



**1.1.2: The programmes offered by the institution focus on employability / entrepreneurship / skill development and their course syllabi are adequately revised to incorporate contemporary requirements**

**SYLLABUS OF THE COURSES FOCUSING  
EMPLOYABILITY / ENTREPRENEURSHIP / SKILL  
DEVELOPMENT**

**Colour Coding**

**EMPLOYABILITY**

**ENTREPRENEURSHIP**

**SKILL DEVELOPMENT**

**B.B.A. COMPUTER APPLICATION**

YEAR - I	<b>BUSINESS ORGANIZATION AND MANAGEMENT</b>	CODE – 21BB101
SEMESTER - I		HOURS / WEEK – 6
CORE THEORY -1		CREDIT - 5

**Objectives:** To enable the students understand the basic concepts of Business Organization and Management.

**Course Outcomes (CO's):**

**CO1:** Understand the basic concepts in business organization and operations of MNC's in India.

**CO2:** To comprehend different forms of business organization, its merits, demerits and applications.

**CO3:** Understand the basic concepts of management theories

**CO4:** To understand the managerial functions of planning and organizing

**CO5:** To understand the managerial functions of directing, coordinating and controlling.

Semester	Course Code					Course Title								Hours	Credit
I	21BB101					Business Organization and Management								6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	4	4	4	5	4	5	4	3	3	2	4	5	5	4.08	
CO3	5	5	3	4	5	5	3	5	2	5	4	5	3	4.15	
CO4	3	4	3	4	5	4	4	3	4	4	5	5	5	4.08	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.31	
											<b>Mean Overall Scores</b>			4.20	

**Result: The Score of this Course is 4.20 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

**Unit-I Introduction to Business (20Hrs)**

Business - Meaning – Definition - Characteristics - Objectives - Criteria for success in Modern Business- Classification of Business. Meaning and Evolution of Commerce & Industry - Industrial Revolution- Its Effects. – Liberalization, Privatisation & Globalisation(LPG) - Emergence of Indian MNCs & Transnational Corporations-Advantages and Disadvantages of MNC's.

**Unit – II Forms of Business Organization (15 Hrs)**

Sole Tradership –Partnership – Public Private Partnership (PPP) – Limited Liability Partnership (LLP) -Cooperative Societies - Joint Stock Company-Public Utilities and Public Enterprises - Definition, Characteristics, relative advantages and limitations.

**Unit - III Introduction to Management (15 Hrs)**

Management- Definition- Functions of Management- Management and Administration-Art or Science- Henry Fayol's Principles of Management – F.W. Taylor's Scientific Management

**Unit - IV Planning and Organizing (20Hrs)**

Planning - importance - Process of planning - types of planning - planning methods (Objectives- Policies- Procedures - Strategies & Programmes) –Barriers for effective planning - Decision making - steps in decision making process – Type of decisions MBO - Organization - Importance - Principles of Organizing - Organizational structure type of organization structure - Delegation and Decentralization – Departmentation Span of Management

**Unit - V Directing, Co-Ordination and Control (20Hrs)**

Directing –Meaning- Importance- principle. Leadership-Definition - Qualities of a leader Styles of leadership - Communication - Definition – Process of communication - Barriers to effective communication - Nature of Co -ordination - Problems of effective coordination. Control - Nature – control process - control techniques (traditional and non-traditional).

**Text books**

1. Prof. C.D. Balaji and Dr. G. Prasad, 2007. Business organization, (1st Ed.), Margham Publications.
2. Gupta C. B, Business Management, Sultan Chand & Sons, New Delhi, 2011
3. Koontz, O'Donnell, Weirich, Essentials of Management, Tata McGraw Hill Publishing Company Ltd., New Delhi, 5th Edition, 1998

**Reference books**

1. Dr. P. Subba Rao, International Business - text and cases - Himalaya publishing house
2. P. C. Tulsian-, Business organization, ST edition - Pearson Education India, 2002
3. Gupta C. B, Business Management, Sultan Chand & Sons, New Delhi, 2011

YEAR - I	ENTREPRENEURIAL DEVELOPMENT	CODE – BB203A
SEMESTER – II		HOURS / WEEK – 6
CORE THEORY -3		CREDIT - 5

**Objectives:**

To develop and strengthen entrepreneurial quality and motivation in students.  
 To impart basic entrepreneurial skills and understandings to run a small business efficiently.

**Course Outcomes (CO's): After completing this course, the student will be able to:**

- CO1: Understand the basic concepts and theories of entrepreneurship.  
 CO2: Exemplify knowledge on course contents, curriculum and constraints of EDP.  
 CO3: Conceive business ideas and convert them into business projects.  
 CO4: Become familiar with institutions support various forms of assistances and subsidies.  
 CO5: Learn the MSMEs schemes provided to budding entrepreneurs.

Semester	Course Code					Course Title								Hours	Credit
II	BB203A					Entrepreneurial Development								6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	4	4	4	5	4	5	4	3	3	2	4	5	5	4.08	
CO3	5	5	3	4	5	5	3	5	2	5	4	5	3	4.15	
CO4	3	4	3	4	5	4	4	3	4	4	5	5	5	4.08	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.31	
Mean Overall Scores												4.20			

**Result: The Score of this Course is 4.20 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

**Unit -I Introduction to Entrepreneurship****(20 Hrs.)**

Entrepreneurship: Meaning- Nature-Importance-Theories- Entrepreneur: Meaning-Definition- Characteristics-Qualities- Classification of Entrepreneurs - Roles of an Entrepreneur-Entrepreneur vs Intrapreneur - Women Entrepreneur: Concept and Definition - Problems of Women Entrepreneurs - Factors Promoting an Entrepreneur - Factors affecting Entrepreneurial Growth in India - Role of entrepreneurs in India's Economic Development

**Unit -II Entrepreneurship Development Programmes****(15 Hrs.)**

EDP- Meaning-Needs-Objectives –Course Contents and Curriculum-Phases of EDP-Problems and Constraints of EDP- Organizations providing Entrepreneurship Development Programmes– Entrepreneurial Ecosystem.

**Unit -III New Venture****(20 Hrs.)**

Meaning – Promoting New Venture –Sources of Business Ideas - **Idea Generation Techniques**-Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Procedures to Start a New Venture- Start-up – Need for Start-up- Business Plan for Starts up – Contents and Evaluation Criteria – Unicorn - Decacorn.

**Unit –IV Resource Mobilization Institutional Support and Subsidies****(20 Hrs.)**

Resource Mobilization- Financial resources-Human resources-Material-Physical resources - Sources of Raising Funds for an Entrepreneur (traditional and modern sources)- Angel Investors- Venture Capital - Various Institutions supporting Entrepreneurial growth - Incentives and Subsidies: Meaning-Needs- Incentives and Subsidies available to Entrepreneurs– DIC- Industrial Estates – Business Incubators.

**Unit - V Managing MSME****(15Hrs.)**

Introduction- Classification of Enterprises- Memorandum of MSMEs-Registration of MSMEs-MUDRA Scheme, **Prime Minister's Employment Generation Programme (PMEGP)**, STAND-UP INDIA and START-UP INDIA, Sickness in small Business - Preventing Sickness and Rehabilitation of Business Units.

**Text Books**

1. Dr.S.S Khanka, Entrepreneurial Development, Sultan Chand company Ltd.
2. AbhaJaiswal Micro, Small & Medium Enterprises Development Act, (Law, Policies & Incentives), Bharat Law House Pvt. Ltd

**Reference Books**

1. Vasant Desai, Small-Scale Industries and Entrepreneurship, Himalaya Publishing House, 2017
2. Prasanna Chandra- Project Preparation, Appraisal, Implementation, Tata Mc-Graw Hill, New Delhi.
3. G.N.Pande- A Complete Guide To Successful Entrepreneurship- Vikas Publishing House, New Delhi

YEAR - II	PRODUCTION MANAGEMENT	CODE – 19BB301
SEMESTER – III		HOURS / WEEK – 6
CORE THEORY -5		CREDIT - 5

**Objective:** To give basic knowledge on production management and its related process.

**Course outcomes (CO's): students will be able**

**CO1:** To understand the core features, scope and significance of production management and overall idea about Plant location and plant layout.

**CO2:** To enlighten the ideas about work, time and motion study, types of plant and how to maintain a plant.

**CO3:** To understand about production planning control, its elements and to have an insight into routing and scheduling.

**CO4:** To explore about different quality certification marks, quality control and inspection, maintenance, maintenance cost preventive and predictive maintenance.

**CO5:** To acquire knowledge about managing materials, purchasing procedure, store keeping objectives and the modern methods of material handling.

Semester	Course Code	Course Title												Hours	Credit
III	19BB301	Production Management												6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	4	4	4	5	4	5	4	3	3	2	4	5	5	4.08	
CO3	5	5	3	4	5	5	3	5	2	5	4	5	3	4.15	
CO4	3	4	3	4	5	4	4	3	4	4	5	5	5	4.08	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.31	
Mean Overall Scores													4.20		

**Result: The Score of this Course is 4.20 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having VERY HIGH association with Programme Outcomes and Programme Specific

Outcomes.

