

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

Nationally Accredited with 'A' Grade by NAAC

ISO 9001:2015 Certified

TIRUCHIRAPPALLI

PG & RESEARCH DEPARTMENT OF COMMERCE



LEARNING OUTCOMES BASED CURRICULUM

FRAMEWORK

(CBCS - LOCF)

M.Com.

2023 -2024 and Onwards

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
PG & RESEARCH DEPARTMENT OF COMMERCE

VISION

Commitment to pursue excellence in commerce education, while equipping students with knowledge and skills in commerce stream, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into national assets, and to pursue a real holistic development, integrity moral and ethical uprightness.

MISSION

- To promote excellent education in the changing environment of information and communication technology and commerce sectors.
- Creating an urge in students to take up entrepreneurship in online to be successful by standing on their feet instead of being dependent on others.
- Grooming youth to become a truly global personality well equipped to deal with the modern world and its challenges.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statements
PEO1	LEARNING ENVIRONMENT To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	ACADEMIC EXCELLENCE To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	EMPLOYABILITY To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	GREEN SUSTAINABILITY To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

PROGRAMME OUTCOMES FOR M.COM. PROGRAMME

PO NO.	On completion of M.Com. Programme, the students will be able to
PO 1	GENERIC AND DOMAIN KNOWLEDGE Articulate, illustrate, analyse, synthesis and apply the knowledge of principles and frameworks of commerce and allied domains to the solutions of different business scenario.
PO 2	CRITICAL THINKING AND PROBLEM SOLVING Conduct investigation of multi-dimensional business problems using research based knowledge and provide innovative solutions frameworks to real world complex problems.
PO 3	ENTREPRENEURSHIP AND EMPLOYMENT SKILLS Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
PO 4	LEADERSHIP AND TEAM WORK Collaborate in an organizational context and across organizational boundaries and lead themselves in the achievement of organizational goals and optimize outcomes for all stakeholders.
PO 5	SOCIAL RESPONSIVENESS AND ETHICS Exhibit a broad appreciation of the ethical and value sustaining of managerial choices in political, cross-cultural, globalized, digitized and socio-economic environment.

PROGRAMME SPECIFIC OUTCOMES FOR M.COM.

PSO NO	Programme Specific Outcomes Students of M.Com. will be able to	POs Addressed
PSO 1	Gain an in-depth understanding of core and functional management concepts, business environment and domain specific knowledge.	PO1
PSO 2	Develop skills for analyzing of the business data, application of relevant analysis and problem solving in other functional areas such as marketing, finance, business strategy, human resources and information technology.	PO1 PO2
PSO 3	Inculcate entrepreneurship and managerial skills to establish and manage the business efficiently.	PO3
PSO 4	Ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment and to develop proactive thinking so as to perform efficiency in the dynamic socio-economic and business eco-system.	PO4 PO5
PSO 5	Develop competent professionals with strong ethical values, capable of a pivotal role in various sectors of the Indian Economy and Society, aligned with the national priorities.	PO5



CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS), TRICHY – 18
DEPARTMENT OF COMMERCE

M.Com – PROGRAMME STRUCTURE

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (CBCS - LOCF)

(For the Candidates admitted from the Academic year 2023-2024 onwards)

I Semester

Semester	Course	Title	Course Code	Inst. Hrs. / Week	Credit	Exam Hours	Marks		Total
							Internal	External	
I	Core Course – I (CC)	Business Finance	23PCO1CC1	6	5	3	25	75	100
	Core Course – II (CC)	Digital Marketing	23PCO1CC2	6	5	3	25	75	100
	Core Course –III (CC)	Banking and Insurance	23PCO1CC3	6	5	3	25	75	100
	Core Course – IV (CC)	Strategic Human Resource Management	23PCO1CC4	6	5	3	25	75	100
	Discipline Specific Elective Course – I (DSE)	A. Security Analysis and Portfolio Management	23PCO1DSE1A	6	3	3	25	75	100
		B. Operations Research	23PCO1DSE1B						
		C. Labour Laws	23PCO1DSE1C						
	Total			30	23				500

***15 Days INTERNSHIP during Semester Holidays**

Semester	Course	Title	Course Code	Inst. Hrs./ week	Credit	Exam Hours	Marks		Total
							Internal	External	
II	Core Course – V (CC)	Cost and Management Accounting	22PCO2CC5	6	5	3	25	75	100
	Core Course – VI (CC)	Business Analytics	22PCO2CC6	6	5	3	25	75	100
	Core Course – VII (CC)	Economic and Environment Law	23PCO2CC7	6	5	3	25	75	100
	Core Choice Course – I (CCC)	A. Logistics and Supply Chain Management	23PCO2CCC1A	6	4	3	25	75	100
		B. Organizational Behaviour	23PCO2CCC1B						
		C. Brand Management	22PCO2CCC1C						
	Discipline Specific Elective Course – II (DSE)	A. Business Ethics, Corporate Social Responsibility and Governance	23PCO2DSE2A	6	3	3	25	75	100
		B. Retail Management	22PCO2DSE2B						
		C. Business Information System	22PCO2DSE2C						
	Internship	Internship	22PCO2INT		2				100
	Extra Credit Course	Swayam Online Course		As per UGC Norms					
		Total		30	24				600

Semester I	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23PCO1CC1	BUSINESS FINANCE	CORE	6	5

Course Objective

- To outline the fundamental concepts in finance
- To estimate and evaluate risk in investment proposals
- To evaluate leasing as a source of finance and determine the sources of startup financing.
- To examine cash and inventory management techniques.
- To appraise capital budgeting techniques for MNCs.

Prerequisite

Basic knowledge in Finance and Capital Budgeting.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Explain and Analyze the important finance concepts	K2, K4
CO2	Estimate risk and interpret its impact on return	K2, K3
CO3	Appraise leasing and other sources of finance for startups	K4
CO4	Summarize and Estimate the cash, receivable, inventory and working capital management techniques	K5, K6
CO5	Relate and Evaluate techniques of long term investment decision incorporating risk factor	K5, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	2	3	2	2	3	2
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	2	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	3	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to Business Finance and Time value of money and Cost of Capital Business Finance: Meaning, Objectives, Scope - Time Value of money: Meaning, Causes – Compounding – Discounting – Sinking Fund Deposit Factor – Capital Recovery Factor – Multiple Compounding – Effective rate of interest – Doubling period (Rule of 69 and Rule of 72) – Practical problems - Cost of Capital.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	Risk Management Risk and Uncertainty: Meaning – Sources of Risk – Measures of Risk – Measurement of Return – General pattern of Risk and Return – Criteria for evaluating proposals to minimise Risk (Single Asset and Portfolio) – Methods of Risk Management – Hedging currency risk.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	Startup Financing and Leasing Startup Financing: Meaning, Sources, Modes (Bootstrapping, Angel investors, Venture capital fund) - Leasing: Meaning – Types of Lease Agreements – Advantages and Disadvantages of Leasing – Financial evaluation from the perspective of Lessor and Lessee.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
IV	Cash, Receivable, Inventory and Working Capital Management Cash Management: Meaning, Objectives and Importance – Cash Cycle – Minimum Operating Cash – Safety level of cash – Optimum cash balance - Receivable Management: Meaning – Credit policy – Controlling receivables: Debt collection period, Ageing schedule, Factoring – Evaluating investment in accounts receivable - Inventory Management: Meaning and Objectives – EOQ with price breaks – ABC Analysis – Working Capital Management.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

V	Multi National Capital Budgeting Multi National Capital Budgeting: Meaning, Steps involved, Complexities, Factors to be considered – International sources of finance – Techniques to evaluate multi-national capital expenditure proposals: Discounted Pay Back Period, NPV, Profitability Index, Net Profitability Index and Internal Rate of Return – Capital rationing -Techniques of Risk analysis in Capital Budgeting.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
VI	Self-Study for Enrichment (Not to be included for End Semester Examination) Capital Structure – Theories - Determinants		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

Distribution of Marks: Theory 40% and Problem 60%

Text Book

1. Maheshwari S.N., (2019), “Financial Management Principles and Practices”, 15th Edition, Sultan Chand & Sons, New Delhi.
2. Khan M.Y & Jain P.K, (2011), “Financial Management: Text, Problems and Cases”, 8th Edition, McGraw Hill Education, New Delhi.
3. Prasanna Chandra, (2019), “Financial Management, Theory and Practice”, 10th Edition, McGraw Hill Education, New Delhi.
4. Apte P.G, (2020), “International Financial Management” 8th Edition, Tata McGraw Hill, New Delhi.

Reference Books

1. Pandey I. M., (2021), “Financial Management”, 12th Edition, Pearson India Education Services Pvt. Ltd, Noida.
2. Kulkarni P. V. & Satyaprasad B. G., (2015), “Financial Management”, 14th Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
3. Rustagi R. P., (2022), “Financial Management, Theory, Concept, Problems”, 6th Edition, Taxmann Publications Pvt. Ltd, New Delhi.
4. Arokiamary Geetha Rufus, Ramani N. & Others, (2017), “Financial Management”, 1st Edition, Himalaya Publishing House Pvt Ltd, Mumbai.

