



CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
Nationally Accredited (IV Cycle) with A+ Grade by NAAC
Annamalai Nagar, Tiruchirappalli

DEPARTMENT OF BUSINESS ADMINISTRATION



BBA SYLLABUS

2025 -2026 and Onwards

**CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS), TRICHY
DEPARTMENT OF BUSINESS ADMINISTRATION**

VISION

Our vision is to provide academic excellence and developing self-reliant individuals to endow with skilled man power.

MISSION

- To promote academic excellence by adopting customized learner focused methodologies.
- To develop self-reliant and competent women by tapping and nurturing their potential through curricular and extracurricular activities.
- To provide skilled Manpower by imparting in depth knowledge and keeping abreast with changing trends in Business.

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 B.COM., B.COM. CA, B.B.A. PROGRAMMES

PO NO.	Programme Outcome On completion of B.Com. /B.Com. CA /B.B.A. Programme, The students will be able to
PO 1	PROGRAMME KNOWLEDGE AND ENVIORNMENT SUSTAINABILITY Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
PO 2	CRITICAL THINKING AND DECISION-MAKING SKILLS Analyse and develop solutions through various computational techniques for real time problems in all areas of Business Management specially Finance, Marketing, Human Resources and Operations.
PO 3	ENTREPRENEURSHIP SKILLS AND COMPETENCY DEVELOPMENT Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option or be employed in various positions in industry, academia and Government.
PO 4	TEAM WORK AND PROFICIENCY DEVELOPMENT Imbibe professionalism to embrace new opportunities of emerging technologies, leadership and team work in a dynamic ethical business scenario.
PO 5	PROFESSIONAL SKILLS AND EMPLOYABILITY Internalize the learned concept of Business and Commerce that will enable them to become skilled professionals and to enhance the career prospects.

PROGRAMME SPECIFIC OUTCOMES FOR BUSINESS ADMINISTRATION BBA

PSO NO	Programme Specific Outcomes Students of Business Administration will be able to	POs Addressed
PSO1	Apply frameworks and tools to arrive at informed decisions in profession and practice, remarkable balance between business and social dimensions.	PO1, PO3
PSO2	Solid foundation to pursue professional careers and take up higher learning courses.	PO2, PO5
PSO3	Function effectively as a member, leader, individual or group in diverse environment.	PO4
PSO4	Fostering entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development and high-growth potential entities.	PO3
PSO5	Apply ethical principles and commitment towards professional ethics and responsibility.	PO4, PO5



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

BBA

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (CBCS - LOCF)
(For the candidates admitted from the academic year 2025 – 2026 onwards)

Semester	Part	Course	Title	Subject Code	Hours	Credit	ExamHours	Marks		Total
								Internal	External	
I	I	Language Course - I (LC)	Tamil Ilakkiya Varalaru - I	25ULT1	6	3	3	25	75	100
			Hindi Ka Samanya Gyan aur Nibandh	23ULH1						
			Poetry, Grammar and History of Sanskrit Literature	23ULS1						
			Foundation Course: Paper I - French – I	23ULF1						
	II	English Language Course - I (ELC)	General English – I	23UE1	6	3	3	25	75	100
	III	Core Course - I (CC)	Principles of Management	23UBA1CC1	6	5	3	25	75	100
		Core Course - II (CC)	Financial Accounting	24UBA1CC2	6	5	3	25	75	100
		Allied Course - I (AC)	Managerial Economics	23UBA1AC1	4	3	3	25	75	100
	IV	Ability Enhancement Compulsory Course- I (AECC)	UGC Jeevan Kaushal - Universal Human Values	25UGVE	2	2	-	100	-	100
			Total			30	21			

II	I	Language Course – II (LC)	Podhutamil - II	25ULT2	6	3	3	25	75	100
			Hindi Literature & Grammar - II	22ULH2						
			Prose, Grammar and History of Sanskrit Literature	23ULS2						
			Basic French-II	22ULF2						
	II	English Language Course – II (ELC)	General English – II	23UE2	6	3	3	25	75	100
	III	Core Course - III (CC)	Elements of Marketing	23UBA2CC3	6	5	3	25	75	100
		Core Course – IV (CC)	Business Statistics	23UBA2CC4	5	5	3	25	75	100
		Allied Course - II (AC)	Business Environment	23UBA2AC2	5	3	3	25	75	100
	IV	Ability Enhancement Compulsory Course-II (AECC)	Environmental Studies	22UGEVS	2	2	-	100	-	100
	V	Extra Credit Course	SWAYAM		As per UGC Recommendation					
		Total			30	21				600

Semester	Part	Course	Title	Course Code	Hours	Credit	ExamHours	Marks		Total			
								Internal	External				
III	I	Language Course- III (LC)	Podhutamil - III	23ULT3	6	3	3	25	75	100			
			Hindi Literature & Grammar – III	22ULH3									
			Drama, Grammar and History of Sanskrit Literature	23ULS3									
			Intermediate French – I	22ULF3									
	II	English Language Course III (ELC)	Learning Grammar Through Literature - I	23UE3	6	3	3	25	75	100			
	III	Core Course – V (CC)	Core Practical - I (CP)	Organizational Behaviour	23UBA3CC5	5	5	3	25	75	100		
				Computer Applications Package for Managers - MS-Office (P)	22UBA3CC1P	5	5	3	40	60	100		
				Business Law	22UBA3AC3	4	3	3	25	75	100		
	IV	Ability Enhancement Compulsory Course – III (AECC)	Ability Enhancement Compulsory Course- IV (AECC)	Innovation and Entrepreneurship	22UGIE	2	1	-	100	-	100		
				Health and Wellness	24UGHW	2*	1		100		100		
				Generic Elective Course –I (GEC)	Introduction to NCC@	24UNC3GEC1	2	2	3	2	-	100	100
					Stock Exchange Practices	22UBA3GEC1							
	Basic Tamil - I	22ULC3BT1	25	75									
Special Tamil - I	22ULC3ST1												
V	Extra Credit Course	SWAYAM		As per UGC Recommendation									
	Total			30	23					800			

Semester	Part	Course	Title	Course Code	Hours	Credit	ExamHours	Marks		Total	
								Internal	External		
IV	I	Language Course - IV (LC)	Podhutamil - IV	23ULT4	6	3	3	25	75	100	
			Hindi Literature & Functional Hindi	22ULH4							
			Alankara, Didactic and Modern Literatures and Translation	23ULS4							
			Intermediate French – II	22ULF4							
	II	English Language Course-IV (ELC)	Learning Grammar Through Literature - II	23UE4	6	3	3	25	75	100	
	III	Core Course - VI (CC)	Core Practical - II (CP)	Cost Accounting	22UBA4CC6	5	5	3	25	75	100
				Computer Applications Package for Managers -Tally (P)	22UBA4CC2P	5	5	3	40	60	100
				Company Law	22UBA4AC4	4	3	3	25	75	100
	IV	Generic Elective Course– (GE) II	Specialization in Army@	Export Management	24UNC4GEC2	2	2	3	25	75	100
				Basic Tamil - II	22ULC4BT2						
				Special Tamil -II	22ULC4ST2						
				Stress Management	22UBA4SEC1						
		Skill Enhancement Course – I (SEC)			2	2	3	25	75	100	
V	Extra Credit Course	SWAYAM		As per UGC Recommendation							
	Total			30	23					700	

30 Days INTERNSHIP during Semester Holidays

Semester	Part	Course	Title	Course Code	Hours	Credit	ExamHours	Marks		Total
								Internal	External	
V	III	Core Course - VII (CC)	Entrepreneurial Development	23UBA5CC7	6	5	3	25	75	100
		Core Course – VIII (CC)	Research methods in Management	22UBA5CC8	5	5	3	25	75	100
		Core Course - IX (CC)	Management Accounting	22UBA5CC9	5	5	3	25	75	100
		Core Course - X (CC)	Digital Marketing	22UBA5CC10	5	5	3	25	75	100
		Internship		24UBA5INT	-	2	-	-	-	100
		Discipline Specific Elective – I (DSE)	Basics of Income Tax	23UBA5DSE1A	5	3	3	25	75	100
	Managerial Communication		23UBA5DSE1B							
	Retail Management		23UBA5DSE1C							
	IV	Ability Enhancement Compulsory Course-V (AECC)	UGC Jeevan Kaushal Professional Skills	22UGPS	2	2	-	100	-	100
		Skill Enhancement Course – II (SEC)	Statistical Package for Managers – SPSS (P)	22UBA5SEC2P	2	2	3	40	60	100
		Total			30	29				800

VI	III	Core Course - XI (CC)	Human Resource Management	24UBA6CC11	6	5	3	25	75	100
		Core Course - XII (CC)	Financial Management	24UBA6CC12	6	5	3	25	75	100
		Core Course - XIII (CC)	Cyber Security	22UGCS	5	4	3	25	75	100
		Discipline Specific Elective – II (DSE)	Business Analytics	23UBA6DSE2A	5	3	3	25	75	100
			Global Business Management	23UBA6DSE2B						
			Business Ethics	23UBA6DSE2C						
	Project	Project work	24UBA6PW	7	4	-	-	-	100	
	V	Ability Enhancement Compulsory Course- VI (AECC)	Gender Studies	22UGGS	1	1	-	100	-	100
			Extension Activities	22UGEA	0	1	0	--	--	--
			Total			30	23			
		Grand Total			180	140				4100

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (CBCS - LOCF)
(For the Candidates admitted from the Academic year 2024-2025 and onwards)

Curriculum Structure

Courses & Credits for BBA Programmes

Part	Course	No of Courses	Hrs/ Course	Credits	Total
I	Tamil/ Other Language	4	6	4*3=12	12
II	English	4	6	4*3=12	12
III	Core (Theory & Practical)	14	5/6	14*5=70	98
	Cyber Security	1	5	1*4=4	
	Project Work	1	7	4	
	Internship	1	-	2	
	First Allied	2	4/5	2*3=6	
	Second Allied	2	4	2*3=6	
IV	DSE	2	5	2*3=6	17
	GEC	2	2	2*2=4	
	SEC	2	2	2*2=4	
	AECC-I Universal Human Values	1	2	2	
	AECC-II-Environmental Studies	1	2	2	
	AECC-III-Innovation and Entrepreneurship	1	2	1	
	AECC-IV-Health and Wellness	1	-	1	
	AECC-V-Professional Skills	1	2	2	
AECC-V Gender Studies	1	1	1		
V	Extension Activities	--	-	1	01
		41		140	140

CORE COURSE I – PRINCIPLES OF MANAGEMENT

2023 – 2024 Batch Onwards

Semester I	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23UBA1CC1	Principles of Management	CORE	6	5

Course Objectives:

- To acquaint the student with a conceptual framework for understanding the basic theories of management, planning, goal setting, decision making, organizational structure, and effective control mechanisms.
- To utilize these concepts in various decisive functions of an organizations.

Pre-Requisites: Basic Knowledge in Business Studies

Course Outcomes:

Course Outcomes 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 acquire the concepts of functions of Management.	K1, K2
CO2	Apply the concepts of Planning and decision-making process in an organization.	K3
CO3	Analyse the knowledge of Business organization structure and its resources.	K3
CO4	Elucidate the process of effective controlling in organization	K2
CO5	Discuss the significance of ethics in business and its implications.	K2

MAPPING OF CO WITH PO AND PSO

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

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

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

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Introduction to Business - Management – Meaning – Definition – Nature – Importance – Scope and Functions – Role and Functions of a Manager– Levels of Management –Contribution of F.W. Taylor, Henry Fayol.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Planning – Meaning – Definition – Nature – Importance – Process – Types of plans – Steps in Planning– Objectives– Policies– Procedures and Methods–Types of Policies– Decision making – Meaning–Process of Decision making– Types of decision making.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Organizing– Meaning – Definition– Types of Organizations – Organization Structure – Departmentalization – Meaning– Need and Importance–Authority – Difference between Authority and Power–Delegation – Meaning –Types and Process of delegation –Decentralization – Advantages and Disadvantages of Decentralization	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Direction – Meaning – Definition – Nature and Purpose. Co- ordination – Meaning – Need, Type and Techniques and requisites for excellent Co- ordination – Controlling – Meaning and Importance – Control Process.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Definition of Business ethics – Types of Ethical issues –Role and importance of Business Ethics and Values in Business – Ethics internal – Ethics External–Environment Protection – Responsibilities of Business.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3

VI	<p>SELF STUDY FOR ENRICHMENT: (Not to be included for External examination)</p> <p>Management as an Art, Science and Profession – Administration Vs Management– Programmes and Budgets –Distinction between Centralization and Decentralization – Characteristics of Directing – Techniques of Controlling.</p>		CO1 CO2 CO3 CO4 CO5	K1 K2 K3
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Text Books:

1. Prasad, L.M. (2021), *Principles and Practices of Management*, 10th Edition, Sultan Chand and Sons.
2. Ramasamy, T. (2017), *Principles of Management*, 2nd Edition, Himalaya Publishing House.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter. (2011), *Fundamentals of Management*, 7th Edition, Pearson Education.
4. JAF Stoner, Freeman R.E and Daniel R Gilbert. (2014), *Management*, 6th Edition, Prentice Hall India, New Delhi.
5. Griffin, T.O. (2014), *Management*, 8th Edition, Houghton Mifflin Company, Boston, USA.