**UNIT - I Scope and Significance**

**[15 Hours]**

**Production Management** – Scope and Significance – Production System – Functions and Types- Factors influencing Plant Location – Plant Layout and its kinds.

**UNIT –II Work Study**

**[16 Hours]**

**Work Study – Time Study – Motion Study –Work Measurement** – Principles and factors-Maintenance of Plant – Types.

**UNIT- III Production Planning**

**[15 Hours]**

**Production Planning and Control** – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

**UNIT-IV Quality Control**

**[14 Hours]**

**Quality Control and Inspection** - Objectives and Significance - SQC- AGMARK, ISI and ISO-Certification Marks.

**UNIT –V Material Management**

**[15 Hours]**

Management – Objectives and importance – **Purchasing Material** – Procedure –Store Keeping – Objectives – Functions – **Just In Time (JIT)**.

**Text books:**

1. Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House.
2. Production and Operations Management – O.PANNERSELVAM, Prentice Hall of India

**Reference Books:**

1. O.P. Khanna, “Industrial Engineering and Management”, Dhanpat Rai & sons,1999.
2. Production and Operations Management- B.S. Goyal.
3. Material Management – M.M. Varma. SN Chary -5th edition -Tata McGraw Hill publications

<b>YEAR - II</b>	<b>MARKETING MANAGEMENT</b> offered to Department of Commerce (Bank Management)	<b>CODE – 19GBM31</b>
<b>SEMESTER – III</b>		<b>HOURS / WEEK –5</b>
<b>ALLIED - 3</b>		<b>CREDIT -4</b>

**Objectives:**

To enable the students to understand the elements of Marketing Mix and bases for Market segmentation and to know the stages of Product Life Cycle

**Course outcomes (CO's): Students will be able**

**CO1:** To understand about marketing management concepts and frameworks, marketing mix, market segmentation and apply these to a new or existing business.

**CO2:** To cognize and able to differentiate industrial and consumer goods, the concepts of new product development and product life cycle.

**CO3:** To have an overview of pricing, pricing objectives and to develop skills to analyze, determine price for various products and methods of pricing.

**CO4:** To demonstrate various distribution channel, channel partners, importance and services offered by various middlemen.

**CO5:** To synthesize information and derive insights related to sales promotion and advertising, various modes of advertising, its merits and demerits.

Semester	Course Code	Course Title												Hou rs	Cred it
III	19GBM31	Marketing Management												5	4
Course Outco mes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of CO'S	
	P O 1	P O 2	P O 3	P O 4	PO 5	PS O1	PS O2	P S O 3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
<b>Mean Overall Scores</b>													<b>4.28</b>		

**Result: The Score of this Course is 4.28 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High



This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

### **Unit I: Introduction**

(15 Hrs)

Market- Meaning- Definition- Classification of markets. Marketing – Meaning – Definition- Evolution – Approaches - Modern marketing concepts - **Marketing Mix with Extended 7Ps and 10 Ps**-- Meaning- Concepts - Role of Marketing in Economic Development-Market Segmentation-Definition – Requirements –Bases for Market Segmentation.

### **Unit II: Product**

(15 Hrs)

Meaning- Features-Classification of products- Product Mix- Product Innovation-New Product Development-Product Life Cycle- **Branding**- Meaning- Advantages and Limitations - **Packaging**- Meaning- Kinds- Labeling- Meaning-Advantages and Limitation.

### **Unit III: Pricing**

(15 Hrs)

Price – Meaning - Pricing- Importance - Objectives- Factors affecting pricing decisions Pricing Policies- Procedure for price determination- Kinds of Pricing

### **Unit IV: Distribution Channels**

(15Hrs)

Meaning-Importance-Marketing and Distribution- Middlemen in distribution - Function and **Kinds of Middlemen -- Agents and Merchant Middlemen-Wholesalers** –Types -- Services rendered by wholesalers - **Retailers**- Types – Requisites – Services rendered by retailers- Introduction to Supply Chain and Logistic Management – Introduction to Networking Marketing and Niche Marketing.

### **Unit V: Promotion**

(15 Hrs)

**Sales Promotion - Personal Selling** – Meaning – Purpose – Types – Advantages - Limitations – Factors to be considered on Personal Selling. Advertising- Meaning and definition– Medias- Advantages-Limitations –Advertising copy – Definition – Elements of an Advertisement copy – Introduction to Cinema Advertising, Social Media Advertising,- Web Advertising, and Mobile Advertising.

### **Text Book**

1. R.S.N.Pillai&Bagavathi, , Modern Marketing – principles and practices, S.Chand&sons, New Delhi.4th Edition 2009
2. Marketing Management - V. S Ramaswamy& S. Namakumari- Mcmillan India Limited New Delhi- 3rd Edition- 2002

### **Reference Books**

1. Dr.C.B. Gupta and Dr. N. Rajan Nair. Marketing Management, S. Chand & sons, New Delhi.7th Edition,2005
2. S.A.Sherlakar, , Marketing Management, Himalaya Publishing House, New Delhi.12th Edition
3. PhilipKotler and Gary Armstrong, 11th Edition, Principles of Marketing, Pearson Prentice Hall of India Ltd, New delhi.12th Edition - 2005

YEAR - II	DIGITAL AND SOCIAL MEDIA MARKETING	CODE – BB401A
SEMESTER – IV		HOURS / WEEK –6
CORE THEORY -7		CREDIT – 5

**Objective:** To have a thorough understanding of the digital and social media marketing concepts.

**Course outcomes (CO's):** After the completion of the course the students will be able

**CO1:** To understand about digital marketing.

**CO2:** To cognize and able to understand trends in digital marketing.

**CO3:** To have an overview of web marketing.

**CO4:** To demonstrate various search engines.

**CO5:** To synthesize information and derive insights into social media marketing.

Semester	Course Code					Course Title								Hours	Credit
IV	BB401A					Digital and Social Media Marketing								6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
Mean Overall Scores													4.28		

**Result: The Score of this Course is 4.28 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes.

### **Unit – 1 Introduction to Digital Marketing**

**(15 Hours)**

**Digital Marketing**- Definition, Importance, Benefits, Challenges - Digital Vs Traditional Marketing, Digital Marketing – Organic & Paid, Paid Owned Earned Media (P.O.E.M), Digital Marketing platforms.

### **Unit – 2 Digital Marketing Trends**

**(15 Hours)**

Content Marketing - Engagement Marketing - Affiliate marketing- Difference between referral and affiliate marketing, Types of Affiliates - Email Marketing- Importance, type of emails, Vlogging and microvlogging.

### **Unit – 3 Web Marketing**

**(15 Hours)**

Web marketing – Definition, Importance, Benefits, Challenges - Website Planning and Creation, Static Vs Dynamic Website, Content Management Systems, Domain name- Understanding domain names & domain extensions, Web Hosting, Types of web hosting.

### **Unit – 4 Search Engines**

**(15 Hours)**

Search Engine – Definition, how search engines work, Google guidelines, Difference between portal and search engines - Organic Search vs. Paid Search Results.

**Search Engine Optimization (SEO):** meaning, Types of SEO, Local SEO- Benefits of Local SEO, Techniques to get on top of Google.

**Search Engine Marketing (SEM):**

Meaning, Google AdWords- Search ads, Display ads, Video Ads, Shopping Ads, Google Ads Account.

### **Unit – 5 Social Media Marketing**

**(15 Hours)**

Social Media Marketing - Meaning, Importance, Benefits, Challenges, YouTube Marketing, Facebook Marketing, Instagram & LinkedIn Marketing, Pinterest Marketing, Influencer Marketing- Meaning, Platforms. Online Reputation Management- tools and strategies of online reputation management.

#### **Text Books:**

1. Ahuja, V. (2015). Digital Marketing, Oxford University Press.
2. Strauss, J., Frost, R. & Ansary, A. I. (2009). E- marketing (Vol. 4), São Paulo: Pearson Prentice Hall.

#### **Reference Books:**

1. Charlesworth, A. (2014), Digital marketing: A practical approach, Routledge
2. Zimmerman, J., & Ng, D. (2015), Social media marketing all-in-one for dummies John Wiley & Sons.
3. Enge, E., Spencer, S., Fishkin, R., & Stricchiola, J. (2012). The art of SEO. O'Reilly Media, Inc.

YEAR - II	ENTREPRENEURIAL DEVELOPMENT (offered to Department of Commerce) From 2019 batch onwards	CODE – 19GCM42A
SEMESTER – IV		HOURS / WEEK – 5
GENERIC ELECTIVE- II (A)		CREDIT - 4

**Objective:** To understand and to develop entrepreneurial mindset among student.

**Course Outcomes (CO's):** After completing this course, the student will be able to

CO1: Understand the basic concepts and theories of entrepreneurship.

CO2: Exemplify knowledge on course contents, curriculum and constraints of EDP.

CO3: Conceive business ideas and convert them into business projects.

CO4: Become familiar with institutions support various forms of assistances and subsidies.

