

SRI KRISHNA ARTS AND SCIENCE COLLEGE

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

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

BBA

for 2022-23 admitted students

DEPARTMENT OF MANAGEMENT SCIENCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE – 641008**DEPARTMENT OF MANAGEMENT SCIENCE**
(2022-2023)**I. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

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

II. PROGRAMME LEARNING OUTCOMES (PLOs)

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

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

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

IV. ADDITIONAL PROGRAMME OUTCOMES (APOs)

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

V. PROGRAMME SPECIFIC OUTCOMES (PSO's)

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

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

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

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

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

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

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

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

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

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

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

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

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

Industrial Exposure Training (IET):

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

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

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

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

Report: 30 Marks

Viva-voce: 20 Marks

Major Project:

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

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

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

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

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

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

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

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

Group 5. Audit Non-Credit Courses (ANCC)

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

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

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

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

Group 6.

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

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

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

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

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

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

VIII. Semester-wise Scheme

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

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

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

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

Semester-wise Distribution of Marks and Credits:

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

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

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

List of Courses Offered by Commerce Department

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

List of Courses Offered by CA Department

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

List of Courses Offered by Management Department

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

OFFERED TO

List of Courses Offered to Commerce Department

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

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

List of Courses Offered to Computer Science Stream Department

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

List of Courses Offered to CDF Department

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

List of Courses Offered to CSHM Department

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

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LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

BBA CA

for 2022-23 admitted students

DEPARTMENT OF MANAGEMENT SCIENCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE – 641008

DEPARTMENT OF MANAGEMENT SCIENCE
(2022-2023)

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

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

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

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

IX. ADDITIONAL PROGRAMME OUTCOMES (APOs)

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

X. PROGRAMME SPECIFIC OUTCOMES (PSO's)

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

VII. Curriculum Structure for BBA(CA)

Course Components, Credits & Marks Distribution

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

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

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

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

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

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

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

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

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

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

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

Industrial Exposure Training (IET):

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

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

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

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

Report: 30 Marks

Viva-voce: 20 Marks

Major Project:

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

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

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

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

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

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

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

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

Group 5. Audit Non-Credit Courses (ANCC)

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

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

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

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

Group 6.

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

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

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

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

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

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

VIII. Semester-wise Scheme

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

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

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

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

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

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

SRI KRISHNA ARTS AND SCIENCE COLLEGE

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

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

BSc ISM

for 2022-23 admitted students

DEPARTMENT OF MANAGEMENT SCIENCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE – 641008

DEPARTMENT OF MANAGEMENT SCIENCE
(2022-2023)

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

XII. PROGRAMME LEARNING OUTCOMES (PLOs)	
No.	The Graduates of BSc ISM Programme will be able to:
PLO1	Identify the programming and technical knowledge acquired in the current computational demands. (Cognitive)
PLO2	Analyze the complex problems and identify solutions through critical thinking skills. (Cognitive)
PLO3	Adapt to the latest tools and techniques used to develop domain based innovative solutions with the acquired technical and operational skills. (Psychomotor)
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PLO	Graduate Attributes											Blooms		
	Knowledge	Critical Thinking	Practical Skills	Team work	Communication skills	Digital skills	Numeracy	Leadership skills	Lifelong learning	Entrepreneurial skills	Ethics & Professionalism	Cognitive	Psychomotor	Affective
1	✓											✓		
2		✓										✓		
3			✓										✓	
4				✓										✓
5					✓									✓
6						✓								✓
7							✓					✓		
8								✓						✓
9									✓					✓
10										✓				✓
11											✓			✓

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

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APO 1	Graduates will have an ability to have Social Intelligence with Social Intelligent Quotient and Emotional Quotient (SIQ & EQ)
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PSO 1	Able to develop proficiency in various fields of management and administration
PSO 2	Enable practical skills in Finance, Marketing, Human Resource, Systems Management and General Management. Will have the ability to use the networking for the above functions. They can work as middle level managers, entrepreneurs, management consultants, financial support services like BPOs & KPOs as functional consultants.
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VII. Curriculum Structure for BSc ISM

Course Components, Credits & Marks Distribution

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

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

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

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

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

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

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

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

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

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

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

Industrial Exposure Training (IET):

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

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

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

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

Report:30 Marks

Viva-voce: 20 Marks

Major Project:

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

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

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

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

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

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

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

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

Group 5. Audit Non-Credit Courses (ANCC)

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

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

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

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

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

Group 6.