Web References

1. <https://resource.cdn.icai.org/66674bos53808-cp8.pdf>
2. <https://resource.cdn.icai.org/66677bos53808-cp10u2.pdf>
3. <https://resource.cdn.icai.org/66592bos53773-cp4u5.pdf>
4. <https://resource.cdn.icai.org/65599bos52876parta-cp16.pdf>

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Quiz, Seminar

Course Designer

Prof. Dr.N.Savithri

Semester I	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23PCO1CC2	DIGITAL MARKETING	CORE	6	5

Course Objective

- To assess the evolution of digital marketing
- To appraise the dimensions of online marketing mix
- To infer the techniques of digital marketing
- To analyse online consumer behaviour
- To interpret data from social media and to evaluate game based marketing

Prerequisite

Basic knowledge in Marketing.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Describe and Explain the dynamics of digital marketing	K1, K2
CO2	Indicate and Apply the online marketing mix	K2, K3
CO3	Demonstrate and Compare digital media channels	K3, K4
CO4	Examine and Categorize the online consumer behavior	K4, K5
CO5	Summarize and Appraise social media data	K5, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	2	3	3	2	2	3
CO2	3	3	2	2	3	3	3	2	2	3
CO3	3	3	2	2	2	3	3	2	2	3
CO4	3	3	2	2	2	2	2	2	2	3
CO5	3	2	2	2	3	3	2	2	2	3

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“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to Digital Marketing Digital Marketing – Transition from traditional to digital marketing – Rise of internet – Growth of e-concepts – Growth of e-business to advanced e-commerce – Emergence of digital marketing as a tool – Digital marketing channels – Digital marketing applications, benefits and limitations – Factors for success of digital marketing – Emerging opportunities for digital marketing professionals – Content marketing – Strategic flow of marketing activities – skills of content writer.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	Online marketing mix Online marketing mix – E-product – E-promotion – E-price – E-place – Consumer segmentation – Targeting – Positioning – Consumers and online shopping issues – Website characteristics affecting online purchase decisions – Distribution and implication on online marketing mix decisions.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	Digital media channels Digital media channels – Search engine marketing – ePR – Affiliate marketing – Interactive display advertising – Opt-in-email marketing and mobile text messaging, Invasive marketing – Campaign management using – Facebook, Twitter, Corporate Blogs – Advantages and disadvantages of digital media channels – Metaverse marketing.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
IV	Online consumer behavior Online consumer behavior – Cultural implications of key website characteristics – Dynamics of online consumer visit – Models of website visits – Web and consumer decision making process – Data	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

	base marketing – Electronic consumer relationship management – Goals – Process – Benefits – Role – Next generation CRM.			
V	Analytics and Gamification Digital Analytics – Concept – Measurement framework – Demystifying web data - Owned social metrics – Measurement metrics for Facebook, Twitter, YouTube, Slide Share, Pinterest, Instagram, Snapchat and LinkedIn – Earned social media metrics - Digital brand analysis – Meaning – Benefits – Components – Brand share dimensions – Brand audience dimensions – Market influence analytics – Consumer generated media and opinion leaders – Peer review – Word of mouth – Influence analytics – Mining consumer generated media – Gamification and game based marketing – Benefits – Consumer motivation for playing online games.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
VI	Self-Study for Enrichment (Not to be included for End Semester Examination) Search Management - Search Engine Optimization - Types of Search Engine Optimization.		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

Text Book

1. Puneet Singh Bhatia, (2019) “Fundamentals of Digital Marketing”, 2nd Edition, Pearson Education Pvt Ltd, Noida.
2. Dave Chaffey, Fiona Ellis-Chadwick, (2019) “Digital Marketing”, Pearson Education Pvt Ltd, Noida.
3. Chuck Hemann & Ken Burbary, (2019) “Digital Marketing Analytics”, Pearson Education Pvt Ltd, Noida.
4. Seema Gupta, (2022) “Digital Marketing” 3rd Edition, McGraw Hill Publications Noida.
5. Kailash Chandra Upadhyay, (2021) “Digital Marketing: Complete Digital Marketing Tutorial”, Notion Press, Chennai.
6. Michael Branding, (2021) “Digital Marketing”, Empire Publications India Private Ltd, New Delhi.

Reference Books

1. Vandana Ahuja, (2016) “Digital Marketing”, Oxford University Press. London.
2. Ryan Deiss & Russ Henneberry, (2017) “Digital Marketing”, John Wiley and Sons Inc. Hoboken.
3. Alan Charlesworth, (2014), “Digital Marketing - A Practical Approach”, Routledge, London.
4. Simon Kingsnorth, Digital Marketing Strategy, (2022) “An Integrated approach to Online Marketing”, Kogan Page Ltd. United Kingdom.
5. Maity Moutusy, (2022) “Digital Marketing” 2nd Edition, Oxford University Press, London.

Web References

1. <https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
2. <https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/educational-technologies/all/gamification-and-game-based-learning>
3. <https://journals.ala.org/index.php/ltr/article/download/6143/7938>

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Quiz, Seminar

Course Designer

Dr. S.Shameem

Semester I	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23PCO1CC3	BANKING AND INSURANCE	CORE	6	5

Course Objective

- To understand the evolution of new era banking
- To explore the digital banking techniques
- To analyse the role of insurance sector
- To evaluate the mechanism of customer service in insurance and the relevant regulations
- To analyse risk and its impact in banking and insurance industry

Prerequisite

Basic knowledge in Banking Practices and Insurance Services.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Relate and Discuss the transformation in banking from traditional to new age	K1, K2
CO2	Explain and Apply modern techniques of digital banking	K2, K3
CO3	Interpret and Analyze the role of insurance sector	K3, K4
CO4	Examine and Summarize the regulatory mechanism	K4, K5
CO5	Construct and Assess the risk mitigation strategies	K5, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3	3	3	2	3	3
CO2	3	3	2	3	3	3	3	2	3	3
CO3	3	3	2	3	3	3	3	2	3	3
CO4	3	3	2	3	3	3	3	2	3	3
CO5	3	3	2	3	3	3	3	2	3	3

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Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to Banking Banking: Brief History of Banking - Rapid Transformation in Banking: Customer Shift - Fintech Overview - Fintech Outlook - The Financial Disruptors - Digital Financial Revolution - New Era of Banking. Digital Banking – Electronic Payment Systems– Electronic Fund Transfer System – Electronic Credit and Debit Clearing – NEFT – RTGS –VSAT–SFMS–SWIFT - Overview of Domestic payment system – RuPay and RuPay Secure – IMPS (Immediate Payment Service).	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	Contemporary Developments in Banking Distributed Ledger Technology – Blockchain: Meaning - Structure of Block Chain - Types of Block Chain - Differences between DLT and Block chain - Benefits of Blockchain and DLT - Unlocking the potential of Block chain – Crypto currencies, Central Bank Digital Currency (CBDC) - Role of DLT in financial services - AI in Banking: Future of AI in Banking - Applications of AI in Banking - Importance of AI in banking - Banking reimaged with AI. Cloud banking - Meaning - Benefits in switching to Cloud Banking.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	Indian Insurance Market History of Insurance in India – Definition and Functions of Insurance – Insurance Contract – Indian Insurance Market – Reforms in Insurance Sector – Insurance Organisation – Insurance organisation structure. Insurance Intermediaries: Insurance Broker – Insurance Agent - Surveyors and Loss Assessors - Third Party Administrators (Health Services) – Procedures - Code of Conduct.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
IV	Customer Services in Insurance Customer Service in Insurance – Quality of	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

	Service - Role of Insurance Agents in Customer Service-Agent's Communication and Customer Service –Ethical Behaviour in Insurance – Grievance Redressal System in Insurance Sector –Integrated Grievance Management System-Insurance Ombudsman - Insurance Regulatory and Development Authority of India Act (IRDA) – Regulations and Guidelines.			
V	Risk Management Risk Management and Control in banking and insurance industries – Methods of Risk Management – Risk Management by Individuals and Corporations – Tools for Controlling Risk.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
VI	Self-Study for Enrichment (Not to be included for End Semester Examination) Nationalization of Commercial Bank and its effects, Reserve Bank of India – Functions.		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

Text Book

1. Indian Institute of Banking and Finance (2021), "Principles & Practices of Banking", 5th Edition, Macmillan Education India Pvt. Ltd, Noida, Uttar Pradesh.
2. Mishra M N & Mishra S B, (2016), "Insurance Principles and Practice", 22nd Edition, S. Chand and Company Ltd, Noida, Uttar Pradesh.
3. Emmett, Vaughan, Therese Vaughan M., (2013), "Fundamentals of Risk and Insurance", 11th Edition, Wiley & Sons, New Jersey, USA.
4. Theo Lynn , John G. Mooney, Pierangelo Rosati, Mark Cummins (2018), Disrupting Finance: FinTech and Strategy in the 21st Century (Palgrave Studies in Digital Business & Enabling Technologies), Macmillan Publishers, NewYork (US)

Reference Books

1. Sundharam KPM & Varshney P. N., (2020), "Banking Theory, Law and Practice", 20th Edition, Sultan Chand & Sons, New Delhi.
2. Gordon & Natarajan, (2022), "Banking Theory, Law and Practice", 9th Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
3. Gupta P. K. (2021), "Insurance and Risk Management" 6th Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
4. Susanne Chishti., & Janos Barberis (2016), The Fintech book: The financial technology handbook for investors, entrepreneurs and visionaries. John Wiley & Sons.