CO5: Learn the MSMEs schemes provided to budding entrepreneurs.

Semester	Course Code	Course Title												Hours	Credit
IV	19GCM42A	Entrepreneurial Development												5	4
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	5	4	4	5	5	3	5	5	4	3	4	5	4.4	
CO2	4	5	5	5	5	4	5	4	3	5	5	4	3	4.4	
CO3	5	5	5	4	5	3	5	4	3	4	5	4	4	4.3	
CO4	5	5	5	5	5	5	4	5	5	3	3	4	3	4.4	
CO5	5	4	5	5	5	3	5	3	5	3	4	5	3	4.2	
Mean Overall Scores													4.3		

**Result: The Score of this Course is 4.3 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

**Unit -I Introduction to Entrepreneurship****(20 Hrs)**

Entrepreneurship: Meaning- Nature-Importance-Theories- Entrepreneur: Meaning-Definition- Characteristics-Qualities-Types and Roles of an Entrepreneur-Entrepreneur vs Intrapreneur- Factors Promoting an Entrepreneur - Women Entrepreneur: Concept and Definition - Problems of Women Entrepreneurs - Role of entrepreneurs in India's Economic Development

**Unit -II Entrepreneurship Development Programmes****(15 Hrs)**

Meaning-Needs-Objectives –Course Contents and Curriculum-Phases of EDP-Problems and Constraints of EDP- Organizations providing Entrepreneurship Development Programmes.

**Unit -III New Venture****(20 Hrs)**

Meaning – Promoting New Venture –Sources of Business Ideas - Idea Generation Techniques- Project Identification-Project Selection. - Procedures to Start a New Venture- Project : Meaning- Types-formulation of Project report -Project Appraisal- Network Analysis.

**Unit –IV Institutional Support and Subsidies****(20 Hrs)**

Sources of Raising Funds for an Entrepreneur- Need for Institutional Finance- Various Institutions supporting Entrepreneurial growth - Incentives and Subsidies: Meaning-Needs-Incentives and Subsidies available to Entrepreneurs0– DIC- Industrial Estates

**Unit - V MSMED Act 2006****(15 Hrs)**

Introduction- Classification of Enterprises- Memorandum of MSMEs-Registration of MSMEs- MUDRA Scheme, Prime Minister's Employment Generation Programme (PMEGP), STAND-UP INDIA and START-UP INDIA: Objectives-Purpose-Loan facilities available-Applying Procedures.

**Text Books**

1. Dr.S.S Khanka, Entrepreneurial Development, Sultan Chand company Ltd.
2. Abhajaiswal Micro, Small & Medium Enterprises Development Act, (Law, Policies & Incentives), Bharat Law House Pvt. Ltd

**Reference Books**

1. Vasant Desai, Small-Scale Industries and Entrepreneurship, Himalaya Publishing House, 2017
2. Prasanna Chandra- Project Preparation, Appraisal, Implementation, Tata Mc-GrawHill, New Delhi.
3. G.N.Pande- A Complete Guide To Successful Entrepreneurship- Vikas Publishing House, New Delhi
4. C B Gupta &Srinivasan: Entrepreneurship Development in India, Sultan Chand.
5. A Gupta: Indian Entrepreneurial Culture, New Age International.

YEAR - II	RETAIL MARKETING MANAGEMENT (offered to Department of Commerce) From 2019 batch onwards	CODE – 19GCM42B
SEMESTER – IV		HOURS / WEEK – 5
GENERIC ELECTIVE- II (B)		CREDIT - 4

**Objective:** To understand the concepts of Retail marketing management.

**Course outcomes (CO's):** After completing the course the student will be able to

CO1: students learn the concept of retailing, types and its important functions.

CO2: understand the knowledge about merchandise management.

CO3: identify factors that site location and layout of retail units.

CO4: familiarize with the promotions of retail, objectives with its functions.

CO5: acquire knowledge about e-retailing like IT-in retail, e-cash, e-commerce and smart cards etc.

Semester	Course Code	Course Title												Hours	Credit
IV	19GCM42B	Retail Marketing Management												5	4
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	5	4	4	5	5	3	5	5	4	3	4	5	4.4	
CO2	4	5	5	5	5	4	5	4	3	5	5	4	3	4.4	
CO3	5	5	5	4	5	3	5	4	3	4	5	4	4	4.3	
CO4	5	5	5	5	5	5	4	5	5	3	3	4	3	4.4	
CO5	5	4	5	5	5	3	5	3	5	3	4	5	3	4.2	
<b>Mean Overall Scores</b>												4.3			

**Result: The Score of this Course is 4.3 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

**Unit -I Introduction to Retailing** [14 Hrs.]

**Retailing** – meaning, definition, characteristics, importance and functions – **types of retailers** – types of retailing formats – Product Retailing Vs Service Retailing – Retailing environment.

**Unit -II Merchandise Management** [18 Hrs.]

Merchandise Management – Definition, key areas – phases in developing Merchandise plan – Methods of planning and calculating inventory level – basic stock method, percentage variation method, week's supply method and stock to sales method – merchandiser's skill and profile.

**Unit – III Location of Retail Units** [20 Hrs.]

Retail location - factors affecting Retail location decision – site location and lay out - factors affecting site location and lay out – steps in selecting site. Store design – interiors and exteriors. **Retailing strategies** – differentiation strategies – growth strategies – expansion strategies – pricing strategies. Meaning of logistic and supply chain management- issues of storage and warehouse facility.

**Unit – IV Promotion of Retail Outlets** [18Hrs.]

Retailing promotion – definition – promotional objectives – SMARTT objectives – approaches to promotional budget – promotional advertising – sales promotion - objectives and types- personal selling.

**Unit – V Information Technology in Retailing** [20 Hrs.]

Meaning and definition of IT – advantages and limitations of IT in Retail trade – competitive advantage of using IT – capturing and transmitting data at point of sale – systems for business communication and exchanging data – merchandise reordering system – **E - Retailing** – merits – systems of E - Retailing – kinds of retailers engaged in **E - commerce** – Future trends – smart cards – E-cash - Multimedia Kiosk – Customer-specific offers – Electronic body scanners – E-Tailing in India.

**Text Books**

1. Retail Marketing - Dr. L.Natarajan, , Margam Publications, Chennai.
2. Retail Marketing – Gilbert Pearson, Education Asia publication, New Delhi.

**Reference Books**

1. Channel Management & Retail Marketing – MeenalDhotre, (E- book).
2. Retail Marketing Management – David Gilbert, Pearson Education, India.
3. Retail Marketing Management – SwapnaPradhan, (E- book).
4. Retail Management - Gibson & Vedamani, Jaice Publishing House, New Delhi.
5. Retail Management - Berman & Evans, Prentice-Hall of India, New Delhi.
6. Retail Management - Micheal Levy & Barton Aweitz, Tata McGrew Hill Publishing Company Ltd, New Delhi.

YEAR - III	FINANCIAL MANAGEMENT	CODE – 17BB501
SEMESTER – V		HOURS / WEEK – 6
CORE THEORY -9		CREDIT - 5

**Objectives:** To familiarize with the concepts of Financial Management.

**Course Outcomes (CO's):**

- CO1 Understand the different financing decision and estimate the value of different financial instruments.
- CO2 Decide the source of finance for an organization and formulate the optimum Capital Structure
- CO3 Estimate cash flows and make capital budgeting decisions under both certainty and uncertainty.
- CO4 Analyze the factors influencing the dividend decision and formulate the dividend policy of the firm
- CO5 Describe and assess how companies manage the components of working capital to minimize the cost of carrying current assets and the cost of short-term borrowing.

Semester	Course Code	Course Title												Hours	Credit
V	17BB501	Financial Management												6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	5	4	4	5	5	3	5	5	4	3	4	5	4.4	
CO2	4	5	5	5	5	4	5	4	3	5	5	4	3	4.4	
CO3	5	5	5	4	5	3	5	4	3	4	5	4	4	4.3	
CO4	5	5	5	5	5	5	4	5	5	3	3	4	3	4.4	
CO5	5	4	5	5	5	3	5	3	5	3	4	5	3	4.2	
<b>Mean Overall Scores</b>												4.3			

**Result: The Score of this Course is 4.3 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes



**Unit- I Finance Functions (Theory Only) (12HRS)**

Finance functions: Meaning- Definition and scope of Financial functions- Objectives of Financial Management- Profit maximization and Wealth maximization. Sources of Finance-Short term-Long term – Shares- equity Shares- Preference Shares- Debentures- Debt.

**Unit- II Financing Decisions (Problem and Theory Questions) (17 Hrs)**

Financing Decisions: Cost of Capital - Cost of specific Sources of Capital- Equity- preferred stock – debt- Reserves- Weighted average cost of Capital, Operating Leverage and Financial Leverage.

**Unit- III Capital Structure (Problem and Theory Questions) (14Hrs)**

Capital Structure- Factors influencing Capital Structure- Optimal Capital Structure-Capital Structure Theory- Dividend and Dividend policy: Meaning, classification – sources available for dividends – Dividend policy general, determinants of dividend policy.

