BUSINESS ADMINISTRATION



Program Code: UBA

2021-2022 onwards



MANNAR THIRUMALAI NAICKER COLLEGE

(AUTONOMOUS) Re-accredited with "A" Grade by NAAC PASUMALAI, MADURAI – 625 004

Eligibility for Admission

Candidates seeking admission to the B.B.A Degree course must have passed the Higher Secondary Education, (should have studied Commerce and Accountancy in HSC) of the Government of Tamil Nadu or any other state or its equivalent qualification.Duration of the course

The duration of the course shall be three academic years comprising six semesters with two semesters in each academic year.

Subjects of Study

Part I : Tamil / Company Secretarial Practice and Modern Office Management Part II : English

Part III

:

- 1. Core Subjects
- 2. Allied Subjects
- 3. Electives

Part IV

- 1. Non Major Electives (II Year)
- 2. Skill Based Subjects
- 3. Environmental Studies Mandatory Subject
- 4. Value Education Mandatory Subject

Part V

Extension Activities

Pattern of the question paper for the Continuous Internal Assessment Note: Duration – 1 hour

(For Part I, Part II & Part III)

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The components for continuous internal assessment are: Part –A Four multiple choice questions (answer all) 4 x01 = 04 MarksPart –B Three short answers questions (answer all) 3 x02= 06 Marks Part –C Two questions ('either or 'type) 2 x 05=10 Marks Part -D Two questions out of three 1 x 10 =10 Marks _____ Total 30 Marks

The scheme of Examination for Part-I, II & III

 The components for continuous internal assessment are:

 (60 Marks of two continuous internal assessments will be converted to 15 marks)

 Two tests and their average
 --15 marks

 Seminar /Group discussion
 --5 marks

 Assignment
 --5 marks

 Total
 25 Marks

Pattern of the question paper for the Summative Examinations: **Note: Duration- 3 hours** Part –A 10 x01 = 10 Marks Ten multiple choice questions No Unit shall be omitted: not more than two questions from each unit.) Part –B Short answer questions (one question from each unit) 5 x02 = 10 Marks Part –C Five Paragraph questions ('either or 'type) 5 x 05 = 25 Marks (One question from each Unit) Part –D Three Essay questions out of five 3 x 10 =30 Marks (One question from each Unit) -----Total 75 Marks _____

Part-IV- Skill Based Papers / NME:

The Scheme of Examination for Skill Based Papers: (Except Practical Lab Subjects) Pattern of the questions paper for the continuous Internal Assessment

45 MCQs will be asked for each internal assessment tests (45 x 1=45 Marks) **and converted for 15 marks**

The components for continuous internal assessment are:

Two tests and their average	15 marks
Seminar /Group discussion	5 marks
Assignment	5 marks
Total	25 Marks

Summative Examination Pattern

Pattern of the Question Paper for Skill Based Papers (External)

75 Multiple choice questions will be asked from five units (75 x 1=75 Marks)

(15MCQ's from each unit)

Part-IV- Environmental Studies and Value Education

The Scheme of Examination (Environmental Studies and Value Education)

Two tests and their average	15 marks
Project Report	10 marks*
Total	25 marks

* The students as Individual or Group must visit a local area to document environmental assets – river / forest / grassland / hill / mountain – visit a local polluted site – urban / rural / industrial / agricultural – study of common plants, insects, birds – study of simple ecosystem – pond, river, hill slopes, etc.

Question Paper Pattern

(Internal Assessment)

Pattern of the Question Paper for Environmental Studies & Value Education only) (Internal)

45 MCQs will be asked for each internal assessment tests ($45 \times 1=45$ Marks) and converted for 15 marks

Two tests and their average Project		 15 marks 10 marks
	Total	25 Marks

Summative Examination Pattern

Pattern of the Question Paper for Environmental Studies & Value Education only) (External)

75 Multiple choice questions will be asked from five units (75 x 1=75 Marks) (**15MCQ's from each unit**)

Part V Extension Activities: (Maximum Marks: 100)

- 1. NCC
- 2. NSS
- 3. Physical Education
- 4. YRC
- 5. RRC
- 6. Health & Fitness Club
- 7. Eco Club
- 8. Human Rights Club

Pattern of the Question Paper for (Internal Examination & Summative Examination)

Internal Examinations- - 40 MarksSummative Examinations- - 60 Marks

100

Minimum Marks for a Pass

40% of the aggregate (Internal +Summative Examinations).No separate pass minimum for the Internal Examinations.27 marks out of 75 is the pass minimum for the Summative Examinations.

VISION

The Department Business Administration persistently strives to grow into a distinguishable position in Business Studies to create Business Graduates to become business leaders, entrepreneurs, socially responsible professionals who fit into the dynamic corporate world with a global outlook.

MISSION

Our Vision is accompanied by many-fold Mission statements:

- To provide competency-driven education, a core component of our growth and success.
- Leveraging our expertise and resources to provide experiential learning, immersion and other collaboration opportunities.
- Committing to continuous improvement through stakeholder engagement, outreach programs, extension programs, and live events and ensure that the learning attains its purposes.
- Fostering the growth of faculty and staff through professional development plans and programs.

The 12 Graduate Attributes*:

- 1. (KB) A knowledge base for engineering: Demonstrated competence in university level mathematics, natural sciences, engineering fundamentals, and specialized engineering knowledge appropriate to the program.
- 2. (PA) Problem analysis: An ability to use appropriate knowledge and skills to identify, formulate, analyze, and solve complex engineering problems in order to reach substantiated conclusions
- 3. (Inv.) Investigation: An ability to conduct investigations of complex problems by methods that include appropriate experiments, analysis and interpretation of data and synthesis of information in order to reach valid conclusions.
- 4. (Des.) Design: An ability to design solutions for complex, open-ended engineering problems and to design systems, components or processes that meet specified needs with appropriate attention to health and safety risks, applicable standards, and economic, environmental, cultural and societal considerations.