Web References

1. <https://corporatefinanceinstitute.com/resources/knowledge/finance/fintech-financial-technology>
2. [https://mrcet.com/downloads/digital_notes/CSE/IV%20Year/CSE%20B.TECH%20IV%20YEAR%20II%20SEM%20BCT%20\(R18A0534\)%20NOTES%20Final%20PDF.pdf](https://mrcet.com/downloads/digital_notes/CSE/IV%20Year/CSE%20B.TECH%20IV%20YEAR%20II%20SEM%20BCT%20(R18A0534)%20NOTES%20Final%20PDF.pdf)
3. https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral_Layout.aspx?page=PageNo108&flag=1

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Quiz, Seminar

Course Designer

Dr.D.Ramya

Semester I	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23PCO1CC4	STRATEGIC HUMAN RESOURCE MANAGEMENT	CORE	6	5

Course Objective

- To appreciate the importance of HRM as a field of study and as a central management function
- To understand the implication of HRM on Government regulations and corporate decisions
- To analyse the key elements of the HR functions
- To gain knowledge about the elements, key concepts and terminology of HRM
- To apply the principles and techniques of HRM to the discussion of major personnel issues in case studies.

Prerequisite

Basic knowledge in Human Resource Management.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Indicate and Apply the fundamentals of strategic Human Resource Management	K2, K3
CO2	Recognize and Examine the conceptual framework of strategic Human Resource Management	K2, K4
CO3	Interpret and Outline the knowledge of various strategies in Human Resource Management in the corporate arena	K3, K4
CO4	Analyze and Assess the drafting of HR policies	K4, K6
CO5	Summarize and Evaluate the latest trend in the strategic Human Resource Management.	K5, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to SHRM SHRM - Meaning, Features, Evolution, Objectives, Advantages, Barriers to SHRM, SHRM v/s Traditional HRM - Best fit' approach Vs 'Best practice' approach , Typology of HR activities -Steps in SHRM, Roles in SHRM: Top Management, Front - line Management, HR - Changing Role of HR Professionals.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	Models of SHRM Models of SHRM – High Performance Working Model, High Commitment Management Model, High Involvement Management Model - HR Environment – Environmental trends and HR Challenges - - Linking SHRM and Business Performance.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	Strategic Planning and Compensation Resourcing Strategy: Meaning and Objectives - Strategic HR Planning: Meaning, Advantages, Interaction between Strategic Planning and HRP, Work force Utilization and Employment Practices; Efficient Utilization of Human Resources - Managing HR Surplus and Shortages, Strategic Recruitment and Selection: Meaning and Need - Strategic Human Resource Development: Meaning, Advantages and Process - Strategic Compensation as a Competitive Advantage - Rewards Strategies: Meaning, Importance - Employee Relations Strategy, Retention Strategies, Strategies for Enhancing Employee Work Performance.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
IV	Human Resource Policies Human Resource Policies – Meaning, Features, Purpose of HR Policies, Process of Developing HR Policies, Factors affecting HR Policies, Areas of HR Policies	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

	in Organisation, Requisites of Sound HR Policies – Recruitment, Selection, Training and Development, Performance Appraisal, Compensation, Promotion, Outsourcing, Retrenchment, Barriers to Effective Implementation of HR Policies and Ways to Overcome these Barriers.			
V	Latest trends in Strategic HRM Mentoring - Employee Engagement – Meaning, Factors Influencing Employee Engagement, Strategies for Enhancing Employee Engagement - Competency based HRM: Meaning, Types of Competencies and Benefits of Competencies for Effective Execution of HRM Functions - Human Capital Management: Meaning and Role - New Approaches to Recruitment – Employer Branding - Managing Global Human Resources , Evaluating HR functions in International Context.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
VI	Self-Study for Enrichment (Not to be included for End Semester Examination) Environment Forecasting: Analysing the Company Profiles; Formulating Long-Term Objectives and Grand Strategies		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

Text Book

1. [Mathur, SP](#) **Strategic Human Resource Management 1st Edition 2015, New Age International (P) Ltd Publishers, New Delhi.**
2. Catherine Truss, David Mankin & Clare Kelliher (2014), “Strategic Human Resource Management”, Oxford University Press, India.
3. Anuradha Sharma and [Aradhana Khandekar](#) (2006), “Strategic Human Resource Management: An Indian Perspective”, Sage Publications Pvt. Ltd, New Delhi.

Reference Books

1. Jean M Phillips & Stan M Gully, “Strategic staffing”, Pearson International Edition, India.
2. Ananda Das Gupta (2021), “Strategic Human Resource Management - Formulating and Implementing HR Strategies for a Competitive Advantage”, Productivity Press; 1st edition, Routledge

Web References

1. <https://emeritus.org/in/learn/what-is-strategic-human-resource-management-shrm/>
2. <https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/practicingstrategichumanresources.aspx>
3. <https://www.cegid.com/en/blog/5-steps-for-developing-and-implementing-an-effective-hr-strategy-in-2021/>
4. <https://www.managementstudyhq.com/hrm-evaluation-approaches>.

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Quiz, Seminar

Course Designer

Prof. Dr. N. Savithri

Semester II	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23PCO1DSE1A	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	DISCIPLINE SPECIFIC ELECTIVE	6	3

Course Objective

- To become familiar with various Investment avenues and Portfolio Construction
- To understand the Equity Shares, Preference Shares and Bonds valuation models
- To learn about long-term and short-term investment analysis tools.
- To analyse with Portfolio theories.
- To gain knowledge in Portfolio performance methods.

Prerequisite

Basic knowledge in Security and Investment Management.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define and Classify the investment options and structure a portfolio	K1, K2
CO2	Discuss and compute the value of Equity Shares, Preference Shares and Bonds	K2, K3
CO3	Predict and Analyze the stock performance through fundamental and technical analysis	K3, K4
CO4	Examine and Summarize the various Portfolio Theories.	K4, K5
CO5	Interpret and Evaluate the portfolio performance.	K5, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3	3	3	2	3	3
CO2	3	3	2	3	3	3	3	2	3	3
CO3	3	3	2	3	3	3	3	2	3	3
CO4	3	3	2	3	3	3	3	2	3	3
CO5	3	3	2	3	3	3	3	2	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Investment and Portfolio Management Investment – Meaning – Nature and scope of Investment – Investment vs Speculation – Type of Investors – Investment Planning – Investment Alternatives - Securities Market. Risk and Return – Systematic and Unsystematic Risk – Minimizing Risk. - Investment Avenues – Factors influencing the investment choice – Portfolio Management: Meaning and significance, Active vs. Passive portfolio management - Strategic vs. Tactical asset allocation - Factors Affecting Investment Decisions in Portfolio Management.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	Valuation of Securities Bond: Introduction – Reasons for issuing Bonds – Features of Bond – Types of Bonds – Determinants of bond safety – Bond Prices, Yields and Interest Rates – Measuring Price Volatility of Bonds – Macaulay Duration and Modified Duration - Preference Shares: Introduction – Features of Preference Shares – Preference Shares Yield – Holding Period Return – Yield to Call – Concept of Present Value – Equity Share Valuation Models.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	Fundamental Analysis and Technical Analysis Fundamental Analysis: Objectives – Economic Analysis, Industry Analysis, Company Analysis – Technical Analysis: Meaning – Assumptions – Pros and cons of technical analysis – Differences between fundamental analysis and technical analysis – Dow Theory – Types of Charts – Chart Patterns – Trend Analysis – Support Line and Resistance Line – Volume Analysis –	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

	Indicators and Oscillators – Simple Moving Average – Exponential Moving Average – Relative Strength Index – Bollinger Band – Elliott Wave Theory.			
IV	Efficient Market Hypothesis Efficient Market Hypothesis – Markowitz Model, Arbitrage Pricing Theory – Sharpe’s Single index portfolio selection method – Capital Asset Pricing Model (CAPM).	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
V	Portfolio Performance Evaluation Portfolio Performance Evaluation – Meaning - Need for Evaluation - Methods of calculating Portfolio return - Sharpe’s Ratio - Treynor’s Ratio - Jensen’s Differential Returns - Portfolio Revision - Need for Portfolio Revision - Formula Plans.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
VI	Self Study for Enrichment (Not to be included for End Semester Examinations) Securities and Exchange Board of India – National Stock Exchange – Unit Trust of India - Mutual Fund.		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

Text Book

1. Prasanna Chandra (2021), “Investment Analysis and Portfolio Management”, 6th Edition, McGraw Hill, Noida, UP
2. Rustagi RP (2022), “Investment Analysis and Portfolio Management”, 5th Edition, Sultan Chand & Sons, New Delhi
3. Bhalla V.K. (2019), “Investment Management”, 19th Edition, S.Chand & Co. Ltd., New Delhi

Reference Books

1. Donald E. Fischer, Ronald J. Jordan, Ashwini. K. Pradhan (2018), “Security Analysis Portfolio Management”, 7th Edition, Pearson Publication Pvt. Ltd., India, Noida
2. Avadhani V.A. (2016), “Securities Analysis and Portfolio Management”, 12th Edition, Himalaya Publishing House, Mumbai
3. Ranganathan M. and Madhumathi R (2012), “Security Analysis and Portfolio Management”, 2nd Edition., Pearson Education India Pvt Ltd, Noida
4. Punithavathy Pandian (2019), “Securities Analysis and Portfolio Management”, Himalaya Publishing House, Mumbai
5. Subrata Mukherjee (2021), “Security Analysis and Portfolio Management”, S.Chand & Co. Ltd, New Delhi