**Unit- IV Working Capital Management (Problem and Theory Questions) (20 Hrs)**

Working Capital management: Concepts – Importance- Determinants of Working Capital-Working Capital management- Problems - Cash management: Motives for holding cash- Objectives and strategies of cash management Receivables Management: Objectives- Cost of credit Extension, benefit – credit policies- credit terms- Collection Policies

**Unit- V Capital Budgeting (Problem and Theory Questions) (12 Hrs)**

Capital Budgeting – meaning – Objectives- Preparation of various types of capital budgeting Pay Back Period, ARR, NPV, IRR and PI  
(Theory carries 70% and problems carry 30 %)

**Text books:**

1. Financial Management (Text, Problems And Cases) **M.Y.Khan And P.K.Jain**-Published by TataMcGraw-Hill Education Private Limited-New Delhi-10<sup>th</sup> Edition.
2. Financial Management-**I.M.Pandey**-Published by Vikas Publishing house Pvt. Ltd.-Noida-19<sup>th</sup> Edition.

**Reference books:**

1. Financial Management **P.Periasamy**-Published by Tata McGraw-Hill Education Private Limited-New Delhi-6<sup>th</sup> Edition.
2. Financial Management (Text and Cases)-**Eugene F. Brigham and Michael C. Ehrhardt**- Published by Cengage Learning India Pvt. Ltd.- 8<sup>th</sup> Edition.
3. Fundamentals of Financial Management-**Bhabatosh Banerjee**- Published by PHI Learning Private Ltd.- New Delhi-8<sup>th</sup> Edition.
4. Financial Management **Jonathan Berk, Peter DeMarzoand Ashok Thampy**- Dorling Kindersley (India) Pvt. Ltd.,-Noida-5<sup>th</sup> Revised Edition
5. Financial Management-**A.Murthy**-Published by Margham Publications Chennai-5<sup>th</sup> Edition

YEAR - III	<b>RESEARCH METHODOLOGY</b>	CODE – 17BB502
SEMESTER –V		HOURS / WEEK – 6
CORE THEORY - 10		CREDIT - 5

**Objective:** To understand and familiarize the concepts of Research Methodology.

**Course Outcomes (CO's):** On successful completion of the course students will be able

**CO1:** To impart the students with knowledge in the field of research and to enhance them to utilize various methods of research.

**CO2:** To enrich the students to identify appropriate research topics, select and define appropriate research problem and parameters, develop a better research design and to synchronize with the research problem to fill the research gap.

**CO3:** To familiarize with preparing a project proposal (to undertake a project), sampling design, different types of data, data collection methods and various sources of primary and secondary data.

**CO4:** To enable the students to perform data processing, editing, coding of data, tabulation, data analysis using various tools.

**CO5:** To enhance the skills of writing a research report and thesis report writing, referencing and to explore to various reporting standards.

Semester	Course Code					Course Title								Hours	Credit
V	17BB502					Research Methodology								6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	3	3	3	4	4	5	4	5	4	5	3	3	3.92	
CO2	5	4	5	4	5	3	5	3	3	3	4	3	2	3.77	
CO3	4	5	4	3	5	4	3	4	5	3	4	3	3	3.85	
CO4	3	4	3	5	3	4	3	4	4	5	4	3	2	3.62	
CO5	4	4	4	5	3	5	3	5	4	3	5	3	4	4.00	
<b>Mean Overall Scores</b>													3.83		

**Result: The Score of this Course is 3.83 (High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes

**Unit – I Introduction to Research and Methods (15Hrs)**

Research –Meaning and Definition- Types of Research – Research Methods – Problems faced by Researcher – Research Process – Various Steps in Research Process. Review of literature – Identification Research Gap – social relevance of research - Research Problem – Sources, Identification and Developing Research Problem – Construction of Research Questions – Framing Objectives and hypotheses.

**Unit –II Research Design (18 Hrs)**

Concepts – Meaning, Definition and types - Variables – Meaning & Definition – Types of Variables. Research Design - Meaning, Definition - types of Research Design – Experimental and non-Experimental Research Design – Characteristic of good Research Design – Relationship between Research Problem and Research Design.

**Unit –III Sampling Design and Data Collection (17Hrs)**

Sample – meaning and definition- sample size- sampling design – meaning and definition-essentials of good sampling design- methods of sampling- random and non- random sampling-sampling and non- sampling error- reduction of sampling errors. Data- types of data- primary data- different methods of collecting primary data- measurement of scale and scaling techniques-construction of questionnaire- secondary data- various sources of secondary data

**Unit –IV Data analysis (15Hrs)**

Steps in processing the data – editing- coding- classification- content analysis- tabulation-methods of tabulation. Application of statistics in data analysis- descriptive statistics- mean, median, mode, standard deviation- correlation and regression- inferential statistics using Excel- chi-square test- ANNOVA, T- test- F-Test- tools for testing hypothesis. Application of computer in modern research.

**Unit –V Report writing (10Hrs)**

Research report- meaning-, types of research report- essential of good research report- stages in preparing research report- structure of research report- preliminary pages, main body of the report and reference material- guidelines and mechanics for preparing research report. Reporting standards.

**Text books:**

1. Donald R Cooper, Pamela S Schindler, Business Research Methods, 9<sup>th</sup> Edition, McGraw Hill Publications, 2006
2. Kothari.C.R. – —Research Methodology – methods and technology, New age international publisher, New Delhi.

**Reference books:**

1. Panerselvam.R. - —Research Methodology| Prentice Hall of India, New Delhi,2004.
2. Krishnaswami .O.R. – —Methodology of Research in Social sciences| Himalaya Publishing House, Mumbai.
3. Dr.D. Amarchand, (2000) Research Methods in Commerce, Emerald Publications, Chennai.

YEAR - III	LEGAL ASPECTS OF BUSINESS	CODE – 19BB503
SEMESTER – V		HOURS / WEEK – 6
CORE THEORY - 11		CREDIT - 5

**Objective:** To understand and familiarize the concepts of Legal Aspects of Business.

**Course Outcomes (CO's):**

CO1 To Demonstrate an understanding of the nature of the company law and legal aspect.

CO2 To understand the documents of AoA, MoM, And other securities related legal documents

CO3 Understand the concept of management and partnership and formalities in creation, admission and dissolution of partnership firm

CO4 Demonstrate the conceptual and practical knowledge in contract Act

CO5 Elaborate to possessed the knowledge of special contract and bailment

Semester	Course Code	Course Title												Hours	Credit
V	19BB503	Legal Aspects of Business												6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	3	5	3	5	4	5	3	4	5	4	3	4.1	
CO2	5	4	5	3	5	5	3	4	5	3	5	4	5	4.3	
CO3	5	3	5	5	4	4	3	5	4	3	4	5	4	4.2	
CO4	5	5	4	5	4	4	5	5	4	3	3	3	4	4.2	
CO5	4	5	5	4	5	4	3	3	4	5	4	5	4	4.2	
Mean Overall Scores													4.2		

**Result: The Score of this Course is 4.2 ( Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

### **Unit - I Introduction**

**[15 Hours]**

**Administration of Company Law** [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts]; Characteristics of a company; lifting of corporate veil; types of companies including one-person company, small company and dormant company; association not for profit; formation of company, on-line filing of documents, promoters, their legal position, pre-incorporation contract; on-line registration of a company.

### **Unit - II Documents**

**[15 Hours]**

Memorandum of association, Articles of association, Doctrine of constructive notice and indoor management prospectus-shelf and red herring prospectus, Misstatement in prospectus, GDR; Book building; Issue, allotment and forfeiture of share, Transmission of shares, Buyback and provisions regarding buyback; Issue of bonus shares.

### **Unit - III Management**

**[15 Hours]**

**Classification of directors, women directors, independent director, small shareholder's director;** Disqualifications, director identity number (DIN); Appointment; Legal positions, powers and duties; removal of directors; **Key managerial personnel, managing director, manager; Meetings of shareholders and board;** Types of meeting, convening and conduct of meetings, postal ballot, meeting through video conferencing, e-voting; Committees of Board of Directors - Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee

### **Unit - IV Contract Act**

**[15 Hours]**

Law –meaning and definition-need- Indian contract act1872-meaning and nature of contract-essential classification of contracts- offer and acceptance- capacities of contract. Free Consent – Consideration – Lawful Object - Agreement declared void - Performance of Contract – Quasi Contract- -Discharge of Contracts– Remedies for Breach of Contract.

### **Unit - V Special Contract**

**[15 Hours]**

An Overview of Special Contract – Indemnity & Guarantee – Meaning & Definitions – Essentials – Rights of indemnity holder and indemnifier – Differences between Contract of Indemnity & Guarantee- Rights of surety – Surety's liability- **Bailment** - Meaning & Definitions–Essentials–Rights and duties of bailor&bailee– **Pledge** - Meaning & Definitions–Essentials–Rights and duties of pawnor and pawnee.