- 5. (Tools) Use of engineering tools: An ability to create, select, apply, adapt, and extend appropriate techniques, resources, and modern engineering tools to a range of engineering activities, from simple to complex, with an understanding of the associated limitations.
- 6. (Team) Individual and teamwork: An ability to work effectively as a member and leader in teams, preferably in a multi-disciplinary setting.
- 7. (Comm.) Communication skills: An ability to communicate complex engineering concepts within the profession and with society at large. Such ability includes reading, writing, speaking and listening, and the ability to comprehend and write effective reports and design documentation, and to give and effectively respond to clear instructions.
- 8. (Prof.) Professionalism: An understanding of the roles and responsibilities of the professional engineer in society, especially the primary role of protection of the public and the public interest.
- 9. (Impacts) Impact of engineering on society and the environment: An ability to analyze social and environmental aspects of engineering activities. Such ability includes an understanding of the interactions that engineering has with the economic, social, health, safety, legal, and cultural aspects of society, the uncertainties in the prediction of such interactions; and the concepts of sustainable design and development and environmental stewardship.
- 10. (Ethics) Ethics and equity: An ability to apply professional ethics, accountability, and equity.
- 11. (Econ.) Economics and project management: An ability to appropriately incorporate economics and business practices including project, risk, and change management into the practice of engineering and to understand their limitations.

12. (LL) Life-long learning: An ability to identify and to address their own educational needs in a changing world in ways sufficient to maintain their competence and to allow them to contribute to the advancement of knowledge

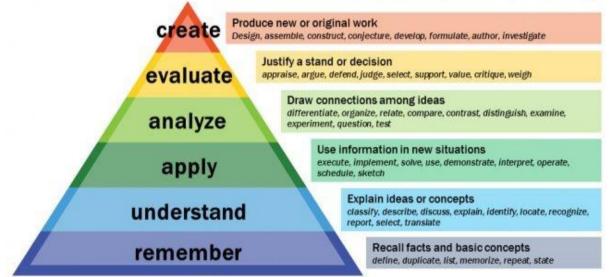
WA	Graduate Attributes	Caption as
1	A knowledge base for engineering	Business Environment and
1		Domain Knowledge.
2	Problem Analysis	Critical Thinking, Business
2		Analysis and Problem Solving.
7	Communication Skills	Effective Communication.
6	Individual and Teamwork	Individual and Teamwork.
8	Professionalism	Entrepreneurship and Innovation.
10	Ethics and Equity	Ethics.
12	Life-long Learning	Life-long Learning

PROGRAM	I EDUCATIONAL OBJECTIVES (PEOs)
PEO1:	Provide students with an aptitude to identify analyze and develop business opportunities as well as solve business problems
PEO2:	Become an executive who can provide solutions and develop sustainable products for the enterprise needs
PEO3:	Instill and hone the skills in written and oral communication competencies to enhance managerial effectiveness
PEO4:	Enhance students' appreciation of the values of social responsibility, legal and ethical principles and corporate governance as a global citizen
PEO5:	Equip students with the necessary attitude and ability to adapt to dynamic business environment and the rapid changes in it due to technological advancements
PEO6:	Students with an interest in startup, the program offers courses in making them able to initiate and build upon entrepreneurial ventures.

PO NO	PROGRAMME OUTCOMES (POs)	
At the end	l of the programme, the students will be able to	
PO – 1	Integrate the academic abilities and expertise gained from the study of humanities and arts and other similar fields, and gains requisite scope and breadth for a transdisciplinary context.	Knowledge Base
PO – 2	Demonstrate proficiency in the use of effective disciplinary techniques in research, critical study, artistic work and professional performance.	Problem Analysis & Investigation
PO – 3	Communicate observations, recommendations and suggestions effectively, concisely and accurately, both verbally and in writing, to various types of audiences.	Communication Skills & Design
PO - 4	Articulate and apply principles, concepts, ethics and ideals resulting from an integrated view of their fields of research and to show knowledge and resolution of existing social and environmental issues.	Individual and Team Work
PO - 5	Apply professional ethics, accountability and equity in all their endeavours.	Professionalism, Ethics and Equity
PO - 6	Use new tools, resources and technology to keep abreast with current developments in their discipline and practice life-long learning.	Lifelong learning

	PROGRAM SPECIFIC OUTCOME (PSOs)
PSO1:	Business environment and Domain Knowledge Students will be able to identify and analyse economic, socio – cultural, political and legal factors present in the national and global business environment which have an influence over the conduct of business with sustainable development and gain the knowledge of various domains relevant to business.
PSO2:	Critical Thinking, Business Analysis and Problem Solving Students will develop competencies in quantitative and qualitative analysis techniques along with the ability to think and analyze critically and apply the conclusions of rational decision making process to problem solving in functional areas of business.
PSO3:	Effective Communication Students will develop the ability to communicate effectively through oral as well as written modes using appropriate technology and logical reasoning to articulate ideas at a level which reflects competence.
PSO4:	Entrepreneurship, Team work and Innovation Students can demonstrate the fundamentals of creating and managing innovation, new business development and high-growth business entities. And also demonstrate the ability to work in groups as member or leader in diverse teams.
PSO5:	Ethics Students will develop the ability to lead and build teams demonstrating ethical standards in business decision making with responsiveness to contemporary social issues. And develop an ethical practice and imbibe values for better corporate governance.
PSO6:	Life-long learning Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological advancement, cultural and concept changes.

