

GM UNIVERSITY

CURRICULUM

B.B.A



School of Management

Faculty of Commerce and Management



Curriculum

BBA in General Management



GM UNIVERSITY

Innovating Minds

**School of Management
Faculty of Commerce and Management
GM University
P B Road, Davanagere
Karnataka - 577006**

Chancellor's Message

Welcome to GM UNIVERSITY with the above mission and an intense two and half decades of learning has inspired us to establish GM University that surpasses conventional learning, while revolutionizing new age education with modern practices and creating a holistic learning experience for each student at our campus, I wish each student at our campus along with their bright future a contributor to National Building



G.M. Lingaraju
Chancellor

I am immensely delighted in welcoming you to GM UNIVERISTY established through G.M UNIVERSITY ACT, 2022 received the assent of the Governor of Karnataka, a university of Unitary in nature Under Srishyla Educational Trust® Davanagere with rich history of its inception and legacy of 23 years in academic excellence and research mainly providing Quality education to Central Karnataka aspiring students. Under Srishyla Educational Trust last 2 Decades we have established 6 institutions to provide holistic in education in technical, management, Pharmacy, Pure science and commerce by applying best practices in teaching, learning with state of art infrastructure facilities.

6th July 2023 Government Order: ED/236/URC/2023 and on 21st August 2023, GM UNIVERISTY has become a reality, with Progressive inclusion all our institutions will be become part this University in near future.

GM UNIVERISTY started its journey with our founder's vision, a former Member of Parliament, Honourable Sri G Mallikarjunappa a visionary who believed in upgrading the livelihoods of people of this region, his efforts and reforms to improve the socio-economic conditions of Central Karnataka Educational Institutions are started, GM Group is committed to the growth of the region and has invested in education, and industries that can contribute to the growth of the district. In our Lifetime for future endeavours becoming a University is a necessary part of the journey,

We at GM University believe in nurturing the talent of young minds by providing best of Curriculum, innovative teaching methodology, state-of-art infrastructure, new age technology, result oriented international collaborations & tie ups, Job Oriented Industry partnerships, Expertise panel, Real-time Research & innovations, Incubations to contribute to nation and Start-ups to Build Entrepreneurs, we build all this on the inspiration of our founder Honourable Sr. G. Mallikarjunappa. Diversity and inclusivity are two of our major strengths to create an eco-system where in all Stake holders are

beneficiaries a Student, a Parent, an Institution at large our Nation.

In the year 2000 we started with small number of students after 23 Year of experience and academic excellence with GM University inception we are looking forward to make 20,000 Students Campus in near future with the need to prepare our students for rapidly changing & interconnected world we constantly strike to bring into campus a global perspective as the students are aiming at global careers. As a university we aim to create a socially responsible global citizen who can efficiently lead organisations, society and country. GMU with its Eco-system and leadership getting equipped to contribute better to New Age education, industry and academia.

I thank all students, parents, faculties, researchers and advisors for your support and encouragement with I invite you once again to be part of future GM UNIVERSITY Journey.

G.M. Lingaraju
Chancellor, GM
University

Vice Chancellor's Message

Universities stand as vibrant crucibles, where the alchemy of knowledge creation and dissemination shapes the very fabric of civilized society. It's not just about feeding minds; it's about nurturing holistic development— imbuing students with emotional intelligence, social acumen, physical vitality, economic savvy, environmental consciousness, and spiritual resonance.



Dr. S. R. Shankapal
Vice Chancellor

Think of it as a recipe for crafting global citizens, ready to make waves in the scientific, technological, cultural, social, healthcare, and economic realms of our interconnected world. In this grand symphony, the university curriculum, guided by our stellar faculty, takes centre stage, shaping students into responsible global citizens.

Welcome to GM University, a rising star aspiring for global acclaim! We're not just offering programs; we're crafting experiences. Each program is a bespoke journey, meticulously tailored to meet the aspirations of our dynamic students and their families. Our faculty, a league of well-educated maestros with real-world expertise, employs a symphony of pedagogical approaches—traditional, project- based, and problem-based learning. We bridge the gap between theory and practice, creating an immersive learning experience. Learning at GM University is not just about books; it's an exhilarating adventure, supported by cutting-edge infrastructure designed for well-rounded student development.

India, with its robust economy, plays a pivotal role globally, and our graduates are set to contribute significantly to this narrative. GM University, founded by the visionary Shrishaila Educational Trust under the dynamic leadership of Sri. G. Mallikarjunappa and Chairman G M Prasanna Kumar, steered by the visionary Chancellor Sri. G M Lingaraju, aspires not just to be a global educational hub but to redefine higher education in the central part of Karnataka. It's more than an institution; it's a commitment to transforming lives in the region.

As Ron Lewis, the American politician, aptly puts it, 'Ensuring quality higher education is one of the most important things we can do for future generations.' GM University, with its unwavering commitment to excellence, invites you to embark on a transformative learning journey within our vibrant campus. We extend a warm welcome and wish you the very best

Dr. S. R. Shankapal
Vice-Chancellor, GM University

Pro Vice Chancellor's Message

GM University started its journey as per the Karnataka State University Act 19(2023) and is still in a formative stage, but it has inherited a long history from GM Institute of Technology founded in the Year 2000. A warm and affectionate welcome to all the students who aspire to be part of the intellectual fraternity of GM University, Davanagere.



Dr. H.D. Maheshappa
Pro Vice Chancellor

This is the start of your academic journey- one that is bound to give you quality learning for your bright future. The University has a mission for different academic bodies. It is working tirelessly for academic expansion and diversification, widening the academic canvass in horizontal and vertical dimensions. By now the knowledge- standards on the campus has been meeting the intellectual requirements of the society, in the areas of Engineering, IT, Sciences and, Commerce Management.

The University puts in sustained efforts in developing a contemporary and relevant curriculum, meeting and beating various benchmarks of quality assurance, developing a healthy academic governance structure, cutting edge curriculum, management blended with updated research and support.

The University marches ahead to attain its mission through a goal of blending contemporary knowledge with skills and values with an intention to groom high calibre thinkers, morally upright and physically sound, citizenry, inspired with a proactive approach to take up challenges confronting the present society and develop productive individuals in the fast- changing knowledge society. But the core objective here at GM University is to work for the upliftment of humanity at large.

We have full faith in your capabilities. During your stay in the University, your talent will be honed and you will be exposed to a cutting edge, competitive environment. We wish you rise up to become successful leaders in your chosen areas by your zealous participation in the corporate life. We wish you good luck.

Dr. H.D. Maheshappa
Pro Vice Chancellor, GM University

Registrar's Message

The GM University has a history of being more than 22 years, the great human being and philanthropist Sri. G Mallikarjunappa is a founder of the institution with the vision to provide a quality education to the rural community. In pursuance to this it is our unwavering commitment to the highest quality education that has sped us along on this journey. I would also like to thank the generations of parents who have entrusted us with the care and education of their children.



Dr. Sunil Kumar B.S.
Registrar

It is their faith and belief in the GMU values – Perseverance, Excellence and Service – that has helped us come this far. I believe that education has the most critical role to play in the progress of a nation. We realize that our students represent the future of our society and we take our responsibility seriously.

We ensure that the rock-solid foundation we help them build here – both, in terms of skills and values – will stand them in good stead no matter which career they choose. Along with the requisite academic and related skills, we try and instill empathy for the less fortunate in our students and a concern for the environment around them.

We create opportunities not just for young people to learn, but also for them to experience the fulfillment that comes from sharing this learning with others. At GMU, we will always be focused on delivering education that will help create the leaders of tomorrow's world – men and women who will not just be successful in their individual capacities, but who will in turn, contribute to and nurture the world they live in.

Dr. Sunil Kumar B.S.
Registrar, GM
University

Dean's Message

I am truly pleased for the privilege of being the founding Dean of the Faculty of Commerce and Management at GM University. The University has provided a much sought-after opportunity for all prospective students in central Karnataka to benefit from quality education at their doorstep. The university, established on the strong foundation of more than two decades of exceptional education in technical and professional domains, aims to set and attain new benchmarks in the management and commerce disciplines



Dr. Basavaraj Swamy
Dean FCM

As the Dean of the Faculty of Commerce and Management, I am enormously excited as well as devoted to ensuring that the faculty as a whole embarks on this journey in the right earnest. It is extremely heartening to note that we have already achieved our first goal by reaching full enrolment numbers. The faculty offers unique, bespoke, new-age, innovative programs in tune with the current requirements of the industry, students, and the community. We also have in place quality faculty with extensive knowledge, experience, and expertise to guide and groom our students on their journey to obtain coveted degrees.

The teaching-learning process of the faculty will be steered by an eclectic mix of young and innovative minds and doyens of disciplines who will be on the ground to handhold the budding aspirants to reach their desired destinations. While acquiring the coveted qualifications, students will also gain invaluable knowledge, skills, confidence, and practical training to achieve success in their personal and professional lives. The wonderful infrastructure of the university, with world-class ambience in terms of its serene campus, library, classrooms, laboratories, technology, industry connections, hostel, sports, and co-curricular activities, will literally take them to a new world altogether.

I take this opportunity to invite all stakeholders to join us on this exciting and interesting journey to achieve excellence in commerce and management education, serving not just the central region of Karnataka but also our larger society, state, nation, and the world.

Dr. Basavaraj Swamy
Dean of Commerce and Management

Director's Message

GM University nestled in the heart of Davanagere, stands as one of Karnataka's leading educational hubs with a storied legacy of academic excellence. The Management department at GM University epitomizes this excellence, offering a comprehensive curriculum that matches theoretical knowledge with the practical skills needed for the modern business world. Guided by a team of experienced educators and industry experts, students benefit from the rich expertise and real-world insights brought into the classroom.



Dr. Basavaraju P S
Director
School of Management

A standout feature of GM University is steady focus on research, encouraging students to undertake projects that foster analytical and critical thinking. Complementing this is the university's strong industry connections, which flag the way for interactive workshops, valuable internships, guest lectures, and promising placements in top-tier corporations. GM University is not just a place to study but a community that fosters continuous growth and opportunities.

The School of Management, GM University is constantly engaged in generating, analyzing, comparing, and rethinking new ideas that drive an impact on business and the human environment. We share our vision in every part of our academics, research, and entrepreneurial activity. Above all, our student diversity strengthens and enriches campus life and ethos.

We help students achieve career goals through our competitive and dynamic programs designed to gratify for industry needs and informed by top academic experts, industry professionals, and leaders in the field of Management. Our wide network and strong alumni base make students land global careers and grow as future leaders.

Dr. Basavaraju P S

Director, School of Management

HOD's Message

"Welcome to the Bachelor of Business Administration (BBA) program at GM University! As the Head of the Department, it gives me great pleasure to extend a warm welcome to all our students, both current and prospective.

Our BBA program is designed to provide students with a comprehensive understanding of various facets of the business world, including management, finance, marketing, human resources, and more. Through a blend of theoretical knowledge

and practical applications, we strive to equip our students with the skills and competencies necessary to excel in today's competitive business environment.

At GM University, we prioritize not only academic excellence but also holistic development. Our dedicated faculty members are committed to providing personalized guidance and mentorship to help students achieve their full potential. Additionally, we offer a range of extracurricular activities, internships, and industry interactions to supplement classroom learning and foster leadership qualities, teamwork, and communication skills.

As you embark on your journey in the BBA program, I encourage you to embrace every opportunity for growth, challenge yourself to think innovatively, and actively engage in shaping your educational experience. Remember that success is not just about the destination but also about the journey and the lessons learned along the way.

I am confident that your time at GM University will be both enriching and transformative, laying a solid foundation for a successful career in the dynamic field of business. I extend my best wishes to all our students for a fulfilling and rewarding academic journey.

Sincerely,

Dr. K Jagadeswari

Head – Department of BBA



Dr. K Jagadeswari
HOD - BBA

Acknowledgement

The successful development of our program is a testament to the collaborative efforts and unwavering support of a diverse group of individuals who have played pivotal roles throughout the journey. We extend our heartfelt gratitude to the following:

Program Development Team: A profound appreciation goes to the dedicated and dynamic members of the program development team. Your collective expertise, creativity, and tireless commitment have been instrumental in conceptualizing and shaping a program that stands as a beacon of academic excellence.

Faculty Members of the Department: Our sincere thanks to the esteemed faculty members of the department for your invaluable contributions. Your academic insights, subject matter expertise, and enthusiasm have played a crucial role in crafting a curriculum that meets the highest standards of quality and relevance.

Faculty Members of the School: We express our gratitude to all faculty members of the school for your unwavering support and engagement. Your diverse perspectives and commitment to fostering a vibrant academic community have been instrumental in shaping the program into a comprehensive and enriching educational experience.

Members of Board of Studies: A special acknowledgment to the members of the Board of Studies for your guidance and strategic input. Your collective wisdom and experience have been pivotal in ensuring that the program aligns with the latest developments in the field and meets the evolving needs of our students.

Members of Academic Council: Our sincere thanks to the members of the Academic Council for your oversight and endorsement. Your commitment to academic rigor and excellence has provided a solid foundation for the program's integrity and credibility.

Director of the School: We extend our gratitude to **Dr. Basavaraju P S** for your visionary leadership and steadfast support. Your guidance has been instrumental in navigating the complexities of program development, and your commitment to fostering a culture of innovation is truly commendable.

Dean of the School: Our sincere thanks to **Dr. Basavaraj Swamy** for your leadership and unwavering commitment to academic excellence. Your support has been crucial in ensuring the alignment of the program with the broader goals and mission of the school

Registrar: A special acknowledgment to **Dr. Sunil Kumar B S** for your meticulous coordination and administrative support. Your attention to detail has been essential in facilitating the smooth development and implementation of the program.

Pro-Vice Chancellor: Our gratitude extends to **Dr. H.D. Maheshappa** for your guidance and support at the university level. Your commitment to advancing education and promoting innovation has played a crucial role in the success of our program.

We would like to express our sincere gratitude to **Sri Y. U. Subhash Chandra**, Management Representative, for his unwavering support while realising GM University.

We extend our deepest gratitude and heartfelt appreciation to **Dr. K. Divyananda and M. Rafiq Raj of GM Group** for their unwavering dedication, tireless efforts, and visionary leadership during the establishment of GM University.

Vice-Chancellor and Chancellor of the University: Our deepest appreciation to Dr. **S.R. Shankapal** and **Sri. G M Lingaraju** for your visionary leadership and steadfast support. Your commitment to the pursuit of knowledge and academic excellence has provided the foundation for the development of this program.

Together, your collaborative efforts have not only shaped an outstanding program but have also contributed to the advancement of education within our institution. We are truly grateful for your invaluable contributions and unwavering support.

With sincere thanks,

Dr. K Jagadeswari
Head of Dept of BBA

Preface

Dear Program Participants,
It is with great pleasure and enthusiasm that I present to you the curriculum document for our esteemed program. As the Head of the Program, it is both an honour and a responsibility to guide you through a transformative learning journey.

This curriculum has been meticulously designed to not only impart knowledge but also to cultivate critical thinking, creativity, and problem-solving skills. Our commitment to excellence in education is reflected in the comprehensive structure of this program, which aims to empower you with the tools and insights necessary for success in a rapidly evolving world.

In developing this curriculum, we have drawn upon the latest advancements in the field, ensuring that you receive cutting-edge knowledge and skills that are relevant to the current and future landscape. Our dedicated team of members of faculty and industry experts has worked tirelessly to create a curriculum that not only meets academic standards but also exceeds expectations, preparing you for the challenges and opportunities that lie ahead.

Throughout the program, you will engage in a dynamic blend of theoretical learning and practical application, fostering a holistic understanding of the subject matter. The inclusion of real-world case studies, interactive projects, and collaborative activities will provide you with hands-on experience, enhancing your ability to apply theoretical concepts in practical scenarios.

As you embark on this educational journey, I encourage you to approach each course with curiosity and a thirst for knowledge. Our program is not just about acquiring information; it is about developing a mindset of continuous learning and adaptability. The skills you gain here will serve as a foundation for a lifetime of intellectual growth and professional achievement.

I extend my sincere gratitude to the faculty, staff, and everyone involved in the development of this curriculum. Their dedication and expertise have been instrumental in shaping a program that we believe will inspire and empower you to reach new heights.

I am confident that your time in this program will be rewarding and transformative. Embrace the challenges, seize the opportunities, and let this curriculum be the catalyst for your personal and professional success.

Wishing you an enriching and fulfilling learning experience.

Warm regards,

Dr. K Jagadeswari
Head of Dept of BBA

Members – Board of Studies

S. No.	Name	Designation and Affiliation
1)	Dr. H.D. Maheshappa	Pro-Vice Chancellor, GM University
2)	Dr. Basavaraj Swamy	Dean Faculty of Commerce and Management, GM University
3)	Dr. Basavaraju P S	Director School of Management, GM University
4)	Dr. B. Bakkappa	Professor & Director, MBA, GMIT Davangere
5)	Dr. R. Vijayabaskaran	Professor, Head of the Department of Management Studies, East Point College of Higher Education.
6)	Prof (Capt) Nagaraj Subbarao	Dean CEE and Professor, School of Commerce and Management Studies, Dayanand Sagar University.
7)	Dr. Supreeta M Lagali	Associate Professor, School of Management GM University
8)	Dr. K Jagadeswari	Assistant Professor & HOD Department of Business Administration, GM University
9)	Mr. Shreeshaila P Vijayapur	Assistant Professor, School of Management GM University
10)	Mr. Vinay I	Assistant Professor, School of Management GM University

Members – Academic Council

S. No.	Name	Designation and Affiliation
1.	Dr. S R Sankapal	Vice Chancellor, GM University
2.	Dr. H.D. Maheshappa	Pro-Vice Chancellor, GM University
3.	Dr. Sunil Kumar B S	Registrar, GM University
4.	Dr. G. M. Patil	Dean, GM University
5.	Dr. Basavaraj Swamy	Dean, GM University
6.	Mrs Shwetha Marigoudar	Dean, GM University
7.	Dr. Santhosh B M	Dean, GM University
8.	Dr. Sanjay Pande M B	Director, GM University
9.	H. A Balasubramanya	Director (Formerly), RMP
10.	Dr. Deepak K T	IIT Dharwad
11.	Dr. Sreedhara K S	University BDT College of Engineering, Davangere
12.	Mr. virupaksha	Alumnus of GMIT
13.	Sunil S Batnavar	ALS Bangalore
14.	Girish Pattanshetu	An Independent Journalist
15.	Dr. Shashibala Sigh	Director - NIPER
16.	Dr. Mahadeva Prasanna	IIT Dharwad
17.	Anil Kumar Ramaseshan	CTO, TE-Connect
18.	Deviprasad Karnik	Scientist
19.	Prof. Shankar Murthy	Dean-Academics, IIT Mumbai
20.	Prof Somashekar T S	NLSIU-Bangalore
21.	Dr. M Somashekar	Former Principal, RL Law College, Davangere

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PROGRAM DETAILS

Faculty	Commerce and Management (FCM)
School	School of Management (SM)
Program	BBA- General Management
Dean of Faculty	Dr. Basavaraj Swamy
Director of School	Dr. Basavaraju P S

1	Title of the Award	BBA -General Management
2	Modes of Study	Full Time
3	Awarding Institution /Body	GM University
4	Joint Award	Not Applicable
5	Teaching Institution	Faculty of commerce and Management (FCM)
6	Date of Program Specifications	November -2023
7	Date of Course Approval by the Academic Council of GMU	---
8	Next Review Date:	---
9	Program Approving Regulating Body and Date of Approval	---
10	Program Accredited Body and Date of Accreditation	---
11	Grade Awarded by the Accreditation Body	---
12	Program Accreditation Validity	---
13	Program Benchmark	N/A
14	<p>Program Overview</p> <p>The Bachelor of Business Administration (BBA) program offers a comprehensive and dynamic education, designed to equip students with the skills and knowledge essential for success in the business world. With a broad curriculum covering key disciplines such as management, finance, marketing, and entrepreneurship, the program ensures a well-rounded understanding of business principles. The BBA program emphasizes both theoretical foundations and practical applications, fostering critical thinking, problem-solving, and effective communication skills. Students engage in experiential learning through case studies, projects, and internships, gaining valuable insights into real-world business challenges. The</p>	

	<p>program also emphasizes the integration of technology and innovation in business practices, preparing students to adapt to the rapidly evolving global business landscape.</p> <p>With a focus on ethical considerations and responsible business practices, graduates of the BBA program emerge ready for diverse career paths, including management roles, entrepreneurship, consulting, and more. The faculty, often comprised of industry professionals, provides mentorship, ensuring that students receive relevant and up-to-date insights into the business world. The BBA program aims to produce graduates who are well-prepared, adaptable, and capable of contributing meaningfully to the ever-changing field of business.</p>
15	<p>Program Educational Objectives (PEOs):</p> <p>1. Holistic Business Understanding:</p> <p>The program aims to develop graduates with a holistic understanding of business principles and practices, enabling them to comprehend the interdependencies across various business functions, including management, finance, marketing, and entrepreneurship.</p> <p>2. Effective Communication and Collaboration:</p> <p>Graduates will possess strong communication and collaboration skills, allowing them to articulate ideas effectively, work collaboratively in diverse teams, and contribute meaningfully to organizational goals in professional settings.</p> <p>3. Adaptability and Innovation:</p> <p>The program seeks to cultivate graduates' ability to adapt to changing business environments and foster innovation. This involves developing a mindset that embraces continuous learning, technological advancements, and creative problem-solving to address challenges in dynamic business landscapes.</p>

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Program Outcomes (POs):

1. Business Knowledge:

Graduates will demonstrate a comprehensive understanding of fundamental business concepts, including management, finance, marketing, operations, and entrepreneurship.

2. Critical Thinking and Problem-Solving:

Graduates will possess strong critical thinking skills, enabling them to analyze complex business situations, identify problems, and formulate effective solutions.

3. Effective Communication Skills:

Graduates will communicate clearly and persuasively in both written and oral forms, adapting their communication style to various business contexts and audiences.

4. Teamwork and Collaboration:

Graduates will work effectively in teams, demonstrating the ability to collaborate, share responsibilities, and contribute constructively to achieve common business goals.

5. Ethical Decision-Making:

Graduates will make ethical decisions in business settings, considering the social, environmental, and legal implications of their actions.

6. Technological Proficiency:

Graduates will be proficient in utilizing technology for business applications, including data analysis, project management, and communication tools.

7. Global Business Awareness:

Graduates will have an awareness of the global business environment, understanding the impact of international factors on business operations and adapting strategies for a global marketplace.

8. Entrepreneurial Mindset:

	<p>Graduates will demonstrate an entrepreneurial mindset, including the ability to identify opportunities, take calculated risks, and innovate within a business context.</p>
17	<p>Program Specific Outcomes (PSOs):</p> <p>1. Strategic Management Competence: Graduates will demonstrate strategic management competence, showcasing the ability to formulate and implement effective business strategies, aligning organizational goals with dynamic market conditions.</p> <p>2. Leadership and Decision-Making Skills: Program-specific outcomes include graduates exhibiting leadership and decision-making skills, enabling them to guide teams, make informed decisions, and navigate challenges in diverse business scenarios.</p> <p>3. Entrepreneurial Acumen: Graduates will develop program-specific outcomes related to entrepreneurial</p>

	acumen, demonstrating the skills to identify business opportunities, innovate, and foster a proactive and creative approach to business challenges.
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Programme Structure

A. Definition of Credit:

1 Hr. Lecture (L) per week	1 Credit
2 Hr. Tutorial (T) per week	1 Credit
2 Hr. Practical (P) per week	1 Credit

Sl. No.	Program -Category	Credits
1	Program-Core courses, elective Courses, open electives	96/132
2	Technical Skills	10 (SDTCD)
3	Life Skills	3(CASP)
4	Innovation and Entrepreneurial Skills	3(CIPI)
5	Environmental Awareness and Community Services	3(SA)
6	Athletics, Sports, Yoga, Gymnasium	3(SA)
7	Cultural & Literary Activities	3(SA)
8	Co-Curricular Activities (Seminar/Conference/Exhibition/Technical Competition)	2(SA&SP)
9	Placement Training	3(CASP)
Total		132+30=162

3-year degree program: 96+ 30= 126
4 Year Honours Program: 132+30= 162

18. Courses and Credits:

Semester-1			
S. No.	Course Code	Course Title	Credits
1	UM24BAK111 UM24BAH111	Kannada-1/ Hindi-1	3
2	UM24BAE111	English-1	3
3	UM24BAC111	Management Principles and applications	3
4	UM24BAC112	Marketing Management	3
5	UM24BAC113	Financial Accounting	3
6	UM24BAO111	OEC-1 –Office Management	2
7	UM24HGT111	Technical Skills	0
8	UM24HGL112	Life Skills	0
9	UM24HGE113	Innovation and Entrepreneurial Skills	0
10	UM24HGV114	Environmental Awareness and Community Services	0
11	UM24HGA115	Athletics, Sports, Yoga, Gymnasium	0
12	UM24HGC116	Cultural & Literary Activities	0
13	UM24HGR117	Co-Curricular Activities (Seminar/Conference/Exhibition/Technical Competition)	0
14	UM24HGP118	Placement Training	0
Total			17

Semester-2			
S. No.	Course Code	Course Title	Credits
1	UM24BAK121/ UM24BAH121	Kannada-2/ Hindi-2	3
2	UM24BAE121	English-2	3
3	UM24BAC121	Human Resource Management	3
4	UM24BAC122	Business Environment	3
5	UM24BAC123	Advanced Financial Accounting	3
6	UM24BAO121	OEC-2- Business Organisation	2
7	UM24HGT121	Technical Skills	02
8	UM24HGL122	Life Skills	01
9	UM24HGE123	Innovation and Entrepreneurial Skills	00
10	UM24HGV124	Environmental Awareness and Community Services	01
11	UM24HGA125	Athletics, Sports, Yoga, Gymnasium	00
12	UM24HGC126	Cultural & Literary Activities	00
13	UM24HGR127	Co-Curricular Activities (Seminar/Conference/Exhibition/Technical Competition)	00
14	UM24HGP128	Placement Training	00
Total			21

Semester-3			
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S. No.	Course Code	Course Title	Credits
1	UM24BAC231	Organisational Behaviour	3
3	UM24BAC232	Small Business Management	3
4	UM24BAC233	Law and Practice of Income Tax-I	3
5	UM24BAC234	Statistics for Business	3
6	UM24BAO231	OEC-3-Social Media Marketing	2
7	UM24HGT231	Technical Skills	2
8	UM24HGL232	Life Skills	1
9	UM24HGE233	Innovation and Entrepreneurial Skills	0
10	UM24HGV234	Environmental Awareness and Community Services	1
11	UM24HGA235	Athletics, Sports, Yoga, Gymnasium	1
12	UM24HGC236	Cultural & Literary Activities	0
13	UM24HGR237	Co-Curricular Activities (Seminar/Conference/Exhibition/Technical Competition)	0
14	UM24HGP238	Placement Training	1
Total			20

Semester-4			
S. No.	Course Code	Course Title	Credits
1	UM24BAC241	Project Report on Company Analysis	3
2	UM24BAC242	Auditing and Assurance	3
3	UM24BAC243	Corporate Accounting	3
4	UM24BAC244	Law and Practice of Income Tax-II	3
5	UM24BAO241	OEC-4- Skills for Marketing	2
6	UM24HGT241	Technical Skills	2
7	UM24HGL242	Life Skills	1
8	UM24HGE243	Innovation and Entrepreneurial Skills	1
9	UM24HGV244	Environmental Awareness and Community Services	1
10	UM24HGA245	Athletics, Sports, Yoga, Gymnasium	1
11	UM24HGC246	Cultural & Literary Activities	1
12	UM24HGR247	Co-Curricular Activities (Seminar/Conference/Exhibition/Technical Competition)	0
13	UM24HGP248	Placement Training	1
Total			22

Semester-5			
S. No.	Course Code	Course Title	Credits
1	UM24BAC351	Elements of Costing	3

2	UM24BAC352	Quantitative Aptitude	2
3	UM24BAC353	Human Resource Development	3
4	UM24BAC354	Financial Management	3
5	UM24BAC355	Research Methodology	2
6	UM24BAC356	New Venture and Creation Management	3
7	UM24HGT351	Technical Skills	2
8	UM24HGL352	Life Skills	0
9	UM24HGE353	Innovation and Entrepreneurial Skills	0
10	UM24HGV354	Environmental Awareness and Community Services	0
11	UM24HGA355	Athletics, Sports, Yoga, Gymnasium	1
12	UM24HGC356	Cultural & Literary Activities	0
13	UM24HGR357	Co-Curricular Activities (Seminar/Conference/Exhibition/Technical Competition)	0
14	UM24HGP358	Placement Training	1
Total			20

Semester-6			
S. No.	Course Code	Course Title	Credits
1	UM24BAC361	Methods and Techniques of Costing	3
2	UM24BAC362	Management Accounting	3
3	UM24BAC363	GST- Fundamentals	3
4	UM24BAC364	Business Ethics and Corporate Social Responsibility	3
5	UM24BAC365	Dissertation	3
6	UM24BAC366	International Business	3
7	UM24HGT361	Technical Skills	02
8	UM24HGL362	Life Skills	00
9	UM24HGE363	Innovation and Entrepreneurial Skills	01
10	UM24HGV364	Environmental Awareness and Community Services	00
11	UM24HGA365	Athletics, Sports, Yoga, Gymnasium	00
12	UM24HGC366	Cultural & Literary Activities	01
13	UM24HGR367	Co-Curricular Activities (Seminar/Conference/Exhibition/Technical Competition)	00
14	UM24HGP368	Placement Training	00
Total			22

Semester-7			
S. No.	Course Code	Course Title	Credits
1	UM24BAC471	Applied Managerial Economics	4
2	UM24BAC472	Financial Market and Services	4

3	UM24BAC473	Management Statistics	4
4	UM24BAC474	Internship	8
5	UM24HGT471	Technical Skills	0
6	UM24HGL472	Life Skills	0
7	UM24HGE473	Innovation and Entrepreneurial Skills	0
8	UM24HGV474	Environmental Awareness and Community Services	0
9	UM24HGA475	Athletics, Sports, Yoga, Gymnasium	0
10	UM24HGC476	Cultural & Literary Activities	1
11	UM24HGR477	Co-Curricular Activities (Seminar/Conference/Exhibition/Technical Competition)	1
12	UM24HGR478	Placement Training	0
Total			22

Semester-8			
S. No.	Course Code	Course Title	Credits
1	UM24BAC481	Strategic Financial management	4
2	UM24BAC482	Operations Research	4
3	UM24BAC483	Project Work	8
4	UM24HGT481	Technical Skills	00
5	UM24HGL482	Life Skills	00
6	UM24HGE483	Innovation and Entrepreneurial Skills	01
07	UM24HGV484	Environmental Awareness and Community Services	00
08	UM24HGA485	Athletics, Sports, Yoga, Gymnasium	00
09	UM24HGC486	Cultural & Literary Activities	00
10	UM24HGR487	Co-Curricular Activities (Seminar/Conference/Exhibition/Technical Competition)	01
11	UM24HGP488	Placement Training	00
Total			18

List of Open Electives Offered

1. Office Management
2. Business Organization
3. Social media marketing
4. Skills for marketing

19	<p>Program Delivery and Program Attainment</p> <p>The program comprises several courses, each delivered according to the specifications outlined in the course documents. At the conclusion of each course, both course attainments and program attainments are computed. These attainments undergo analysis during Course Assessment Board and Program Assessment Board meetings, leading to recommendations for enhancements in subsequent offerings.</p>
20	<p>Teaching and Learning Methods</p> <ol style="list-style-type: none"> 1. Face to Face Lectures using Audio-Visuals 2. Laboratory work/Field work/Workshop 3. Project Based Learning

	<ol style="list-style-type: none"> 4. Problem Based Learning 5. Group Exercises/Assignments 6. Demonstrations 7. Guest Lectures 8. Industry Visit 9. Workshops, Group Discussions, Debates, Presentations 10. Project Work 11. Project Exhibitions 12. Technical Competitions
21	<p>Attendance A minimum of 85% attendance is essential to appear for semester end examinations. Condoning of attendance shortage is as per the Academic Regulations of BBM Program.</p>
22	<p>Assessment and Grading</p> <ol style="list-style-type: none"> 1. Every course will be assessed for a weight of 100 2. There are 4 components: <ol style="list-style-type: none"> a. Quiz -15% b. Class Tests: 25% c. Application Based open assignments/ Activity/project-based learning/problem-based learning and any such assessment: 20% d. Semester End Examination: 40% 3. Based on total marks scored grade is Awarded. If marks scored is: <ul style="list-style-type: none"> • 91 and above O (outstanding); 81- 90: A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory) • If one scores D grade, the candidate is required to re-register for the course (for core courses only, students can exercise their choice in case of electives or open electives –means they can re-register or register for a different elective course) and earn the required credits • A minimum of overall 40% is required for completion of course by acquiring minimum grade (pass) with a minimum of 40% in each component. 4. End of each semester –grade card will be issued with SGPA displayed
23	<p>Award of Degree Every student registering for the program need to complete a minimum of 120 credits for the award of Bachelor’s degree and 160 credits for the award of</p>

	<p>honours degree.</p> <p>Award of Degree Certificate:</p> <p>Students will be issued consolidated grade card with CGPA displayed and GM University Degree Certificate.</p> <p>Award of Gold Medal:</p> <p>A student with highest CGPA (Not less than 9.0 on a scale of 10) in the class without getting a D grade in any course over 6/8 semester and completing the program within the specified period of 3/4 years (6/8 semesters) will be awarded Gold Medal.</p>
24	<p>Student Support for Learning</p> <ol style="list-style-type: none"> 1. Course Notes 2. Reference Books in the Library 3. Magazines and Journals 4. Internet Facility 5. Computing Facility 6. Laboratory Facility 7. Workshop Facility 8. Staff Support 9. Lounges for Discussions 10. Any other support that enhances their learning
25	<p>Quality Control Measures</p> <ol style="list-style-type: none"> 1. Review of Course Notes 2. Review of Question Papers and Assignment Questions 3. Student Feedback 4. Moderation of Assessed Work 5. Opportunities for students to see their assessed work 6. Review by external examiners and external examiners reports 7. Staff Student Consultative Committee meetings 8. Student exit feedback 9. Course Assessment Board (CAB) 10. Programme Assessment Board (PAB)

Course Document

Course Code	UM24BAK111
Course Title	KANNADA SHRAVANA-1 (1 st semester)
Program Code	BA
Program Title	B.B.A-Kannada-1
Department	School of Management
Faculty Code	M
Faculty Title	Faculty Of Commerce and Management(FCM)
Department offering the Course	Department of Kannada
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

ಘಟಕ ೧: ನಮ್ಮ ನಾಡು ನುಡಿಯ ಬಗ್ಗೆ ಪ್ರೀತಿ ಮತ್ತು ಅಭಿಮಾನ ಇದ್ದರೆ ನಾಡು ನುಡಿಗಳೆರಡು ಉಳಿದು ಪ್ರವರ್ಧಮಾನಕ್ಕೆ ಬರಲು ಸಾಧ್ಯ. ಹಾಗಾಗಿ ಕನ್ನಡ ನಾಡು-ನುಡಿ-ಸಂಸ್ಕೃತಿ-ಪರಂಪರೆಯ ವಿಕಾಸವನ್ನು ಗುರುತಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಪಠ್ಯಗಳನ್ನು ಆರಿಸಲಾಗಿದೆ. ನಾಡು ನುಡಿಯ ಕುರಿತು ಅಭಿಮಾನ, ಚಿಕ್ಕತನ ದೃಷ್ಟಿಕೋನಗಳ ಬೆಳವಣಿಗೆಯನ್ನು ಆನಿವಾರ್ಯತೆಯನ್ನು ಬಿಂಬಿಸುವ ಪ್ರಯತ್ನ ಮಾಡಲಾಗಿದೆ. ಭಾಷೆಗೆ ಬದಲಾಗಿ ವಿಷಯಕ್ಕೆ, ನಾಡಿಗೆ ಬದಲಾಗಿ ಹಣಕ್ಕೆ ಗಮನ ಹೆಚ್ಚಾಗುತ್ತಿರುವ ಈ ಸಂದರ್ಭದಲ್ಲಿ ನಾಡು-ನುಡಿಗಳ ಬಗ್ಗೆ ವಿಶಾಲ ದೃಷ್ಟಿಕೋನ ಬೆಳೆಸಿಕೊಳ್ಳಬೇಕೆಂಬ ಹಂಬಲ ಇಲ್ಲಿನ ಪಠ್ಯಗಳ ಆಶಯವಾಗಿದೆ.

ಪಠ್ಯಗಳು:

1. ಕನ್ನಡ ನಾಡು-ನುಡಿ-ಚಿಂತನೆ : ಕವಿರಾಜಮಾರ್ಗ
2. ನೇಗಿಲ ಯೋಗಿ : ಕುವೆಂಪು
3. ನನ್ನ ಕನ್ನಡ ಜಗತ್ತು : ಕೆ.ವಿ. ಸುಬ್ಬಣ್ಣ
4. ಕನ್ನಡ ಬರಹ ಎಲ್ಲರ ಸೊತ್ತಾಗಬೇಕು : ಡಿ.ಎನ್. ಶಂಕರಭಟ್ಟ

ಘಟಕ ೨:

ಈ ಮಾರಣ ಹೋಮದ ನಡುವೆಯೂ ಭೂಮಿಯ ಆಗಾಧವಾದ ವೈವಿಧ್ಯಮಯವಾದ ಸಂಪತ್ತನ್ನು ನಾಳೆಗಳಿಗಾಗಿ ಉಳಿಸಿಕೊಳ್ಳುವ ಆಶಯಗಳನ್ನು ತೆರದ ಕಣ್ಣಿನಿಂದ ನೋಡಬೇಕಾಗಿದೆ. ಪ್ರಕೃತಿಯನ್ನು ಕೇವಲ ರಮ್ಯ ದೃಷ್ಟಿಕೋನಗಳಿಂದ ಪರಿಭಾವಿಸುವ ಅಭ್ಯಾಸ ಮತ್ತು ಗ್ರಹಿಕೆಯನ್ನು ಇಲಗೊಂಡಂತೆ ವರ್ತಮಾನದಲ್ಲಿ ಆಗುತ್ತಿರುವ ನಾಶದ ನೆಲೆಗಳನ್ನು ವಿದ್ಯಾರ್ಥಿಗಳ ಅನುಸಂಧಾನಕ್ಕೆ ಮುಖಾಮುಖಿ ಗೊಳಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಇಲ್ಲಿನ ಪಠ್ಯಗಳನ್ನು ಆಯ್ಕೆ ಮಾಡಲಾಗಿದೆ. ಹಸಿರು ನೀಲಾಮಬರ ಭೂಷಿತೆಯಾದ ಈ ವಸುಂಧರೆಯ ಮೇಲಿನ ಪ್ರೀತಿ ಇನ್ನಷ್ಟು ವೃದ್ಧಿಸಲಿ ಎಂಬುದೇ ನಮ್ಮ ಹಂಬಲವಾಗಿದೆ.

ಪಠ್ಯಗಳು:

1. ಬಳಿಗಾರನ ಹಾಡು : ಜನಪದ ಗೀತೆ
2. ಕಾಡತೊರೆಯ ಜಾಡು(ಆತ್ಮಚರಿತ್ರೆ ಭಾಗ) : ಕಡಿದಾಳು ಶಾಮಣ್ಣ
3. ರೈತರ ಆತ್ಮಹತ್ಯೆ : ಡಿ.ಎಸ್. ನಾಗಭೂಷಣ
4. ಕೆಂಪುಗಿಣಿ : ವಸುಧೇಂದ್ರ

Course Summary:

ಫಲಿತಾಂಶಗಳು:

೧. ಭಾಷಾ ಕೌಶಲ್ಯಗಳಾದ ಜ್ಞಾನ, ಅರ್ಥೈಸುವಿಕೆ, ಅನ್ವಯ ಮತ್ತು ಕೌಶಲ್ಯಗಳನ್ನು ಹೆಚ್ಚಿಸಿಕೊಳ್ಳಲಾಗುತ್ತದೆ

೨. ನಾಡು-ನುಡಿ, ಜಲ, ಸಂಸ್ಕೃತಿ ಭಾವ್ಯ ಪರಂಪರೆಯನ್ನು ಯುವ ಮನಸ್ಸುಗಳಲ್ಲಿ ಅಭಿಮಾನ ಬೆಳೆಸಲಾಯಿತು ೩. ಆಲೇಚನಾ ಸಾಮರ್ಥ್ಯ ಅಭಿವೃದ್ಧಿ ಕೌಶಲಗಳನ್ನು ಬೆಳೆಸಲಾಯಿತು

೪. ಆಧುನಿಕರನ, ಜಾಗತೀಕರಣ, ನಗರೀಕರಣಗಳ ಪರಿಕಲ್ಪನೆಗಳನ್ನು ತಿಳಿಸಲಾಯಿತು.

೫. ಪ್ರಾಚೀನ, ಮಧ್ಯಕಾಲೀನ, ಆಧುನಿಕ ಸಾಹಿತ್ಯಗಳ ತುಲನೆಯನ್ನು ಪ್ರಚುರ ಪಡಿಸಲಾಯಿತು

೬. ರಾಜಕೀಯ ಸಾಮಾಜಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಭೌಗೋಳಿಕ, ಚಾರಿತ್ರಿಕ ಅಧ್ಯಯನವನ್ನು ಬೆಳೆಸಲಾಯಿತು

೭. ಸೃಜನಶೀಲ ವ್ಯಕ್ತಿತ್ವವನ್ನು ವಿಕಸಿಸಲಾಯಿತು

೮. ಕಂಪ್ಯೂಟರೀಕರಣದಲ್ಲಿ ಹಲವು ಮಜಲುಗಳನ್ನು ತಿಳಿಸಲಾಯಿತು

೯. ಜಾಗತಿಕ ಸವಾಲುಗಳನ್ನು ಸ್ವೀಕರಿಸುವ ಆತ್ಮಸ್ವರ್ಭಯ, ಭೌದ್ಧಿಕ ತಿಳುವಳಿಕೆಯನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸಲಾಯಿತು ೧೦.ವ್ಯವಾರ, ವಾಣಿಜ್ಯ, ವ್ಯವಹಾರದ ಪಾರದರ್ಶಕತೆಯನ್ನು ಬೆಳೆಸಲಾಯಿತು

೧೧. ಆಧುನಿಕ ಮಾರುಕಟ್ಟೆಯ ವಿವಿಧೋದ್ದೇಶ, ಸಹಕಾರದ ಬಗ್ಗೆ ಪ್ರಸ್ತುತಪಡಿಸಲಾಯಿತು

೧೨. ಕನ್ನಡ ಭಾಷಾಭಿಮಾನದ ಬಗ್ಗೆ ಗೌರವ, ಮನ್ನಣೆಗಳನ್ನು ಜಾಗೃತಿ ಮೂಲಕ ತಿಳಿಯಪಡಿಸಲಾಯಿತು.

2.2 Course objectives:

ನಿರ್ದಿಷ್ಟ ಉದ್ದೇಶಗಳು (Specific Objective):

1. ಕನ್ನಡದ ಯುವ ಮನಸ್ಸುಗಳಲ್ಲಿ ನಾಡು-ನುಡಿ, ಭವ್ಯಪರಂಪರೆ ಜ್ಞಾನ
2. ಕನ್ನಡ ನಾಡು-ನುಡಿ ಕುರಿತಾದ ಅಭಿಮಾನ ಬೆಳೆಸುವುದು
3. ಕನ್ನಡ ಸಂಸ್ಕೃತಿಯ ಹಿರಿಮೆ
4. ಭಾವನಾತ್ಮಕ ಸಂಬಂಧ ಬೆಳೆಸುವುದು
5. ಹಿರಿಯರ ಮಾರ್ಗದಲ್ಲಿ ಬೆಳೆಯುವುದು
6. ನೆಲ-ಜಲ-ಆರಣ್ಯ ಕುರಿತಾದ ಜ್ಞಾನ
7. ವೈಚಾರಿಕ ಮನೋಭಾವ ಬೆಳವಣಿಗೆ
8. ವೈಜ್ಞಾನಿಕ ದೃಷ್ಟಿ ಮೂಡಿಸುವುದು
9. ತತ್ವಜ್ಞಾನದ ಚಿಂತನೆ
10. ಕೌಶಲ (Skills) ಗಳ ಅಭಿವೃದ್ಧಿ
11. ಇತಿಹಾಸ, ಐತಿಹಾಸಿಕ ಏಷಯಗಳ ಚಿಂತನೆ
12. ಆಲೋಚನಾ ಸಾಮರ್ಥ್ಯ
13. ಅಭಿವ್ಯಕ್ತಿ ಕೌಶಲ್ಯಗಳನ್ನು ಬೆಳೆಸುವುದು
14. ಆಧುನೀಕರಣ, ಜಾಗತೀಕರಣ, ನಗರೀಕರಣಗಳ ಪರಿಕಲ್ಪನೆ
15. ಪ್ರಾಚೀನ, ಆಧುನಿಕ ಸಾಹಿತ್ಯ - ಜ್ಞಾನಶಿಷ್ಟ ಮಾರ್ಗ
16. ಸಾಮಾಜಿಕ - ರಾಜಕೀಯ, ಭೌಗೋಳಿಕ, ಚಾರಿತ್ರಿಕ ಜ್ಞಾನ
17. ಚಾರಿತ್ರಿಕ, ಕಲಾತ್ಮಕ ಸಂವೇದನೆಗಳ ಧನಾತ್ಮಕ ದೃಷ್ಟಿಕೋನ ಬೆಳೆಸುವುದು
18. ಸಾಹಿತ್ಯದ ಮೂಲಕ ಸಾಮಾಜಿಕ ಹೋಣೆಗಾರಿಕೆಯನ್ನು ಮೂಡಿಸುವುದು
19. ಜಾಗತಿಕ ಸವಾಲುಗಳನ್ನು ಸ್ವೀಕರಿಸುವ ಆತ್ಮಸ್ಥೈರ್ಯ, ಬೌದ್ಧಿಕ ತಿಳಿವು
20. ಮಾನವೀಯ ಅಂತಃಕರಣ ಬೆಳೆಸುವುದು

2.3 Course Outcomes

After completing this course satisfactorily, a student will be able to:

CO1	Be able to understand the basics of kannada language and grammar
CO2	Be able to analyse critically on the social issues.
CO3	Be able to improve his creative writing.
CO4	Be able to improve his communication in kannada.
CO5	Be able to get the knowledge from different corner of the society

2.4 Course Content

ಒಂದನೇ ಚತುರ್ಮಾಸ : ಬಿ.ಕಾಂ/ಬಿಬಿಎ/ಬಿ.ಎಸ್ಸಿ. / ಬಿ.ಸಿ.ಎ.

ಸ್ನಾತಕ ಕನ್ನಡ ಪಠ್ಯಕ್ರಮ (2023-2024 ತದನಂತರ)

AECC L-1.1 : ಕನ್ನಡ ಭಾಷಾ ಪಠ್ಯ : ಕನ್ನಡ ಶ್ರಾವಣ-1(ಪ್ರಥಮ ಭಾಷೆ-ಕಡ್ಡಾಯ ಕನ್ನಡ)

ಪತ್ರಿಕೆಯ ಬೋಧನಾ ಅವಧಿ : ವಾರಕ್ಕೆ 04 ಗಂಟೆಗಳು

ಪರೀಕ್ಷೆಗೆ : 40 ಅಂಕಗಳು

ಪತ್ರಿಕೆಗೆ ಒಟ್ಟು ಅಂಕಗಳು : 100

ಆಂತರಿಕ ಅಂಕಗಳು : 60 ಅಂಕಗಳು

ಕೋರ್ಸ್ ಫಲಶ್ರುತಿ (Course Outcomes) :

1. ಸಾಹಿತ್ಯದ ಓದು, ತಿಳುವಳಿಕೆ ಹಾಗೂ ಬರವಣಿಗೆಯನ್ನು ರೂಢಿಸಿಕೊಳ್ಳುವುದು.
2. ನಾಡು-ನುಡಿಯನ್ನು ಕುರಿತು ಅರಿವನ್ನು ಹೆಚ್ಚಿಸಿಕೊಳ್ಳುವುದು
3. ಸಮಕಾಲೀನ ವಿದ್ಯಮಾನಗಳ ಅರಿವು
4. ಸಾಮಾಜಿಕ ಹೊಣೆಗಾರಿಕೆಯ ಅರಿವು
5. ಸದೃಶ ಬೌದ್ಧಿಕ ವ್ಯಕ್ತಿತ್ವ ನಿರ್ಮಾಣ
6. ಭಾಷಾ ಕೌಶಲ್ಯವನ್ನು ಬೆಳೆಸಿಕೊಳ್ಳುವುದು
7. ಕನ್ನಡ ಭಾಷಾ ಪಠ್ಯ : ಕನ್ನಡ ಶ್ರಾವಣ-1 :

ಘಟಕ -1 : ಕನ್ನಡ ನಾಡು-ನುಡಿ-ಚಿಂತನೆ

- | | |
|--------------------------------|--------------------|
| 5. ಕನ್ನಡ ನಾಡು-ನುಡಿ-ಚಿಂತನೆ | : ಕವಿರಾಜಮಾರ್ಗ |
| 6. ನೇಗಿಲ ಯೋಗಿ | : ಕುವೆಂಪು |
| 7. ನನ್ನ ಕನ್ನಡ ಜಗತ್ತು | : ಕೆ.ವಿ. ಸುಬ್ಬಣ್ಣ |
| 8. ಕನ್ನಡ ಬರಹ ಎಲ್ಲರ ಸೊತ್ತಾಗಬೇಕು | : ಡಿ.ಎನ್. ಶಂಕರಭಟ್ಟ |

ಘಟಕ -2 : ಭೂಮಿ

- | | |
|-----------------------------------|-------------------|
| 5. ಬಳೆಗಾರನ ಹಾಡು | : ಜನಪದ ಗೀತೆ |
| 6. ಕಾಡತೊರೆಯ ಜಾಡು(ಆತ್ಮಚರಿತ್ರೆ ಭಾಗ) | : ಕಡಿದಾಳು ಶಾಮಣ್ಣ |
| 7. ರೈತರ ಆತ್ಮಹತ್ಯೆ | : ಡಿ.ಎಸ್. ನಾಗಭೂಷಣ |
| 8. ಕೆಂಪುಗಿಣಿ | : ವಸುಧೇಂದ್ರ |

2.5 Course References

• Text Book/s:

- KANNAD SRAVANA-1 the textbook published by GM University.