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

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

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

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

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

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

VIII. Semester-wise Scheme

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

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

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

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

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

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

OFFERED BY

List of Courses Offered by Mathematics Department

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

SRI KRISHNA ARTS AND SCIENCE COLLEGE

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

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

BBA Logistics

for 2022-23 admitted students

DEPARTMENT OF MANAGEMENT SCIENCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE – 641008

DEPARTMENT OF MANAGEMENT SCIENCE
(2022-2023)

XIV. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

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

XV. PROGRAMME LEARNING OUTCOMES (PLOs)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Apprenticeship Training:

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

Group 5. Audit Non-Credit Courses (ANCC)

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

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

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

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

Group 6.

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

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

10. SWAYAM-NPTEL

11. Coursera

12. Any courses certified by statutory bodies.

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

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

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

VIII. Semester-wise Scheme

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

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

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

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

22GEU93/ 22GEU94/ 22GEU95	GEC- 4: Introduction to Air Cargo Industry/ Last Mile Operations/ Commercial aspects of Transportation	T	3	4	50	50	100	2	EM	N
	Total			30			800	22		
	Semester V									
Course Code	Course Title	T/P/E	ESE Dur. Hrs	Ins. Hrs/ Week	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	G/L/ R/N
22BLU14	DSC-14: Apprenticeship – I	P	-	20	50	50	200	16	EM	R
22BLU21	DSE 06: Business Ethics and Corporate Governance	T	3	5	100	-	100	4	EM	G
22BLU22	DSE 07: MOOC Course MOOC – 1: Warehouse Automation / MOOC – 2 : Best Practices in Transportation/ MOOC – 3 : Inland waterways & Coastal shipping	T	3	4	50	50	100	3	EM	G
Total				30			400	23		
Semester VI										
Course Code	Course Title	T/P/E	ESE Dur. Hrs	Ins. Hrs/ Week	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	G/L/ R/N
22BLU15	DSC-15: Apprenticeship – II	P	-	22	50	50	200	17		
22BLU23	DSE 08: MOOC Course MOOC – 4: Courier, Express & Parcel Services MOOC – 5 : In plant Logistics MOOC – 6: Documentation for Exports and Imports	T	3	5	50	50	100	3		
22ANC10/ 22ANC11/ 22ANC12/ 22ANC13/ 22ANC14/ 22ANC15/ 22ANC16/ 22ANC16	ANCC3: Extension Activities National Service Scheme / National Cadet Corps/ Youth Red Cross/ Red Ribbon Club/ Rotaract Club/ Sports/ Association Activities/ Club Activities	-	3	-	-	-	Grade	-		
Total				30			300	20		
	Total						4000	140		

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

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

OFFERED BY

List of Courses Offered by Mathematics Department

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

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

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

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

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

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

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

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

13	Continuous Assessment	Percentage (%)	F2F (hours)	NF2F (hours)	SLT
	Written Test - CLO 1	5%	1	3	4
	Poster Presentation (Motivation Skills) - CLO 2	5%	1	3	4
	Case study (Organization culture) CLO 3	5%	-	6	6
	Role Play (Vision and Mission) CLO 3	5%	1	3	4
	CIA 1 – C2	7.5%	2	6	8
	CIA 2 - C2	7.5%	2	6	8
	CIA 3 - C2	10%	3	9	12
	Written Test – CLO 4	5%	1	3	4
14	Final/Summative- C2 Assessment/End Semester Exam	50%	3	9	12
Grand Total - TSLT (12+13+14)					172
15	Identify special requirements to deliver the course (Software, simulation room, computer lab etc.,)	NIL			
16	References	• Prasad L. M, <i>Organizational Behavior</i> ,(5 TH ed.) Sultan Chand & Sons. • Stephen P. Robins, <i>Organisational Behavior</i> ,(11 th ed.) PHI Learning Pearson Education,.			
17	Additional References	• Fred Luthans: <i>Organizational Behaviour</i> , Tata McGraw-Hill Publications, New Delhi. • Griffin, Ricky W: <i>Organisational Behaviour</i> , Houghton Mifflin Co., Boston. • Khanka.S.S.,(2010) <i>Organizational Behavior</i> , S.Chand & co • Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: <i>Organizational Behavior</i> , South Western College Publishing, Ohio.			
18	Recommended by BOS	Date: 30.06.2022			
19	Approved by Academic Council	Resolution No:		Date:	
20	100% Theory				

Course Coordinator: Prof. M. Rajesh

Board Chairman
(Seal, Signature and Date)

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

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

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

	CLO4		3								
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11	Transferable skills	1	Critical Thinking Skills
		2	Entrepreneurial Skill
		3	Communication Skill