Web References

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_SAPM_Lecture_Notes.pdf
2. <https://www.studocu.com/in/document/galgotias-university/equity-portfolio-management/portfolio-management-lecture-notes-1-10/17701348>
3. <https://www.educba.com/fundamental-analysis-vs-technical-analysis>

Pedagogy

Lecture, Power Point Presentation, Assignment, Seminar, Group Discussions

Course Designer

Dr. C. Subha

Semester I	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23PCO1DSE1B	OPERATIONS RESEARCH	CORE	6	3

Course Objective

- To outline the fundamentals of Operations Research
- To use OR models for problem solving
- To examine the role of sequencing and game theory
- To design and apply network analysis
- To apply modelling techniques

Prerequisite

Basic knowledge in Mathematics and Problem Solving.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and Identify the knowledge of OR fundamentals	K1, K2
CO2	Indicate and Demonstrate the models for problem solving	K2, K4
CO3	Apply and Analyze the sequencing and game theory	K3, K4
CO4	Appraise and Develop network analysis to enhance effectiveness	K4, K5
CO5	Formulate and Evaluate the models for decision making	K5, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	2	3	3	2	2	2
CO2	2	3	2	2	2	3	3	2	2	2
CO3	2	3	2	2	2	3	3	2	2	2
CO4	3	3	2	2	2	3	3	2	2	2
CO5	3	3	2	3	2	3	3	2	3	2

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction and Linear Programming Problem Introduction to Operations Research – Uses and Limitations – Linear Programming Problem: Formulation, Solving LPP: Graphical method, Simplex method, the Big-M Method.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	Transportation and Assignment Problems Transportation problem: Introduction – Assumptions – Formulation of Transportation models – Basic feasible solution (North-West Corner Method, Least Cost Method, Vogel's Approximation Method) – Optimal solution (Stepping-Stone Method, Modified Distribution Method) – Degeneracy in Transportation problem. Assignment Problem: Introduction – Comparison with the Transportation problem – Formulation of assignment problems - The Hungarian method of solution.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	Sequencing and Game Theory Sequencing problem: Introduction – Assumptions – Processing of n jobs through one machine – Processing n jobs through two machines – Processing of n jobs through three machines. Game Theory: Introduction – Rules for Games theory – Two person zero sum game without saddle point – Mixed strategies (2xn games, mx2 games) – Graphical method (2xn, mx2 games).	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
IV	Replacement and Network Analysis Replacement: Introduction – Individual replacement problems – Group replacement problems. Network Analysis: PERT and CPM.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

V	Decision Tree Analysis and Queuing Theory Decision Tree analysis – Queuing: Introduction – Applications of queuing models, Waiting time and idle time costs – Single channel Poisson arrivals with Exponential Service, Infinite population model.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
VI	Self-Study for Enrichment (Not to be included for End Semester Examination) Inventory Management - EMV Criterion - EOL and EVPL Tree Analysis - Construction of net work diagram - Simple CPM Calculation.		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

Text Book

1. Gupta P.K and Hira D.S., (2022) “Operations Research”, 7th Edition, S.Chand, Noida (UP).
2. Kapoor V.K., (2014) “Operations Research”, 9th Edition, Sultan Chand, New Delhi.
3. Natarajan, Balasubramani and Tamilarasi, (2014) “Operations Research”, 2nd Edition, Pearson Education India, Noida.
4. Kothari C.R., (2022) “An Introduction to Operational Research”, 3rd Edition, S. Chand, Noida (UP)

Reference Books

1. Tulsian P.C. and Bharat Tulsian, (2022) “Fundamentals of Operations Research (Theory and Practice)”, 3rd Edition, S. Chand, Noida (UP).
2. Sharma J.K., (2016) “Operations Research”, 6th Edition, Lakshmi Publications, Chennai.
3. Nagarajan N., (2017) “Text Book of Operations Research: A Self Learning Approach”, New Age Publications, Chennai.
4. Rina Rani Rath, (2021) “Operations Research”, 2nd Edition, Bhavya Books, New Delhi.

Web References

1. <https://www.bbau.ac.in/dept/UIET/EMER-601%20Operation%20Research%20Queuing%20theory.pdf>
2. [https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jun/4_06-11-2021_16-06-34_OPERATIONS%20RESEARCH%20TECHNIQUES\(20MAT22C5\).pdf](https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jun/4_06-11-2021_16-06-34_OPERATIONS%20RESEARCH%20TECHNIQUES(20MAT22C5).pdf)
3. <https://repository.up.ac.za/bitstream/handle/2263/25427/02chapter3.pdf?sequence=3>
4. <https://hbr.org/1964/07/decision-trees-for-decision-making>

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Quiz, Seminar

Course Designer

Ms. S.J.Sureya

Semester I	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23PCO1DSE1C	LABOUR LAWS	CORE	6	3

Course Objective

- To Understand the provisions of Trade Unions Act
- To gain knowledge on various measures and provisions relating to employees as per the Factories Act and Equal Remuneration Act
- To become familiar with compensation payable to workmen under different situations and understand the provisions of the Employees State Insurance Act
- To learn different provisions relating to payment of wages and minimum wages to employees
- To understand employee welfare measures with respect to provident fund, gratuity and bonus

Prerequisite

Basic knowledge in Company Laws and Business Laws.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Recall and Discuss the basic labour legislations pertaining to Trade Unions	K1, K2
CO2	Explain and Apply the various provisions of the Factory's Act and Equal Remuneration Act	K2, K4
CO3	Identify and Assess provisions relating to the workmen's compensations and state insurance.	K3, K6
CO4	Examine and Assemble the provisions relating to payment of wages and minimum wages.	K4, K5
CO5	Summarize and Discuss the provisions of provident fund, gratuity and bonus schemes.	K5, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2	3	2	2	2	2
CO2	3	2	2	2	2	3	2	2	2	2
CO3	3	2	2	2	2	3	2	2	2	2
CO4	3	2	2	2	2	3	2	2	2	2
CO5	3	2	2	2	2	3	2	2	2	2

"1" – Slight (Low) Correlation – "2" – Moderate (Medium) Correlation –

"3" – Substantial (High) Correlation – "-" indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	Cos	COGNITIVE LEVEL
I	Introduction and The Trade Unions Act, 1926 Labour legislations: Origin – Nature – Scope – Need – Objectives – Principles – Labour policy and its special features – Constitution as the basis for labour legislation – The Trade Unions Act, 1926: Definition – Objectives – Deficiencies – Registration of trade union – Cancellation of registration and appeal – Duties and obligations – Rights and privileges – Dissolution.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	The Factories Act, 1948 and Equal Remuneration Act, 1976 The Factories Act, 1948: Objects – Definition – Licensing and Registration of factories – Inspecting staff – Health, safety and welfare measures – Provisions relating to hazardous processes – Working hours – Holidays – Annual leave - Employment of women and young persons. Equal Remuneration Act – Payment of remuneration at equal rates to men and women workers – Advisory committee – Offences and penalties.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	The Workmen's Compensation Act, 1923 and The Employees' State Insurance Act, 1948 The Workmen's Compensation Act, 1923: Definitions – Objectives – Disablement – Employer's liability for compensation – Amount of compensation – Disbursement of compensation – Notice and claims – Penalties – The Employees' State Insurance Act 1948: Objects – Definitions – Administration of ESI Scheme – ESI Fund – ESI Corporation - Medical benefit council – Benefits under the Act – ESI court.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
IV	The Payment of Wages Act, 1936 and	18	CO1, CO2,	K1, K2, K3,

	The Minimum Wages Act, 1948 The Payment of Wages Act, 1936: Object and Scope – Definition – Procedure regarding payment of wages – Deduction from wages – Mode of payment of wages. The Minimum Wages Act, 1948: Objects - Scope – Definition – Items to be included in the minimum wages – Fixation and revision of minimum wages – Norms to be followed in the payments of minimum wages.		CO3, CO4, CO5	K4, K5, K6
V	The Provident Fund and Miscellaneous Provision Act, 1952, The Payment of Gratuity Act, 1972 and The Payment of Bonus Act, 1965 Provident Fund and Miscellaneous Provision Act, 1952: Definitions – Scope – Nature – Objects – Various schemes – The Payment of Gratuity Act, 1972: Definitions – Scope – Conditions and circumstances of payment - Wages for computing gratuity – Maximum gratuity – Nomination – Penalties – The Payment of Bonus Act: Applicability of the Act – Eligibility and rate of Bonus – Allocable surplus and available surplus - Set and set off – Offences and penalties.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
VI	Self-Study for Enrichment (Not to be included for End Semester Examination) International Labour Organization – Law of Welfare & Working condition – Social Security Legislations – Industrial Relations		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

Text Book

1. Mishra S.N. (2018), “Labour & Industrial Laws”, 29th Edition, Central Law Publications, Classic Edition, Allahabad, UP.
2. Srivastava S C (2022), “Industrial Relations and Labour Laws”, 8th Edition., Vikas Publishing, New Delhi
3. Tripathi PC, Gupta CB, Kapoor ND (2020), “Industrial Relations and Labour Laws”, 6th Edition., Sultan Chand & Sons, New Delhi

Reference Books

1. Sinha P.R.N., Sinha Indu Bala, Shekhar Seema Priyadarshini (2017), “Industrial Relations, Trade Unions and Labour Legislation”, 3rd Edition., Pearson Education India Pvt. Ltd., Noida
2. Piyali Ghosh, Shefali Nandan (2017), “Industrial Relations and Labour Laws”, 1st Edition, McGraw Hill, Noida
3. Sharma J.P. (2018), “Simplified Approach to Labour Laws”, 5th Edition., Bharat Law House Pvt. Ltd.