• Other Resources

- Youtube Videos
- Blogs

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1.	1. ಕನ್ನಡ ನಾಡು-ನುಡಿ-ಚಿಂತನೆ	ಉಪನ್ಯಾಸ-00	Video-00
2.	1. ಕನ್ನಡ ನಾಡು-ನುಡಿ-ಚಿಂತನೆ	ಉಪನ್ಯಾಸ-01	
3.	1.ಕನ್ನಡ ನಾಡು-ನುಡಿ-ಚಿಂತನೆ	ಉಪನ್ಯಾಸ-02	
4.	2.ನೇಗಿಲ ಯೋಗಿ	ಉಪನ್ಯಾಸ-03	
5.	2.ನೇಗಿಲ ಯೋಗಿ	ಉಪನ್ಯಾಸ-04	
6.	2.ನೇಗಿಲ ಯೋಗಿ	ಉಪನ್ಯಾಸ-05	
7.	3.ನನ್ನ ಕನ್ನಡ ಜಗತ್ತು	ಉಪನ್ಯಾಸ-06	
8.	3.ನನ್ನ ಕನ್ನಡ ಜಗತ್ತು	ಉಪನ್ಯಾಸ-07	
9.	3.ನನ್ನ ಕನ್ನಡ ಜಗತ್ತು	ಉಪನ್ಯಾಸ-08	
10.	4.ಕನ್ನಡ ಬರಹ ಎಲ್ಲರ ಸೊತ್ತಾಗಬೇಕು	ಉಪನ್ಯಾಸ-09	
11.	4.ಕನ್ನಡ ಬರಹ ಎಲ್ಲರ ಸೊತ್ತಾಗಬೇಕು	ಉಪನ್ಯಾಸ-10	
12.	4.ಕನ್ನಡ ಬರಹ ಎಲ್ಲರ ಸೊತ್ತಾಗಬೇಕು	ಉಪನ್ಯಾಸ-11	
13.	4.ಕನ್ನಡ ಬರಹ ಎಲ್ಲರ ಸೊತ್ತಾಗಬೇಕು	ಉಪನ್ಯಾಸ-12	
14.	5. ಬಳಿಗಾರನ ಹಾಡು	ಉಪನ್ಯಾಸ-13	
15.	5. ಬಳಿಗಾರನ ಹಾಡು	ಉಪನ್ಯಾಸ-14	
16.	6.ಕಾಡತೊರೆಯ ಜಾಡು (ಆತ್ಮಚರಿತ್ರೆ)	ಉಪನ್ಯಾಸ-15	
17.	6.ಕಾಡತೊರೆಯ ಜಾಡು (ಆತ್ಮಚರಿತ್ರೆ ಭಾಗ)	ಉಪನ್ಯಾಸ-16	

Assessment weight

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	M ar ks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded. If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

**3.5 Attainment Calculations:
Recording Marks and Awarding Grades**

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

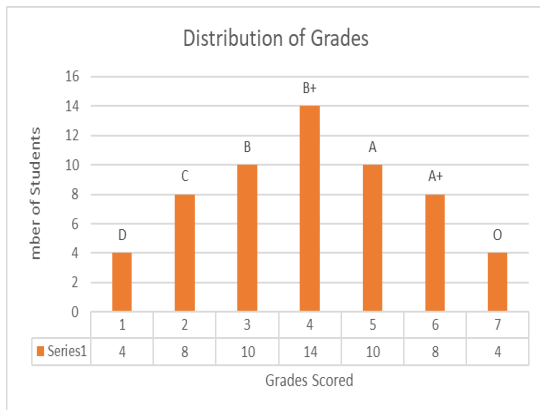
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAK111		Course Title KANNADA SHRAVANA-1				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

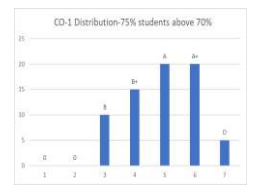
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2	2	1	2	3	1	3	1	2	2
CO2	1	2	2	1	2	1	1	1	1	1	2
CO3	2	2	1	2	2	1	2	2	2	2	1
CO4	3	2	3	2	2	2	1	1	3	2	2
CO5	2	2	2	2	2	1	2	2	2	2	2
CO6	1	2	2	1	2	2	2	2	1	1	2

4. Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAH111
Course Title	I BCA/B,SC/BCOM/BBA HINDI
Program Code	BA
Program Title	KATHA SARITHA
Department	School of Management
Faculty Code	M
Faculty Title	School of Management
Department offering the Course	HINDI
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- कुशल संचार कौशल विकसित करें:** इस पाठ्यक्रम का प्राथमिक उद्देश्य छात्रों को लिखित और मौखिक दोनों रूपों में हिंदी में प्रभावी ढंग से संवाद करने में सक्षम बनाना है। इसमें विचारों को स्पष्ट और संक्षिप्त रूप से व्यक्त करने की क्षमता शामिल है।
- तकनीकी भाषा दक्षता विकसित करना:** कंप्यूटर अनुप्रयोगों के क्षेत्र के लिए विशिष्ट तकनीकी शब्दावली के उपयोग को शुरू करना और सुदृढ़ करना। इसमें प्रोग्रामिंग भाषाओं, सॉफ्टवेयर विकास और कंप्यूटर हार्डवेयर से संबंधित शब्दावली का अधिग्रहण शामिल है।
- पढ़ने की समझ बढ़ाएँ:** हिंदी से संबंधित विभिन्न प्रकार के पाठों, जैसे लेख, केस अध्ययन और तकनीकी दस्तावेज़ीकरण को समझने और उनका विश्लेषण करने की क्षमता को बढ़ावा दें।

- 4 **व्यावसायिक संदर्भों के लिए लेखन कौशल को परिष्कृत करें:** छात्रों के लेखन कौशल को बेहतर बनाने पर ध्यान दें, ईमेल, रिपोर्ट और तकनीकी दस्तावेज़ीकरण जैसे कंप्यूटर अनुप्रयोगों के दायरे में पेशेवर सेटिंग्स में आमतौर पर उपयोग की जाने वाली शैलियों पर जोर दें।
- 5 **आलोचनात्मक सोच को प्रोत्साहित करें:** जटिल तकनीकी अवधारणाओं से जुड़कर आलोचनात्मक सोच कौशल को बढ़ावा दें, छात्रों को अपनी समझ का विश्लेषण, मूल्यांकन और प्रभावी ढंग से संवाद करने के लिए प्रोत्साहित करें।
- 6 **प्रस्तुतिकरण दक्षता विकसित करें:** छात्रों को कंप्यूटर अनुप्रयोगों से संबंधित विषयों पर स्पष्टता, सुसंगतता और दृश्य सहायता पर जोर देते हुए प्रभावी प्रस्तुतियाँ तैयार करने और वितरित करने के कौशल से लैस करें।
- 7 **फोस्टर सहयोग और टीम वर्क:** समूह परियोजनाओं के माध्यम से सहयोग और टीम वर्क में कौशल विकसित करना, प्रभावी संचार, समन्वय और एक टीम में सामंजस्यपूर्ण ढंग से काम करने की क्षमता पर जोर देना।
- 8 **सांस्कृतिक जागरूकता को बढ़ावा देना:** वैश्विक पेशेवर संदर्भ में प्रभावी अंतर-सांस्कृतिक संचार के महत्व पर बल देते हुए, भाषा और संचार में सांस्कृतिक बारीकियों के बारे में जागरूकता बढ़ाना।
- 9 **अनुसंधान दक्षताएँ विकसित करें:** बुनियादी अनुसंधान कौशल का परिचय दें, जिसमें विश्वसनीय स्रोतों से जानकारी का पता लगाने, मूल्यांकन करने और उसे लिखित और मौखिक संचार में शामिल करने की क्षमता शामिल है।
- 10 **व्यावसायिक विकास को सुगम बनाना:** पेशेवर ऑनलाइन उपस्थिति विकसित करने के लिए मार्गदर्शन प्रदान करें, जिसमें लिंकडइन जैसे प्लेटफार्मों पर प्रोफाइल को अनुकूलित करना और प्रभावशाली बायोडाटा और कवर लेटर बनाना शामिल है।

Course Summary:

पाठ्यक्रम सारांश:

पहले सेमेस्टर के हिंदी भाषा पाठ्यक्रम का उद्देश्य छात्रों को शैक्षणिक और व्यावसायिक दोनों संदर्भों में सफलता के लिए आवश्यक मूलभूत भाषा कौशल से लैस करना है। सैद्धांतिक शिक्षा और व्यावहारिक अनुप्रयोगों के संयोजन के माध्यम से, छात्र संचार, तकनीकी भाषा, आलोचनात्मक सोच और सहयोग में दक्षता विकसित

करेंगे। यह पाठ्यक्रम कंप्यूटर अनुप्रयोगों के क्षेत्र में प्रभावी संचार के महत्व पर जोर देता है, जो छात्रों को तेजी से विकसित हो रहे प्रौद्योगिकी उद्योग में भविष्य की शैक्षणिक गतिविधियों और करियर के लिए तैयार करता है।

2.2 Course Objectives

पाठ्यक्रम के उद्देश्य

1. **संचार कौशल:** मौखिक और लिखित दोनों तरह से हिंदी में प्रभावी ढंग से संवाद करने की छात्रों की क्षमता का विकास और वृद्धि करना। इसमें स्पष्टता, सुसंगतता और उचित व्याकरण का अभ्यास शामिल है।
2. **तकनीकी शब्दावली:** कंप्यूटर अनुप्रयोगों के क्षेत्र से संबंधित तकनीकी शब्दावली और भाषा का परिचय और सुदृढीकरण करें। इसमें प्रोग्रामिंग भाषाओं, सॉफ्टवेयर विकास और कंप्यूटर हार्डवेयर से संबंधित शब्दावली शामिल हो सकती है।
3. **पढ़ने की समझ:** छात्रों को कंप्यूटर विज्ञान से संबंधित विभिन्न प्रकार के पाठों, जैसे लेख, केस स्टडीज और तकनीकी दस्तावेज़ीकरण से परिचित कराकर उनके पढ़ने की समझ के कौशल में सुधार करें।
4. **लेखन कौशल:** व्यावसायिक संचार के लिए छात्रों के लेखन कौशल को बढ़ाएं। इसमें आमतौर पर कंप्यूटर अनुप्रयोगों के क्षेत्र में उपयोग किए जाने वाले ईमेल, रिपोर्ट और अन्य लिखित दस्तावेज़ लिखना शामिल है।
5. **आलोचनात्मक सोच:** जटिल तकनीकी अवधारणाओं के विश्लेषण और सुसंगत तरीके से राय और तर्क व्यक्त करने की क्षमता के माध्यम से महत्वपूर्ण सोच कौशल को प्रोत्साहित करें।
6. **प्रस्तुति कौशल:** तकनीकी जानकारी को मौखिक और दृश्य दोनों रूप से प्रभावी ढंग से प्रस्तुत करने की छात्रों की क्षमता विकसित करना। इसमें कंप्यूटर अनुप्रयोगों से संबंधित विषयों पर प्रस्तुतियाँ बनाना और वितरित करना शामिल हो सकता है।

7. **सहयोग और टीम वर्क:** समूह परियोजनाओं और गतिविधियों के माध्यम से सहयोग और टीम वर्क कौशल को बढ़ावा देना जिसके लिए टीम के सदस्यों के बीच प्रभावी संचार और समन्वय की आवश्यकता होती है।
8. **सांस्कृतिक संवेदनशीलता:** वैश्विक पेशेवर वातावरण में स्पष्ट और सम्मानजनक संचार के महत्व पर जोर देते हुए भाषा और संचार में सांस्कृतिक बारीकियों के बारे में जागरूकता को बढ़ावा देना।
9. **अनुसंधान कौशल:** बुनियादी अनुसंधान कौशल का परिचय दें, जिसमें विश्वसनीय स्रोतों से जानकारी खोजने और उसका मूल्यांकन करने की क्षमता और इस जानकारी को लिखित और मौखिक संचार में शामिल करना शामिल है।
10. **व्यावसायिक विकास:** पेशेवर ऑनलाइन उपस्थिति विकसित करने के लिए मार्गदर्शन प्रदान करें, जिसमें लिंकडइन जैसे प्लेटफार्मों पर पेशेवर प्रोफाइल बनाना और अनुकूलित करना और प्रभावी बायोडेटा और कवर लेटर लिखना शामिल है।

2.3 Course Outcomes

इस पाठ्यक्रम को संतोषजनक ढंग से पूरा करने के बाद, एक छात्र सक्षम होगा:

CO1	हिंदी भाषा और व्याकरण की मूल बातें समझने में सक्षम हों
CO2	सामाजिक मुद्दों पर आलोचनात्मक विश्लेषण कर सकेंगे।
CO3	अपने रचनात्मक लेखन में सुधार कर सकेंगे।
CO4	हिंदी में अपने संचार को बेहतर बनाने में सक्षम हो।
CO5	समाज के विभिन्न कोने से ज्ञान प्राप्त कर सकेंगे।

2.4 Outcome Map:

COs	P O 01	P O 02	P O 03	P O 04	P O 05	P O 06	P O 07	P O 08	PO 09	P O 10	P O 11	P O 12	PS O 1	PS O 2	PS O 3
CO1															
CO2															
CO3															
CO4															
CO5															

CO6																	

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

CONTENTS

I YEAR I SEM

I BCA\ B.COM \ B,SC\ BBA - I SEMESTER

गद्य:

- 1) पोस्टमैन- शैलेश मटियानी
- 2) बदला –श्रीराम शर्मा
- 3) मित्रता- आचार्य रामचन्द्र शुक्ल
- 4) बिंदा- महादेवी वर्मा
- 5) नेता नहीं नागरिक चाहिए-रामधारी सिंह 'दिनकर'
- 6) प्रदूषण-डॉ हरचरणलाल शर्मा

व्याकरण: विकारी शब्द

- 1) संजा : परिभाषा और प्रकार
- 2) सर्वनाम: परिभाषा और प्रकार
- 3) विशेषण: परिभाषा और प्रकार
- 4) क्रिया : परिभाषा और प्रकार
- 5) लिंग : परिभाषा और प्रकार
- 6) वचन: परिभाषा और प्रकार

2.6 Course Resources

- **Text Book/s:**

- KATHA SARITHA the textbook published by GM University.

- **Other Resources**

- Youtube Videos
- Blogs

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	पोस्टमैन	Lecture-0	Video-00
2	बदला	Lecture-02	Video-01
3	मित्रता	Lecture-01	Video-01
4	संजा: परिभाषा और प्रकार	Lecture-01	Video-01
5	सर्वनाम: परिभाषा और प्रकार	Lecture-01	Video-01
6	विशेषण:परिभाषा और प्रकार	Lecture-01	Video-01
Quiz -01 and Assignment-01: Student Feedback			
7	बिंदा	Lecture-02	Video-01
8	नेता नहीं नागरिक चाहिए	Lecture-02	Video-01

9	प्रदूषण	Lecture-01	Video-01
10	क्रिया : परिभाषा और प्रकार	Lecture-01	Video-01
11	लिंग : परिभाषा और प्रकार	Lecture-01	Video-01
12	वचन: परिभाषा और प्रकार	Lecture-01	Video-01
Quiz -02 and Assignment-02: Student Feedback: Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	M ar ks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				5	30	15	50

Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded. If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

3.6 Setting Attainment Targets:

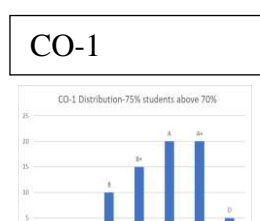
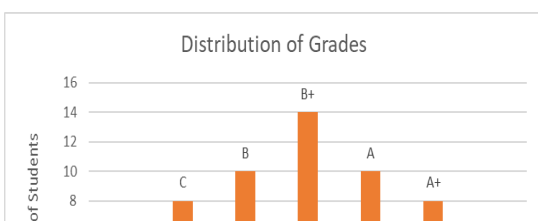
Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level	Outcomes level

	Targeted	Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
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70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAH111		Course Title Hindi-1				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-2

CO-3

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1											
CO2											
CO3											
CO4											
CO5											
CO6											

4. Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAE111
Course Title	I BCA/BSC/BCOM/BBA ENGLISH
Program Code	BA
Program Title	INSIGHT I
Department	School Of Management
Faculty Code	M
Faculty Title	School Of Management
Department offering the Course	English
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

1. **Develop Proficient Communication Skills:** The primary aim of this course is to enable students to communicate effectively in English, both in written and oral forms. This includes the ability to articulate ideas clearly and concisely.
2. **Cultivate Technical Language Competence:** To introduce and reinforce the use of technical vocabulary specific to the field of computer applications. This involves the acquisition of terminology related to programming languages, software development, and computer hardware.
3. **Enhance Reading Comprehension:** Foster the ability to comprehend and analyze various types of texts relevant to computer science, such as articles, case studies, and technical documentation.
4. **Refine Writing Skills for Professional Contexts:** Focus on improving students' writing skills, emphasizing genres commonly used in professional settings within the realm of computer applications, such as emails, reports, and technical documentation.
5. **Encourage Critical Thinking:** Promote critical thinking skills by engaging with complex technical concepts, encouraging students to analyze, evaluate, and communicate their understanding effectively.
6. **Develop Presentation Proficiency:** Equip students with the skills to prepare and deliver effective presentations on topics related to computer applications, emphasizing clarity, coherence, and visual aids.

7. **Foster Collaboration and Teamwork:** Cultivate skills in collaboration and teamwork through group projects, emphasizing effective communication, coordination, and the ability to work harmoniously in a team.
8. **Promote Cultural Awareness:** Raise awareness of cultural nuances in language and communication, stressing the importance of effective cross-cultural communication in a global professional context.
9. **Instil Research Competencies:** Introduce basic research skills, including the ability to locate, assess, and incorporate information from credible sources into written and oral communication.
10. **Facilitate Professional Development:** Provide guidance on developing a professional online presence, including optimizing profiles on platforms like LinkedIn, and creating impactful resumes and cover letters.

Course Summary:

The first semester English language course aims to equip students with the foundational language skills essential for success in both academic and professional contexts. Through a combination of theoretical learning and practical applications, students will develop proficiency in communication, technical language, critical thinking, and collaboration. The course emphasizes the importance of effective communication in the field of computer applications, preparing students for future academic pursuits and careers in the rapidly evolving technology industry.

2.2 Course Objectives

1. **Communication Skills:** Develop and enhance students' ability to communicate effectively in English, both orally and in writing. This includes practicing clarity, coherence, and proper grammar.
2. **Technical Vocabulary:** Introduce and reinforce technical vocabulary and language relevant to the field of computer applications. This may include terminology related to programming languages, software development, and computer hardware.
3. **Reading Comprehension:** Improve students' reading comprehension skills by exposing them to various types of texts related to computer science, such as articles, case studies, and technical documentation.
4. **Writing Skills:** Enhance students' writing skills for professional communication. This involves composing emails, reports, and other written documents commonly used in the field of computer applications.
5. **Critical Thinking:** Encourage critical thinking skills through the analysis of complex technical concepts and the ability to express opinions and arguments in a coherent manner.
6. **Presentation Skills:** Develop students' ability to present technical information effectively, both verbally and visually. This may include creating and delivering presentations on topics related to computer applications.
7. **Collaboration and Teamwork:** Foster collaboration and teamwork skills through group projects and activities that require effective communication and coordination among team members.

8. **Cultural Sensitivity:** Promote awareness of cultural nuances in language and communication, emphasizing the importance of clear and respectful communication in a global professional environment.
9. **Research Skills:** Introduce basic research skills, including the ability to find and evaluate information from reliable sources, and incorporate this information into written and oral communication.
10. **Professional Development:** Provide guidance on developing a professional online presence, including creating and optimizing professional profiles on platforms like LinkedIn, and writing effective resumes and cover letters.

2.3 Course Outcomes

After completing this course satisfactorily, a student will be able to:

CO1	Be able to understand the basics of English language and grammar
CO2	Be able to analyse critically on the social issues.
CO3	Be able to improve his creative writing.
CO4	Be able to improve his communication in English.
CO5	Be able to get the knowledge from different corner of the society
CO6	Be able to improve conversation

2.4 Outcome Map:

COs	PO 1	PO 2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2	PSO3
CO1											
CO2											
CO3											
CO4											
CO5											
CO6											

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

I YEAR I SEM

PROSE

1. The Last leaf - O Henry
2. The Wolf -Farooq Sarwar
3. Relations between Men and Women -Rajaram Mohan Roy
4. Ignorance Isn't Bliss -Tabish Khair

POETRY

1. The Tables Turned -William Wordsworth
2. Where the Mind is Without Fear -Rabindranath Tagore
3. Unknown Citizen -W. H. Auden
4. Stopping by Woods on a Snowy Evening -Robert Frost

LANGUAGE PRACTICE

1. Articles
2. Preposition
3. Verbs
4. Tenses
5. Letter Writing
6. Comprehension Reading Prose

2.6 Course Resources

- **Text Book/s:**
 - Insight the textbook published by GM University.
- **Other Resources**
 - YouTube Videos
 - Blogs

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	The Last leaf by O Henry	Lecture-01	Video-00
2	The Last leaf by O Henry	Lecture-02	Video-00
3	The Last leaf by O Henry	Lecture-03	Video-00
4	The Wolf by Farooq Sarwar	Lecture-04	Video-01
5	The Wolf by Farooq Sarwar	Lecture-05	Video-01
6	The Wolf by Farooq Sarwar	Lecture-06	Video-01
7	The Tables Turned by William Wordsworth	Lecture-07	Video-01
8	The Tables Turned by William Wordsworth	Lecture-08	Video-01
9	Where the Mind is Without Fear by Rabindranath Tagore	Lecture-09	Video-01
10	Where the Mind is Without Fear by Rabindranath Tagore	Lecture-10	Video-01
11	Articles	Lecture-11	Video-01
12	Articles	Lecture-12	Video-01
13	Articles	Lecture-13	Video-01
14	Preposition	Lecture-14	Video-01
15	Preposition	Lecture-15	Video-01
16	Preposition	Lecture-16	Video-01
17	Preposition	Lecture-17	Video-01
18	Verbs	Lecture-18	Video-01
19	Verbs	Lecture-19	Video-01
20	Verbs	Lecture-20	Video-01
21	Verbs	Lecture-21	Video-01
22	Verbs	Lecture-22	Video-01
Quiz -01 and Assignment-01: Student Feedback			
23	Relations between Men and Women by Rajaram Mohan Roy	Lecture-23	Video-01
24	Relations between Men and Women by Rajaram Mohan Roy	Lecture-24	Video-01
25	Relations between Men and Women by Rajaram Mohan Roy	Lecture-25	Video-01
26	Ignorance Isn't Bliss by Tabish Khair	Lecture-26	Video-01
27	Ignorance Isn't Bliss by Tabish Khair	Lecture-27	Video-01
28	Ignorance Isn't Bliss by Tabish Khair	Lecture-28	Video-01
29	Unknown Citizen by W. H. Auden	Lecture-29	Video-01
30	Unknown Citizen by W. H. Auden	Lecture-30	Video-01

31	Stopping by Woods on a Snowy Evening by Robert Frost	Lecture-31	Video-01
32	Stopping by Woods on a Snowy Evening by Robert Frost	Lecture-32	Video-01
33	Tenses	Lecture-33	Video-01
34	Tenses	Lecture-34	Video-01
35	Letter Writing	Lecture-35	Video-01
36	Letter Writing	Lecture-36	Video-01
37	Letter Writing	Lecture-37	Video-01
38	Letter Writing	Lecture-38	Video-01
39	Letter Writing	Lecture-39	Video-01
40	Letter Writing	Lecture-40	Video-01
42	Comprehension Reading Prose	Lecture-41	Video-01
43	Comprehension Reading Prose	Lecture-42	Video-01
44	Comprehension Reading Prose	Lecture-43	Video-01
45	Comprehension Reading Prose	Lecture-44	Video-01
Quiz -02 and Assignment-02: Student Feedback: Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	M ar ks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				

Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded. If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)
Average Grade:

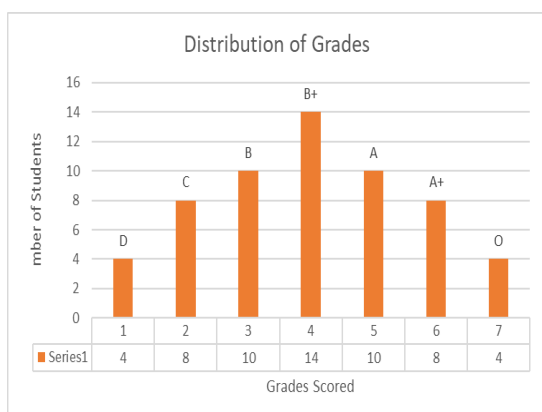
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAE111		Course Title English-1				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

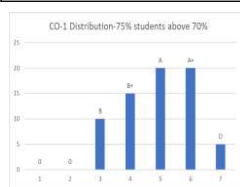
CO-2

CO-3

CO-4

CO-5

CO-6



3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1											
CO2											
CO3											
CO4											
CO5											
CO6											

4. Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC111
Course Title	Management Principles & Applications
Program Code	BA
Program Title	BBA- General Management
Department	School Of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

1. Enhances comprehensive understanding of management principles and practices.
2. Exploration of key modules, will gain insights into the evolution of management thought, the nature and characteristics of management, and the various eras that have shaped the discipline.
3. Delve into essential aspects such as planning, organizing, staffing, leadership, coordinating, and controlling to equip the knowledge and skills needed for effective management in diverse organizational settings.

2.2 Course Objectives

The objectives of the Course are to:

1. Understand the evolution of management thought from historical perspectives, spanning the Pre-Scientific Management Era to the Modern Management Era.
2. Identify and articulate the nature and characteristics of management, exploring its scope, functional areas, and distinguishing features.
3. Categorize and analyze the contributions of different management eras, including the Classical, Neo-Classical, and Modern Management Eras.
4. Evaluate whether management can be classified as a science, art, or profession, and comprehend the implications for professional practice.
5. Differentiate between management and administration, understanding their respective roles in organizational functioning.
6. Apply the principles of management in practical organizational scenarios, recognizing their relevance and impact.
7. Demonstrate proficiency in the planning process, including setting objectives and understanding the different types of plans.

8. Apply decision-making processes effectively, recognizing their importance in organizational planning and execution.
9. Comprehend the nature and purpose of organization, principles of organizing, and the significance of delegation of authority.
10. Differentiate between formal and informal organizational structures, recognizing their implications for organizational dynamics.
11. Recognize the importance of staffing in achieving organizational success and understand its nature and key elements.
12. Understand the nature of direction, principles guiding it, and apply effective communication techniques, overcoming barriers when necessary.
13. Apply motivation theories, including Maslow's Need Hierarchy, Herzberg's Two Factor, and McGregor's X and Y theories, in understanding and improving employee motivation.
14. Differentiate between various leadership styles, understanding their characteristics and knowing when to apply each in different organizational contexts.
15. Grasp the meaning and importance of coordination, and demonstrate competence in the steps of controlling and the essentials of an effective control system.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall and describe the key characteristics of each management era, including the Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, and Modern Management Era.
CO2	Explain the principles of organizing, delegation of authority, and different types of organizational structures, demonstrating an understanding of how they contribute to effective organizational management
CO3	Apply the decision-making process and various planning techniques to solve organizational problems, showcasing the ability to translate theoretical knowledge into practical managerial solutions
CO4	Analyze and differentiate between various leadership styles, identifying their characteristics and assessing their suitability in different organizational contexts.
CO5	Develop comprehensive organizational plans integrating elements of planning, organizing, and staffing, demonstrating creativity and effective problem-solving skills
CO6	Evaluate the effectiveness of communication strategies, control techniques, and coordination mechanisms in real-world scenarios, providing critical assessments based on management principles.

2.4 Outcome Map:

COs	PO 1 Business Knowledge	PO 2 Critical Thinking and Problem-Solving	PO 3 Effective Communication Skills	PO 4 Team Work and Collaboration	PO 5 Ethical Decision-Making	PO 6 Technological Proficiency	PO 7 Global Business Awareness	PO 8 Entrepreneurial Mind set	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	1	1	2	2	3	3	3	3	1	1	2
CO2	2	1	2	2	2	3	3	3	2	2	1
CO3	2	2	1	3	3	3	3	3	2	1	2
CO4	2	2	3	1	2	3	3	3	3	2	1
CO5	3	2	3	2	1	2	3	3	3	3	2
CO6	3	3	3	3	2	1	2	3	2	1	3

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Management Principles & Applications

Total: 45 Hours

Introduction To Management

Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.

Planning And Organising

Nature, Importance and Purpose of Planning - Planning Process, Objectives, Types of plans (Meaning only), Decision making- Importance and steps, Nature and purpose of Organization, Principles of Organizing, Delegation of Authority, Types of Organization (Formal and Informal organization only), Span of Control.

Staffing And Leadership

Nature and importance of Staffing, Meaning and Nature of Direction, Principles of Direction, Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, McGregor’s X and Y theory. Leadership – Meaning, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.

Coordinating And Controlling

Coordination–Meaning, Importance and Principles. Controlling–Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control .

2.6 Text Book and References

TEXT BOOKS

1. Harold Koontz, Heinz Weihrich, A.R.Aryasri, Principles of Management, TMH, Latest Edition.
2. Dilip Kumar Battacharya, Principles of Management, Pearson, 2012.
3. Kumar, Rao, Chhaalill –Introduction to Management Science, Cengage Publications, New Delhi.

REFERENCE BOOKS

1. V.S.P.Rao, Management Text and Cases, Excel, Second Edition, 2012.
2. K.Anbuvelan, Principles of Management, University Science Press, 2013.
3. Heinz Weihrich, Harold Kontz, Management: A Global Perspective, 10/e TMH
4. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi.
5. Clegg, S., Kornberger, M., and Pitsis, T., Managing and organisations: An

- introduction to Theory and practice, Sage, London, 2011.
6. Ricky Griffin, Gregory Moorhead, Organizational Behavior: Managing People and Organizations, Cengage Learning, 2009.
 7. Graeme Martin, Managing People and Organizations in Changing Contexts, Routledge, 2006.

Other Resources

- Videos
- Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Management	Lecture-01	Video-01
2	Pre-Scientific Management Era	Lecture-02	Video-02
3	Classical Management Era	Lecture-03	Video-03
4	Neo-Classical Management Era	Lecture-04	Video-04
5	Modern Management Era	Lecture-05	Video-05
6	Nature and Characteristics of Management	Lecture-06	Video-06
7	Scope and Functional Areas of Management	Lecture-07	Video-07
8	Management as a Science, Art, or Profession	Lecture-08	Video-08
9	Management and Administration	Lecture-09	Video-09
10	Principles of Management	Lecture-10	Video-10
11	Nature, Importance, and Purpose of Planning	Lecture-11	Video-11
12	Planning Process	Lecture-12	Video-12
13	Objectives of Planning	Lecture-13	Video-13
14	Types of Plans (Meaning only)	Lecture-14	Video-14
15	Decision Making	Lecture-15	Video-15
Issue – Assignment 1 Quiz-01 and Test-01			
16	Importance of Decision Making	Lecture-16	Video-16
17	Steps in Decision Making	Lecture-17	Video-17
18	Nature and Purpose of Organization	Lecture-18	Video-18
19	Principles of Organizing	Lecture-19	Video-19
20	Delegation of Authority	Lecture-20	Video-20
21	Types of Organization (Formal and Informal Organization only)	Lecture-21	Video-21
22	Span of Control	Lecture-22	Video-22
23	Staffing: Nature and Importance	Lecture-23	Video-23
24	Direction: Meaning and Nature	Lecture-24	Video-24
25	Principles of Direction	Lecture-25	Video-25
26	Communication: Meaning and Importance	Lecture-26	Video-26
27	Communication Process	Lecture-27	Video-27
28	Barriers to Communication	Lecture-28	Video-28
29	Steps to Overcome Communication Barriers	Lecture-29	Video-29
30	Motivation Theories: Maslow's Need Hierarchy Theory	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2			

Quiz-02 and Test-02			
31	Motivation Theories: Herzberg's Two Factor Theory	Lecture-31	Video-31
32	Motivation Theories: McGregor's X and Y Theory	Lecture-32	Video-32
33	Leadership: Meaning	Lecture-33	Video-33
34	Characteristics of Leadership	Lecture-34	Video-34
35	Leadership Styles	Lecture-35	Video-35
36	Coordination: Meaning and Importance	Lecture-36	Video-36
37	Coordination: Meaning and Importance	Lecture-37	Video-37
38	Coordination: Principles	Lecture-38	Video-38
39	Controlling: Meaning	Lecture-39	Video-39
40	Steps in Controlling	Lecture-40	Video-40
41	Steps in Controlling	Lecture-41	Video-41
42	Essentials of Effective Control System	Lecture-42	Video-42
43	Essentials of Effective Control System	Lecture-43	Video-43
44	Techniques of Control	Lecture-44	Video-44
45	Techniques of Control	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded. If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

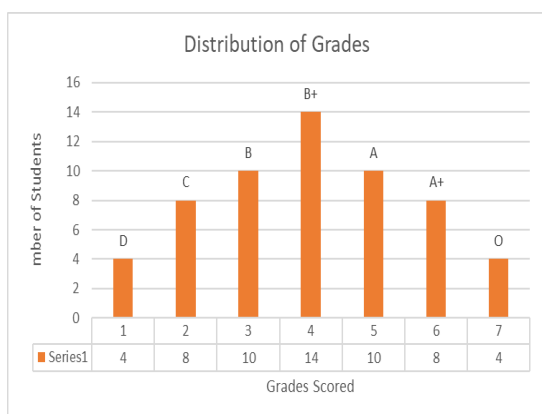
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAC111		Course Title Management Principles & Applications				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

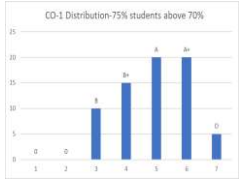
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	1	1	3	2	2	2	1	2	3
CO2	1	3	2	2	2	1	2	2	1	1	2
CO3	2	2	3	3	2	3	2	2	2	2	3
CO4	2	1	2	3	3	3	2	2	1	2	2
CO5	1	2	1	2	3	1	2	2	2	2	2
CO6	1	1	2	2	2	3	2	2	2	2	2

4. Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC112
Course Title	Marketing management
Program Code	BA
Program Title	BBA- General Management
Department	School Of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

1. Aims to provide students with a solid understanding of marketing principles, theories, and concepts.
2. To study the development and implementation of effective marketing strategies. Students will learn how to analyse market trends, identify target audiences, and create comprehensive marketing plans.
3. explores the psychology of consumer behaviour and the importance of market research in decision-making.
4. To study the digital marketing strategies and the use of social media for brand promotion. Students will learn to leverage digital channels, analyse metrics, and implement effective online marketing campaigns.

2.2 Course Objectives

The objectives of the Course are:

- To Understand Fundamental Marketing Concepts
- To Analyse Consumer Behaviour
- To Develop Strategic Marketing Skills
- To Utilize Market Research Techniques
- To Explore Digital Marketing Strategies
- To Enhance Communication and Presentation Skills

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	To Demonstrate Proficiency in Marketing Fundamentals
CO2	To Apply Consumer Behaviour Insights to Marketing Strategies
CO3	To Formulate and Implement Strategic Marketing Plans
CO4	To Utilize Market Research Techniques for Informed Decision-Making
CO5	To Effectively Execute Digital Marketing Campaigns
CO6	To Communicate and Collaborate Effectively in Marketing Contexts

2.4 Outcome Map:

COs	PO 1 Business Knowledge	PO 2 Critical Thinking and Problem-Solving	PO 3 Effective Communication Skills	PO 4 Team Work and Collaboration	PO 5 Ethical Decision-Making	PO 6 Technological Proficiency	PO 7 Global Business Awareness	PO 8 Entrepreneurial Mind set	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	2	2	2	2	3	3	3	2	2	3	2
CO2	2	2	2	2	2	2	2	2	2	2	1
CO3	1	2	1	1	1	1	2	1	2	1	2
CO4	2	2	2	1	2	2	2	3	2	2	1
CO5	3	2	2	2	1	2	2	2	3	2	2
CO6	2	1	2	2	2	2	1	2	2	2	3

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

MARKETING MANAGEMENT

Introduction To Marketing

Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).

Marketing Environment

Micro Environment – The company, suppliers, marketing intermediaries' competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.

Market Segmentation And Consumerbehaviour

Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behaviour-Factors influencing Consumer Behaviour; Buying Decision Process.

Marketing Mix

Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution– Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)

2.6 Course Resources

Text Books

- "Principles of Marketing" by Philip Kotler and Gary Armstrong
- "Strategic Management: Concepts and Cases" by Fred R. David and Forest R. David
- "Leadership: Theory and Practice" by Peter G. Northouse

Reference Books

- "Contemporary Marketing" by Louis E. Boone and David L. Kurtz
- Good Strategy Bad Strategy: The Difference and Why It Matters" by Richard Rumelt
- "Crucial Conversations: Tools for Talking When Stakes Are High" by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler

- **Other Resources**

- Videos
- Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
Issue-Assignment 1 and Assignment-2 Statements			
1	Concepts of Marketing	Lecture-01	Video-01
2	Approaches to Marketing	Lecture-02	Video-02
3	Digital Marketing	Lecture-03	Video-03
4	marketing intermediaries	Lecture-04	Video-04
5	Market Segmentation	Lecture-05	Video-05
6	Consumer Behaviour	Lecture-06	Video-06
7	Pricing Policy	Lecture-07	Video-07
8	Pricing – Objectives	Lecture-08	Video-08
9	Channel Selection	Lecture-09	Video-09
10	Channel Selection	Lecture-10	Video-10
11	Channel Selection	Lecture-11	Video-11
12	Product-Product Mix	Lecture-12	Video-12
13	Product-Product Mix	Lecture-13	Video-13
14	New Product Development	Lecture-14	Video-14
15	New Product Development	Lecture-15	Video-15
Quiz -01 and Test-1-Obtain Student Feedback			
16	Functions of Marketing	Lecture-16	Video-16
17	Bases of Market Segmentation	Lecture-17	Video-17
18	Product Lifecycle	Lecture-18	Video-18
19	Factors influencing Pricing Policy	Lecture-19	Video-19
Submission of Assignment-1			
20	Tele-marketing	Lecture-20	Video-20
21	Socio-Cultural Environment.	Lecture-21	Video-21
22	Socio-Cultural Environment.	Lecture-22	Video-22
23	Buying Decision Process	Lecture-23	Video-23
24	Buying Decision Process	Lecture-24	Video-24
25	Product Line	Lecture-25	Video-25
26	Product Line	Lecture-26	Video-26
27	Methods of Pricing	Lecture-27	Video-27
28	Methods of Pricing	Lecture-28	Video-28
29	Personal Selling	Lecture-29	Video-29
30	Personal Selling	Lecture-30	Video-30
Quiz -02 and Test -02			
31	Green Marketing	Lecture-31	Video-31
32	Relationship Marketing	Lecture-32	Video-32
33	social media marketing	Lecture-33	Video-33
34	M-Business	Lecture-34	Video-34
35	Macro Environment	Lecture-35	Video-35
36	Types of Marketing Channels	Lecture-36	Video-36

37	Types of Marketing Channels	Lecture-37	Video-37
38	Significance of Promotion	Lecture-38	Video-38
39	Significance of Promotion	Lecture-39	Video-39
40	Elements of Marketing Mix	Lecture-40	Video-40
41	Elements of Marketing Mix	Lecture-41	Video-41
42	Elements of Marketing Mix	Lecture-42	Video-42
43	Personal Selling and Advertising	Lecture-43	Video-43
44	Personal Selling and Advertising	Lecture-44	Video-44
45	Personal Selling and Advertising	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	M ar ks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				

SEE	18 th Week	40	All				
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3.4 Grading Criterion

- Based on total marks scored grade is Awarded. If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations: Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

3.6 Setting Attainment Targets:

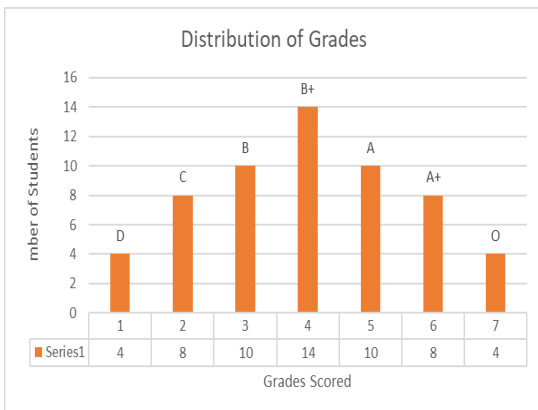
Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2	1	

50% of students will score C grade and above-3		
70% of Students will score C grade and above-1	1	
60% of students will score C grade and Above-2		
50% of students will score C grade and above-3		
70% of Students will score C grade and above-1	1	
60% of students will score C grade and Above-2		
50% of students will score C grade and above-3		

3.7 Performance Recording

Academic Year	Program: BBA in General management	Semester 1 st	Section A	Course Code UM24BAC112		Course Title Marketing Management				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

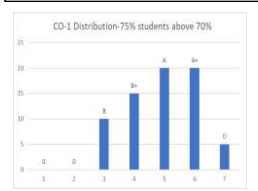
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	2	2	3	3	3	2	2	3	3

CO2	2	2	2	2	2	2	2	2	2	2	2
CO3	1	2	1	1	1	1	2	1	2	1	1
CO4	2	2	2	1	2	2	2	3	2	2	2
CO5	3	2	2	2	1	2	2	2	3	2	2
CO6	2	1	2	2	2	2	1	2	2	2	2

4. Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC113
Course Title	Financial Accounting
Program Code	BA
Program Title	BBA- General Management
Department	School Of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1.Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2 Course Details

2.1 Course Aims and Summary

1. To understand the financial implications of business transactions and assessing the financial health of an organization.
2. To gain proficiency in Profit and loss account, Balance sheet preparation
3. To explore real-world cases and scenarios, developing ethical reasoning skills in the context of financial decision-making.

2.2 Course Objectives

The objectives of the Course are:

3. To Understand the Basics of Financial Accounting
4. To Master Financial Statement Preparation
5. To Analyse Financial Statements
6. To Explore Accounting for Assets, Liabilities, and Equity

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	To Demonstrate Proficiency in Financial Reporting
CO2	To Apply Analytical Skills to Assess Financial Performance
CO3	To Integrate Ethical Considerations in Financial Decision-Making
CO4	To understand subsidiary books in accounts
CO5	To Understand and Articulate Financial Position and Strategies

2.4 Outcome Map:

COs	PO 1 Business Knowledge	PO 2 Critical Thinking and Problem-Solving	PO 3 Effective Communication Skills	PO 4 Team Work and Collaboration	PO 5 Ethical Decision-Making	PO 6 Technological Proficiency	PO 7 Global Business Awareness	PO 8 Entrepreneurial Mind set	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	1	2	2	1	2	3	1	3	1	2	2
CO2	1	2	2	1	2	1	1	1	1	1	2
CO3	2	2	1	2	2	1	2	2	2	2	1
CO4	3	2	3	2	2	2	1	1	3	2	2
CO5	2	2	2	2	2	1	2	2	2	2	2
CO6	1	2	2	1	2	2	2	2	1	1	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Financial Accounting

Total: 45 Hours

Introduction To Financial Accounting

Introduction - Meaning and Definition - Objectives of Accounting - Functions of Accounting Users of Accounting Information, Limitations of Accounting, Accounting Cycle, Accounting Principles - Accounting Concepts and Accounting Conventions. Accounting Standards– objectives - significance of accounting standards, List of Indian Accounting Standards.

Accounting Process

Meaning of Double entry system - Process of Accounting - Kinds of Accounts Rules - Transaction Analysis – Journal Ledger - Balancing of Accounts, Trial Balance - Problems on Journal, Ledger, Posting and Preparation of Trial Balance.

Subsidiary Books

Meaning, Significance, Types of Subsidiary Books -Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book (Problems only on Three Column Cash Book and Petty Cash Book), Bank Reconciliation Statement Preparation of Bank Reconciliation Statement (Problems on BRS)

Final Accounts Of Proprietary Concern

Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.

2.6 Course Resources

Text Books:

1. ICAI Study Materials on Principles & Practice of Accounting, Accounting and Advanced Accounting.
 2. SP Iyengar, Advanced Accounting, Sultan Chand & Sons, Vol. 1.
 3. Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2017) Accounting: Text and Cases, McGraw-Hill Education, 13th Edition.
 4. Charles T. Horngren and Donna Philbrick, (2013) Introduction to Financial Accounting, Pearson Education, 11th Edition.
 5. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi, 32nd Edition.
 6. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi, 6th Edition.
 7. B.S. Raman , Financial Accounting Vol. I & II, United Publishers & Distributors
 8. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants
- **Other Resources**
 - Videos
 - Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction	Lecture-01	Video-01
2	Objectives of Accounting	Lecture-02	Video-02
3	Functions of Accounting	Lecture-03	Video-03
4	Users of Accounting Information	Lecture-04	Video-04
5	Limitations of Accounting	Lecture-05	Video-05
6	Accounting Cycle	Lecture-06	Video-06
7	Accounting Principles	Lecture-07	Video-07
8	Accounting Concepts	Lecture-08	Video-08
9	Accounting Conventions	Lecture-09	Video-09
10	Accounting Standards	Lecture-10	Video-10
11	List of Indian Accounting Standards	Lecture-11	Video-11
12	Meaning of Double Entry System	Lecture-12	Video-12
13	Process of Accounting	Lecture-13	Video-13
14	Kinds of Accounts Rules	Lecture-14	Video-14
15	Transaction Analysis	Lecture-15	Video-15
Issue – Assignment 1 Quiz-01 and Test-01			
16	Journal	Lecture-16	Video-16
17	Ledger	Lecture-17	Video-17
18	Balancing of Accounts	Lecture-18	Video-18
19	Trial Balance	Lecture-19	Video-19
20	Problems on Journal	Lecture-20	Video-20
21	Problems on Ledger and Posting	Lecture-21	Video-21
22	Preparation of Trial Balance	Lecture-22	Video-22
23	Meaning and Significance of Subsidiary Books	Lecture-23	Video-23
24	Types of Subsidiary Books	Lecture-24	Video-24
25	Preparation of Purchases Book	Lecture-25	Video-25
26	Preparation of Sales Book	Lecture-26	Video-26
27	Preparation of Purchase Returns Book	Lecture-27	Video-27
28	Preparation of Sales Return Book	Lecture-28	Video-28
29	Preparation of Bills Receivable Book	Lecture-29	Video-29
30	Preparation of Bills Payable Book	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Types of Cash Book	Lecture-31	Video-31
32	Problems on Three Column Cash Book	Lecture-32	Video-32
33	Problems on Petty Cash Book	Lecture-33	Video-33
34	Introduction to Financial Statements for a Proprietary Concern	Lecture-34	Video-34
35	Statement of Profit and Loss	Lecture-35	Video-35
36	Balance Sheet	Lecture-36	Video-36
37	Special Adjustments in Financial Statements	Lecture-37	Video-37
38	Depreciation Adjustment	Lecture-38	Video-38

39	Outstanding Expenses Adjustment	Lecture-39	Video-39
40	Prepaid Expenses Adjustment	Lecture-40	Video-40
41	Outstanding Incomes Adjustment	Lecture-41	Video-41
42	Income Received in Advance Adjustment	Lecture-42	Video-42
43	Provision for Doubtful Debts Adjustment	Lecture-43	Video-43
44	Drawings Adjustment	Lecture-44	Video-44
45	Interest on Capital Adjustment	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	M ar ks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded. If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

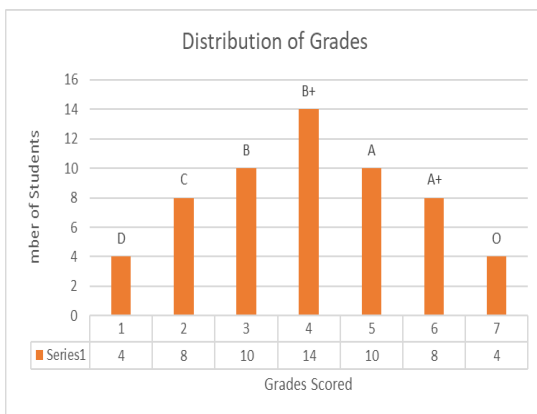
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAC113		Course Title Financial Accounting				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

CO-2

CO-3

CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2	2	1	2	3	1	3	1	2	2
CO2	1	2	2	1	2	1	1	1	1	1	2
CO3	2	2	1	2	2	1	2	2	2	2	1
CO4	3	2	3	2	2	2	1	1	3	2	2
CO5	2	2	2	2	2	1	2	2	2	2	2
CO6	1	2	2	1	2	2	2	2	1	1	2

4. Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAO111
Course Title	Office Management
Program Code	BA
Program Title	BBA – General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
2	2		0	2

Total Term/ Semester hours: 30

2. Course Details

2.1 Course Aims and Summary

1. Aims to explore the meaning, importance, and functions of modern offices, emphasizing the steps in office organization and principles of organizational structure.
2. To Understand the nature of office services, decentralization of services, and departmentation of office services.
3. It provides insights to understand the importance of records and the principles of record-keeping.

2.2 Course Objectives

The objectives of the Course are:

1. To understand the Foundations of Office Management
2. To Master Administrative Arrangements and Facilities
3. To make students create a Conducive Office Environment
4. To Develop Proficiency in Records Management
5. To Explore Filing Methods and Office Manuals
6. Enables to gain Practical Skills in Indexing and File Retention

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	To Demonstrate Proficiency in Office Organization
CO2	To Apply Administrative Arrangements and Facilities Management
CO3	To Create a Conducive Office Environment
CO4	To Execute Records Management Practices
CO5	To Implement Filing Methods and Office Manuals
CO6	To Apply Practical Skills in Indexing and File Retention

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	2	1	2	2	2	2	3	2	1	2	2
CO2	2	1	2	2	2	2	3	2	1	2	2
CO3	2	1	2	2	2	2	3	2	1	2	2
CO4	2	2	2	2	2	2	3	2	2	2	2
CO5	2	2	2	2	2	2	3	2	2	2	2
CO6	2	2	2	2	2	2	3	2	2	2	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Office Management

Fundamentals of office management

Introduction: Meaning, importance and functions of modern office, steps in office organisation, principles of organisation, organisation structure types, Nature of office services: types of services in modern office, decentralisation of office services, Departmentation of office services, Office Management: Meaning, Elements and major process of office management.