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

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

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

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

16	References	<p>1. Philip Kotler., & Kevin Lane Keller (2016). <i>Marketing Management</i>(15th ed.). Pearson India Education Services Pvt. Ltd.</p> <p>2. Rajan Saxena (2017). <i>Marketing Management</i> (5th ed.). Tata McGraw Hill</p> <p>3. Philip T Kotler., & Gary Armstrong (2018). <i>Principles of Marketing</i> (17th ed.). Prentice Hall of India.</p> <p>4. Kotler, P., Armstrong, G. M., & Opresnik, M. O. (2021). <i>Principles of Marketing</i> (3rd ed.). Pearson Education.</p>
17	Additional References	<p>1. Swapna Pradhan (2016). <i>Retailing Management Text and Cases</i>(5 th ed.). Tata McGraw Hill Education Private Limited.</p> <p>2. Philip Kotler., & Kevin Lane Keller (2017). <i>Marketing Management</i>(15th ed.). Pearson Education.</p> <p>3. Dr. Gupta ,C.B.,& Dr. Rajan Nair. N (2018). <i>Marketing Management</i> (19th ed.). Sultan Chand and Sons.</p> <p>4. Sherlekar, S.A., & Krishnamoorthy, R (2019) <i>Marketing Management Concept and Cases</i>. Himalaya Publishing House.</p>
18	Recommended by BOS	Date: 30.06.2022
19	Approved by Academic Council	Resolution No: Date:
20	100% theory	

Course Coordinator : Dr. Mary Saranya

Board Chairman

(Seal, Signature and Date)

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

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

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

11	Transferable skills	1	Practical skills
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12	Course Content outline	CLO	Teaching-Learning Activities							SLT	
			Guided Learning (F2F)					E-Learning	Independent Learning (NF2F)		
			L	T	P	O	Total				
List of Challenging Experiments											
i)	Create a master database and apply basic formatting options into it.		-	-	3	-	3	-	2	5	
ii)	Organize the contents of the master database and utilize any of the fields in it to demonstrate the conditional formatting rule.		-	-	3	-	3	-	2	5	

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

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

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

Course Coordinator: B.Preethi

Board Chairman (Seal and Signature)

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

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

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

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

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

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

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

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

Mrs. R.T.Induji
Course Coordinator

Board Chairman
(Seal, Signature and Date)

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

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

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

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

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

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

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

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

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

Course Coordinator : Dr.M. Vidya

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

1	Name of the Course	Financial Management	
2	Course Code	22BMU08/22BAU08/22IMU08	
3	Course Type	Theory and Problem	Focus On – Employability
4	Synopsis/Rationale of the Module	This course has four credits dedicated to provide the students a basic understanding of theoretical concepts of financial management cost of capital and working capital.	
5	Semester and Year Offered	IV Sem; Year II	
6	Credit Value	4	
7	Pre-requisite (if any)	NA	
8	Assessment Strategy	50% External and 50% Internal	

9	Course Learning Outcomes (write the statement of the course learning outcomes) At the end of the course the students will be able to:				
	CLO	Statements	Level of Taxonomy	Teaching Method	Mode of Assessments
	CLO 1	Apply the Financial Management concepts and financial planning and financial forecasting in Business (C3)	C3- Apply -Cognitive Domain	Lecture/Tutorial/Case Study	Exam/Written Test CIA/ESE
	CLO 2	Discuss the source of finance (A2)	A2- Responding - Affective Domain	Case study Assignments/ Fishbowl Techniques/Flip Class room/Group Discussion	Case study Assignment/Simulation Exercise
	CLO 3	Explain the Investment Decision and Dividend Decision in the business. (A3)	A3 – Valuing - Affective Domain	Case study Assignments/ Fishbowl Techniques/Flip Class room/Group Discussion	Business Simulation/Assignment
	CLO 4	Illustrate the Tools and techniques of the tools and techniques that are used in inventory management and cash management (C4)	C4- Analyse - Cognitive Domain	Lecture/Tutorial/Case Study	Exam/Written Test CIA/ESE

[illegible]

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

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

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

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

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

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

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

Course Coordinator :Prof.P.Devika

Board Chairman
(Seal, Signature and Date)

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

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

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

11	Transferable skills	1	Critical Thinking skill
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Mrs. R.T.Induji
Course Coordinator

Board Chairman
(Seal, Signature and Date)

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

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

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

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

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

Course Coordinator: Prof. P. Devika

BOARD CHAIRMAN
(Seal, Signature and Date)

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

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

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

11	Transferable skills	1	Critical Thinking Skills
		2	Numeracy Skills

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

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