Books for Reference:

1. Gupta, C.B. (2012), *Principles of Management*, 3rd Edition, Sultan Chand & Sons.
2. Dinkar and Pagare. (2018), *Business Management*, 6th Edition, Prentice Hall of India.
3. Tripathi, P.C. & Reddy, P.N. (2021), *Principles of Management*, 7th Edition, Mc Graw Hill Education.
4. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri, (2015). *Principles of Management*, 2nd Edition, McGraw Hill Education.

Web Resources:

1. <https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Fundamentals%20of%20Business%20%28complete%29.pdf>
2. <https://studyresearch.in/2018/03/11/case-studies-principles-of-management/>
3. https://www.researchgate.net/publication/338967220_INTRODUCTION_TO_BUSINESS_MANAGEMENT
4. <https://www.just.edu.jo/~mqais/CIS151.html>
5. <https://blog.hubspot.com/marketing/management-principles>
6. <https://open.umn.edu/opentextbooks/textbooks/693>

Pedagogy: Lectures, Quiz, Power Point Presentation, Assignments and Seminar.

Course Designer: Dr. A. SIVARANJANI, Associate Professor.

CORE COURSE II - FINANCIAL ACCOUNTING

2024 – 2025 Batch Onwards

Semester I	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
24UBA1CC2	FINANCIAL ACCOUNTING	CORE	6	5

Course Objectives:

- The content of this course is designed to impart the basic knowledge of financial accounting theory, standards, principles and procedures to accounting problems and its application in business.
- To enable the students to acquire accounting skills and facilitate them to prepare final accounts of business and non-trading organization.

Pre-Requisite: Basic knowledge required in accounting concepts.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Explain the basic concepts and their application in business.	K1,K2
CO2	Analyze and interpret financial reports of a company.	K4
CO3	Evaluate the methods for preparing financial reports	K4
CO4	Acquire basic knowledge on Depreciation Accounting.	K3
CO5	Elucidate the procedures of Accounting under Single entry system	K2

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	2
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	3	3	3	3	2	3	3	3	3
CO4	3	3	3	3	2	3	3	3	2	3
CO5	3	3	2	3	2	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 LEVELS
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Advantages of Double Entry System – Journal, Ledger, Difference between Journal and Ledger– Preparation of Trial Balance.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
II	Subsidiary book – Purchase Book– Sales Book – Purchase return Book – Sales return Book – Preparation of cash Book – Single Column Cash Book– Double Column Cash Book– Three Column Cash Book–Bank reconciliation statement.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
III	Preparation of Final Accounts – Trading Account, Profit and loss Account and Balance Sheet– Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
IV	Partnership Accounts – Meaning, Basic concepts of admission, retirement and death of a partner. Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Differences between Statement of Affairs and Balance Sheet – Conversion Method.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Financial Accounting Standards – Formation – Scope of Accounting standards – Capital and Revenue – Classification of Expenditure – Annuity Method.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4

Text Books:

1. Gupta, R. L.& Gupta,V. K. (2016), *Financial Accounting*, 13th Edition, Sultan Chand and Sons.
2. Maheswari, S.N. (2017), *Financial Accounting*, 2nd Edition, Vikas Publishing House.
3. Goel.D.K and Shelly Goel. (2018), *Financial Accounting*, 2nd Edition Arya Publications,
4. Rakesh Shankar. R & Manikandan.S. (2017), *Financial Accounting*, 3rd Edition, SCITECH Publication.
5. Shukla & Grewal. (2002), *Advanced Accounting*, 15th Edition, Sultan Chand & Sons,New Delhi.

Books for Reference:

1. Jain, S.P. & Narang, K.L. (2014), *Advanced Accountancy*, 10th Edition, Kalyani Publishing & Co.
2. Gupta, R.L & Radhasamy, L. (2018), *Advanced Accountancy*, 13th Edition, Sultan Chand and Sons.
3. Reddy, T.S. & Murthy, A. (2021), *Financial Accounting*, 2nd Edition, Margham Publications.
4. Tulsian P.C.(2006), *Financial Accounting*, 2nd Edition, Pearson Education
5. T. Horngren Charles, L. Sundern Gary, A. Elliott John. (2017), *Introduction to Financial Accounting*, 11th Edition, Pearson Publications.

Web Resources:

1. www.accountingcoach.com
2. [https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING FOR MANAGERS.pdf](https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf)
www.accountingplay.com
3. www.accounting.com
4. <https://www.profitbooks.net/what-is-depreciation>
5. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
6. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system

Pedagogy: Lectures, Quiz and Assignments

Course Designer: Dr. A. SIVARANJANI, Associate Professor.

ALLIED COURSE I - MANAGERIAL ECONOMICS

2023 – 2024 Batch Onwards

Semester I	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23UBA1AC1	Managerial Economics	ALLIED	4	3

Course Objectives:

- To enable the students to learn the various economic concepts and their application in business decisions.
- To make students to understand the relevance of economics in business decisions.
- To equip the students with economic tools for business analysis.

Pre-Requisite: Basic knowledge in Economics.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Analyze & apply the various economic concepts in individual & business decisions.	K1, K2
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K2
CO3	Employ production, cost and supply analysis for business decision making	K3
CO4	Identify pricing strategies	K3
CO5	Classify market under competitive scenarios.	K4

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	2	3	2	3	2
CO5	3	3	2	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 LEVELS
I	Definition of Economics –important concepts of economics – Scope of managerial economics – Relationship between micro, macro and managerial economics – objectives of firm.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
II	Marginal utility analysis – Indifference curve analysis. Meaning of demand – Demand analysis – Law of demand – Types of demand- Determinants of demand – Elasticity of demand.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
IV	Pricing – Factors – General consideration of pricing – methods of pricing – Dual pricing - determinants of pricing –Revenue and Revenue curves –Relationship between Average revenue, Marginal revenue and Total Revenue.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
V	Market Structure: Perfect competition – Monopoly and monopsony – Monopolistic Competition – Duopoly - Oligopoly.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Nature of Managerial Economics – Exceptions in Law of Demand – Classification of Economics of Large-scale production – Objectives of Pricing - Difference between perfect competition and Monopoly.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Books:

1. Varshney, R.L. & Maheswari, K.L. (2018), *Managerial Economics*, 19th Edition, Sultan Chand and Sons.
2. Cauvery, R. SudhaNayak, M. Giriza, & Meenakshi, R. (2015), *Managerial Economics*, 3rd Edition, Sultan Chand and Sons.
3. Mehta, P.L. (2016), *Managerial Economics Analysis, Problems and Cases*, 21st Edition, Sultan Chand and Sons.
4. Mithani D.M. (2016), *Managerial Economics*, 8th Edition, Himalaya Publishing House, Mumbai.
5. Dwivedi, D N. (2015), *Managerial Economics*, 8th Edition, Vikas Publishing House.

Books for Reference:

1. Sankaran, S. (2019), *Managerial Economics*, 5th Edition, Margham Publication.
2. Jhingam, M.L. & Stephen, J.K. (2014), *Managerial Economics*, 2nd Edition, Vrinda Publicaions Private Limited.
3. Thomas and Maurice. (2017), *Managerial Economics: Foundations of Business Analysis and Strategy*, 10th Edition, McGraw Hill Education.
4. Ahuja, H L. (2017), *Managerial Economics*, 9th Edition, Sultan Chand and Sons.
5. Dominick Salvatore. (2016), *Managerial Economics: Principles and Worldwide Applications*, 8th Edition, Oxford University Press.

Web Resources:

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
3. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
4. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
5. <https://www.intelligenteconomist.com/profit-maximization-rule/>

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar.

Course Designer: Dr.M.NEELA, Associate Professor.

CORE COURSE III (CC) – ELEMENTS OF MARKETING

2023 – 2024 Batch Onwards

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA2CC3	ELEMENTS OF MARKETING	CORE	6	5

Course Objectives:

- To acquaint the students with the functions and segmentations of market environment.
- To enable the students, understand the development of new product upcoming in the market.
- To upgrade the students regarding the various emerging markets in a dynamic market environment.

Pre-Requisites: Basic Knowledge in Marketing.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Understand and acquire marketing concepts and functions of Marketing.	K1
CO2	Classify and understand the various approaches to segmentation and buyer behaviour, decision process.	K2
CO3	Identify the need of new product development and pricing objectives, importance and methods.	K2
CO4	Estimate the various classification of advertising and selling and apply the knowledge as a tool for promotion.	K3
CO5	Apply the Knowledge for recent trends in marketing.	K3

MAPPING OF CO WITH PO AND PSO

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

CO5	3	3	1	3	1	3	3	3	1	3
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“1”-Slight(Low) Correlation-“2”- Moderate (Medium) Correlation-

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

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Marketing – Definition - Scope and importance of Marketing - Functions of marketing – Marketing Mix - Classification of Markets.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Market Segmentation – Approaches to Segmentation – Factors influencing buyer behavior – Buying Decision Process.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Product life cycle – New product development process – Product Mix– Pricing objectives and importance – Factors influencing price – Pricing methods.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Promotion Mix – Elements – Advertising – Classification of Advertising – Advertising media – Types of media – Sales Promotion and Personal selling.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Recent trends in marketing – Social media marketing – Online marketing – Telemarketing – Green marketing - Marketing Information System.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Role and Functions of Marketing Manager- Product Positioning - Product mix - Strength and Weakness of Personal selling – Basic Concepts of Niche Marketing & Guerrilla Marketing.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Rajan Nair.(2015), *Marketing*, Sultan Chand & Sons.
2. Pillai & Bhagavathi, (2016), *Modern Marketing*, 5th Edition, S. Chand & Company.

Books for Reference:

1. Philip Kotler, (2001), *A Framework for Marketing Management*, 1st Edition, Prentice Hall of India.
2. Rajan Saxena, (2005), *Marketing Management*, 3rd Edition, Tata McGraw Hill Publishers.
3. Sherlekhar, *Marketing Management*, 14th Edition, Himalaya Publishing House Pvt. Ltd,
4. Varshney R.L and Gupta S.L, (2016), *Marketing Management Text & Cases*, 3rd Edition, Sultan Chand & Sons.

Web Resources:

1. <https://www.tutorialspoint.com>
2. <https://www.yieldify.com> .
3. <https://www.uschamber.com>
4. <https://edynamiclearning.com>

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar.

Course Designer: Ms. P. THANGAMANI, Assistant Professor.

CORE COURSE IV (CC) - BUSINESS STATISTICS
2023 – 2024 Batch Onwards

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA2CC4	BUSINESS STATISTICS	CORE	5	5

Course Objectives:

- To equip the students to solve problems statistically.
- To promote the students to analyze management problems in research and decision making.
- To understand the basic knowledge on graphical representation.

Pre-Requisites: Basic Knowledge in Statistics.

Course Outcomes:

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Examine the basics of Statistics in Business and Analyze the data – Graphs and Diagrams.	K1
CO2	Analyze the data – Graphs and Diagrams.	K2
CO3	Estimating the measures of central tendency – Mean, Median, Mode.	K2
CO4	Acquire the conceptual knowledge of measures of dispersion.	K2
CO5	Apply and practice of the simple correlation and Regression analysis	K3

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	2
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	2	3	3	3	3
CO4	3	3	3	2	3	3	3	3	2	3
CO5	3	3	1	2	1	3	3	1	2	1

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

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

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Introduction to statistics – Definition – Nature – objectives - Scope – Uses and limitations of statistics in Business- Data - Sources of data – collection of data - Frequency distribution - Data grouping - classification and tabulation.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Introduction to Graphs - Diagrammatic representation- One, Two and Three dimensional Diagrams; Bar diagram: Introduction - Simple bar diagram and Multiple bar diagram, Percentage bar diagram - Pie diagram – Graphic representations – Histogram, Frequency polygon and frequency curve, Ogives.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Measures of central tendency – Mean, Median, Mode - Weighted Arithmetic mean - Geometric mean and Harmonic mean – Uses and limitations of measures of central tendency – Skewness and kurtosis.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Measures of Dispersion – Range - Co-efficient of Range – Quartiles - Inter-Quartile Range and Quartile Deviation - Coefficient of Quartile Deviation - Mean Deviation - Coefficient of Mean Deviation - Standard Deviation.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Correlation – Definition – Correlation analysis – Types of Correlation - Karl Pearson’s Coefficient of correlation and Spearman’s Rank correlation – Uses of Correlation Analysis - Regression Analysis.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Statistics as a Subject of Study - Data and Information - Statistical variables: Qualitative and Quantitative - Sampling: population and samples - Parameter and Statistics - Sampling methods - Random Sampling and Non – Random Sampling. Lorenz curve, Combined mean and Standard deviations.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

- 1 .Dr. S P Gupta,(2021), *Statistical Methods*, 46th Edition, Sultan Chand Publications.

Books for Reference:

1. S.P.Gupta & M.P.Gupta, (2013), *Business Statistics*, 6th Edition, Himalaya Publishing House.
2. R.S.N.Pillai & Bagavathi, (2010), *Statistics*, 7th Edition, Sultan Chand and Sons.
3. M.C. Shukla & S. C.Gulshan, (2010), *Statistics – Theory and Practice*, 6th Edition, Sultan Chand and Sons.