Administrative arrangement and facilities

Office Accommodation and its importance: Location of office, Choice of Location: Urban vs Suburban, Factors to be considered in Selecting the site, Securing office Space, Office Layout: Objectives of office layout, Principles of office layout, Steps in layout, Advantages of a good layout, Types of office: open office and private Office-advantages and disadvantages.

Meaning and Components of office environment:

Interior Decoration: Colour Conditioning, Floor Coverings Furnishings, Furniture and fixtures: Types of furniture, Choice between wooden and Steel furniture, Principles Governing selection of furniture, Lighting and Ventilation, Noise: Internal Noise, External Noise

Records management

Introduction to records: Importance of records, Types of office records, Records Management: Meaning, Principles of record keeping, Functions of Records Management
Filing: Elements of filing, Essentials of a good Filing system, Classification of files, Filing the procedure or routine. Filing methods: Horizontal filing-meaning types and disadvantages, Vertical Filing-Meaning, Equipment used, advantage and disadvantages Centralised and decentralisation of filing-Centralised filing and decentralised filing, Office Manual: Contents, Importance, Types of office manuals. Indexing: Meaning, Importance, Advantages and essentials of good indexing, type of indexes, Retention and disposal of files: Meaning and benefits of record retention, Need for disposal of files

2.6 Course Resources

TEXT BOOKS :

- "Office Management: Principles and Practice" by Dale H. Besterfield
- "Modern Office Management" by Edna Y. Harvey and Sylvia E. Sullivan
- "The Administrative Professional: Technology & Procedures" by Dianne Rankin and Kellie A. Shumack

REFERENCE BOOKS:

- "Records Management" by Judith Read and Mary Lea Ginn
- "Office Management: Meeting Today's Challenges" by Cheryl M. Hild

- "Records Management and Ginn Records Management Simulation" by Judith Read, Mary Lea Ginn, and Betty Jones
- **Other Resources**
 - Videos
 - Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
Issue-Assignment 1 and Assignment-2 Statements			
1	Functions of modern office	Lecture-01	Video-01
2	Steps in office organisation	Lecture-02	Video-02
3	principles of organisation	Lecture-03	Video-03
4	Office Accommodation	Lecture-04	Video-04
5	Types of office	Lecture-05	Video-05
6	Interior Decoration	Lecture-06	Video-06
7	Lighting and Ventilation	Lecture-07	Video-07
8	Noise	Lecture-08	Video-08
9	Importance of records	Lecture-09	Video-09
10	Filing methods	Lecture-10	Video-10
11	Office Manual	Lecture-11	Video-11
Quiz -01 and Test-1-Obtain Student Feedback			
12	organisation structure types	Lecture-12	Video-12
13	Office Management	Lecture-13	Video-13
14	Types of furniture	Lecture-14	Video-14
15	Types of office records	Lecture-15	Video-15
Submission of Assignment-1			
16	Nature of office services	Lecture-16	Video-16
17	Decentralisation of office services	Lecture-17	Video-17
18	Objectives of office layout	Lecture-18	Video-18
19	Principles Governing selection of furniture	Lecture-19	Video-19
20	Records Management	Lecture-20	Video-20
21	Types of office manuals	Lecture-21	Video-21
Quiz -02 and Test -02			
22	types of services	Lecture-22	Video-22
23	Departmentation of office services	Lecture-23	Video-23
24	process of office management.	Lecture-24	Video-24
25	Securing office Space	Lecture-25	Video-25
26	Principles of office layout	Lecture-26	Video-26
27	Principles of record keeping	Lecture-27	Video-27
28	Elements of filing	Lecture-28	Video-28
29	Indexing	Lecture-29	Video-29
30	Retention and disposal of files	Lecture-30	Video-30
Quiz-03 and Test-03 Submission of Assignment-2			

Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	M ar ks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded. If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

**3.5 Attainment Calculations:
Recording Marks and Awarding Grades**

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)
Average Grade:

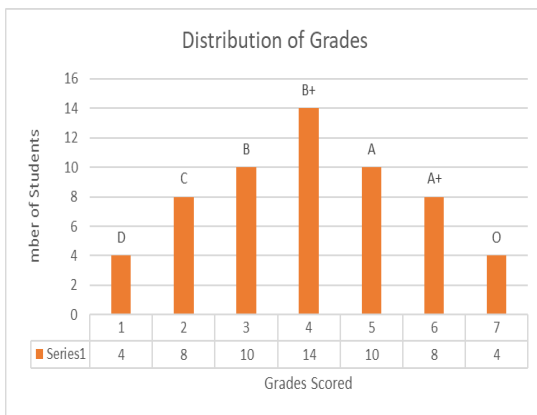
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAO111		Course Title Office Management				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

CO-2

CO-3

CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	2	2	2	2	3	2	1	2	3
CO2	2	1	2	2	2	2	3	2	1	2	3
CO3	2	1	2	2	2	2	3	2	1	2	3
CO4	2	2	2	2	2	2	3	2	2	2	3
CO5	2	2	2	2	2	2	3	2	2	2	3
CO6	2	2	2	2	2	2	3	2	2	2	3

4. Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BA121
Course Title	KANNADA SHRAVANA-2 (2 nd semester)
Program Code	AL
Program Title	BBA – General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
2	2	0	0	2

Total Term/ Semester hours: 30

2. Course Details

2.1 Course Aims and Summary

ಘಟಕ ೧: ವಿಜ್ಞಾನ ಮತ್ತು ನೈತಿಕತೆ ಒಂದಾದಾಗ ಸಮಾಜದ ಎಲ್ಲ ತೂಮದರೆಗಳು ಕೊನೆಗಾಣುತ್ತವೆ ಎಂಬ ಪ್ರಸಿದ್ಧ ಭೌತ ವಿಜ್ಞಾನಿ ಐನ್‌ಸ್ಟೀನ್‌ನಾತುಗಳನ್ನು ಮನಗಣಿಸಬೇಕಾಗಿದೆ. ಅಷ್ಟೇ ಅಲ್ಲ, ವಿಜ್ಞಾನ ಮತ್ತು ಧರ್ಮ ಎರಡು ಮನುಷ್ಯನ ಅಗತ್ಯತೆಗಳು. Science without Religion is lame, Religion without Science is blind. ಎನ್ನುವ ಐನ್‌ಸ್ಟೀನ್ ಮಾತುಗಳನ್ನು ಸಮಾಜದಲ್ಲಿ ಬೇರೂರಿಸಬೇಕಾಗಿದೆ. “ಹೊಸ ಯುಕ್ತಿ ಹಳೆ ತತ್ವದೊಡಗೂಡ ಧರ್ಮ, ಋಷಿ ವ್ಯಾಕ್ಯದೊಡನೆ ವಿಜ್ಞಾನ ಕಲೆ ಮಾತುಗಳನ್ನು ಸಾಕಾರಗೊಳಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ವೈಜ್ಞಾನಿಕ ದೃಷ್ಟಿಯೊಡನೆ ವೈಜ್ಞಾನಿಕ ಮನೋಧರ್ಮ ಮತ್ತು ವಿಜ್ಞಾನದ ನೈತಿಕತೆಯನ್ನು ಸಮಾಜದಲ್ಲಿ ಬಿತ್ತಿ ಬೆಳೆಸುವ ಉದ್ದೇಶದಿಂದ, ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸಾಮಾಜಿಕ ಜವಾಬ್ದಾರಿಯನ್ನು ಬೆಳೆಸುವ ಆಶಯದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಇಲ್ಲಿನ ಪಠ್ಯಗಳನ್ನು ಅಲವಡಿಸಲಾಗಿದೆ.

ಪಠ್ಯಗಳು: ೧. ವೈಜ್ಞಾನಿಕ ಮನೋಧರ್ಮ - ಜಿ.ಟಿ. ನಾರಾಯನರಾವ್ (ಅನು)

೨. ಜ್ಞಾನ-ವಿಜ್ಞಾನ-ತತ್ವಜ್ಞಾನ – ಕೆ.ವಿ. ತಿರುಮಲೇಶ್ (ಅನು)

೩. ಇರುವುದೊಂದೇ ಭೂಮಿ – ನಾಗೇಶ್ ಹೆಗಡೆ

೪. ಮಾನವತಾವಾದ – ಬಿ.ವಿ. ವೀರಭದ್ರಪ್ಪ

ಘಟಕ ೪: ಒತ್ತಡರಹಿತ ಮುಕ್ತ ಚಿಂತನೆಗಳು ಇರುವಲ್ಲಿ ಮಾತ್ರ ವೈಜ್ಞಾನಿಕ ಮನೋಭಾವ ಮತ್ತು ಸಂಶೋಧನೆಗಳು ಅರಳಲು ಸಾಧ್ಯ ಹಾಗೂ ಯೋಜನಾಬದ್ಧವಾದ ಪರಿಶ್ರಮದಿಂದ ಮಾತ್ರ ವಿಜ್ಞಾನದ ಸಂಶೋಧನೆಯಲ್ಲಿ ಯಶಸ್ಸು ಸಾಧ್ಯ ಎಂಬ ತಿಳಿವಳಿಕೆಯನ್ನು ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಮೂಡಿಸಬೇಕಾಗಿದೆ. ಸಮಾಜದ ಆತ್ಮಂತಿಕ ಒಳಿತನ್ನು ಸಾಧಿಸುವುದೇ ಎಲ್ಲ ವೈಜ್ಞಾನಿಕ ಆವಿಷ್ಕಾರಗಳ ಪರಮಧ್ಯೇಯ ಎಂಬ ಸತ್ಯವನ್ನು ಹಾಗೂ ವಿಜ್ಞಾನಕ್ಕೆ ಇರಬೇಕಾದ ನೈತಿಕತೆಯನ್ನು ತಿಳಿಸಿಕೊಡುವ ಉದ್ದೇಶವನ್ನು ಹೊಂದಲಾಗಿದೆ.

ಪಠ್ಯಗಳು: ೧. ವೈಜ್ಞಾನಿಕ ದೃಷ್ಟಿ - ಸರ್ ಸಿ.ವಿ. ರಾಮನ್

೨. ವಿಜ್ಞಾನದ ನೈತಿಕ ಮುಖಗಳು – ಬಿ.ಸಿ. ರಾಯ್

೩. ಕರೆಗಂಟೆ ಬಾಗಿಲು ಮತ್ತು ಗುಡಿಸಲು - ವೈದೇಹಿ

Course Summary:

ಫಲಿತಾಂಶಗಳು:

೧. ಭಾಷಾ ಕೌಶಲ್ಯಗಳಾದ ಜ್ಞಾನ, ಅರ್ಥೈಸುವಿಕೆ, ಅನ್ವಯ ಮತ್ತು ಕೌಶಲ್ಯಗಳನ್ನು ಹೆಚ್ಚಿಸಿಕೊಳ್ಳಲಾಗುತ್ತದೆ

೨. ನಾಡು-ನುಡಿ, ಜಲ, ಸಂಸ್ಕೃತಿ ಭಾವೈ ಪರಂಪರೆಯನ್ನು ಯುವ ಮನಸ್ಸುಗಳಲ್ಲಿ ಅಭಿಮಾನ ಬೆಳೆಸಲಾಯಿತು ೩. ಆಲೋಚನಾ ಸಾಮರ್ಥ್ಯ ಅಭಿವೃದ್ಧಿ ಕೌಶಲ್ಯಗಳನ್ನು ಬೆಳೆಸಲಾಯಿತು

೪. ಆಧುನೀಕರಣ, ಜಾಗತೀಕರಣ, ನಗರೀಕರಣಗಳ ಪರಿಕಲ್ಪನೆಗಳನ್ನು ತಿಳಿಸಲಾಯಿತು.

೫. ಪ್ರಾಚೀನ, ಮಧ್ಯಕಾಲೀನ, ಆಧುನಿಕ ಸಾಹಿತ್ಯಗಳ ತುಲನೆಯನ್ನು ಪ್ರಚುರ ಪಡಿಸಲಾಯಿತು

೬. ರಾಜಕೀಯ ಸಾಮಾಜಿಕ, ಸಾಂಸ್ಕೃತಿಕ, ಭೌಗೋಳಿಕ, ಚಾರಿತ್ರಿಕ ಅಧ್ಯಯನವನ್ನು ಬೆಳೆಸಲಾಯಿತು

೭. ಸೃಜನಶೀಲ ವ್ಯಕ್ತಿತ್ವವನ್ನು ವಿಕಸಿಸಲಾಯಿತು

೮. ಕಂಪ್ಯೂಟರೀಕರಣದಲ್ಲಿ ಹಲವು ಮಜಲುಗಳನ್ನು ತಿಳಿಸಲಾಯಿತು

೯. ಜಾಗತಿಕ ಸವಾಲುಗಳನ್ನು ಸ್ವೀಕರಿಸುವ ಆತ್ಮಸ್ಥೈರ್ಯ, ಭೌದ್ಧಿಕ ತಿಳುವಳಿಕೆಯನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸಲಾಯಿತು ೧೦.ವ್ಯವಹಾರ, ವಾಣಿಜ್ಯ, ವ್ಯವಹಾರದ ಪಾರದರ್ಶಕತೆಯನ್ನು ಬೆಳೆಸಲಾಯಿತು

೧೧. ಆಧುನಿಕ ಮಾರುಕಟ್ಟೆಯ ವಿವಿಧೋದ್ದೇಶ, ಸಹಕಾರದ ಬಗ್ಗೆ ಪ್ರಸ್ತುತಪಡಿಸಲಾಯಿತು

೧೨. ಕನ್ನಡ ಭಾಷಾಭಿಮಾನದ ಬಗ್ಗೆ ಗೌರವ, ಮನ್ನಣೆಗಳನ್ನು ಜಾಗೃತಿ ಮೂಲಕ ತಿಳಿಯಪಡಿಸಲಾಯಿತು.

2.2 Course Objectives

ನಿರ್ದಿಷ್ಟ ಉದ್ದೇಶಗಳು (Specific Objective):

1. ಕನ್ನಡದ ಯುವ ಮನಸ್ಸುಗಳಲ್ಲಿ ನಾಡು-ನುಡಿ, ಭವ್ಯಪರಂಪರೆ ಜ್ಞಾನ
2. ಕನ್ನಡ ನಾಡು-ನುಡಿ ಕುರಿತಾದ ಅಭಿಮಾನ ಬೆಳೆಸುವುದು
3. ಕನ್ನಡ ಸಂಸ್ಕೃತಿಯ ಹಿರಿಮೆ
4. ಭಾವನಾತ್ಮಕ ಸಂಬಂಧ ಬೆಳೆಸುವುದು
5. ಹಿರಿಯರ ಮಾರ್ಗದಲ್ಲಿ ಬೆಳೆಯುವುದು
6. ನೆಲ-ಜಲ-ಅರಣ್ಯ ಕುರಿತಾದ ಜ್ಞಾನ
7. ವೈಚಾರಿಕ ಮನೋಭಾವ ಬೆಳೆವಣಿಗೆ
8. ವೈಜ್ಞಾನಿಕ ದೃಷ್ಟಿ ಮೂಡಿಸುವುದು
9. ತತ್ವಜ್ಞಾನದ ಚಿಂತನೆ
10. ಕೌಶಲ್ಯ (Skills) ಗಳ ಅಭಿವೃದ್ಧಿ
11. ಇತಿಹಾಸ, ಐತಿಹಾಸಿಕ ವಿಷಯಗಳ ಚಿಂತನೆ
12. ಆಲೋಚನಾ ಸಾಮರ್ಥ್ಯ
13. ಅಭಿವೃದ್ಧಿ ಕೌಶಲ್ಯಗಳನ್ನು ಬೆಳೆಸುವುದು
14. ಆಧುನೀಕರಣ, ಜಾಗತೀಕರಣ, ನಗರೀಕರಣಗಳ ಪರಿಕಲ್ಪನೆ
15. ಪ್ರಾಚೀನ, ಆಧುನಿಕ ಸಾಹಿತ್ಯ - ಜ್ಞಾನಶಿಸ್ತು ಮಾರ್ಗ
16. ಸಾಮಾಜಿಕ - ರಾಜಕೀಯ, ಭೌಗೋಳಿಕ, ಚಾರಿತ್ರಿಕ ಜ್ಞಾನ
17. ಚಾರಿತ್ರಿಕ, ಕಲಾತ್ಮಕ ಸಂವೇದನೆಗಳ ಧನಾತ್ಮಕ ದೃಷ್ಟಿಕೋನ ಬೆಳೆಸುವುದು
18. ಸಾಹಿತ್ಯದ ಮೂಲಕ ಸಾಮಾಜಿಕ ಹೊಣೆಗಾರಿಕೆಯನ್ನು ಮೂಡಿಸುವುದು

19. ಜಾಗತಿಕ ಸವಾಲುಗಳನ್ನು ಸ್ವೀಕರಿಸುವ ಆತ್ಮಸ್ವರ್ಯ, ಬೌದ್ಧಿಕ ತಿಳಿವು
20. ಮಾನವೀಯ ಅಂತಃಕರಣ ಬೆಳೆಸುವುದು

2.3 Course Outcomes

After completing this course satisfactorily, a student will be able to:

CO1	understand the basics of kannada language and grammar
CO2	analyse critically on the social issues.
CO3	improve his creative writing.
CO4	improve his communication in kannada.
CO5	knowledge from different corner of the society
CO6	improve his moral values.

2.4 Course Content

ಎರಡನೇ ಚತುರ್ಮಾಸ : ಬಿ.ಕಾಂ/ಬಿಬಿಎ/ಬಿ.ಎಸ್ಸಿ. / ಬಿ.ಸಿ.ಎ..

ಸ್ನಾತಕ ಕನ್ನಡ ಪಠ್ಯಕ್ರಮ (2023-2024 ತದನಂತರ)

AECC L-1.2 : ಕನ್ನಡ ಭಾಷಾ ಪಠ್ಯ : ಕನ್ನಡ ಶ್ರಾವಣ-2 (ಪ್ರಥಮ ಭಾಷೆ-ಕಡ್ಡಾಯ ಕನ್ನಡ)

ಪತ್ರಿಕೆಯ ಬೋಧನಾ ಅವಧಿ : ವಾರಕ್ಕೆ 04 ಗಂಟೆಗಳು

ಪರೀಕ್ಷೆಗೆ : 40 ಅಂಕಗಳು

ಪತ್ರಿಕೆಗೆ ಒಟ್ಟು ಅಂಕಗಳು : 100

ಆಂತರಿಕ ಅಂಕಗಳು : 60 ಅಂಕಗಳು

ಕೋರ್ಸ್ ಫಲಶ್ರುತಿ (Course Outcomes) :

1. ಕನ್ನಡ ನಾಡು-ನುಡಿ-ಸಂಸ್ಕೃತಿ ಕುರಿತು ತಿಳುವಳಿಕೆಯನ್ನು ವಿಸ್ತರಿಸುವುದು
2. ವೈಚಾರಿಕ ಸಂಶೋಧನಾತ್ಮಕ ವಿಮರ್ಶಾತ್ಮಕ ದೃಷ್ಟಿಕೋನವನ್ನು ಬೆಳೆಸುವುದು.
3. ಸೃಜನಶೀಲತೆ ಅಭಿವ್ಯಕ್ತಿ ಸಾಮರ್ಥ್ಯಗಳನ್ನು ಬೆಳೆಸುವುದು
4. ಕನ್ನಡದಲ್ಲಿ ತಾಂತ್ರಿಕ ಕೌಶಲ್ಯ, ಜೀವನ ಕೌಶಲ್ಯ ಹಾಗೂ ಉದ್ಯಮಶೀಲತೆಗಳ ತರಬೇತಿ

ಕನ್ನಡ ಭಾಷಾ ಪಠ್ಯ : ಕನ್ನಡ ಶ್ರಾವಣ-2 :

ಘಟಕ-1 : ವೈಜ್ಞಾನಿಕ ಮನೋಧರ್ಮ

1. ನಾರಾಯಣರಾವ್ : ವೈಜ್ಞಾನಿಕ ಮನೋಧರ್ಮ : ಜಿ.ಟಿ.
2. ನಮ್ಮ ಅಳತೆಯನ್ನು ಮೀರಲಾರದ ದೇವರು : ಶಿವರಾಮ ಕಾರಂತ
3. ಇರುವುದೊಂದೇ ಭೂಮಿ : ನಾಗೇಶ ಹೆಗಡೆ
4. ಮಾನವತಾವಾದ : ಬಿ.ವಿ. ವೀರಭದ್ರಪ್ಪ

ಘಟಕ-2 : ಸಂಕೀರ್ಣ : ವಿಜ್ಞಾನ ಮತ್ತು ಸಾಹಿತ್ಯ ಸಂಬಂಧ / ಮಹಿಳಾ ಸಂವೇದನೆ

1. ವೈಜ್ಞಾನಿಕ ದೃಷ್ಟಿ : ಕೆ.ವಿ. ನಾರಾಯಣ
2. ವಿಜ್ಞಾನದ ನೈತಿಕ ಮುಖಗಳು : ಬಿ.ಸಿ. ರಾಯ್
3. ಕಾಯಕ : ಅಲಕ್ಷಿತ ವಚನಕಾರ್ತಿಯರ ವಚನಗಳು

2.5 Course References

Text Book/s:

- KANNADA SRAVANA-2 the textbook published by GM University.

• Other Resources

- Youtube Videos
- Blogs

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1.	ವೈಜ್ಞಾನಿಕ ಮನೋಧರ್ಮ	ಉಪನ್ಯಾಸ-೦೧	Video-00
2.	ವೈಜ್ಞಾನಿಕ ಮನೋಧರ್ಮ	ಉಪನ್ಯಾಸ-೦೧	
3.	ವೈಜ್ಞಾನಿಕ ಮನೋಧರ್ಮ	ಉಪನ್ಯಾಸ-೦೧	
4.	ವೈಜ್ಞಾನಿಕ ಮನೋಧರ್ಮ	ಉಪನ್ಯಾಸ-೦೧	
5.	ನಮ್ಮ ಅಳತೆಯನ್ನು ಮೀರಲಾರದ ದೇವರು	ಉಪನ್ಯಾಸ-೦೧	
6.	ನಮ್ಮ ಅಳತೆಯನ್ನು ಮೀರಲಾರದ ದೇವರು	ಉಪನ್ಯಾಸ-೦೧	
7.	ನಮ್ಮ ಅಳತೆಯನ್ನು ಮೀರಲಾರದ ದೇವರು	ಉಪನ್ಯಾಸ-೦೧	
8.	ನಮ್ಮ ಅಳತೆಯನ್ನು ಮೀರಲಾರದ ದೇವರು	ಉಪನ್ಯಾಸ-೦೧	
9.	ಇರುವುದೊಂದೇ ಭೂಮಿ	ಉಪನ್ಯಾಸ-೦೧	
10.	ಇರುವುದೊಂದೇ ಭೂಮಿ	ಉಪನ್ಯಾಸ-೦೧	
11.	ಇರುವುದೊಂದೇ ಭೂಮಿ	ಉಪನ್ಯಾಸ-೦೧	
12.	ಮಾನವತಾವಾದ	ಉಪನ್ಯಾಸ-೦೧	
13.	ಮಾನವತಾವಾದ	ಉಪನ್ಯಾಸ-೦೧	
14.	ಮಾನವತಾವಾದ	ಉಪನ್ಯಾಸ-೦೧	
15.	ಮಾನವತಾವಾದ	ಉಪನ್ಯಾಸ-೦೧	
16.	ವಿಜ್ಞಾನದ ನೈತಿಕ ಮುಖಗಳು	ಉಪನ್ಯಾಸ-೦೧	
17.	ವಿಜ್ಞಾನದ ನೈತಿಕ ಮುಖಗಳು	ಉಪನ್ಯಾಸ-೦೧	
18.	ವಿಜ್ಞಾನದ ನೈತಿಕ ಮುಖಗಳು	ಉಪನ್ಯಾಸ-೦೧	
19.	ವಿಜ್ಞಾನದ ನೈತಿಕ ಮುಖಗಳು	ಉಪನ್ಯಾಸ-೦೧	
20.	ಕಾಯಕ	ಉಪನ್ಯಾಸ-೦೧	
21.	ಕಾಯಕ	ಉಪನ್ಯಾಸ-೦೧	
22.	ಒಮ್ಮೆ ಹೆಣ್ಣಾಗು ಪ್ರಭುವೇ	ಉಪನ್ಯಾಸ-೦೧	
23.	ಒಮ್ಮೆ ಹೆಣ್ಣಾಗು ಪ್ರಭುವೇ	ಉಪನ್ಯಾಸ-೦೧	
24.	ಕಾರ್ಯನಿಯೋಜನೆಗಳು-೧	ಉಪನ್ಯಾಸ-೦೧	
25.	ಕಾರ್ಯನಿಯೋಜನೆಗಳು-೨	ಉಪನ್ಯಾಸ-೦೧	
26.	ಕಾರ್ಯನಿಯೋಜನೆಗಳು-೩	ಉಪನ್ಯಾಸ-೦೧	
27.	ವಿಚಾರ ಸಂಕಿರಣ	ಉಪನ್ಯಾಸ-೦೧	
28.	ವಿಚಾರ ಸಂಕಿರಣ	ಉಪನ್ಯಾಸ-೦೧	
29.	ವಿಚಾರ ಸಂಕಿರಣ	ಉಪನ್ಯಾಸ-೦೧	

30	ಆಂತರಿಕ ಮೌಲ್ಯಮಾಪನ		
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3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	M ar ks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded. If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)

- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations: Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)
Average Grade:

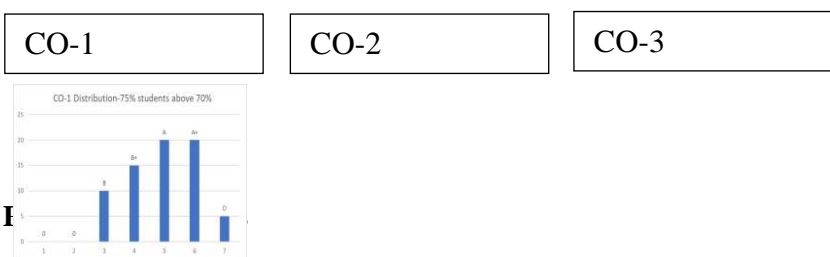
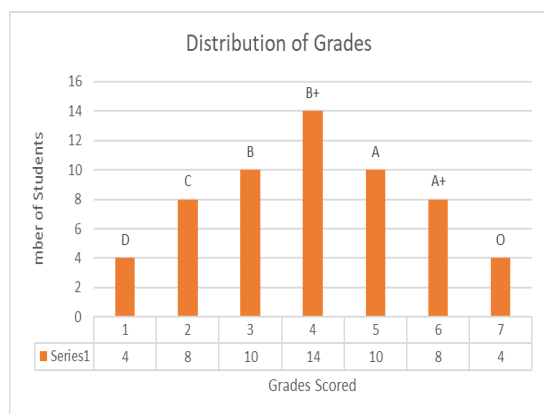
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAK121		Course Title KANNADA SHRAVANA 2				
				Course Tutor/s: Tutor's ID/Department:						
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader	B+ Graders	B Graders	C Graders	D Graders
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



	CO-1	CO-2	CO-3	CO-4	CO-5	CO-6
CO4	2	1	2	2	1	2
CO5	1	2	1	1	2	1
CO6	2	2	2	2	1	2

5. Other Details

4.3 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.4 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAH121
Course Title	HINDI -KATHA SOURABHA
Program Code	BA
Program Title	I BCA/B,SC/B.COM/BBA HINDI
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management(FCM)
Department offering the Course	HINDI
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.4 Course Aims and Summary

1. **कुशल संचार कौशल विकसित करें:** इस पाठ्यक्रम का प्राथमिक उद्देश्य छात्रों को लिखित और मौखिक दोनों रूपों में हिंदी में प्रभावी ढंग से संवाद करने में सक्षम बनाना है। इसमें विचारों को स्पष्ट और संक्षिप्त रूप से व्यक्त करने की क्षमता शामिल है।
2. **तकनीकी भाषा दक्षता विकसित करना:** कंप्यूटर अनुप्रयोगों के क्षेत्र के लिए विशिष्ट तकनीकी शब्दावली के उपयोग को शुरू करना और सुदृढ़ करना। इसमें प्रोग्रामिंग भाषाओं, सॉफ्टवेयर विकास और कंप्यूटर हार्डवेयर से संबंधित शब्दावली का अधिग्रहण शामिल है।
3. **पढ़ने की समझ बढ़ाएँ:** हिंदी से संबंधित विभिन्न प्रकार के पाठों, जैसे लेख, केस अध्ययन और तकनीकी दस्तावेज़ीकरण को समझने और उनका विश्लेषण करने की क्षमता को बढ़ावा दें।
4. **व्यावसायिक संदर्भों के लिए लेखन कौशल को परिष्कृत करें:** छात्रों के लेखन कौशल को बेहतर बनाने पर ध्यान दें, ईमेल, रिपोर्ट और तकनीकी दस्तावेज़ीकरण जैसे कंप्यूटर अनुप्रयोगों के दायरे में पेशेवर सेटिंग्स में आमतौर पर उपयोग की जाने वाली शैलियों पर जोर दें।
5. **आलोचनात्मक सोच को प्रोत्साहित करें:** जटिल तकनीकी अवधारणाओं से जुड़कर आलोचनात्मक सोच कौशल को बढ़ावा दें, छात्रों को अपनी समझ का विश्लेषण, मूल्यांकन और प्रभावी ढंग से संवाद करने के लिए प्रोत्साहित करें।
6. **प्रस्तुतिकरण दक्षता विकसित करें:** छात्रों को कंप्यूटर अनुप्रयोगों से संबंधित विषयों पर स्पष्टता,

सुसंगतता और दृश्य सहायता पर जोर देते हुए प्रभावी प्रस्तुतियाँ तैयार करने और वितरित करने के कौशल से लैस करें।

7. फोस्टर सहयोग और टीम वर्क: समूह परियोजनाओं के माध्यम से सहयोग और टीम वर्क में कौशल विकसित करना, प्रभावी संचार, समन्वय और एक टीम में सामंजस्यपूर्ण ढंग से काम करने की क्षमता पर जोर देना।

8. सांस्कृतिक जागरूकता को बढ़ावा देना: वैश्विक पेशेवर संदर्भ में प्रभावी अंतर-सांस्कृतिक संचार के महत्व पर बल देते हुए, भाषा और संचार में सांस्कृतिक बारीकियों के बारे में जागरूकता बढ़ाना।

9. अनुसंधान दक्षताएँ विकसित करें: बुनियादी अनुसंधान कौशल का परिचय दें, जिसमें विश्वसनीय स्रोतों से जानकारी का पता लगाने, मूल्यांकन करने और उसे लिखित और मौखिक संचार में शामिल करने की क्षमता शामिल है।

10. व्यावसायिक विकास को सुगम बनाना: पेशेवर ऑनलाइन उपस्थिति विकसित करने के लिए मार्गदर्शन प्रदान करें, जिसमें लिंकडइन जैसे प्लेटफार्मों पर प्रोफाइल को अनुकूलित करना और प्रभावशाली बायोडाटा और कवर लेटर बनाना शामिल है।

Course Summary:

पाठ्यक्रम सारांश:

पहले सेमेस्टर के हिंदी भाषा पाठ्यक्रम का उद्देश्य छात्रों को शैक्षणिक और व्यावसायिक दोनों संदर्भों में सफलता के लिए आवश्यक मूलभूत भाषा कौशल से लैस करना है। सैद्धांतिक शिक्षा और व्यावहारिक अनुप्रयोगों के संयोजन के माध्यम से, छात्र संचार, तकनीकी भाषा, आलोचनात्मक सोच और सहयोग में दक्षता विकसित करेंगे। यह पाठ्यक्रम कंप्यूटर अनुप्रयोगों के क्षेत्र में प्रभावी संचार के महत्व पर जोर देता है, जो छात्रों को तेजी से विकसित हो रहे प्रौद्योगिकी उद्योग में भविष्य की शैक्षणिक गतिविधियों और करियर के लिए तैयार करता है।

2.2. Course Objectives

पाठ्यक्रम के उद्देश्य

11. संचार कौशल: मौखिक और लिखित दोनों तरह से हिंदी में प्रभावी ढंग से संवाद करने की छात्रों की क्षमता का विकास और वृद्धि करना। इसमें स्पष्टता, सुसंगतता और उचित व्याकरण का अभ्यास शामिल है।

12. तकनीकी शब्दावली: कंप्यूटर अनुप्रयोगों के क्षेत्र से संबंधित तकनीकी शब्दावली और भाषा का परिचय और सुदृढीकरण करें। इसमें प्रोग्रामिंग भाषाओं, सॉफ्टवेयर विकास और कंप्यूटर हार्डवेयर से संबंधित शब्दावली शामिल हो सकती है।

13. पढ़ने की समझ: छात्रों को कंप्यूटर विज्ञान से संबंधित विभिन्न प्रकार के पाठों, जैसे लेख, केस स्टडीज और तकनीकी दस्तावेज़ीकरण से परिचित कराकर उनके पढ़ने की समझ के कौशल में सुधार करें।

14. लेखन कौशल: व्यावसायिक संचार के लिए छात्रों के लेखन कौशल को बढ़ाएं। इसमें आमतौर पर कंप्यूटर अनुप्रयोगों के क्षेत्र में उपयोग किए जाने वाले ईमेल, रिपोर्ट और अन्य लिखित दस्तावेज़ लिखना शामिल है।

15. आलोचनात्मक सोच: जटिल तकनीकी अवधारणाओं के विश्लेषण और सुसंगत तरीके से राय और तर्क व्यक्त करने की क्षमता के माध्यम से महत्वपूर्ण सोच कौशल को प्रोत्साहित करें।

16. प्रस्तुति कौशल: तकनीकी जानकारी को मौखिक और दृश्य दोनों रूप से प्रभावी ढंग से प्रस्तुत करने की छात्रों की क्षमता विकसित करना। इसमें कंप्यूटर अनुप्रयोगों से संबंधित विषयों पर प्रस्तुतियाँ बनाना और वितरित करना शामिल हो सकता है।

17. सहयोग और टीम वर्क: समूह परियोजनाओं और गतिविधियों के माध्यम से सहयोग और टीम वर्क कौशल को बढ़ावा देना जिसके लिए टीम के सदस्यों के बीच प्रभावी संचार और समन्वय की आवश्यकता होती है।

18. सांस्कृतिक संवेदनशीलता: वैश्विक पेशेवर वातावरण में स्पष्ट और सम्मानजनक संचार के महत्व पर जोर देते हुए भाषा और संचार में सांस्कृतिक बारीकियों के बारे में जागरूकता को बढ़ावा देना।

19. अनुसंधान कौशल: बुनियादी अनुसंधान कौशल का परिचय दें, जिसमें विश्वसनीय स्रोतों से जानकारी खोजने और उसका मूल्यांकन करने की क्षमता और इस जानकारी को लिखित और मौखिक संचार में शामिल करना शामिल है।

20. व्यावसायिक विकास: पेशेवर ऑनलाइन उपस्थिति विकसित करने के लिए मार्गदर्शन प्रदान करें, जिसमें लिंकडइन जैसे प्लेटफॉर्मों पर पेशेवर प्रोफाइल बनाना और अनुकूलित करना और प्रभावी बायोडेटा और कवर लेटर लिखना शामिल है।

2.4. Course Outcomes

इस पाठ्यक्रम को संतोषजनक ढंग से पूरा करने के बाद, एक छात्र सक्षम होगा:

CO1	हिंदी भाषा और व्याकरण की <u>मूल बातें</u> समझने में सक्षम हों
CO2	सामाजिक मुद्दों पर <u>आलोचनात्मक</u> विश्लेषण कर सकेंगे।
CO3	अपने <u>रचनात्मक</u> लेखन में सुधार कर सकेंगे।
CO4	हिंदी में अपने <u>संचार</u> को बेहतर बनाने में सक्षम हो।

CO5	समाज के <u>विभिन्न कोने</u> से ज्ञान प्राप्त कर सकेंगे।
CO6	साहित्य की <u>अभिरुचि</u> बढ़ाना ।

2.4. Course Content

CONTENTS

गद्य:

- 1) एक टोकरी भर मिट्टी- माधव राव सप्रे
- 2) राष्ट्र का स्वरूप- वासुदेवशरण अग्रवाल
- 3) भोलाराम का जीव- हरिशंकर परसाई
- 4) चीफ़ की दावत- भीष्म साहनी
- 5) वापसी- उषा प्रियंवदा
- 6) कफ़न- प्रेमचंद

व्याकरण: अविकारी शब्द :

- 1) क्रिया- विशेषण : परिभाषा और प्रकार
- 2) संबंध- सूचक अव्यय : परिभाषा और प्रकार
- 3) समुच्चयबोधक अव्यय : परिभाषा और प्रकार
- 4) विस्मयादिबोधक अव्यय : परिभाषा और प्रकार
- 5) काल- परिभाषा और भेद
- 6) कारक – परिभाषा और भेद

2.5 Course References

- **Text Book/s:**
KATHA SOURABHA the textbook published by GM University.
- **Other Resources**
Youtube, Videos, Blogs

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	एक टोकरी भर मिट्टी	Lecture-01	Video-00
Issue –Assignment 1 and Assignment-2 Statements			
2	एक टोकरी भर मिट्टी	Lecture-02	
3	राष्ट्र का स्वरूप	Lecture-03	
4	राष्ट्र का स्वरूप	Lecture-04	
5	राष्ट्र का स्वरूप	Lecture-05	
6	राष्ट्र का स्वरूप	Lecture-06	
7	भोलाराम का जीव	Lecture-07	

8	भोलाराम का जीव	Lecture-08	
9	भोलाराम का जीव	Lecture-09	
10	भोलाराम का जीव	Lecture-10	
11	क्रिया-विशेषण : परिभाषा और प्रकार	Lecture-11	
12	क्रिया-विशेषण : परिभाषा और प्रकार	Lecture-12	
TEST-1 AND QUIZ-1			
13	संबंध- सूचक अव्यय : परिभाषा और प्रकार	Lecture-13	
14	संबंध- सूचक अव्यय : परिभाषा और प्रकार	Lecture-14	
Submission of Assignment-01 Student Feedback			
15	समुच्चयबोधक अव्यय परिभाषा और प्रकार	Lecture-15	
16	समुच्चयबोधक अव्यय परिभाषा और प्रकार	Lecture-16	
17	चीफ़ की दावत	Lecture-17	
18	चीफ़ की दावत	Lecture-18	
19	चीफ़ की दावत	Lecture-19	
20	वापसी	Lecture-20	
21	वापसी	Lecture-21	
22	वापसी	Lecture-22	
TEST-2 AND QUIZ-2			
23	वापसी	Lecture-23	
24	कफ़न	Lecture-24	
25	कफ़न	Lecture-25	
26	विस्मयादिबोधक अव्यय : परिभाषा और प्रकार	Lecture-26	
27	विस्मयादिबोधक अव्यय : परिभाषा और प्रकार	Lecture-27	
28	काल- परिभाषा और भेद	Lecture-28	
Submission of Assignment-02 Student Feedback			
29	काल- परिभाषा और भेद	Lecture-29	
30	कारक – परिभाषा और भेद	Lecture-30	
TEST-3 AND QUIZ-3 Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	M ar ks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

4 Based on total marks scored grade is Awarded. If marks scored is:

5 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)

6 If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								

3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)
Average Grade:

3.6 Setting Attainment Targets:

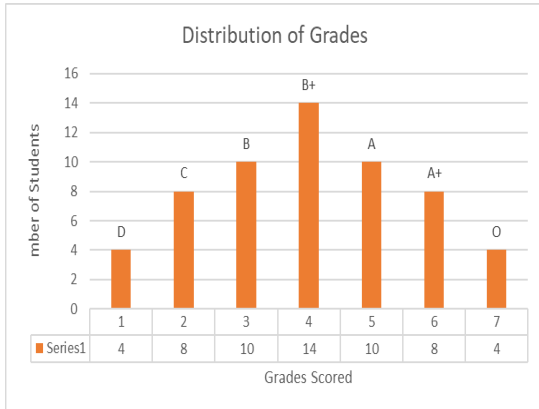
Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAH121		Course Title Hindi - 2				
				Course Tutor/s: Tutor's ID/Department:						
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the components of Examination	Class Average Marks	O-Graders ≥ 91	A+ Graders $81 \leq M < 90$	A Grader $71 \leq M < 80$	B+ Graders $61 \leq M < 70$	B Graders $51 \leq M < 60$	C Graders $40 \leq M < 50$	D Graders $M < 40$
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										

CO4- Performance								
CO5- Performance								
CO6- Performance								

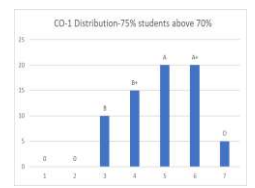
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1											
CO2											
CO3											
CO4											
CO5											
CO6											

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAE121
Course Title	I BCA/BSC/BCOM/BBA ENGLISH
Program Code	BA
Program Title	BBA-General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management
Department offering the Course	English
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1 Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2.0 Course Details

2.1 Course Aims and Summary

11. **Develop Proficient Communication Skills:** The primary aim of this course is to enable students to communicate effectively in English, both in written and oral forms. This includes the ability to articulate ideas clearly and concisely.
12. **Cultivate Technical Language Competence:** To introduce and reinforce the use of technical vocabulary specific to the field of computer applications. This involves the acquisition of terminology related to programming languages, software development, and computer hardware.
13. **Enhance Reading Comprehension:** Foster the ability to comprehend and analyze various types of texts relevant to computer science, such as articles, case studies, and technical documentation.
14. **Refine Writing Skills for Professional Contexts:** Focus on improving students' writing skills, emphasizing genres commonly used in professional settings within the realm of computer applications, such as emails, reports, and technical documentation.
15. **Encourage Critical Thinking:** Promote critical thinking skills by engaging with complex technical concepts, encouraging students to analyze, evaluate, and communicate their understanding effectively.
16. **Develop Presentation Proficiency:** Equip students with the skills to prepare and deliver effective presentations on topics related to computer applications, emphasizing clarity, coherence, and visual aids.

17. **Foster Collaboration and Teamwork:** Cultivate skills in collaboration and teamwork through group projects, emphasizing effective communication, coordination, and the ability to work harmoniously in a team.
18. **Promote Cultural Awareness:** Raise awareness of cultural nuances in language and communication, stressing the importance of effective cross-cultural communication in a global professional context.
19. **Instil Research Competencies:** Introduce basic research skills, including the ability to locate, assess, and incorporate information from credible sources into written and oral communication.
20. **Facilitate Professional Development:** Provide guidance on developing a professional online presence, including optimizing profiles on platforms like LinkedIn, and creating impactful resumes and cover letters.

Course Summary:

The first semester English language course aims to equip students with the foundational language skills essential for success in both academic and professional contexts. Through a combination of theoretical learning and practical applications, students will develop proficiency in communication, technical language, critical thinking, and collaboration. The course emphasizes the importance of effective communication in the field of computer applications, preparing students for future academic pursuits and careers in the rapidly evolving technology industry.

2.2 Course Objectives

1. **Communication Skills:** Develop and enhance students' ability to communicate effectively in English, both orally and in writing. This includes practicing clarity, coherence, and proper grammar.
2. **Technical Vocabulary:** Introduce and reinforce technical vocabulary and language relevant to the field of computer applications. This may include terminology related to programming languages, software development, and computer hardware.
3. **Reading Comprehension:** Improve students' reading comprehension skills by exposing them to various types of texts related to computer science, such as articles, case studies, and technical documentation.
4. **Writing Skills:** Enhance students' writing skills for professional communication. This involves composing emails, reports, and other written documents commonly used in the field of computer applications.
5. **Critical Thinking:** Encourage critical thinking skills through the analysis of complex technical concepts and the ability to express opinions and arguments in a coherent manner.
6. **Presentation Skills:** Develop students' ability to present technical information effectively, both verbally and visually. This may include creating and delivering presentations on topics related to computer applications.
7. **Collaboration and Teamwork:** Foster collaboration and teamwork skills through group projects and activities that require effective communication and coordination among team members.
8. **Cultural Sensitivity:** Promote awareness of cultural nuances in language and communication, emphasizing the importance of clear and respectful communication in a global professional environment.

9. **Research Skills:** Introduce basic research skills, including the ability to find and evaluate information from reliable sources, and incorporate this information into written and oral communication.
10. **Professional Development:** Provide guidance on developing a professional online presence, including creating and optimizing professional profiles on platforms like LinkedIn, and writing effective resumes and cover letters.

2.3 Course Outcomes

After completing this course satisfactorily, a student will be able to:

CO1	Be able to understand the basics of English language and grammar
CO2	Be able to analyse critically on the social issues.
CO3	Be able to improve his creative writing.
CO4	Be able to improve his communication in English.
CO5	Be able to get the knowledge from different corner of the society
CO6	Be able to improve conversation

2.4 Outcome Map:

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PO 09	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
CO1															
CO2															
CO3															
CO4															
CO5															
CO6															

Relevance: 1 high, 2 medium, 3 low

a. Course Content

CONTENTS

I YEAR II SEM

PROSE

1. The Child -Prem Chand
2. Function of Education -J Krishnamurthy
3. Daughter - Lata Jagtiani
4. Wings of fire - Dr A.P.J, Abdul Kalam

POETRY

1. Once Upon a Time -Gabriel Okara
2. The Man He Killed -Thomas Hardy
3. A Psalm of Life -Henry Wadsworth Longfellow
4. Search for My Tongue -Sujata Bhatt

LANGUAGE PRACTICE

1. Question Forms
2. Active Voice and Passive Voice
3. Reported Speech
4. Comprehension Reading Poetry

2.6 Course Resources

- **Text Book/s:**
 - Insight the textbook published by GM University.
- **Other Resources**
 - YouTube Videos
 - Blogs

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	The Child by Prem Chand	Lecture-01	Video-00
2	The Child by Prem Chand	Lecture-02	Video-00
3	The Child by Prem Chand	Lecture-03	Video-00
4	Function of Education by J Krishnamurthy	Lecture-04	Video-01
5	Function of Education by J Krishnamurthy	Lecture-05	Video-01
6	Function of Education by J Krishnamurthy	Lecture-06	Video-01
7	A Psalm of Life by Henry Wadsworth Longfellow	Lecture-07	Video-01
8	A Psalm of Life by Henry Wadsworth Longfellow	Lecture-08	Video-01
9	A Psalm of Life by Henry Wadsworth Longfellow	Lecture-09	Video-01
10	A Psalm of Life by Henry Wadsworth Longfellow	Lecture-10	Video-01
11	Once Upon a Time by Gabriel Okara	Lecture-11	Video-01
12	Once Upon a Time by Gabriel Okara	Lecture-12	Video-01
13	Once Upon a Time by Gabriel Okara	Lecture-13	Video-01
14	Once Upon a Time by Gabriel Okara	Lecture-14	Video-01
15	Once Upon a Time by Gabriel Okara	Lecture-15	Video-01
16	Question Forms	Lecture-16	Video-01
17	Question Forms	Lecture-17	Video-01
18	Active Voice and Passive Voice	Lecture-18	Video-01
19	Active Voice and Passive Voice	Lecture-19	Video-01
20	Active Voice and Passive Voice	Lecture-20	Video-01
Quiz -01 and Assignment-01: Student Feedback			
21	Daughter by Lata Jagtiani	Lecture-21	Video-01
22	Daughter by Lata Jagtiani	Lecture-22	Video-01
23	Daughter by Lata Jagtiani	Lecture-23	Video-01
24	Wings of fire by Dr A.P.J, Abdul Kalam	Lecture-24	Video-01
25	Wings of fire by Dr A.P.J, Abdul Kalam	Lecture-25	Video-01
26	Wings of fire by Dr A.P.J, Abdul Kalam	Lecture-26	Video-01
27	The Man He Killed by Thomas	Lecture-27	Video-01

	Hardy		
28	The Man He Killed by Thomas Hardy	Lecture-28	Video-01
29	Search for My Tongue by Sujata Bhatt	Lecture-29	Video-01
30	Search for My Tongue by Sujata Bhatt	Lecture-30	Video-01
31	Search for My Tongue by Sujata Bhatt	Lecture -31	Video-01
32	Search for My Tongue by Sujata Bhatt	Lecture-32	Video-01
33	Search for My Tongue by Sujata Bhatt	Lecture-33	Video-01
34	Reported Speech	Lecture-34	Video-01
35	Reported Speech	Lecture-35	Video-01
36	Reported Speech	Lecture-36	Video-01
37	Reported Speech	Lecture-37	Video-01
38	Reported Speech	Lecture-38	Video-01
39	Reported Speech	Lecture-39	Video-01
40	Comprehension Reading Poetry	Lecture-40	Video-01
41	Comprehension Reading Poetry	Lecture-41	Video-01
42	Comprehension Reading Poetry	Lecture-42	Video-01
43	Comprehension Reading Poetry	Lecture-43	Video-01
44	Comprehension Reading Poetry	Lecture-44	Video-01
45	Comprehension Reading Poetry	Lecture-45	Video-01
Quiz -02 and Assignment-02: Student Feedback: Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- 7 Based on total marks scored grade is Awarded. If marks scored is:
- 8 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- 9 If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations: Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

**Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)
Average Grade:**

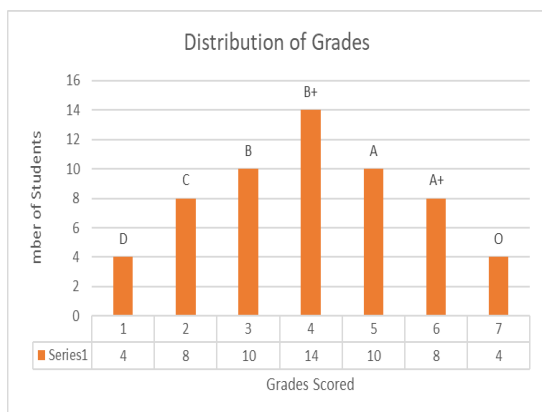
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAE121		Course Title English-2				
				Course Tutor/s: Tutor's ID/Department:						
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the components of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

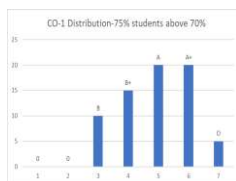
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1											
CO2											
CO3											
CO4											
CO5											
CO6											

4.0 Other Details

a. Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

b. Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24ABA121
Course Title	Human Resource Management
Program Code	BA
Program Title	BBA – General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

3.5 Course Aims and Summary

- Aim is to Gain a comprehensive understanding of the fundamental principles and practices of Human Resource Management (HRM).
- Explore the strategic role of HRM in achieving organizational goals. Learn how to align HR practices with business strategy, ensuring the effective utilization of human capital to enhance organizational performance.
- Understand HRM functions from entry to exit and apply them with the help of simulations.