#### **Text Books:**

1. Business Law ,N.D.kapoor, Sultan Chand, 3rd edition, New Delhi,1999.
2. Business Law,R.S.N.PillaiBagavathi,Chand& co, 1st edition,New Delhi,2000.
3. Business Law,P.C.Tulsian, Tata MCGrawell Hill, 2nd edition, New Delhi, 2002.

#### **Reference Books:**

1. Legal Aspects of Business ,P.saravanavel& S. Sumathi, Himalaya publication,1st edition,New Delhi,2005.
2. Business Law ,M.R.Sreenivasan,Margham publication ,1st edition, Chennai,2006.
3. Legal Aspects of Business,AkhilashwarePathek, Tata Mc-GrawHill,3rd edition,New Delhi 2005.
4. Business Law –Bulchandhani K.P, HPH, 2nd edition,New Delhi,2001.

5. Business Law ,M.C. Kuchal, Vikas Publication, 4th edition, New Delhi, 2005.

YEAR - III	INVESTMENT MANAGEMENT	CODE – 19EBB51A
SEMESTER – V		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -1		CREDIT - 5

**Objective:** To understand and familiarize the concepts of Investment Management.

**Course Outcomes (CO's):**

CO1. Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.

CO2. Students will understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.

CO3 Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.

CO4 Students will have the knowledge and skills to select and employ base level tools for financial analysis.

CO5 Students will have the knowledge and skills to develop portfolio strategies for individual and institutional investors.

Semester	Course Code	Course Title												Hours	Credit
V	19EBB51A	Investment Management												6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	2	4	5	4	3	2	4	2	3	4	5	6	3.61	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	5	5	5	5	5	3	4	5	5	3	2	2	2	3.92	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.30	
Mean Overall Scores												4.07			

**Result: The Score of this Course is 4.07 (High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **HIGH** association with Programme Outcomes and Programme Specific

## Outcomes

### **Unit -I Introduction to Investment (15 Hrs.)**

Investment Meaning- Investment Vs. Speculation- Investment Vs Gambling- Important factors favorable for Investment Program- Stages in Investment - Investors Classification

### **Unit – II Security Investment (15 Hrs.)**

Meaning- Bonds- Preference Shares- Equity shares- Derivatives- Options- Swaps- Futures- Mutual funds

### **Unit - III Non Security Investment (15 Hrs.)**

Meaning- Government Securities- Life Insurance- UTI- Commercial banks- Provident fund- Post office schemes- National Savings Schemes- Fixed Deposit Schemes.

### **Unit -IV Risk and Return (15 Hrs.)**

Meaning- Historical and Expected return- Types of risk- Measurement of risk

### **Unit -V Fundamental and Technical Analysis (15 Hrs.)**

Meaning- Economy, Industry and Company Specific analysis- Tools for technical analysis- Charts, Support and Resistant level analysis.

## **Text Books**

1. Investment Management - Preeti Singh, Himalaya Publishing House. New Delhi. 2014
2. Prasanna Chandra, (2009), Investment Analysis and Portfolio Management, Tata McGraw – Hill Publishing Company Limited, New Delhi.

## **Reference Books**

1. Natarajan L, (2009), Investment Management Security Analysis and Portfolio Management, Margham Publication, Chennai.
2. Avadhani VA, (2008), Investment and Securities Market in India, Himalaya Publishing House, Mumbai.
3. Bhalla VK, (2009), Investment Management, Security Analysis and Portfolio Management, S.Chand and Company Ltd, New Delhi.
4. Ranganathan and Madhumita, Investment Management -19th edition-Margham publications
5. Gurusamy - Investment Management Security Analysis and Portfolio -11th edition -Aph publication

YEAR - III	RETAIL MARKETING MANAGEMENT	CODE – 17EBB51B
SEMESTER – V		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -1		CREDIT - 5

**Objective :** To understand and familiarize the concepts of Retail Marketing Management.

**Course Outcomes (CO's):** On successful completion of the course students will be able

**CO1:** To understand about retail marketing management concepts, frameworks and apply these to Recent times business.

**CO2:** To cognize about merchandise management.

**CO3:** To have an overview of location of retail units and its influences.

**CO4:** To demonstrate various promotion activities of retail outlets.

**CO5:** To synthesize the inevitable role of technology in retail marketing.

Semester	Course Code	Course Title												Hours	Credit
V	17EBB51B	Retail Marketing Management												6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
												Mean Overall Scores	4.28		

**Result: The Score of this Course is 4.28 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERYHIGH** association with Programme Outcomes and Programme Specific Outcomes



### **Unit-I Introduction to Retailing**

**[14 Hrs.]**

**Retailing** – meaning, definition, characteristics, importance and functions – **types of retailers** – types of retailing formats – Product Retailing Vs service Retailing – Retailing environment.

### **Unit-II Merchandise Management**

**[18 Hrs.]**

Merchandise Management – Definition, key areas – phases in developing Merchandise plan – Methods of planning and calculating inventory level – basic stock method, percentage variation method, week's supply method and stock to sales method – merchandiser's skill and profile.

### **Unit – III Location of Retail Units**

**[20 Hrs.]**

Retail location - factors affecting Retail location decision – site location and lay out - factors affecting site location and lay out – steps in selecting site. Store design – interiors and exteriors. Retailing strategies – differentiation strategies – growth strategies – expansion strategies – pricing strategies. Meaning of logistic and supply chain management- issues of storage and warehouse facility.

### **Unit – IV Promotion of Retail Outlets**

**[18Hrs.]**

Retailing promotion – definition – promotional objectives – SMARRTT objectives – approaches to promotional budget – promotional advertising – sales promotion - objectives and types- personal selling.

### **Unit – V Information Technology in Retailing**

**[20 Hrs.]**

Meaning and definition of IT – advantages and limitations of IT in Retail trade – competitive advantage of using IT – capturing and transmitting data at point of sale – systems for business communication and exchanging data – merchandise reordering system – **E - Retailing** – merits – systems of E - Retailing – kinds of retailers engaged in **E - commerce** – Future trends – smart cards – E-cash - Multimedia Kiosk – Customer-specific offers – Electronic body scanners – E-Tailing in India.

### **Text Books**

1. Retail Marketing - Dr.L.Natarajan, ,Margam Publications, Chennai.
2. Retail Marketing – Gilbert Pearson, Education Asia publication, New Delhi.

### **Reference Books**

1. Channel Management & Retail Marketing – MeenalDhotre, (E- book).
2. Retail Marketing Management – David Gilbert, Pearson Education, India.
3. Retail Marketing Management – SwapnaPradhan, (E- book).
4. Retail Management - Micheal Levy & Barton Aweitz, Tata McGrew Hill Publishing Company Ltd, New Delhi.

YEAR - III	EXPORT IMPORT MANAGEMENT	CODE – EBB51C
SEMESTER – V		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -1		CREDIT - 5

**Objective:** To enable the students to acquire the knowledge on import and export management.

**Course Outcomes (CO's):**

CO1: Students will understand the Import Export Policy of Government of India.

CO2: Students will know the Government authorities involved in Import & Export operations.

CO3: Students will know the significance of export documentation.

CO4: Students will understand the export procedure.

CO5: Students will have the knowledge about GST and related terminologies.

Semester	Course Code	Course Title												Hours	Credit
V	EBB51C	Export Import Management												6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of CO'S	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	2	4	5	4	3	2	4	2	3	4	5	6	3.61	
CO3	4	4	4	4	4	5	5	5	4	4	4	4	3	4.15	
CO4	5	5	5	5	5	3	4	5	5	3	2	2	2	3.92	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.30	
Mean Overall Scores												4.07			

**Result: The Score of this Course is 4.07 ( High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes.

**UNIT – I: Policy****(10hrs)**

Export –Import Policy Historical review and current Export – Import policy of the Govt. of India and its implications. Export –Import Licensing – Policy & Procedure, Inco terms.

**UNIT – II Government Authorities****(16hrs)**

Government Authorities– Department of Commerce, CCI&E, Cabinet committee, Board of Trade, Zonal Advisory Committee, State Govt. Commodity Organization – Export Promotion councils, Commodity Boards, ECGC, Trade fair Authority, FIEO, Exim Bank, DGCI&S, STC, and MMTC etc.

**UNIT – III Significance of Export Documents****(14 hrs)**

Significance of Export Documents -Type of documents, Trade documents, Regulatory documents. Import documentation –Import procedures – Guidelines – Key documents used in importing – import licensing and other incentives.

**UNIT – IV Export procedure****(20hrs)**

Export procedure -Steps of Export procedure, Banking procedure of Export Documents-Bill of lading, Bill of Exchange, Certificate of Origin, Marine Insurance Policy, Letter of Credit, GR-1 Form, Schemes under Foreign Trade Policy

**UNIT – V GST****(15hrs)**

GST in India – Introduction – Supply under GST – Charge of GST – Exemptions from GST – Time of Supply – Value of Supply – Input Tax Credit – Registration – Tax invoice, Credit and Debit notes – Payment of Tax – Returns.