Web Resources:

- 1 <https://www.geeksforgeeks.org/introduction-of-statistics-and-its-types/>
- 2 <https://flexbooks.ck12.org>
3. <https://statistics.laerd.com/statistical-guides>

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar.

Course Designer: Dr.S.THAMARAI SELVI, Associate Professor.

ALLIED COURSE II (AC) - BUSINESS ENVIRONMENT

2023 – 2024 Batch Onwards

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA2AC2	BUSINESS ENVIRONMENT	ALLIED	5	3

Course Objectives:

- To Identifying business opportunities.
- To promote basic understanding of the concept of Business Environment.
- To make learners the impact of environment on business.
- To learn Macro and Micro Economic Environment in Business.

Pre-Requisites: Basic Knowledge in Business Environment.

Course Outcomes:

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Enable the students to acquire basic ideas about Business environment and its components	K1, K2
CO2	The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in business	K2
CO3	Students will have a fair understanding of the Business	K2
CO4	Students will know the concept of business environment and factors influencing the environment	K2
CO5	Students will get to learn the latest trends in the Business	K3

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	1	3	3	2	3	2
CO2	2	3	3	3	3	3	1	2	2	3
CO3	3	1	2	2	2	3	2	3	3	2
CO4	3	2	2	3	3	1	3	3	3	2
CO5	2	2	2	3	3	2	3	2	2	1

“1” – Slight (Low) Correlation “2” – Moderate (Medium) Correlation “3” – High (Strong) Correlation

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

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction: Business – Meaning – Objectives – Scope - Nature and Characteristics of Business. Business Environment -Types of Environments – Internal – External - Micro and Macro Environment. Process and limitations of Environmental Analysis.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Economic Environment: Meaning of Economic Environment- Nature, factors affecting Economic Environment - Basic Economic System – Capitalism - Mixed Economy - Socialist Economy. Liberalization – Privatization - Globalization (LPG) – Nature and Objectives.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Political Environment: Political Environment - Meaning, Importance of Political Environment - Responsibilities of Business towards Government - Role of Political Environment in Business - Political Systems - Political Intervention and Participatory role.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Socio-Cultural Environment: Nature and impact of Culture on Business - Peoples attitude to Business and Work - Business and Society - Social Responsibility of Business - CSR - Arguments for and against social responsibility of Business.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Technological Environment: Concept, Significance, features and types of Technological Environment - Impact of Technology on Business – Globalization - Nature, Advantages and disadvantages - Transfer of Technology - Status of Technology in India.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
	SELF STUDY FOR ENRICHMENT:			

VI	(Not to be included for External Examination)		CO1	
	Factors affecting Business Environment-Economic environment in India – Challenges in Political Environment – Importance of CSR -. Sources of Technological Dynamics - Innovation.		CO2	K1
			CO3	K2
			CO4	K3
			CO5	

Text Book:

1. K.Aswathappa (2014) – *Essentials of Business Environment* –13th Edition Himalaya Publishing House.
2. VeenaLeshavPailwar (2012) – *Economic Environment of Business* –3rd Edition Prentice Hall Learning Pvt Ltd.

Books for Reference:

1. Rangarajan, C.A.; *Perspective in Economics*, S.Chand & Sons, New Delhi
2. Cherunilam, Francis; *Business Environment* - Text and Cases, Himalaya Publishing House.
3. Shaikh Saleem *Business Environment*, 2nd Edition, Pearson Publications.
4. P.K. Ghosh, *Business Environment*, Sultan Chand & sons.

Web Resources:

1. <https://www.studocu.com/in/document/university-of-kerala/business-environment/introduction-definit>.
2. <https://www.vedantu.com/commerce/economic-environment>
3. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/2515-political-environme>

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar.

Course Designer: Ms. A. SUGANYA, Assistant Professor.

CORE COURSE V - ORGANIZATIONAL BEHAVIOUR

2023 – 2024 Batch Onwards

Semester III	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA3CC5	Organizational Behaviour	CORE	5	5

Course Objectives:

- To have an understanding of recent trends in Organizational Behaviour.
- To learn the basic structure for managing behavior in Organization at both individual and group level.
- To expose the students about the basic concepts of motivation and group dynamics.
- To help them acquire interpersonal skills.
- To measure the organizational development and analyze the importance of coordination.

Pre-Requisites: Basic Knowledge in Organizational Behaviour.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Create the knowledge on fundamental concepts of Organization behavior and application of the organization concepts.	K1
CO2	Discuss the issues relating to individual and group behaviour.	K2
CO3	Define Human behaviour at work place and apply the concept of Group dynamics, Group cohesiveness and Group Norms.	K3
CO4	Communicate the knowledge about the motivation, leadership and learning theories at work place.	K2
CO5	Analyze the complexities and solutions relating organizational behaviour in the recent business scenario.	K3

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	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	2	3	3	3	2	3
CO5	3	3	3	3	2	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 LEVELS
I	Meaning of Organizational Behaviour – Nature – Levels – Approaches of Organizational Behaviour – Disciplines contributing to Organizational Behaviour .	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Individual Behaviour – Learning -Importance of Learning- Perception - Factors influencing perception – Perceptual Process - Personality – Characteristics - Determinants – Types of Personality – Type A and Type B Personality.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Group – Characteristics – Types – Group Dynamics – Importance – Managerial implications of Group Dynamics - Group Norms –Importance – Types – Development of Group Norms - Group Cohesiveness – Factors influencing Group Cohesiveness – Consequences of Group Cohesiveness.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Leadership –Characteristics – Functions – Approaches - Styles of leadership – Power – Types- Sources of Power – Authority – Types – Determinants – Limitations of Authority.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Morale – Importance – Factors affecting Morale - Measurement of Morale – Steps to improve Morale in an Organization - Motivation – Nature –Motivation Process - Theories of Motivation – Maslow needs theory – Herzberg’s Two Factor Theory- Organizational Culture	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Challenges of Organizational Behaviour – Significance of Personality – Advantages and		CO1 CO2 CO3 CO4	K1 K2
	Disadvantages of working in Group – Difference between Power and Authority – Significance of Motivation.		CO5	K3

Text Books:

1. L.M.Prasad, (2019), *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.
2. S.S. Khanka, (2013), *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.

Books for Reference:

1. Jerald Green Berg and Robert, (2011), *Behaviour in organizations*, 10th Edition, Prentice Hall of India.
2. Stephen P. Robbins, (2018), *Organization Behaviour, Concepts, Controversies and application*, 12th Edition, Prentice Hall of India.
3. V.S.P. Rae & D.S Narayana, (2000), *Organization theory and behaviour*, 2nd Edition, Konark Publishers Pvt. Ltd.

Web Resources:

1. <https://www.iedunote.com/organizational-behavior>
2. <https://www.london.edu/faculty-and-research/organisational-behaviour>
3. Journal of Organizational Behavior on JSTOR
4. International Journal of Organization Theory & Behavior | Emerald Publishing
5. <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar.

Course Designer: DR.J.TAMILSELVI, Professor and Head.

**CORE PRACTICAL - I (CP)- COMPUTER APPLICATIONS PACKAGE FOR MANAGERS
(MS-OFFICE PRACTICAL)**

2022 - 2023 Batch Onwards

Semester III	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
22UBA3CC1 P	COMPUTER APPLICATIONS PACKAGE FOR MANAGERS (MS-OFFICE PRACTICAL)	CORE	5	5

Course Objectives:

- To impart the basic knowledge of the computer to the students.
- To understand the basics of Microsoft Office and usage of Internet.
- To Create slide presentations that include text, graphics, and animation.
- To identify resources available on the Internet.

Pre-Requisites: Basic Knowledge in Ms-Office.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Analyse the areas of application of computer.	K1
CO2	Create business letters using wizard and to create mail merge.	K2
CO3	Demonstrate hands on experience with Ms-Excel for business activities and to create different types of charts.	K3
CO4	Design power point presentation and apply animations.	K3
CO5	Demonstrate the usage of Internet.	K3

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	3	3	3
CO2	3	3	2	3	3	3	3	3	3	3
CO3	3	3	3	3	2	3	3	3	3	3
CO4	3	3	2	3	2	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 LEVELS
I	MS Word – Working with word document, Opening an existing document/creating a new document; Saving, Selecting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup – Editing and formatting documents- Spelling and Grammar check- Header and Footer-Word count- Thesaurus - Auto correct – Business letter using wizards - Mail merge - Working with tables – Saving, opening and closing documents.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	MS Excel- Worksheets and Workbooks- Entering data into MS Excel- Formatting a Worksheet - Creating different types of Charts- Application of financial and statistical function - Saving, opening and closing workbooks.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	MS Power Point -Creating, Editing and Formatting Presentation – Adding and Formatting Text - Customizing Presentations - Working with Shapes and Pictures - Applying Transition and Animation Effects - Applying Design Templates - Viewing and Setting up a Slide Show.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Introduction to Internet - Usage of Internet to society - World Wide Web - Search Engines - Understanding URL - Domain name - IP Address - Printing or saving portion of web pages - Down loading - Chatting on Internet.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3

V	Introduction to Social Media - Usage of different types of Social media - Digital Security - E - Payments system -Types Email - Email addressing - Mailbox: Inbox and outbox - Using Emails - Viewing an email - Sending an Email - Saving mails - Sending same mail to various users - Sending soft copy as attachment.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Advantages of computers – Usage of Worksheet for Research – Pre -requisites for preparing sound Business Presentations - Limitations of Internet – Pros and cons of using Social Media.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Books:

1. P.Rizwan Ahmed, (2019), *Computer Application in Business*, Margham Publications.
2. Pradeep K Sinha and Priti Sinha, (2003), *Computer Fundamentals*, 6th Edition, B P B Publications, New Delhi.

Books for Reference:

1. Ananthi Sheshasaayee & Sheshasaayee, (2019), *Computer Applications in Business and Management*, Margham Publications.
2. S.S. Shrivatsava, (2015), *Ms-Office*, 1st Edition, Laxmi Publications.

Web Resources:

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18>
3. <https://byjus.com/govt-exams/microsoft-word/>
4. <https://edu.gcfglobal.org/en/google-forms/>

Pedagogy: Lecture, Assignment, Seminar, Computer Practical.

Course Designer: DR.M.NEELA , Associate Professor.

CO4	3	3	2	3	2	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 LEVELS
I	Contract-Classification-Essentials of a contract- Offer Legal rules as to offer - Acceptance- Legal rules as to acceptance- Consideration - Legal rules as to consideration -Contractual capacity-Free consent.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Performance of contract- Modes of Discharge of Contract- Remedies for Breach of contract- Quasi contract.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Law of Agency- Mode of creation- Agency by Ratification- Classification of Agents- Termination of Agency- Bailment and Pledge.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Sale of goods Act-Definition-Condition and warranties – Caveat Emptor- performance of contracts of sale – Rights of an unpaid seller- Auction sales.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Partnership - Definition- - Rights, Duties and Liabilities of Partners - Types of Partnership- Dissolution of Partnership.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Legality of object- Sub- Agent and Substitute Agent- Indemnity and Guarantee- Transfer of property- Essentials of Partnership.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Books:

1. N.D.Kapoor (2015), *Elements of Business Law*, 37th Revised Edition, Sultan Chand and Sons, New Delhi.
2. M.C. Shukla (2016), *A Manual of Mercantile Law*, 13th Edition, Sultan Chand and Sons, New Delhi.

Books for Reference:

1. R.S.N Pillai & Bagawathi (2010), *Business Law*, Sultan Chand and Sons, New Delhi.
2. Kuchhal M C (2013) , *Mercantile Law*, 8th edition, Vikas Publishing House Ltd.

Web Resources:

1. <http://kamarajcollege.ac.in/Department/Corporate/III%20Year/003%20Core%2015%20-%20Business%20Law%20-%20V%20Sem.pdf>

2. <https://www.studocu.com/in/document/periyar-university/bcom/business-law-study-material-for-undergraduate-students/19955618>

3. <https://www.researchgate.net/publication/369143740>

Pedagogy: Lecture, Assignments, Seminar and Quiz.

Course Designer: DR. A. SIVARANJANI, Associate Professor.

GENERIC ELECTIVE COURSE – I (GEC): STOCK EXCHANGE PRACTICES

2022 – 2023 BATCH ONWARDS

SEMESTER III	INTERNAL MARKS: 25		EXTERNAL MARKS: 75	
COURSE CODE	COURSE TITLE	CATEGORY	HRS./ WEEK	CREDITS
22UBA3GEC1	STOCK EXCHANGE PRACTICES	GENERIC ELECTIVE COURSE	2	2

Course Objectives:

- To impart the basic knowledge of stock marketing.
- To predict the movements in the stock in various investment avenues and to rate them.
- To equip the students about credit rating of the companies.