2.2 The objectives of the Course are:

- To Develop a Fundamental Understanding of HRM
- To Enhance Strategic Thinking in HRM
- To Acquire Practical HR Skills
- To Foster Effective Communication and Interpersonal Skills
- To Explore the functions of HRM
- Critical Analysis of HR Issues

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	To Demonstrate Comprehensive Knowledge
CO2	To Apply Strategic HRM Concepts
CO3	To Showcase Practical HR Skills
CO4	To Explore functions of HRM
CO5	To impart HR recruitment, Compensation and Welfare measures.
CO6	To analyse and Solve HR Issues:

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking and Problem-Solving	PO 03 Effective Communication Skills	PO 04 Teamwork and Collaboration	PO 05 Ethical Decision-Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Management Competence	PSO2 Leadership and Decision-Making Skills	PSO3 Entrepreneurial Acumen
CO1	1	2	2	2	2	2	2	2	1	2	2
CO2	2	1	1	1	1	1	1	1	2	1	1
CO3	2	1	1	1	1	1	1	1	2	1	1
CO4	2	1	1	1	1	1	1	1	2	1	1
CO5	2	1	1	1	1	1	1	1	2	1	1
CO6	2	1	1	1	1	1	1	1	2	1	1

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Human Resource Management

Introduction to Human Resource Management

Concept of HRM, Nature, Scope Objectives, significance and functions of HRM, Evolution of HRM, difference between HRM and Personnel Management (PM), Qualities of HR Manager, Role of HR Manager, Challenges of modern HR Managers. HR Policies – Meaning, definitions, Nature, Importance, Types and essentials of sound HR Policies.

Human Resources Planning: Concept, Objectives, Importance, Process, Guidelines to make an effective HR Planning. Job Analysis, Job Specification, Job Description, Job Enlargement, Job Enrichment, Job Evaluation

Recruitment and Selection

Meaning, Definitions, Objectives, Factors affecting recruitment, Sources of recruitment: Internal & External sources, Techniques of recruitment. **Selection:** Meaning, Definitions, Steps in selection process: Selection tests

Interview–Meaning, Types, Steps, Limitation so interview, Guidelines to make effective interview.

Placement, and Induction: Meaning, Definitions.

Training and Development and Performance Management

Training and Development- Training Needs Analysis- Training Methods- Employee Development and succession planning-Evaluating Training Effectiveness

Performance Management-Goal setting and performance appraisal-Feedback and coaching-Performance improvement plans-360-degree feedback

Transfer Meaning, Definitions, Objectives, Types, Transfer Policies. **Promotion** – Meaning, Basis/Criteria of promotion, Benefits of promotion and promotion policies. Demotion.

Separations–Meaning, Types (Lay off, Retrenchment, Dismissal, Suspension)

Compensation and Benefits and welfare of employee

Employee Compensation – Meaning, Definitions, Objectives, Essentials of sound wage system, Factors affecting determination of wages stem/structure. Recent trends.

Employee Welfare: Understanding employee welfare-Employee assistance programs-Work-life balance initiatives

2.6 Course Resources

Text Books

1. Ashwathappa, Human Resource Management –McGraw Hill Education; Seventh edition (2013)
2. C. B Gupta, Human Resource Management- 19th revised edition Sultan Chand & Sons (2018)
3. C. B. Memoria, Personnel Management - Himalaya Publishing House
4. Dale Yodder, Personnel Management and Industrial Relations – Prentice-Hall, inc
5. Edwin Flippo, Personnel Management and Industrial Relations – McGraw-Hill
6. N. K. Singh Human Resource Management- Excel Books
7. P SubbaRao, Human Resource Management- Himalaya Publishing House, (2018)
8. P. C. Tripathi, Personnel Management and Industrial Relations – 21st revised edition, Sultan Chand & Sons (2017)
9. S. S. Khanka, Human Resource Management- Sultan Chand & Sons (2007)
10. V. S. P. Rao, Human Resource Management Text & Cases - Second edition Excel Books

Other Resources

- Videos
- Hand Book

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
0	Introduction	Lecture-00	Video-00
Issue-Assignment 1 and Assignment-2 Statements			
1	Concept of HRM	Lecture-01	Video-01
2	Nature of HRM	Lecture-02	Video-02
3	Scope of HRM	Lecture-03	Video-03
4	Objectives of HRM	Lecture-04	Video-04
5	Significance of HRM	Lecture-05	Video-05
6	Functions of HRM	Lecture-06	Video-06
7	Evolution of HRM	Lecture-07	Video-07
8	Difference between HRM and Personnel Management	Lecture-08	Video-08
9	Role of HR Manager	Lecture-09	Video-09
10	Challenges of Modern HR Managers	Lecture-10	Video-10
11	HR Policies: Meaning and Definitions	Lecture-11	Video-11
12	Nature of HR Policies	Lecture-12	Video-12
13	Importance of HR Policies	Lecture-13	Video-13
14	Types of HR Policies	Lecture-14	Video-14
15	Essentials of Sound HR Policies	Lecture-15	Video-15
Quiz -01 and Test-1-Obtain Student Feedback			
16	Importance of Human Resources Planning	Lecture-16	Video-16
17	Process of Human Resources Planning	Lecture-17	Video-17
18	Job Analysis: Meaning and Definitions	Lecture-18	Video-18
19	Job Specification	Lecture-19	Video-19
20	Job Description	Lecture-20	Video-20
21	Job Enlargement	Lecture-21	Video-21
22	Recruitment and Selection: Meaning and Definitions	Lecture-22	Video-22
23	Objectives of Recruitment	Lecture-23	Video-23
24	Sources of Recruitment: Internal Sources	Lecture-24	Video-24
25	Techniques of Recruitment	Lecture-25	Video-25
26	Steps in Selection Process	Lecture-26	Video-26
27	Selection Tests	Lecture-27	Video-27
28	Steps in Interview Process	Lecture-28	Video-28
29	Guidelines to Make Effective Interviews	Lecture-29	Video-29
30	Placement and Induction:	Lecture-30	Video-30

	Meaning and Definitions		
Submission of Assignment-1			
31	Training Needs Analysis	Lecture-31	Video-31
32	Training Methods	Lecture-32	Video-32
33	Employee Development and Succession Planning	Lecture-33	Video-33
34	Performance Management: Goal Setting and Performance Appraisal	Lecture-34	Video-34
35	360-Degree Feedback	Lecture-35	Video-35
36	Transfer: Meaning and Definitions	Lecture-36	Video-36
Quiz -02 and Test -02			
37	Promotion: Meaning and Definitions	Lecture-37	Video-37
38	Promotion Policies	Lecture-38	Video-38
39	Demotion: Meaning and Definitions	Lecture-39	Video-39
40	Separations: Meaning and Types	Lecture-40	Video-40
41	Compensation and Benefits: Meaning and Definitions	Lecture-41	Video-41
42	Objectives of Employee Compensation	Lecture-42	Video-42
43	Understanding employee welfare	Lecture-43	Video-43
44	Employee assistance programs	Lecture-44	Video-44
45	Work-life balance initiatives	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- 4 Based on total marks scored grade is Awarded. If marks scored is:
- 5 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- 6 If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

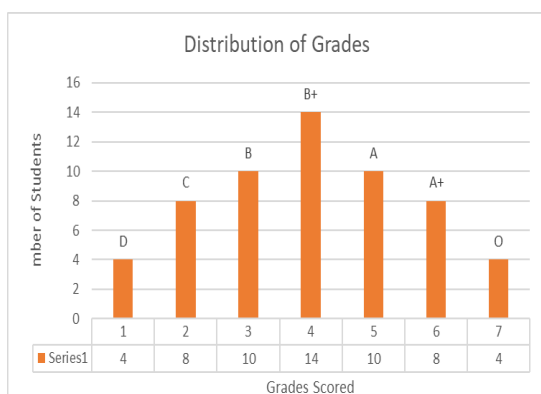
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

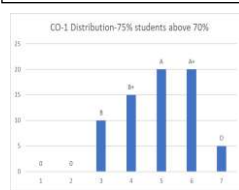
3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAC121		Course Title Human Resource Management				
				Course Tutor/s: Tutor's ID/Department:						
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1



CO-2

CO-3

CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2	2	2	2	2	2	2	1	2	2
CO2	2	1	1	1	1	1	1	1	2	1	1
CO3	2	1	1	1	1	1	1	1	2	1	1
CO4	2	1	1	1	1	1	1	1	2	1	1
CO5	2	1	1	1	1	1	1	1	2	1	1
CO6	2	1	1	1	1	1	1	1	2	1	1

4.1 Other Details

4.2 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.3 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC122
Course Title	Business Environment
Program Code	BA
Program Title	BBA – General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- Aim is to develop a comprehensive understanding of the macro and micro factors that shape the business environment, including economic, political, social, technological, and legal influences
- To analyse competitive dynamics within industries and assess emerging trends. Understand how organizations respond to market forces, competition, and globalization.

2.2 The objectives of the Course are:

- To Understand Macro and Micro Environmental Factors
- To Analyse Competitive Dynamics and Industry Trends
- To Explore Globalization and International Business
- To Examine Legal and Regulatory Frameworks
- To Evaluate Technological Impact on Business

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Study Environmental Analysis Proficiency
CO2	Gain Competitive Intelligence Skills
CO3	Explore Global Business Acumen
CO4	Understand Legal and Ethical Compliance Capability
CO5	Adopt Technological Adaptability
CO6	Study Sustainability Integration Proficiency

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking skills	PSO3 Entrepreneurial Acumen
CO1	2	1	3	1	1	2	1	2	1	2	2
CO2	1	2	2	1	2	2	2	1	1	1	2
CO3	2	1	3	1	1	2	1	2	1	2	2
CO4	2	1	3	1	2	1	2	1	2	2	1
CO5	2	1	3	1	2	1	2	1	2	2	1
CO6	1	2	2	1	2	2	1	2	1	1	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Business Environment

Theoretical Framework of Business Environment

Concept, significance and nature of business environment; Elements of environment — internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.

Economic Environment of Business

Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies - industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and relevance to Indian business; Economic reforms, liberalization and structural adjustment programmes.

Political and Legal Environment of Business

Critical elements of political environment; Government and business; Changing dimensions of legal environment in India and licensing policy; Socio-Cultural Environment: Critical elements of socio-cultural environment; Social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business; Consumerism in India.

International and Technological Environment

Multinational corporations; Foreign collaborations and Indian business; Non-resident Indians and corporate sector; International economic institutions - WTO, World Bank, IMF and their importance to India; Foreign trade policies; Impact of Rupee devaluation; Technological environment in India; Policy on research and development; Patent laws; Technology transfer. Cross National Cooperation & Agreements SAARC etc

2.6 Course Resources

Text Book and References

1. Indian Business Environment: Role of Micro and Macro Environment of Business Decisions: Ranjith Pappachan.
2. Business Environment: Indian and Global Perspectives- Faisal Ahmed, M. Absar Alam
3. Essentials of business environment K Ashwathappa
4. Business Environment Text and cases Francis Cherunilam
5. International business , Text and cases Sundaram & Black

- **Other Resources**
 - Videos
 - Hand Book

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
0	Introduction	Lecture-00	Video-00
Issue-Assignment 1 and Assignment-2 Statements			
1	Nature of business environment	Lecture-01	Video-01
2	Techniques of environmental monitoring.	Lecture-02	Video-02
3	Significance of economic environment	Lecture-03	Video-03
4	Economic planning in India	Lecture-04	Video-04
5	Critical elements of political environment	Lecture-05	Video-05
6	Socio-Cultural Environment	Lecture-06	Video-06
7	Emerging rural sector in India	Lecture-07	Video-07
8	Consumerism in India	Lecture-08	Video-08
9	Multinational corporations	Lecture-09	Video-09
10	Foreign trade policies	Lecture-10	Video-10
11	Impact of Rupee devaluation	Lecture-11	Video-11
12	Significance of Economic Environment	Lecture-12	Video-12
13	Elements of Economic Environment	Lecture-13	Video-13
14	Economic Systems and Business Environment	Lecture-14	Video-14
15	Economic Systems and Business Environment	Lecture-15	Video-15
Quiz -01 and Test-1-Obtain Student Feedback			
16	Economic Planning in India	Lecture-16	Video-16
17	Government Policies: Industrial Policy	Lecture-17	Video-17
18	Government Policies: Fiscal Policy	Lecture-18	Video-18
19	Government Policies: Monetary Policy	Lecture-19	Video-19
20	Government Policies: EXIM Policy	Lecture-20	Video-20
21	Public Sector and Economic Development	Lecture-21	Video-21
22	Development Banks and Relevance to Indian Business	Lecture-22	Video-22
23	Economic Reforms,	Lecture-23	Video-23

	Liberalization, and Structural Adjustment Programmes		
24	Critical Elements of Political Environment	Lecture-24	Video-24
25	Government and Business	Lecture-25	Video-25
26	Changing Dimensions of Legal Environment in India	Lecture-26	Video-26
27	Licensing Policy	Lecture-27	Video-27
28	Socio-Cultural Environment	Lecture-28	Video-28
29	Social Institutions and Systems	Lecture-29	Video-29
30	Social Values and Attitudes	Lecture-30	Video-30
Submission of Assignment-1			
31	Social Groups	Lecture-31	Video-31
32	Dualism in Indian Society and Problems of Uneven Income Distribution	Lecture-32	Video-32
33	Emerging Rural Sector in India	Lecture-33	Video-33
34	Multinational Corporations (MNCs)	Lecture-34	Video-34
35	Foreign Collaborations and Indian Business	Lecture-35	Video-35
36		Lecture-36	Video-36
Quiz -02 and Test -02			
37	Non-Resident Indians (NRIs) and Corporate Sector	Lecture-37	Video-37
38	International Economic Institutions: WTO	Lecture-38	Video-38
39	International Economic Institutions: World Bank	Lecture-39	Video-39
40	International Economic Institutions: IMF	Lecture-40	Video-40
41	Foreign Trade Policies	Lecture-41	Video-41
42	Impact of Rupee Devaluation	Lecture-42	Video-42
43	Technological Environment in India	Lecture-43	Video-43
44	Policy on Research and Development (R&D)	Lecture-44	Video-44
45	Technology Transfer	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	M ar ks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- 4 Based on total marks scored grade is Awarded. If marks scored is:
- 5 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- 6 If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

**3.5 Attainment Calculations:
Recording Marks and Awarding Grades**

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)
Average Grade:

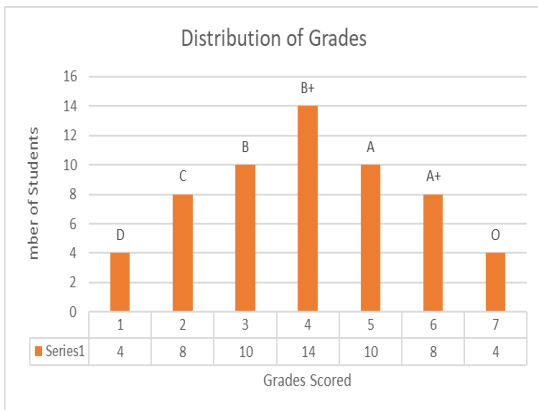
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAC122		Course Title Business Environment				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

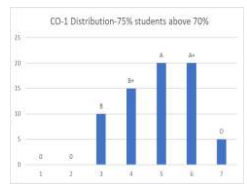
CO-2

CO-3

CO-4

CO-5

CO-6



3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2	1	2	2	2	2	3	1	1	2
CO2	1	1	2	2	1	1	2	2	1	1	2
CO3	1	1	1	2	2	2	1	2	2	1	1
CO4	1	1	1	1	1	1	2	2	2	2	1
CO5	1	2	1	1	1	1	2	2	2	2	2

CO6	1	2	1	1	1	1	2	2	2	2	2
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4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC123
Course Title	Advanced Financial Accounting
Program Code	BA
Program Title	BBA – General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- Aim is to provide a comprehensive understanding of complex accounting issues, including consolidations, business combinations, and accounting for financial instruments.
- Learn how to handle issues related to intercompany transactions, non-controlling interests, and the preparation of consolidated financial statements
- Gain insights into fair value accounting, hedge accounting, and the implications of financial instruments on an organization's financial statements.

2.2 Course Objectives

The objectives of the Course are:

- To Master Complex Accounting Standards
- To Handle Corporate Consolidations
- To study the Advanced Financial Reporting for Business Combinations
- To study the Financial Instruments and Derivatives
- The study of application of Fair Value Accounting
- To study the Complex Revenue Recognition Scenarios

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	To study the Advanced proficiency in Accounting Standards
CO2	To Master in Corporate Consolidations
CO3	To Expertise in Business Combinations Accounting
CO4	To study In-Depth Understanding of Financial Instruments
CO5	To study Proficiency in Fair Value Accounting and Revenue Recognition

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	1	2	2	2	1	2	1	2	1	1	2
CO2	1	2	1	2	2	2	1	2	1	2	2
CO3	2	2	2	1	2	1	2	1	2	2	1
CO4	2	1	2	2	1	2	2	1	2	2	2
CO5	1	2	1	1	2	1	2	1	1	2	1
CO6	2	2	2	2	1	2	1	2	1	2	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Advanced Financial Accounting

(45 hours)

Departmental Accounts

Meaning – Objectives – Basis of apportionment of expenses and incomes – Preparation of Trading and Profit and loss account in columnar method and Common Balance sheet

Accounting for Branches

Meaning – Objectives – Types of Branches – Dependent Branches – Features – Goods Sent to branch at Cost price and Invoice price – Preparation of Branch account and other relevant ledger accounts in the books of Head Office (Debtors system only)

Royalty Accounts

Introduction-Meaning-Types of Royalty-Technical Terms: Lessee, Lessor, Minimum

Rent - Short Workings -Recoupment of Short Working-Accounting Treatment in the books of Lessee and lessor including minimum rent account.

Consignment Accounts

Meaning – Consignor – Consignee – Consignment Vs. Sales, Pro-forma Invoice, Accounts Sales– Commission – Types of Commission -Treatment of Normal & Abnormal Loss– Valuation of Stock – creation of stock reserve account – Problems on Consignment both Cost price and Invoice price.

2.6 Course Resources

TEXT BOOKS & REFERENCE BOOKS

1. ICAI Study Materials on Principles & Practice of Accounting, Accounting and Advanced Accounting.
2. SP Iyengar (2005), Advanced Accounting, Sultan Chand & Sons, Vol. 1.
3. Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2017) Accounting: Text and Cases, McGraw-Hill Education, 13TH Edition.
4. Charles T. Horngren and Donna Philbrick, (2013) Introduction to Financial Accounting, Pearson Education, 11th Edition.
5. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi, 32nd Edition.
6. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi, 6th Edition.
7. B.S. Raman, Financial Accounting Vol. I & II, United Publishers & Distributors
8. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

- **Other Resources**
 - Videos
 - Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
Issue-Assignment 1 and Assignment-2 Statements			
1	Departmental Accounts Objectives	Lecture-01	Video-01
2	Objectives of Accounting for branches	Lecture-02	Video-02
3	Preparation of Branch account	Lecture-03	Video-03
4	Meaning of Royalty Accounts	Lecture-04	Video-04
5	Accounting Treatment of Lessee and lessor	Lecture-05	Video-05
6	Consignor	Lecture-06	Video-06
7	Accounts Sales	Lecture-07	Video-07
8	Treatment of Abnormal Loss	Lecture-08	Video-08
9	Problems on Consignment	Lecture-09	Video-09
10	Goods Sent to branch at Cost price	Lecture-10	Video-10
11	Problems on Consignment on invoice price	Lecture-11	Video-11
12	Meaning of Branches	Lecture-12	Video-12
13	Objectives of Branches	Lecture-13	Video-13
14	Types of Branches	Lecture-14	Video-14
15	Dependent Branches	Lecture-15	Video-15
Quiz -01 and Test-1-Obtain Student Feedback			
16	Features of Branches	Lecture-16	Video-16
17	Goods Sent to Branch at Cost Price	Lecture-17	Video-17
18	Goods Sent to Branch at Invoice Price	Lecture-18	Video-18
19	Preparation of Branch Account	Lecture-19	Video-19
20	Preparation of Relevant Ledger Accounts in the Books of Head Office	Lecture-20	Video-20
21	Debtors System in Branch Accounting	Lecture-21	Video-21
22	Mixed System in Branch Accounting	Lecture-22	Video-22
23	Introduction to Royalty	Lecture-23	Video-23
24	Meaning of Royalty	Lecture-24	Video-24
25	Types of Royalty	Lecture-25	Video-25
26	Technical Terms	Lecture-26	Video-26

27	Lessee	Lecture-27	Video-27
28	Lessor	Lecture-28	Video-28
29	Minimum Rent	Lecture-29	Video-29
30	Short Workings	Lecture-30	Video-30
Submission of Assignment-1			
31	Recoupment of Short Working	Lecture-31	Video-31
32	Accounting Treatment in the Books of Lessee	Lecture-32	Video-32
33	Accounting Treatment in the Books of Lessor Including Minimum Rent Account	Lecture-33	Video-33
34	Meaning of Consignment	Lecture-34	Video-34
35	Consignor	Lecture-35	Video-35
36	Consignee	Lecture-36	Video-36
Quiz -02 and Test -02			
37	Consignment vs. Sales	Lecture-37	Video-37
38	Pro-forma Invoice	Lecture-38	Video-38
39	Account Sales	Lecture-39	Video-39
40	Commission	Lecture-40	Video-40
41	Types of Commission	Lecture-41	Video-41
42	treatment of Normal Loss	Lecture-42	Video-42
43	Valuation of Stock	Lecture-43	Video-43
44	Creation of Stock Reserve Account	Lecture-44	Video-44
45	Problems on Consignment	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- 4 Based on total marks scored grade is Awarded. If marks scored is:
- 5 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- 6 If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

**Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)
Average Grade:**

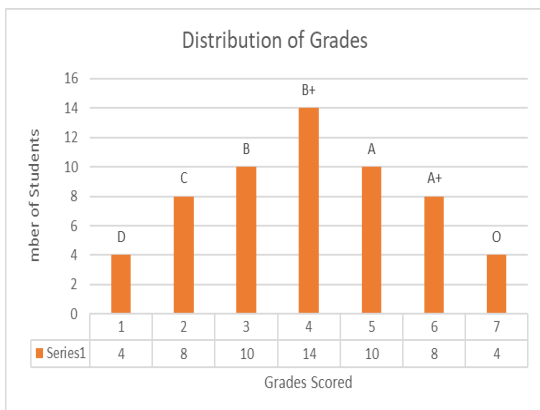
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAC123		Course Title Advance Financial Accounting				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

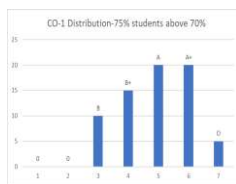
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2	2	2	1	2	1	2	1	1	2
CO2	1	2	1	2	2	2	1	2	1	2	2
CO3	2	2	2	1	2	1	2	1	2	2	1
CO4	2	1	2	2	1	2	2	1	2	2	2
CO5	1	2	1	1	2	1	2	1	1	2	1
CO6	2	2	2	2	1	2	1	2	1	2	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAO121
Course Title	Business Organisation
Program Code	BA
Program Title	BBA – General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
2	2	0		2

Total Term/ Semester hours: 30

2. Course Details

2.1 Course Aims and Summary

- Aim is to develop a comprehensive understanding of various forms of business organizations, including sole proprietorship, partnership, corporations, and cooperatives
- Explore the nature, advantages, disadvantages, and legal aspects of each form. Understand how organizational structures impact decision-making and efficiency.
- Explore the key functions and processes of business management, including planning, organizing, directing, and controlling.
- To investigate the ethical dimensions of business operations and the concept of corporate social responsibility.

2.2 Course Objectives

The objectives of the Course are:

- Understand Different Forms of Business Organizations
- Explore Organizational Structures and Decision-Making
- Analyze Management Functions and Processes
- Evaluate Corporate Governance and Ethics
- Understand Social Responsibility in Business
- Investigate Legal Aspects of Business

2.2 Course Outcomes

After undergoing this course students will be able to:

CO1	To Demonstrate Knowledge of Various Business Forms:
CO2	To Analyse and Compare Organizational Structures
CO3	To Apply Management Functions Effectively
CO4	To Evaluate Corporate Governance and Ethical Practices
CO5	To Assess Social Responsibility in Business
CO6	To Apply Legal Knowledge to Business Scenarios

2.3 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking skills	PSO3 Entrepreneurial Acumen
CO1	1	2	2	2	2	2	2	2	2	1	2
CO2	2	1	2	2	1	1	2	2	2	2	2
CO3	2	2	1	2	2	2	1	2	2	2	2
CO4	2	2	2	1	1	2	2	2	2	2	1
CO5	2	2	2	2	1	2	2	2	2	2	1
CO6	2	2	2	2	2	1	2	2	2	2	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Business Organisation

Introduction

Nature - Scope and Forms of Business, Meaning, Nature ,scope, objectives, essentials of successful business

Forms of Business

Sole proprietorship: Definitions, Features, Merits and Demerits Partnership: Definitions, Features, Merits and Demerits, Joint Stock Company: Definitions, Features, Merits and Demerits, Co-operatives: Definitions, Features, Merits and Demerits; Public Enterprises: Departmental Undertaking: Definitions, Features, Merits and Demerits Public Corporations: Definitions, Features, Merits and Demerits Government Companies: Definitions,Features, Merits and Demerits

Business Combinations

Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations

Sources of Business Finance

Types of Business Finance: Long, Medium and Short Term; Sources of Corporate Finance: Issue of Shares, Public Deposits, Retained Earnings, Institutional Financing (IDBI, IFCI, ICICI, SFC),

Objectives, Functions and forms of assistance; Sources of Short-Term Finance: Trade Credit, Bank Credit, Inter Company Loans, Lease Finance, Accounts Receivable, Financing Customer Advances

2.6 Course Resources

Textbooks:

1. "Business Organization and Management" by B. M. Ghosh
2. "Business Combinations and Acquisitions: A Practical Guide to the Firms and Their Advisors" by James C. Bourne
3. "Principles and Practice of Insurance" by M. N. Mishra

Reference Books :

1. "Business Organisation and Management" by Y. K. Bhushan and Arya Kumar
2. "Mergers, Acquisitions, and Other Restructuring Activities" by Donald DePamphilis
3. "Risk Management and Insurance" by Scott E. Harrington and Gregory R. Niehaus

• Other Resources

- Videos
- Hand Book

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
Issue-Assignment 1 and Assignment-2 Statements			
1	Scope and Forms of Business	Lecture-01	Video-01
2	Meaning of Business, Nature of Business, Scope of Business	Lecture-02	Video-02
3	Objectives of Business, Essentials of Successful Business	Lecture-03	Video-03
4	Entrepreneurship: Meaning and Role, Business Environment: Meaning and Components, Business Ethics and Social Responsibility, Business Growth and Expansion	Lecture-04	Video-04
5	Business Innovation and Adaptation	Lecture-05	Video-05
6	Sole Proprietorship, Partnership	Lecture-06	Video-06
7	Joint Stock Company, Cooperatives, Public Enterprises	Lecture-07	Video-07
8	Departmental Undertaking, Public cooperatives	Lecture-08	Video-08
9	Government Companies	Lecture-09	Video-09
10	Comparative Analysis: Sole Proprietorship vs. Partnership	Lecture-10	Video-10
11	Meaning and Definitions of Business Combinations	Lecture-11	Video-11
12	Causes of Business Combinations	Lecture-12	Video-12
13	Types of Business Combinations	Lecture-13	Video-13
Submission of Assignment-1			
14	Forms of Business Combinations	Lecture-14	Video-14
15	Merits and Demerits of Business	Lecture-15	Video-15

	Combinations		
Quiz -01 and Test-1-Obtain Student Feedback			
16	Horizontal Business Combinations	Lecture-16	Video-16
17	Vertical Business Combinations	Lecture-17	Video-17
18	Conglomerate Business Combinations	Lecture-18	Video-18
19	Recent Trends in Business Combinations	Lecture-19	Video-19
20	Regulatory and Legal Aspects of Business Combinations	Lecture-20	Video-20
24	Types of Business Finance: Long, Medium, and Short Term	Lecture-24	Video-24
25	Long, Medium, Short-Term Financing	Lecture-25	Video-25
26	Sources of Corporate Finance: Public Deposits,	Lecture-26	Video-26
27	Retained Earnings, Institutional Financing	Lecture-27	Video-27
28	Objectives of Institutional Financing	Lecture-28	Video-28
30	Functions of Institutional Financing	Lecture-30	Video-30
Quiz -02 and Test -02			
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
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Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- 4 Based on total marks scored grade is Awarded. If marks scored is:
- 5 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- 6 If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

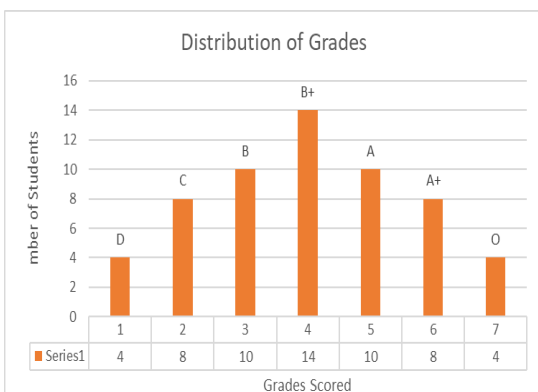
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Outcomes level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

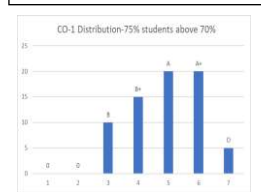
3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester 1 st	Section A	Course Code UM24BAO121		Course Title Business Organization				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders ≥91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1



CO-2

CO-3

CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2	2	2	2	2	2	2	2	2	2
CO2	2	1	2	2	1	1	2	2	2	2	2
CO3	2	2	1	2	2	2	1	2	2	2	2
CO4	2	2	2	1	1	2	2	2	2	2	2
CO5	2	2	2	2	1	2	2	2	2	2	2
CO6	2	2	2	2	2	1	2	2	2	2	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC231
Course Title	Organisational Behaviour
Program Code	BM
Program Title	UG BBA- General management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce & Management
Department offering the Course	School of Management
Faculty Member	Dr. K. Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- To Develop a foundational understanding of the fundamental principles and theories of organizational behavior to equip students with the knowledge necessary for effective management and leadership roles in various business contexts.
- To Cultivate critical thinking and analytical skills through the examination of real-world organizational challenges.
- To Encouraging students to apply theoretical concepts to practical scenarios, fostering their ability to make informed decisions and contribute positively to organizational dynamics.

2.2 Course Objectives

The objectives of the Course are:

- To understand and analyze individual and group behavior, exploring key concepts such as motivation, perception, attitudes, and group dynamics.
- To develop leadership and management skills through the examination of leadership styles, decision-making processes, and the application of organizational behavior theories.

- To cultivate practical competencies in communication, conflict resolution, and ethical decision-making to enable students to navigate diverse organizational challenges and contribute effectively to business success.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall of key concepts in training and development, including adult learning theories, instructional design principles, and training program evaluation.
CO2	Understand instructional design principles to create and deliver effective training programs tailored to specific organizational needs.
CO3	Apply organizational training needs through skills gap assessments, performance analysis, and other diagnostic tools.
CO4	Analyse knowledge of adult learning theories, technology, and instructional strategies to design comprehensive and engaging training materials and programs.
CO5	Evaluate the effectiveness of training programs by designing and implementing assessment and feedback mechanisms, measuring outcomes and impact on employee performance.
CO6	Create an understanding of ongoing professional development strategies for individuals and teams, fostering a culture of continuous learning within the organization.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreurial Acumen
CO1	1	2	3	3	2	2	1	2	1	1	2
CO2	1	1	2	3	2	2	1	2	1	2	2
CO3	1	1	2	3	2	2	1	2	1	2	1
CO4	1	2	2	2	2	3	2	3	1	2	1
CO5	2	2	2	3	2	2	2	2	1	2	2
CO6	2	2	3	2	2	3	2	3	2	1	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Organisational Behaviour

(45 hours)

Introduction to Organizational Behaviour:

Definition and Importance of Organizational Behaviour, Overview of the field and its significance in business, Understanding the role of behaviour in organizational effectiveness, Historical Evolution and Key Contributors, Identifying major contributors and their contributions, Theoretical Foundations in Organizational Behaviour, Interdisciplinary Nature of Organizational Behaviour.

Individual Behaviour in Organizations:

Individual Differences and Diversity, understanding diversity in the workplace., Managing and leveraging individual differences, Personality Theories and Workplace (e.g., Myers-Briggs, Big Five), Applying personality insights to organizational scenarios, Perception, Attitudes, and Motivation, Exploring the role of perception in organizational behaviour, Understanding the impact of attitudes and motivation on individual performance.

Group Dynamics and Teamwork:

Formation and Development of Groups, Stages of group development (forming, storming, norming, performing)., Factors influencing group formation, Group Roles, Norms, and Cohesion, Understanding the roles individuals play in groups, examining group norms and factors contributing to cohesion, Effective Teamwork and Collaboration, Strategies for fostering effective teamwork, Addressing challenges and conflicts in teams.

Leadership and Management:

Leadership Styles and Theories, Overview of different leadership styles (e.g., transformational, transactional), Evaluating leadership theories and their application, Managerial Roles and Functions, Understanding the roles and functions of managers, Differentiating between leadership and management, Leadership Versus Management, Exploring the complementary nature of leadership and management, Recognizing situations where each is most effective.

2.6 Course Resources

Textbooks:

- "Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge
- "Organizational Behavior: Improving Performance and Commitment in the Workplace" by Jason Colquitt, Jeffrey Lepine, and Michael Wesson
- "Organizational Behavior: A Practical, Problem-Solving Approach" by Angelo Kinicki and Mel Fugate
- "Essentials of Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge
- "Organizational Behavior and Management" by Ivancevich, Konopaske, and Matteson

Reference Books:

- "The Fifth Discipline: The Art & Practice of The Learning Organization" by Peter M. Senge
- "Drive: The Surprising Truth About What Motivates Us" by Daniel H. Pink
- "The Five Dysfunctions of a Team: A Leadership Fable" by Patrick Lencioni
- "Leaders Eat Last: Why Some Teams Pull Together and Others Don't" by Simon Sinek
- "Diagnosing and Changing Organizational Culture: Based on the Competing Values Framework" by Kim S. Cameron and Robert E. Quinn

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction and Definition	Lecture-01	Video-01
2	Importance of Organizational Behaviour	Lecture-02	Video-02
3	Overview of the Field	Lecture-03	Video-03
4	Significance in Business	Lecture-04	Video-04
5	Understanding the Role of Behaviour in Organizational Effectiveness	Lecture-05	Video-05
6	Historical Evolution and Key Contributors	Lecture-06	Video-06
7	Identifying Major Contributors	Lecture-07	Video-07
8	Identifying Major Contributions	Lecture-08	Video-08
9	Theoretical Foundations in Organizational Behaviour	Lecture-09	Video-09
10	Interdisciplinary Nature of Organizational Behaviour	Lecture-10	Video-10
11	Recap and Discussion	Lecture-11	Video-11

12	Individual Differences and Diversity	Lecture-12	Video-12
13	Understanding Diversity in the Workplace	Lecture-13	Video-13
14	Managing and Leveraging Individual Differences	Lecture-14	Video-14
15	Personality Theories and Workplace	Lecture-15	Video-15
Issue – Assignment 1 Quiz-01 and Test-01			
16	Applying Personality Insights to Organizational Scenarios	Lecture-16	Video-16
17	Perception, Attitudes, and Motivation	Lecture-17	Video-17
18	Exploring the Role of Perception in Organizational Behavior	Lecture-18	Video-18
19	Understanding the Impact of Attitudes	Lecture-19	Video-19
20	Motivation on Individual Performance	Lecture-20	Video-20
21	Recap and Discussion	Lecture-21	Video-21
22	Formation and Development of Groups	Lecture-22	Video-22
23	Stages of Group Development	Lecture-23	Video-23
24	Factors Influencing Group Formation	Lecture-24	Video-24
25	Group Roles, Norms, and Cohesion	Lecture-25	Video-25
26	Understanding the Roles Individuals Play in Groups	Lecture-26	Video-26
27	Examining Group Norms	Lecture-27	Video-27
28	Factors Contributing to Cohesion	Lecture-28	Video-28
29	Effective Teamwork and Collaboration	Lecture-29	Video-29
30	Strategies for Fostering Effective Teamwork	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Addressing Challenges	Lecture-31	Video-31
32	Conflicts in Teams	Lecture-32	Video-32
33	Recap and Discussion	Lecture-33	Video-33
34	Leadership Styles and Theories	Lecture-34	Video-34
35	Overview of Different Leadership Styles	Lecture-35	Video-35
36	Evaluating Leadership Theories	Lecture-36	Video-36
37	Managerial Roles and Functions	Lecture-37	Video-37
38	Understanding the Roles of Managers	Lecture-38	Video-38

39	Differentiating Between Leadership and Management	Lecture-39	Video-39
40	Leadership Versus Management	Lecture-40	Video-40
41	Exploring the Complementary Nature of Leadership and Management	Lecture-41	Video-41
42	Functions of Managers	Lecture-42	Video-42
43	Leadership Theory	Lecture-43	Video-43
44	Case Study	Lecture-44	Video-44
45	Recap and Discussion	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/ PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th	4	CO5/				

	week		CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

Based on total marks scored grade is Awarded.

If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

3.6 Setting Attainment Targets:

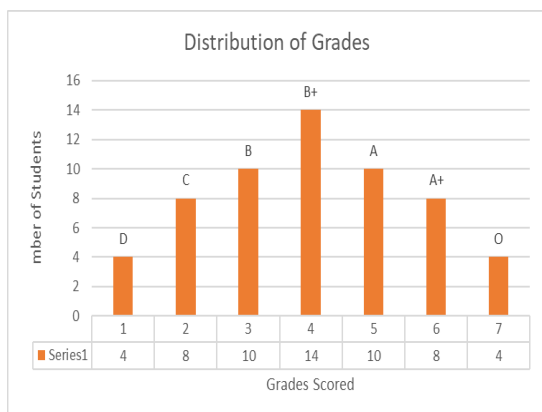
Attainment of Course Outcomes-COs		
Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA-General Management	Semester III	Section	Course Code UM24HRC231		Course Title Organisational Behaviour				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students -Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										

CO5- Performance								
CO6- Performance								

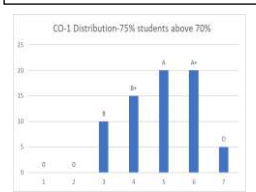
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2	3	3	2	2	1	2	1	1	2
CO2	1	1	2	3	2	2	1	2	1	2	2
CO3	1	1	2	3	2	2	1	2	1	2	1
CO4	1	2	2	2	2	3	2	3	1	2	1
CO5	2	2	2	3	2	2	2	2	1	2	2
CO6	2	2	3	2	2	3	2	3	2	1	2

5. Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- Course aim is to Explore the day-to-day operations of a small business, emphasizing efficient resource utilization, personnel management, and the implementation of effective business processes.
- To Provide a comprehensive understanding of financial management, including budgeting, financial reporting, and strategic financial decision-making tailored to the unique challenges of small enterprises.
- To Delve into practical and cost-effective marketing techniques, digital strategies, and customer relationship management specific to small businesses, fostering sustainable growth and competitive advantage.

2.2 Course Objectives

The objectives of the Course are:

- To Enhance decision-making skills for effective small business management in dynamic environments.
- To gain knowledge about Streamline day-to-day operations, emphasizing resource optimization and process efficiency.
- To Develop foundational financial knowledge, covering budgeting, reporting, and strategic financial decision-making.
- To Cultivate efficient human resource practices to build and maintain a skilled and motivated workforce.
- To Develop resilience by addressing risk factors and fostering adaptability within the small business context.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	To Recall and explain fundamental small business management concepts, including key terminology, principles, and legal considerations.
CO2	To Demonstrate an understanding of how small businesses operate by interpreting and summarizing key aspects of business plans, market analyses, and operational processes.
CO3	To Apply small business management principles to analyze and solve real-world problems, demonstrating the ability to make informed decisions in various business scenarios.
CO4	To Evaluate the effectiveness of different small business strategies, including financial decisions, marketing plans, and operational processes, through critical analysis and comparison.
CO5	To Assess the performance of small businesses by examining financial statements, marketing campaigns, and operational outcomes, providing informed judgments on their success or areas for improvement
CO6	To Synthesize knowledge and skills acquired throughout the course to develop a comprehensive small business management plan, integrating strategic decision-making, financial considerations, marketing strategies, and operational efficiency.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	1	2	3	2	2	2	2	2	2	1	2
CO2	1	2	2	2	2	2	2	2	1	3	1
CO3	1	1	2	1	2	1	1	2	3	3	3
CO4	1	2	2	1	1	1	2	2	1	2	2
CO5	1	2	3	3	2	2	2	2	2	1	2
CO6	1	2	2	2	2	2	1	3	2	2	3

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Introduction to Small Business and Entrepreneurship

Definition and characteristics of small businesses, The role of entrepreneurship in small business management, Identifying opportunities and assessing feasibility, Types of Small Businesses: Understanding various types of small businesses (e.g., sole proprietorship, partnership, LLC) Exploring industry-specific considerations, Entrepreneurial Mindset and Skills: Cultivating an entrepreneurial mindset, Developing key entrepreneurial skills (e.g., creativity, resilience, adaptability), Start-up Legal Considerations: Legal structures for small businesses, Compliance with regulations and licenses, Intellectual property considerations

Business Planning and Strategy

Developing a small business plan, Strategic management principles for small businesses, Setting goals, objectives, and performance metric, SWOT Analysis and Environmental Scanning :Conducting a SWOT analysis for small businesses, Environmental scanning to identify opportunities and threats, Competitive Analysis and Positioning :Analyzing the competitive landscape, Developing a unique value proposition and market positioning Risk Management and Contingency Planning: Identifying and managing risks in small business, Developing contingency plans for unexpected challenges, Strategic Growth and Diversification :Strategies for sustainable growth in small businesses, Exploring diversification opportunities.

Marketing and Customer relations

Creating a small business marketing plan, Building and managing customer relationships, Social media and digital marketing for small businesses, Market Research and Analysis: Conducting market research for small businesses, Analysing market trends and competitor strategies Brand Development and Positioning: Importance of brand in small business, Strategies for brand development and positioning, Customer Segmentation and Targeting: Identifying and segmenting target customer groups, Tailoring marketing strategies for specific customer segments Customer Retention Strategies: Implementing loyalty programs and retention initiatives, Managing customer feedback and satisfaction.

Operations and Efficiency

Introduction to Small Business Operations, Understanding the components of small business operations, Key factors influencing operational decision-making, Efficiency Improvement Strategies: Lean principles and practices for small businesses, Technology integration for process optimization, Supply Chain Management: Basics of supply chain management for small enterprises, Vendor selection, relationship management, and inventory control, Quality Control in Small Businesses:

Implementing quality control measures, Continuous improvement and quality assurance, Risk Management in Operations: Identifying and mitigating operational risks, Crisis management and contingency planning

2.6 Course Resources

Text Book/s:

- "Small Business Management: An Entrepreneurial Emphasis" by Justin G. Longenecker, J. William Petty, Leslie E. Palich, and Frank Hoy, Published: 2018
- "Entrepreneurship and Small Business Management" by Steve Mariotti and Caroline Glackin, Published: 2019
- "Small Business Management: Launching & Growing Entrepreneurial Ventures" by Justin Longenecker, J. William Petty, and Leslie Palich, Published: 2019
- "Effective Small Business Management" by Norman M. Scarborough and Jeffrey R. Cornwall, Published: 2015
- "Small Business Management: A Planning Approach" by Joel Corman and David L. Cochran, Published: 2016

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Definition and Characteristics of Small Businesses	Lecture-01	Video-01
2	The Role of Entrepreneurship in Small Business Management	Lecture-02	Video-02
3	Identifying Opportunities and Assessing Feasibility	Lecture-03	Video-03
4	Types of Small Businesses	Lecture-04	Video-04
5	Exploring Industry-Specific Considerations	Lecture-05	Video-05
6	Entrepreneurial Mindset and Skills	Lecture-06	Video-06
7	Developing Key Entrepreneurial Skills	Lecture-07	Video-07
8	Start-up Legal Considerations	Lecture-08	Video-08
9	Compliance with Regulations and Licenses	Lecture-09	Video-09
10	Intellectual Property Considerations	Lecture-10	Video-10
11	Developing a Small Business Plan	Lecture-11	Video-11

12	Strategic Management Principles for Small Businesses	Lecture-12	Video-12
13	Setting Goals, Objectives, and Performance Metrics	Lecture-13	Video-13
14	Conducting SWOT Analysis for Small Businesses	Lecture-14	Video-14
15	Environmental Scanning	Lecture-15	Video-15
Issue – Assignment 1 Quiz-01 and Test-01			
16	Competitive Analysis and Positioning	Lecture-16	Video-16
17	Risk Management and Contingency Planning	Lecture-17	Video-17
18	Strategic Growth and Diversification	Lecture-18	Video-18
19	Strategies for Sustainable Growth	Lecture-19	Video-19
20	Exploring Diversification Opportunities	Lecture-20	Video-20
21	Creating a Small Business Marketing Plan	Lecture-21	Video-21
22	Building and Managing Customer Relationships	Lecture-22	Video-22
23	Social Media and Digital Marketing	Lecture-23	Video-23
24	Market Research and Analysis	Lecture-24	Video-24
25	Analyzing Market Trends and Competitor Strategies	Lecture-25	Video-25
26	Brand Development and Positioning	Lecture-26	Video-26
27	Customer Segmentation and Targeting	Lecture-27	Video-27
28	Tailoring Marketing Strategies	Lecture-28	Video-28
29	Customer Retention Strategies	Lecture-29	Video-29
30	Managing Customer Feedback and Satisfaction	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Introduction to Small Business Operations	Lecture-31	Video-31
32	Understanding Components of Small Business Operations	Lecture-32	Video-32
33	Key Factors Influencing Operational Decision-Making	Lecture-33	Video-33
34	Efficiency Improvement Strategies	Lecture-34	Video-34

35	Technology Integration for Process Optimization	Lecture-35	Video-35
36	Basics of Supply Chain Management	Lecture-36	Video-36
37	Vendor Selection and Relationship Management	Lecture-37	Video-37
38	Inventory Control	Lecture-38	Video-38
39	Quality Control in Small Businesses	Lecture-39	Video-39
40	Continuous Improvement and Quality Assurance	Lecture-40	Video-40
41	Risk Management in Operations	Lecture-41	Video-41
42	Identifying and Mitigating Operational Risks	Lecture-42	Video-42
43	Crisis Management and Contingency Planning	Lecture-43	Video-43
44	Recap and Review	Lecture-44	Video-44
45	Final Exam Preparation and Q&A	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	Term 14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.

If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

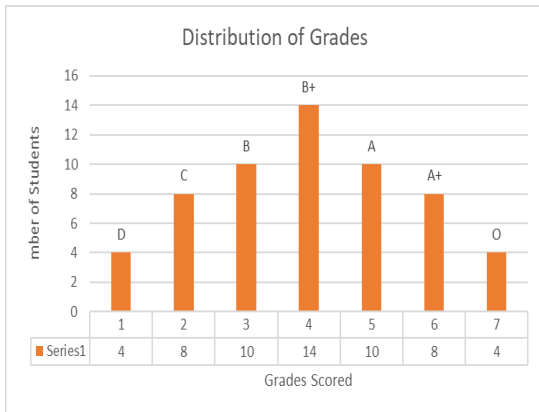
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Targeted Level	Attainment Level
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	

3.7 Performance Recording

Academic Year	Program: MBA- General Management	Semester III	Section	Course Code UM24HRC232		Course Title Small Business Management				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

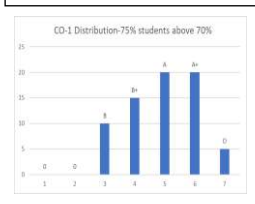
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PSO 1	PSO 2	PSO 3
CO1	1	2	3	2	2	2	2	2	2	1	2
CO2	1	2	2	2	2	2	2	2	1	3	1
CO3	1	1	2	1	2	1	1	2	3	3	3
CO4	1	2	2	1	1	1	2	2	1	2	2
CO5	1	2	3	3	2	2	2	2	2	1	2
CO6	1	2	2	2	2	2	1	3	2	2	3

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC233
Course Title	Law and Practice of Income Tax-I
Program Code	BA
Program Title	BBA- General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr. K. Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- Aim is to make students to understand the basic principles of income taxation, including the concept of taxable income, deductions, exemptions, and the computation of tax liabilities. Explore the legal foundations that underpin income tax systems.
- To examine the procedural aspects of income tax compliance, including the filing of tax returns, assessment procedures, and the role of tax authorities. Familiarize students with the documentation and reporting requirements essential for adherence to tax laws.
- To make familiar with the legal aspects of tax planning, emphasizing permissible methods to minimize tax liabilities within the boundaries of the law. Analyze cases and scenarios to understand the distinction between legitimate tax planning and illegal tax avoidance.

2.2 Course Objectives

The objectives of the Course are:

- To Develop a comprehensive understanding of the fundamental concepts underlying income taxation, including the definition of income, various sources of income, and the principles governing the computation of taxable income.
- To Examine the legal frameworks that govern income tax laws, including relevant statutes, regulations, and judicial decisions. Understand the hierarchy of tax authorities and their roles in the administration and enforcement of tax laws.
- To Acquire the knowledge and skills necessary for procedural compliance in income tax matters. This includes understanding the process of filing tax returns, responding to notices, and participating in assessment proceedings.
- To Evaluate legal and ethical tax planning strategies to minimize tax liabilities. Explore permissible methods of tax planning and understand the implications of tax avoidance. Develop the ability to advise individuals and businesses on optimizing their tax positions within the legal framework.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	To Recall and list the fundamental concepts of income taxation, including the definition of income, various sources of income, and key provisions of income tax laws.
CO2	To Demonstrate a comprehensive understanding of the legal frameworks governing income tax laws, including the relevant statutes, regulations, and landmark judicial decisions.
CO3	To Apply procedural knowledge to comply with income tax requirements, including the preparation and filing of tax returns, responding to tax notices, and participating in assessment proceedings.
CO4	To Analyze tax planning strategies within the legal framework, distinguishing between permissible tax planning and illegal tax avoidance. Evaluate the tax implications of different financial scenarios.
CO5	To Evaluate recent developments and amendments in income tax laws, assessing their impact on tax planning and compliance. Formulate informed opinions on the potential consequences of specific tax strategies.
CO6	To Develop effective communication skills to articulate and document complex income tax concepts. Construct a tax planning strategy for a hypothetical scenario, considering ethical considerations and legal constraints.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	Critical Thinking & Problem sol	Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreurial Mindset	PSO1 Strategic Mgt Compliance	Leadership and Decisionmaking skilla	PSO3 Entrepreurial Acumen
CO1	2	2	2	3	2	3	3	2	3	2	3
CO2	3	1	2	2	2	2	1	3	2	1	2
CO3	2	2	2	2	2	3	3	2	3	2	3
CO4	3	2	3	2	2	2	2	3	2	1	2
CO5	2	2	2	2	2	3	3	2	3	2	3
CO6	2	3	2	2	2	3	3	2	3	2	3

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Law and Practice of Income Tax-I

(45 hours)

Fundamentals of Income Tax

Introduction to Income Tax - Definition of income - Sources of income - Historical development of income tax laws. Legal Framework - Overview of income tax statutes - Key provisions and sections - Judicial decisions shaping income tax laws.