Bloom's Taxonomy



Vanderbilt University Center for Teaching

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI BUSINESS ADMINISTRATION., CURRICULUM

(For the student admitted during the academic year 2021-2022 onwards)

Sub Code	Title of the Paper	No. of Hour s	No. of Credits	Internal	External	Total
Part – I	Tamil / Alternative Course					
21UBAG11	செயலாளர் பணிமுறைகளும் , அலுவலக மேலாண்மையும்	5	3	25	75	100
Part – II	English					
21UBEG11	Communicative English-I	6	3	25	75	100
Part - III	Core Courses					
21UBAC11	Management Practices	5	4	25	75	100
21UBAC12	Financial Accounting	5	4	25	75	100
Part III	Allied Course					
21UBAA11	Business Economics	5	4	25	75	100
Part IV	Skill Based Course					
21UBAS11	Managerial Skills	2	2	25	75	100
Part IV	Mandatory Course					
21UEVG11	Environmental Studies	2	2	25	75	100
	Total	30	22	175	525	700

SEMESTER-I

SEMESTER II

Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
Part – I	Tamil / Alternative Course					
21UBAG21	நுகர்வோர்பாதுகாப்பு இயக்கங்கள்மற்றும்சட்டங்கள்	5	3	25	75	100
Part – II	English					
21UBEG21	Communicative English – II	6	3	25	75	100
Part - III	Core Courses					
21UBAC21	Business Environment and Corporate Social Responsibility	5	4	25	75	100
21UBAC22	Cost Accounting	5	4	25	75	100
Part III	Allied Course					
21UBAA21	Business Communication	5	4	25	75	100
Part IV	Skill Based Course					
21UBAS21	Employability Skills	2	2	25	75	100
Part IV	Mandatory Course					
21UVLG21	Value Education	2	2	25	75	100
	Total	30	22	175	525	700

SEMESTER III

Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
Part - III	Core Courses					
21UBAC31	Business Law	5	4	25	75	100
21UBAC32	Marketing Management	5	4	25	75	100
21UBAC33	Entrepreneurship	5	4	25	75	100
21UBAC34	Organisational Behaviour	5	4	25	75	100
Part III	Allied Course					
21UBAA31	Business Statistics	6	4	25	75	100
Part IV	Skill Based Course					
21UBAS31	Personality Development Skills	2	2	25	75	100
	Non Major Elective					
21UBAN31	Business Management	2	2	25	75	100
	Total	30	24	175	525	700

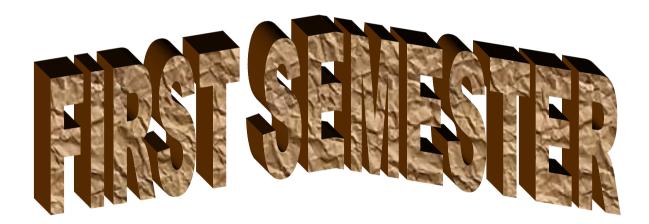
Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
Part – III	Core Courses					
21UBAC41	Basics of Intellectual Property Rights	5	4	25	75	100
21UBAC42	Human Resource Management	5	4	25	75	100
21UBAC43	Data Analysis using Excel	5	4	25	75	100
21UBAC44	Research Methodology	5	4	25	75	100
Part III	Allied Course					
21UBAA41	Operations Research	6	4	25	75	100
Part IV	Skill Based Course					
21UBAS41	Body Language Skills	2	2	25	75	100
	Non Major Elective					
21UBAN41	Entrepreneurial Development	2	2	25	75	100
21UEAG40- 21UEAG44	Part V Extension Activities	0	1	40	60	100
	Total	30	25	200	600	800
21UBAIP1*	Internship Report(Extra Credit)	0	1	40	60	100

	I					
Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
21UBAC51	Operations Management	6	4	25	75	100
21UBAC52	Financial Management	6	4	25	75	100
21UBAC53	Total Quality Management	6	4	25	75	100
Electives	Group A: Marketing*					
21UBAE51	Retail Management	5	5	25	75	100
21UBAE52	Logistics and Supply Chain Management	5	5	25	75	100
	Group B: Finance*					
21UBAE53	Security Analysis and Portfolio Management	5	5	25	75	100
21UBAE54	Micro Finance and Insurance	5	5	25	75	100
	Group C: HRM*					
21UBAE55	Human Resource Management- A Global Perspective	5	5	25	75	100
21UBAE56	Organisational change and Development	5	5	25	75	100
Part IV	Skill Based Course			25	75	100
21UBAS51	Group Discussion and Interview Skills	2	2	25	75	100
	Total	30	24	150	450	600

SEMESTER V

Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
21UBAC61	Management Accounting	6	4	25	75	100
21UBAC62	Case Analysis	6	4	25	75	100
21UBAPR1	Project Report	6	4	40	60	100
Electives	Group A: Marketing*					
21UBAE61	Services Marketing	5	5	25	75	100
21UBAE62	Advertising and Sales Management	5	5	25	75	100
	Group B: Finance*					
21UBAE63	Export and Import: Procedures and Documentation	5	5	25	75	100
21UBAE64	Forex Management	5	5	25	75	100
	Group C: HRM*					
21UBAE65	Industrial Relations	5	5	25	75	100
21UBAE66	Counseling Skills for Managers	5	5	25	75	100
Part IV	Skill Based Course					
21UBAS61	Numerical Aptitude and Reasoning Ability	2	2	25	75	100
	Total	30	24	150	450	600
	Grant Total	180	141	1025	3075	4100

SEMESTER VI





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMNISTRATION (For those who joined in 2021-2022 and after)