Pre-Requisites: Basic Knowledge in stocks.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Identify the essential of Capital Markets and to evaluate the need for New Issue Markets.	K1
CO2	Framing the role and functions of Secondary Markets.	K2
CO3	Discuss the necessity of Listing in Stock Exchanges.	K3
CO4	Assess the predominant role of Stock brokers in the trading mechanism.	K3
CO5	Formulate the methods of ranking of institutions through credit rating.	K3

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	3	2	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	2	3

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

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Capital Market – Need and importance – Financial instruments – features - New Issue Market – Functions and Methods of Issue.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Secondary Market – Origin and Growth – Role and Functions of Stock Exchange – Weaknesses of Stock exchange. Indian stock	6	CO1 CO2 CO3	K1

	exchange – objectives .		CO4 CO5	K2 K3
III	Listing of Securities – Group A, Group B, Group C Shares – Listing Procedures – Criteria for Listing.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Mechanics of Trading in Stock Exchanges – Registration of Stock Brokers – Functions – Kinds of brokers – Kinds of Speculators – Speculative Transactions.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Credit Rating – CRISIL – CARE – ICRA Agencies, DEMAT Accounts – Depositories.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Relationship between New issue market and Stock Exchange – Recent developments in Secondary market – Online trading – BSE, NSE, OTCEI, MCX and SX.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Gordon E & Natarajan K, (2016), *Financial Markets and Institutions*, 11th Revised Edition, Himalaya Publishing House.

Books for Reference:

1. Punithavathy Pandian, (2012), *Security Analysis and Portfolio Management*, Vikas Publishing

House Ltd.

2. Joseph Anbarasu D, Boomonathan V. K., Manoharan P, Gnanaraj G, (2014), *Financial Services*, 1st Edition, Sultan Chand & Sons.
3. Gurusamy S, (2015), *Financial Market and Institutions*, 1st Edition, Vijay Nicole Imprints Pvt. Ltd.,

Web Resources:

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

Pedagogy: Lecture, Assignments, Seminar and Quiz.

Course Designer: DR. M. GAYATHRI, Associate Professor

CORE COURSE VI (CC) – COST ACCOUNTING

2022 – 2023 Batch Onwards

Semester IV	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UBA4CC6	COST ACCOUNTING	CORE	5	5

Course Objectives:

- To facilitate students to understand and to gain knowledge about the concepts and principles of cost accounting
- To apply the costing techniques in various practical situation.

Pre-Requisite: Basic knowledge required in accounting concepts.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement	Knowledge Level
CO1	Impart the knowledge of basic Cost Concepts, elements of cost and preparation of Cost sheet.	K1
CO2	Formulate stores ledger using FIFO, LIFO, Simple Average and Weighted Average Method as tool of material control	K3
CO3	Compute cost of labour using time and differential piece rate system as a tool of labour control	K2
CO4	Design statement showing allocation and apportionment of overhead of service Department to producing department by using various methods	K3
CO5	Analyze the various types of costing	K4

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	2
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	3	3	3	3	2	3	3	3	3
CO4	3	3	3	3	2	3	3	3	3	2
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 LEVELS
I	Cost accounting – Meaning – Objectives and Scope of Cost accounting – Cost concepts – Cost accounting Vs Financial and Management accounting – Advantages of Cost accounting – Limitations of Cost accounting – Types of Costing - Elements of Cost – Preparation of Cost sheet.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
II	Material Control –Meaning and Objectives – Purchase of Materials – Stock Levels of Materials – EOQ – Stores Records – ABC Analysis – Issue of Materials – Methods of Issue – FIFO – LIFO– Simple average – Weighted average method.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
III	Labour cost – Types and Labour Turnover – methods of measuring Labour Turnover – Ideal time – methods of wage payment – Time rate system – Piece rate system – Premium and Bonus plans – Halsey Plan - Rowan plan – Taylor’s and Merricks differential piece rate – Gantt’s task bonus plan – Emerson’s efficiency plan.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
IV	Overhead – Definition – Classification – Allocation and Apportionment of Overhead – Primary and Secondary apportionment of overheads – Step ladder methods – Reciprocal methods – Machine hour rate – Computation of Machine Hour Rate.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
V	Operating costing – Job costing – Features of Job costing– Objectives of Job costing – Process costing – Advantages of Process costing and Disadvantages of Process costing – computation of process costing – normal loss – abnormal loss – abnormal gain .	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Classification of cost - Cost control and Cost Audit - inventory system – Absorption of Overhead – Selling and Distribution overhead -- Contract costing – Standard and variance costing.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4

Text Book:

1. Jain S P and Narang K L, (2014), Cost Accounting Principles and Practice, Kalyani publishers, New Delhi.
2. Maheshwari S N (2015), Cost Accounting, Sultan Chand and Sons, New Delhi.
3. Iyengar S P, (2014), Cost Accounting, Sultan Chand and Sons, New Delhi.
4. Reddy T S & Hari Prasad Reddy, (2014), Cost Accounting, Margham Publications, Chennai.
5. Shukla Grewal, (2023), Cost Accounting Text and Problems , Sultan Chand and Sons, New Delhi.

Books for Reference:

1. Pillai R S N & Bagawathi, (2015), Cost Accounting, Sultan Chand and Sons, New Delhi.
2. Jawahar Lal, Seema Srivastava, Manisha Singh, (2019), Cost Accounting : Text, Problems and Cases, 6th Edition, McGrawHill.
3. MN Arora, (2021), Cost Accounting Principles and Practice, 13th Edition, Vikas Publishing.
4. M.L.Agarwal,(2021), Cost Accounting, Revised Edition, Sahitya Bhawan Publications.
5. M.P.Gupta (2008), Cost Accounting: Text and Problems, S.Chand Publishing.

Web Resources:

1. https://icmai.in/upload/Students/Syllabus2022/Inter_Stdy_Mtrl/P8.pdf
2. <https://gacbe.ac.in/pdf/ematerial/18BCO51C-U1.pdf>
3. <https://umeschandracollege.ac.in/pdf/study-material/accountancy/Overhead-Costing.pdf>
4. [https://www.srcc.edu/sites/default/files/Process%20Costing%20\(1\).pdf](https://www.srcc.edu/sites/default/files/Process%20Costing%20(1).pdf)
5. <https://edurev.in/t/168325/Job-Order-Costing>

Pedagogy: Lectures, Quiz and Assignments

Course Designer: DR. A. SIVARANJANI, Associate Professor

CORE PRACTICAL II (CP) - COMPUTER APPLICATION PACKAGE FOR MANAGERS - TALLY PRACTICAL

2022 – 2023 Batch Onwards

Semester IV	Internal Marks 40	External Marks 60		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UBA4CC2P	COMPUTER APPLICATIONS PACKAGE FOR MANAGERS - TALLY PRACTICAL	CORE PRACTICAL	5	5

Course Objectives:

- To impart the basics required for systems accounting in the technological world.
- To prepare various reports using accounting package required for modern business era.

Pre-Requisite: Basic knowledge required in computer.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement	Knowledge Level
CO1	Create company, groups and ledgers using Tally.	K1
CO2	Create different types of voucher.	K2
CO3	Create different stock categories, stock item and stock group.	K3
CO4	Create cost centers and prepare reports such as Day books and Final accounts.	K3
CO5	Creating Company with GST and Budgets.	K3

MAPPING OF CO WITH PO AND PSO

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

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

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Creation of Company – Creation of Groups - Editing and deleting groups - Creation of Ledgers – Editing and deleting ledgers.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
II	Introduction to Voucher Entries – Payment Voucher - Receipt Voucher – Sales Voucher – Purchase Voucher - Contra voucher - Journal Voucher- Editing and deleting voucher.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
III	Introduction to Inventories – Creation of Stock Categories – Stock groups – Stock items – Configuration and features of stock item – Editing and deleting stocks.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
IV	Introduction to cost – Creation of cost categories – creation of cost centers – Editing and deleting- usage of cost category and cost centers in voucher entry – Day book - Trial Balance - Final Accounts – Trading and Profit and Loss A/c – Balance Sheet - Generating reports.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
V	Introduction to GST – Registration – Creating Company with GST – Creating Tax Ledgers Recording GST Sales - Creation of Budgets.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Basic concepts of Accounting – History of Tally – Types of vouchers – benefits of inventory – Kinds of Day books – Basic concepts of GST.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4

Text Book:

1. Rizwan Ahmed P,(2019), Computer Application in Business and Management, Margham Publications.
2. Ashok K. Nadhani, (2018), Tally 9.0, BPB Publications.

Books for Reference:

1. Sinha P K, (2017), Computer Fundamentals, BPB Publications.
2. Nanthini K.K, (2018), Implementing Tally 9.0, BPB Publications.

Web Resources:

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://www.tutorialkart.com/tally/tally-tutorial/>
3. <https://byjus.com/govt-exams/microsoft-word/>
4. <https://edu.gcfglobal.org/en/google-forms/>

Pedagogy: Lectures, Power Point Presentation, Assignment, Seminar, Computer Practical.

Course Designer: Dr. M. NEELA, Associate Professor.

ALLIED COURSE IV (AC) - COMPANY LAW

2022 – 2023 Batch Onwards

Semester IV	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UBA4AC4	COMPANY LAW	ALLIED COURSE	4	3

Course Objectives:

- ◆ To promote basic understanding of the concept of Company Law
- ◆ To impart knowledge about establishing and conducting affairs of the company and formalities for financing a company.
- ◆ To able to conduct different meetings in the company and recording of the proceedings

Pre-Requisites: Basic Knowledge in Companies

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts and different types of companies	K1
CO2	Communicate the knowledge about the formation of companies and contents of the prospectus	K2
CO3	To assist the students to understand the different types of shares and debentures	K1
CO4	Apply the laws governing various formalities about meetings and proceedings	K3
CO5	Ability to identify the duties and responsibilities of directors	K2

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	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	3	3	2	3	3	3	3	2
CO5	3	3	3	3	2	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 LEVELS
I	Company – Definition of Company – Characteristics – Advantages of a company – Kinds of companies – Private Ltd Company Vs Public Company – New Companies Act 2013.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Formation of Companies – Incorporation of Company – Memorandum of Association – Clauses – Articles of Association – Contents – Prospects - Contents.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Share capital – kinds of Share capital – Shares – Types of Shares – Application and Allotment of shares – Forfeiture of Shares – Debentures – Features – Types of Debentures .	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Meetings – Definitions of Meetings – General Meetings of Shareholders – Statutory Meeting – Annual General Meeting – Extraordinary General Meeting – Class Meeting – Quorum for Meeting – Proxy – Resolution – Minutes	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Company Management – Appointment of Directors – Powers, Duties and Liabilities of Directors – Winding of Company – Voluntary Winding up – Types of Voluntary Winding up – Winding up by Court – Consequences of Winding up – Dissolution of Company	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Share certificate and Share warrant– Transfer of		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

shares – Lien on shares – Premium and Discount – Minimum subscription – Dividend – Types.			
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Text Books:

1. N.D. Kapoor (2017), Company Law, Revised Edition, Sultan Chand & Sons.
2. G.K. Kapoor and Sanjay Dharnija (2023), Company Law and Practice, 25th Edition, Taxmann's.
3. S C Tripathi, (2019), New Company Law, 2nd Edition , Central Law Publication.
4. CS N.S.Zad and CS Divya Bajpai, (2023), Company Law, 5th Edition, Taxmann Publication.
5. Madhu Tyagi and Arun Kumar, (2003), Company Law, Atlantic Publishers.

Books for Reference:

1. PMS.Abdul Gaffoor and S. Thothadri. (2017), Company Law and Secretarial Practice, Vijay Nicole Imprints.
2. Kuchhal M.C. and Vivek Kuchhall, (2012), Merchantile Law, 8th Edition ,Vikas Publishing Pvt.Ltd.Noida.
3. Avtar Singh, (2016), Company Law, Eastern Book Co.(EBC).
4. PPS Gogna, (2016), A Textbook of Company Law, Eleventh, S.Chand Publishing
5. Dr.S.R.Myneni , (2021), Company Law Companies Act 2013 (Corporate Law 1), Asia Law House.

Web Resources:

1. <https://lawbhoomi.com/companies-act-notes-and-study-materials/>
2. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1402.pdf
3. <https://unacademy.com/content/ca-foundation/study-material/business-laws/the-companies-act-2013/>

Pedagogy: Lecture, Assignments, Seminar and Quiz

Course Designer: Dr. A. SIVARANJANI, Associate Professor.

CO5	3	3	3	3	3	3	3	3	3	3
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“1”-Slight(Low) Correlation-“2”- Moderate (Medium) Correlation-
“3”- Substantial (High) Correlation –“-“ indicates there is no correlation.

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Introduction to Export Management: Definition - Need for Export Management - Nature of export management - Functions of an export manager.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Organising an export firm: Introduction - Setting up of an export firm - Registration procedure - Process of Execution of an order - Criteria for selection of product for export.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Export Pricing: Introduction - Factors determining Export Pricing - Export Pricing Quotations - Export Pricing Strategies.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Export Finance: Introduction - Importance of Export Finance - Pre and Post Shipment Finance - EXIM Bank – Meaning - Objectives and functions.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Export Procedure: Introduction - Stages in Export Procedure - Export Incentives.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Organisation structure of an export firm - Need for Export marketing plan - Modes of entry in foreign markets.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Khurana P K, (2019), *Export Management*, I Edition, Bookage Publications, New Delhi.
2. Balagopal TAS, (2016), *Export Management*, 22nd Edition, Himalaya Publishing House, Mumbai

Books for Reference:

1. Francis Cherunilam, (2019), *International Trade and Export Management*, Himalaya Publishing House, Mumbai
2. Kapoor D C, (2010), *Export Management*, Vikas Publishing House, New Delhi

Web Resources:

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

Pedagogy: Lecture, Assignments, Seminar and Quiz.