Procedural Compliance

Filing Tax Returns: Individual and business tax returns - Documentation and record-keeping requirements - E-filing procedures, **Assessment Proceedings:** Overview of tax assessments - Responding to tax notices - Appealing assessment decisions

Tax Planning Strategies

Legal Tax Planning: Principles of tax planning - Deductions, exemptions, and credits - Case studies on legitimate tax planning **Tax Avoidance vs. Tax Planning:** Distinction between legal tax planning and tax avoidance - Ethical considerations in tax planning - Evaluating tax strategies in different scenarios.

Recent Developments and Practical Application

Updates in Income Tax Laws : Recent amendments and changes - Impact on tax planning and compliance

Case Studies and Practical Application : Analyzing real-world cases - Formulating tax planning strategies- Ethical considerations in practice.

2.6 Course resources

TEXT BOOKS

1. "Income Tax Law and Practice" by Dr. V. K. Singhania and Dr. Monica Singhania:
2. "Direct Taxes Law & Practice" by Vinod K. Singhania:
3. "Income Tax: Text, Cases, and Materials" by Nihit Jhaveri:

REFERENCE BOOKS

1. "Guide to Indian Income Tax" by R. N. Lakhotia.
2. "Income Tax - Law and Practice" by Dr. H. C. Mehrotra and Dr. S. P. Goyal.

Other Resources

- Videos
- Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Income Tax -	Lecture-01	Video-01
2	Definition of income	Lecture-02	Video-02
3	Sources of income	Lecture-03	Video-03
4	Historical development of income tax laws	Lecture-04	Video-04
5	Legal Framework -	Lecture-05	Video-05
6	Overview of income tax statutes	Lecture-06	Video-06
7	Key provisions and sections	Lecture-07	Video-07
8	Judicial decisions shaping income tax laws	Lecture-08	Video-08
9	Problems	Lecture-09	Video-09
10	Case Studies	Lecture-10	Video-10

11	Problems	Lecture-11	Video-11
12	Filing Tax Returns	Lecture-12	Video-12
13	Individual and business tax returns	Lecture-13	Video-13
14	Documentation and record-keeping requirements	Lecture-14	Video-14
15	E-filing procedures	Lecture-15	Video-15
Issue – Assignment 1 Quiz-01 and Test-01			
16	Assessment Proceedings	Lecture-16	Video-16
17	Overview of tax assessments	Lecture-17	Video-17
18	Responding to tax notices	Lecture-18	Video-18
19	Case Study	Lecture-19	Video-19
20	Problems	Lecture-20	Video-20
21	Problems	Lecture-21	Video-21
22	Appealing assessment decisions	Lecture-22	Video-22
23	Legal Tax Planning	Lecture-23	Video-23
24	Principles of tax planning	Lecture-24	Video-24
25	Deductions, exemptions	Lecture-25	Video-25
26	credits - Case studies on legitimate tax planning	Lecture-26	Video-26
27	Tax Avoidance vs. Tax Planning	Lecture-27	Video-27
28	Distinction between legal tax planning and tax avoidance	Lecture-28	Video-28
29	Ethical considerations in tax planning	Lecture-29	Video-29
30	Evaluating tax strategies in different scenarios	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Case Studies	Lecture-31	Video-31
32	Problems	Lecture-32	Video-32
33	Updates in Income Tax Laws	Lecture-33	Video-33
34	Case studies	Lecture-34	Video-34
35	Recent amendments and changes	Lecture-35	Video-35
36	Analysis of real World Cases	Lecture-36	Video-36
38	Case Studies and Practical Application	Lecture-38	Video-38
39	Analyzing real-world cases	Lecture-39	Video-39

40	Formulating tax planning strategies	Lecture-40	Video-40
41	Ethical considerations in practice	Lecture-41	Video-41
42	Tax Laws	Lecture-42	Video-42
43	Case Studies	Lecture-43	Video-43
44	Problems	Lecture-44	Video-44
45	Problems	Lecture-45	Video-45

Quiz-03 and Test-03 Submission of Assignment-2 Obtain Student Feedback
Examination Preparation Break
Term/Semester End Examination

3.2 Assessment weight Distribution

	Quiz	Test	Assignment	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	5	CO1/ CO2				
Quiz-2	10 th	5	CO3/				

	week		CO4				
Quiz-3	15 th week	5	CO5/ CO6				
Test-1	5 th week	8	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	9	CO5/ CO6				
Assignment-1	7 th week	10	CO 1-3				
Assignment-2	14 th week	10	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
If marks scored is: 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

3.6 Setting Attainment Targets:

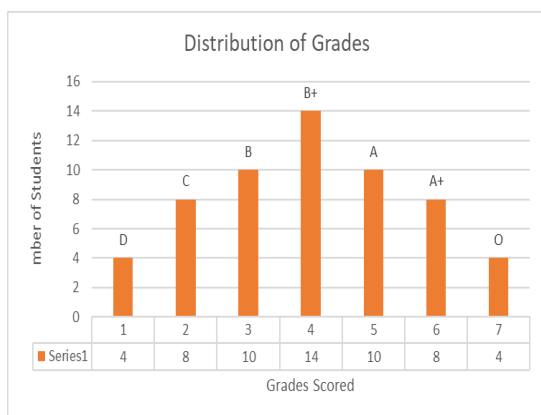
Attainment of Course Outcomes-COs		
Outcomes- Targeted	Targeted Level	Attainment Level
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	

70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	

3.7 Performance Recording

Academic Year	Program : BBA- General Management	Semester III	Section	Course Code UM24BAC233		Course Title Law and Practice of Income Tax-I				
				Course Tutor/s: Tutor's ID/Department:						
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	>= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	Graders 40<=M<=50	D Graders M<40
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

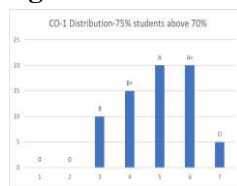
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PSO 1	PSO 2	PSO 3
CO1	2	2	2	3	2	3	3	2	3	2	3
CO2	3	1	2	2	2	2	1	3	2	1	2
CO3	2	2	2	2	2	3	3	2	3	2	3
CO4	3	2	3	2	2	2	2	3	2	1	2
CO5	2	2	2	2	2	3	3	2	3	2	3
CO6	2	3	2	2	2	3	3	2	3	2	3

6. Other Details

4.3 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.4 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC234
Course Title	Statistics for Business
Program Code	BA
Program Title	BBA General management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce & Management
Department offering the Course	School of Management
Faculty Member	Dr K Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- To Learn measures of central tendency (mean, median, mode) and dispersion (range, variance, standard deviation).
- To Explore probability distributions commonly used in business contexts such as binomial, Poisson, and normal distributions.
- To Apply inferential statistical methods to real-world business problems such as market research, quality control, and A/B testing.

2.2 Course Objectives

The objectives of the Course are:

- To Develop a strong grasp of fundamental statistical concepts for analyzing business data.
- To Learn effective data collection and sampling techniques, emphasizing relevance to business contexts.
- To learn Data Analysis and Interpretation Proficiency: Gain proficiency in using statistical tools for analysing and interpreting business data.
- To learn Hypothesis Testing and Inference Mastery: Master the principles of hypothesis testing and statistical inference for sound decision-making.
- To learn Regression Analysis for Predictive Modelling: Explore regression analysis for understanding relationships between variables and making predictions.

- To learn Practical Application in Business Decision-Making: Apply statistical methods to real-world business scenarios, enhancing decision-making skills across various business functions.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall understanding of fundamental statistical concepts and terminology relevant to business, such as probability, descriptive statistics, and inferential statistics.
CO2	Understand and explain statistical results in the context of business scenarios, demonstrating the ability to comprehend and articulate the implications of statistical findings
CO3	To Apply statistical methods to analyze real-world business data, making informed decisions and recommendations based on the results..
CO4	Critically evaluate and analyze complex business problems using statistical tools, recognizing patterns, trends, and outliers in data sets.
CO5	To Design and conduct statistical experiments or surveys for business applications, synthesizing data to generate meaningful insights and solutions..
CO6	To evaluate the reliability and validity of statistical methods in solving business problems, assessing the limitations and potential biases in data analysis.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking skills	PSO3 Entrepreneurial Acumen
CO1	2	1	3	2	1	2	3	1	2	1	2
CO2	1	1	2	2	1	2	2	1	2	1	2
CO3	1	1	2	2	1	2	2	1	2	2	2
CO4	2	1	3	2	1	2	3	1	2	2	2
CO5	2	1	3	2	1	2	3	1	1	2	2
CO6	2	1	3	2	1	2	3	1	2	2	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Statistics for Business

(45 hours)

Introduction to Statistics: Meaning and Definition, Importance, Types, Measures of Central Tendency -Arithmetic mean, Geometric mean, Harmonic mean, Median, Quartiles, Deciles, Percentiles, Mode. Measures of Dispersion -Range, Quartile deviation, Mean deviation, Standard deviation, Variance, Coefficient of Variation. (Theory and Problem).

Correlation and Regression: Correlation - Significance, Types, and Methods, Scatter diagram, Karl Pearson correlation, Spearman's Rank correlation, Regression, Significance, Linear Regression Analysis, Types of regression models, Lines of Regression. (Theory and Problem).

Probability Distribution: Concept of probability, Counting rules for determining number of outcomes - Permutation and Combination, Rules of probability- Addition and Multiplication, Baye's Theorem. Concept of Probability Distribution, Theoretical Probability Distributions - Binomial, Poisson, Normal (Problems only on Binomial, Poisson and Normal). (Theory and Problem).

Time Series Analysis: Objectives, Variations in Time Series. Measurement of Trend, Graphic Method, Moving Average Method, Semi-Average Method, Least Square Method. Measurement of Seasonal Variations- Method of Simple Averages, Ratio to Trend Method-Ratio to Moving Average Method, Link Relative Method. (Theory and Problem).

2.6 Course Resources

Text Book/s:

- S C Gupta (2018), Fundamentals of Statistics, 7th edition Himalaya Publications.
- J K Sharma (2020), Business Statistics 5th edition Vikas Publishing House.
- S P Gupta (2021), Statistical Methods 46th edition Sultan Chand Publications.
- C R Kothari (2015), Research Methodology- Methods and Techniques, Viswa Prakasam Publications.
- William E. Wagner, III (2015), Using IBM SPSS- Statistics for Research Methods and Social Science Statistics 5th edition Sage Publication

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Meaning and Definition of Statistics	Lecture-01	Video-01
2	Importance of Statistics	Lecture-02	Video-02
3	Types of Statistics	Lecture-03	Video-03
4	Measures of Central Tendency	Lecture-04	Video-04
5	Arithmetic Mean	Lecture-05	Video-05
6	Geometric Mean	Lecture-06	Video-06
7	Harmonic Mean	Lecture-07	Video-07
8	Median	Lecture-08	Video-08
9	Quartiles	Lecture-09	Video-09
10	Deciles	Lecture-10	Video-10
11	Percentiles	Lecture-11	Video-11
12	Mode	Lecture-12	Video-12
13	Measures of Dispersion	Lecture-13	Video-13
14	Range	Lecture-14	Video-14
15	Quartile Deviation	Lecture-15	Video-15
Issue – Assignment 1 Quiz-01 and Test-01			
16	Standard Deviation	Lecture-16	Video-16
17	Coefficient of Variation	Lecture-17	Video-17
18	Correlation	Lecture-18	Video-18
19	Significance of Correlation	Lecture-19	Video-19
20	Types of Correlation	Lecture-20	Video-20
21	Methods of Correlation	Lecture-21	Video-21
22	Scatter Diagram	Lecture-22	Video-22
23	Karl Pearson Correlation	Lecture-23	Video-23
24	Spearman's Rank Correlation	Lecture-24	Video-24
25	Regression	Lecture-25	Video-25
26	Significance of Regression	Lecture-26	Video-26
27	Linear Regression Analysis	Lecture-27	Video-27
28	Types of Regression Models	Lecture-28	Video-28
29	Lines of Regression	Lecture-29	Video-29
30	Concept of Probability	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Counting Rules: Permutation and Combination	Lecture-31	Video-31
32	Rules of Probability: Addition and Multiplication	Lecture-32	Video-32
33	Bayes' Theorem	Lecture-33	Video-33
34	Probability Distribution	Lecture-34	Video-34
35	Theoretical Probability Distributions	Lecture-35	Video-35
36	Binomial Distribution	Lecture-36	Video-36
37	Poisson Distribution	Lecture-37	Video-37
38	Normal Distribution	Lecture-38	Video-38
39	Objectives of Time Series Analysis	Lecture-39	Video-39
40	Variations in Time Series	Lecture-40	Video-40
41	Measurement of Trend	Lecture-41	Video-41
42	Graphic Method	Lecture-42	Video-42

43	Moving Average Method	Lecture-43	Video-43
44	Semi-Average Method	Lecture-44	Video-44
45	Least Square Method	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	Cos	Quiz	Test	Assignment/ PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations: Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)
Average Grade:

3.6 Setting Attainment Targets:

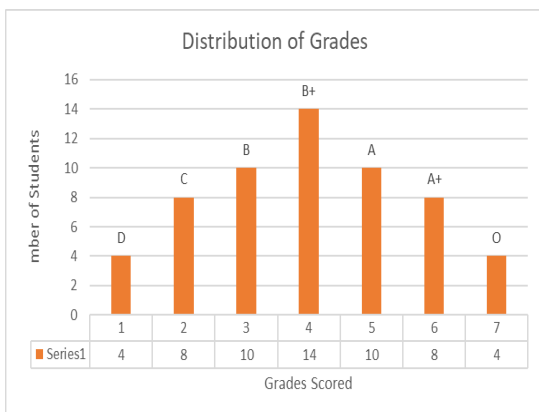
Attainment of Course Outcomes-COs		
Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1	1	

60% of students will score C grade and Above-2 50% of students will score C grade and above-3		
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: MBA-General Management	Semester III	Section	Course Code UM24HRC234		Course Title Statistics For Business				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

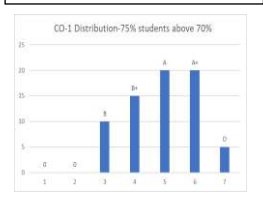
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	3	2	1	2	3	1	2	1	2
CO2	1	1	2	2	1	2	2	1	2	1	2
CO3	1	1	2	2	1	2	2	1	2	2	2
CO4	2	1	3	2	1	2	3	1	2	2	2
CO5	2	1	3	2	1	2	3	1	1	2	2
CO6	2	1	3	2	1	2	3	1	2	2	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and

integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BA0231
Course Title	Social Media Marketing
Program Code	BA
Program Title	UG BBA -General management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce & Management
Department offering the Course	School of Management
Faculty Member	Dr k Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
2	2	0	0	2

Total Term/ Semester hours: 30

2. Course Details

2.1 Course Aims and Summary

- The course aims to equip BBA students with a comprehensive understanding of social media marketing, focusing on the development of effective strategies to enhance brand visibility, engagement, and conversion on various social media platforms.
- The course aims to bridge traditional marketing principles with contemporary social media practices, enabling students to apply core concepts such as market segmentation, targeting, and positioning in the dynamic landscape of social media.
- The course aims to instill analytical skills in students, emphasizing the ability to measure and evaluate the return on investment (ROI) of social media campaigns. Students will learn to leverage analytics tools to assess the impact of social media efforts on business objectives and make data-driven decisions.

2.2 Course Objectives

The objectives of the Course are:

- To Develop strategic competence in creating and implementing effective social media marketing campaigns.
- To Integrate traditional marketing principles with contemporary social media practices for comprehensive marketing expertise.
- To Acquire skills to engage and interact with target audiences across diverse social media platforms.
- To Develop analytical capabilities to measure and analyze social media ROI for informed decision-making.
- To Apply theoretical knowledge in real-world scenarios through hands-on projects, fostering practical proficiency in social media marketing strategies.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall comprehensive social media strategies tailored to specific business objectives and target audiences.
CO2	Understand utilizing and maximizing the potential of various social media platforms, demonstrating the ability to select and optimize channels based on campaign goals.
CO3	Develop skills in creating, curating, and managing engaging content that aligns with brand identity, effectively resonating with the target audience on social media.
CO4	Analyse the ability to build and nurture online communities, fostering meaningful engagement, and leveraging social media as a tool for relationship building and brand loyalty.
CO5	Evaluate proficiency in utilizing social media analytics tools to measure key performance indicators, interpret data, and generate insightful reports for continuous improvement and strategic decision-making.
CO6	Apply the ethical and legal considerations surrounding social media marketing, ensuring adherence to industry standards, regulations, and best practices in the creation and execution of campaigns.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business A warness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking	PSO3 Entrepreneurial Acumen
CO1	1	2	1	1	2	3	2	3	2	1	3
CO2	2	1	2	2	1	2	2	2	2	1	2
CO3	1	2	1	2	2	3	2	3	2	1	3
CO4	2	1	2	1	2	2	2	2	1	2	2
CO5	2	2	2	2	1	2	2	2	1	2	2
CO6	3	2	3	2	3	3	2	3	2	3	3

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Social Media Marketing

(45 hours)

Introduction to Social Media Marketing

Understanding Social Media Overview Basics, of Major Social Media Platforms, Setting Objectives for Social Media Marketing, Developing a Social Media Strategy, Content Creation and Curation for Social Media, Introduction to Social Media Advertising, Community Management and Engagement, Basics of Social Media Analytics, Ethics and Legal Considerations in Social Media Marketing, Case Studies and Best Practices

Advanced Social Media Marketing Techniques

Advanced Content Marketing Strategies, Social Media Listening and Monitoring, Advanced Social Media Advertising Tactics, Leveraging Video Marketing on Social Media, Social Media for E-commerce, B2B Marketing on Social Media, Crisis Management on Social Media, Emerging Trends in Social Media Marketing, Social Selling Techniques, Practical Application and Project Work

Social Media Analytics and Measurement

Understanding Advanced Social Media Metrics, Social Media Data Visualization, Crafting Social Media Reports, Sentiment Analysis, Mining Insights from Social Media Listening, Advanced

Analytics Tools and Techniques, Attribution Modelling, Competitive Analysis through Social Media Data, Social Media Analytics in Decision Making, Application of Social Media Analytics

Social Media Marketing Strategy and Management

Developing an Integrated Social Media Strategy, Creating Social Media Policies, Team Building and Resource Allocation, Crisis Preparedness and Response Planning, Social Media Campaign Planning and Execution, Influencer Marketing Strategies, Brand Building on Social Media, Customer Relationship Management on Social Media, Measuring ROI and Performance Evaluation, Future Trends in Social Media Marketing

2.6 Course Resources

Text Books

- Social Media Marketing: A Strategic Approach by Melissa Barker, Donald I. Barker, and Nicholas F. Bormann
- The Art of Social Media: Power Tips for Power Users by Guy Kawasaki and Peg Fitzpatrick

Reference Book:

- Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks) by Dave Kerpen
- The Science of Community: Developing Belonging in the Digital Age by Erica Kuhl

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Overview of social media	Lecture-01	Video-01
2	Basics of Major Social Media Platforms	Lecture-02	Video-02
3	Setting Objectives for Social Media Marketing	Lecture-03	Video-03
4	Developing a Social Media Strategy	Lecture-04	Video-04
5	Content Creation for social media	Lecture-05	Video-05
6	Content Curation for social media	Lecture-06	Video-06
7	Introduction to Social Media Advertising	Lecture-07	Video-07
8	Community Management	Lecture-08	Video-08
9	Engagement Strategies	Lecture-09	Video-09
10	Basics of Social Media Analytics	Lecture-10	Video-10

11	Ethics and Legal in Social Media Marketing	Lecture-11	Video-11
Issue – Assignment 1			
Quiz-01 and Test-01			
12	Social Media Listening, Monitoring Techniques	Lecture-12	Video-12
13	Advanced Social Media Advertising, Video Marketing on social media	Lecture-13	Video-13
14	Social media for E-commerce, B2B Marketing Strategies, Crisis Management	Lecture-14	Video-14
15	Emerging Trends in Social Media Marketing, Social Selling Techniques, Practical Application and Projects.	Lecture-15	Video-15
16	Understanding Advanced Social Media Metrics	Lecture-16	Video-16
17	Crafting Social Media Reports, Sentiment Analysis	Lecture-17	Video-17
18	Mining Insights from social media, Advanced Analytics Tools, Competitive Analysis.	Lecture-18	Video-18
19	Social Media Analytics in Decision Making,	Lecture-19	Video-19
20	Integrated Social Media Strategy Development,	Lecture-20	Video-20
Submission of Assignment -1			
Issue – Assignment 2			
Quiz-02 and Test-02			
21	Attribution Modelling	Lecture-21	Video-21
22	Application of Social Media Analytics	Lecture-22	Video-22
23	Creating Social Media Policies	Lecture-23	Video-23
24	Team Building for Social Media Management	Lecture-24	Video-24
25	Resource Allocation	Lecture-25	Video-25
26	Crisis Preparedness and Response	Lecture-26	Video-26
27	Social Media Campaign Planning	Lecture-27	Video-27
28	Influencer Marketing	Lecture-28	Video-28
29	Brand Building on social media	Lecture-29	Video-29
30	Measuring ROI and Performance Evaluation	Lecture-30	Video-30
Quiz-03 and Test-03			

Execution Strate

Submission of Assignment-2
Obtain Student Feedback
Examination Preparation Break
Term/Semester End Examination

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/ PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th	09	CO				

	week		1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.

If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

3.6 Setting Attainment Targets:

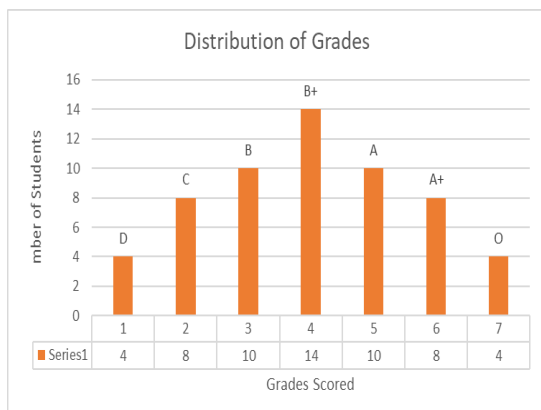
Attainment of Course Outcomes-COs		
Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1	1	

60% of students will score C grade and Above-2 50% of students will score C grade and above-3		
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA- General Management	Semester III	Section	Course Code UM24BA0231		Course title Social media marketing				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the components of Examination	Class Average Marks	O-Graders ≥ 91	A+ Graders $81 \leq M < 90$	A Grader $71 \leq M < 80$	B+ Graders $61 \leq M < 70$	B Graders $51 \leq M < 60$	C Graders $40 \leq M < 50$	D Graders $M < 40$
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

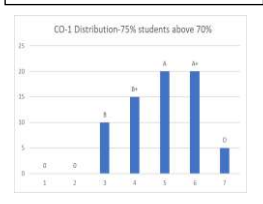
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2	1	1	2	3	2	3	2	1	3
CO2	2	1	2	2	1	2	2	2	2	1	2
CO3	1	2	1	2	2	3	2	3	2	1	3
CO4	2	1	2	1	2	2	2	2	1	2	2
CO5	2	2	2	2	1	2	2	2	1	2	2
CO6	3	2	3	2	3	3	2	3	2	3	3

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC242
Course Title	Auditing and Assurance
Program Code	BA
Program Title	BBA -General management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr. K. Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1.0 Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2.0 Course Details

2.1 Course Aims and Summary

- Aim is to equip students with the knowledge and skills necessary to understand and apply auditing principles and techniques.
- The aim is to enable them to critically assess financial information, and Ensuring the reliability and integrity of financial reporting.
- This course provides a comprehensive overview of auditing and assurance practices. Covering topics such as audit planning, risk assessment, evidence gathering, and reporting. Students will learn to assess the effectiveness of internal controls.

2.2 Course Objectives

The objectives of the Course are:

- Enable students to apply practical audit procedures for collecting and evaluating audit evidence.
- Instill a commitment to ethical behavior in auditing practices, emphasizing professional skepticism and integrity.

- Develop a strong foundation in auditing principles, standards, and methodologies, enabling students to comprehend and apply fundamental concepts essential for conducting effective audits.
- Acquire the skills to identify, assess, and manage audit risks, emphasizing the importance of understanding the business environment, internal controls, and their impact on financial statement reliability.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall and describe key auditing standards and principles.
CO2	Explain the significance of audit risk and its components.
CO3	Apply audit procedures to assess the effectiveness of internal controls.
CO4	Analyze financial statements to identify potential areas of material misstatement.
CO5	Develop an audit plan for a specific business scenario, considering risk factors and resource constraints.
CO6	Evaluate the ethical implications of various audit scenarios and propose solutions.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking	PSO3 Entrepreneurial Acumen
CO1	2	1	3	3	3	2	3	3	2	3	3
CO2	1	1	2	2	3	2	2	3	2	2	2
CO3	2	2	1	2	2	2	2	3	2	2	2
CO4	2	2	2	1	1	2	2	2	2	2	2
CO5	2	3	2	2	1	2	2	2	1	2	2
CO6	2	2	2	2	2	1	2	2	2	2	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Auditing and Assurance

(45 hours)

Introduction to Auditing

Overview and Fundamentals, Introduction to auditing concepts and professional standards, Understanding the audit risk model and materiality, Overview of audit evidence and procedures ,Audit Planning and Risk Assessment, Importance of audit planning, Risk assessment and its components ,Developing audit plans for various scenarios

Conducting Audits

Internal Controls and Evidence Gathering, Evaluating and testing internal controls, Techniques for collecting audit evidence, Fraud Detection and Ethical Considerations, Identifying red flags and detecting fraud, Ethical considerations in auditing practices.

Advanced Auditing Techniques

Analytical Procedures and Financial Statement Analysis, Application of analytical procedures, Analyzing financial statements for potential areas of material misstatement. Simulation Techniques in Auditing, Overview of discrete and continuous simulation techniques, Application of simulation in supply chain management.

Reporting and Professional Skills

Audit Reporting and Communication, formulating audit opinions, Communicating audit findings effectively. Professional Development in Auditing, continuing education and staying current with developments, Building effective communication and teamwork skills in auditing

2.6 Course Resources

TEXTBOOKS

1. Auditing and Assurance Services: An Integrated Approach by Alvin A. Arens, Randal J. Elder, and Mark S. Beasley.
2. Auditing and Assurance: Principles and Practices by Iris Stuart.

REFERENCE BOOKS

1. "Wiley CPA Exam Review 2021, Auditing and Attestation" by Patrick R. Delaney and O. Ray Whittington
2. "Auditing and Assurance Services: Understanding the Integrated Audit" by Karen L. Hooks.

- **Other Resources**

- Videos
- Hand Book

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Overview and Fundamentals of Auditing	Lecture-01	Video-01
2	Introduction to Auditing Concepts	Lecture-02	Video-02
3	Professional Standards in Auditing	Lecture-03	Video-03
4	Understanding the Audit Risk Model	Lecture-04	Video-04
5	Materiality in Auditing	Lecture-05	Video-05
6	Overview of Audit Evidence	Lecture-06	Video-06
7	Audit Procedures: An Introduction	Lecture-07	Video-07
8	Importance of Audit Planning	Lecture-08	Video-08
9	Components of Risk Assessment	Lecture-09	Video-09
10	Developing Audit Plans for Various Scenarios	Lecture-10	Video-10
11	Internal Controls: Definition and Evaluation	Lecture-11	Video-11
12	Techniques for Evaluating Internal Controls	Lecture-12	Video-12
13	Evidence Gathering in Auditing	Lecture-13	Video-13
14	Techniques for Collecting Audit Evidence	Lecture-14	Video-14
15	Fraud Detection: Red Flags and Indicators	Lecture-15	Video-15
Issue – Assignment 1			
Quiz-01 and Test-01			
16	Ethical Considerations in Auditing Practices	Lecture-16	Video-16
17	Analytical Procedures in Auditing	Lecture-17	Video-17
18	Financial Statement Analysis in Auditing	Lecture-18	Video-18
19	Application of Analytical Procedures	Lecture-19	Video-19
20	Analyzing Financial Statements for Misstatements	Lecture-20	Video-20
21	Overview of Simulation Techniques in Auditing	Lecture-21	Video-21
22	Discrete Simulation Techniques	Lecture-22	Video-22
23	Continuous Simulation Techniques	Lecture-23	Video-23
24	Application of Simulation in Supply Chain Management	Lecture-24	Video-24
25	Audit Reporting: Formulating Audit Opinions	Lecture-25	Video-25
26	Effective Communication of Audit Findings	Lecture-26	Video-26

27	Professional Development in Auditing	Lecture-27	Video-27
28	Continuing Education in Auditing	Lecture-28	Video-28
29	Staying Current with Developments in Auditing	Lecture-29	Video-29
30	Building Effective Communication Skills in Auditing	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Teamwork Skills in Auditing	Lecture-31	Video-31
32	Understanding Audit Planning	Lecture-32	Video-32
33	Importance of Risk Assessment in Auditing	Lecture-33	Video-33
34	Components of Risk Assessment	Lecture-34	Video-34
35	Developing Audit Plans	Lecture-35	Video-35
36	Evaluating Internal Controls	Lecture-36	Video-36
37	Techniques for Gathering Audit Evidence	Lecture-37	Video-37
38	Identifying Red Flags for Fraud	Lecture-38	Video-38
39	Ethical Considerations in Auditing	Lecture-39	Video-39
40	Application of Analytical Procedures	Lecture-40	Video-40
41	Analyzing Financial Statements for Misstatements	Lecture-41	Video-41
42	Overview of Simulation Techniques	Lecture-42	Video-42
43	Application of Simulation in Supply Chain Management	Lecture-43	Video-43
44	Effective Communication of Audit Findings	Lecture-44	Video-44
45	Professional Development in Auditing	Lecture-45	Video-45
Quiz-03 and Test-03 Submission of Assignment-2 Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/C O4				
Quiz-3	15 th week	4	CO5/C O6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/C O4				
Test-3	15 th week	7	CO5/C O6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				

SEE	18 th Week	40	All				
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3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
- If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
 - If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

3.6 Setting Attainment Targets:

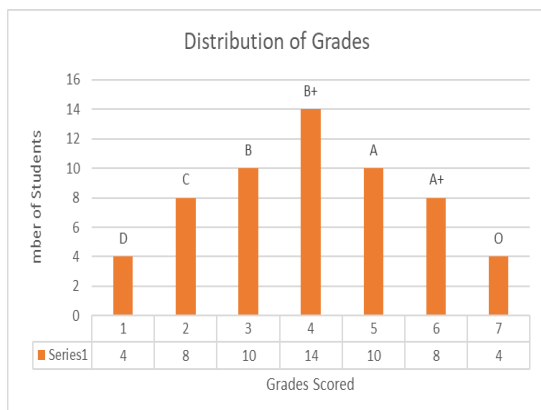
Attainment of Course Outcomes-COs		
Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2	1	

50% of students will score C grade and above-3		
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA General	Semester IV	Section	Course CodeUM24BAC242		Course Title Auditing and Assurance				
				Course Tutor/s: Tutor's ID/Department:						
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

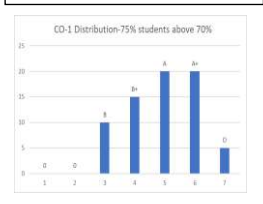
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PS O1	PS O2	PS O3
CO1	2	1	3	3	3	2	3	3	2	3	3
CO2	1	1	2	2	3	2	2	3	2	2	2
CO3	2	2	1	2	2	2	2	3	2	2	2
CO4	2	2	2	1	1	2	2	2	2	2	2
CO5	2	3	2	2	1	2	2	2	1	2	2
CO6	2	2	2	2	2	1	2	2	2	2	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC243
Course Title	Corporate Accounting
Program Code	BA
Program Title	BBA-General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr. K. Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- The aim of this course is to provide students with a comprehensive understanding of key financial aspects related to corporate finance and compliance.
- Students will delve into the intricacies of issuing shares and debentures, gaining insights into share capital, types of shares, and the processes of issuing shares at various price points

2.2 Course Objectives

The objectives of the Course are:

- Develop a solid understanding of key financial concepts and practices in corporate finance.
- Gain proficiency in issuing securities, valuation techniques, financial statements preparation, and company liquidation processes.

- Enhance problem-solving skills through practical applications in each module

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Define and explain fundamental concepts related to shares, share capital, and types of shares.
CO2	Understand various valuation methods for equity shares, including Intrinsic Value, Yield, Earning Capacity, and Fair Value
CO3	Evaluate statutory provisions for the preparation of financial statements of companies under Schedule III of the Companies Act, 2013.
CO4	Apply problem-solving skills to address scenarios related to a liquidator's final statement, including considerations for remuneration.
CO5	Evaluate their problem-solving abilities through practical applications in each module, contributing to effective financial decision-making

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking	PSO3 Entrepreneurial Acumen
CO1	2	3	1	2	2	1	2	3	1	2	3
CO2	1	2	3	1	2	2	3	1	3	1	2
CO3	3	1	2	3	1	3	1	2	2	3	1
CO4	2	3	1	2	2	1	2	3	1	2	1
CO5	1	1	2	1	2	1	2	2	1	2	1
CO6	1	1	1	1	1	1	1	1	2	1	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Corporate Accounting

(45 Hours)

Issue of shares and Debentures

Meaning of shares, share capital, types of shares, phases of share capital, differences between shares and debentures, issue of shares at par, premium, and discount. Forfeiture of shares, reissue of shares with balance sheet

Valuation of Shares & Valuation of Goodwill

Valuation of Shares: Meaning, Need For Valuation of Equity Shares, Fully Paid and Partly Paid Shares, Factors Affecting Valuation – Methods of Valuation: Intrinsic Value Method, Yield Method, Earning Capacity Method, Fair Value of shares. **Valuation of Goodwill:** Meaning, Need, Problems on Average Profit Method and Super Profit Method Capitalization Method and Annuity Method.

Financial Statements of Companies

Statutory Provisions regarding preparation of financial statements of companies as per schedule III of companies act- 2013, Preparation of Statement of profit and loss and Balance Sheet.

Liquidation of Companies

Meaning of Liquidation, Modes of Winding up – Compulsory Winding up, Voluntary Winding up and winding up subject to Supervision by Court. Order of payments in the event of Liquidation, Liquidator's remuneration, Problems on Liquidator's Final Statement.

2.6 Course Resources

Text Books:

1. M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.- II. S. Chand & Co., New Delhi.
2. S.N. Maheshwari, and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi.
3. Ashok Sehgal, Fundamentals of Corporate Accounting. Taxman Publication, New Delhi.
4. V.K. Goyal and Ruchi Goyal, Corporate Accounting. PHI Learning.
5. Jain, S.P. and K.L. Narang. Corporate Accounting. Kalyani Publishers,

New Delhi.

6. P. C. Tulsian and Bharat Tulsian, Corporate Accounting, S.Chand
7. Arulanandam & Raman ; Corporate Accounting –II
8. Madegowda J – Advanced corporate accounting, HPH

- **Other Resources**
 - Videos
- Hand Book

3 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Shares and Debentures	Lecture-01	Video-01
2	Understanding Share Capital	Lecture-02	Video-02
3	Types of Shares	Lecture-03	Video-03
4	Phases of Share Capital	Lecture-04	Video-04
5	Differences between Shares and Debentures	Lecture-05	Video-05
6	Issue of Shares at Par	Lecture-06	Video-06
7	Issue of Shares at Premium	Lecture-07	Video-07
8	Issue of Shares at Discount	Lecture-08	Video-08
9	Forfeiture of Shares	Lecture-09	Video-09
10	Reissue of Shares	Lecture-10	Video-10
11	Detailed study, case discussions, problem-solving, and review sessions on each sub-topic.	Lecture-11	Video-11
12	Valuation of Shares & Valuation of Goodwill	Lecture-12	Video-12
13	Introduction to Valuation of Shares and Goodwill	Lecture-13	Video-13
14	Need for Valuation of Equity Shares	Lecture-14	Video-14
15	Fully Paid Shares	Lecture-15	Video-15
Issue – Assignment 1			
Quiz-01 and Test-01			
16	Partly Paid Shares	Lecture-16	Video-16

17	Factors Affecting Valuation	Lecture-17	Video-17
18	Intrinsic Value Method	Lecture-18	Video-18
19	Yield Method	Lecture-19	Video-19
20	Earning Capacity Method	Lecture-20	Video-20
21	Fair Value of Shares	Lecture-21	Video-21
22	Introduction to Valuation of Goodwill	Lecture-22	Video-22
23	Need for Valuation of Goodwill	Lecture-23	Video-23
24	Average Profit Method	Lecture-24	Video-24
25	Super Profit Method	Lecture-25	Video-25
26	Capitalization Method	Lecture-26	Video-26
27	Statutory Provisions for Financial Statements	Lecture-27	Video-27
28	Companies Act 2013 Requirements	Lecture-28	Video-28
29	Annuity Method	Lecture-29	Video-29
30	Fair Value of Shares	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Preparation of Statement of Profit and Loss	Lecture-31	Video-31
32	Preparation of Balance Sheet	Lecture-32	Video-32
33	Understanding Financial Ratios	Lecture-33	Video-33
34	Introduction to Liquidation	Lecture-34	Video-34
35	Modes of Winding Up	Lecture-35	Video-35
36	Compulsory Winding Up	Lecture-36	Video-36
37	Voluntary Winding Up	Lecture-37	Video-37
38	Winding Up Subject to Supervision by Court	Lecture-38	Video-38
39	Order of Payments in Liquidation	Lecture-39	Video-39
40	Liquidator's Remuneration	Lecture-40	Video-40
41	Understanding Liquidator's Final Statement	Lecture-41	Video-41
42	Legal Framework for Liquidation	Lecture-42	Video-42
43	Dissolution of a Company	Lecture-43	Video-43
44	Liquidation vs Bankruptcy	Lecture-44	Video-44
45	Case Studies on Company Liquidation	Lecture-45	Video-45
Quiz-03 and Test-03 Submission of Assignment-2 Obtain Student Feedback			

Examination Preparation Break
Term/Semester End Examination

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th	7	CO5/				

	week		CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
- If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
 - If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

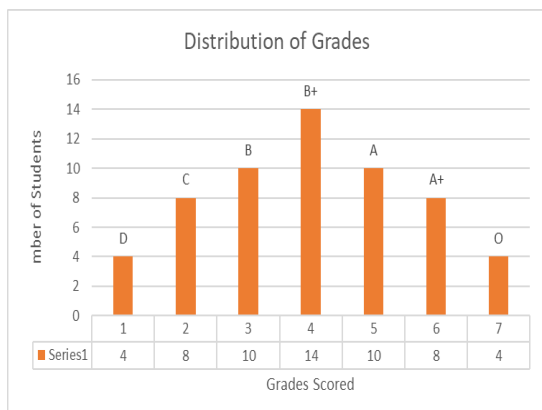
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA General Management	Semester IV	Section	Course code UM24BAC243		Course Title Corporate Accounting				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

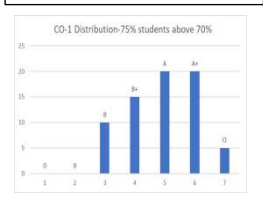
CO-2

CO-3

CO-4

CO-5

CO-6



3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PS O1	PS O2	PS O3
CO1	2	3	1	2	2	1	2	3	1	2	3
CO2	1	2	3	1	2	2	3	1	3	1	2
CO3	3	1	2	3	1	3	1	2	2	3	1
CO4	2	3	1	2	2	1	2	3	1	2	1
CO5	1	1	2	1	2	1	2	2	1	2	1
CO6	1	1	1	1	1	1	1	1	2	1	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC244
Course Title	Law and Practice of Income Tax-II
Program Code	BA
Program Title	BBA- General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr. K. Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- Aim is to foster a comprehensive grasp of advanced income tax concepts, including capital gains, diverse income sources, and specialized provisions.
- Develop skills in effective tax planning strategies to minimize liabilities for individuals and businesses, ensuring legal compliance.
- Enhance analytical abilities by interpreting income tax case laws and precedents, applying legal principles to real-world scenarios.
- Explore the fundamentals of international taxation, understanding the tax implications of cross-border transactions and transfer pricing regulations.

2.2 Course Objectives

The objectives of the Course are:

- Develop a comprehensive understanding of advanced income tax concepts, including capital gains, income from diverse sources, and specialized provisions.
- Acquire skills in applying tax planning strategies to minimize tax liabilities for individuals and businesses, with an emphasis on legal compliance.
- Analyze and interpret income tax case laws and precedents, applying legal principles to real-world scenarios.

- Explore the fundamentals of international taxation, understanding the tax implications of cross-border transactions and the basics of transfer pricing regulations.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall and list key provisions of advanced income tax laws related to capital gains, various income sources, and specialized taxation.
CO2	Explain the principles and concepts underlying tax planning strategies, demonstrating a deep understanding of how they impact individual and business taxation.
CO3	Apply legal principles to analyze and solve complex income tax issues, demonstrating the ability to navigate real-world scenarios and provide appropriate advice
CO4	Evaluate and analyze case laws and precedents, identifying relevant legal principles and understanding their implications on income tax matters.
CO5	Critically assess the effectiveness of tax planning strategies in minimizing tax liabilities, considering legal, ethical, and financial implications.
CO6	Develop comprehensive solutions for international taxation challenges, integrating knowledge of cross-border transactions and transfer pricing regulations into effective tax management strategies

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking	PSO3 Entrepreneurial Acumen
CO1	2	2	2	3	2	3	3	2	3	2	3
CO2	3	1	2	2	2	2	1	3	2	1	2
CO3	2	2	2	2	2	3	3	2	3	2	3
CO4	3	2	3	2	2	2	1	3	2	1	2
CO5	2	2	2	2	2	3	3	2	3	2	3
CO6	2	3	2	2	2	3	3	2	3	2	3

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Law and Practice of Income Tax-II

(45 hours)

Advanced Concepts of Income Tax

Advanced Income Tax Concepts: Capital gains and losses - Taxation of business income - Income from other sources. **International Taxation:** Tax implications of cross-border transactions - Double taxation avoidance agreements - Transfer pricing regulations.

Procedural Compliance

Filing Tax Returns: Individual and business tax returns - Documentation and record-keeping requirements – E-filing procedures. **Assessment Proceedings:** Overview of tax assessments - Responding to tax notices - Appealing assessment decisions.

Taxation Procedures and Compliance

Tax Deductions and Exemptions: In-depth analysis of allowable deductions - Exemptions for specific income sources - Case studies on maximizing tax benefits. **Tax Compliance and Audits:** Provisions related to tax audits - Handling tax assessments and appeals - Strategies for minimizing tax disputes.

Emerging Trends and Practical Applications

Digital Taxation and Technology: Impact of technology on tax administration - E-filing advancements and digital compliance tools - Cybersecurity considerations in tax practices.

Practical Applications and Case Studies: Real-world scenarios in advanced tax planning - Integrating ethical considerations into complex tax strategies - Interactive case studies and problem-solving sessions.

2.6 Course Resources

TEXT BOOKS

1. "Income Tax Law and Practice" by Dr. V. K. Singhania and Dr. Monica Singhania
2. "Direct Taxes: Law and Practice" by Dr. Vinod K. Singhania
3. "International Taxation - Transfer Pricing" by Dr. Girish Ahuja and Dr. Ravi Gupta
4. "Taxmann's Direct Taxes Manual (Set of 3 Volumes)" by Taxmann

REFERENCE BOOKS

- "Direct Taxes Ready Reckoner" by Dr. Vinod K. Singhania
- "Students' Guide to Income Tax Including GST" by Dr. Vinod K. Singhania

- "International Taxation - Concepts and Insights" by C.S. Nidhi Ladha
- "Taxmann's Direct Taxes Manual (Set of 3 Volumes)" by Taxmann

- **Other Resources**

- Videos
- Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Advanced Income Tax Concepts	Lecture-01	Video-01
2	Capital Gains: Definition and Taxation	Lecture-02	Video-02
3	Capital Losses: Treatment and Implications	Lecture-03	Video-03
4	Taxation of Business Income	Lecture-04	Video-04
5	Income from Other Sources	Lecture-05	Video-05
6	International Taxation: An Overview	Lecture-06	Video-06
7	Tax Implications of Cross-Border Transactions	Lecture-07	Video-07
8	Understanding Double Taxation Avoidance Agreements (DTAA)	Lecture-08	Video-08
9	Transfer Pricing Regulations: Basics and Compliance	Lecture-09	Video-09
10	Filing Tax Returns: Individual Perspective	Lecture-10	Video-10
11	Filing Tax Returns: Business Perspective	Lecture-11	Video-11
12	Documentation Requirements for Tax Compliance	Lecture-12	Video-12
13	Record-Keeping Essentials for Taxpayers	Lecture-13	Video-13
14	E-filing Procedures: Step-by-Step Guide	Lecture-14	Video-14
15	Overview of Tax Assessment Proceedings	Lecture-15	Video-15
Issue – Assignment 1			
Quiz-01 and Test-01			
16	Understanding Tax Deductions	Lecture-16	Video-16
17	In-depth Analysis of Allowable Deductions	Lecture-17	Video-17

18	Exemptions for Specific Income Sources	Lecture-18	Video-18
19	Maximizing Tax Benefits: Case Studies	Lecture-19	Video-19
20	Tax Compliance: Importance and Challenges	Lecture-20	Video-20
21	Provisions Related to Tax Audits	Lecture-21	Video-21
22	Handling Tax Assessments: Best Practices	Lecture-22	Video-22
23	Strategies for Minimizing Tax Disputes	Lecture-23	Video-23
24	Digital Taxation: The Changing Landscape	Lecture-24	Video-24
25	Impact of Technology on Tax Administration	Lecture-25	Video-25
26	E-filing Advancements and Digital Compliance Tools	Lecture-26	Video-26
27	Cybersecurity Considerations in Tax Practices	Lecture-27	Video-27
28	Practical Applications in Advanced Tax Planning	Lecture-28	Video-28
29	Real-World Scenarios: Case Studies	Lecture-29	Video-29
30	Emerging Trends and Practical Applications	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Ethical Considerations in Complex Tax Strategies	Lecture-31	Video-31
32	Interactive Problem-Solving Sessions	Lecture-32	Video-32
33	Integrating Technology into Tax Planning	Lecture-33	Video-33
34	Compliance Strategies in the Digital Age	Lecture-34	Video-34
35	Trends in International Taxation	Lecture-35	Video-35
36	Taxation of Digital Goods and Services	Lecture-36	Video-36
37	Transfer Pricing Challenges in Multinational Corporations	Lecture-37	Video-37
38	Taxation of E-commerce Transactions	Lecture-38	Video-38
39	Taxation in the Gig Economy	Lecture-39	Video-39
40	Impact of Globalization on Tax Policies	Lecture-40	Video-40
41	Tax Planning for Individuals and Businesses	Lecture-41	Video-41
42	Case studies 1	Lecture-42	Video-42
43	Case Studies 2	Lecture-43	Video-43
44	Case Studies 3	Lecture-44	Video-44
45	Case Studies 4	Lecture-45	Video-45

Quiz-03 and Test-03 Submission of Assignment-2 Obtain Student Feedback
Examination Preparation Break
Term/Semester End Examination

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				

Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.

If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

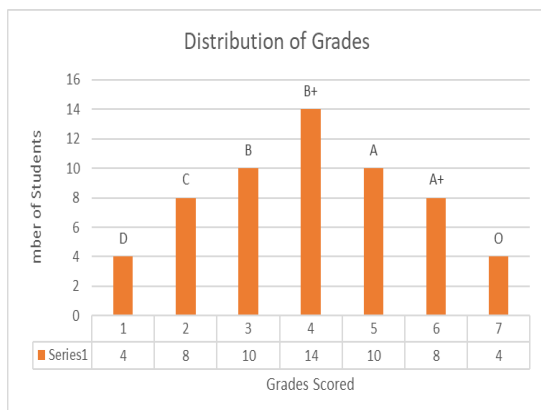
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA General Management	Semester IV	Section	Course Code UM24BAC244		Course Title Law and Practice of Income Tax-II				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

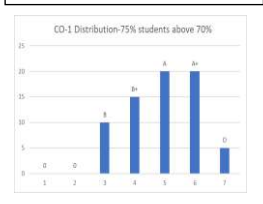
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PS O1	PS O2	PS O3
CO1	2	2	2	3	2	3	3	2	3	2	3
CO2	3	1	2	2	2	2	1	3	2	1	2
CO3	2	2	2	2	2	3	3	2	3	2	3
CO4	3	2	3	2	2	2	1	3	2	1	2
CO5	2	2	2	2	2	3	3	2	3	2	3
CO6	2	3	2	2	2	3	3	2	3	2	3

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAO241
Course Title	Skills For Marketing
Program Code	BA
Program Title	BBA- General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr. K. Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
2	2	0	0	2

Total Term/ Semester hours: 30

2. Course Details

2.1 Course Aim and summary

- Aim is to equip students with the essential skills to excel in modern marketing, and blending strategic thinking with practical expertise in digital tools and analytics.
- Gain insight into core marketing principles, market analysis, consumer behavior to develop a solid foundation for strategic decision-making.
- Learn to identify and leverage competitive advantages, positioning products or services effectively in the market.

2.2 Course Objectives

The objectives of the Course are:

- Gain a thorough understanding of the definition and scope of marketing
- Acquire practical skills in conducting market research, analyzing data, and interpreting findings to make informed marketing decisions.