Web References

1. https://www.icsi.edu/media/webmodules/Labour_Laws_&_Practice.pdf
2. https://www.icsi.edu/media/webmodules/LabourLaws&Practice_June_2020.pdf

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Quiz, Seminar

Course Designer

Mrs. N.Aruna.

Semester II	Internal Marks: 25	External Marks:75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO2CC5	COST AND MANAGEMENT ACCOUNTING	CORE	6	5

Course Objective

- To acquire knowledge and understanding of the concepts, techniques and practices of Cost and Management accounting and to develop skills for decision making.

Prerequisite

Basic knowledge in Cost Accounting and Management Accounting.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Relate, develop and apply the techniques of Management Accounting in the financial decision making	K1,K3,K5
CO2	Recall, classify and adapt cost accounting approaches to solve practical problems	K1, K2, K6
CO3	Apply and assess different types of activity based management tools through the preparation of estimates	K3, K5
CO4	Make use of management reports for planning and monitoring purpose and recommend the level at which costs need to be captured.	K3, K5
CO5	Analyze to improve the operations of organization through the application of cost and Management accounting methods	K4, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	3	2	3	3
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	3	2	3	3	3	3	3	3	3
CO4	3	3	2	3	3	3	3	3	3	3
CO5	3	3	2	3	3	3	3	2	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Cost accounting - Introduction, Meaning, Definition, Nature, Scope and Objectives of Cost Accounting, Methods and Techniques of Costing - Cost Centers and Cost unit.- Management Accounting: Evolution, Meaning, Objectives and Scope - Tools and Techniques of Management Accounting - Relationship of Cost Accounting, Financial Accounting and Management Accounting.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	Activity Based Costing – Meaning, Importance, Characteristics- Elements and steps-ABC vs Traditional costing – Uses and Limitations- Cost Ledgers- Integrated and Non-Integrated Accounts - Reconciliation of Cost and Financial Accounts – Service Costing – Features and applications – Unit Costing and Multiple Costing – Application.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	Standard costing -Definition, Significance and Applications - Various Types of Standards - Installation of Standard Costing System-for Material, Labour, and Overhead - Variance Analysis for Materials, Labour and Overheads and Accounting Treatment of Variances - Benchmarking for Setting of Standards - Variance Reporting to Management.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
IV	Marginal Costing - Meaning, Advantages, Limitations and Applications - Breakeven Analysis - Cost-Volume Profit Analysis - P/V Ratio and its Significance - Margin of Safety - Absorption Costing: System of Profit Reporting and Stock Valuation - Difference between Marginal Costing and Absorption Costing - Income Measurement under Marginal Costing and Absorption Costing	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
V	Financial Statements: Nature, Attributes, Objectives, Importance, Limitations - Recent Trends in Presenting Financial Statements- Cash Flow Statement - Fund Flow Statement -	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

	Difference between Cash Flow and Fund Flow Statement - Management Reporting.			
VI	Self Study for Enrichment (Not to be included for End Semester Examination) Nature and Scope of Cost Audit - Cost Accounting Records and Cost Audit under Companies Act, 2013 - Purpose, Scope and Advantages of Cost Audit.		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

Distribution of Marks: Theory 40% and Problem 60%

Text Book.

1. S.P. Jain & K.L. Narang,(2019), Cost and Management Accounting,16th edition, Kalyani Publishers.
2. T.S. Reddy &Y. Hari Prasad Reddy,(2014), Cost and Management Accounting, 4th edition Margham Publications.
3. Prof. Dr. Ghosh.A.P,(2017), A Practical approach to Cost and Management Accounting, 1stedition, Scitech Publications(India) Pvt.Ltd.

Reference Books

1. M.Y. Khan & P.K. Jain, (2017),Management Accounting Text, Problems and Cases,7th edition, McGraw-Hill Education (India) Ltd.
2. M.N. Arora, (2021), A Text Book of Cost and Management Accounting,11th edition,S.Chand and company Ltd.
3. N.S. Zad, (2015), Cost & Management Accounting,Taxmann Publications Pvt. Ltd..
4. V.K. Saxena& C.D. Vashist,(2011), Advanced Cost and Management Accounting,19th edition,Sultan Chand & Sons.

Web References

1. <https://www.tarakeswardegreecollege.org/res/class/Activity%20Based%20Costing.pdf>
2. <https://www.accountingtools.com/articles/standard-cost-variance>
3. https://static.careers360.mobi/media/uploads/froala_editor/files/Cost-Accounting-System.pdf

Pedagogy

Lecture, Power Point Presentation, Assignment, Seminar, Group Discussions

Course Designer

Prof. Dr. N. Savithri

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs /Week	CREDITS
22PCO2CC6	BUSINESS ANALYTICS	CORE	6	5

Course Objective

- To teach statistical techniques which aid modern managers intake wise decisions in a competitive environment
- To understand the role of business analytics within an organization
- To Translate the results of business analytic projects into effective courses of action

Prerequisite

- Basic Statistical Knowledge

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Understand the advanced analytical tools to analyse complex problems under uncertainty	K2
CO2	Compare business processes using analytical and management tools	K3
CO3	Apply appropriate analytical methods to find solutions to business problems using SAS, Excel and SPSS	K3
CO4	Identify and describe complex business problems in terms of analytical models	K3, K4
CO5	Extract and manipulate data sets from various sources to meet organizational needs	K5

Mapping of CO with PO and PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	3	2	2	3
CO2	3	2	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	2	3	3	2	3	3	2	2	3
CO5	3	2	3	3	2	3	3	3	3	2

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to Business Analytics and Data Analysis Tools: Business Analytics, the Science of Data-Driven Decision Making - Analytics Techniques Used in the Industry - Some Practical Applications of Business Analytics - Big Data vs. Conventional Business Analytics - The Background Required for a Successful Career in Business Analytics.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
II	SAS Introduction: Starting SAS in Windows - The SAS Opening Screen - The Five Main Windows - Important Menu Options and Icons - Writing and Executing a SAS Program - Your First SAS Program - Debugging SAS Code Using a Log File - Tips for Writing, Reading the Log File, and Debugging - Saving SAS Files	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
III	Getting Started with Excel: Workbook and Worksheets – Navigation with Keyboard – Tabs and Ribbons – File Menu – Quick Access Toolbar (QAT) – Excel options – Create a New Workbook, Print and Save – Understanding Worksheet Basics.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
IV	SPSS Data File: Opening a data file in SPSS- SPSS data editor- Statistical Analysis- Editing and Manipulating data- Missing Values – Editing SPSS output – Copying SPSS output – Changing from Portrait to Landscape – Printing from SPSS - Closing SPSS – Tutorials in SPSS – Importing data. Descriptive Statistics with SPSS: Descriptive Statistics – Measures of Central Tendency - Measures of Dispersion - Descriptive Statistics with SPSS.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
V	Charts and Graphs: Bar Charts – Pie Chart – Scatter plots and Dot Plots – Line Graphs – Histogram. Comparing Averages: Parametric tests and Non-Parametric tests to	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

	compare averages – Student’s t-test - Other tests for comparing averages. Analysis of Variance (ANOVA): Analysis of Variance – One factor between subjects			
VI	Self-Study for Enrichment (Not included for End Semester Examinations) SAS Data Sets - SAS Libraries - Protecting Excel Workbook and Worksheet – Importing data into Excel – Exporting Data from Excel — Multiple Analysis of Variance (MANOVA)	-	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

Text Books

1. Venkat Reddy Konasani and Shailendra Kadre (2015), Practical Business Analytics Using SAS A Hands-on Guide, Apress.
2. Manisha Nigam (2020), Advanced Analytics with Excel 2019, BPB Publications, First Edition.
3. Rajathi A and Chandran P (2010), *SPSS for you*, MJP Publishers.

Reference Books

1. David Whigham (2007), *Business Data Analysis using Excel*, Oxford University Press.
2. Wayne L. Winston (2016), *Microsoft Excel 2016 Data Analysis and Business Modeling*, PHI Learning Private Limited.
3. Kieth McCormick and Jesus Salcedo with Aaron Poh (Reprint 2015), *SPSS Statistics for Dummies*, Wiley India Private Limited, Third Edition.

Web References

1. <https://spu.fem.uniag.sk/cvicenia/ksov/obtulovic/Data%20Analysis%20Using%20SAS%20Enterprise%20Guide.pdf>
2. https://www.w3schools.com/excel/excel_introduction.php#:~:text=It%20is%20a%20spreadsheet%20program,several%20changes%20over%20the%20years.
3. <https://www.managementstudyguide.com/business-analytics.htm>
4. <https://www.youtube.com/watch?v=ZpwZS3XnEZA>
5. <https://www.youtube.com/watch?v=6rgwgvv8qdA>

Pedagogy

Power point presentations, Group Discussions, Seminar, Quiz, Assignment.

Course Designer

Ms. R. Soundaria.

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	HOURS / WEEK	CREDITS
23PCO2CC7	ECONOMIC AND ENVIRONMENT LAW	CORE	6	5

Course Objectives

- To understand the concepts of Law.
- To enhance the knowledge related to various law in economic and environment.
- To analyze the various act, to protect the environment law.

