 26 | 18 | 99 |

| 13 | Continuous Assessment | Percentage (%) | F2F (hours) | NF2F (hours) | SLT |
|----|---|---|-------------|--------------|------------|
| | Exam - CLO1 | 5% | 1 | 3 | 4 |
| | Group Assignments (Role of HR manager)- CLO 2 | 5% | - | 8 | 8 |
| | Group Reports –(Human Resource Planning) CLO 2 | 5% | - | 8 | 8 |
| | Case Study (Job evaluation Methods) - CLO 3 | 5% | - | 8 | 8 |
| | Exam - CLO 4 | 5% | 1 | 3 | 4 |
| | CIA 1 | 7.5% | 2 | 6 | 8 |
| | CIA 2 | 7.5% | 2 | 6 | 8 |
| | CIA 3 | 10% | 3 | 9 | 12 |
| 14 | Final/Summative Assessment/End Semester Exam | 50% | 3 | 9 | 12 |
| | Grand Total - SLT (12+13+14) | | | | 171 |
| 15 | Identify special requirements to deliver the course (Software, simulation room, computer lab etc.,) | NIL | | | |
| 16 | References | <ul style="list-style-type: none"> Aswathappa.K,(2017) <i>Human Resource Management-Text and cases</i>, 6th ed., Tata McGraw-Hill Publishing Company Limited. Mamoria, C. B. & Gankar, S. V.(2017), <i>Personnel Management</i>, 13th ed., Himalaya Publishing House Pvt. Ltd. Subba Rao. P,(2010), <i>Personnel and Human Resource Management (Text and cases)</i> Himalaya Publishing House. C.B. Gupta, (2011), <i>Human resource Management</i> Sultan Chand & sons. | | | |
| 17 | Additional References | <ul style="list-style-type: none"> Rao, S. (2014), <i>Essentials of Human Resource Management & Industrial Management: Text & Cases</i>, Himalaya Publication. B.Nandhakumar, <i>Industrial Relations Labour Welfare and Labour Laws</i>, Vijay Nicole Imprints | | | |
| 18 | Recommended by BOS | Date:30.06.2022 | | | |
| 19 | Approved by Academic Council | Resolution No: | | Date: | |
| 20 | 100% theory | | | | |

Mrs. R.T.Induji
Course Coordinator

Board Chairman
(Seal, Signature and Date)

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| 1 | Name of the Course | Tally - Practical |
| 2 | Course Code | 22BMU29/22BAU29 |
| 3 | Course Type | Practical Focus On – Skill Development |
| 4 | Synopsis/Rationale of the Module | This course has three credits dedicated to provide the students a strong foundation on accounting software |
| 5 | Semester and Year Offered | IV Semester; Year II |
| 6 | Credit Value | 3 |
| 7 | Pre-requisite (if any) | NA |
| 8 | Assessment Strategy | Internal 50%; External 50% |

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|--------------|---|---|--------------------------|-------------------------|----------------------------|
| 9 | Course Learning Outcomes (write the statement of the course learning outcomes) | | | | |
| | At the end of the course the students will be able to: | | | | |
| | CLO | Statements | Level of Taxonomy | Teaching Method | Mode of Assessments |
| | CLO 1 | Explain the basic accounting concepts, applying the basic format to create the journal & Ledger entries(P2) | P2 - Set | Practical Demonstration | Practical Test |
| | CLO 2 | Fix Basic operations, preparing the trail balance & Final accounts, entry for cash, bank and other subsidiary books of the company(P3) | P3 – Guided Response | Practical Demonstration | Practical Test |
| | CLO 3 | Build concepts on how to apply the TDS, TCS, integrate pay roll and GST (P4) | P4 - Mechanism | Practical Demonstration | Practical Test |
| CLO 3 | Build concepts on how to apply the TDS, TCS, integrate pay roll and GST (P4) | P4 - Mechanism | Practical Demonstration | Practical Test | |

| | | | | | | | | | | | | |
|----|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| 10 | Mapping CLOs with PLO's (select the learning domain for each CLO's and map it with PLO's;for example, CLO 1- Practical skills- PLO 3; CLO 2- Practical skills; PLO 3, CLO 3 - practical skills – PLO 3 | | | | | | | | | | | |
| | CLO | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| | CLO 1 | | | 3 | | | | | | | | |
| | CLO 2 | | | 3 | | | | | | | | |
| | CLO 3 | | | 3 | | | | | | | | |