- Develop analytical skills in consumer behavior, market segmentation, targeting, and competitor analysis
- Attain proficiency in digital marketing by understanding fundamental concepts.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall of marketing concepts, including the definition and scope of marketing, the evolution of marketing concepts
CO2	Understand to conduct market research, analyze data effectively, and interpret market trends to make informed decisions in marketing
CO3	Evaluate proficiency in building and maintaining customer relationships, applying customer relationship management (CRM) techniques to enhance customer satisfaction
CO4	Apply analytical skills in understanding consumer behavior, market segmentation, targeting, and competitor analysis
CO5	Create proficiency in digital marketing, encompassing an understanding of digital marketing fundamentals

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking	PSO3 Entrepreneurial Acumen
CO1	2	1	1	1	2	3	2	3	1	2	2
CO2	2	2	2	1	2	2	2	2	1	2	2
CO3	1	1	1	1	2	2	2	2	1	2	2
CO4	2	1	2	1	2	2	2	1	1	2	2
CO5	2	1	2	2	2	2	1	2	1	2	2
CO6	2	1	2	2	2	1	1	2	1	2	2

Relevance: 1 high, 2 medium, 3 low

2.5 course content

Skills For Marketing

(45 hours)

Fundamentals of Marketing Skills

Introduction to Marketing: Definition and scope of marketing, marketing concept and its evolution, Market Research Skills: Conducting market research, analysing and interpreting market data, Customer Relationship Management (CRM): Building and maintaining customer relationship, Effective communication and interpersonal skills in a marketing context. Marketing Mix (4Ps) Application: Product development and management, Pricing strategies, Distribution channel decisions, Promotion and advertising techniques.

Analytical Skills for Marketing

Consumer Behaviour Analysis: consumer motivations and decision-making Processes, applying psychological principles in marketing, Market Segmentation and Targeting: Identifying market segments, targeting specific consumer groups, Competitor Analysis: Strategic positioning and differentiation, Metrics and Analytics in Marketing: Key performance indicators (KPIs) in marketing, utilizing analytics tools for marketing effectiveness.

Digital Marketing Skills

Digital Marketing Fundamentals: Overview of digital marketing channels, digital marketing landscape. **Social Media Marketing:** Creating and implementing social media strategies, Social media content creation and management. Search Engine Optimization (SEO) and Content Marketing: Basics of SEO for marketing. Developing effective content marketing strategies. **Email Marketing and Online Advertising:** Designing and executing email marketing campaigns, planning and implementing online advertising initiatives.

Strategic Marketing and Professional Skills

Strategic Marketing Planning: Developing a comprehensive marketing plan, aligning marketing strategies with organizational goals, Presentation and Communication Skills: Effective communication in marketing, Presenting marketing ideas and strategies, Negotiation Skills: Negotiating deals and partnerships. handling objections and reaching mutually beneficial agreements, Ethics and Social Responsibility in Marketing

2.6 Course Resources

Textbook

- "Principles of Marketing" by Philip Kotler and Gary Armstrong
- Consumer Behavior: Buying, Having, and Being" by Michael R. Solomon

- "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick

Reference Books

1. "Marketing Management" by Philip Kotler and Kevin Lane Keller
2. "Consumer Behavior: Building Marketing Strategy" by Del I. Hawkins, David L. Mothersbaugh, and Roger J. Best
3. "Digital Marketing: Strategy, Implementation, and Practice" by Dave Chaffey and Fiona Ellis-Chadwick

- **Other Resources**

- Videos
- Hand Book

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Marketing:	Lecture-01	Video-01
2	Market Research Skills:	Lecture-02	Video-02
3	Customer Relationship Management (CRM):	Lecture-03	Video-03
4	Effective Communication and Interpersonal Skills in a Marketing Context	Lecture-04	Video-04
5	Marketing Mix (4Ps) Application:	Lecture-05	Video-05
6	Promotion and Advertising Techniques	Lecture-06	Video-06
7	Consumer Behaviour Analysis:	Lecture-07	Video-07
8	Applying Psychological Principles in Marketing	Lecture-08	Video-08
9	Market Segmentation and Targeting:	Lecture-09	Video-09
10	Competitor Analysis:	Lecture-10	Video-10
Issue – Assignment 1 Quiz-01 and Test-01			
11	Metrics and Analytics in Marketing:	Lecture-11	Video-11
12	Key Performance Indicators (KPIs) in Marketing	Lecture-12	Video-12
13	Utilizing Analytics Tools for Marketing Effectiveness	Lecture-13	Video-13
14	Case study discussion and group projects	Lecture-14	Video-14
15	Digital Marketing Fundamentals	Lecture-15	Video-15
16	Social Media Marketing	Lecture-16	Video-16
17	Search Engine Optimization (SEO) Basics for Marketing	Lecture-17	Video-17
18	Content Marketing	Lecture-18	Video-18
19	Email Marketing	Lecture-19	Video-19

20	Online Advertising	Lecture-20	Video-20
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
21	Planning and Implementing Online Advertising Initiatives	Lecture-21	Video-21
22	Case study and group projects	Lecture-22	Video-22
23	Strategic Marketing Planning:	Lecture-23	Video-23
24	Presentation Skills:	Lecture-24	Video-24
25	Communication Skills:	Lecture-25	Video-25
26	Negotiation Skills:	Lecture-26	Video-26
27	Handling Objections	Lecture-27	Video-27
28	Reaching Mutually Beneficial Agreements	Lecture-28	Video-28
29	Ethics in Marketing	Lecture-29	Video-29
30	Social Responsibility in Marketing	Lecture-30	Video-30
Quiz-03 and Test-03 Submission of Assignment-2 Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				

Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.

If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

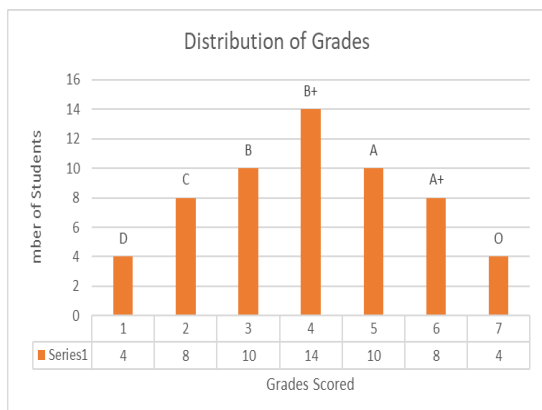
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA General Management	Semester IV	Section	Course Code UM24BAO241		Course Title Skills For Marketing				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

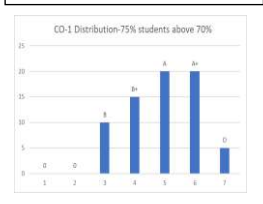
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	1	1	2	3	2	3	1	2	2
CO2	2	2	2	1	2	2	2	2	1	2	2
CO3	1	1	1	1	2	2	2	2	1	2	2
CO4	2	1	2	1	2	2	2	1	1	2	2
CO5	2	1	2	2	2	2	1	2	1	2	2
CO6	2	1	2	2	2	1	1	2	1	2	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC351
Course Title	Elements of Costing
Program Code	BA
Program Title	BBA-General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr. K. Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- Course aim is to introduce fundamental cost concepts and terminology, ensuring a solid foundation in cost accounting principles.
- Explore different costing methods, including job costing, process costing, and activity-based costing, to enable participants to choose the most appropriate method for different business scenarios.
- Provide strategies and techniques for cost control, emphasizing the importance of managing costs to enhance profitability and competitiveness.

2.2 Course Objectives

The objectives of the Course are:

- Define and explain key cost-related terminology.
- Differentiate between direct costs, indirect costs, variable costs, and fixed costs.
- Classify costs based on their behavior (variable, fixed, semi-variable).
- Categorize costs by function (production, administration, selling).
- Understand the principles and applications of job costing.
- Grasp the concepts and processes involved in process costing.

- Comprehend the principles of activity-based costing (ABC) and its application.
- Explore methods for allocating direct and indirect costs to products or services.
- Understand the challenges and considerations in allocating overhead costs.
- Analyze the behavior of variable costs in relation to production or activity levels.
- Understand the impact of fixed costs on overall cost structure.
- Explain the concept of standard costs and their importance in performance evaluation.
- Develop and interpret budgets for various business scenarios.
- Apply costing information in pricing decisions.
- Evaluate product mix decisions using cost analysis.
- Make informed decisions in scenarios such as make-or-buy.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Define and explain fundamental cost concepts, including direct costs, indirect costs, variable costs, and fixed costs.
CO2	Understand costs based on their behavior, such as variable, fixed, and semi-variable costs.
CO3	Apply process costing methods for industries with continuous and standardized production.
CO4	Analyse process costing methods for industries with continuous and standardized production.
CO5	Evaluate methods for allocating direct and indirect costs to products or services.
CO6	Create proficiency in integrating cost accounting software and enterprise resource planning (ERP) systems.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking skilla	PSO3 Entrepreneurial Acumen
CO1	1	1	1	1	1	3	1	3	3	2	2
CO2	1	2	1	2	2	3	2	3	3	2	2
CO3	1	2	1	2	2	3	2	3	3	2	2
CO4	1	2	1	2	2	3	2	3	3	2	2
CO5	1	1	2	2	2	3	2	3	3	2	2
CO6	1	2	2	2	2	1	2	3	3	2	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Elements of Costing

(45 Hours)

Fundamentals of Cost Concepts

Define and explain fundamental cost concepts, Classify costs based on their behavior, Definition and Scope of Cost Accounting, Importance of Cost Accounting in Business, Direct and Indirect Costs, Variable, Fixed, and Semi-Variable Costs, Methods of Cost Classification, Behavioral Aspects of Costs

Costing Methods and Allocation

Implement different costing methods, Analyze methods for allocating direct and indirect costs, Principles and Applications, Job Cost Sheet Preparation, Continuous and Standardized Production, Equivalent Units and Costing, Concepts and Applications, Case Studies and Practical Exercises

Standard Costing and Budgeting

Apply standard costing and budgeting techniques, Utilize costing for decision-making, Setting Standard Costs, Variance Analysis and Performance Evaluation, Types of Budgets, Budgetary Control, Decision-Making Scenarios, Practical Application of Costing in Decision Making

Integration, Technology, and Ethics

Demonstrate proficiency in integrating cost accounting software and ERP systems, Discuss ethical considerations in cost accounting practices, Technology Tools for Cost Accounting, Software Integration and Practical Exercises, Ethical Issues in Cost Accounting, Integrity and Transparency in Financial Reporting

2.6 Course Resources

TEXT BOOKS

- "Cost Accounting: A Managerial Emphasis" by Charles T. Horngren, Srikant M. Datar, and Madhav V. Rajan
- "Cost Accounting: Foundations and Evolutions" by Michael R. Kinney and Cecily A. Raiborn
- "Management Accounting: Principles and Applications" by John R. Dyson
- "Activity-Based Costing: Making It Work for Small and Mid-Sized Companies" by Douglas T. Hick

REFERENCE BOOKS

- "Cost Accounting: A Comprehensive Guide" by Colin Drury
- "Managerial Accounting for Dummies" by Mark P. Holtzman and Eric Tyson
- "Cost Accounting: Planning and Control" by Adolph Matz and Milton F. Usry
- "Budgeting Basics and Beyond" by Jae K. Shim and Joel G. Siegel

- **Other Resources**

- Videos
- Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Definition and Explanation of Cost Concepts	Lecture-01	Video-01
2	Classifying Costs Based on Behavior	Lecture-02	Video-02
3	Scope of Cost Accounting	Lecture-03	Video-03
4	Importance of Cost Accounting in Business	Lecture-04	Video-04
5	Direct Costs: Definition and Examples	Lecture-05	Video-05
6	Indirect Costs: Definition and Examples	Lecture-06	Video-06
7	Variable Costs: Characteristics and Examples	Lecture-07	Video-07
8	Fixed Costs: Characteristics and Examples	Lecture-08	Video-08
9	Semi-Variable Costs: Definition and Examples	Lecture-09	Video-09
10	Methods of Cost Classification	Lecture-10	Video-10
11	Behavioral Aspects of Costs	Lecture-11	Video-11
12	Introduction to Costing Methods	Lecture-12	Video-12
13	Different Costing Methods: Overview	Lecture-13	Video-13
14	Analyzing Methods for Allocating Direct Costs	Lecture-14	Video-14
15	Analyzing Methods for Allocating Indirect Costs	Lecture-15	Video-15
Issue – Assignment 1 Quiz-01 and Test-01			
16	Principles and Applications of Costing	Lecture-16	Video-16
17	Job Cost Sheet Preparation	Lecture-17	Video-17
18	Continuous Production Costing	Lecture-18	Video-18
19	Standardized Production Costing	Lecture-19	Video-19
20	Equivalent Units and Costing	Lecture-20	Video-20
21	Concepts and Applications of Equivalent Units	Lecture-21	Video-21
22	Case Studies on Costing Methods	Lecture-22	Video-22
23	Practical Exercises on Cost Allocation	Lecture-23	Video-23

24	Introduction to Standard Costing	Lecture-24	Video-24
25	Implementing Standard Costing Techniques	Lecture-25	Video-25
26	Utilizing Costing for Decision Making	Lecture-26	Video-26
27	Setting Standard Costs	Lecture-27	Video-27
28	Variance Analysis and Performance Evaluation	Lecture-28	Video-28
29	Types of Budgets in Costing	Lecture-29	Video-29
30	Budgetary Control Techniques	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Decision-Making Scenarios in Costing	Lecture-31	Video-31
32	Practical Application of Costing in Decision Making	Lecture-32	Video-32
33	Case Studies on Standard Costing	Lecture-33	Video-33
34	Integrating Cost Accounting Software	Lecture-34	Video-34
35	Implementing ERP Systems in Cost Accounting	Lecture-35	Video-35
36	Technology Tools for Cost Accounting	Lecture-36	Video-36
37	Software Integration: Practical Exercises	Lecture-37	Video-37
38	Ethical Considerations in Cost Accounting Practices	Lecture-38	Video-38
39	Ethical Issues in Cost Accounting	Lecture-39	Video-39
40	Integrity and Transparency in Financial Reporting	Lecture-40	Video-40
41	Case Studies on Ethical Dilemmas in Cost Accounting	Lecture-41	Video-41
42	Ethical Decision-Making Frameworks	Lecture-42	Video-42
43	Practical Exercises on Ethical Decision Making	Lecture-43	Video-43
44	Ensuring Compliance with Ethical Standards	Lecture-44	Video-44
45	Case Studies	Lecture-45	Video-45

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				

Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
- If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
 - If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

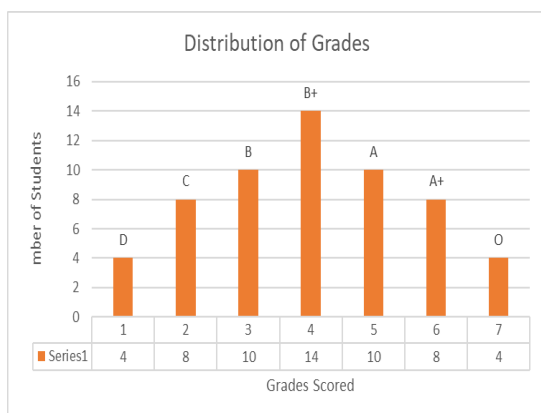
3.6 Setting Attainment Targets:

Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA General Management	Semester V	Section	Course Title UM24BAC351		Course Title Elements of Costing				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

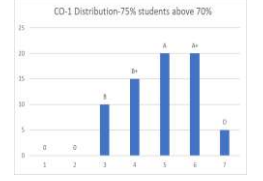
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Programme outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PS O1	PS O2	PSO 3
CO1	1	1	1	1	1	3	1	3	3	2	2
CO2	1	2	1	2	2	3	2	3	3	2	2
CO3	1	2	1	2	2	3	2	3	3	2	2
CO4	1	2	1	2	2	3	2	3	3	2	2
CO5	1	1	2	2	2	3	2	3	3	2	2
CO6	1	2	2	2	2	1	2	3	3	2	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC352
Course Title	Quantitative aptitude
Program Code	BA
Program Title	BBA-General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr. K. Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
2	1	2	0	4

Total Term/ Semester hours: 30

2. Course Details

4.3 Course Aims and Summary

- Develop Strong Mathematical Foundation: The primary aim of this course is to equip students with a robust.
- Understanding of mathematical concepts and techniques, fostering the development of a strong quantitative aptitude that is essential for success in various competitive exams and real-world problem-solving.
- Master Essential Quantitative Skills: This course covers a comprehensive range of topics including arithmetic, algebra, geometry, and data interpretation.
- Students will not only learn theoretical concepts but also practice solving diverse quantitative problems, enhancing their analytical and numerical skills for success in academic exams and professional endeavors.

2.2 Course Objectives

The objectives of the Course are:

- Develop a solid understanding of fundamental mathematical concepts, including arithmetic, algebra, geometry, and statistics, to establish a strong quantitative foundation.

- Cultivate effective problem-solving skills by teaching strategic approaches to tackle a variety of quantitative challenges encountered in competitive exams and real-world applications.
- Equip students with the ability to interpret and analyse data presented in different formats, such as tables and graphs, to extract meaningful insights and make informed decisions.
- Prepare students for success in competitive exams by aligning the course content with exam syllabi, providing practice sessions, and emphasizing time-management strategies for efficient problem-solving under timed conditions.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall and demonstrate mastery of fundamental mathematical principles, including arithmetic operations, algebraic concepts, and geometric theorems, through various problem-solving exercises.
CO2	Interpret and explain quantitative data presented in different formats, such as charts and graphs, demonstrating an understanding of mathematical concepts and their real-world applications.
CO3	Apply quantitative reasoning skills to solve diverse mathematical problems encountered in competitive exams, business scenarios, and daily life, showcasing practical application of learned concepts.
CO4	Analyse and evaluate complex quantitative problems by breaking them down into component parts, identifying patterns, and selecting appropriate problem-solving strategies, fostering critical thinking skills.
CO5	Synthesize information from various mathematical concepts to develop innovative problem-solving approaches, encouraging students to devise efficient strategies and adapt their methods based on the context.
CO6	Design and implement novel solutions to quantitative problems, integrating multiple mathematical concepts and demonstrating creativity in developing new approaches to address challenging scenarios.

2.4 Outcome Map

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking skills	PSO3 Entrepreneurial Acumen
CO1	2	3	2	3	2	2	3	2	1	2	3
CO2	2	1	2	2	2	2	2	3	2	2	2
CO3	2	2	2	2	3	3	2	2	2	2	2
CO4	1	2	2	1	2	2	3	2	3	2	2
CO5	2	2	3	2	1	2	2	2	2	3	2
CO6	2	2	2	2	2	1	2	2	2	2	3

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Quantitative Aptitude

30 Hours

Basic Arithmetic

Whole Numbers and Decimals, Fractions and Percentages, Ratios and Proportions, Word Problems, Exponents and Square Roots.

Algebra and Equations

Algebraic Expressions, Linear Equations, Quadratic Equations, Inequalities, Systems of Equations.

Geometry and Mensuration

Basic Geometry, Circles, Area and Perimeter, Volume and Surface Area, Coordinate Geometry.

Data Interpretation and Logical Reasoning

Data Interpretation, Logical Reasoning, Quantitative Techniques, Number Series and Sequences.

2.6 Course Resources

TEXTBOOKS

- "Quantitative Methods for Business" by David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm.
- "Business Mathematics" by Gary Clendenen, Stanley A. Salzman, Charles D. Miller.
- "Statistics for Business and Economics" by Paul Newbold, William L. Carlson, Betty Thorne.
- "Quantitative Techniques in Management" by N. D. Vohra.
- "Operations Research: An Introduction" by Taha, Hamdy A.

REFERENCE BOOKS

- "Quantitative Methods for Business" by John Buglear.
- "Quantitative Methods for Business and Management" by Dr. Louise Swift, Sally Piff, and Dr. Paul Kettle.
- "Quantitative Methods: For Business, Management and Finance" by Louise Swift and Sally Piff.
- "Quantitative Methods in Business and Management" by John Adams, Paolo Broggi, and Roberta Crispin.
- "Essential Mathematics for Economics and Business" by Teresa Bradle

Other Resources

- Videos
- Hand Book

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Whole Numbers	Lecture-01	Video-01
2	Decimals	Lecture-02	Video-02
3	Fractions	Lecture-03	Video-03
4	Percentages	Lecture-04	Video-04
5	Ratios	Lecture-05	Video-05
6	Proportions	Lecture-06	Video-06
7	Word Problems	Lecture-07	Video-07
8	Word Problems	Lecture-08	Video-08
9	Exponents	Lecture-09	Video-09
10	Square Roots	Lecture-10	Video-10
Issue – Assignment 1			

Quiz-01 and Test-01			
11	Algebraic Expressions	Lecture-11	Video-11
12	Quadratic Equations	Lecture-12	Video-12
13	Quadratic Equations	Lecture-13	Video-13
14	Inequalities	Lecture-14	Video-14
15	Systems of Equations	Lecture-15	Video-15
16	Circles	Lecture-16	Video-16
17	Area	Lecture-17	Video-17
18	Perimeter	Lecture-18	Video-18
19	Volume	Lecture-19	Video-19
20	Surface Area	Lecture-20	Video-20
Submission of Assignment -1			
Issue – Assignment 2			
Quiz-02 and Test-02			
21	Coordinate Geometry	Lecture-21	Video-21
22	Data Interpretation	Lecture-22	Video-22
23	Data Interpretation	Lecture-23	Video-23
24	Logical Reasoning	Lecture-24	Video-24
25	Logical Reasoning	Lecture-25	Video-25
26	Quantitative Techniques	Lecture-26	Video-26
27	Quantitative Techniques	Lecture-27	Video-27
28	Number Series	Lecture-28	Video-28
29	Number series	Lecture-29	Video-29
30	Sequences	Lecture-30	Video-30
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								

N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)
Average Grade:

3.6 Setting Attainment Targets:

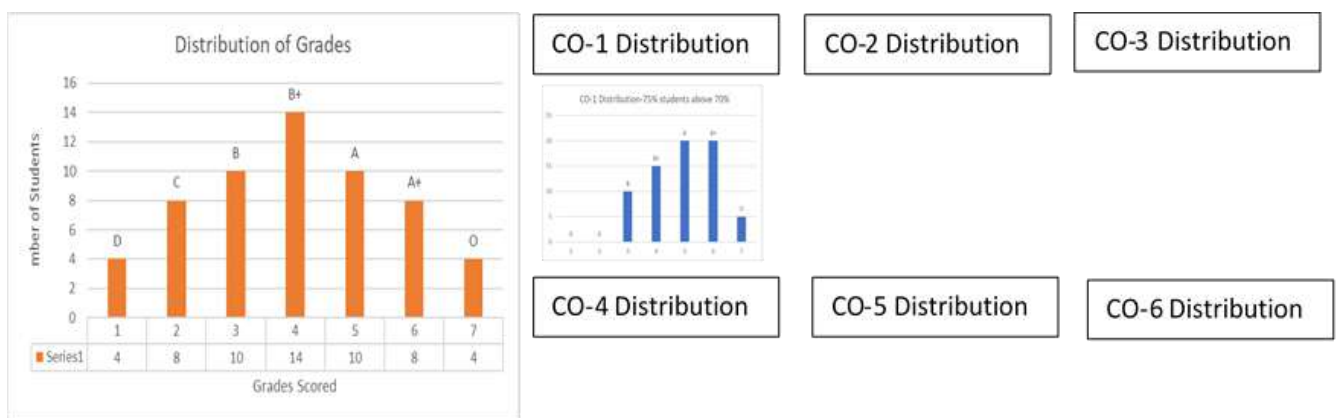
Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcome Level Targetted	Outcome level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA General Management	Semester V	Section A	Course Code: UM24BAC352		Course Title Quantitative aptitude				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessments	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										

CO1- Performance								
CO2- Performance								
CO3- Performance								
CO4- Performance								
CO5- Performance								
CO6- Performance								

3.8 Performance Plotting



3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	2	3	2	1	2	3
CO2	2	1	2	2	2	2	2	3	2	2	2
CO3	2	2	2	2	3	3	2	2	2	2	2
CO4	1	2	2	1	2	2	3	2	3	2	2
CO5	2	2	3	2	1	2	2	2	2	3	2
CO6	2	2	2	2	2	1	2	2	2	2	3

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC353
Course Title	Human Resource Development
Program Code	BA
Program Title	BBA- General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr K Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- The Course aim is to equip students with the knowledge and skills necessary to effectively manage human capital within organizations, emphasizing the strategic role of Human Resources Development (HRD) in achieving organizational objectives and fostering a positive workplace culture.
- To Equip students with a comprehensive understanding of Human Resource Development (HRD) principles, theories, and practices.
- To Enable students to develop essential skills and competencies necessary for effective human resource management and organizational development in various business settings.

2.2 Course Objectives

The objectives of the Course are:

- Gain a solid understanding of the fundamental principles, theories, and concepts that underpin human resource Development.
- Explore methods for identifying training needs, designing effective training programs.
- Analyse strategies for designing and administering competency mapping to

attract, retain, and motivate employees.

- Understand the dynamics of employee relations, and the future trends in HRD.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall key HRD concepts, theories, and terminology.
CO2	Comprehend the underlying theories and frameworks in HRD
CO3	Apply HRD principles to practical scenarios.
CO4	Analyse and evaluate HRD practices in diverse organizational settings
CO5	Assess the impact of HRD policies on organizational outcomes.
CO6	Synthesize HRD knowledge to propose innovative solutions.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking	PSO3 Entrepreneurial Acumen
CO1	1	2	3	2	2	1	2	3	1	2	3
CO2	1	2	1	2	3	1	2	3	1	2	3
CO3	2	1	2	1	3	2	1	3	2	1	3
CO4	2	3	2	2	1	2	3	1	2	3	1
CO5	3	2	2	2	1	3	2	1	3	2	1
CO6	1	2	2	2	3	1	2	3	1	2	3

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Human Resource Development

(45 Hours)

Introduction to HRD

HRD concept, Importance, Evolution, Functions. Organisation of HRD functions. Process and system of HRD, Approaches to HRD, HRM & HRD, Challenges of HRD, HRD strategies, Designing HRD strategy, HRD model

Training & Development

Training & Development – Management development, designing management development techniques, HRD for workers, performance and potential appraisal. Career and succession planning, career development.

Competency Mapping

Competency mapping, Employee counselling and mentoring, Employee empowerment and development, Quality of work life, quality circles, HRD audit.

Future Trends in HRD

Change management proficiency, Emerging trends in HRD, Preparing for the future of HRD.

2.6 Course Resources

TEXT BOOKS

3. Human resource management by Gary Dessler
4. Strategic Human resource management by Jeffrey A Mello
5. Managing Human Resources" by Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy
6. Organizational Change: An Action-Oriented Toolkit" by Gene Deszca, Cynthia Ingols, Tupper F. Cawsey
7. Human Resources Development – Rao, VermaKhandelwalHuman
8. Resources Development – Nadler &Lenonard

REFERENCE BOOKS

3. Leadership and Self-Deception: Getting Out of the Box" by The Arbinger Institute
4. The New HR Leader's First 100 Days: How to Start Strong, Hit the Ground Running & ACHIEVE SUCCESS FASTER As a New Human Resources Manager, Director or VP" by Alan Collins
5. "The Fifth Discipline: The Art & Practice of The Learning Organization" by Peter M. Senge
6. Future of Work: Attract New Talent, Build Better Leaders, and Create a Competitive Organization" by Jacob Morgan

- **Other Resources**

- Videos
- Hand Book

3 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Human Resource Development	Lecture-01	Video-01
2	Understanding the Concept of HRD	Lecture-02	Video-02
3	Importance of HRD in Organizations	Lecture-03	Video-03
4	Evolution of HRD Practices	Lecture-04	Video-04
5	Functions of HRD Departments	Lecture-05	Video-05
6	Organizational Structure for HRD Functions	Lecture-06	Video-06
7	Processes and Systems in HRD	Lecture-07	Video-07
8	Approaches to HRD Implementation	Lecture-08	Video-08
9	Integration of HRM and HRD	Lecture-09	Video-09
10	Challenges Faced in HRD Implementation	Lecture-10	Video-10
11	Strategies for Overcoming HRD Challenges	Lecture-11	Video-11
12	Designing an Effective HRD Strategy	Lecture-12	Video-12
13	Models for HRD Implementation	Lecture-13	Video-13

14	Overview of Training and Development	Lecture-14	Video-14
15	Management Development Techniques	Lecture-15	Video-15
Issue – Assignment 1			
Quiz-01 and Test-01			
16	Designing Training Programs	Lecture-16	Video-16
17	HRD Strategies for Worker Development	Lecture-17	Video-17
18	Performance Appraisal Systems	Lecture-18	Video-18
19	Potential Appraisal Methods	Lecture-19	Video-19
20	Career Planning in Organizations	Lecture-20	Video-20
21	Succession Planning Processes	Lecture-21	Video-21
22	Career Development Initiatives	Lecture-22	Video-22
23	Competency Mapping Techniques	Lecture-23	Video-23
24	Importance of Employee Counseling	Lecture-24	Video-24
25	Role of Mentoring in HRD	Lecture-25	Video-25
26	Empowering Employees through Development	Lecture-26	Video-26
27	Enhancing Quality of Work Life	Lecture-27	Video-27
28	Implementing Quality Circles	Lecture-28	Video-28
29	Conducting HRD Audits	Lecture-29	Video-29
30	Assessing HRD Effectiveness	Lecture-30	Video-30
Submission of Assignment -1			
Issue – Assignment 2			
Quiz-02 and Test-02			
31	Proficiency in Change Management	Lecture-31	Video-31
32	Emerging Trends in HRD Practices	Lecture-32	Video-32
33	Future Preparedness for HRD	Lecture-33	Video-33
34	Technology in HRD Initiatives	Lecture-34	Video-34
35	Diversity and Inclusion in HRD	Lecture-35	Video-35
36	Globalization Impact on HRD Strategies	Lecture-36	Video-36
37	Leadership Development Programs	Lecture-37	Video-37
38	Talent Management Strategies	Lecture-38	Video-38
39	Employee Engagement Techniques	Lecture-39	Video-39
40	Learning and Development Platforms	Lecture-40	Video-40
41	Agile HRD Approaches	Lecture-41	Video-41
42	Reskilling and Upskilling Initiatives	Lecture-42	Video-42

43	Adaptive Performance Management	Lecture-43	Video-43
44	Ethical Considerations in HRD	Lecture-44	Video-44
45	Sustainable HRD Practices	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th	5	CO3/				

	week		CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.

If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								

N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

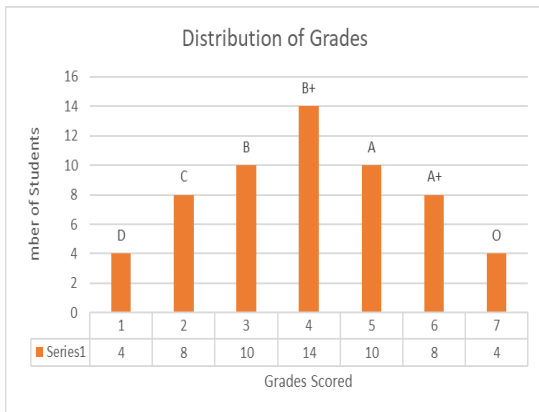
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA-General Management	Semester V	Section	Course Code		Course Title				
				UM24BAC353		Human Resource Development				
						Course Tutor/s:				
						Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

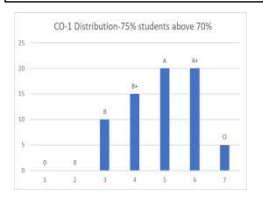
CO-2

CO-3

CO-4

CO-5

CO-6



3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PS O1	PS O2	PSO 3
CO1	1	2	3	2	2	1	2	3	1	2	3
CO2	1	2	1	2	3	1	2	3	1	2	3
CO3	2	1	2	1	3	2	1	3	2	1	3
CO4	2	3	2	2	1	2	3	1	2	3	1

CO5	3	2	2	2	1	3	2	1	3	2	1
CO6	1	2	2	2	3	1	2	3	1	2	3

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC354
Course Title	Financial Management
Program Code	BA
Program Title	BBA- General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr K Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

4.3 Course Aims and Summary

- The aim of this course is to provide students with a comprehensive understanding of financial management principles, tools, and decision-making processes in corporate settings. They will gain insights into the fundamental concepts of financial management, capital budgeting decisions, cost of capital, financing decisions, and dividend decisions.
- The course will equip individuals with the knowledge and analytical skills necessary to make informed financial decisions, evaluate investment opportunities, and contribute to effective capital structure and dividend policies within an organization.
- By the end of the course, participants should be able to apply financial management theories and techniques to address real-world financial challenges, fostering their ability to contribute meaningfully to organizational financial success.

2.2 Course Objectives

- Understand the Foundations of Financial Management
- Comprehend the significance and process of capital budgeting decisions.

- Grasp the Concept and Measurement of Cost of Capital:
- Analyze Financing Decisions and Dividend Policies:
- Apply Dividend Decision Models

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Demonstrate a comprehensive understanding of financial management, including its definition, objectives, and significance in organizational decision-making
CO2	Apply Capital Budgeting Techniques to Evaluate Investment Opportunities
CO3	Compute the overall cost of capital using both book value weights and market value weights
CO4	Apply EBIT-EPS analysis to understand the relationship between leverage and earnings.
CO5	Apply dividend policies, applying models such as Walter's Model, Gordon's Model, and the M-M Hypothesis

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking skills	PSO3 Entrepreneurial Acumen
CO1	1	1	3	3	2	2	2	3	3	2	2
CO2	1	1	2	2	2	2	1	2	2	1	2
CO3	2	1	2	2	1	2	1	2	2	1	2
CO4	3	3	1	1	2	2	3	2	3	2	2
CO5	2	2	2	2	1	1	2	1	2	1	2
CO6	2	2	3	2	2	1	2	2	1	2	1

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Financial Management

(45 Hours)

Financial management- an overview

financial management: Meaning, definition, importance- Scope of financial management: Traditional Approach and Modern Approach – changing role of financial manager- Financial Decisions –Objectives of financial management: Profit Vs Wealth Maximization- Organization of Finance function in corporate set up. Time value of money: Meaning and significance.

Capital budgeting decisions-

Capital budgeting decisions: Meaning significance and process- nature of projects for investments. Cash flows Vs accounting profits. Long term investments evaluation Techniques: Traditional Techniques (ARR, Payback period), discounted cash flow Techniques (NPV, IRR, PI and Discounted Payback period). (Simple problems; no problems on IRR & differential cash flows).

Concept and measurement of cost of capital

Cost of capital: definition and importance. Factors affecting cost of capital. Concepts- Historical and Future cost, Explicit and implicit cost, Marginal cost, Specific cost and WACC. Measurement of specific cost; Cost of debt, preference, Equity and retained earnings- Computation of overall cost of capital based on book value Weights and Market Value weights.

Financing Decisions and Dividend Decisions

Meaning and significance of Capital Structure. Factors affecting Capital Structure. Concept of leverage -Meaning, Types of Leverage, Financial Leverage, Operating Leverage and Combined Leverage- Computation of Financial Leverage, Operating Leverage and Combined Leverage EBIT- EPS analysis. (simple problems). Meaning of dividend and dividend Policy- Walter's Model, Gordon's Model, M-M Hypothesis- internal and external factors affecting dividend policy- Forms of Dividends. (Problems on Walter and Gordon's Model).

2.6 Course Resources

1. Dr.UmeshMaiya&Phani Kumar - Text Book of Financial Management, Jagadamba Publishing Co,
2. I.M Pandey- Financial Management, Vikas Publishing House, (2015)

3. Khan M.Y & Jain P.K - Financial Management, Text and Problems, McGraw-Hill Education, 1995
4. Prasanna Chandra- Financial Management, Theory &Practice
5. Preethi Singh - Financial Management, Second edition Ane Books Pvt Ltd, 2009
6. S.N.Maheshwari- Financial Management Principles & Practice, 14th edition, Sultan Chand & Sons(2014)
7. Van Horne J.C - Financial Management and Policy, 12th edition Prentice Hall Publication
8. Van Horne J.C- Fundamentals of Financial Management 13th edition Financial Times/ Prentice Hall; 13 edition (4 November 2008)

Other Resources

- Videos
- Hand Book

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Financial Management	Lecture-01	Video-01
2	Meaning and Definition of Financial Management	Lecture-02	Video-02
3	Importance of Financial Management	Lecture-03	Video-03
4	Scope of Financial Management: Traditional Approach	Lecture-04	Video-04
5	Scope of Financial Management: Modern Approach	Lecture-05	Video-05
6	Changing Role of Financial Manager	Lecture-06	Video-06
7	Financial Decisions Overview	Lecture-07	Video-07
8	Objectives of Financial Management	Lecture-08	Video-08
9	Profit Maximization vs. Wealth Maximization	Lecture-09	Video-09
10	Organization of Finance Function in Corporate Setup	Lecture-10	Video-10
11	Time Value of Money: Meaning and Significance	Lecture-11	Video-11

12	Capital Budgeting Decisions Overview	Lecture-12	Video-12
13	Meaning and Significance of Capital Budgeting Decisions	Lecture-13	Video-13
14	Process of Capital Budgeting Decisions	Lecture-14	Video-14
15	Nature of Projects for Investments	Lecture-15	Video-15
Issue – Assignment 1			
Quiz-01 and Test-01			
16	Cash Flows vs. Accounting Profits in Capital Budgeting	Lecture-16	Video-16
17	Evaluation Techniques in Long-term Investments	Lecture-17	Video-17
18	Traditional Techniques in Capital Budgeting	Lecture-18	Video-18
19	Discounted Cash Flow Techniques in Capital Budgeting	Lecture-19	Video-19
20	Concept and Measurement of Cost of Capital	Lecture-20	Video-20
21	Definition and Importance of Cost of Capital	Lecture-21	Video-21
22	Factors Affecting Cost of Capital	Lecture-22	Video-22
23	Concepts in Cost of Capital	Lecture-23	Video-23
24	Measurement of Specific Cost of Capital	Lecture-24	Video-24
25	Computation of Overall Cost of Capital	Lecture-25	Video-25
26	Financing Decisions Overview	Lecture-26	Video-26
27	Factors Affecting Capital Structure	Lecture-27	Video-27
28	Concept of Leverage: Meaning and Types	Lecture-28	Video-28
29	Financial Leverage: Computation and Analysis	Lecture-29	Video-29
30	Operating Leverage: Computation and Analysis	Lecture-30	Video-30
Submission of Assignment -1			
Issue – Assignment 2			
Quiz-02 and Test-02			
31	Combined Leverage: Computation and Analysis	Lecture-31	Video-31
32	EBIT-EPS Analysis	Lecture-32	Video-32
33	Dividend Decisions Overview	Lecture-33	Video-33
34	Meaning and Significance of Dividend	Lecture-34	Video-34
35	Dividend Policy: Walter's Model	Lecture-35	Video-35

36	Dividend Policy: Gordon's Model	Lecture-36	Video-36
37	M-M Hypothesis in Dividend Policy	Lecture-37	Video-37
38	Internal Factors Affecting Dividend Policy	Lecture-38	Video-38
39	External Factors Affecting Dividend Policy	Lecture-39	Video-39
40	Forms of Dividends	Lecture-40	Video-40
41	Problems on Walter's Model	Lecture-41	Video-41
42	Problems on Gordon's Model	Lecture-42	Video-42
43	Overview of Financing Decisions	Lecture-43	Video-43
44	Overview of Dividend Decisions	Lecture-44	Video-44
45	Case studies	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.

If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)

- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

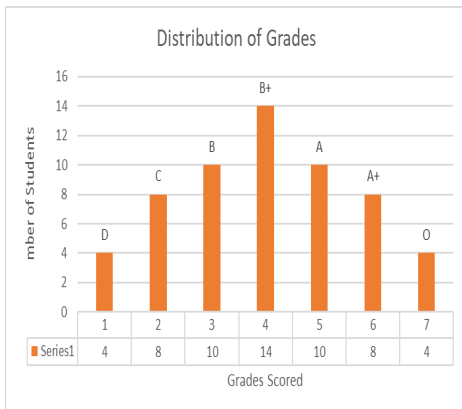
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcome Level Targetted	Outcome level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA General Management	Semester V	Section	Course Code UM24BAC354		Course Title Financial Management				
				Course Tutor/s: Tutor's ID/Department:						
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

CO-2

CO-3

CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PS O1	PS O2	PS O3
CO1	1	1	3	3	2	2	2	3	3	2	2
CO2	1	1	2	2	2	2	1	2	2	1	2

CO3	2	1	2	2	1	2	1	2	2	1	2
CO4	3	3	1	1	2	2	3	2	3	2	2
CO5	2	2	2	2	1	1	2	1	2	1	2
CO6	2	2	3	2	2	1	2	2	1	2	1

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC355
Course Title	Research Methodology
Program Code	BA
Program Title	BBA-General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
2	2	0	0	2

Total Term/ Semester hours: 30

2. Course Details

2.1 Course Aims and Summary

1. The aim of this course is to equip participants with the essential skills and knowledge required for designing and conducting rigorous research. Emphasizing a hands-on approach, the course aims to empower learners to formulate research questions, select appropriate methodologies, and execute effective data collection and analysis processes.
2. This course provides a comprehensive overview of research methodology, covering key concepts such as research paradigms, ethical considerations, sampling techniques, and data analysis methods. Participants will engage in practical exercises, case studies, and discussions to enhance their understanding and application of research principles, ultimately enabling them to contribute meaningfully to the field of research in their respective domains.

2.2 Course Objectives

1. Define and explain the fundamental steps involved in the research process.
2. Identify and describe the key components of a research study.
3. research questions based on a given research problem.
4. Understand the importance of a well-defined research question in guiding the research process.
5. Compare and contrast various research designs (experimental, non-experimental, qualitative, and quantitative).
6. Select an appropriate research design based on the research questions and objectives

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall and define key terms and concepts related to research methodology.
CO2	Understanding of various research designs and their applications..
CO3	Apply appropriate research methodologies to address specific research questions.
CO4	Analyze and critique research studies, identifying strengths and limitations..
CO5	Synthesize information from literature reviews to identify gaps in existing knowledge.
CO6	Create a well-structured research proposal, incorporating ethical considerations and addressing potential challenges.

2.4 Outcome Map:

COs	PO 1 Business Knowledge	PO 2 Critical Thinking and Problem-Solving	PO 3 Effective Communication Skills	PO 4 Team Work and Collaboration	PO 5 Ethical Decision-Making	PO 6 Technological Proficiency	PO 7 Global Business Awareness	PO 8 Entrepreneurial Mind set	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	2	1	1	2	3	2	2	1	3	2	2

CO2	2	2	2	1	2	2	2	2	3	2	2
CO3	2	2	1	2	2	2	2	2	3	3	2
CO4	1	2	2	2	2	2	2	2	2	2	2
CO5	2	2	2	2	2	2	2	2	2	2	2
CO6	1	2	2	2	2	2	2	2	2	2	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Research Methodology

30 Hours

Introduction to Research Methodology

Introduction to Research: Definition, purpose, and importance. Key Concepts: Hypothesis, variable, research question, and objectives. Components of a Research Study: Overview of literature review, methodology, data analysis, and conclusion.

Research Design and Sampling

Research Designs: Experimental, non-experimental, qualitative, and quantitative .Sampling Techniques: Probability and non-probability sampling methods. Selecting an Appropriate Design and Sampling Method: Practical considerations.

Data Collection Methods

Surveys and Questionnaires: Design and administration. Interviews: Types, structure, and techniques. Observations and Experiments: Principles and considerations.

Data Analysis and Interpretation

Basic Statistics: Descriptive and inferential statistics. Data Interpretation: Making sense of research results. Practical Application : Analysing and interpreting sample datasets.

2.5 Text Book and References

TEXT BOOKS

- "Survey Research Methods" by Floyd J. Fowler Jr.
- "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell

REFERENCE BOOKS

- Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar
- "Interviewing as Qualitative Research: A Guide for Researchers in Education and the Social Sciences" by Irving Seidm

- **Other Resources**

- Videos
- Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Research	Lecture-01	Video-01
2	Key Concepts in Research	Lecture-02	Video-02
3	Hypothesis in Research	Lecture-03	Video-03
4	Variables in Research	Lecture-04	Video-04
5	Research Question	Lecture-05	Video-05
6	Objectives of Research	Lecture-06	Video-06
7	Components of a Research Study	Lecture-07	Video-07
8	Methodology in Research	Lecture-08	Video-08
9	Data Analysis	Lecture-09	Video-09
10	Conclusion in Research	Lecture-10	Video-10
Issue – Assignment 1 Quiz-01 and Test-01			
11	Research Designs	Lecture-11	Video-11
12	Experimental Design	Lecture-12	Video-12
13	Non-Experimental Design	Lecture-13	Video-13
14	Qualitative and quantitative Research Design	Lecture-14	Video-14
15	Sampling Techniques	Lecture-15	Video-15
16	Probability Sampling Methods	Lecture-16	Video-16
17	Non-Probability Sampling Methods	Lecture-17	Video-17
18	Surveys and Questionnaires	Lecture-18	Video-18
19	Survey Design	Lecture-19	Video-19
20	Survey Administration	Lecture-20	Video-20
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-			
21	Interviews	Lecture-21	Video-21
22	Interview Types	Lecture-22	Video-22
23	Interview Techniques	Lecture-23	Video-23
24	Principles and Considerations in Conducting Observations	Lecture-24	Video-24
25	Principles of Experimental Design	Lecture-25	Video-25
26	UNIT 4: Basic Statistics	Lecture-26	Video-26
27	Descriptive Statistics	Lecture-27	Video-27
28	Inferential Statistics	Lecture-28	Video-28
29	Data Interpretation	Lecture-29	Video-29
30	Analysing and interpreting sample datasets	Lecture-30	Video-30
Quiz-03 and Test-03 Submission of Assignment-2 Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.

If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

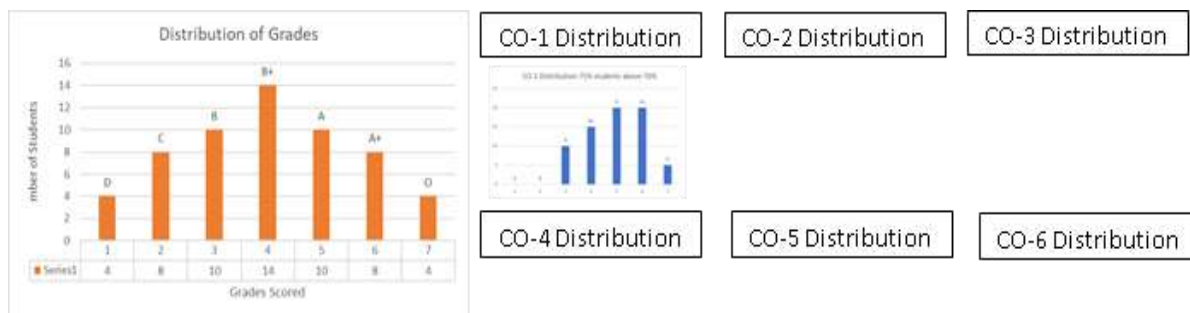
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcome Level Targetted	Outcome level Attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA IN Business Analytics	Semester 5th	Section	Course Code		Course Title Research Methodology				
				UM24ALC353		Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	>=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO08	PSO1	PSO2	PSO3
CO1	2	1	1	2	3	2	2	1	3	2	2
CO2	2	2	2	1	2	2	2	2	3	2	2
CO3	2	2	1	2	2	2	2	2	3	3	2
CO4	1	2	2	2	2	2	2	2	2	2	2
CO5	2	2	2	2	2	2	2	2	2	2	2
CO6	1	2	2	2	2	2	2	2	2	2	2

4. Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and

integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAEC356
Course Title	New venture and creation management
Program Code	BA
Program Title	BBA- General Management
Department	Department of BBA
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	BBA
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

4.3 Course Aims and Summary

- Equip aspiring entrepreneurs with the knowledge, skills, and strategies necessary to ideate, plan, launch, and sustain new ventures effectively. This course aims to provide a comprehensive understanding of the entrepreneurial ecosystem, innovation methodologies, and practical tools for managing the entire lifecycle of a new venture .
- This course delves into the intricacies of new venture creation, covering ideation, market research, business planning, resource allocation, and execution. Participants will learn to navigate challenges such as risk management, financing, and scaling. Through real-world case studies and interactive exercises, the course fosters a hands-on approach to innovation and entrepreneurship, ensuring participants are well-prepared to turn their ideas into successful, sustainable ventures.

2.2 Course Objectives

The objectives of the Course are:

1. Develop proficiency in idea generation, market analysis, and business model design.
2. Provide insights into effective resource allocation, risk mitigation, and strategic decision-making.
3. Equip participants with practical tools for innovative problem-solving and adapting to dynamic market conditions.
4. Foster collaboration and networking skills essential for building a supportive entrepreneurial ecosystem.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall the art of ideation, innovation, and disruptive thinking.
CO2	A deep understanding of market dynamics, customer behavior, and competitive landscapes.
CO3	Hone strategic management skills for effective decision-making and resource allocation.
CO4	Acquire financial literacy to navigate funding options, budgeting, and financial sustainability.
CO5	Apply entrepreneurial mindset that embraces ambiguity, resilience, and continuous learning.
CO6	Cultivate leadership skills to inspire and guide teams through the challenges of new venture creation.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking and Problem-Solving	PO 03 Effective Communication Skills	PO 04 Team Work and Collaboration	PO 05 Ethical Decision-Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	1	1	1	2	2	2	2	2	1	3	1
CO2	1	1	1	1	2	2	2	2	2	3	1
CO3	2	2	1	1	2	2	2	2	1	3	2
CO4	2	2	2	1	1	2	2	2	3	3	2
CO5	2	2	2	2	1	1	2	2	3	3	3
CO6	2	2	2	2	2	1	2	2	3	3	3

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

NEW VENTURE AND CREATION MAMNAGEMENT (45 hours)

Introduction to Entrepreneurship

Overview of Entrepreneurship and its importance in the business landscape - Master the art of ideation, innovation, and disruptive thinking.-Understanding the entrepreneurial mindset and characteristics-Introduction to successful entrepreneurial stories and case studies-Interactive session: Ideation workshop and creativity exercises

Market Analysis and Customer Behaviour

Develop a deep understanding of market dynamics, customer behavior, and competitive landscapes.-
Conducting market research and identifying market trends-Analyzing customer segments and preferences-Competitor analysis and positioning strategies-Practical exercises: Market research projects and case studies

Strategic Management for New Ventures

Hone strategic management skills for effective decision-making and resource allocation.-Strategic planning for new ventures-Decision-making processes in entrepreneurial contexts-Resource allocation and budgeting for startups-Case discussions: Strategic challenges in new ventures

Financial Literacy and Funding Options

Acquire financial literacy to navigate funding options, budgeting, and financial sustainability.-
Financial basics for entrepreneurs: Budgeting, financial statements, and cash flow management-
Funding options for startups: Bootstrapping, angel investors, venture capital-Financial sustainability and risk management-Guest speaker session: Insights from a successful entrepreneur on financial management

2.6 Text Book and References

TEXT BOOKS

1. "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen.
2. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries.
3. "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur.