**Text Books**

1. T.A.S. Rajagopal - Export Management, - Himalya Publishing House.
2. C. Rama Gopal - Export Import Procedure – New Age International Publishers, 2020.
3. CA.Pushendra Sisodia - Handbook on Goods & Service Tax (GST), 2018

**Reference Books**

1. Justin Paul, Rajiv Aserkar - Export Import Management Marketing – Oxford Publications,2013
2. Verma &Agrawal - Foreign Trade Management – Commonwealth Publishers, Delhi
3. Verma, M.L - International Trade - Commonwealth Publishers, Delhi

YEAR - III	HUMAN RESOURCE MANAGEMENT	CODE-17BB601
SEMESTER -VI		HRS/WK – 6
CORE THEORY - 12		CREDIT - 5

**Objective:** To understand and familiarize the concepts of Human Resource Management.

**Course Outcomes (CO's):**

**CO1:** To understand fundamentals about human resource management, qualities of a HR manager problems and challenges faced by a HR manager.

**CO2:** To understand the human resource planning process, analysis of job and various methods of job analysis.

**CO3:** Will know the methods of recruitment and selection process.

**CO4:** Will have the knowledge about the need for training, training and evaluation methods.

**CO5:** Will have the knowledge about performance and potential appraisal, grievance handling and disciplinary procedures.

Semester	Course Code	Course Title												Hours	Credit
VI	17BB601	Human Resource Management												6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	3	5	3	5	4	5	3	4	5	4	3	4.1	
CO2	5	4	5	3	5	5	3	4	5	3	5	4	5	4.3	
CO3	5	3	5	5	4	4	3	5	4	3	4	5	4	4.2	
CO4	5	5	4	5	4	4	5	5	4	3	3	3	4	4.2	
CO5	4	5	5	4	5	4	3	3	4	5	4	5	4	4.2	
<b>Mean Overall Scores</b>													4.2		

**Result: The Score of this Course is 4.2 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

**Unit - I:**

**[15 Hrs]**

**Human Resources Management** – definition, meaning and function of HRM -qualities and roles of HR manager - problems and challenges of a HR manager.

**Unit -II:**

**[15 Hrs]**

**Human Resource Planning** – definition – importance - HRP process - Job analysis – nature, process, concept of job design, methods- techniques– Job description- job specification

**Unit -III:**

**[15Hrs]**

**Recruitment and selection** – meaning and definition, objectives - sources of recruitment, process, methods, and recruitment practice in India- interviews.

**Unit- IV:**

**[15 Hrs]**

**Training and Development Methods**- Meaning – nature, principles, assessing the needs of training, training and development as source of competitive advantage – methods of training, evaluation of effectiveness of training programme.

**Unit- V:**

**[15 Hrs]**

**Performance And Potential Appraisal** - meaning, purpose-process - methods, problem - managing grievances and discipline.

**Text books:**

- 1.K. A. Aswathappa, Human resource management,McGraw Hill Education; 6th edition (2010)
2. Venkata Ratnam C.S. & Srivastava B.K.: Personnel Management and Human Resources, Tata Mc-Graw Hill, (1994)

**Reference books:**

1. Personnel Management and Industrial Relations- P.C. Tripathi -Sultan Chand & sons- 19th Edition- (2006)
2. Personnel& Human Resource Management- P.SubbaRao, Himalaya Publishing House, Mumbai, 3<sup>rd</sup>Edition, (2003)
3. Human Resource management- M.S. Saiydyan, Tata McGraw Hill Publishing, New Delhi, 1st Edition.

YEAR - III	STRATEGIC MANAGEMENT	CODE – 19BB603
SEMESTER – VI		HOURS / WEEK – 6
CORE THEORY - 14		CREDIT - 5

**Objective:** To understand about the strategies used to manage business effectively.

**Course Outcomes (CO's):**

**CO1:** Understand the basic concepts about strategic management and strategic decision making process.

**CO2:** Characterize and differentiate mission, vision, goals, objectives, policies and strategies.

**CO3:** Analyze the business environmental variables.

**CO4:** Cognize and interpret about various business and corporate level strategies

**CO5:** Understand about strategic alliances, collaborative partnerships, merger, acquisition and diversifications.

Semester	Course Code	Course Title												Hours	Credit
VI	19BB603	Strategic Management												6	5
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
<b>Mean Overall Scores</b>												4.28			

**Result: The Score of this Course is 4.28 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

**Unit - I****[15 Hrs]**

**Introduction :** Strategic management – definition - Conceptual evolution of strategies – need, importance, scope of strategic management –risks of strategic management – Strategic decision making process.

**Unit - II****[15 Hrs]**

Mission – Vision – Goals – Objectives - Policies and Strategies – Characteristics – Strategic Planning – meaning, definition and process.

**Unit – III****[15 Hrs]**

Environmental scanning and analysis - international, external, internal analysis – Michael Porter’s Five Forces Model - SWOC analysis.

**Unit - IV****[15 Hrs]**

Generic competitive strategies – integration strategies – outsourcing strategies – offensive and defensive strategies.

**Unit - V:****[15 Hrs]**

Strategic alliances - collaborative partnerships – merger - acquisition – diversifications strategies.

**Text Book:**

1. Upendra Kachru, Strategic Management: Concepts and Cases, Excel Books, New Delhi.

**Reference Books:**

1. Vipin Gupta, Kamala Gollakota, R. Srinivasan, Business policy and strategic management concept and application, Oxford University Press, Chennai.
2. Sukul Lomesh, P.K.P.K. Mishra, Business policy and Strategic Management, Tata Mc Graw Hill, New Delhi.

YEAR - III	FINANCIAL AND CAPITAL MARKETS	CODE – 19EBB63A
SEMESTER – VI		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -3		CREDIT - 4

**Objective:** To provide exposure to the theories of Financial and Capital Markets.

**Course Outcomes (CO's):**

CO1: To understand fundamentals of Indian Financial Market.

CO2: To understand the functions and purpose of capital markets.

CO3: To know the operations and functions of secondary markets

CO4: To understand the functions and operations of money market.

CO5: To understand the functions and regulations of the regulator (SEBI)

Semester	Course Code	Course Title												Hours	Credit
VI	19EBB63A	Financial and Capital Markets												6	4
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	4	4	4	3	4	4	4	4	2	3	4	5	4	3.75	
CO2	4	3	4	3	4	3	3	4	2	3	4	4	4	3.5	
CO3	4	3	5	3	4	4	4	4	2	3	3	5	4	3.7	
CO4	5	4	4	4	4	4	4	4	2	4	4	4	4	3.9	
CO5	5	5	5	4	4	4	4	4	2	5	5	5	4	4.3	
Mean Overall Scores													3.8		

**Result: The Score of this Course is 3.8 ( High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **HIGH** association with Programme Outcomes and Programme Specific Outcomes.



**Unit: I Introduction Indian Financial Market****(15 hours)**

**Indian Financial System** – Overview- Significance – Indian Financial Market And International Financial Market – Financial Institution – **Financial Services** – Meaning - Functions - Primary Market – Secondary Market – Difference Between Primary Market And Secondary Market .

**Unit: II Capital Market****(15 hours)**

**Capital Market** – Importance – Classification – Primary Market (New Issue Market) – IPO - Advantages – Capital Market Instrument - Equity Shares – Preference Share – Debentures – Derivatives - Functions Of New Issue Market – Offer For Sale – Private Placement – Rights Issue – Bonus Issue.

**Unit: III Secondary Market****(15 hours)**

Secondary Market – Importance Of Secondary Market – Factors Influence Of Secondary Market – Stock Exchange – Need And Function of Stock Exchanges –OTCE - Broker – Sub Broker – Trading And Clear Members - Foreign Brokers – Jobbers – Market Makers.

**Unit IV Money Market****(15 hours)**

Money Market – Concepts –Features of Money Market – Structure of Money Market - Difference between Capital And Money Market - Money Market Instruments – Participant In Money Market.

**Unit V SEBI****(15 hours)**

Securities Exchange Board of India – Importance, Functions and Departments of SEBI - Regulations - SEBI Power and Guidelines – Securities Contract Regulation Act.

**Text Books:**

- 1 Siddhartha Sankar Saha, Indian Financial systems: Financial markets institutions and services , McGraw-Hill , 2<sup>nd</sup> Edition (2018)
- 2 Frederic S Mishkin, Economics of money and Banking; Pearson India, 11<sup>th</sup> Edition (2019)

**Reference Books:**

1. Financial Services, M.Y.Khan, McGraw-Hill, 7<sup>th</sup> edition (2013)
2. Financial Services – B.Santhanam, Margham publications (2016)
3. Peter S. Rose, Money and Capital Markets: Financial Institutions and instruments in a global market place, Irwin/ McGraw-Hill (2003)

YEAR - III	INDUSTRIAL RELATIONS	CODE – 17EBB63B
SEMESTER – VI		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -3		CREDIT - 4

**Objective:** To understand the theories and approaches to manage Industrial Relations.

**Course Outcomes (CO's):**

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

**CO1:** Understand the basic concepts about industrial relations, relationship among. IR, technology, productivity, Indian culture and IR.

**CO2:** To comprehend about trade union, legislations about trade union, social responsibility of trade unions, welfare and productivity.