Prerequisite

Basic knowledge in Economics and Environment Law.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Choose and relate the provisions, policies related to prevention of money exchange.	K1, K2
CO2	Select the concepts, provisions and to discuss the various policies relating to act.	K3
CO3	Choose and analyze the legal aspects of various acts and the disputes Redressal agencies, penalties and adjudication.	K3, K4
CO4	Compare and assess the latest amendments in various act, contraventions and penalties.	K4, K5
CO5	Explain the concepts of laws in detail and to relate where and how it is applied in recent days.	K5

Mapping of CO with PO and PSO

COs/ PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2	3	2	2	2	2
CO2	3	3	2	2	3	3	3	2	3	2
CO3	3	3	2	3	2	3	3	2	3	3
CO4	3	3	2	3	3	2	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3

“1” – Slight (Low) Correlation “2” – Moderate (Medium) Correlation
“3” – Substantial (High) Correlation “-” Indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Foreign Exchange Management Act, 1999 – Definition – Regulation and Management of Foreign Exchange – Authorized Persons – Contraventions and Penalties – Adjudication and Penalties – Directorate of Enforcement. Securities and Exchange of Board of India Act, 1992 (SEBI) – Functions and Powers.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
II	The Competition Act, 2002 – Introduction – Interpretation – MRTP Vs Competition Act – Scope – Prohibition of Certain Agreements, Abuse of Dominant position and Regulation of Combinations.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
III	Benami Transaction Prohibition (Act) – Benami Property – Benami Transaction, Prohibition, adjudication of Benami property – Prevention of Money Laundering Act, 2002.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
IV	The Environment Protection Act 1986 – Definition – powers of the Central Government to prevent and Control Environmental Pollutions – Appointing Officers. Consumer Protection Act 1986 – Definition – State and Central Consumer Protection Council – Disputes Redressal Agencies – District Forum – Appointment of Members – Appeal – State and Central Commission.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
V	Information Technology Act 2000 – Introduction – Definition – Digital Signature – Certificates – Electronic Governance – Regulations of Certifying Authorities – Duties of Subscriber – penalties and Adjudication – The Cyber Regulation Appellate Tribunal – Offences – Power of State and Central Government to make rules – Constitution of Advisory Committee.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
VI	Self-Study for Enrichment (Not to be included for External Examination) Comparison on provisions of Companies Act 1956 and Companies Amendment Act 2013 and causes for amendment – Competition commission of India – Prevention of Black Marketing and		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

	Maintenance of Supplies of Essential Commodities Act, 1980 – Telecom Regulatory Authority of India Act, 1997.			
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Text Books

1. Sharma J.P.(2012). *Corporate Laws*. 2nd Edition. Ane Books Pvt.Ltd. New Delhi.
2. Daniel Albuuerque (2014). *Legal Aspects of Business*. 1st Edition. Oxford University. New Delhi.
3. Kuchhal M.C. (2018). *Mercantile Law*. 3rd Edition. Vikas Publishing House Pvt.Ltd.

Reference Books

1. Balachandran V, Thothadri S. (2013). *Legal Aspects of Business*. 1st Edition. Vijay Nicole Imprints Private Limited.
2. Kapoor G. K , Surl A.P. (2012). *Corporate Laws*. 3rd Edition. Taxman's Publications.
3. Kannel S, Sowrirajan V. (2009). *Company Law Procedure*. 1st Edition. Taxman's Publications.

Web Reference

1. http://legislative.gov.in/sites/default/files/A1999-42_0.pdf
2. http://www.indiacode.nic.in/bitstream/123456789/13116/1/it_act_2000_updated.pdf
3. http://ncdrc.nic.in/bare_acts/consumer%20protection%20act-1986.html
4. <https://www.indiacode.nic.in/bitstream/123456789/1840/2/A198845.pdf>
5. <http://tumkuruniversity.ac.in/ocug/comm/organisation%20behaviour.pdf>

Pedagogy

Chalk and Talk, PPT, Discussion, Assignment, Quiz, Seminar

Course Designer

Capt. Dr. P. Kavitha

Semester II	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	HOURS / WEEK	CREDITS
23PCO2CCC1A	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	CORE CHOICE	6	4

Course Objectives

- To know how logistic strategies fits into an organization's broader decisions, the role of logistic providers, and realize the meaning of customer service.
- To explain the strategic role of logistic and supply chain management in the cost reduction.
- To understand the components and processes of supply chain and logistics.

Prerequisite

Basic knowledge in Supply Chain Management

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Recall and explain the basic concepts, role of Logistics and supply chain management in business.	K1,K2
CO2	Infer and identify how supply chain drivers play an important role in redefining value chain excellence of Firms	K2, K3
CO3	Apply and analyze the tools and techniques useful in implementing Logistics and supply chain management	K3, K4
CO4	Make use of logistics and supply chain strategies to create value generation and assess IT applications	K3, K5
CO5	Categorize and appraise the various supply chain strategies.	K4, K5

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	2	3	3	2	3	3
CO2	3	3	2	3	3	3	3	2	3	3
CO3	3	3	2	3	2	3	3	2	3	3
CO4	3	3	2	3	2	3	3	2	3	3
CO5	3	3	2	3	3	3	3	2	3	3

1" – Slight (Low) Correlation – "2" – Moderate (Medium) Correlation –
 "3" – Substantial (High) Correlation – "-" indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Logistics Management – Definition – Scope – Functions – Objectives of Integrated Logistics	18	CO1, CO2,	K1,K2,K3, K4,K5

	Management – Role of Logistics in Supply Chain. Logistics and Customer Service – Role of Logistics in Competitive Strategy – Logistics Organization and Performance Measurement – Reverse Logistics – Scope, Design.		CO3, CO4, CO5	
II	Supply Chain – Objectives – Importance – Decision Phases – Process View – Competitive and Supply Chain Strategies – Achieving Fit – Supply Chain Drivers – Obstacles – Framework – Facilities – Inventory- Transportation – Information – Sourcing – Modeling for Supply Chain – Supply Chain Relationships – Channel Relationships - Dimensions – Approaches to study channels.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5
III	Designing the Distribution Network – Role of Distribution and Network – Factors Influencing Distribution – Design Options – E- Business and its impact – Distribution Network in Practice – Factors affecting Networking Design Decision Modeling.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5
IV	E-logistics – Logistics Information System – Supply Chain information System Modules -Application of IT in Logistics - Goals of IT for supply chain management - Decision support systems for SCM - IT and Customer value – Automatic Identification Technologies – Bar Coding, WMS,TMS,LMS,OMS, WCS ,and RFID. Containerization – Concept – Benefits – Types of Carriers – Indirect and Special Carriers – Role of Intermediaries – Shipping Agents, Brokers – Freight management – Route Planning of Transports, ICDs, CONCOR – Global Shipping Options.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5
V	Ware house Management – Storage Functionality and Principles – Warehouse benefits – Types. Packing and Packaging: Meaning – Essentials and Functions – Packing for Storage – Overseas Shipment – Inland - Transportation – Product content Protection, Packaging Types - Sourcing-in-House or Outsourcing - 3 rd and 4 th PLS, GPS and GLS Technology, Supply Scoring and Assessment, Lean Management, Lean Manufacturing, Mass Customization.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5
VI	Self Study for Enrichment (Not to be included for End Semester Examinations) Basics of Transportation, Transportation Functionality and Principles - Multimodal Transport: Characteristics - Comparisons - International Air Cargo Transport - Coastal and Ocean transportation - Characteristics of shipping transport - Types of Ships.		CO1, CO2, CO3,C O4, CO5	K1,K2,K3, K4,K5

Text Books

1. Sunil Chopra, Peter Meindl, Dr.D.V Kalra (2016). *Supply Chain Management – Strategy*. 6th edition. Planning Operation. Prentice Hall. India.
2. Dr.L.Natarajan (2017). *Logistics and Supply Chain Management*. 1st edition. Margham Publications.
3. Sunil Sharma (2010). *Supply Chain Management Concepts. Practices and Implementation*. 1st edition. Oxford University Press.

Reference Books

1. Ailawadi C.Sathish, Rakesh Singh (2013).*Logistics Management*. 2ndEdition. Prentice Hall. India.
2. Agarwal D K (2003). *Logistics and Supply Chain Management*. 2nd Edition, Macmillan India Ltd. Lakshmi Publications.
3. Donald J, Bowersox, David J. Closs. M. Bixby Cooper (2017). *Supply Chain Logistics Management*. 2nd Edition. McGraw Hill Educations (India).

Web References

1. <https://www.googlesir.com/information-technologies-used-in-supply-chain>
2. <https://backup.pondiuni.edu.in/sites/default/files/Logistics%20Supply%20Chain%20Mgt200813.pdf>
3. https://www.tutorialspoint.com/supply_chain_management/supply_chain_management_tutorial.pdf
4. <https://www.mbacrystalball.com/blog/operations-management/logistics-scm/>
5. <https://courses.lumenlearning.com/suny-wmopen-introbusiness/chapter/supply-chain-management-and-logistics-2/>

Pedagogy

Lecture, Power Point Presentation, Assignment, Seminar, Group Discussions

Course Designer

Prof. Dr. N. Savithri

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	HOURS / WEEK	CREDITS
23PCO2CCC1B	ORGANIZATIONAL BEHAVIOUR	CORE CHOICE	6	4

Course Objectives

- To understand and analyze the individual needs, feeling, aspirations.
- To develop skills needed to plan for the implementation of change in an organization.
- To identify the effective motivational and leadership skills.