- **Other Resources**
- Videos
- Hand Book

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Overview of Entrepreneurship	Lecture-01	Video-01
2	Importance in the Business Landscape	Lecture-02	Video-02
3	Mastering Ideation	Lecture-03	Video-03
4	Innovation	Lecture-04	Video-04
5	Disruptive Thinking	Lecture-05	Video-05
6	Understanding the Entrepreneurial Mindset	Lecture-06	Video-06
7	Characteristics of Successful Entrepreneurs	Lecture-07	Video-07
8	Introduction to Entrepreneurial Stories	Lecture-08	Video-08
9	Case Studies	Lecture-09	Video-09
10	Interactive Ideation Workshop	Lecture-10	Video-10
11	Understanding Market Dynamics	Lecture-11	Video-11
12	Customer Behavior Analysis	Lecture-12	Video-12
13	Competitive Landscape Assessment	Lecture-13	Video-13
14	Market Research	Lecture-14	Video-14
15	Identifying Market Trends	Lecture-15	Video-15
Issue – Assignment 1 Quiz-01 and Test-01			
16	Analyzing Customer Segments	Lecture-16	Video-16
17	Preferences Analysis	Lecture-17	Video-17
18	Competitor Analysis	Lecture-18	Video-18
19	Positioning Strategies	Lecture-19	Video-19
20	Practical Exercises: Market Research Projects	Lecture-20	Video-20
21	Strategic Management Skills	Lecture-21	Video-21
22	Effective Decision-Making	Lecture-22	Video-22
23	Resource Allocation	Lecture-23	Video-23
24	Strategic Planning	Lecture-24	Video-24
25	New Ventures	Lecture-25	Video-25
26	Decision-Making Processes	Lecture-26	Video-26
27	Entrepreneurial Contexts	Lecture-27	Video-27
28	Budgeting for Startups	Lecture-28	Video-28
29	Case Discussions	Lecture-29	Video-29
30	Strategic Challenges	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Financial Literacy	Lecture-31	Video-31
32	Funding Options	Lecture-32	Video-32
33	Budgeting	Lecture-33	Video-33
34	Financial Sustainability	Lecture-34	Video-34
35	Financial Basics for Entrepreneurs	Lecture-35	Video-35
36	Cash Flow Management	Lecture-36	Video-36
37	Cash Flow Management	Lecture-37	Video-37

38	Startup Funding	Lecture-38	Video-38
39	Startup Funding	Lecture-39	Video-39
40	Bootstrapping	Lecture-40	Video-40
41	Bootstrapping	Lecture-41	Video-41
42	Venture Capital	Lecture-42	Video-42
43	Venture Capital	Lecture-43	Video-43
44	Risk Management	Lecture-44	Video-44
45	Risk Management	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.

If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

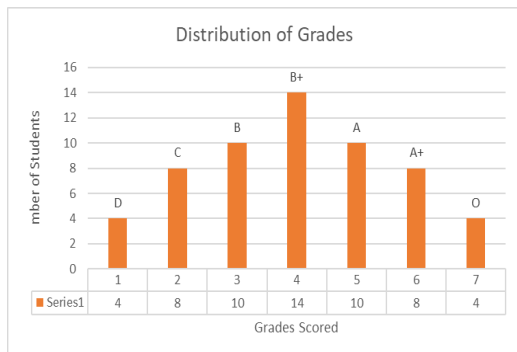
3.6 Setting Attainment Targets:

Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester v	Section A	Course Code UM24BAEC356		Course Title New Venture And Creation Management				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

CO-2

CO-3

CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PS O1	PS O2	PSO 3
CO1	1	1	1	2	2	2	2	2	1	3	1
CO2	1	1	1	1	2	2	2	2	2	3	1
CO3	2	2	1	1	2	2	2	2	1	3	2

CO4	2	2	2	1	1	2	2	2	3	3	2
CO5	2	2	2	2	1	1	2	2	3	3	3
CO6	2	2	2	2	2	1	2	2	3	3	3

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC361
Course Title	Methods and techniques of costing
Program Code	BA
Program Title	BBA-General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr K Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- Aim is to emphasize the importance of accurately allocating costs to products or services to facilitate informed decision-making within a business setting.
- To provide hands-on experience in applying various costing techniques to real-world business scenarios.
- It explores the strategic aspect of costing, focusing on how cost information can be leveraged for strategic decision-making.

2.2 The objectives of the Course are:

- To Understand Fundamental Cost Concepts
- To Master Costing Methods
- To Apply Costing Techniques in Business Scenarios
- To Interpret and Utilize Cost-Volume-Profit (CVP) Analysis
- To Enhance Decision-Making Skills
- To Foster Practical Application

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall Cost Classification and Terminology
CO2	Understand Costing Methods
CO3	Apply Master Costing Techniques
CO4	Analyse Cost Control and Cost Reduction Strategies
CO5	Evaluate Cost-Volume-Profit (CVP) Analysis
CO6	Create Budgeting and Variance Analysis

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking skills	PSO3 Entrepreneurial Acumen
CO1	2	1	3	1	1	2	1	2	1	2	2
CO2	1	2	2	1	2	2	2	1	1	1	2
CO3	2	1	3	1	1	2	1	2	1	2	2
CO4	2	1	3	1	2	1	2	1	2	2	1
CO5	2	1	3	1	2	1	2	1	2	2	1
CO6	1	2	2	1	2	2	1	2	1	1	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Methods and techniques of costing

(45 hours)

Introduction to Costing

Introduction to Cost Accounting: Definition and importance of cost accounting, Distinction between financial accounting and cost accounting, Overview of costing methods and techniques, Classification of costs (fixed, variable, semi-variable), Costing Methods, Introduction to job costing and process costing, Selection criteria for different costing methods, Marginal costing principles, Contribution margin analysis, Break-even analysis, Absorption costing principles, Standard costing and variance analysis, Practical applications of costing techniques.

Cost Control and Reduction

Cost Control Strategies, Importance of cost control in business, Techniques for controlling costs, implementing cost control measures, Cost Reduction Strategies, identifying areas for cost reduction, Techniques for reducing costs without compromising quality, Case studies on successful cost reduction initiatives

Financial Decision-Making

Cost-Volume-Profit (CVP) Analysis, Understanding CVP relationships, Calculating break-even points, Using CVP analysis for decision-making, Budgeting and Variance Analysis - Importance of budgeting in financial management, Types of budgets, Preparation of master budgets, Budgeting and Variance Analysis - Variance analysis techniques, Interpreting budget variances, Corrective actions based on variance analysis.

Ethical issues in Costing

Ethical issues in costing, Ethical Considerations in Costing, Formulating ethical guidelines for cost accountants, Case Studies on Costing Practices, Analysing real-world scenarios using costing methods

2.6 Course Resources

TEXTBOOKS

- "Cost Accounting: A Managerial Emphasis" by Charles T. Horngren, Srikant M. Datar, and Madhav V. Rajan
- "Management and Cost Accounting" by Colin Drury
- "Cost Accounting: Principles and Practice" by M.N. Arora

REFERENCE BOOKS

- "Cost Accounting: A Comprehensive Guide" by Blocher, Stout, Juras, and Cokins
- "Activity-Based Costing: Making It Work for Small and Mid-Sized Companies" by Douglas T. Hicks
- "Managerial Accounting: Tools for Business Decision Making" by Jerry J. Weygandt, Paul D. Kimmel, and Donald E. Kieso
- **Other Resources**
 - Videos
 - Hand Book

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Cost Accounting	Lecture-01	Video-01
2	Definition and Importance of Cost Accounting	Lecture-02	Video-02
3	Distinction between Financial Accounting and Cost Accounting	Lecture-03	Video-03
4	Overview of Costing Methods and Techniques	Lecture-04	Video-04
5	Classification of Costs: Fixed, Variable, Semi-variable	Lecture-05	Video-05
6	Introduction to Job Costing	Lecture-06	Video-06
7	Introduction to Process Costing	Lecture-07	Video-07
8	Selection Criteria for Costing Methods	Lecture-08	Video-08
9	Marginal Costing Principles	Lecture-09	Video-09
10	Contribution Margin Analysis	Lecture-10	Video-10
11	Break-even Analysis	Lecture-11	Video-11
12	Absorption Costing Principles	Lecture-12	Video-12
13	Absorption Costing Principles	Lecture-13	Video-13
14	Standard Costing Introduction	Lecture-14	Video-14
15	Variance Analysis in Standard Costing	Lecture-15	Video-15
Issue – Assignment 1 Quiz-01 and Test-01			
16	Practical Applications of Costing Techniques	Lecture-16	Video-16

17	Cost Control Strategies Overview	Lecture-17	Video-17
18	Importance of Cost Control in Business	Lecture-18	Video-18
19	Techniques for Controlling Costs	Lecture-19	Video-19
20	Implementing Cost Control Measures	Lecture-20	Video-20
21	Cost Reduction Strategies Introduction	Lecture-21	Video-21
22	Identifying Areas for Cost Reduction	Lecture-22	Video-22
23	Techniques for Reducing Costs Without Compromising Quality	Lecture-23	Video-23
24	Case Studies on Successful Cost Reduction Initiatives	Lecture-24	Video-24
25	Financial Decision-Making Overview	Lecture-25	Video-25
26	Cost-Volume-Profit (CVP) Analysis Introduction	Lecture-26	Video-26
27	Understanding CVP Relationships	Lecture-27	Video-27
28	Calculating Break-even Points	Lecture-28	Video-28
29	Using CVP Analysis for Decision-Making	Lecture-29	Video-29
30	Budgeting Importance in Financial Management	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Types of Budgets	Lecture-31	Video-31
32	Preparation of Master Budgets	Lecture-32	Video-32
33	Variance Analysis Techniques Introduction	Lecture-33	Video-33
34	Interpreting Budget Variances	Lecture-34	Video-34
35	Corrective Actions Based on Variance Analysis	Lecture-35	Video-35
36	Ethical Issues in Costing Overview	Lecture-36	Video-36
37	Ethical Considerations in Costing	Lecture-37	Video-37
38	Case Studies on Costing Practices	Lecture-38	Video-38
39	Analyzing Real-world Scenarios Using Costing Methods	Lecture-39	Video-39
40	Costing for Decision Making	Lecture-40	Video-40
41	Strategic Cost Management	Lecture-41	Video-41
42	Cost Allocation Methods	Lecture-42	Video-42
43	Activity-Based Costing (ABC)	Lecture-43	Video-43

44	Cost Estimation Techniques	Lecture-44	Video-44
45	Costing for Service Industries	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
- If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
 - If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

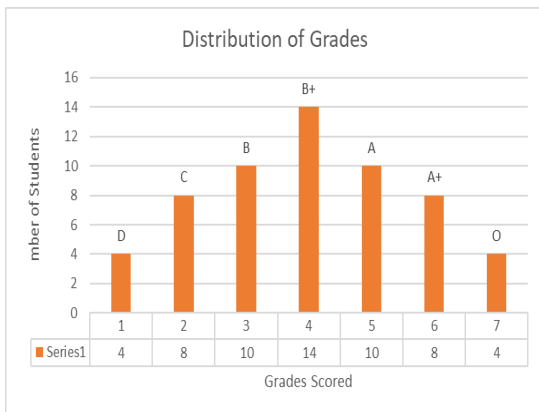
3.6 Setting Attainment Targets:

Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA General Management	Semester VI	Section	Course Code UM24BAC361		Course Title Methods and techniques of costing				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

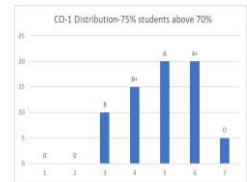
CO-2

CO-3

CO-4

CO-5

CO-6



3.9 Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PSO 1	PSO 2	PSO 3
CO1	2	1	3	1	1	2	1	2	1	2	2
CO2	1	2	2	1	2	2	2	1	1	1	2
CO3	2	1	3	1	1	2	1	2	1	2	2
CO4	2	1	3	1	2	1	2	1	2	2	1

CO5	2	1	3	1	2	1	2	1	2	2	1
CO6	1	2	2	1	2	2	1	2	1	1	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 **Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity.** Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC362
Course Title	Management Accounting
Program Code	BA
Program Title	BBA – General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

1. Provide a comprehensive understanding of how management accounting contributes to strategic decision-making.
2. Equip students with the essential tools and techniques to make informed financial decisions within an organizational context.
3. Explore and master various costing methods such as activity-based costing (ABC), job costing, and process costing.
4. Demonstrate how management accounting supports managerial control by identifying and analyzing deviations from planned outcomes

2.2 Course Objectives

The objectives of the Course are:

1. To Define and explain the fundamental concepts and principles of management accounting.
2. To Demonstrate proficiency in various costing methods, including job costing, process costing, and activity-based costing.
3. To Develop the ability to analyze financial statements and extract relevant information for decision-making.
4. To Understand the role of budgets in resource allocation, performance evaluation, and organizational planning.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall and define key management accounting terms and concepts.
CO2	Explain the principles and theories underlying various management accounting techniques.
CO3	Apply costing methods and budgeting techniques to solve practical business problems.
CO4	Analyze financial statements and performance variances to make informed management decisions.
CO5	Assess the strategic implications of management accounting information on organizational decision-making.
CO6	Develop comprehensive management accounting reports for strategic decision-making.

2.4 Outcome Map:

COs	PO1 Business Knowledge	PO2 Critical Thinking and Problem-Solving	PO3 Effective Communication Skills	PO4 Team Work and Collaboration	PO5 Ethical Decision-Making	PO6 Technological Proficiency	PO7 Global Business Awareness	PO8 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	1	2	2	2	3	3	3	3	2	2	1
CO2	1	1	2	2	3	3	2	2	3	3	2
CO3	2	1	1	2	3	3	2	2	3	3	1
CO4	2	2	2	1	3	3	2	2	3	3	2
CO5	3	3	3	3	1	2	3	3	2	2	1
CO6	2	2	1	1	3	2	1	1	2	3	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Management Accounting

45 Hours

Introduction to Management Accounting

Introduction to Management Accounting-Differences between Management Accounting and Financial Accounting-Role and Importance of Management Accounting in Decision Making-Overview of Key Management Accounting Terms and Concepts-Management Accounting Standards and Ethics.

Costing Methods and Budgeting Techniques

Costing Methods: Job Costing and Process Costing -Activity-Based Costing (ABC)-Standard Costing and Variance Analysis- Budgeting Principles and Process -Budgeting Techniques: Master Budget, Flexible Budget, and Zero-Based Budgeting

Financial Statement Analysis and Performance Measurement

Financial Statement Analysis: Ratio Analysis- DuPont Analysis for Performance Measurement-Variance Analysis and Performance Measurement- Interpreting Financial Ratios to Assess Organizational Health

Strategic Management Accounting and Ethical Considerations

Strategic Management Accounting: Linking Financial and Non-Financial Information -Strategic Cost Management and Value Chain Analysis- Environmental Management Accounting- Ethical Considerations in Management Accounting Practices

2.6 Course Resources

Text Books

1. **"Management Accounting: Principles and Applications"** Author: Rezaee, M., & Elmore, R.C.
2. **"Management and Cost Accounting"** Author: Drury, C.
3. **"Cost Accounting: A Managerial Emphasis "**Author: Horngren, C. T., Datar, S. M., & Rajan, M.

Reference Books

1. **"Management Accounting: Information for Decision-Making and Strategy Execution"**
Author: Rezaee, M
2. **Financial Statement Analysis and Security Valuation.** Author: Penman, S. H.

Other Resources

- Videos
- Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Management Accounting	Lecture-01	Video-01
2	Differences between Management Accounting and Financial Accounting	Lecture-02	Video-02
3	Role of Management Accounting	Lecture-03	Video-03
4	Importance of Management Accounting	Lecture-04	Video-04
5	Decision Making in Management Accounting	Lecture-05	Video-05
6	Overview of Key Management Accounting Terms	Lecture-06	Video-06
7	Concepts in Management Accounting	Lecture-07	Video-07
8	Management Accounting Standards	Lecture-08	Video-08
9	Management Accounting Standards	Lecture-09	Video-09
10	Ethics in Management Accounting	Lecture-10	Video-10
11	Costing Methods: Job Costing	Lecture-11	Video-11
12	Costing Methods: Process Costing	Lecture-12	Video-12
13	Activity-Based Costing (ABC)	Lecture-13	Video-13
14	Activity-Based Costing (ABC)	Lecture-14	Video-14
15	Activity-Based Costing (ABC)	Lecture-15	Video-15
16	Standard Costing	Lecture-16	Video-16
17	Variance Analysis	Lecture-17	Video-17
Issue – Assignment 1 Quiz-01 and Test-01			
18	Budgeting Principles	Lecture-18	Video-18
19	Budgeting Process	Lecture-19	Video-19
20	Budgeting Techniques: Master Budget	Lecture-20	Video-20
21	Budgeting Techniques: Flexible Budget	Lecture-21	Video-21
22	Budgeting Techniques: Zero-Based Budgeting	Lecture-22	Video-22
23	Financial Statement Analysis:	Lecture-23	Video-23
24	Ratio Analysis	Lecture-24	Video-24
25	Ratio Analysis	Lecture-25	Video-25
26	DuPont Analysis for Performance Measurement-	Lecture-26	Video-26
27	DuPont Analysis for Performance Measurement	Lecture-27	Video-27
28	Variance Analysis	Lecture-28	Video-28
29	Variance Analysis	Lecture-29	Video-29
30	Performance Measurement-	Lecture-30	Video-30
31	Performance Measurement	Lecture-31	Video-31
32	Interpreting Financial Ratios to Assess Organizational Health	Lecture-32	Video-32
33	Interpreting Financial Ratios to Assess Organizational Health	Lecture-33	Video-33
34	Interpreting Financial Ratios to Assess Organizational Health	Lecture-34	Video-34
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
35	Strategic Management Accounting		

36	Linking Financial Information	Lecture-36	Video-36
37	Non-Financial Information	Lecture-37	Video-37
38	Strategic Cost Management	Lecture-38	Video-38
39	Value Chain Analysis	Lecture-39	Video-39
40	Value Chain Analysis	Lecture-40	Video-40
41	Environmental Management Accounting	Lecture-40	Video-40
42	Environmental Management Accounting	Lecture-40	Video-40
43	Ethical Considerations	Lecture-40	Video-40
45	Ethical Considerations	Lecture-40	Video-40
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/ PBL/ PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded. If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

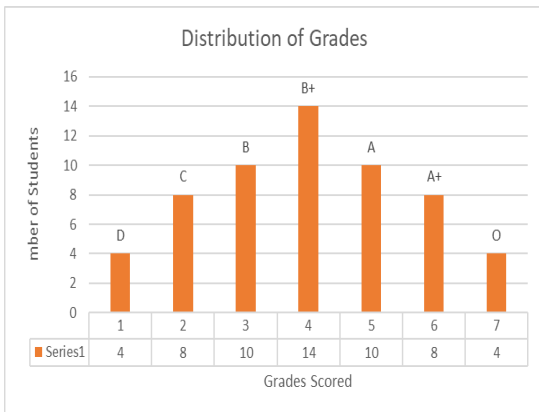
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA in General Management	Semester VI	Section	Course Code UM24BAC362		Course Title Management Accounting				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

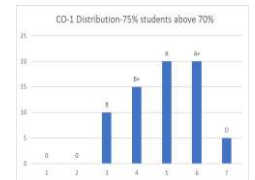
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2	2	2	3	3	3	3	2	2	1
CO2	1	1	2	2	3	3	2	2	3	3	2
CO3	2	1	1	2	3	3	2	2	3	3	1
CO4	2	2	2	1	3	3	2	2	3	3	2
CO5	3	3	3	3	1	2	3	3	2	2	1
CO6	2	2	1	1	3	2	1	1	2	3	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC363
Course Title	GST- Fundamentals
Program Code	BA
Program Title	BBA- General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr K Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

1. Course aim is to make students to be equip students with a foundational understanding of Goods and Services Tax (GST) principles, regulations, and its application in business environments.
2. The aim is to develop a strong knowledge base that prepares them to navigate the complexities of contemporary taxation systems.
3. Provide practical insights through case studies and real-world scenarios, allowing students to apply theoretical knowledge to practical situations.
4. The course emphasizes the application of GST concepts in diverse business contexts, enhancing problem-solving skills and decision-making capabilities.

2.2 Course Objective

The objectives of the Course are:

1. Develop a solid understanding of the fundamental principles of Goods and Services Tax, including its conceptual framework, tax structure, and the underlying rationale for its implementation.
2. Familiarize students with the legal and regulatory aspects of GST, ensuring they are well-versed in the compliance requirements, documentation, and reporting procedures mandated by tax authorities.
3. Enable students to apply GST concepts to practical business scenarios. This objective emphasizes the ability to calculate GST, understand input tax credit, and analyze the tax implications of various transactions within a business context.
4. Equip students with the skills to assess the impact of GST on financial decision-making.

5. Enhance problem-solving and analytical skills through the analysis of real-world GST case studies.
6. Instill ethical values by emphasizing the importance of conducting business with integrity and adherence to ethical tax practices.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Demonstrate a foundational knowledge of Goods and Services Tax principles, including tax structure, exemptions, and legal provisions.
CO2	Interpret and explain the legal and regulatory framework of GST, illustrating a clear understanding of compliance requirements and documentation.
CO3	Apply GST concepts to solve practical business problems, including the calculation of GST, determining input tax credit, and analyzing the tax implications of specific transactions.
CO4	Analyze the impact of GST on financial decision-making within a business context, evaluating cost implications and identifying opportunities for tax optimization.
CO5	Synthesize information from case studies to propose effective solutions to complex GST-related issues, demonstrating the ability to integrate knowledge and apply it in diverse scenarios.
CO6	Evaluate the ethical considerations associated with GST compliance, demonstrating an understanding of the importance of ethical tax practices in the business environment.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	1	2	3	2	2	2	1	3	1	2	3
CO2	2	1	2	1	3	2	2	3	2	1	3
CO3	3	2	1	2	1	3	3	2	3	2	1
CO4	2	3	2	1	2	1	2	3	1	2	3
CO5	2	2	1	2	1	2	2	1	2	3	1
CO6	3	1	2	3	2	1	3	2	3	1	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

GST- Fundamentals

(45 hours)

Introduction to GST

Definition and concept of Goods and Services Tax, Evolution and rationale behind implementing GST, Comparison with previous taxation systems, Fundamental principles of GST, Structure of GST (Central GST, State GST, Integrated GST), Taxable events and supply under GST.

Methods of calculation of GST

Understanding GST rates and classifications, Methods of calculating GST on different transactions, Practical examples and calculations, Eligibility criteria for claiming input tax credit, Documentation and procedures for availing input tax credit, Case studies on input tax credit calculations.

Applications of GST

Analyzing real-world case studies related to GST, extracting relevant information and identifying issues, proposing effective solutions using GST concepts, Hands-on exercises to apply GST concepts, Problem-solving scenarios related to business transactions, Class discussions and group activities.

Ethical Considerations in GST Compliance

Understanding the importance of ethical tax practice, Ethical considerations in GST compliance, Case studies on ethical dilemmas in GST, Review of key concepts from previous modules, Integration of knowledge for comprehensive understanding.

2.6 Course Resources

TEXT BOOKS

1. Goods and Services Tax in India: Concepts and Applications", Author: V. S. Datey Publisher:, Taxmann Publications, Year: 2022
2. GST Made Simple: A Comprehensive Guide for Beginners", Author: Arpit Haldia, Publisher: McGraw-Hill Education, Year: 2021

REFERENCE BOOKS

1. "Practical Approach to Goods and Services Tax: Concepts and Practice", Author: Manoj Agarwal and Raj K. Agarwal, Publisher: Bharat Law House, Year: 2020
2. "Goods and Services Tax: Principles and Practice", Author: J. K. Mittal and Bhawna Banga, Publisher: Wolters Kluwer, Year: 2019

- **Other Resources**
 - Videos
 - Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Goods and Services Tax	Lecture-01	Video-01
2	Definition and Concept of GST	Lecture-02	Video-02
3	Historical Evolution of GST	Lecture-03	Video-03
4	Rationale Behind Implementing GST	Lecture-04	Video-04
5	Comparison with Previous Taxation Systems	Lecture-05	Video-05
6	Fundamental Principles of GST	Lecture-06	Video-06
7	Structure of GST: Central, State, and Integrated GST	Lecture-07	Video-07
8	Taxable Events Under GST	Lecture-08	Video-08
9	Concept of Supply Under GST	Lecture-09	Video-09
10	Understanding GST Rates and Classifications	Lecture-10	Video-10
11	Methods of Calculating GST	Lecture-11	Video-11
12	Calculation of GST on Different Transactions	Lecture-12	Video-12
13	Practical Examples of GST Calculations	Lecture-13	Video-13
14	Eligibility Criteria for Input Tax Credit	Lecture-14	Video-14
15	Documentation for Availing Input Tax Credit	Lecture-15	Video-15
Issue – Assignment 1 Quiz-01 and Test-01			
16	Procedures for Availing Input Tax Credit	Lecture-16	Video-16
17	Case Studies on Input Tax Credit Calculations	Lecture-17	Video-17
18	Real-World Applications of GST	Lecture-18	Video-18
19	Analyzing Case Studies Related to GST	Lecture-19	Video-19
20	Extracting Relevant Information from GST Case Studies	Lecture-20	Video-20
21	Identifying Issues in GST Case Studies	Lecture-21	Video-21
22	Proposing Solutions Using GST Concepts	Lecture-22	Video-22
23	Hands-On Exercises Applying GST Concepts	Lecture-23	Video-23
24	Problem-Solving Scenarios in Business Transactions	Lecture-24	Video-24
25	Class Discussions on GST Applications	Lecture-25	Video-25
26	Group Activities on GST Concepts	Lecture-26	Video-26
27	Ethical Considerations in Tax Practice	Lecture-27	Video-27
28	Importance of Ethical Tax Practice	Lecture-28	Video-28
29	Ethical Dilemmas in GST Compliance	Lecture-29	Video-29
30	Reviewing Key Concepts from Previous Modules	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
31	Integration of Knowledge for Comprehensive Understanding	Lecture-31	Video-31
32	Introduction to Taxation Systems	Lecture-32	Video-32

33	Overview of Previous Taxation Systems	Lecture-33	Video-33
34	Challenges of Previous Taxation Systems	Lecture-34	Video-34
35	Advantages of GST Over Previous Systems	Lecture-35	Video-35
36	Legislative Framework of GST	Lecture-36	Video-36
37	Jurisdictional Issues in GST	Lecture-37	Video-37
38	Compliance Requirements in GST	Lecture-38	Video-38
39	Impact of GST on Businesses	Lecture-39	Video-39
40	GST and Economic Growth	Lecture-40	Video-40
41	GST and Consumer Behavior	Lecture-41	Video-41
42	International Perspectives on GST	Lecture-42	Video-42
43	GST Implementation Challenges	Lecture-43	Video-43
44	GST Policy Reforms	Lecture-44	Video-44
45	Future Trends in GST	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignmen t/PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th	4	CO5/				

	week		CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
- If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
 - If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

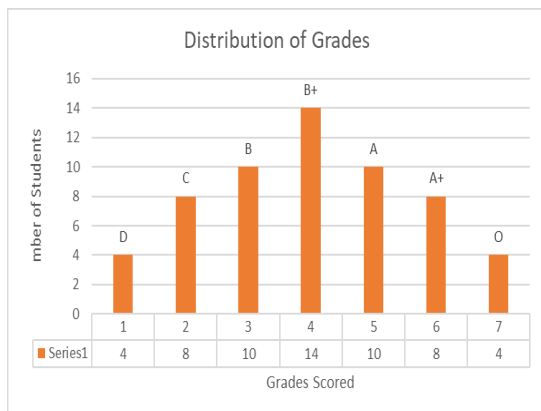
3.6 Setting Attainment Targets:

Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program: BBA General Managment	Semester VI	Section A	Course Code UM24BAC363		Course Title GST- Fundamentals				
				Course Tutor/s: Tutor's ID/Department:						
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

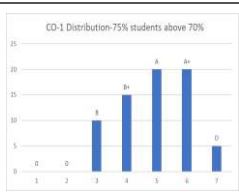
CO-2

CO-3

CO-4

CO-5

CO-6



3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PSO 1	PSO 2	PSO 3
CO1	1	2	3	2	2	2	1	3	1	2	3
CO2	2	1	2	1	3	2	2	3	2	1	3
CO3	3	2	1	2	1	3	3	2	3	2	1
CO4	2	3	2	1	2	1	2	3	1	2	3
CO5	2	2	1	2	1	2	2	1	2	3	1
CO6	3	1	2	3	2	1	3	2	3	1	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC364
Course Title	Business Ethics and corporate social Responsibility
Program Code	BA
Program Title	BBA-General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr. K. Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

- This course aims to provide participants with a comprehensive understanding of ethical principles and corporate social responsibility (CSR) in the context of business.
- It seeks to develop ethical awareness, decision-making skills, and a sense of social responsibility necessary for navigating the complexities of the modern business landscape
- It will explore foundational concepts, ethical theories, and practical applications to foster responsible business practices.

2.2 Course Objectives

The objectives of the Course are:

- Understand the fundamental concepts of ethics and delineate how they apply specifically to the field of business
- Investigate the external and internal factors that play a role in shaping and influencing ethical considerations within businesses.
- Explore major ethical theories and their implications for decision-making in business contexts.

- Evaluate real-world ethical dilemmas in organizations, fostering critical thinking and ethical decision-making skills.
- Investigate the ethical challenges and considerations in the global business environment.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Demonstrate a comprehensive comprehension of the objectives and nature of business ethics, illustrating how ethical principles guide business conduct
CO2	Understand ethical decision-making skills to analyze and address ethical dilemmas within diverse functional areas of business.
CO3	Apply major ethical theories to real-world business scenarios, showcasing an ability to integrate theoretical concepts into practical decision-making.
CO4	Analyze and assess ethical challenges in a global business context, demonstrating an understanding of cultural variations and their impact on ethical standards.
CO5	Integrate the concept of Corporate Social Responsibility (CSR) with sustainability principles, emphasizing its role in the triple bottom line and stakeholder management.
CO6	Evaluate knowledge of CSR principles to develop and implement responsible business practices, considering the social and environmental aspects of corporate conduct.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making	PSO3 Entrepreneurial Acumen
CO1	1	2	2	2	3	3	3	3	2	2	2
CO2	1	1	2	2	3	3	2	2	3	3	1
CO3	2	1	1	2	3	3	2	2	3	3	1
CO4	2	2	2	1	3	3	2	2	3	3	1
CO5	3	3	3	3	1	2	3	3	2	2	1
CO6	2	2	1	1	3	2	1	1	2	3	1

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Business Ethics and corporate social Responsibility

(45 Hours)

Business Ethics

Meaning of ethics, Nature of ethics, Objectives of ethics, Sources of ethics, Types of ethics, Meaning and definitions of business ethics, Objectives of business ethics, Nature of business ethics, Characteristics of business ethics, Need for business ethics, Importance of business ethics, Factors influencing business ethics. Functions of business ethics.

Ethical theories

Ethical theories, Managing ethics in business, Ethics in functional areas of business, Ethical Dilemma in organizations, Ethics in global business, Values, Norms, Beliefs, Virtues, Morality, Moral standards.

Corporate social responsibility

Meaning & Definition of CSR, History & evolution of concept of CSR. Concept of Charity, Corporate philanthropy, Approaches to Corporate Social Responsibility, Corporate Citizenship, Sachar Committee's Suggestions; Arguments for and against Corporate Social responsibility CSR-an overlapping concept.

Concept of sustainability & Stakeholder Management

CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; Models of CSR in India, Carroll's model; Drivers of CSR; Major codes on CSR; CSR Initiatives in India. CSR legislation in India.

2.6 Course Resources

Text Book and References

1. Boatright John R, Ethics and the conduct of Business, 7th edition, Pearson Education
2. C. A. Kamal Garg, Ethics in Management and Indian Ethos, Vikas Publishing House
3. C. S. V. Murthy, Business Ethics (Text & Cases), Himalaya Publishing House (2014)
4. C. V. Baxi, Ajit Prasad, Corporate Social Responsibility: Concepts and Cases: The Indian, ExcelBooks India (2005)

5. GhoshBiswanath, Ethics in Management and Indian Ethos, Vikas Publishing House
6. M. A. Quaddus, Muhammed Abu B. Siddique, Handbook of Corporate Sustainability: Frameworks, Strategies and Tools, Edward Elgar Publishing Ltd
7. Mark S. Schwartz, Corporate Social Responsibility: An Ethical Approach, Broadview press
8. RinkuSanjeev&Parul Khanna, Ethics and Values in Business Management (Ane Books Ind),AneBooks India, 2008
9. Sanjay K. Agarwal, Corporate Social Responsibility in India, Sage Publication, New Delhi, (2008)
10. Srinivasan, Growth, Sustainability, and India's Economic Reforms, Oxford University press(2011)
11. Wayne Visser and Nick Tolhurst, The World Guide to CSR: A Country-by-Country Analysis ofCorporate Sustainability and Responsibility, Greenleaf Publications, 2010
12. Handbook on Corporate Social Responsibility in India-Confederation of Indian IndustryCII, Andhra Association , New Delhi

- **Other Resources**
 - Videos
 - Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Understanding Ethics: Definition and Meaning	Lecture-01	Video-01
2	Nature and Characteristics of Ethics	Lecture-02	Video-02
3	Objectives of Ethical Principles	Lecture-03	Video-03
4	Sources of Ethical Standards	Lecture-04	Video-04
5	Types and Varieties of Ethical Frameworks	Lecture-05	Video-05
6	Introduction to Business Ethics	Lecture-06	Video-06
7	Objectives and Nature of Business Ethics	Lecture-07	Video-07

8	Characteristics of Ethical Business Practices	Lecture-08	Video-08
9	Significance and Importance of Business Ethics	Lecture-09	Video-09
10	Factors Influencing Business Ethics	Lecture-10	Video-10
11	Functions of Ethical Guidelines in Business	Lecture-11	Video-11
12	Overview of Ethical Theories	Lecture-12	Video-12
13	Managing Ethics in Business Environments	Lecture-13	Video-13
14	Ethics in Different Functional Areas of Business	Lecture-14	Video-14
15	Addressing Ethical Dilemmas in Organizations	Lecture-15	Video-15
Issue – Assignment 1			
Quiz-01 and Test-01			
16	Ethics in the Global Business Context	Lecture-16	Video-16
17	Understanding Values, Norms, and Beliefs	Lecture-17	Video-17
18	Virtues and Morality in Business Ethics	Lecture-18	Video-18
19	Moral Standards and Their Implications	Lecture-19	Video-19
20	Exploring Corporate Social Responsibility	Lecture-20	Video-20
21	Meaning and Definition of CSR	Lecture-21	Video-21
22	Historical Evolution of CSR Concepts	Lecture-22	Video-22
23	Concept of Charity and Corporate Philanthropy	Lecture-23	Video-23
24	Approaches to Corporate Social Responsibility	Lecture-24	Video-24
25	Corporate Citizenship: Roles and Responsibilities	Lecture-25	Video-25
26	Sachar Committee's Suggestions on CSR	Lecture-26	Video-26
27	Arguments For and Against CSR Practices	Lecture-27	Video-27
28	CSR as an Overlapping Concept	Lecture-28	Video-28
29	Concept of Sustainability in Business	Lecture-29	Video-29
30	Stakeholder Management in CSR Initiatives	Lecture-30	Video-30
Submission of Assignment -1			
Issue – Assignment 2			
Quiz-02 and Test-02			
31	CSR through the Triple Bottom Line Approach	Lecture-31	Video-31

32	Relationship Between CSR and Corporate Governance	Lecture-32	Video-32
33	Environmental Aspects of CSR Practices	Lecture-33	Video-33
34	Chronological Evolution of CSR in India	Lecture-34	Video-34
35	Models of CSR Implementation in India	Lecture-35	Video-35
36	Carroll's Model of Corporate Social Responsibility	Lecture-36	Video-36
37	Drivers and Motivations for CSR Engagement	Lecture-37	Video-37
38	Major Codes and Standards on CSR	Lecture-38	Video-38
39	Notable CSR Initiatives in India	Lecture-39	Video-39
40	Overview of CSR Legislation in India	Lecture-40	Video-40
41	Compliance and Reporting Requirements for CSR	Lecture-41	Video-41
42	Challenges and Limitations of CSR Practices	Lecture-42	Video-42
43	Ethical Leadership in CSR Implementation	Lecture-43	Video-43
44	Impact Evaluation and Measurement in CSR	Lecture-44	Video-44
45	Future Trends and Directions in CSR Implementation	Lecture-45	Video-45
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/ PBL/ PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.

If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

3.6 Setting Attainment Targets:

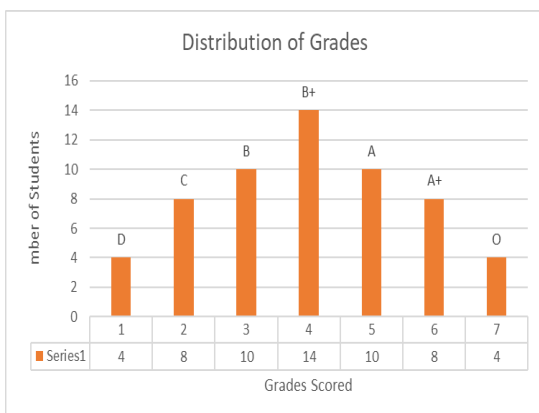
Outcomes- Targeted	Set Target	Level of Attainment
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

3.7 Performance Recording

Academic Year	Program:	Semester VI	Section	Course Code UM24BAC364		Course Title Business Ethics and corporate social responsibility				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders ≥ 91	A+ Graders $81 \leq M < 90$	A Grader $71 \leq M < 80$	B+ Graders $61 \leq M < 70$	B Graders $51 \leq M < 60$	C Graders $40 \leq M < 50$	D Graders $M < 40$
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

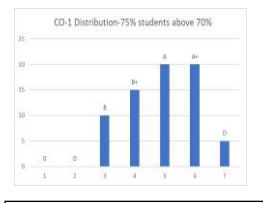
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PSO 1	PSO 2	PSO 3
CO1	1	2	2	2	3	3	3	3	2	2	2
CO2	1	1	2	2	3	3	2	2	3	3	1
CO3	2	1	1	2	3	3	2	2	3	3	1
CO4	2	2	2	1	3	3	2	2	3	3	1
CO5	3	3	3	3	1	2	3	3	2	2	1
CO6	2	2	1	1	3	2	1	1	2	3	1

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC366
Course Title	International business
Program Code	BA
Program Title	BBA - Business Analytics
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
3	3	0	0	3

Total Term/ Semester hours: 45

2. Course Details

2.1 Course Aims and Summary

1. To Equip participants with the essential skills and knowledge to create, implement, and optimize effective digital and social media marketing strategies that drive brand awareness, engagement, and conversion.
2. To understand key aspects such as social media platforms, content creation, analytics, and advertising, providing a comprehensive understanding of the digital landscape and enabling participants to navigate and excel in the dynamic field of digital and social media marketing.

2.2 Course Objectives

The objectives of the Course are:

1. To Understand the fundamentals of international business, including global economic systems, trade theories, and multinational corporations.
2. To Analyse the impact of cultural, political, and economic factors on international business operations.
3. To Develop skills in conducting market research and assessing the feasibility of entering new international markets.
4. To Explore international marketing strategies, including product adaptation, pricing, promotion, and distribution in diverse cultural contexts.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	To define key concepts in international business, such as trade theories, global economic systems, and cultural dimensions.
CO2	To Demonstrate an understanding of the impact of cultural, political, and economic factors on international business operations by explaining their interconnectedness.
CO3	To Apply market research methodologies to analyse and recommend entry strategies for international markets based on real-world scenarios.
CO4	To Analyse and compare international marketing strategies, evaluating their effectiveness in diverse cultural contexts, and propose adjustments for successful implementation.
CO5	To Evaluate the legal and ethical considerations in global business, critically assessing the compliance of international business practices with relevant laws and ethical standards.
CO6	To Synthesize financial data related to international business, develop comprehensive risk management strategies, and formulate a strategic business plan for entering a new global market.

2.4 Outcome Map:

	PO 1 Business Knowledge	PO 2 Critical Thinking and Problem-Solving	PO 3 Effective Communication Skills	PO 4 Team Work and Collaboration	PO 5 Ethical Decision-Making	PO 6 Technological Proficiency	PO 7 Global Business Awareness	PO 8 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	1	1	1	2	2	2	1	2	1	2	1
CO2	1	1	1	1	1	2	1	1	2	1	1
CO3	2	2	1	1	2	2	1	1	1	1	2
CO4	2	1	1	1	2	2	1	2	1	2	1
CO5	1	1	1	2	1	2	2	1	2	1	1
CO6	2	1	1	2	2	2	2	1	1	1	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

International Business

Total: 45 Hours

Introduction to International Business

Definition and scope of international business, Historical development and evolution of global trade, Importance of international business in the contemporary global economy.

Global Economic Systems and Trade Theories

Overview of different economic systems, Classical and modern trade theories (comparative advantage, absolute advantage, etc.), The role of international organizations in promoting trade.

Cultural Dimensions in International Business

Cross-cultural communication and negotiation, Cultural intelligence and its impact on business relationships, Case studies on successful and unsuccessful cross-cultural interactions.

Legal and Ethical Issues in International Business

International business laws and regulations, Corporate social responsibility in a global context. Case studies on legal and ethical dilemmas faced by multinational corporations.

2.6 Course Resources

Text books

1. International Business: Competing in the Global Marketplace" by Charles W. L. Hill and G. Tomas M. Hult
2. International Business: The Challenges of Globalization" by John J. Wild and Kenneth L. Wild

Reference Books

3. The World is Flat: A Brief History of the Twenty-First Century" by Thomas L. Friedman
4. Doing Business Internationally: The Resource Guide" by Terri Morrison and Wayne A. Conaway
5. Globalization and Its Discontents" by Joseph E. Stiglitz

Other Resources

- Videos
- Hand Book

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Definition of international business	Lecture-01	Video-01
2	Definition of international business	Lecture-02	Video-02
3	Scope of international business	Lecture-03	Video-03
4	Scope of international business	Lecture-04	Video-04
5	Historical development	Lecture-05	Video-05
6	Historical development	Lecture-06	Video-06
7	Evolution of global trade	Lecture-07	Video-07
8	Evolution of global trade	Lecture-08	Video-08
9	Importance of international business in the contemporary global economy	Lecture-09	Video-09
10	Importance of international business in the contemporary global economy	Lecture-10	Video-10
11	Overview of different economic systems,	Lecture-11	Video-11
12	Overview of different economic systems,	Lecture-12	Video-12
13	Classical trade theories(comparative advantage, absolute advantage, etc.),	Lecture-13	Video-13
14	Classical trade theories(comparative advantage, absolute advantage, etc.),	Lecture-14	Video-14
15	Classical trade theories(comparative advantage, absolute advantage, etc.),	Lecture-15	Video-15
Issue – Assignment 1 Quiz-01 and Test-01			
16	Modern trade theories	Lecture-16	Video-16
17	Modern trade theories	Lecture-17	Video-17
18	Modern trade theories	Lecture-18	Video-18
19	The role of international organizations in promoting trade.	Lecture-19	Video-19
20	The role of international organizations in promoting trade	Lecture-20	Video-20
21	Cross-cultural communication	Lecture-21	Video-21
22	Cross-cultural communication	Lecture-22	Video-22
23	Negotiation	Lecture-23	Video-23
24	Negotiation	Lecture-24	Video-24
25	Cultural intelligence	Lecture-25	Video-25
26	Cultural intelligence	Lecture-26	Video-26
27	Impact of Cultural intelligence on business relationships	Lecture-27	Video-27
28	Impact of Cultural intelligence on business relationships	Lecture-28	Video-28
29	Case studies on successful and unsuccessful cross-cultural interactions.	Lecture-29	Video-29
30	Case studies on successful and unsuccessful cross-cultural interactions	Lecture-30	Video-30
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			

31	International business laws	Lecture-31	Video-31
32	International business laws	Lecture-32	Video-32
33	International business laws		
34	International business regulations,	Lecture-33	Video-33
35	International business regulations	Lecture-34	Video-34
36	International business regulations		
37	Corporate social responsibility in a global context.	Lecture-35	Video-35
38	Corporate social responsibility in a global context	Lecture-36	Video-36
39	Corporate social responsibility in a global context		
40	Case studies on legal dilemmas faced by multinational corporations	Lecture-37	Video-37
41	Case studies on legal dilemmas faced by multinational corporations	Lecture-38	Video-38
42	Case studies on legal dilemmas faced by multinational corporations		
43	Case studies on ethical dilemmas faced by multinational corporations		
44	Case studies on ethical dilemmas faced by multinational corporations.	Lecture-39	Video-39
45	Case studies on ethical dilemmas faced by multinational corporations.	Lecture-40	Video-40
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment/ PBL/PrBL	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				5	30	15	50
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded. If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

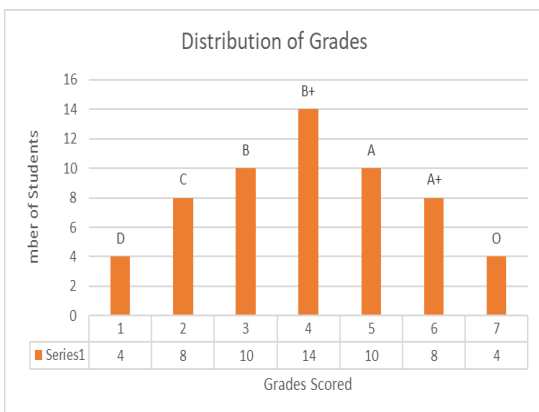
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Outcomes Level Targeted	Observations and attained
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	
70% of Students will score C grade and above-1 60% of students will score C grade and Above-2 50% of students will score C grade and above-3	1	

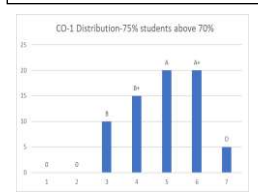
3.7 Performance Recording

Academic Year	Program: BBA in General management	Semester 6th	Section	Course Code UM24BAC366		Course Title International Business				
				Course Tutor/s: Tutor's ID/Department:						
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1



CO-2

CO-3

CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2	2	2	3	3	3	3	2	2	1
CO2	1	1	2	2	3	3	2	2	3	3	2
CO3	2	1	1	2	3	3	2	2	3	3	1
CO4	2	2	2	1	3	3	2	2	3	3	2
CO5	3	3	3	3	1	2	3	3	2	2	1
CO6	2	2	1	1	3	2	1	1	2	3	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy:

Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC471
Course Title	Applied Managerial Economics
Program Code	BA
Program Title	BBA-General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
4	4	0	0	4

Total Term/ Semester hours: 60

2. Course Details

2.1 Course Aims and Summary

1. To equip students with the practical skills and analytical tools necessary for making informed business decisions in a dynamic economic environment.
2. Through the application of economic principles, students will develop a strategic understanding of how to optimize resource allocation, assess market conditions, and navigate complex business challenges.
3. To provide a comprehensive overview of economic concepts and their real-world applications in managerial decision-making.
4. The Topics include demand and supply analysis, cost estimation, market structures, pricing strategies, and the impact of government policies on business operations.
5. Students will engage in case studies and simulations to hone their ability to apply economic theories to address practical managerial challenges, enhancing their capacity to contribute effectively to organizational success.

2.2 Course Objectives

The objectives of the Course are:

1. To Develop a comprehensive understanding of fundamental economic principles, including supply and demand, elasticity, production costs, and market structures.
2. To Apply economic theories to analyze and interpret business-related scenarios, fostering the ability to recognize economic factors influencing managerial decision-making.