**CO3:** Acquainted with knowledge about employee counselling, methods, problems and workers development.

**CO4:** Cognize and interpret about grievance procedures and grievance redressal machinery and various redressal procedures.

**CO5:** Equip with ethical issues in collective bargaining, process, skills and strength.

Semester	Course Code	Course Title												Hours	Credit
VI	17EBB63B	Industrial Relations												6	4
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	4	4	4	5	4	5	4	3	3	2	4	5	5	4.08	
CO3	5	5	3	4	5	5	3	5	2	5	4	5	3	4.15	
CO4	3	4	3	4	5	4	4	3	4	4	5	5	5	4.08	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.31	
<b>Mean Overall Scores</b>												4.20			

**Result: The Score of this Course is 4.20 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes

**Unit -I:** [15 Hrs]  
**Introduction** - Concept and Determinants of Industrial Relations – Industrial Relations in India – Managing IR Changes – IR and Productivity – Technology and IR –Indian Culture & IR.

**Unit -II:** [15 Hrs]  
**Trade Unions** – Purpose, Functions and Structure of Trade Unions – Trade Union Legislation – Multiplicity of Trade Unions – Social Responsibility of Trade Unions - Welfare and Productivity

**Unit -III:** [15 Hrs]  
**Employee Counselling** – Types, Methods, Content, Problems, Consultative Bodies (Bipartite, Tripartite) and IR Strategies – A Discussion – Worker Development & Worker participation.

**Unit -IV:** [15 Hrs]  
**Discipline and Grievance Redressal Machinery** – Purposes and Procedures of Disciplinary Action – Grievance Redressal Procedures – Conciliation – Arbitration and Adjudication.

**Unit -V:** [15 Hrs]  
**Collective Bargaining** (Perspective, Bargaining Structure, Procedure and Machinery for Collective Bargaining) – The Bargaining Process – Strengths and Skills.

**Text Books:**

1. Arun Monappa: Industrial Relations; Tata Mc Graw Hill Publishing Company Ltd.
2. PramodVerma: Management Of Industrial Relations – Reading And Cases; Oxford And IBH Publication.

**Reference Books:**

1. T.N. Bhagoliwala: Economic Of Labor And Social Welfare.
2. Relevant Reports Of Government Of India Such As Report Of National Commission Labor – Five Year Plans.
3. B.O. Sharma: Art Of Conciliation And Industrial Unrest; Labor Consultancy Bureau, Bombay, 1985.
4. Journals: Indian Labor Journal and Indian Journal of Industrial Relations.

YEAR - III	<b>COMPENSATION MANAGEMENT</b>	CODE – EBB63C
SEMESTER – VI		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -3		CREDIT - 4

**Objectives:**

- To understand the various dimensions of Compensation Management.
- To familiarise the role of various bodies involved in Compensation Management.

**Course Outcomes (CO's):**

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

- CO1:** Understand the basic concepts about Compensation.
- CO2:** To comprehend about Compensation classifications & Compensation determination.
- CO3:** Acquainted with knowledge about Wage theory and incentive plans.
- CO4:** Cognize and interpret about compensation packages and pay system.
- CO5:** Equip with wage boards, employee benefit programmes.

Semester	Course Code	Course Title												Hours	Credit
VI	EBB63C	Compensation Management												6	4
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	4	4	4	5	4	5	4	3	3	2	4	5	5	4.08	
CO3	5	5	3	4	5	5	3	5	2	5	4	5	3	4.15	
CO4	3	4	3	4	5	4	4	3	4	4	5	5	5	4.08	
CO5	3	3	4	5	5	4	4	5	5	4	5	4	5	4.31	
<b>Mean Overall Scores</b>												4.20			

**Result: The Score of this Course is 4.20 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

**Unit - I****(15 Hours)**

Compensation - Definition - **Compensation Responsibilities** – Compensation System Design Issues – Compensation Philosophies – Compensation Approaches.

**Unit - II****(15 Hours)**

**Compensation Classification** - Types - Incentives - Fringe Benefits - Strategic Compensation Planning – Determining Compensation – The wage Mix – Development of Base Pay Systems – The Wage Curve – Pay Grades – Salary Matrix – Compensation as a Retention Strategy.

**Unit - III****(15 Hours)**

**Theories of Wages** - Wage Structure - Wage Fixation - Wage Payment - Salary Administration - Executive Compensation – Incentive Plans – Team Compensation – Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs – Compensation Management in Multi-National organisations.

**Unit - IV****(15 Hours)**

**Methods of Rewarding of Sales Personnel** – Performance Based Pay Systems - Incentives - Executive Compensation Plan and Packages - Perceptions of Pay Fairness – Legal Constraints on Pay Systems.

**Unit - V****(15 Hours)**

**Wage Boards - Pay Commissions** - Employee Benefits – Benefits Need Analysis – Funding Benefits – Benchmarking Benefit Schemes - Employee Benefit Programmes – Security Benefits – Creating a Work Life Setting – Designing Benefit Packages

**Text Books**

1. Dewakar Goel, Performance Appraisal And Compensation Management, PHI Learning, New Delhi, 2008
2. Richard.I. Henderson, Compensation Management In Knowledge Based World, Prentice Hall India, New Delhi.

**Reference Books**

1. Richard Thrope & Gill Homen, Strategic Reward Systems, Prentice Hall India, New Delhi.
2. Michael Armstrong & Helen Murlis, Hand Book Of Reward Management, Crust Publishing House.

YEAR - III	<b>PROJECT WORK</b>	CODE – 17JBB64A
SEMESTER – VI		HOURS / WEEK – 3
DISCIPLINE SPECIFIC ELECTIVE - 4		CREDIT - 2

**Objective:** To provide real-time exposure and understanding of various business functions and operations.

**Course outcomes (CO's):**

- C01. Know the technique how to write the introduction, familiar with research methodology and the contents are included in the introduction part.
- C02. Acquire knowledge to write review of literature and organize them to suit with objectives
- C03. Know how to write and organize the profile of study area and study population.
- C04. Acquire knowledge to choose and apply various statistical tools and how to write interpretation.
- C05. Obtain a skill to prepare a project report and organize of the contents of the project reports

Semester	Course Code	Course Title												Hours	Credit
VI	17JBB64A	Project Work												3	2
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	P1	P2	P3	P4	P5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PSO 7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
<b>Mean Overall Scores</b>													4.28		

**Result: The Score of this Course is 4.28 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

Chapter	Contents
Chapter -1	Introduction
	Need for the study
	Objectives of the study
	Hypotheses of the study
	Scope of the study
	Limitations of the study
	Research Methodology <ul style="list-style-type: none"> <li>• Nature of the study</li> <li>• Study area</li> <li>• Period of study</li> <li>• Population</li> <li>• Sample size</li> <li>• Sampling technique</li> <li>• Sample collection instrument</li> <li>• Method of data collection</li> <li>• Data analysis tools (statistical tools)</li> </ul>
	Chapter Scheme
Chapter -2	Review of Literature <ul style="list-style-type: none"> <li>• Conceptual Literature</li> <li>• Related Literature</li> </ul>
Chapter -3	Company Profile / Industry profile
Chapter -4	Analysis and Interpretation of Data <ul style="list-style-type: none"> <li>• Frequency Tables (Percentage analysis)</li> <li>• Tools Tested Tables</li> </ul>
Chapter -5	Findings Suggestions Conclusion
Chapter -6	Appendices <ul style="list-style-type: none"> <li>• Bibliography</li> <li>• Questionnaire/Interview Schedule</li> </ul>

## **Guidelines**

- Group Project shall be undertaken.
- Maximum number of students per group is five (5).
- Project work shall be done in companies (preferably) or shall be undergone free-lance.
- Project report is mandatory (in prescribed format)
- Hard bound copy and soft copy of the project report must be submitted to the department.

## **Examination Pattern**

- **Project report – 75 Marks**
- **Viva Voce – 25 Marks**



YEAR - III	ENTREPRENEURIAL DEVELOPMENT	CODE – 17EBB64B
SEMESTER – VI		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE - 4		CREDIT - 4

**Objective:** To understand and to develop entrepreneurial mindset among student.

**Course Outcomes (CO's):** After completing this course, the student will be able to:

CO1: Understand the basic concepts and theories of entrepreneurship.

CO2: Exemplify knowledge on course contents, curriculum and constraints of EDP.

CO3: Conceive business ideas and convert them into business projects.

CO4: Become familiar with institutions support various forms of assistances and subsidies.

CO5: Learn the MSMEs schemes provided to budding entrepreneurs.