Course Designer: Dr. M. GAYATHRI, Associate Professor.

SKILL ENHANCEMENT COURSE –I (SEC): STRESS MANAGEMENT

2022 – 2023 BATCH ONWARDS

SEMESTER IV	INTERNAL MARKS: 25		EXTERNAL MARKS: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
22UBA4SEC1	STRESS MANAGEMENT	SKILL ENHANCEMENT COURSE	2	2

Course Objectives:

- Identify current and potential sources of stress in students’ lives.
- Understand the physiological effect of stress on an individual’s health.
- Use stress management techniques learned in class to develop a stress resistant lifestyle.

Pre -Requisites: Basic Knowledge of causes of stress.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Explain the sources and types of stress in order to implement appropriate stress management techniques.	K1
CO2	Analyze effectiveness of stress in human body system and causes of diseases.	K3
CO3	Develop an impact of stress on personality and Perception processes.	K4
CO4	Practice the basic elements of the relaxation response.	K3
CO5	Identify common stressors inherent in today’s global marketplace.	K3

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	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	3	3	2	3	3	3	3	2

CO5	3	3	3	3	3	3	3	3	3	3
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“1”-Slight (Low) Correlation- “2”- Moderate (Medium) Correlation-
“3”- Substantial (High) Correlation – “- “indicates there is no correlation.

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Definition of stress and stressor - Nature of Stress - Sources of Stress - Types of stress - Consequences of Stress - Stress and the college student.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Impact of Stress in body systems - Stress and Nervous System - Stress and Major psychiatric disorders - Role of stress emerging as a disease.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Understanding your stress level - Role of personality pattern - Self Esteem - Locus of control - Role of thoughts beliefs and emotions - Effect of stress on relationship.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Developing cognitive coping skills - Autogenic Training, Imagery and Progressive relaxation - Other relaxation techniques - Exercise and health - DIY strategies of stress Management.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Connection between social support and stress - Types of social support – Role of communication in managing stress and in work performance - Emotional intelligence – Basic concepts.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Scope of Stress Management – Health risk associated with stress – Effects of stress in daily life – Key dimensions of Time Management – Do’s and Don’ts of relaxation.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

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Text Book:

1. Ashokkumar A, (2022), *Stress Management*, Shanlax Publications, Madurai.
2. Perna Sharma, (2023), *Stress Management*, Vipul Publications.
3. Heena T Bhgtani, (2019), *Stress Management*, Himalaya Publishing House, Mumbai.

Books for Reference:

1. Olpin M and Hesson M, (2020), *Stress Management for Life: A Research-Based Experiential Approach.*, Himalaya Publishing House, Mumbai.
2. Lee, K, (2014), *Reset: Make the Most of Your Stress: Your 24-7 Plan for Well-being*, Universe Publishing.

Web Resources:

1. <http://egyankosh.ac.in/handle/123456789/72262>
2. https://www.researchgate.net/publication/358186602_STRESS_MANAGEMENT
3. <https://emergency.unhcr.org/sites/default/files/Strtress%20Management-textbook.pdf>
4. <http://www.gov.pe.ca/photos/original/StressManage.pdf>

Pedagogy: Lecture, Power point presentations, Seminar, Assignment, Brain storming.

Course Designer: Dr.J.TAMILSELVI, Professor and Head.

CO4	3	3	3	3	2	3	3	3	3	2
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 LEVELS
I	Entrepreneur – Evolution – Definition –Qualities of entrepreneurs –Types and function of entrepreneurs — Entrepreneurship - Barriers – Role of entrepreneurship in economic development - Intrapreneur – Distinction between entrepreneur and Intrapreneur – Innovation and Entrepreneurship.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Entrepreneurial Environment - Factors affecting Entrepreneurial Environment - Social Responsibility of Business - Entrepreneurial Motivation – Types – Nature - Importance of motivation - Motivating factors – Entrepreneurial Growth.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Entrepreneurial Development Programme – Need for EDPs – Objectives and Phases of EDP – Course Content and Curriculum - EDP Institutions in India and their functions – DIC – SIDO – NSIC – SIDCO – SISI – TCO- SIPCOT – ITCOT – NIESBUD - Venture Capital.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Project Management – Concept of project - Sources of a business idea – Project Classification - Project Identification – Project formulation – Elements - Project Report – Project Appraisal - Sources of Finance - Self Help Groups. E-Cell - Meaning and Concept of E-Cell – Advantages to join E-Cell - Functions of E-Cell.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	MSME - Steps for starting MSME – Government Schemes - Incentives and Subsidies for Entrepreneur – Benefits to Industrial Units Located in Backward Area – Industrial Estate - Rural Entrepreneurs – Women Entrepreneurs – Steps to encourage women entrepreneurs – Problems faced by women entrepreneurs - Startups – Types of Start ups – Importance of Startups.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) History of Entrepreneurship Development – Future of Entrepreneurship – Dealing with basic and initial problems of setting up of Enterprises – Business Plan.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Books:

- 1.P.Saravanavel and P.Sumathi(2020), Entrepreneurial Development, Margham Publications.
- 2.C.B. Gupta and N.P.Srinivasan (2017), Entrepreneurial Development, Sultan Chand and Sons, New Delhi.
- 3.Khanka S.S (2007), Entrepreneurial Development, 2011th Edition, S.Chand and Company Ltd, New Delhi.
4. Vasant Desai(2009), Dynamics of entrepreneurial development, Himalaya publishing House.
5. E.Gardon and K.Natrajan(2009), Entrepreneurship Development, Himalaya publishing House.

Books for Reference:

1. Bhadra and Satpati(2023), Entrepreneurship Development, First Edition, Dishari Prakashani,
2. Satish Taneja and S.L. Gupta (2004), Entrepreneur Development, 2nd Edition, Galgotia Publishing Company.
3. Anupam Karmakar(2023), Entrepreneurship Development, First Edition, Oriental Book Company Private Limited.
4. Robert D. Hisrich, Michael P. Peters, Dean Shepherd and Sabyasachi Sinha(2020), Entrepreneurship, Eleventh Edition, McGraw Hill.
5. M.Neela and J.Tamilselvi(2019) , Entrepreneurship Development,Charulatha Publications.

Web Resources:

1. <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf>
2. https://ddceutkal.ac.in/Syllabus/MCOM/Entrepreneurship_Development.pdf
3. <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf>
4. <https://www.pasc.edu.in/wp-content/uploads/2021/04/ENTREPRENEURSHIP-DEVELOPMENT-III-BBA.pdf>
5. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAX1024.pdf

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar, Group projects

Course Designer: DR.M.NEELA, Associate Professor.

CORE COURSE VIII – RESEARCH METHODS IN MANAGEMENT

2022-2023 Batch onwards

Semester V	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UBA5CC8	RESEARCH METHODS IN MANAGEMENT	CORE	5	5

Course Objectives:

- To gain thorough knowledge on the development of the research projects
- To acquire theoretical and practical background of research

Pre-Requisites: Basic Knowledge in Research

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Explain the basic concepts of Research and its ethics.	K1
CO2	Select and to identify the sources of research problem and to Formulate the research problem	K2
CO3	Discuss the stages in preparation of Research Design.	K3
CO4	Select the sampling techniques and to compare the probability and Non probability sampling methods.	K3
CO5	Prepare Research Report and to outline the Research report	K3

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	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	3	3	2	3	3	3	3	2
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 LEVELS
I	Concept of research: Meaning – Objectives – purpose - criteria for good research - Type of Research – pure – applied – historical – analytical - descriptive and experimental research - Pilot Study – Case study method - Research Ethics.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Research problem- Meaning- Formulation of Research Problem – Identification and Selection of Research Problem - Research design - meaning – Stages in the preparation of Research Design – Exploratory - Descriptive and Causal Research Design - A Model Design – Concept of Independent and Dependent Variables.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Sampling – Meaning - Nature - Need – Determination of Sample Size - Advantages and disadvantages – Types - Probability - Non-probability Sampling - Sampling Error - Hypothesis – Meaning – Characteristics – Types of Hypothesis – Type I Error & Type II Error.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Collection of Data – Primary and Secondary sources – Methods of Data Collection - Construction of Questionnaire – Measurement Scale - Validity and Reliability – Presentation – Editing - Coding and Tabulation – Analysis and Interpretation of Data.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Research Report – Meaning – Types-Steps in Organization of Research Report – Significance of Report writing – Content of research report – Bibliography – Reference Management Software - Mendeley - Plagiarism – Software for detection of Plagiarism - Ethical issues related to publishing.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Research Process - Business Research – Social Science Research - Pilot Study – Pre - testing - Levels of Measurement – Univariate analysis - Bivariate analysis – Cross Tabulations.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Books:

1. C.R.Kothari and Gaurav Garg (2023), Research methodology: Methods and Techniques, 5th Edition, New Age International Publisher.
2. Ranjit Kumar(2023), Research Methodology: A step by step guide for beginners, 4th Edition, Sage Publications Private Limited.
3. S.Sachdeva(2022), Research Methodology, Laxminarayan Agarwal.
4. Shashi K.Gupta and Praneet Rangi (2018) Research Methodology: Methods, Tools and Techniques, Kalyani Publishers.
5. R.Panneerselvam(2013), Research Methodology, 2nd Edition, Prentice Hall India Learning Private Limited.

Books for Reference:

1. Pranjal Bora, Jibon Saikia and Anil Hazarika(2023), A Concise Book on Research Methodology and Research and Publication Ethics, Notion Press.
2. R.K. Jain(2021), Research Methodology: Methods and Techniques, Special Edition, Vayu Education of India.
3. M.Neela and J.Tamilselvi(2019), Research Methods in Management, Charulatha Publications Private Limited.
4. P.Saravanavel(2018), Research Methodolgy, Kitab Mahal
5. Ahuja Ram(2001), Research Methods, Rawat publications.

Web Resources:

1. <https://old.amu.ac.in/emp/studym/99999204.pdf>
2. <http://14.139.185.6/website/SDE/sde578.pdf>
3. <https://old.mu.ac.in/wp-content/uploads/2014/04/Research-Methodology.pdf>
4. <https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf>
5. <https://kamarajcollege.ac.in/wp-content/uploads/Core-Research-Methodology.pdf>

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar, Group projects

Course Designer: DR.M.NEELA, Associate Professor.

CORE COURSE IX – MANAGEMENT ACCOUNTING

2022-2023 Batch onwards

Semester V	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UBA5CC9	MANAGEMENT ACCOUNTING	CORE	5	5

Course Objectives

- To gain knowledge in the preparation of financial statement analysis, marginal costing, budget, working capital, standard costing and
- Utilize the management tools and techniques to take appropriate financial decisions.

Pre-Requisites: Basic Knowledge in Management Accounting

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Evaluate the financial statement analysis for strategic decision making of firm	K1
CO2	Examine the solvency, turnover/performance and Liquidity of a business by using live data	K2
CO3	Evaluate the magnitude and pattern of Sources and Application of fund under different head of account	K3
CO4	Show Budget for each managerial function and flexible budgets to exercise budgetary control over functions/level of activity of firm	K3
CO5	Use Standard costing system to analysis the causes of labour, material, overhead and sales margin variances between Standard and Actual cost	K3

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	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	3	3	2	3	3	3	3	2
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.

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Management Accounting – Definition – Objectives– Scope and Functions of Management Accounting Financial Statement Analysis – Comparative Statements – Common size Statement-Trend Analysis – Preparation of Income Statement and Balance Sheet with Ratios. Annual report Discussion.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Meaning – Concept of Fund and Funds flow statement –Managerial users of Fund Flow statement- Construction of FFS, Cash flow analysis – Meaning and Concept –Construction of cash flow statement.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Marginal Costing –Features-Merits and Demerits - Cost Volume Profit (CVP) Analysis – Break Even Analysis – Margin of Safety.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Budget and Budgetary Control – Sales – Production - Selling Overhead - Raw Material Cost – Cash - Master Budgets and Flexible Budget.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Working Capital – Factors determining Working Capital – Estimate of Working Capital requirements – Standard Costing – Material and Labour Variance only.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Nature and Scope of Management Accounting- Relationship between Financial Accounting – Cost Accounting and Management Accounting Annual report Discussion- Comparison between fund flow and cash flow statement- Distinction between		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

	Absorption Costing and Marginal Costing – Working Capital – Types.			
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SYLLABUS

Text Book:

1. Dr. Rajiv Goel & Manmohan, (2013), Management Accounting, 1st Edition, International Book House Pvt Ltd.
2. Dr. S.N. Maheswari, (2022), A Textbook of Accounting for Management, 5th Edition, Vikas Publishing House.