Category Tamil / Alternate Course 5 Nature of course: EMPLOYABILITY ✓ SKILL ORIENTED ENTREPRENEURSI Course Objectives: ✓	ாவர்க
Nature of course: EMPLOYABILITY ✓ SKILL ORIENTED ENTREPRENEURSE Course Objectives:	HIP எவர்க
Course Objectives:	ாவர்க
 ❖ அலுவலக நிர்வாகியையும் அலுவலக மேலாளரின் கடமைகளையும் மாண புரிந்துகொள்ளச்செய்தல். ❖ அலுவலக இயந்திரங்கள் மற்றும் அலுவலக இடம் ஆகியவற்றைத் தெரிவு ெ 	
புரிந்துகொள்ளச்செய்தல். ↓ ∻ அலுவலக இயந்திரங்கள் மற்றும் அலுவலக இடம் ஆகியவற்றைத் தெரிவு ெ	
🔅 அலுவலக இயந்திரங்கள் மற்றும் அலுவலக இடம் ஆகியவற்றைத் தெரிவு ெ	
	1
மற்றும் வாங்குதல் ஆகியவற்றைப் புரிந்துகொள்ளச் செய்தல்.	சயத
💠 🔶 அலுவலக ஆவணங்களைதாக்கல் செய்தல் மற்றும் அட்டவணைப்படுத்துதல்	குறித்
சரியான அறிவை வழங்குதல்.	
💠 நிறுவனத்தினை உருவாக்குதல் மற்றும் நிருவனச் செயலரின் நடைமுறைச	களை
பற்றியஅறிவைவளர்த்தல்.	
சுச் புசன்பான ஜசன நிறுவனகூட்டங்களின் வகைகள் மற்றும் கூட்டங்களை நடத்தும் முறை கு	கறிக்க
மாணவர்களுக்கு முழுமையாகக் கற்பித்தல்.	פפיתיני
Unit: I அலுவலக மேலாண்மை	10
wee-	பணிகள் சிசு பா
அலுவலக மேலாளர் இவற்றிக்குரிய அலுவலக மேலாளரின் சிறப்பியல் தகுதிகள். பண கடமைகளும்	னிகளு၊
பாit: II அலுவலக அமைவிடம். கட்டடம். மற்றும் அமைப்புத் திட்டம்	15
அலுவலகம் அமைந்துள்ள இடம் - அலுவலக இடத்தோவின் பொது ஆராய வேண்டிய கார	
அலுவலகக் கட்டிடம் - அலுவலக அமைப்புத் திட்டம் - இன்றியமையாமை - நோக்கங்	ங்கள்
். கோட்பாடுகள். அலுவலக மனையணியங்கள் — புதிய மனையணிய்களை வாங்கும் பொது க	
கொள்ள வேண்டிய காரணிகள் - வகைகள். அலுவலக இயந்திரகளும் கருவிகஞ	ரும்
பயன்படுத்துவதனால் கிடைக்கும் நன்மைகள் - கருவிகளை தேர்ந்தெடுப்பதற்கான அலகு.	
Unit: III பதிவியல் மேலாண்மை	15
கோப்பிடுதல் - பணிகள் - சிறந்தகோப்பிடுதல் முறையின் இயல்புகள் - மையக்கோப்	
முறையும் பன்முகக் கோப்பிடுதல் முறையும். கோப்பிடுதலைவகைப்படுத்துதல் - கட்டகராதிய முக்கியத்துவம் - நல்லகட்டகராதியின் இயல்புகள் - வகைகள்.	படல
முக்கியத்துவம் - நலலகட்டகராதியில் இயலபுகள் - வலக்கள். Unit: IV கம்பெனி	17
இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கன	കക്കാവ
இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கன தோற்றுவிப்பாளரின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தின் இல	
இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கன	வண்டிட
இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கண தோற்றுவிப்பாளரின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தின் இலக - உள்ளடக்கம். கம்பெனியின் செயல் முறைவிதிகள் - செயல் முறைவிதிகளில் கூறப்பட எே விபரங்கள் - திருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பொருள். இலக்கணம் - தகுத பணிகள் - பொறுப்புகள் - நியமனம் - நீக்கம்.	வண்டி திகள்
இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கண தோற்றுவிப்பாளரின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தின் இல - உள்ளடக்கம். கம்பெனியின் செயல் முறைவிதிகள் - செயல் முறைவிதிகளில் கூறப்பட எே விபரங்கள் - திருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பொருள். இலக்கணம் - தகுத பணிகள் - பொறுப்புகள் - நியமனம் - நீக்கம். Unit: V நிறுவனக் கூட்டங்கள்	வண்டிர திகள் 18
இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கண தோற்றுவிப்பாளரின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தின் இலக - உள்ளடக்கம். கம்பெனியின் செயல் முறைவிதிகள் - செயல் முறைவிதிகளில் கூறப்பட சே விபரங்கள் - திருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பொருள். இலக்கணம் - தகுத பணிகள் - பொறுப்புகள் - நியமனம் - நீக்கம். Unit: V நிறுவனக் கூட்டங்கள் பொருள் - வகைகள் - சட்டப்படி நடத்தப்பட வேண்டிய கூட்டம். கூட்டத்தின் நோக்கம் - கம்	வண்டிர திகள் 18 ம்பெனி
இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கண தோற்றுவிப்பாளரின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தின் இலக - உள்ளடக்கம். கம்பெனியின் செயல் முறைவிதிகள் - செயல் முறைவிதிகளில் கூறப்பட சே விபரங்கள் - திருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பொருள். இலக்கணம் - தகுத பணிகள் - பொறுப்புகள் - நியமனம் - நீக்கம். Unit: V நிறுவனக் கூட்டங்கள் பொருள் - வகைகள் - சட்டப்படி நடத்தப்பட வேண்டிய கூட்டம். கூட்டத்தின் நோக்கம் - கம் சட்டவிதிகள் - செயலாளர் ஆற்றவேண்டிய பணிகள். வருடாந்திரப் பொதுக்கூட்டம் - சட்டவித	வண்டி திகள் 18 ம்பெனி திகள்
இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கண தோற்றுவிப்பாளரின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தின் இலக - உள்ளடக்கம். கம்பெனியின் செயல் முறைவிதிகள் - செயல் முறைவிதிகளில் கூறப்பட எே விபரங்கள் - திருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பொருள். இலக்கணம் - தகுத பணிகள் - பொறுப்புகள் - நியமனம் - நீக்கம். Unit: V நிறுவனக் கூட்டங்கள் பொருள் - வகைகள் - சட்டப்படி நடத்தப்பட வேண்டிய கூட்டம். கூட்டத்தின் நோக்கம் - கம் சட்டவிதிகள் - செயலாளர் ஆற்றவேண்டிய பணிகள். வருடாந்திரப் பொதுக்கூட்டம் - சட்டவித செயலாளர் ஆற்றவேண்டிய பணிகள் - இயக்குநர் அவைக் கூட்டம் - பொருள் - சட்டவித	வண்டி திகள் 18 ம்பெனி திகள் திகள்
இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கண தோற்றுவிப்பாளரின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தின் இலக - உள்ளடக்கம். கம்பெனியின் செயல் முறைவிதிகள் - செயல் முறைவிதிகளில் கூறப்பட சே விபரங்கள் - திருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பொருள். இலக்கணம் - தகுத பணிகள் - பொறுப்புகள் - நியமனம் - நீக்கம். Unit: V நிறுவனக் கூட்டங்கள் பொருள் - வகைகள் - சட்டப்படி நடத்தப்பட வேண்டிய கூட்டம். கூட்டத்தின் நோக்கம் - கம் சட்டவிதிகள் - செயலாளர் ஆற்றவேண்டிய பணிகள். வருடாந்திரப் பொதுக்கூட்டம் - சட்டவித	வண்டி திகள் 18 ம்பெனி திகள் திகள்