3. To Acquire proficiency in quantitative analysis techniques to assess and interpret economic data relevant to managerial decision-making.
4. To Develop the ability to use economic models and tools for forecasting, cost estimation, and performance evaluation within a business context.
5. To Gain insight into the strategic application of managerial economics in decision-making processes.
6. Explore how economic analysis informs strategic choices related to pricing, production, market entry

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Demonstrate a thorough understanding of foundational economic principles such as supply and demand, elasticity, and market structures.
CO2	Interpret economic data and models to explain the implications of various economic factors on business decisions.
CO3	Apply quantitative analysis techniques to solve business problems, such as cost estimation, forecasting, and pricing strategies.
CO4	Analyze the impact of government policies and global economic trends on business operations and strategize accordingly.
CO5	Critically assess the ethical implications of managerial decisions, considering social and environmental factors.
CO6	To apply economic insights into comprehensive strategic decision-making processes, demonstrating the ability to synthesize diverse economic factors.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem Solving	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking skills	PSO3 Entrepreneurial Acumen
CO1	1	2	3	2	1	3	2	1	2	1	3
CO2	3	1	2	1	2	2	1	3	1	3	2
CO3	2	3	1	3	1	1	3	2	3	2	1
CO4	1	2	3	2	1	3	2	1	2	1	3
CO5	3	1	2	1	2	2	1	3	1	3	2
CO6	2	3	1	3	1	1	3	2	3	2	1

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Applied Managerial Economics

(45 hours)

Introduction

Overview of Managerial Economics, Importance of Economic Analysis in Decision-Making, Key Economic Concepts: Supply and Demand Elasticity of Demand and Supply Case Study: Applying Elasticity in Business

Cost Concepts and Estimation

Forecasting Techniques in Business, Break-Even Analysis, Pricing Strategies and Revenue Management, Case Study: Applying Quantitative Analysis in Decision-Making

Market Structures

Perfect Competition, Monopoly, Oligopoly, Monopolistic Competition, Strategic Decision-Making in Different Market Structures, Game Theory in Managerial Economics, Business Entry and Exit Strategies, Case Study: Adapting Strategies to Market Conditions

Impact of Government

Impact of Government Policies on Business Operations, Regulatory Environment and Compliance, Global Economic Trends and International Business, Managing Risks in Global Markets, Case Study: Navigating Global Economic Challenges

2.6 Course Resources

TEXT BOOKS

1. "Managerial Economics & Business Strategy" by Michael Baye and Jeff Prince Edition: 9th Edition Publisher: McGraw-Hill Education
2. "Managerial Economics: Analysis, Problems, Cases" by William H. Furtado Edition: 9th Edition Publisher: Pearson

REFERENCE BOOKS

1. "Managerial Economics: Economic Tools for Today's Decision Makers" by Paul G. Keat and Philip K. Y. Young Edition: 8th Edition Publisher: Pearson
2. "Managerial Economics: Foundations of Business Analysis and Strategy" by Christopher R. Thomas and S. Charles Maurice Edition: 12th Edition Publisher: McGraw-Hill Education

- **Other Resources**
 - Videos
 - Hand Book

3.0 Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Managerial Economics	Lecture-01	Video-01
2	The Importance of Economic Analysis in Decision-Making	Lecture-02	Video-02
3	Key Economic Concepts: Supply and Demand	Lecture-03	Video-03
4	Elasticity of Demand	Lecture-04	Video-04
5	Elasticity of Supply	Lecture-05	Video-05
6	Case Study: Applying Elasticity in Business	Lecture-06	Video-06
7	Cost Concepts in Managerial Economics	Lecture-07	Video-07
8	Cost Estimation Techniques	Lecture-08	Video-08
9	Forecasting Techniques in Business	Lecture-09	Video-09
10	Break-Even Analysis	Lecture-10	Video-10
11	Pricing Strategies	Lecture-11	Video-11
12	Revenue Management	Lecture-12	Video-12
13	Case Study: Applying Quantitative Analysis in Decision-Making	Lecture-13	Video-13
14	Market Structures Overview	Lecture-14	Video-14
15	Perfect Competition Characteristics	Lecture-15	Video-15
16	Market Structures Overview	Lecture-16	Video-16
17	Perfect Competition Characteristics	Lecture-17	Video-17
18	Practical Implications	Lecture-18	Video-18
19	Practical Implications	Lecture-19	Video-19
20	Practical Implications	Lecture-20	Video-20
Issue – Assignment 1 Quiz-01 and Test-01			
21	Monopoly Characteristics	Lecture-21	Video-21
22	Oligopoly Characteristics	Lecture-22	Video-22
23	Monopolistic Competition Characteristics	Lecture-23	Video-23
24	Strategic Decision-Making in Different Market Structures	Lecture-24	Video-24
25	Game Theory in Managerial Economics	Lecture-25	Video-25
26	Business Entry Strategies	Lecture-26	Video-26
27	Exit Strategies	Lecture-27	Video-27
28	Case Study: Adapting Strategies to Market Conditions	Lecture-28	Video-28

29	Impact of Government Policies on Business	Lecture-29	Video-29
30	Regulatory Environment Overview	Lecture-30	Video-30
31	Compliance Requirements	Lecture-31	Video-31
32	Global Economic Trends	Lecture-32	Video-32
33	International Business Considerations	Lecture-33	Video-33
34	Managing Risks in Global Markets	Lecture-34	Video-34
35	Case Study: Navigating Global Economic Challenges	Lecture-35	Video-35
36	Case Study: Navigating Global Economic Challenges	Lecture-36	Video-36
37	Practical Implications	Lecture-37	Video-37
38	Practical Implications	Lecture-38	Video-38
39	Practical Implications	Lecture-39	Video-39
40	Practical Implications	Lecture-40	Video-40
Submission of Assignment -1			
Issue – Assignment 2			
Quiz-02 and Test-02			
41	Importance of Economic Analysis	Lecture-41	Video-41
42	Demand-Supply Equilibrium	Lecture-42	Video-42
43	Interpreting Elasticity Measures	Lecture-43	Video-43
44	Cost-Benefit Analysis	Lecture-44	Video-44
45	Market Forecasting Methods	Lecture-45	Video-45
46	Profit Maximization Strategies	Lecture-46	Video-46
47	Revenue Optimization Techniques	Lecture-47	Video-47
48	Market Power in Different Structures	Lecture-48	Video-48
49	Competitive Strategy Formulation	Lecture-49	Video-49
50	Antitrust Regulations	Lecture-50	Video-50
51	Trade Policies and Business Impact	Lecture-51	Video-51
52	Cross-Border Investment Risks	Lecture-52	Video-52
53	Currency Exchange Management	Lecture-53	Video-53
54	Government Intervention Effects	Lecture-54	Video-54
55	Economic Policy Evaluation	Lecture-55	Video-55
56	Practical Implications	Lecture-56	Video-56
57	Practical Implications	Lecture-57	Video-57
58	Practical Implications	Lecture-58	Video-58
59	Practical Implications	Lecture-59	Video-59
60	Practical Implications	Lecture-60	Video-60
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations: Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

3.6 Setting Attainment Targets:

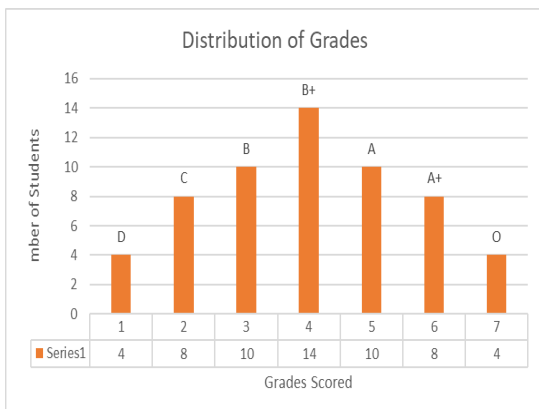
Attainment of Course Outcomes-COs		
Outcomes- Targeted	Targeted Level	Attainment Level
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	

70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
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3.7 Performance Recording

Academic Year	Program : B.B.A General Management	Semester VII	Section	Course Code UM24BAC471		Course Title Applied Managerial Economics				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders ≥ 91	A+ Graders $81 \leq M < 90$	A Grader $71 \leq M < 80$	B+ Graders $61 \leq M < 70$	B Graders $51 \leq M < 60$	C Graders $40 \leq M < 50$	D Graders $M < 40$
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

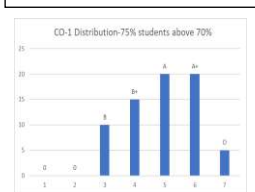
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PS O1	PS O2	PS O3
CO1	1	2	3	2	1	3	2	1	2	1	3
CO2	3	1	2	1	2	2	1	3	1	3	2
CO3	2	3	1	3	1	1	3	2	3	2	1
CO4	1	2	3	2	1	3	2	1	2	1	3
CO5	3	1	2	1	2	2	1	3	1	3	2
CO6	2	3	1	3	1	1	3	2	3	2	1

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC472
Course Title	Financial Markets and services
Program Code	BA
Program Title	BBA- General Management
Department	School Of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School Of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
4	4	0	0	4

Total Term/ Semester hours: 60

2. Course Details

2.1 Course Aims and Summary

- To Study the role and functions of financial institutions including banks, investment banks, stock exchanges, and insurance companies.
- To Learn techniques for analyzing investment opportunities, including fundamental analysis, technical analysis, and market efficiency.
- To Explore different investment vehicles such as stocks, bonds, mutual funds, ETFs, and alternative investments, along with their risk-return characteristics.
- To Explore contemporary issues and challenges facing financial markets and services, such as fintech innovation, globalization, and ethical considerations.

2.2 Course Objectives

The objectives of the Course are:

- To Understand Financial Markets
- To study Risk Management and Financial Planning
- To Study about Financial Institutions and Services
- To Analyse Investment Instruments
- To study Market Trends and Globalization
- To learn Regulatory Environment and Compliance

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Understand Financial Markets
CO2	Apply Risk Management and Financial Planning in making decisions
CO3	Have knowledge about Financial Institutions and Services
CO4	Analyse Investment Instruments
CO5	apply Expertise in market Trends and Globalization
CO6	Evaluate the aware regulatory Environment and Compliance

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem sol	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	1	2	1	2	2	3	2	3	2	2	2
CO2	2	2	2	2	1	1	2	2	2	2	2
CO3	1	2	1	2	2	2	2	3	2	2	2
CO4	2	2	2	1	1	2	3	2	2	2	2
CO5	2	2	2	2	2	1	2	2	2	2	2
CO6	2	1	2	2	2	2	2	2	2	2	2

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Financial Markets and services

(45 hours)

Introduction to Financial Markets

Overview of Financial Markets: Definition and functions, Importance in the economy,

Types of Financial Markets: Money market, capital market, derivatives market,

Primary and secondary markets, Market Participants; Banks, financial institutions, brokers, investors, Role of regulators, Market Instruments: Overview of stocks, bonds, and derivatives

Securities and Investment

Equities: Basics of Stocks, Stock exchanges and trading mechanisms, Initial Public Offerings (IPOs) and secondary market trading, Fixed Income Securities Bonds and debentures; Bond valuation and pricing, Yield and interest rate risk, Investment Funds; Mutual Fund, Exchange-Traded Funds (ETFs)

Derivatives and Risk Management

Introduction to Derivatives, Futures and forwards, Options, Hedging, Using derivatives for risk management, Case studies on effective hedging, Practical Trading Exercise, Simulated trading session to apply derivatives concepts

Financial Services and Regulatory Environment

Commercial Banking: Banking operations, Services offered, Investment Banking: Role and functions

Mergers and acquisitions, Regulatory Landscape, Overview of regulatory Compliance and legal aspects, Emerging Trends in Financial Markets: Fintech and its impact, Blockchain and cryptocurrencies

2.6 Course Resources

TEXT BOOKS

9. "Financial Markets and Institutions" by Frederic S. Mishkin and Stanley Eakins
10. "Investments" by Zvi Bodie, Alex Kane, and Alan J. Marcus
11. "Options, Futures, and Other Derivatives" by John C. Hull

REFERENCE BOOKS

1. "A Random Walk Down Wall Street" by Burton G. Malkiel
 2. "The Intelligent Investor" by Benjamin Graham
 3. "Nassim Nicholas Taleb's Incerto series" (Includes books like "Fooled by Randomness," "The Black Swan,"
- **Other Resources**
 - Videos
 - Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Financial Markets: Definition and Functions	Lecture-01	Video-01
2	Importance of Financial Markets in the Economy	Lecture-02	Video-02
3	Money Market: Overview and Functions	Lecture-03	Video-03
4	Capital Market: Overview and Functions	Lecture-04	Video-04
5	Derivatives Market: Overview and Functions	Lecture-05	Video-05
6	Primary Market: Introduction and Characteristics	Lecture-06	Video-06
7	Secondary Market: Introduction and Characteristics	Lecture-07	Video-07
8	Market Participants: Banks	Lecture-08	Video-08
9	Market Participants: Financial Institutions	Lecture-09	Video-09
10	Market Participants: Brokers	Lecture-10	Video-10
11	Market Participants: Investors	Lecture-11	Video-11
12	Role of Regulators in Financial Markets	Lecture-12	Video-12
13	Market Instruments Overview: Stocks	Lecture-13	Video-13
14	Market Instruments Overview: Bonds	Lecture-14	Video-14
15	Market Instruments Overview: Bonds	Lecture-15	Video-15
16	Market Instruments Overview: Derivatives	Lecture-16	Video-16
17	Market Instruments Overview: Derivatives	Lecture-17	Video-17
18	Practical Implications	Lecture-18	Video-18
19	Practical Implications	Lecture-19	Video-19
20	Practical Implications	Lecture-20	Video-20
Issue – Assignment 1 Quiz-01 and Test-01			
21	Market Instruments Overview: Derivatives	Lecture-21	Video-21
22	Basics of Equities: Stocks	Lecture-22	Video-22
23	Stock Exchanges: Mechanisms and Operations	Lecture-23	Video-23
24	Initial Public Offerings (IPOs): Process and	Lecture-24	Video-24

	Significance		
25	Secondary Market Trading: Processes and Participants	Lecture-25	Video-25
26	Fixed Income Securities: Bonds and Debentures Overview	Lecture-26	Video-26
27	Bond Valuation and Pricing: Techniques and Factors	Lecture-27	Video-27
28	Yield and Interest Rate Risk: Analysis and Management	Lecture-28	Video-28
29	Investment Funds Overview: Mutual Funds	Lecture-29	Video-29
30	Investment Funds Overview: Exchange-Traded Funds (ETFs)	Lecture-30	Video-30
31	Introduction to Derivatives: Types and Functions	Lecture-31	Video-31
32	Futures and Forwards: Explanation and Uses	Lecture-32	Video-32
33	Options: Overview and Applications	Lecture-33	Video-33
34	Options: Overview and Applications	Lecture-34	Video-34
35	Hedging with Derivatives: Strategies and Benefits	Lecture-35	Video-35
36	Hedging with Derivatives: Strategies and Benefits	Lecture-36	Video-36
37	Futures and Forwards: Explanation and Uses	Lecture-37	Video-37
38	Practical Implications	Lecture-38	Video-38
39	Practical Implications	Lecture-39	Video-39
40	Practical Implications	Lecture-40	Video-40
Submission of Assignment -1			
Issue – Assignment 2			
Quiz-02 and Test-02			
41	Using Derivatives for Risk Management: Techniques	Lecture-41	Video-41
42	Case Studies on Effective Hedging: Practical Examples	Lecture-42	Video-42
43	Introduction to Practical Trading Exercise	Lecture-43	Video-43
44	Simulated Trading Session Setup: Guidelines	Lecture-44	Video-44
45	Application of Derivatives Concepts in Trading: Simulation	Lecture-45	Video-45

46	Commercial Banking Operations Overview: Services and Functions	Lecture-46	Video-46
47	Services Offered by Commercial Banks: Explanation	Lecture-47	Video-47
48	Investment Banking: Role and Functions Overview	Lecture-48	Video-48
49	Mergers and Acquisitions: Processes and Implications	Lecture-49	Video-49
50	Regulatory Landscape Overview: Key Aspects	Lecture-50	Video-50
51	Impact of Fintech in Financial Markets: Implications	Lecture-51	Video-51
52	Blockchain Technology in Financial Markets: Applications	Lecture-52	Video-52
53	Overview of Cryptocurrencies in Financial Markets	Lecture-53	Video-53
54	Impact of Fintech in Financial Markets: Implications	Lecture-54	Video-54
55	Impact of Fintech in Financial Markets: Implications	Lecture-55	Video-55
56	Future Outlook for Financial Markets: Trends and Predictions	Lecture-56	Video-56
57	Practical Implications	Lecture-57	Video-57
58	Practical Implications	Lecture-58	Video-58
59	Practical Implications	Lecture-59	Video-59
60	Practical Implications	Lecture-60	Video-60
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
If marks scored is:

- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
- If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

**3.5 Attainment Calculations:
Recording Marks and Awarding Grades**

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)
Average Grade:

3.6 Setting Attainment Targets:

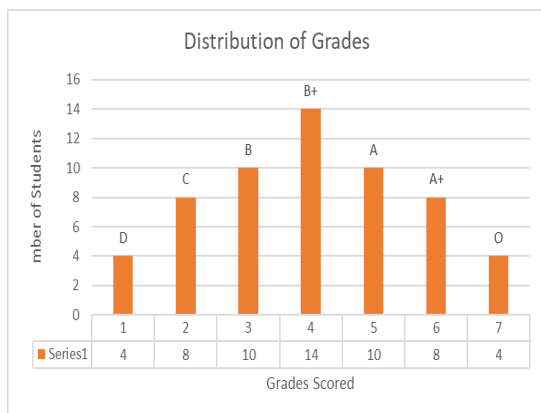
Attainment of Course Outcomes-COs		
Outcomes- Targeted	Targeted Level	Attainment Level
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2	1	

50% of students will score C grade and above - Attainment Level 3		
70% of students will score C grade and above - Attainment Level 1		
60% of students will score C grade and above - Attainment Level 2	1	
50% of students will score C grade and above - Attainment Level 3		

3.7 Performance Recording

Academic Year	Program: BBA-General management	Semester VII	Section	Course Code UM24BAC472		Course Title Financial Markets and services				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

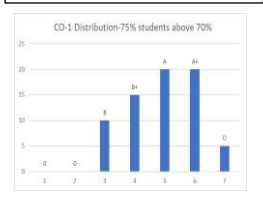
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PS O1	PS O2	PS O3
CO1	1	2	1	2	2	3	2	3	2	2	2
CO2	2	2	2	2	1	1	2	2	2	2	2
CO3	1	2	1	2	2	2	2	3	2	2	2
CO4	2	2	2	1	1	2	3	2	2	2	2
CO5	2	2	2	2	2	1	2	2	2	2	2
CO6	2	1	2	2	2	2	2	2	2	2	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC473
Course Title	Management Statistics
Program Code	BA
Program Title	BBA General management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
4	4	0	0	3

Total Term/ Semester hours: 60

2. Course Details

2.1 Course Aims and Summary

- To Equip students with the essential statistical tools and techniques required for effective decision-making in management.
- This course aims to provide a solid foundation in statistical concepts, enabling students to analyse.
- This course covers fundamental statistical methods applicable to various management scenarios, data collection, descriptive statistics, probability distributions, hypothesis testing, regression analysis, and decision analysis.
- To Students will gain practical skills in applying statistical techniques

2.2 Course Objectives

The objectives of the Course are:

- To Develop Statistical Literacy
- To learn Data Analysis Proficiency:
- To learn Inferential Statistical Techniques
- To learn Regression Analysis Mastery
- To learn Probability and Decision Analysis

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall and recognize key statistical concepts, measures, and terminology relevant to management statistics.
CO2	Comprehend the fundamental principles of statistical methods and their applications in managerial decision-making.
CO3	Apply statistical techniques to analyze and interpret data in the context of management scenarios.
CO4	Evaluate and interpret statistical results to draw meaningful conclusions for managerial decision-making
CO5	Assess the appropriateness of different statistical methods in solving complex management problems, considering their strengths and limitations.
CO6	Create and propose data-driven solutions to management challenges, integrating statistical insights into actionable recommendations.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	Critical Thinking & Problem sol	Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	Leadership and Decision making skills	PSO3 Entrepreneurial Acumen
CO1	2	3	3	3	3	2	3	2	2	2	2
CO2	1	2	2	3	2	2	2	2	2	1	2
CO3	2	2	1	3	2	2	2	2	2	2	2
CO4	2	3	2	1	2	2	2	2	1	2	2
CO5	2	3	3	2	1	2	3	3	3	2	3
CO6	2	2	2	2	2	1	3	2	1	2	1

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Management Statistics

(45 Hours)

Introduction to Statistics in Business

Overview of Statistics: Definition and scope of statistics in business, Importance of statistical analysis in decision-making, Descriptive Statistics: Measures of central tendency (mean, median, mode), Measures of dispersion (range, variance, standard deviation), Data Presentation and Visualization: Tabular presentation, Graphical representation (bar charts, histograms, pie charts), Probability Basics : Probability concepts and rules ,Probability distributions

Statistical Inference

Sampling Techniques: Simple random sampling, Stratified sampling, Systematic sampling, Estimation: Point estimation, Interval estimation, Hypothesis Testing: Null and alternative hypotheses, Type I and Type II errors, Significance level and p-values, Regression Analysis: Simple linear regression, Correlation coefficient

Decision Analysis and Forecasting

Decision Analysis: Decision trees, Expected monetary value, Time Series Analysis: Components of time series data, Forecasting techniques (moving averages, exponential smoothing), Quality Control: control charts, Process capability analysis

Applications in Business Analytics

Business Analytics Overview: Role of statistics in business analytics, Descriptive, predictive, and prescriptive analytics, Case Studies and Practical Applications, Application of statistical methods in business scenarios, Real-world examples and case studies, Statistical Software Applications: Introduction to statistical software (e.g., Excel, SPSS), Hands-on exercises and projects

2.6 Course Resources

TEXT BOOKS

- "Statistics for Business and Economics" by Paul Newbold, William L. Carlson, and Betty Thorne
- "Business Statistics: A First Course" by David M. Levine, Kathryn A. Szabat, and David F. Stephan
- "Statistics for Managers Using Microsoft Excel" by David M. Levine, David F. Stephan, and Kathryn A. Szabat
- "Decision Modeling with Microsoft Excel" by Jeffrey H. Dyer and Christian S. Albright

REFERENCE BOOKS

- "Statistical Methods for Forecasting" by Bovas Abraham and Johannes Ledolter
- "Introduction to Operations Research" by Frederick S. Hillier and Gerald J. Lieberman
- "Statistics for Business and Financial Economics" by Cheng-Few Lee, John C. Lee, and Alice C. Lee
- "The Art of Strategy: A Game Theorist's Guide to Success in Business and Life" by Avinash K. Dixit and Barry J. Nalebuff

- **Other Resources**

- Videos
- Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Statistics in Business	Lecture-01	Video-01
2	Definition and Scope of Statistics in Business	Lecture-02	Video-02
3	Importance of Statistical Analysis in Decision-Making	Lecture-03	Video-03
4	Descriptive Statistics Overview	Lecture-04	Video-04
5	Measures of Central Tendency: Mean, Median, Mode	Lecture-05	Video-05
6	Measures of Dispersion: Range, Variance, Standard Deviation	Lecture-06	Video-06
7	Data Presentation Methods	Lecture-07	Video-07
8	Tabular Presentation of Data	Lecture-08	Video-08
9	Graphical Representation: Bar Charts	Lecture-09	Video-09
10	Graphical Representation: Histograms	Lecture-10	Video-10
11	Graphical Representation: Pie Charts	Lecture-11	Video-11
12	Probability Basics Introduction	Lecture-12	Video-12
13	Probability Concepts and Rules	Lecture-13	Video-13
14	Probability Distributions Overview	Lecture-14	Video-14
15	Probability Distributions Overview	Lecture-15	Video-15
16	Sampling Techniques Introduction	Lecture-16	Video-16

17	Sampling Techniques Introduction	Lecture-17	Video-17
18	Practical Implications	Lecture-18	Video-18
19	Practical Implications	Lecture-19	Video-19
20	Practical Implications	Lecture-20	Video-20
Issue – Assignment 1			
Quiz-01 and Test-01			
21	Simple Random Sampling	Lecture-21	Video-21
22	Stratified Sampling	Lecture-22	Video-22
23	Systematic Sampling	Lecture-23	Video-23
24	Estimation Methods Overview	Lecture-24	Video-24
25	Point Estimation	Lecture-25	Video-25
26	Interval Estimation	Lecture-26	Video-26
27	Hypothesis Testing Introduction	Lecture-27	Video-27
28	Null and Alternative Hypotheses	Lecture-28	Video-28
29	Type I and Type II Errors	Lecture-29	Video-29
30	Significance Level and p-Values	Lecture-30	Video-30
31	Regression Analysis Overview	Lecture-31	Video-31
32	Simple Linear Regression	Lecture-32	Video-32
33	Correlation Coefficient Interpretation	Lecture-33	Video-33
34	Decision Analysis Overview	Lecture-34	Video-34
35	Decision Analysis Overview	Lecture-35	Video-35
36	Decision Trees Introduction	Lecture-36	Video-36
37	Decision Trees Introduction	Lecture-37	Video-37
38	Practical Implications	Lecture-38	Video-38
39	Practical Implications	Lecture-39	Video-39
40	Practical Implications	Lecture-40	Video-40
Submission of Assignment -1			
Issue – Assignment 2			
Quiz-02 and Test-02			
41	Expected Monetary Value Calculation	Lecture-41	Video-41
42	Time Series Analysis Overview	Lecture-42	Video-42
43	Components of Time Series Data	Lecture-43	Video-43
44	Forecasting Techniques Introduction	Lecture-44	Video-44
45	Moving Averages Method	Lecture-45	Video-45
46	Exponential Smoothing Method	Lecture-46	Video-46

47	Quality Control Overview	Lecture-47	Video-47
48	Control Charts Introduction	Lecture-48	Video-48
49	Process Capability Analysis	Lecture-49	Video-49
50	Business Analytics Overview	Lecture-50	Video-50
51	Role of Statistics in Business Analytics	Lecture-51	Video-51
52	Descriptive Analytics	Lecture-52	Video-52
53	Predictive Analytics	Lecture-53	Video-53
54	Prescriptive Analytics	Lecture-54	Video-54
55	Predictive Analytics	Lecture-55	Video-55
56	Prescriptive Analytics	Lecture-56	Video-56
57	Practical Implications	Lecture-57	Video-57
58	Practical Implications	Lecture-58	Video-58
59	Practical Implications	Lecture-59	Video-59
60	Case Studies and Practical Applications Introduction	Lecture-60	Video-60
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
- If marks scored is:
- 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
 - If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

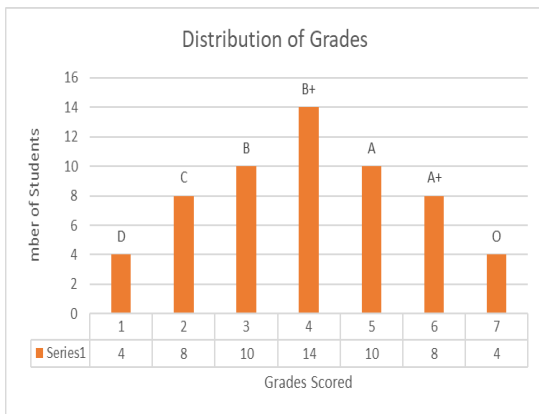
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Targeted Level	Attainment Level
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	

3.7 Performance Recording

Academic Year	Program: BBA-General Management	Semester VII	Section	Course Code UM24BAC473		Course Title Management Statistics				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders >= 91	A+ Graders 81 <= M <= 90	A Grader 71 <= M <= 80	B+ Graders 61 <= M <= 70	B Graders 51 <= M <= 60	C Graders 40 <= M <= 50	D Graders M < 40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

CO-2

CO-3

CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PSO 1	PSO 2	PSO 3
CO1	2	3	3	3	3	2	3	2	2	2	2

CO2	1	2	2	3	2	2	2	2	2	1	2
CO3	2	2	1	3	2	2	2	2	2	2	2
CO4	2	3	2	1	2	2	2	2	1	2	2
CO5	2	3	3	2	1	2	3	3	3	2	3
CO6	2	3	3	3	3	2	3	2	2	2	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and

integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC481
Course Title	Strategic Financial Management
Program Code	BA
Program Title	BBA- General Management
Department	School of Mangement
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Mangement
Faculty Member	
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
4	4	0	0	4

Total Term/ Semester hours: 50

2. Course Details

2.1 Course Aims and Summary

- To Understand financial forecasting techniques and their role in strategic planning and decision-making.
- To Study the principles of capital structure and the cost of capital, including the trade-off between debt and equity financing.
- To Explore capital budgeting methods for evaluating investment opportunities and making strategic investment decisions.
- To Understand the importance of risk management in strategic financial management, including identifying, assessing, and mitigating financial risks.

2.2 Course Objectives

The objectives of the Course are:

- To Define and explain the primary functions and goals of financial management within an organization.
- To Recognize the importance of aligning financial strategies with overall business objectives.
- To Interpret and analyze financial statements to assess the financial health and performance of an organization.
- To Identify key financial ratios and metrics for decision-making.
- To Understand the time value of money principles and their implications for financial decision-making.
- To Apply discounted cash flow (DCF) techniques in evaluating investment opportunities.

2.3 Course Outcomes

After undergoing this course students will be able to:

CO1	Recall and understand basic financial concepts, principles, and terminology.
CO2	Demonstrate an understanding of financial statements, their components, and the analysis techniques used to interpret them.
CO3	Apply financial management concepts to create and analyze financial models for decision-making and forecasting.
CO4	Analyze financial risks and evaluate strategies to manage and mitigate them effectively.
CO5	Evaluate and compare investment opportunities, considering factors like risk, return, and strategic alignment.
CO6	Apply financial management principles to develop strategic financial plans and make informed decisions that align with organizational goals.

2.4 Outcome Map:

COs	PO 01 Business Knowledge	PO 02 Critical Thinking & Problem Solving	PO 03 Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	PSO2 Leadership and Decisionmaking skills	PSO3 Entrepreneurial Acumen
CO1	2	3	3	3	3	2	3	2	2	2	2
CO2	1	2	2	3	2	2	2	2	2	1	2
CO3	2	2	1	3	2	2	2	2	2	2	2
CO4	2	3	2	1	2	2	2	2	1	2	2
CO5	2	3	3	2	1	2	3	3	3	2	3
CO6	2	2	2	2	2	1	3	2	1	2	1

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Strategic Financial Management (45 hours)

Introduction to Strategic Financial Management

Overview of Financial Management-Definition and scope-Role in organizational success, Financial Statements Analysis-Understanding balance sheets, income statements, and cash flow statements-Ratio analysis for financial health assessment, Time Value of Money (TVM)-Future value and present value concepts-Time value of money calculations, Cost of Capital-Weighted Average Cost of Capital (WACC)-Determining the cost of equity and debt

Capital Budgeting and Investment Decisions

Capital Budgeting Techniques-Payback period, Net Present Value (NPV), Internal Rate of Return (IRR)-Profitability Index, Risk and Uncertainty in Capital Budgeting-Sensitivity analysis-Decision trees and scenario analysis, Real Options in Capital Budgeting-Understanding and incorporating real options in decision-making, Project Financing and Public-Private Partnerships (PPPs)-Financing options for large projects-Role of public-private partnerships

Financing and Capital Structure

Optimal Capital Structure-Modigliani-Miller propositions-Balancing debt and equity, Debt Financing Strategies-Types of debt instruments-Debt covenants and their impact, Equity Financing-Issuing common and preferred stock-Dilution effects, Dividend Policy-Factors influencing dividend decisions-Dividend theories and models

Risk Management and Corporate Governance

Financial Risk Management-Types of financial risks-Derivatives and hedging strategies-Principles of good governance-Board structure and functions, Ethical Considerations in Financial Management-Ethical decision-making-Social responsibility of financial managers,

2.6 Course Resources

- "Financial Management: Principles and Applications" by Sheridan Titman and Arthur J. Keown:
- "Investments" by Zvi Bodie, Alex Kane, and Alan J. Marcus:
- "Corporate Finance: A Practical Approach" by Michelle R. Clayman, Martin S. Fridson, and George H. Troughton:
- "Financial Markets and Corporate Strategy" by David Hillier, Mark Grinblatt, and Sheridan Titman:
- "Principles of Corporate Finance" by Richard A. Brealey, Stewart C. Myers, and Franklin Allen:

Other Resources

- Videos
- Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Overview of Financial Management: Definition	Lecture-01	Video-01
2	Overview of Financial Management: Scope	Lecture-02	Video-02
3	Role of Financial Management in Organizational Success	Lecture-03	Video-03
4	Understanding Balance Sheets	Lecture-04	Video-04

5	Understanding Income Statements	Lecture-05	Video-05
6	Understanding Cash Flow Statements	Lecture-06	Video-06
7	Ratio Analysis for Financial Health Assessment: Introduction	Lecture-07	Video-07
8	Ratio Analysis: Liquidity Ratios	Lecture-08	Video-08
9	Ratio Analysis: Profitability Ratios	Lecture-09	Video-09
10	Ratio Analysis: Solvency Ratios	Lecture-10	Video-10
11	Time Value of Money (TVM) Concepts: Introduction	Lecture-11	Video-11
12	TVM Calculations: Future Value and Present Value	Lecture-12	Video-12
13	Payback Period Method: Calculation and Application	Lecture-13	Video-13
14	Net Present Value (NPV) Method: Calculation and Application	Lecture-14	Video-14
15	Internal Rate of Return (IRR) Method: Calculation and Application	Lecture-15	Video-15
16	Profitability Index: Definition and Use	Lecture-16	Video-16
17	Risk and Uncertainty in Capital Budgeting: Overview	Lecture-17	Video-17
18	Sensitivity Analysis in Capital Budgeting	Lecture-18	Video-18
19	Decision Trees in Capital Budgeting	Lecture-19	Video-19
20	Scenario Analysis in Capital Budgeting	Lecture-20	Video-20
Issue – Assignment 1			
Quiz-01 and Test-01			
21	Real Options in Capital Budgeting: Introduction	Lecture-21	Video-21
22	Real Options: Incorporating in Decision Making	Lecture-22	Video-22
23	Project Financing: Overview and Importance	Lecture-23	Video-23
24	Financing Options for Large Projects	Lecture-24	Video-24
25	Role of Public-Private Partnerships (PPPs)	Lecture-25	Video-25
26	Financing and Capital Structure	Lecture-26	Video-26
27	Optimal Capital Structure: Introduction	Lecture-27	Video-27
28	Modigliani-Miller Propositions: Overview	Lecture-28	Video-28
29	Balancing Debt and Equity: Strategies	Lecture-29	Video-29

30	Debt Financing Strategies: Introduction	Lecture-30	Video-30
31	Types of Debt Instruments	Lecture-31	Video-31
32	Impact of Debt Covenants	Lecture-32	Video-32
33	Equity Financing: Overview	Lecture-33	Video-33
34	Issuing Common Stock: Process and Considerations	Lecture-34	Video-34
35	Issuing Preferred Stock: Process and Considerations	Lecture-35	Video-35
36	Dilution Effects in Equity Financing	Lecture-36	Video-36
37	Dividend Policy: Introduction	Lecture-37	Video-37
38	Factors Influencing Dividend Decisions: Overview	Lecture-38	Video-38
39	Risk Management and Corporate Governance	Lecture-39	Video-39
40	Financial Risk Management: Introduction	Lecture-40	Video-40
Submission of Assignment -1 Issue – Assignment 2 Quiz-02 and Test-02			
41	Types of Financial Risks: Overview	Lecture-41	Video-41
42	Derivatives in Risk Management: Introduction	Lecture-42	Video-42
43	Hedging Strategies: Overview	Lecture-43	Video-43
44	Principles of Good Governance: Introduction	Lecture-44	Video-44
45	Board Structure in Corporate Governance: Overview	Lecture-45	Video-45
46	Functions of Boards in Corporate Governance	Lecture-46	Video-46
47	Ethical Considerations in Financial Management: Overview	Lecture-47	Video-47
48	Ethical Decision Making: Principles	Lecture-48	Video-48
49	Social Responsibility of Financial Managers: Introduction	Lecture-49	Video-49
50	Compliance with Ethical Standards	Lecture-50	Video-50
51	Importance of Transparency in Governance	Lecture-51	Video-51
52	Accountability in Corporate Governance	Lecture-52	Video-52
53	Advanced Financial Analysis	Lecture-53	Video-53
54	Advanced Ratio Analysis Techniques	Lecture-54	Video-54
55	DuPont Analysis: Understanding and Application	Lecture-55	Video-55

56	Economic Value Added (EVA): Overview	Lecture-56	Video-56
57	Financial Modeling: Introduction	Lecture-57	Video-57
58	Sensitivity Analysis in Financial Modeling	Lecture-58	Video-58
59	Scenario Analysis in Financial Modeling	Lecture-59	Video-59
60	Monte Carlo Simulation: Introduction	Lecture-60	Video-60
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				

Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
If marks scored is:
 - 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
 - If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

3.5 Attainment Calculations:

Recording Marks and Awarding Grades

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)

Average Grade:

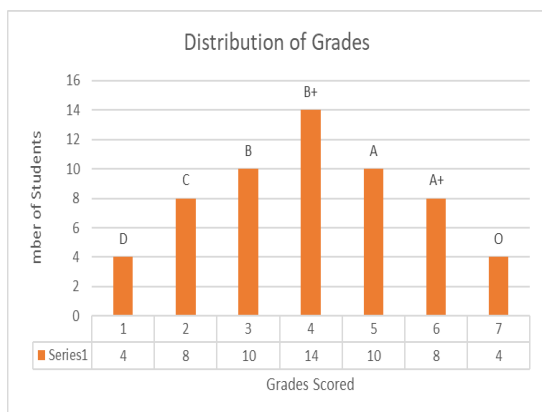
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Targeted Level	Attainment Level
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
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70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	

3.7 Performance Recording

Academic Year 2023-24	Program: B.B.A General Management	Semester VIII	Section	Course Code UM24BAC481		Course Title Strategic Financial management				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the components of Examination	Class Average Marks	O-Graders >=91	A+ Graders 81<=M<=90	A Grader 71<=M<=80	B+ Graders 61<=M<=70	B Graders 51<=M<=60	C Graders 40<=M<=50	D Graders M<40
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

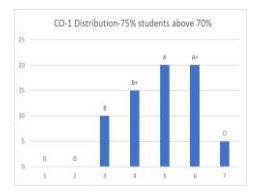
3.8 Performance Plotting



CO-1

CO-2

CO-3



CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PSO 1	PSO 2	PSO3
CO1	2	3	3	3	3	2	3	2	2	2	2
CO2	1	2	2	3	2	2	2	2	2	1	1
CO3	2	2	1	3	2	2	2	2	2	2	2
CO4	2	3	2	1	2	2	2	2	1	2	2
CO5	2	3	3	2	1	2	3	3	3	2	2
CO6	2	2	2	2	2	1	3	2	1	2	2

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 Academic Integrity Policy: Students are required to strictly follow academic honesty and

integrity. Copying and plagiarism in any form for any of the assessment components will result in zero marks.

Course Document

Course Code	UM24BAC482
Course Title	Operation Research
Program Code	BA
Program Title	BBA- General Management
Department	School of Management
Faculty Code	M
Faculty Title	Faculty of Commerce and Management (FCM)
Department offering the Course	School of Management
Faculty Member	Dr. K. Jagadeswari
Semester Duration	Weeks (1-16) -Teaching, Learning and Continuous Assessment Weeks (17-18) -SEE Weeks (19-20)- Announcement of Results

1. Course Size

Credits	L	T	P	Hours/Week
4	4	0	0	4

Total Term/ Semester hours: 60

2. Course Details

2.1 Course Aims and Summary

The aim of the Operations Research course is to equip students with a comprehensive understanding of quantitative decision-making techniques and optimization methods, enabling them to analyze complex problems, design efficient solutions, and make informed decisions in diverse operational and managerial contexts.

2.2 Course Objectives

- This course gives a range of mathematical and computational techniques used in Operations Research,
- Students can apply linear programming, network analysis, queuing theory, simulation, and decision analysis.
- Students will learn to apply these tools to real-world problems, enhance their problem-solving skills, and develop the ability to optimize processes and resources within organizations.

2.3 Course Outcomes

CO1	Recall fundamental concepts of Operations Research, including linear programming, optimization, and decision-making models.
CO2	Demonstrate an understanding of the theoretical foundations and principles underlying various Operations Research techniques and methods.
CO3	Apply quantitative models and optimization algorithms to analyze and solve real-world operational problems in diverse industry scenarios.
CO4	Critically evaluate the appropriateness of different Operations Research methodologies for specific problem domains, considering their strengths and limitations.
CO5	Assess the effectiveness and efficiency of Operations Research solutions, considering factors such as resource utilization, cost-effectiveness, and overall system performance.
CO6	Evaluate innovative solutions to complex operational challenges by synthesizing and integrating multiple Operations Research techniques, demonstrating creativity and originality in problem-solving.

After undergoing this course students will be able to:

2.4 Outcome Map:

COs	PO 01 Business Knowledge	Critical Thinking & Problem sol	Effective communication skills	PO 04 Teamwork & compliance	PO 05 Ethical decision Making	PO 06 Technological Proficiency	PO 07 Global Business Awareness	PO 08 Entrepreneurial Mindset	PSO1 Strategic Mgt Compliance	Leadership and Decisionmaking skills	PSO3 Entrepreneurial Acumen
CO1	2	3	3	3	3	2	3	2	2	2	2
CO2	1	2	2	3	2	2	2	2	2	1	2
CO3	2	2	1	3	2	2	2	2	2	2	2
CO4	2	3	2	1	2	2	2	2	1	2	2
CO5	2	3	3	2	1	2	3	3	3	2	3
CO6	2	2	2	2	2	1	3	2	1	2	1

Relevance: 1 high, 2 medium, 3 low

2.5 Course Content

Operations Research

(45 hours)

Introduction to Operations Research:

Definition and scope of operations Research, Historical development and applications, Mathematical Preliminaries: Basic mathematical concepts and tools used in Operations Research, Introduction to linear algebra and calculus, Types of Models in Operations Research, Overview of deterministic and stochastic models, Formulation of mathematical models. **Overview of Optimization:** Definition and types of optimization problems, Importance of optimization in decision-making.

Foundations of Operations Research Techniques

Linear Programming (LP), Introduction to LP and its applications, Formulation of LP problems. Graphical solution methods, Network Analysis: Introduction to network models, Critical Path Method (CPM) and Program Evaluation and Review Technique (PERT), Application of network analysis in project management.

Application of Quantitative Models

Integer Programming, Introduction to integer programming, Solving integer programming problems. Queuing Theory, Basics of queuing theory, Applications in service systems, Simulation: Introduction to simulation and its applications, Simulation methodology and modelling. Decision Analysis: Decision-making under uncertainty, Decision trees and expected value.

Critical Evaluation and Innovative Problem-Solving

Sensitivity Analysis: In optimization, assessing impact, Limitations and Assumptions: Identifying, understanding, and addressing .Optimization Techniques: Non-linear programming, multi-objective optimization, metaheuristic algorithms.

Innovative Problem-Solving: Case studies, integrating various techniques, designing solutions.

2.6 Course Resources

TEXT BOOKS

- "Introduction to Operations Research" by Frederick S. Hillier and Gerald J. Lieberman.
- "Operations Research: An Introduction" by Taha, Hamdy A.
- "Operations Research: An Introduction" by T. E. Ragsdale.
- "Optimization Modeling with Spreadsheets" by Kenneth R. Baker.

REFERENCE BOOKS

- Operations Research: An Introduction" by Taha, Hamdy A.
- "Operations Research: An Introduction" by T. E. Ragsdale.
- **Other Resources**
 - Videos
 - Hand Book

3. Teaching and Assessment

3.1 Teaching

Lecture Number	Lecture Topic	Lecture Slides	Lecture Videos
1	Introduction to Operations Research	Lecture-01	Video-01
2	Definition and Scope of Operations Research	Lecture-02	Video-02
3	Historical Development of Operations Research	Lecture-03	Video-03
4	Applications of Operations Research	Lecture-04	Video-04
5	Basic Mathematical Concepts in Operations Research	Lecture-05	Video-05
6	Introduction to Linear Algebra	Lecture-06	Video-06
7	Introduction to Calculus	Lecture-07	Video-07
8	Types of Models in Operations Research	Lecture-08	Video-08
9	Overview of Deterministic Models	Lecture-09	Video-09
10	Overview of Stochastic Models	Lecture-10	Video-10
11	Formulation of Mathematical Models	Lecture-11	Video-11
12	Overview of Optimization	Lecture-12	Video-12
13	Definition of Optimization Problems	Lecture-13	Video-13
14	Types of Optimization Problems	Lecture-14	Video-14
15	Importance of Optimization in Decision-Making	Lecture-15	Video-15
16	Linear Programming (LP)	Lecture-16	Video-16
17	Introduction to Linear Programming	Lecture-17	Video-17
18	Applications of Linear Programming	Lecture-18	Video-18
19	Formulation of Linear Programming Problems	Lecture-19	Video-19
20	Graphical Solution Methods for LP	Lecture-20	Video-20
Issue – Assignment 1			

Quiz-01 and Test-01			
21	Network Analysis	Lecture-21	Video-21
22	Introduction to Network Models	Lecture-22	Video-22
23	Critical Path Method (CPM)	Lecture-23	Video-23
24	Program Evaluation and Review Technique (PERT)	Lecture-24	Video-24
25	Application of Network Analysis in Project Management	Lecture-25	Video-25
26	Integer Programming	Lecture-26	Video-26
27	Introduction to Integer Programming	Lecture-27	Video-27
28	Solving Integer Programming Problems	Lecture-28	Video-28
29	Queuing Theory	Lecture-29	Video-29
30	Basics of Queuing Theory	Lecture-30	Video-30
31	Applications of Queuing Theory in Service Systems	Lecture-31	Video-31
32	Simulation	Lecture-32	Video-32
33	Introduction to Simulation	Lecture-33	Video-33
34	Applications of Simulation	Lecture-34	Video-34
35	Simulation Methodology and Modeling	Lecture-35	Video-35
36	Decision Analysis	Lecture-36	Video-36
37	Decision-Making Under Uncertainty	Lecture-37	Video-37
38	Decision Trees	Lecture-38	Video-38
39	Expected Value in Decision Analysis	Lecture-39	Video-39
40	Sensitivity Analysis	Lecture-40	Video-40
Submission of Assignment -1			
Issue – Assignment 2			
Quiz-02 and Test-02			
41	Assessing Impact in Optimization	Lecture-41	Video-41
42	Limitations of Optimization Techniques	Lecture-42	Video-42
43	Addressing Assumptions in Optimization	Lecture-43	Video-43
44	Non-linear Programming	Lecture-44	Video-44
45	Introduction to Non-linear Programming	Lecture-45	Video-45
46	Multi-Objective Optimization	Lecture-46	Video-46
47	Metaheuristic Algorithms	Lecture-47	Video-47
48	Case Studies in Innovative Problem-Solving	Lecture-48	Video-48

49	Integrating Various Techniques in Problem-Solving	Lecture-49	Video-49
50	Designing Solutions in Operations Research	Lecture-50	Video-50
51	Real-Life Applications of Operations Research	Lecture-51	Video-51
52	Challenges in Operations Research Implementation	Lecture-52	Video-52
53	Ethical Considerations in Operations Research	Lecture-53	Video-53
54	Future Trends in Operations Research	Lecture-54	Video-54
55	Cross-Disciplinary Applications of Operations Research	Lecture-55	Video-55
56	Optimization in Supply Chain Management	Lecture-56	Video-56
57	Operations Research in Healthcare Systems	Lecture-57	Video-57
58	Operations Research in Finance	Lecture-58	Video-58
59	Operations Research in Transportation	Lecture-59	Video-59
60	Operations Research in Energy Systems	Lecture-60	Video-60
Quiz-03 and Test-03			
Submission of Assignment-2			
Obtain Student Feedback			
Examination Preparation Break			
Term/Semester End Examination			

3.2 Assessment weight Distribution

	Quiz	Test	Assignment	SEE	Total Marks
Weights/ Course Outcomes	15	25	20	40	100
CO1	3	5	4	6	18
CO2	3	5	4	6	18
CO3	3	5	2	10	20
CO4	2	3	6	6	15
CO5	2	3	2	6	15
CO6	2	4	2	6	14

3.3 Schedule of Assessment

Assessment Type	Dates	Marks	COs	Quiz	Test	Assignment/PBL/PrBL	SEE
Weight				15	25	20	40
Duration				30 min	60 min	6 weeks	3 hours
Quiz-1	5 th week	6	CO1/ CO2				
Quiz-2	10 th week	5	CO3/ CO4				
Quiz-3	15 th week	4	CO5/ CO6				
Test-1	5 th week	10	CO1/ CO2				
Test-2	10 th week	8	CO3/ CO4				
Test-3	15 th week	7	CO5/ CO6				
Assignment-1	7 th week	09	CO 1-3				
Assignment-2	14 th week	11	CO 4-6				
SEE	18 th Week	40	All				

3.4 Grading Criterion

- Based on total marks scored grade is Awarded.
If marks scored is:
 - 91 and above O (outstanding); 81-90 : A+ (Excellent); 71-80: A (Very Good); 61-70: B+ (Good); 51-60 : B (Above Average); 40 -50: C (Average); below 40: D (Not satisfactory)
 - If one scores D grade, the candidate is required to re-register for the course if he/she wants to earn the credit at his/her own convenience

**3.5 Attainment Calculations:
Recording Marks and Awarding Grades**

S. No.	USN	Student Name	Quiz (15%)	Test (25%)	Assignment 20%	SEE 40%	Marks Scored	Grade obtained
1								
2								
3								
N								
Total							XXXXX	

Class Average Marks: Total marks of All Students (XXXX)/ Number of students (N)
Average Grade:

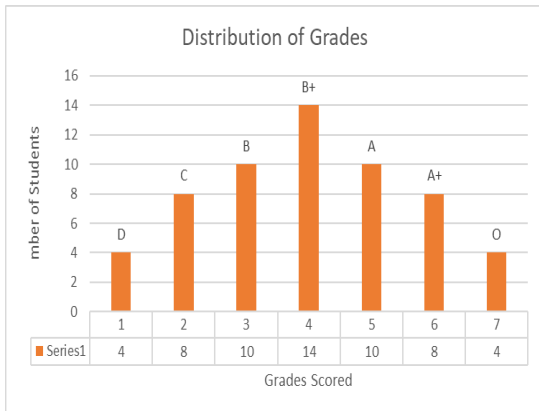
3.6 Setting Attainment Targets:

Attainment of Course Outcomes-COs		
Outcomes- Targeted	Targeted Level	Attainment Level
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	
70% of students will score C grade and above - Attainment Level 1 60% of students will score C grade and above - Attainment Level 2 50% of students will score C grade and above - Attainment Level 3	1	

3.7 Performance Recording

Academic Year	Program: B.B.A General Management	Semester VIII	Section	Course Code UM24BAC482		Course Title Operation Research				
						Course Tutor/s: Tutor's ID/Department:				
Total Number of students in the Class	Number of Students appeared for all the components of Assessment	Number of Students - Passed all the component of Examination	Class Average Marks	O-Graders ≥ 91	A+ Graders $81 \leq M \leq 90$	A Grader $71 \leq M \leq 80$	B+ Graders $61 \leq M \leq 70$	B Graders $51 \leq M \leq 60$	C Graders $40 \leq M \leq 50$	D Graders $M < 40$
60										
CO1- Performance										
CO2- Performance										
CO3- Performance										
CO4- Performance										
CO5- Performance										
CO6- Performance										

3.8 Performance Plotting



CO-1

CO-2

CO-3

CO-4

CO-5

CO-6

3.9 Mapping of Course Outcomes with Program Outcomes

COs	PO 01	PO 02	PO 03	PO 04	PO 05	PO 06	PO 07	PO 08	PS O1	PS O2	PS O3
CO1	2	3	3	3	3	2	3	2	2	2	2
CO2	1	2	2	3	2	2	2	2	2	1	2
CO3	2	2	1	3	2	2	2	2	2	2	2

CO4	2	3	2	1	2	2	2	2	1	2	2
CO5	2	3	3	2	1	2	3	3	3	2	3
CO6	2	2	2	2	2	1	3	2	1	2	1

4.0 Other Details

4.1 Assignment Details or Problem Based Learning

Assignments will be given at the beginning of each block period and students can continuously work on assignment and submit at the end of the block period as per the format provided.

4.2 **Academic Integrity Policy: Students are required to strictly follow academic honesty and integrity.** Copying and plagiarism in any form for any of the assessment components will result in zero marks.