Prerequisite

Basic knowledge in Human Resource Management.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall and explain the concept of organizational behavior to understand the behaviour of people in the organization.	K1,K2
CO2	Infer and develop the Attitude, change of attitude and aspects of personality.	K2,K3
CO3	Categorize the complexities associated with management of the group behavior in the organization.	K4
CO4	Explain how the organizational behavior can integrate in understanding the motivation behind behaviour of people in the organization.	K4
CO5	Assess the Group behavioral influence in the organization.	K5

Mapping of CO with PO and PSO

COs/ PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	2	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

“1” – Slight (Low) Correlation, “2” – Moderate (Medium) Correlation

“3”–Substantial (High) Correlation“-”Indicates there is no correlation

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Organizational Behaviour – Meaning – Definition – Concepts - Approaches – Characteristics – Scope – Limitations – Challenges and opportunities – Models of Organizational Behaviour.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3,K4,K5
II	Personality: Meaning – Definition – Features – Types of Personality – Determinants of Personality – Big Five Model – MBTI – Managerial Implications of Personality. Perceptions: Meaning – Definition – Concepts – Features – Importance of perception – Factors affecting Perception – Process of Perception - Measures for improving perception.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5
III	Learning: Meaning – Definition – Nature – Process – Factors – Learning Theories – Classical and Operant Conditioning – Differences – Reinforcement – Positive and Negative Reinforcement. Attitude : Meaning – Definition – Components – Characteristics – Types – Theories – Formation – Functions – Attitude Change – Methods of Attitude Change – Developing Positive attitude by individuals.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5
IV	Motivation: Meaning – Definition – Concepts – Nature – Importance – Types – Motivation Process – Theories of Motivation. Leadership: Meaning – Definition – Concept – Importance – Qualities of good leader – Leadership Styles – Leadership Theories.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5
V	Group Behaviour: Groups - Concept and Classification - Stages of Group Development – Group Structure – Roles and Norms – Premise and Issues – Group Decision Making : Group vs. individual – Group think and Group Shift – Techniques and Process – Conflict Management: Concept – Causes – Types – Stages – Effects – Management of Conflicts	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5

VI	Self Study for Enrichment (Not to be included for External Examination) Stress Management - Concept of Stress - Sources and Effects of Stress on humans - Management Stress - Communication: Concept of Two - way and Open Communication, Transactional Analysis.		CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5
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Text Books

1. Prasad L.M. (2019). *Organisational Behavior*. 1st Edition. Sultan Chand & Sons.
2. Stephen P. Robbins (2018). *Organisational Behaviour*. 18th Edition. Pearson.
3. Aswathappa. K, (2016). *Organizational Behavior*. 4th Edition. Himalaya Publishing House. New Delhi.

Reference Books

1. Khanka.S.S (2006). *Organizational Behavior*. 2nd Edition. S. Chand Publishing.
2. Robbins, Stephen P. (2008). *Organizational Behavior*. 14th Edition. Prentice Hall. New Delhi.
3. Fred Luhans (2015). *Organizational Behaviour*. 13th Edition. McGraw Hill Book Company.

Web Reference

1. https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_conflict_management.html
2. <https://www.sscasc.in/wp-content/uploads/downloads/BBM/Organizational- Behaviour>
3. http://www.tmv.edu.in/pdf/Distance_education
4. <https://edukedar.com/organisational-behaviour-syllabus/>
5. <https://edukedar.com/organisational-behaviour-syllabus/>

Pedagogy

Chalk and talk, Power Point Presentation, Discussion, Assignment, Seminar

Course Designer

Dr.S.Shameem

Semester II	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	HOURS / WEEK	CREDITS
23PCO2CCC1C	BRAND MANAGEMENT	CORE CHOICE	6	4

Course Objective

- To help the students to understand the Brand Image, Identity and Positioning of Brand Management.

Prerequisite

Basic knowledge in Brand Management.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Identify and Explain the Brand Management, Brand Identity, Brand Image, Brand Personality, Brand Equity and Brand Positioning.	K1, K2, K4
CO2	Analyze the concepts of Brand Management and to discuss the Customer's Perception of Brand Identity.	K2, K4
CO3	Discuss and summarize the Equity, Ethical Brand Positioning of Management.	K2, K3, K6
CO4	Relate and compare with the Case Studies of Brand Management.	K1, K4
CO5	Predict the concepts of Brand Management and new tool for Distinctive Positioning.	K1, K2, K3, K5, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2	3	2	2	2	2
CO2	3	3	2	2	3	3	3	2	3	2
CO3	3	3	2	3	2	3	3	2	3	3
CO4	3	3	2	3	3	2	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	An Introduction to Brand Management – Meaning and Definitions – Essentials for success of Brands – Brand Evolution – Brand Perspectives – Development of Branding – Anatomy of Brand – Brand Name – Types – Individual and Family Branding – Merits and demerits.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	Elements of Brand Management – Introduction – Brand Positioning – Equity – Awareness – Identity – Personality – Communication – Image – Brand Identity – Definition – Models – Elements of Brand Identity – Brand Identity levels – Inner core or outer core of a brand.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	Brand Image – Introduction – Definition – Kapferer's Model – Brand Gap – Roles of Metaphors in Delivering Brand Image – Decoding Brand Image – Brand Concept – Stages – Forces affecting brands – Brand Personality – Definition – Scales of Brand Personality – Why use Brand Personality.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
IV	Brand Equity – Introduction – Definition – Measuring of Brand Equity – Building Brand Equity – Brand Extension – Introduction – Why Brand Extensions – Merits and Demerits – Choosing the Right Brand Extensions – Category related – Image related – Unrelated Brand Extension.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
V	Brand Positioning – Introduction – Definition – Positioning errors – Brand Checks – Brand Awareness – Brand Recall – Ethical Brand Positioning – Conceptual Framework – Ethical and Global Brands in Cross-Cultural Environment.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
VI	Self - Study for Enrichment (Not included for External Examination) Developing New Ideas into Products and Brands: Case Studies, Strategic Framework for Brand Identity, Case Studies of Brand Image, Brand Personality and Brand Equity, Strategies for Cross Cultural Adaptation of Ethical Brand Positioning.		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

Text Book

1. Dr. MahimSagar, Dr. Deepali Singh, Prof. D.P. Agarwal, Achintya Gupta, (2012), Brand Management, 1st Edition, Ane Books Pvt. Ltd, New Delhi.
2. Dr. L. Natarajan, (2011), Brand Management, 1st Edition, Margham Publications, Chennai.
3. Naveen Das, (2002), Brand Management Perspectives and Practices, 1st Edition, ICFAI University Press, Hyderabad.

Reference Books

1. Dr. RamKishen Y., Nalini Dutta (2018), Strategic Brand Management, 1st Edition, Ane Books Pvt. Ltd, New Delhi.
2. Mathur U.C. (2010), Brand Management, 1st Edition, Macmillan Publishers India Ltd. New Delhi.
3. Suresh. K. (2005) Brand Portfolio Management, 1st Edition, ICFAI University Press, Hyderabad.

Web References

1. <https://marcom.com/what-does-brand-management-mean/>
2. <https://sendpulse.com/support/glossary/brand-management>
3. <https://www.slideteam.net/brand-management-powerpoint-presentation-slides.html>

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Quiz, Seminar

Course Designer

Capt. Dr. P. Kavitha

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	HOURS / WEEK	CREDITS
23PCO2DSE2A	BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE	DISCIPLINE SPECIFIC ELECTIVE	6	3

Course Objectives

- To familiar with the benefits of corporate social responsibility in the context of globalized economic and social relations.
- To outline the role of business ethics that influences the decision making process and its impact of corporate governance.
- To promotes a perceptive issues of ethics in all the areas of functional management along with the benefits of social responsibility.