Books	for Study:	
1.	அலுவலக மேலாண்மை Dr. ராதா. பிரசன்னாபப்ளிசர், சென்னை.	
2.	செயலாளர் பணிமுறை. Dr. ராதா. பிரசன்னாபப்ளிசர், சென்னை.	
	for References:	
	mpany Secretarial Practice – P.K. GHOSH, V. BALACHANDRAN, Sultan Cha w Delhi.	and & Sons,
Course	e Outcomes	K Level
	அலுவலக மேலாண்மை மற்றும் அலுவலக மேலாளரின் கொள்கைகள்	
CO1:	மற்றும் செயல்பாடுகளைப் பற்றிய முழுமையான அறிவைப் பெற்று	Up to K2
	விவாதிக்கும் திறன் பெறுவது	
	அலுவலகத் தளவாடங்கள் மற்றும் கட்டிடங்களைத் தேர்ந்தெடுப்பதில்	
CO2:	அலுவலக நிர்வாகத்தின் தீர்வுக்கு சிறந்த நடைமுறைகளைப்	Up to K3
	பயன்படுத்துவது.	
CO3:	கோப்பிலிடுதல், அட்டவணைப்படுத்துதல் மற்றும் சுட்டகராதியிடல்	Up to K4
003.	ஆகிய அலுவலக நடைமுறையின் முக்கியத்துவத்தை அறியச் செய்வது.	
CO4:	நிறுவனங்களை உருவாக்குவது தொடர்பான சட்டப்படியான	Up to K1
0.04:	நடைமுறைகலை விவரிக்கும் அளவிற்கு அறிவினை வழங்குவது	0 µ 10 KI
CO5:	நிறுவன கூட்டங்களை நடத்துவது குறித்த நிறுவனச் செயலரின்	Up to K4
005:	நடைமுறைகள் குறித்த முழுமையாகதெரிந்து கொள்ளச்செய்வது.	0 µ 10 K4

CO & PO Mapping:

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	3	1	1	3
CO 2	3	1	3	2	2	3
CO 3	3	1	3	2	2	3
CO 4	3	1	3	2	2	3
CO5	3	1	3	2	1	3

*3 –Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name- அலுவலக மேலாண்மை மற்றும் செயலாளர் பணிமுறை	Hrs	Pedagogy
I	அலுவலக மேலாண்மை இலக்கணம். அலுவலக மேலாண்மையின் கூறுகள். அலுவலக மேலாண்மையின் பணிகள். அலுவலக மேலாளர் அவற்றிக்குரிய அலுவலக மேலாளரின் சிறப்பியல் தகுதிகள். பணிகளும் கடமைகளும்	10	Chalk & Talk Assignments
П	அலுவலக அமைவிடம். கட்டடம். மற்றும் அமைப்புத் திட்டம் அலுவலகம் அமைந்துள்ள இடம் - அலுவலக இடத்தோவின் பொது ஆராய வேண்டிய காரணிகள். அலுவலகக் கட்டிடம் - அலுவலக அமைப்பைத் திட்டம் - இன்றியமையாமை - நோக்கங்கள் கோட்பாடுகள். அலுவலகமனையணிய்கள் - புதியமனையணிய்களை வாங்கும் பொதுகருத்தில் கொள்ள வேண்டிய காரணிகள் - வகைகள். அலுவலக இயந்திரகளும் கருவிகளும் - பயன்படுத்துவதனால் கிடைக்கும் நன்மைகள் - கருவிகளை தோந்தெடுப்பதற்கான அலகு.	15	Chalk & Talk Assignments
III	பதிவியல் மேலாண்மை கோப்பிடுதல் - பணிகள் - சிறந்தகோப்பிடுதல் முறையின் இயல்பைகள் - மையக்கோப்பிடுதல் முறையும் பன்முகக் கோப்பிடுதல் முறையும். கோப்பிடுதலைவகைப்படுத்துதல் - கட்டகராதியிடல் - முக்கியத்துவம் - நல்லகட்டகராதியின் இயல்புகள் - வகைகள்.	15	Chalk & Talk Assignments
IV	கம்பென் இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கணம் - தோற்றுவிப்பாளரின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தின் இலக்கணம் - உள்ளடக்கம். கம்பெனியின் செயல்முறைவிதிகள் - செயல்முறைவிதிகளில் கூறப்படவேண்டியவிபரங்கள் - திருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பொருள். இலக்கணம் - தகுதிகள் - பணிகள் - பொறுப்புகள் - நியமனம் - நீக்கம்.	17	Chalk & Talk Assignments
V	கம்பெனிக் கூட்டங்கள் பொருள் - வகைகள் - சட்டப்படி நடத்தப்பட வேண்டிய கூட்டம். கூட்டத்தின் நோக்கம் - கம்பெனிச் சட்டவிதிகள் - செயலாளர் ஆற்றவேண்ழயபணிகள். வருடாந்திரப் பொதுக்கூட்டம் - சட்டவிதிகள் - செயலாளர் ஆற்றவேண்ழயபணிகள் - இயக்குநர் அவைக் கூட்டம் - பொருள் - சட்டவிதிகள் - செயலாளர் பணிகள் கூட்டகளுக்கு அறிவிப்பு அனுப்புவது சம்பந்தமான சிலபொதுவிதிகள, தீர்மானம் - வகைகள் - வாக்கெடுப்பு நடைமுறைகள்.	18	Chalk & Talk Assignments