Books for Reference:

1. R.S.N. Pillai & Bagavathi, (2010), Management Accounting, 4th Edition, S. Chand
2. Shashi K. Gupta & R.K. Sharma, (2017), Management Accounting Principles and Practice, 13th Revised Edition, Kalyani Publishers.
3. M.Y. Khan & P.K. Jain, (2021), Management Accounting, 8th Edition, Mc Graw Hill education.
4. I.M. Pandey, (2010), Management Accounting, 3rd Edition, Vikas Publication House Pvt Ltd.

Web Resources:

1. <https://www.accountingformanagement.org/>
2. <https://in.imanet.org/about-ima/professional-publications-and-reports/management-accounting>
3. <https://www.aicpa-cima.com/>
4. <https://www.zoho.com/accounting-software/>

Pedagogy: Lecture, Assignments and Quiz

Course Designer: MRS. P. THANGAMANI, Assistant Professor.

CORE COURSE X (CC) – DIGITAL MARKETING

2022-2023 Batch Onwards

Semester V	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UBA5CC10	DIGITAL MARKETING	CORE	5	5

Course Objectives:

- To facilitate the students to develop an overall understanding of digital marketing and online platforms and increase their job opportunities.
- Assessing the present social media presence and Industry bench marking.
- To inculcate the entrepreneurial qualities among the students with sufficient knowledge about online marketing channels for starting their own online business.
- Application of social media tools for marketing, advertising, networking and personal branding.

Pre-Requisites: Basic Knowledge in Digital Marketing.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Explain the basic concepts of Digital Marketing.	K1
CO2	Discuss the Digital Marketing Techniques such as Search Engine Optimization (SEO) & Search Engine Marketing (SEM), Content Marketing, Display Advertising.	K2
CO3	Apply the concept of social media marketing and the rise of online social networking sites.	K3
CO4	Utilize the social media platforms such as face book, twitter, instagram, you tube.	K3
CO5	Identify the challenges and opportunities in the Digital Marketing and Creation of Website.	K3

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	2
CO2	3	3	2	3	3	3	3	2	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	3	3	3	2
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 LEVELS
I	<p>Introduction to Digital Marketing:</p> <p>Digital Marketing – Meaning – Definition - Concept - History of Digital Marketing - Importance of Digital Marketing – Scope – Characteristics - Merits and Demerits – Digital Marketing Strategies – Types of Digital Marketing – Innovative Ideas of Digital Marketing.</p>	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	<p>Digital Marketing Techniques:</p> <p>Digital Marketing Techniques – Display Advertising –Web Analytics- Website Planning and Creation - Search Engine Optimization (SEO)- Email Marketing- Mobile Marketing -Content Marketing – Content Bucketing- Web Advertising – Web Remarketing – Affiliate Advertising – Podcast Marketing – Influencer Marketing - Video Marketing - Search Engine Marketing (SEM) Pay-Per-Click Advertising.</p>	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	<p>Social Media Marketing:</p> <p>Social Media Marketing – Meaning – Definition – History of Social Networking sites – Evolution of social media – Benefits of Social Media Marketing – Limitations of social media marketing- Social Media Marketing Techniques - Social Media Streaming – Live Streaming Softwares - Open Broadcaster Software (OBS).</p>	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	<p>Social Media Platforms:</p> <p>Social Media platforms –Meaning – scope – Advantages – Disadvantages — Twitter – Face book – Instagram - Linked in – You tube – Threads – Blogs – Guest Blogging - Types of users on social networks - Sharing content on social media - DO’s and Don’ts of social media.</p>	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	<p>Future of Digital Marketing:</p> <p>Challenges Faced by Digital Marketing – Measures for making effective Digital Marketing - Trends in Digital Marketing. - E-Malls - E-Storefront - E-Marketplace - E- Marketing Tools- Creating a Website - Website Design and Development.</p>	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3

VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination)		CO1	K1
	Digital Media Planning and Buying – Concept of Cost Per Install (CPI), Cost Per Order (CPO), Cost Per Acquisition (CPA), Click Through Rate (CTR).		CO2	K2
			CO3	K3
			CO4	
			CO5	

Text Books:

1. Puneet Singh Bhatia (2023), Fundamentals of Digital Marketing, Pearson Publication
2. Seema Gupta(2022), Digital Marketing, 3rd Edition, Mc Graw Hill Education.
3. Amresh Bharti(2022), Digital Marketing, Invincible Publication.
4. Nitin C Kamat and Chinmay Nitin Kamat (2018), Digital Social Media, Himalaya Publishing House
5. Tracy L.Tuten& Michael R.Solomon (2017), Social Media Marketing, SAGE Publication.

Books for Reference:

1. Poorva Mathur(2023), Digital Marketing, Galgotia Publishing Company.
2. Satinder Kumar and Supreet Kaur(2023), Digital Marketing, 2023rd Edition, Taxamann Publications Private Limited.
3. V.Venkata Krishna (2023), Digital Marketing for Beginners: A Road Map to successful career in Digital Marketing, Notion Press.
4. Ryan Deiss and Russ Henneberry (2020), Digital Marketing for dummies, Wiley.
5. Ian Dodson(2016), The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns, First Edition, Wiley.

Web Resources:

1. <https://kamarajcollege.ac.in/wp-content/uploads/Core-14-Digital-Marketing.pdf>
2. <https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
3. https://josephscollege.ac.in/lms/Uploads/pdf/material/DigitalMarketing_Notes.pdf
4. https://www.tutorialspoint.com/social_media_marketing/social_media_marketing_tutorial.pdf
5. http://www.gov.pe.ca/photos/original/IPEI_ebiz_smmkt.pdf

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar.

Course Designer: Dr.M.NEELA, Associate Professor.

DISCIPLINE SPECIFIC ELECTIVE – I (DSE) : BASICS OF INCOME TAX

2023 – 2024 Batch Onwards

SEMESTER V	INTERNAL MARKS: 25		EXTERNAL MARKS: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA5DSE1A	BASICS OF INCOME TAX	DISCIPLINE SPECIFIC ELECTIVE	5	3

Course Objectives:

- To aim at making students understand and apply the basic provisions related to income tax.
- To able the students to compute his own income tax returns filing procedure on year to year basis

Pre-Requisites: Basic Knowledge about Taxation.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Able to understand basic taxation structure in India as per the Constitution of India.	K1
CO2	To understand basic provisions regarding computation of taxable income of an individual for the current assessment year, whether from Salary or Business/Profession or other sources of Income.	K2
CO3	To make numerical calculations of taxable income and exempt income as per the method of calculation prescribed under Income Tax Act, and tax payable on the same.	K3
CO4	Acquire knowledge about submission of income tax return, payment of due taxes in the form of advance tax, self-assessment tax and tax deducted at source.	K3
CO5	Get acquainted with e-processes related to income tax filing and assessment.	K3

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	3	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	3	3	3	3	3	3	3	2
CO5	3	3	3	3	3	3	3	3	3	3

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SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	General introduction of Indian income tax act, 1961. Basic concepts: Income - Agriculture income - casual income previous year - assessment year - gross total income - total income, person assessee - residential status and tax liability - exempted income.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Income from salary - Income from house property.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Income from business and profession - Capital gains - Income from other sources.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Set off and carry forward of losses - Deductions from gross total income - Clubbing of income - Computation of total income and tax liability of an individual.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Assessment procedure - Permanent Account Number (PAN) tax deducted at source. Advance payment of tax - Income tax authorities - Appeal, revision and penalties.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Various Income Tax Returns Forms and their Applicability - E-Filing of Income Tax Returns.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Lal B B, (2010), *Income Tax*, I Edition, Pearson Education, Chennai.
2. V.G. Mehta, (2022), *Income Tax Ready Reckoner*, Shri Kuber Publishing House, Mumbai

Books for Reference:

1. Vinod K.Singhania, Monica Singhania (2023), *Students' Guide to Income Tax*, Taxmann, New Delhi
2. Manoharan T N & Hari G R , (2023), *Students' Handbook on Taxation*, Snow White Publications Pvt. Ltd, Mumbai

Web Resources:

1. <https://www.incometaxindia.gov.in> for relevant provisions of Act and Rules applicable to concerned assessment year.
2. <https://www.incometaxindiaefiling.gov.in> for registration on portal, viewing 26AS (tax credits), e-filing and other relevant procedures

Pedagogy: Lecture, Assignments, Seminar and Quiz.

Course Designer: DR. M. GAYATHRI, Associate Professor.

DISCIPLINE SPECIFIC ELECTIVE – I: MANAGERIAL COMMUNICATION

2023 – 2024 Batch Onwards

SEMESTER V	INTERNAL MARKS: 25		EXTERNAL MARKS: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA5DSE1B	MANAGERIAL COMMUNICATION	DISCIPLINE SPECIFIC ELECTIVE	5	3

Course Objectives:

- To make them know the significance and principles communication.
- To enable students to write reports and speeches on topics related to business.
- To develop the ability to research and write a documented paper and/or to give an oral presentation.

Pre-Requisites: Basic Knowledge about Communication.

Course Outcomes:

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Identify and demonstrate the use of Managerial Communication	K1
CO2	Discuss the types of communication	K2
CO3	Plan effective and concise letters and memos	K2
CO4	Explain the listening and communication skills	K3
CO5	Prepare Formal and Informal Reports.	K3

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	3	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	3	3	3	3	3	3	3	2
CO5	3	3	3	3	3	3	3	3	3	3

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

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Communication – Meaning - Definition and objectives - Principles – Types - Process of Communication – importance of managerial Communication – Communication Barriers - Overcoming communication barriers.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Business Letters - Kinds - Layout of letter - Enquiries and Replies - Offers and Quotations - Orders - Execution and Cancellation Letter.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Claims and Adjustments - Sales letters - Parts of Sales Letter - Complaints and Adjustments - Collection letters - Circular letters.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Agency Correspondence - Import & Export Correspondence. Important terms used in Import and Export Correspondence - Modern means of communication - Video Conferencing, Fax, E-Mail, Internet.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Report Writing - Meaning, Importance of Reports - Types of reports - Characteristic of Good Report - Preparation of Resume and Mock Interview.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Business Layout and Parts - Claims and Adjustments - Selecting suitable types of reports.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Books:

1. M.S.Ramesh, Pattanshetti&Madhumati M Kulkarnii (2003), Effective Business English and Correspondence, R.Chand & Co.
2. R.C.Sharma, Krishna Mohan (2007), Business Correspondence and Report Writing, 3rd Edition Tata

McGraw Hill Publishing Company Limited.

3. Mary Munter, Lynn Hamilton (2013) Guide to Managerial Communication: Effective Business Writing and Speaking, 10th Edition, Pearson Publication.
4. Geraldine E. Hynes (2015), Managerial Communication: Strategies and Applications, Sixth Edition, Sage Publications.
5. R C Sharma ,Krishna Mohan, Virendra Singh Nirban (2020), Business Correspondence and Report Writing, 6th Edition, McGraw Hill Publication.

Books for Reference:

1. Herta A Murphy, Herbert W Hildebrandt & Jane P Thomas (2017), Effective Business Communication, 7th Edition McGraw Hill Education.
2. Rajendra Pal &J.S.Korlahalli (2014), Essentials of Business Communication, 13th Edition, Sultan Chand & Sons.
3. Jeanette S. Martin , Reginald L. Bell (2019), Managerial Communication for organizational Development, 2nd Edition, Business Expert Press.
4. J. David Johnson (2013), Managerial Communication: Evaluating the Right Dose

Web Resources:

1. <https://edu.gcfglobal.org/en/business-communication/how-to-write-a-powerful-business-report/1/#>
2. <https://in.search.yahoo.com/search?fr=mcafee&type=E211IN714G0&p=managerial+communication>
3. <https://www.smartbusinessbox.in/types-of-business-letter-and-formats/>
4. <https://harappa.education/harappa-diaries/management-communication/>
5. <https://www.indeed.com/career-advice/interviewing/mock-job-interview#:~:text=Preparing%20for%20your%20mock%20interview%20like%20a%20real,performance%20when%20you%20meet%20with%20a%20hiring%20manager.>

Pedagogy: Interactive Lectures, Presentations, Assignments

Course designer: Mrs.A.SUGANYA, Assistant Professor.

DISCIPLINE SPECIFIC ELECTIVE – I (DSE) : RETAIL MANAGEMENT

2023 – 2024 Batch Onwards

SEMESTER V	INTERNAL MARKS: 25		EXTERNAL MARKS: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA5DSE1C	RETAIL MANAGEMENT	DISCIPLINE SPECIFIC ELECTIVE	5	3

Course Objectives:

- To understand the fundamental principles and concepts of retail management.
- To provide a basic understanding to broad set of specialized activities and techniques in managing Retail Business.