Prerequisite

Basic knowledge in Business Ethics.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define and outline the concepts of business ethics, corporate social responsibilities and governance.	K1, K2
CO2	Apply the ethical aspect of social responsibility and analyze its implications in various functional areas of business management.	K3, K4
CO3	Examine the legal provisions of the ethical policies of corporate social responsibility and governance.	K4
CO4	valuate the ethical practices in corporate social responsibility and governance.	K5
CO5	Discuss the issues and challenges in the field of business ethics, social responsibilities and governance in the current scenario.	K6

Mapping of CO with PO and PSO

COs/ PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	2	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOUR S	COs	COGNITIVE LEVEL
I	Business Ethics : Meaning – Definition – Nature – Need – Importance, Benefits and Approaches –Work Ethics – personal and professional ethics in the organisation – discrimination, harassment gender equality – Internal and External Ethics of Business – Whistle blowing – Digital Business Ethics. Case Studies: Infosys Technologies – The best among Indian Corporations.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5,K6
II	Marketing Ethics: Context of Indian Economy – Normative Marketing Ethics – Areas in Marketing Ethics. Ethical Issues in Human Resources – Scope – Different aspects – Emerging challenges of HRM – Role of HRM. Ethical Perspective of IT Industry – Fast changing face of Cyber Crimes – Protection from Cyber Criminals. Case Studies: Credit Card Data Fraud, Cyber Crimes – the Glitches Amidst the glow.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5,K6
III	Corporate Governance: Meaning – Definition – Significance – Principles, Theories of Corporate Governance: Agency, Stewardship and Stakeholder – Comparative analysis of Corporate Models of Governance, Distinguish between Corporate Governance and Management – Four Pillars of Corporate Governance – Good Corporate Governance. Case Studies: Tata Steel – A Company which produces the best Steel in Indian Corporations.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5,K6
IV	Meaning – Corporate Philanthropy – CSR an Overlapping Concept – Corporate sustainability Reporting – CSR through Triple Bottom Line – CSR and Business Ethics – CSR and Corporate Governance – Environmental aspect of CSR – CSR Models – Drivers of CSR – Global Reporting Initiatives – Major Codes on CSR – Initiatives in India Case Studies : Dr. Reddy's Laboratories – Commitment to All Round Corporate Excellence.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5,K6
V	Growth of global corporations – Factors facilitating Globalization – Role of MNC's – Benefits of MNC's to Host Nation – Challenges of Globalization in the context of Growing Market – Key Global Issues for Business Case Studies: Sterlite – using Money Clout to	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5,K6

Semester II		Internal Marks: 25		External Marks: 75	
	Maximum Advantages.				
VI	Self Study for Enrichment (Not included for End Semester Examination) Professional Ethics - Ethics in Retrenchment - Global Market- Contemporary Technology - Corporate democracy- Governance Mechanisms.		CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5,K6	

Text Books

1. Fernando. A.C. (2012). *Business Ethics – An Indian Perspective*. 3rd Edition. Pearson Education in south Asia Pvt. Ltd.
2. Saha.P.K. (2009). *Business Ethics*. 3rd Edition Pacific Publication. New Delhi.
3. Khanka.S.S. (2014). *Business Ethics and Corporate Social Responsibility*. 6th Edition Sultan Chand & Company.

Reference Books

1. Parveen Parboteeah K, John B.Cullen, (2012). *Business Ethics*. 5th Edition. Routledge.
2. John R. Boatright, Bibhu Prasan Patra, (2011). *Ethics and Conduct of Business*. 6th Edition, Pearson.
3. Ferrell. O.C, Fraedrich, John, Ferrell, Linda. (2018). *Business Ethics, Ethical Decision Making & Cases*. 10th Edition. Cengage learning.

Web References

1. <http://www.businessethics.ca/>
2. <https://www.investopedia.com/terms/b/business-ethics.asp>
3. <https://business-ethics.com/>
4. <https://www.csr.gov.in/content/csr/global/master/home/home.html>
5. <https://www.investopedia.com/terms/c/corporategovernance.asp>

Pedagogy

PPT, Discussion, Assignment, Quiz, Seminar

Course Designers

Dr. D. Ramya

COURSECODE	COURSETITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO2DSE2B	RETAIL MANAGEMENT	DISCIPLINE SPECIFIC ELECTIVE	6	3

Course Objective

- To provide the learner with an overview of the Retail Management Concepts and Processes and an Opportunity to understand the areas of Accountability for a Retail Manager

Prerequisite

Basic knowledge about Digital Marketing

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define and interpret the Growth and Development of Retail Sector	K1, K2
CO2	Outline and Apply Retail set up Operation Management and Retail Format with Diverse Mix	K2,K3
CO3	Identify and examine the Effectiveness of Retail Shop Management	K3, K4
CO4	Evaluate and create the Technology Upgrade in Retail Environment	K5, K6
CO5	Examine and evaluate the procurement of retail merchandising	K4, K6

Mapping of CO with PO and PSO

Os / SOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
O1	3	3	3	3	3	3	3	3	2	2
O2	3	3	3	3	3	3	3	2	2	2
O3	3	3	3	3	3	3	3	2	3	3
O4	3	3	3	3	3	3	3	3	2	2
O5	3	3	3	3	3	3	3	3	2	2

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Meaning – Definition – Characteristics - Retailing principles - Retail sales objectives – Retailing in India – Across the globe – Emerging trends in retailing – Retail formats – Store based – Non store based – Traditional and Non-traditional retailing – Internet retailing – Cyber retailing.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
II	Importance – Selection of location – Site analysis – Trading analysis – Demand and Supply density – Site availability – Trends in store location – Retail marketing segmentation – Significance – Market segmentation process – Key retail segments.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
III	Basics of retail merchandising – The process of retail merchandising – The method of merchandise – Procurement – Retail pricing and evaluating merchandise performance – Retail communication mix.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
IV	Elements of Retail Store Operation – Management of retail store – The role of centralized retailer – An integrated retailing approach – Operations master schedule – Store maintenance – Energy management – Retailing success tips.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
V	Distribution Channel – Functions of a distribution channel – Channel levels – Elements of physical distribution – Wholesaling – classification and characteristics – Warehousing – Need - Benefits – Function – Features – Classification.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

VI	Self Study for Enrichment (Not to be included for End Semester Examinations) Shopping process – Influences of shoppers attitude, perception, personality and lifestyle in retail shopping behavior -Handling complaints- CRM in retailing – Retail process.		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
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Text Book

1. Dr. HarjitSingh, (2004), Retail Management 2nd edition S. Chand & Company Ltd, New Delhi.
2. Gibson G Vedamani, (2011) Retail Management, 3rd edition Functional principles and Practices , Jaico Publishing Houses, New Delhi.
3. Gourav Ghosal, (2011), Retail management, 3rd edition Maxford Books, Publishing Houses, New Delhi.

Reference Books

1. Seema Gupta (2014) retail Management, 2nd edition, Biztantra publishers, New Delhi.
2. James R. Ogden and Denise J.Ogden (2010), Integrated Retail Mangement, 4th edition Biztantra publishers, New Delhi.
3. Dr. L.Natarajan (2016), Retail Management, 4th edition , Margham Publications, Chennai.

Web References

1. <https://www.monster.com/career-advice/article/effective-retail-management>
2. <https://safetyculture.com/topics/retail-management/>
3. <https://www.myaccountingcourse.com/accounting-dictionary/retail-management>
4. <https://www.careerindia.com/courses/unique-courses/what-is-retail-management-scope-career-opportunities-012122.html>
5. <https://www.monster.com/career-advice/article/effective-retail-management>

Pedagogy

Chalk and talk, Power Point Presentation, Discussion, Assignment and Seminar

Course Designer

Dr.S.Sudha

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO2DSE2C	BUSINESS INFORMATION SYSTEM	DISCIPLINE SPECIFIC ELECTIVE	6	3

Course Objective

- To enable the students to trace the growing importance of information system, vital role in decision making, role of computers in this task and its emphasis on the system, development process & approaches.

Prerequisite

Basic knowledge in Business Information System

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define and explain the flow of information through business processes.	K1,K4
CO2	Explain the formulate plans for the retrieval and analysis of supporting data	K2, K4
CO3	Apply and develop the networking concepts and technologies to support business needs	K3, K5
CO4	Identify standard project management tools and approaches.	K4
CO5	Develop and classify the computer programs to support or automated business processes	K2, K5

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	2	3	2	3	3	3
CO2	2	3	3	2	3	2	3	2	3	3
CO3	3	3	3	2	3	3	3	2	2	3
CO4	3	3	3	3	3	3	3	3	3	2
CO5	2	2	3	3	3	3	2	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction – Information system - Concepts - Types – Information system Framework – Role of E- business – Role of Information system – Functions - Classifications – Challenges and opportunities – Components.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
II	Data Resource Management- Foundation Data concepts – Types of databases – Data warehouses- Data Mining – File processing – Problems of file processing – Database management approach – Database structures.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
III	Networking- Trends in Telecommunications – Value of telecommunication – Internet revolution – business use of the internet – Role of intranet – Role of extranet – Types of telecommunication networks.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
IV	Enterprise business system– Enterprise resource planning – Benefits - failures – causes of failure – Customer relationship management – applications in CRM – Benefits and challenges of CRM – truncation processing system – stages.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
V	Electronics commerce system – scope of E-commerce – categories of e commerce - e-commerce processes – electronic payment process – trends in e commerce.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
VI	Self Study for Enrichment (Not to be included for End Semester Examination). Information system resources-	-	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

	Telecommunication media –supply chain management – marketing system - manufacturing system – human resource system.			
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Text Book

1. James A. O'Brien,(2012),Introduction to information systems, 10th Edition, Tata McGraw Hill education private Ltd.
2. Dr. A.K.Gupta,(2010), Management Information systems, 3rd Edition, S. Chand & Company PVT.Ltd.

Reference Books

1. P. Mohan, (2015), Management Information Systems,12th Edition, Himalaya Publishing House.
2. Dr. S.P. Rajagopalan, (2012), Management Information Systems , 2nd Edition, Margham Publications, Chennai.

Web References

1. https://www.tutorialspoint.com/dwh/dwh_data_warehousing.htm
2. <https://bizfluent.com/info-7835940-role-ebusiness-business.html>
3. https://www.tutorialspoint.com/internet_technologies/extranet_overview.htm
4. <https://www.techtarget.com/searchcustomerexperience/definition/CRM-customer-relationship-management>
5. https://www.tutorialspoint.com/e_commerce/e_commerce_payment_systems.htm

Pedagogy

Chalk and Talk, PPT, Discussion, Assignment, Quiz, Seminar and Group Discussion.

Course Designer

Mrs. D. Indumathi