Course Designed by

Dr.P.Anbuoli, Assistant Professor & Dr.D.Niranjani, Assistant Professor

		Learning C Articulation	Formative l	Examinati	tion & Asses on - Blue Pr vith Course (int	,	
				ction A		ion B	Section C	Section D
Inte	Cos	K Level	MCO	Qs	Short A	nswers	Either or	Open
rnal			No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice
CI	CO1	Up to K2	2	K1	1	K1	2 (K1&K1)	1(K1)
AI	CO2	Up to K1	2	K1	2	K1	2(K1&K1)	1 (K1)
CI	CO3	Up to K4	2	K2	1	K2	2(K2&K2)	1(K2)
AII	CO5	Up to K3	2	K2	2	K2	2(K1&K1)	1 (K2)
		No. of Questions to be Asked	4		3		4	2
-	estion ttern	No. of Questions to be answered	4		3		2	1
CIA	I & II	Marks for each Question	1		2		5	10
		Total Marks for each Section	4		6		10	10

		Distr	ibution of Ma	arks with K	Level CIA I	& CIA I	I	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	10	20	34	68	100
	K2	2	4	10	-	16	32	100
CIA	K3	-	-	-	-	-	-	-
I	K4	-	-	-	-	-	-	-
-	Marks	4	6	20	20	50	100	100
	K1	2	4	10	-	16	32	100
	K2	2	2	10	20	34	68	100
CIA	K3		-	_	-	-	-	-
II	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO4 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	ummat	ive Exa	mina	ation – Bl		rint Artic Outcomes	culation Ma	pping – F	K Level wit	th C	ourse
		K -]	MCO		Short A	nswers	Section	С	Section D
S.No	COs	K - Leve		No. o Questic		K – Level	No. of Question	s K – Level	(Either or Choic		(Open Choice)
1	CO1	Up to	K2	2		K1&K1	1	K1	2(K1&K	(1)	1(K2)
2	CO2	Up to		2		K2&K2	1	K1	2(K2&K		1(K3)
3	CO3	Up to	K4	2		K1&K1	1	K2	2(K3&K	(3)	1(K4)
4	CO4	K1		2		K1&K1	1	K2	2(K1&K	(1)	1(K1)
5	CO5	Up to	K4	2		K1&K1	1	K2	2(K3&K	(3)	1(K4)
No. 0	f Quest Aske		be	10			5		10	, í	
No. 0	f Quest answe		be	10			5		5		3
Marks	for eac	h quest	ion	01			2		5	5	
Tota	Total Marks for each section		ch	10			10		25		30
	(Figur	es in pa	rentl	nesis denc	otes, o	questions	should be as	ked with t	he given K	leve	el)
				Dis	trib	ution of 1	Marks witł	n K Leve	1		
K Level	(Mu	ion A Itiple ioice	(ction B Short nswer	(Ei	ction C ther/ or	Section D (Open	Total Marks	% of (Marks without	Co	nsolidated %
	Ques	stions)	Qu	estions)	C	hoice)	Choice)		choice)		
K1	-	8		4		20	10	42	35		50
K2		2		6		10	10	28	23		58
K3		-		-		20	10	30	25		25
K4		-		-		-	20	20	17		17
Marks]	10		10		50	50	120	100		100
NB: H of K le	-	vel of p	erfo	rmance o	f the	students	is to be asso	essed by a	attempting	hig	her level

		-	ice Questions)
	-	uestions	(10x1=10 marks)
Q.No	CO CO1	K Level	Questions
2	C01	K1 K1	
3	CO1 CO2	K1 K2	
4	CO2	K2	
5	CO3	K1	
6	CO3	K1	
7	CO4	K1	
8	CO4	K1	
9	CO5	K1	
10	CO5	K1	
		ort Answe	
	~	uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
		ther/Or Ty	
Answe	r All Q	uestions	(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K1	
19) b	CO4	K1	
20) a	CO5	K3	
20) b	CO5	K3	
NB: Hi level of			ormance of the students is to be assessed by attempting higher
		en Choice	
		Three ques	
Q.No	CO	K Level	Questions (5x10=50 marks)
21	C01	K Level K2	Zucsuons
21	CO1 CO2	K2 K3	
22	CO2 CO3	K3 K4	
23	CO3	K4 K1	
24	C04 C05	KI K4	
23	COS	N4	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMNISTRATION (For those who joined in 2021-2022 and after)