Semester	Course Code	Course Title												Hours	Credit
VI	17EBB64B	Entrepreneurial Development												6	4
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8		
CO1	5	5	4	4	5	5	3	5	5	4	3	4	5	4.4	
CO2	4	5	5	5	5	4	5	4	3	5	5	4	3	4.4	
CO3	5	5	5	4	5	3	5	4	3	4	5	4	4	4.3	
CO4	5	5	5	5	5	5	4	5	5	3	3	4	3	4.4	
CO5	5	4	5	5	5	3	5	3	5	3	4	5	3	4.2	
<b>Mean Overall Scores</b>													<b>4.3</b>		

**Result: The Score of this Course is 4.3 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

**Unit -I Introduction****(20 Hrs.)**

Entrepreneurship: Meaning- Nature-Importance-Theories- Entrepreneur: Meaning-Definition- Characteristics-Qualities-Types and Roles of an Entrepreneur-Entrepreneur vs Intrapreneur-Factors Promoting an Entrepreneur - Women Entrepreneur: Concept and Definition - Problems of Women Entrepreneurs - Role of entrepreneurs in India's Economic Development

**Unit -II Entrepreneurship Development Programmes****(15 Hrs.)**

Meaning-Needs-Objectives –Course Contents and Curriculum-Phases of EDP-Problems and Constraints of EDP- Organizations providing Entrepreneurship Development Programmes.

**Unit -III New Venture****(20 Hrs.)**

Meaning – Promoting New Venture –Sources of Business Ideas - Idea Generation Techniques-Project Identification-Project Selection. - Procedures to Start a New Venture- Project : Meaning- Types- formulation of Project report -Project Appraisal- Network Analysis.

**Unit –IV Institutional Support and Subsidies****(20 Hrs.)**

Sources of Raising Funds for an Entrepreneur- Need for Institutional Finance- Various Institutions supporting Entrepreneurial growth - Incentives and Subsidies: Meaning-Needs-Incentives and Subsidies available to Entrepreneurs0– DIC- Industrial Estates

**Unit - V MSMED Act 2006****(15Hrs.)**

Introduction- Classification of Enterprises- Memorandum of MSMEs-Registration of MSMEs- MUDRA Scheme, Prime Minister's Employment Generation Programme (PMEGP), STAND-UP INDIA and START-UP INDIA: Objectives-Purpose-Loan facilities available-Applying Procedures.

**Text Books**

1. Dr.S.S Khanka, Entrepreneurial Development, Sultan Chand company Ltd.
2. AbhaJaiswal Micro, Small & Medium Enterprises Development Act, (Law, Policies & Incentives), Bharat Law House Pvt. Ltd

**Reference Books**

1. Vasant Desai, Small-Scale Industries and Entrepreneurship, Himalaya Publishing House, 2017
2. Prasanna Chandra- Project Preparation, Appraisal, Implementation, Tata Mc-GrawHill, New Delhi.
3. G.N.Pande- A Complete Guide To Successful Entrepreneurship- VikasPublishingHouse, New Delhi
4. C B Gupta &Srinivasan: Entrepreneurship Development in India, Sultan Chand.
5. A Gupta: Indian Entrepreneurial Culture, New Age International.

YEAR - III	<b>CONSUMER BEHAVIOUR</b>	CODE – EBB64C
SEMESTER – VI		HOURS / WEEK – 6
DISCIPLINE SPECIFIC ELECTIVE -4		CREDIT - 4

**Objectives:**

- To highlight the importance of understanding consumer behavior in Marketing.
- To study the environmental and individual influences on consumers.
- To understand consumer behaviour in Indian context.

**Course Outcomes(CO's):**

- CO1: Student shall be able to learn and understand the importance of consumer behavior in marketing and differential consumer behavior in Indian context.
- CO2: To understand role of marketing in influencing consumer behavior.
- CO3: To analyse the role of marketer & the consumer in advertng.
- CO4: To sensitize the students to the changing trends in consumer behavior.
- CO5: To understand Post purchase Behaviour.

Semester	Course Code	Course Title												Hours	Credit
VI	EBB64C	Consumer Behaviour												6	4
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
<b>Mean Overall Scores</b>												<b>4.28</b>			

**Result: The Score of this Course is 4.28 (Very High)**

<b>Association</b>	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
<b>Scale</b>	1	2	3	4	5
<b>Interval</b>	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
<b>Rating</b>	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

**Unit-I: Consumer Behaviour Introduction (15 Hours)**

Consumer behaviour – Definition – scope – customer value – Customer satisfaction – Injurious consumption – Traditional marketing concept – Value and retention focused marketing – Models of Consumer Behavior – Nicosia, Howard sheth – Consumer benefits and evaluative criteria – Decision Heuristics.

**Unit-II: Consumer motivation, Personality (15 Hours)**

Needs – Goals – Discovering purchase motives – motivation research – Defence mechanism – Personality – Consumer innovativeness – Dogmatism – Cognitive personality factors – Personality and colour – Self-image – Forms of self-image – How general personality influence consumer behaviour.

**Unit-III: Consumer learning and Reference group appeal (15 Hours)**

Classical Conditioning – Instrumental Conditioning – Information Processing – Perceptual mapping – Tricomponent attitude model – Multi attribute attitude model – Attribution – Consumer related reference groups – Brand communities – Family decision making process – Family life cycle.

**Unit-IV: Consumer perception (15 Hours)**

Perception – Weber's Law – Selective perception – Figure and ground, grouping, closure – Perceptual distortion – Perceived risk – Perceived quality - Opinion leadership – Surrogate buyer – Diffusion of innovation – Adopter categories – Adoption process.

**Unit-V: Purchasing Process and Post purchase behavior (15 Hours)**

Store location, Store design and Physical facilities – Store specific shopper profiles – In-store purchasing behaviour – Usage segmentation – Brand user, Product user, Loyalty, situation segmentation – Positive / negative Post purchase Behaviour – Complaint Behaviour.

**Text Book:**

1. Jay D. Lindquist, M. Joseph Sirgy, Shopper, buyer and Consumer Behavior, Biztantra, New Delhi, 2007.
2. Del I. Hawkins, Roger J. Best, Kenneth A. Coney, Amit Mukherjee, Consumer Behavior Building Marketing Strategy, 9/e, Tata McGraw-Hill, New Delhi, 2007.

**Reference Books:**

1. Leon G.Schiffman, Kanuk Leslie Lazar, Consumer behavior, PHI Learning, New Delhi, 2008.
2. David L. Loudon, Albert J. Della Bitta, Tata McGraw-Hill, New Delhi, 2007.
3. Satish K Batra, S H H Kazmi, Consumer Behavior, Excel Books, New Delhi, 2008

YEAR - III	INTERVIEW SKILLS TRAINING	CODE – JBB65A
SEMESTER – VI		HOURS / WEEK – 3
SEC -4		CREDIT - 3

**Objective:** To train the students on various interview skills.

**Course Outcomes (CO's):** On successful completion of the course students will be able

**CO1:** To understand the fundamentals of interview.

**CO2:** To prepare oneself when the interview is scheduled

**CO3:** To prepare before the interview

**CO4:** To prepare during the interview

**CO5:** To prepare after the interview.

Semester	Course Code	Course Title												Hours	Credit
VI	JBB65A	Interview Skills Training												3	2
Course Outcomes (COS)	Programme Outcomes (PO's)					Programme Specific Outcomes (PSO's)								Mean Score Of COS	
	PO 1	PO 2	PO 3	PO 4	PO 5	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	PS O8		
CO1	5	4	5	4	5	4	5	4	5	4	5	4	3	4.38	
CO2	3	5	4	5	4	3	4	4	5	3	4	5	6	4.23	
CO3	4	4	5	5	4	5	5	5	4	4	4	4	3	4.31	
CO4	5	5	5	5	5	3	4	5	5	3	3	3	2	4.08	
CO5	4	3	4	5	5	4	4	5	5	4	5	4	5	4.38	
Mean Overall Scores													4.28		

**Result: The Score of this Course is 4.28 (Very High)**

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	$0 \leq \text{rating} \leq 1$	$1.1 \leq \text{rating} \leq 2$	$2.1 \leq \text{rating} \leq 3$	$3.1 \leq \text{rating} \leq 4$	$4.1 \leq \text{rating} \leq 5$
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcomes and Programme Specific Outcomes.

**Unit – I Introduction to interviewing (15 hours)**

Understanding different types of interview – Writing an effective resume – Developing references – Wise usage of Technology – Identifying and developing unique style – Self Evaluation (Identifying Strengths and Blind spots).

**Unit – II Once the Interview is Scheduled (15 hours)**

Company Research (About the company – Organization’s background - Job Description – Growth potential) - Prepare and Practice for Interview (Self-preparation) – Focusing on IQ and EQ - Mock Interview (through teachers/ professionals) – Self grooming – Health consciousness.

**Unit – III Before the Interview (15 hours)**

Professional dress code – Understanding colour psychology – Personal hygiene – Necessary documents for interview– Punctuality and Discipline – Performing the preliminary rounds (Aptitude test – Group discussion – IQ/ EQ test)

**Unit – IV During the Interview (15 hours)**

Creating first impression – Body language Do’s and Don’ts – Delivery of speech – Listening to questions – Truthful and Diplomatic replying –Identifying Common bonds.

**Unit – V After the Interview (15 hours)**

Thanking the interviewer – Following up – Preparing for the next round of interview – Taking notes and reviewing the interview process – Handling interview failures - developing positivity.

**Examination**

**Internal – 75 Marks**

**External – 25 Marks (Viva – Voce)**