Pre-Requisites: Basic Knowledge about retail industry.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Able to understand basics of retailing and its economic significance.	K1
CO2	To understand the retailing channel and Retail Market Strategy	K2
CO3	Acquire knowledge on Retail Store Location and Visual Merchandising.	K3
CO4	To apply knowledge about retail Pricing Strategies and Approaches.	K3
CO5	Get acquainted with Retail Information System	K3

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	3	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	3	3	3	3	3	3	3	2
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 LEVELS
I	Retailing: Introduction to Retailing – Retailing and Economic Significance – Types of Retailers – Trends - Characteristics - Non-Store Retailing.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Retailing Channel: Multi Channel Retailing – Retail Channels for Interacting with Customers – Retail Market Strategy	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Retail Location and Sight Selection: Retail Store Location – Planning - Location selection decision process - Analysis of Location decision - Factors affecting site selection and location decision - Visual Merchandising.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Pricing Strategies and Approaches : Retail Pricing - Factors affecting Pricing - Retail Pricing Strategy - Pricing Adjustments - Retail Marketing Communication and Advertising - Choice of Media and Media selection Decision.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Retail Information System: Nature - Scope and Characteristics of Retail information System - Role of MIS in Retail Marketing, - Data warehousing and Mining. .	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Customer Service and its Practices in India - Electronic Data Inter change - Universal Product Code - Point of Sales Terminals - Radio Frequency Identification - Self Regulatory Check out System - Familiarity with software Packages like MS Office, MS Windows, LAN, UNIX etc., .		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Michael Levy and Barton A Weitz,(2001) Retailing Management, Tata Mc Graw Hill, New Delhi
2. S.C.Bhatia (2008),The retail management,1st edition,Atlantic publisher&distribution,Mumbai.

Books for Reference:

1. Barry Bermans and Joel Evans, (2001) "Retail Management – A Strategic Approach", 8th edition, PHI Private Limited, New Delhi
2. A.J. Lamba, (2003)"The Art of Retailing", 1st edition, Tata Mc GrawHill, New Delhi
3. Gilbert Pearson,(2003) Retail Marketing, Education Asia,
4. GouravGhosal, (2010), Retail Management, Maxford Books PublishingHouse, New Delhi.
5. Dr. L. Natarajan (2016), Retail Management, Margham Publications, Chennai

Web Resources:

1. https://scholar.google.co.in/scholar?q=retailing+and+economic+significance&hl=en&as_sdt=0&as_vis=1&oi=scholart
2. <https://nrf.com/>
3. <https://www.retailpro.com/News/blog/>
4. <https://www.rmsservicing.com/articles/what-is-visual-merchandising/#:~:text=Visual%20merchandising%20is%20a%20marketing,the%20person%20behind%20the%20ma>

Pedagogy: Lecture, Assignments, Seminar and Quiz.

Course Designer: DR. S.THAMARAI SELVI , Associate Professor.

CO1	3	3	3	3	3	3	3	3	3	2
CO2	3	3	2	3	3	2	3	3	3	3
CO3	3	3	3	3	3	3	3	2	3	3
CO4	3	3	3	2	3	3	3	3	3	2
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 LEVELS
I	Introduction – SPSS – Classification - Techniques - Basics of SPSS – Getting started with SPSS – Scaling and Measurement - Data Entry in SPSS.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Data Manipulation – Construction of Frequency Distribution Tables – Cross Tabulation.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Graphical Representation of Data – Charts and Graphs – Computation of Mean – Median – Mode and Standard Deviation - Measures of Skewness and Kurtosis-One - way Anova.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Tabulation of data – Statistical Analysis II – T test (Comparison of Means) – Statistical Analysis III – Chi-Square test - Pearson Correlation of co-efficient and Spearman’s rank correlation - Simple linear Regression.	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Report Writing – Written and Oral reports- Sampling and Non-sampling error - Questionnaire - Drafting of questionnaires -	6	CO1 CO2 CO3 CO4 CO5	K1 K2 K3

	Pilot surveys.			
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Role of SPSS- Tabulation of data – Presenting Results.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Andy Field,(2019), Discovering Statistics through IBM SPSS Statistics, 5th Edition, SAGE Publications India PvtLimited.

Books for Reference:

1. Saravanavel,(2018), Research Methodology, New Edition, Sultan Chand .
2. C.R. Kothari,(2019), Research Methodology, Fourth edition, New Age International Publishers.

Web Resources:

1. <https://www.ibm.com/products/spss-statistics>
2. <https://online.stat.psu.edu/statprogram/tutorials/statistical-software/spss>
3. <https://www.spss-tutorials.com/spss-what-is-it/>
4. <https://en.wikipedia.org/wiki/SPSS>

Pedagogy: Lecture, Power Point Presentation and Computer Practical

Course Designer: MRS. P. THANGAMANI, Assistant Professor.

CO1	3	3	3	3	2	3	2	3	3	2
CO2	3	3	3	3	3	3	3	3	2	3
CO3	3	3	3	3	2	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	2
CO5	3	3	3	3	3	3	2	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 LEVELS
I	Meaning and Definition of Human Resource Management - Nature and Scope of Human Resource Management – Importance - Characteristics - Objectives – Principles - Functions of Human Resource Management - Human Resource Planning – Concepts, Features, Objectives and Types.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Job Analysis: Features, Objectives and Process – Meaning of Job Description – Contents of Job Description, Meaning of Job Specification – Contents of Job Specification -Job evaluation– Objectives of Job Evaluation – Methods of Job Evaluation - Job enrichment: Advantages and Disadvantages - Job enlargement: Advantages and Disadvantages – Meaning and Definition of	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
	Recruitment – Objectives - Sources of Recruitment - Meaning and Definition of Selection - Methods of Selection – Types of Employment tests and Types of Interviews – Difference between Recruitment and Selection - Induction – Steps - Objectives.			
III	Meaning and Definition of Training - Needs – Importance - Methods - Process - Executive development – Objectives - Methods – Process - Difference between Training and Development - Models for evaluation of training - Kirkpatrick model of evaluation – CIRO model - Cost Benefit Analysis training.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3

IV	Performance appraisal – Objectives – Characteristics – Purposes - Process- Methods – Transfer – Types of Transfer – Promotion – Objectives - Types of Promotion – Criteria of Promotion – Difference between Transfer and Promotion - Remuneration - Components of remuneration – Incentives – Features – Types – Benefits - Recent trends in HRM: Green HRM - Components – Benefits - and Virtual HRM Practices – Features – Benefits.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Industrial relations – Features – Objectives – Scope - Importance - Factors influencing Industrial Relations - Separation - Types - Retirement Benefits: Gratuity, Provident Fund and Pension scheme. Discipline- Types – Types of Disciplinary action – Red Hot Stove Rule - Disciplinary procedure – Causes of Indiscipline - Grievances – Features – Causes of Grievances - Objectives of Grievance Handling Procedure - Essential Pre-requisites of a Grievance Handling Procedure – Benefits of Grievance Handling Procedure - Steps in Grievance Handling.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Differences between personnel management and Human Resource Management - Merits and Demerits of Employment Test – Bonus and its benefits.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Shashi K. Gupta & Rosy Joshi (2018), *Human Resource Management* , 1st Edition, Kalayani Publisher.
2. Santosh Sharma & Shivi Saxena (2018), *Human Resource Management*, 1st Edition, Thakur Publisher.
3. Steve Brown (2018), *HR on Purpose: Developing Deliberate People*, 1st Edition, Passion, Society for

Human Resource Management.

4. Bernard Marr (2018), *Data-Driven HR: How to Use Analytics and Metrics to Drive Performance*, 1st Edition, Kogan Page.

Books for Reference:

1. V S P Rao (2023), *Human Resource Management: Text & Cases*, 3rd Edition, Excel Books.
2. K. Ashwathappa (2023), *Human Resource Management- Text and cases*, 10th Edition, McGraw Hill Education India.
3. Garry Deseler(2020), *Human Resource Management*, 16th Edition, Pearson.
4. L M Prasad (2017), *Human Resource Management*, 4th Edition, Sultan Chand and Sons.

Web Resources:

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

Pedagogy: Seminar, Quiz, Assignment, Case Study, Group Discussion.

Course Designer: Dr.J.TAMILSELVI, Professor and Head.

CORE COURSE XII (CC) FINANCIAL MANAGEMENT

2024 – 2025 Batch Onwards

Semester VI	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
24UBA6CC12	FINANCIAL MANAGEMENT	CORE	6	5

Course Objectives:

- To cultivate a knowledge on the finance functions.
- To acquaint students with the techniques of financial management and their applications for business decision making.

Pre-Requisite: Basic knowledge required in Finance and Accounting concepts.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement	Knowledge Level
CO1	Define the basic concepts and objectives Financial Management.	K1
CO2	Demonstrate, Explain and Interpret Finance decision	K2
CO3	Applying acquired knowledge and Make use of the techniques.	K3
CO4	Analyse and Examine the Methods of Financial Management	K4
CO5	Invent the Analytical skills which would facilitate them to take finance decision	K3, K4

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	2
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	3	3	3	3	2	3	3	3	3
CO4	3	3	3	3	2	3	3	3	3	2
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 LEVELS
I	Financial Management - Meaning and Objectives of financial management –Profit Maximization - Wealth Maximization - Nature of Financial Management - Scope of Financial Management – Concept of time value of money – Reasons – Financial decisions – Kinds – Role and functions of Finance Manager	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4

II	Capital Structure – Meaning – Factors determining Capital Structure – Capital Structure Theories – Net Income Approach – Net Operating Approach – MM Approach – Traditional Approach – Leverages – Operating Leverage, Financial Leverage and Combined Leverage.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
III	Cost of Capital – Sources of Capital for a company – Classification of Cost of Capital – Cost of Equity – Cost of Preference – Cost of Debt - Cost of Retained Earnings – Weighted Average Cost of Capital.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
IV	Capital Budgeting – Importance – Factors affecting capital investment decision - Process – Project Appraisal by using Traditional Methods and Modern Methods – Pay Back Method – Net Present Value Method – Average Rate of Return Method – Internal Rate of Return Method - Profitability Index	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
V	Dividend Decisions – Meaning – Types of Dividend Policies – Factors influencing Dividend Policy – Forms of Dividend – Concepts on Relevance and Irrelevance Theories of Dividend. Working Capital Management – Concepts, Objectives, Significance and types, determinants and Estimating Working Capital requirements. Cash Management – Receivables Management – Inventory Management	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Importance of Financial Management - Methods of financial Management - Importance of cost of Capital - Capital structure and financial structure - Pattern of capital structure - Principles governing financial planning		CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4

Distribution of Marks: Theory 60% Problems 40%

Text Book:

1. Dr. Ramachandran R & Dr. Srinivasan R, (2019), Financial Management, Sriram Publications

Books for Reference:

1. Pandey I.M, (2016), Financial Management, Vikas Publishing House Ltd
2. Maheswari S.N, (2019), Elements of Financial Management, Sultan Chand and Sons, New Delhi

3. Khan M Y & Jain P K, (2017), Financial Management, McGraw Hill Education
4. Prasanna Chandra, (2017), Financial Management, Tata McGraw Hill

Web Resources:

1. <https://dducollegedu.ac.in/Datafiles/cms/ecourse%20content/Dividend%20Policy-%20BMS.pdf>
2. <https://www.deskera.com/blog/capitalbudgeting/#:~:text=The%20process%20of%20capital%20budgeting,to%20carry%20out%20capital%20budgeting.>
3. <https://www.investopedia.com/terms/c/costofcapital.asp#:~:text=Cost%20of%20capital%20represents%20the,preferred%20or%20existing%20capital%20structure.>

Pedagogy: Lecture, Assignments and Quiz

Course Designer: DR. M. GAYATHRI, Associate Professor.