Course Name MAN	ne MANAGEMENT PRACTICES						
Course Code 21UE	BAC11			L	Р	С	
Category Core				5	-	4	
Nature of course: EM	PLOYABILITY	✓ SKILL ORIENTED	ENTREPREN	EUR	SHIP	,	
Course Objectives:							
1. To learn the basic	functions and prac	ctices of management.					
• •	•	ning & decision making.					
•	• • • •	nd the related activities lil	ke Departmentation	Dele	gatio	n	
of Authority, Cent				1 D:			
_		nction to inculcate Perfor vision and to use the cont			_	5.	
CPM and Budgeta		vision and to use the cont	forming techniques i	IKC FI	211,		
Unit: I Introduct	•				15		
		ministration and managen	nent – nature – Adn	ninistr			
-		areas of management $-M$					
		school of thought – F.W.T					
Unit: II Planning	and Decision Ma	lking			15	i	
Planning – meaning ar	nd definition – fea	tures – importance – proc	ess of planning – Pl	annin	g		
Premises-Forecasting	– meaning – impo	rtance – methods -Types	of planning (in brief	E) – M	BO,		
MBE, MBWA-concep	ts and differentiat	ion. Decision Making – n	neaning - process.				
Unit: III Organizin	ıg				15	i	
Meaning and definition	n – objectives – s	teps in organizing – Orga	nization structure-L	ine,			
Functional, Line and S	taff, and Commit	tee. Departmentation – me	eaning – types – De	legati	on –		
_		ss – guidelines to make de	-				
		eaning – factors determini	ing the degree of de	centra	lizati	on	
- distinction between o		centralization.			1.5	,	
Unit: IV Staffing a	and Directing				15		
Meaning – process of	staffing function	- Recruitment - meaning	- sources - Selectio	on – n	neanii	ng	
_		praisal – objectives – type	s. Directing-Definit	ion,			
characteristics, Elemen	nts of Direction-P	rinciples of directing.					
Unit: V Control					15		
Control – meaning – r	process –control to	echniques-PERT, CPM an	d budgetary control	. Sup	ervisi	on-	
Definition-Characteris	tics. Span of man	agement – meaning- Facto	ors influencing span	_			
V.A.Graicuna's Formu	ıla			<u> </u>			
			Total Lecture Ho	urs	75 H	rs	

	Ramasamy, Principles of Management, Himalaya Publishing House, BhaleraoMarg, Girgaon, Mumbai – 400 004.	'Ramdoot
	for References:	
1.	Stoner and Freeman, Management, Prentice Hall of India, New Delhi.	
	Gilbert, Principles of Management , McGraw Hill, New Delhi.	
	P.C.Tripathi and P.N.Reddy, Principles of Management, McGraw Hill, New De	elhi.
	Heinz Weihrich and Harold Koonz, Management- A Global Entre	
	Perspective, McGraw Hill, New Delhi.	•
Web F	Resources:	
1.	https://ebooks.lpude.in/commerce/bcom/term	
2.	https://gurukpo.com/Content/MBA/Principles_and_Practices_of_Management.	
3.	https://www.dphu.org/uploads/attachements/books	
Cours	e Outcomes	K Level
After	studying this course, the students will be able to:	
	Describe the difference between Administration and management and to	
CO1:	demonstrate the functions and functional areas of management and to relate	Up to K
	the various management thoughts	
	Summarize planning, its features, and importance and to construct the	
CO2:	process of planning, types of plans and to apply Management By Objective,	Up to K.
0020	Management by Exception, Management by Wandering Around and Decision	L
	Making process.	
	Identify the concept of Organizing and classify the types of organizing and	
CO3:	departmentation and to explain Delegation, its obstacles and to differentiate	Up to K
	between Centralization & Decentralization	
	Discuss the functions and process of staffing, and to outline the recruitment	
CO4:	sources, selection procedure and to categorize Performance appraisal types	Up to K
	and to apply principles & techniques of Directing.	
	Analyze the concept and process of control and to use the tools of control like	
COT	PERT, CPM and Budgetory Control and to describe the concept of	Up to K
CO5:	supervision and to infer span of management, its factors and V.A.Graicuna's	υρισκ

CO & PO Mapping:

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	2	2	3	3
CO 2	3	1	2	3	3	3
CO 3	2	1	3	3	3	2
CO 4	2	1	3	3	3	3
CO5	2	2	2	3	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name- Management Practices	Hrs	Pedagogy
I	Introduction: Management – definition of business administration and management – nature – Administration Vs Management - Functions and Functional areas of management – Management-Art and Science and profession. Emergence of management school of thought – F.W.Taylor, Henry Fayol, Elton Mayo	15	Lecture Method, & Video sessions
п	Planning and Decision Making: Forecasting – meaning – importance – methods – Planning – meaning and definition – features – importance – process of planning – types of planning (in brief) – MBO, MBE, MBWA-concepts and differentiation. Decision Making – meaning - process.	15	Lecture Method,& Group activity
ш	Organizing: Meaning and definition – objectives – steps in organizing – Organization structure-Line, Functional, Line and Staff, and Committee. Departmentation – meaning – types – Delegation – meaning – obstacles in delegation process – guidelines to make delegation effective – Centralization and Decentralization – meaning – factors determining the degree of decentralization – distinction between delegation and decentralization.	20	Lecture method & Group Activity
IV	Staffing and Directing: Meaning – process of staffing function – Recruitment – meaning – sources – Selection – meaning – selection procedure – Performance appraisal – objectives – types. Directing- Definition, characteristics, Elements of Direction-Principles of directing.	15	Lecture method & Video sessions
v	Control: Control – meaning – process –control techniques-PERT, CPM and budgetary control. Supervision-Definition-Characteristics. Span of management – meaning- Factors influencing span – V.A.Graicuna's Formula.	10	Lecture method