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|----|----------------------------|---|-----------------|
| 11 | Transferable skills | 1 | Practical Skill |
|----|----------------------------|---|-----------------|

| 12 | Course Content outline | CLO | Teaching-Learning Activities | | | | | | SL T | |
|--|--|--------------|------------------------------|---|-----------|---|-----------|-----------------------------------|-----------|-----------------------------|
| | | | Guided Learning (F2F) | | | | | Guided Learning (NF2F) E-Learning | | Independent Learning (NF2F) |
| | | | L | T | P | O | Total | | | |
| List of Challenging Experiments | | | | | | | | | | |
| i) | Create a new company – Shut /Alter Company Details-Company Features F11 and Configurations F12 -Chart of Accounts | CLO 1 | - | - | 2 | - | 2 | - | 4 | 6 |
| ii) | Ledger-Group-Ledger Creation Single Ledger Creation-Multi Ledger Creation-Altering and Displaying Ledgers | | - | - | 3 | - | 3 | - | 4 | 7 |
| iii) | Voucher entries - types of Accounting and Inventory vouchers | | - | - | 3 | - | 3 | - | 4 | 7 |
| iv) | Trial balance – Final accounts with adjustments | CLO 2 | - | - | 4 | - | 4 | - | 5 | 9 |
| v) | Show the cash, bank and other subsidiary books of the company | | - | - | 3 | - | 3 | - | 4 | 7 |
| vi) | Bank Reconciliation Statement – process of reconciliation – ledger creation and effective date for reconciliation. | | - | - | 3 | - | 3 | - | 4 | 7 |
| vii) | TDS - Features of TDS – creation of ledgers in TDS – account classification of TDS – TDS deduction for advance payment and balance payment – TDS computation report – TDS pending statement | CLO 3 | - | - | 3 | - | 3 | - | 5 | 8 |
| viii) | TCS - features of TCS – TCS on contracts, license and lease – TCS reports. Input: Details enter in to Ledgers and vouchers creation of TCS | | - | - | 4 | - | 4 | - | 5 | 9 |
| ix) | Integrate pay-roll system | | - | - | 4 | - | 4 | - | 5 | 9 |
| x) | Goods and Services Tax (GST) Purchase Voucher with GST - Sales Voucher with GST -GST Returns and Payment | | - | - | 4 | - | 4 | - | 5 | 9 |
| | Total | | - | - | 33 | - | 33 | - | 45 | 78 |

| 13 | Continuous Assessment | Percentage (%) | F2F (hours) | NF2F (hours) | SLT |
|-------------------------------------|---|--|-------------|--------------|------------|
| | Practical Test I (P2) | 10% | 1 | 3 | 4 |
| | Practical Test 2-Poster Presentation (With relevant to the topic with example) (P3) | 5% | 1 | 3 | 4 |
| | Practical Test 3 (P4) | 5% | 1 | 3 | 4 |
| | CIA 1 (P2) | 7.5% | 2 | 6 | 8 |
| | CIA 2 (P3) | 7.5% | 2 | 6 | 8 |
| | CIA 3 (P4) | 10% | 3 | 9 | 12 |
| | Total (Continuous Assessment/Internal) | 50% | 10 | 30 | 40 |
| 14 | Final/Summative Assessment/End Semester Exam (P4) | 50% | 3 | 9 | 12 |
| Grand Total - SLT (12+13+14) | | | | | 130 |
| 15 | Identify special requirements to deliver the course (Software, simulation room, computer lab etc.,) | Tally ERP 9 / Tally Prime | | | |
| 16 | References | 1. Jain S.P, Narang K.L; <i>Advanced Accountancy</i> , Volume II, (Corporate Accounting) Kalyani Publishers. Ludhiana, 18 th Revised Edition, Reprinted 2012 | | | |
| 17 | Additional References | 1. Tulsian. P.C, <i>Fundamentals of Accounting</i> , Tata McGraw Hill Pvt. Ltd, New Delhi. 2. Maheshwari S.N, Maheshwari S.K, <i>Advanced Accountancy</i> , Volume II, Vikas Publications Pvt Ltd | | | |
| 18 | Recommended by BOS | Date: 30.06.2022 | | | |
| 19 | Approved by Academic Council | Resolution No. 4 | | Date: | |
| 20 | 100% Practical | | | | |

Course Coordinator: Prof. P. Devika

BOARD CHAIRMAN
(Seal, Signature and Date)

| | | | |
|---|---|--|---------------------------------|
| 1 | Name of the Course | COST AND MANAGEMENT ACCOUNTING FOR BUSINESS | |
| 2 | Course Code | 22GEU72 | |
| 3 | Course Type | Theory and Problem | Focus On – Employability |
| 4 | Synopsis/Rationale of the Module | This course has four credits dedicated to provide the students a basic understanding of cost accounting and management accounting. It enables students to take the decisions to various types of business decisions. | |
| 5 | Semester and Year Offered | III Semester; Year II | |
| 6 | Credit Value | 4 | |
| 7 | Pre-requisite (if any) | - | |
| 8 | Assessment Strategy | Internal 50%; External 50% | |