Semester: VI	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	HOURS/WEEK	CREDITS
22UGCS	CYBER SECURITY	CC	3(T) + 2(P)	4

Course Objective

- To understand the concept of Cyber security and the issues and challenges associated with it
- To develop an understanding of cyber crimes, their nature, and legal remedies
- To appreciate various privacy and security concerns on online Social media
- To analyze and evaluate the basic concepts related to E-Commerce and digital payments
- To analyze and evaluate the basic security aspects related to Computer and Mobiles

Course Outcome and Cognitive Level Mapping

On the successful completion of the course, students will be able to

CO Number	CO Statement	Cognitive Level
CO1	Outline the concept of cyber security, cyber crime, cyber law and the issues and challenges	K1
CO2	Deeper understanding and familiarity with cyber crimes, their nature, and legal remedies using case studies	K2
CO3	Apply various privacy and security concerns on Social media & online payments	K3
CO4	Analyze the tools & techniques for cyber security	K4
CO5	Evaluate the security aspects of Computer, Mobiles & Other digital devices	K5

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	1	3	3	3	3	1	2	3	3
CO2	3	2	3	3	3	3	2	2	3	3
CO3	3	2	3	3	3	3	2	3	3	3
CO4	3	2	3	3	3	3	2	3	3	3
CO5	3	2	3	3	3	3	2	3	3	3

“1”- Slight (Low) Correlation
“3”- Substantial (High) Correlation

“2”- Moderate (Medium) Correlation
“-”- Indicates there is no Correlation

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to Cyber Security: Defining Cyberspace and Overview of Computer and Web- technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.	9	CO1 CO2 CO3	K1 K2 K3
II	Cyber Crime and Cyber Law: Classification of cyber crimes, Common cyber crimes- cyber crime targeting computers and mobiles, cyber crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi , Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments, Cyber crime and offences, Organisations dealing with Cyber crime and Cyber security in India.	9	CO1 CO2 CO3 CO4	K1 K2 K3 K4
III	Social Media Overview and Security: Introduction to Social networks. Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media.	9	CO1 CO2 CO3 CO4	K1 K2 K3 K4
IV	E-Commerce and Digital Payments: Definition of E- Commerce, Main components of E- Commerce, Elements of E-Commerce security, E- Commerce threats, E-Commerce security best practices, Introduction to digital payments, Components of digital payment and stake holders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments, Digital payments related common frauds and preventive measures. RBI guidelines on digital payments and customer protection in unauthorized banking transactions. Relevant provisions of Payment Settlement Act, 2007	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4 K5
V	Digital Devices Security , Tools and Technologies for Cyber Security: End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third party software, Device security policy, Cyber Security best practices, Significance of host firewall and Anti-virus, Management of host firewall and Anti- virus, Wi-Fi security, Configuration of basic security policy and permissions.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4 K5

VI	Self Study for Enrichment	-	CO1	K1
	(Not included for End Semester Examinations) Case Studies:		CO2	K2
	Parliament Attack Cyber Crime - Pune Citibank Mphasis Call Center		CO3	K3
	Fraud, Yahoo Data Breach, Equifax Data Breach		CO4	K4
			CO5	K5

Reference Books

1. R. C Mishra, (2010) *Cyber Crime: Impact on the New Millennium*, Authors Press. Edition 2010.
2. Sunit Belapure and Nina Godbole, (2011). *Cyber Security Understanding Cyber Crimes*, Computer Forensics and Legal Perspectives, Wiley India Pvt. Ltd., First Edition.
3. Henry A. Oliver, (2015) *Security in the Digital Age: Social Media Security Threats and Vulnerabilities*, Create Space Independent Publishing Platform, Pearson.
4. Elias M. Awad, (2001) *Electronic Commerce*, Prentice Hall of India Pvt Ltd.
5. Krishna Kumar, (2011) *Cyber Laws: Intellectual Property & E-Commerce Security*, Dominant Publishers.
6. Eric Cole, Ronald Krutz, (2011) *Network Security Bible*, Wiley India Pvt. Ltd, 2nd Edition.
7. E. Maiwald , (2017) *Fundamentals of Network Security*, McGraw Hill.

Web References

1. <https://www.udacity.com/course/intro-to-cybersecurity-nanodegree--nd545>
2. <https://www.vidhikarya.com/legal-blog/cyber-crime-and-cyber-law-in-india>
3. <https://www.techtarget.com/searchsecurity/definition/cybersecurity>
4. <https://www.financemagnates.com/fintech/payments/the-evolution-of-digital-payments-and-e-commerce/>
5. <https://www.javatpoint.com/cyber-security-tools>
6. <https://www.cyberalegalservices.com/casestudies.php>
7. <https://www.kroll.com/en/insights/publications/cyber/case-studies>

Practical

List of Exercises: (Not included for End Semester Examinations)

1. Checklist for reporting cyber crime at Cyber crime Police Station.
2. Checklist for reporting cyber crime online.
3. Reporting phishing emails.
4. Demonstration of email phishing attack and preventive measures.
5. Basic checklist, privacy and security settings for popular Social media platforms.
6. Reporting and redressal mechanism for violations and misuse of Social media platforms.
7. Configuring security settings in Mobile Wallets and UPIs.
8. Checklist for secure net banking.
9. Setting, configuring and managing three password policy in the computer (BIOS, Administrator and Standard User).
10. Setting and configuring two factor authentication in the Mobile phone.
11. Security patch management and updates in Computer and Mobiles.
12. Managing Application permissions in Mobile phone.
13. Installation and configuration of computer Anti-virus.
14. Installation and configuration of Computer Host Firewall.
15. Wi-Fi security management in computer and mobile.

Web References

1. <https://cybercrime.gov.in/>
2. https://cybercrime.gov.in/webform/crime_onlinesafetytips.aspx
3. <https://www.digitalvidya.com/blog/social-media-dos-and-donts/>
4. <https://www.medianama.com/2023/02/223-platform-grievance-appellate-committees-social-media/>

5. <https://www.ibm.com/topics/security-controls>
6. <https://docs.oracle.com/cd/E19683-01/817-0365/concept-2/index.html>

Pedagogy

Chalk and Talk, Group discussion, Seminar & Assignment.

Course Designer

From UGC SYLLABUS

DISCIPLINE SPECIFIC ELECTIVE – II (DSE) : BUSINESS ANALYTICS

2023 – 2024 Batch Onwards

SEMESTER VI	INTERNAL MARKS: 25		EXTERNAL MARKS: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA6DSE2A	BUSINESS ANALYTICS	DISCIPLINE SPECIFIC ELECTIVE	5	3

Course Objectives:

- To understand the Role of Business Analyst and Data Science in Business.
- To understand the basic concept of Data Management.
- To understand the basic concept of Machine Learning and the application of Business Intelligence.

Pre-Requisites: Basic Knowledge about Business Analyst.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Define the basics of Business Analytics and Data Science.	K1
CO2	Analyse the Big Data Management.	K2
CO3	Identify the Data Mining concept and its Techniques.	K3
CO4	Demonstrate the Machine Learning Concept.	K3
CO5	Apply the concept of Business Analytics in Different Domain.	K3

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	3	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	3	3	3	3	3	3	3	2
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 LEVELS
I	Introduction: Business Analytics - Historical Overview of data analysis, Data Scientist vs Data Engineer vs Business Analyst, Career in Business Analytics - Data Science - Roles and Responsibility of Data Scientists.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Data: Data Collection- Data Management - Big Data Management - Big data characteristics - Volume, Veracity, Velocity, Variety – Big data for ECommerce – Big data for blogs. - Importance of Data Quality - Dealing with Missing or Incomplete Data-Data Visualization - Data Classification.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Introduction to Data Mining: The origin of Data Mining - Major issues in data mining. OLAP and Multidimensional data analysis-Introduction to Metadata.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Introduction to Machine Learning: History and Evolution of Machine Learning - AI Evolution, Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science. Introduction to PowerBI – Working with data –Loading Data in Power BI Desktop, Views in Power BI Desktop.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Application of Business Analytics: Retail Analytics- Marketing Analytics- Financial Analytics-Healthcare Analytics- Supply Chain Analytics.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: Applications For Data Science, Data Collection, Data Mining Tasks, Partitioning Methods, Hierarchical Methods, Density Based Methods, Grid-Based Methods, Cluster Analysis, Evaluation of Clustering. (Not to be included for External examination)		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Bhimasankaram Pochiraju, Sridhar Seshadri (2019), *Essentials of Business Analytics: An Introduction to the methodology and its application*, Springer.
2. Andreas C. Müller, Sarah Guido (2016), *Introduction to Machine Learning with Python: A Guide for Data Scientists*, 1st Edition O'Reilly media.

Books for Reference:

1. Laura Igual, Santi Seguí (2017), *Introduction to Data Science*, Springer.
2. Pang-Ning Tan, Michael Steinbach, Vipin Kumar (2014), *Introduction to Data Mining*, Pearson Education India.
3. Ger Koole (2019), *An Introduction to Business Analytics*, Lulu.com.

Web Resources:

1. <https://collegedunia.com/courses/business-analytics/business-analytics-course-syllabus>
2. <https://www.careers360.com/courses/business-analytics-course>
3. <https://ptgmedia.pearsoncmg.com/images/9780133552188/samplepages/0133552187.pdf>

Pedagogy: Lecture, Assignments, Seminar and Quiz.

Course Designer: DR. S.THAMARAI SELVI , Associate Professor

DISCIPLINE SPECIFIC ELECTIVE – II (DSE) : GLOBAL BUSINESS MANAGEMENT

2023 – 2024 Batch Onwards

SEMESTER VI	INTERNAL MARKS: 25	EXTERNAL MARKS: 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA6DSE2B	GLOBAL BUSINESS MANAGEMENT	DISCIPLINE SPECIFIC ELECTIVE	5	3

Course Objectives:

- To provide student with an understanding of International Business
- An insight into the International Business Environment and International Marketing

Pre-Requisites: Basic Knowledge about International Business.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Define the basic concept of International Business Environment.	K1
CO2	Assess the knowledge on the Global Trade Institution	K2
CO3	Apply the concepts of Global Marketing Strategies.	K2
CO4	Examine the Ethics in International Business, OECD CSR policy tool	K3
CO5	Identify the documentation in International Trade.	K3

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	3	3	3
CO2	3	3	3	3	3	2	2	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	2
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 LEVELS
I	Introduction to International Business: Elements of International Business – Globalization – Domestic and International Business - Economic and political Environment.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Global Trade Institution: World Trade Organization (WTO) – Structure, functions and areas of operation. International Labor Organization (ILO) – GATS – TRIMS – TRIPS – Agreement.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	International Marketing: Introduction - Scanning International Markets – Mode of entering into potential markets – Global marketing strategies – Branding for international markets.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Ethics in International business: Introduction Business Ethics factor – Differences in ethics - Corporate governance – Code of conduct for MNC's – MNC's and International trade models – OECD - CSR Policy tool.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Finance and International Trade: Introduction – Understanding planning mechanism – Documentation in international trade, financing techniques – Collaboration and joint ventures - Kinds.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: Cultural Environment - Foreign investment - Dispute settlement undue WTO - Tariff barriers - Export promotion schemes - United Nations Global Compact 2011. (Not to be included for External examination)		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Francis Cherunilam (2004), *International Business*, PHI – New Delhi.
2. Rakesh Mohan Joshi (2014), *International Business*, Oxford University Press, Chennai.

Books for Reference:

1. Donald A Ball (2002), *International business*, TATA Mcgraw Hill.
2. T.T. Sethi (2007), *Money Banking & International Trade*, S.Chand& Co., - Delhi.

Web Resources:

1. <https://www.geektonight.com/international-business-management-pdf/>
2. <https://www.careers360.com/courses/international-business-course>
3. <https://www.careers360.com/courses-certifications/articles/10-benefits-of-studying-international-business-management>

Pedagogy: Lecture, Assignments, Seminar and Quiz.

Course Designer: DR. S.THAMARAI SELVI , Associate Professor.

DISCIPLINE SPECIFIC ELECTIVE – II (DSE) : BUSINESS ETHICS

2023 – 2024 BATCH ONWARDS

SEMESTER VI	INTERNAL MARKS: 25		EXTERNAL MARKS: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA6DSE2C	BUSINESS ETHICS	DISCIPLINE SPECIFIC ELECTIVE	5	3

Course Objectives:

- To increase awareness of the ethical dimension of business conduct.
- To develop skills in recognizing and analyzing ethical issues.
- To understand organizational practices in corporate social responsibility and business ethics.
- To practice decision-making about ethical issues.

Pre-Requisites: Basic Knowledge about Business Ethics.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	To acquire knowledge on fundamental concepts of business ethics and application of the ethical concepts.	K1
CO2	To understand the workplace ethics.	K2
CO3	To enhance analytical skill of ethical position taken on these matter	K3
CO4	To apply business ethics and social responsibility to business practices	K2
CO5	To implement business ethics in global economy	K3

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	3	3	3
CO2	3	3	3	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3	3	3
CO5	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 LEVELS
I	Introduction to Business Ethics: Definition - Nature of Business ethics – Characteristics - Causes of unethical behavior - Cultural and Human values in management – Indian and Global perspective.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Ethics in the Workplace: Small Business Ethics - Codes of Conduct - Code of Ethics – Gender sensitization - Role and function of ethical managers - Management and Ethics - Ethical decision making.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Social Responsibility: Business accountability - Ethical value, Theories of Ethics - Consequentialism – Utilitarianism – Egoism.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Consumer Rights: Expectations vs. Reality - A bridge between business and society, Individual factors - Moral philosophies.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Implementing business ethics in a global economy: Developing an effective ethics program - Implementation and auditing an ethics program - business ethics in a global economy.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: CSR standards - CSR best practices - Role of Independent Directors – Protection of Stake holders - Public good – values and Ethics. Decision making process, Ethical decision making and ethical leadership. (Not to be included for External examination)		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. S.K.Mandal (2012), *Ethics in Business and Corporate Governance*, TMH, New Delhi.
2. A.C.Fernando (2013), *Business Ethics and Corporate Governance*, Pearson Publishers, New Delhi.

Books for Reference:

1. Ann k. Buchholtz, Archie B. Carroll (2012), *Business and Society*, Cengage Learning &Inc.
2. O. C. Ferrell, John Fraedrich, Ferrell (2009), *Business Ethics : Ethical Decision Making and Case*, Cengage Learning &Inc.
3. P. Griseri, N. Seppala (2010), *Business Ethics and Corporate Social Responsibility*, South-Western Cengage Learning.

Web Resources:

1. <https://openstax.org/books/business-ethics/pages/1-introduction>
2. https://www.tutorialspoint.com/business_ethics/business_ethics_introduction.htm
3. <https://www.investopedia.com/terms/b/business-ethics.asp>
4. https://www.researchgate.net/publication/328789262_Business_Ethics
5. <https://in.indeed.com/career-advice/career-development/business-ethics>
6. <https://managementhelp.org/businessethics/index.htm>

Pedagogy: Lecture, Assignments, Seminar and Quiz.

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