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|--------------|---|---|--|--|--|
| 9 | Course Learning Outcomes (write the statement of the course learning outcomes) | | | | |
| | At the end of the course the students will be able to: | | | | |
| | CLO | Statements | Level of Taxonomy | Teaching Method | Mode of Assessments |
| | CLO 1 | Discover the cost accounting techniques for evaluation, analysis and application in managerial decision making (C3) | C3- Apply | Lecture/ Tutorial | MCQ E |
| | CLO 2 | Able to learn about tools and techniques of Material cost control and labour Cost control.(A2) | A2- Responding to Phenomena | Case study/Project/ Tutorial/Group work | Critical case study Report. |
| | CLO 3 | Practice various Management Techniques involved in cash flow and fund flow statements (A3) | A3- Valuing | Case study/ Project/ Group work/ PBL | Simulation exercise test1 Simulation exercise test2 |
| CLO 4 | Analyse problems related to prepare different types of budget(C4) | C4- Analyze | Lecture/ Tutorial/ case study/Problem solving | Written Test CIA /ESE | |

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|--------------|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| 10 | Mapping CLO's with PLO's (select the learning domain for each CLO's and map it with PLO's; for example, CLO 1- Knowledge- PLO 1; CLO 2- Communication skills; PLO 5 etc.,) | | | | | | | | | | | |
| | CLO | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO 11 |
| | CLO 1 | 2 | 1 | | | | | | | | | |
| | CLO 2 | | | | 2 | | | | | | | |
| | CLO 3 | | | | | | | | | 3 | | |
| CLO 4 | | 3 | | | | | | 3 | | | | |

| | | | |
|----|----------------------------|---|--------------------------|
| 11 | Transferable skills | 1 | Critical Thinking Skills |
| | | 2 | Numeracy Skills |

| 12 | Distribution of Student Learning Time-(*SLT-Students Learning Time; L-Lecture; T-Tutorial; P-Practical (Lab & Demonstration); O-Others i.e. case study, Problem based learning, Group discussion learning etc.)** F2F-Face to Face; NF2F-Non Face to Face | | | | | | | | | |
|----------------|--|-----|------------------------------|---|---|-------|--------------------------------------|---|-----------------------------|-----------|
| | Course Content outline | CLO | Teaching-Learning Activities | | | | | | | SLT |
| | | | Guided Learning (F2F) | | | Total | Guided Learning (NF2F) E-Learning | | Independent Learning (NF2F) | |
| | | | L | T | P | | O | | | |
| Unit I | Introduction to Cost Accounting: <ul style="list-style-type: none"> • Meaning of Cost, Costing, Cost Accounting; • Objectives; Advantages; Principles and Limitations of Cost Accounting; • Costing – An aid to Management; • Methods of Costing; • Types or Techniques of Costing; • Distinction Between Financial Accounting and Cost Accounting. (Theory) • Classification of Cost. Preparation of Cost Sheet or Statement of Cost. (Problem) | 1 | 6 | 6 | - | - | 12 | 6 | 6 | 24 |
| Unit II | Material Control: <ul style="list-style-type: none"> • Meaning; Objectives; Essentials; • Methods of Valuing Material issues or Material Costing – FIFO, LIFO, Average Cost Method Techniques of Material control: <ul style="list-style-type: none"> • Reorder Level, • Minimum Level, • Maximum Level, • Danger level, • Average stock level • EOQ. Labour Cost Control: <ul style="list-style-type: none"> • Types of Labour; Labour Cost; • Labour Turnover- • Flux, Replacement & Separation Methods Wage Payment: | 2 | 6 | 6 | - | - | 12 | 6 | 6 | 24 |

| | | | | | | | | | | | |
|-----------------|---|---|---|---|---|---|----|---|---|----|---|
| | <ul style="list-style-type: none"> Essentials of good wage system; System of wage payment <ul style="list-style-type: none"> Time Wage, Piece Rate, Straight Piece Rate, Taylor's Differential Piece Rate System, Halsey Premium Plan And Rowan Plan. (Problem) | | | | | | | | | | |
| | Case study on cost sheet of a manufacturing company | 2 | | | | 2 | 2 | | | | 2 |
| Unit III | Management Accounting: <ul style="list-style-type: none"> Definition and Meaning of Management Accounting; Nature; Scope; Functions; Tools and techniques of Management Accounting; Distinction between Management Accounting and Cost Accounting. (Theory) Analysis and Interpretation of Financial statement: <ul style="list-style-type: none"> Comparative, Common Size and Trend Analysis (Problem) Ratio analysis: <ul style="list-style-type: none"> Classification of Ratios; Liquidity Ratio, Turnover Ratio, Profitability Ratio and Solvency Ratio (Simple Problems Only) | 3 | 5 | 4 | - | - | 9 | 6 | 5 | 20 | |
| | Explain Classification of ratios | 3 | | | | 2 | 2 | | | | 2 |
| Unit IV | <ul style="list-style-type: none"> Fund flow Analysis and Cash flow Analysis and Interpretation. (Simple Problems Only) | 3 | 6 | 5 | - | - | 11 | 6 | 5 | 22 | |
| Unit V | Budget: <ul style="list-style-type: none"> Meaning of Budget; Budgeting; Budgetary control – Objectives, Advantages and Limitations; Problems relating to Cash Budget; Sales budget; Overhead Budget; Purchase Budget and | 4 | 5 | 2 | - | - | 7 | - | 3 | 10 | |