Course Designed by

Dr.R.Meenakshi Devi, Assistant Professor & Dr.R.Sofia, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)										
-			Sectio		Section		- Section C	Section D			
Inte	Cos	K Level	MCO	Qs	Short Ans	swers	Either or	Open			
rnal			No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice			
CI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)			
AI	CO2	Up to k3	2	k1&k2	1	K2	2(k3&k3)	1(k3)			
CI	CO3	Up to k4	2	k1&k2	2	K3	2(k2&k2)	1(k2)			
AII	CO5	Up to k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)			
		No. of Questions to be asked	4		3		4	2			
-	estion tern	No. of Questions to be answered	4		3		2	1			
CIA	I & II	Marks for each question	1		2		5	10			
		Total Marks for each section	4		6		10	10			

		Distr	ibution of Ma	arks with K	Level CIA I	& CIA I	Ι	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	4	-		6	12	60
	K2	2	2	10	10	24	48	00
CIA	K3	-	-	10	10	20	40	40
I	K4	-	-	-		-	-	-
1	Marks	4	6	20	20	50	100	100
	K1	2	-	-		2	4	52
	K2	2	2	10	10	24	48	52
CIA	K3	-	4	10		14	28	28
II	K4	_	-	_	10	10	20	20
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO4 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)									
			MCQs		Short An	swers	Section C	Section D		
S.No COs		K - Level	No. of Questions	K – Level	No. of Question s	K – Level	(Either / or Choice)	(Open Choice)		
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k1&k1)	1(k1)		
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)		
3	CO3	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k3)		
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k2)		
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)		
No.	of Quest Aske	ions to be d	10		5		10	5		
No.	of Questi answei	ions to be red	10		5		5	3		
Mark	s for eac	h question	1		2		5	10		
Total Marks for each section			10		10		25	30		
	(Figure	es in parenthe	sis denotes, q	uestions sl	hould be aske	ed with th	ne given K le	vel)		

		D	istribution of	Marks with	K Level		
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	4	10	10	29	24.16	58.32
K2	5	6	20	10	41	34.16	36.32
K3	-	-	10	20	30	25	25
K4	-	-	10	10	20	16.68	16.68
Marks	10	10	50	50	120	100	100
NB: Hig of K lev	gher level of p els.	erformance o	f the students	s is to be asso	essed by a	attempting	higher level

		ltiple Cho uestions	vice Questions) (10x1=10 marks)
Q.No	$\frac{1}{CO}$	K Level	Questions
1	C01	K1	
2	C01	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (She	ort Answei	rs)
		uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section	C (Eit	her/Or Ty	rpe)
		uestions	(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	k1	
16) b	CO1	k1	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	k4	
18) b	CO3	k4	
19) a	CO4	k3	
19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	
NB: Hi level of			formance of the students is to be assessed by attempting higher
		en Choice)
		Three que	
Q.No	CO	K Level	Questions
21	CO1	k1	
22	CO2	k3	
23	CO3	k3	
24	CO4	k2	
<i>∠</i> _ T			

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	FINANCIAL ACCOUN	TIN	IG				
Course Code	21UBAC12				L	Р	С
Category	Core				5	-	4
Nature of cours	e: EMPLOYABILITY	\checkmark	SKILL ORIENTED	ENTREPREN	EUR	SHIP	,
Course Objecti	ves:						
 To know ho To prepare a Business inc To calculate 	basic concepts and conve w the accounting entries and nd present final accounts of ependently. depreciation under variou Bank Reconciliation Stater	re po of Sc s me	osted in books. De Proprietor concern o othods and to prepare ac	f Manufacturing	_		ing
Unit: I	Sank Reconcination States					10)
Book Keeping – and Limitations Unit: II Journal – Rules	Meaning – Systems – Jou – Accounting Concepts ar for Journalizing – Subsidi	nd Co ary J	onventions – Kinds of A ournal -Purchase Book	-, Sales Book, I		antag	ges
– Cash Book an Unit: III	d Petty Cash Book – Ledg	er-Pi	reparation of Trial Bala	nce.		17	,
Final Accounts with simple adju	Accounts of trading Conc stments –Capital Expendi eaning and Distinction.					Proble	
Unit: IV						16	
	Meaning – Causes and Nee Value Method (Simple prol V Only)						
Unit: V						15	
	tion Statement – Meaning vantages –Procedure for p				es-		
-	al Lecture Hours	_	▲ 			75Hı	s.
Books for Stud	y:						
Edition, 2011.	&A. Murthy, "Financial				ixth	Revis	sion
	"Financial Accounting", T	ata 1	MC Graw Hill Ltd, 200	3.			
 N. Vinayaga Reprint – 2008. Web Resources 	attacharyya, "Financial Ac m and B. Charumaki, "F		-		ny Lto	d., 20)02,
	prialspoint.com/accounting	_bas	<u>ics/index.htm</u>				

3. 4. 5.	www.quora.com www.accountingpath.com www.tweakyourbiz.com	
	e Outcomes	K Level
CO1:	Describe the foundations in accounting concepts and conventions	Up to K2
CO2:	Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly	Up to K4
CO3:	Equip with the knowledge of accounting process and preparation of final accounts of sole trader	Up to K3
CO4:	Compute depreciation under various methods, analyses and change in method of depreciation	Up to K4
CO5:	Prepare Bank reconciliation statement from incomplete statement	Up to K4

CO & PO Mapping:

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	2	3	2	3
CO 2	3	3	2	3	2	3
CO 3	3	3	2	3	2	3
CO 4	3	3	2	3	2	3
CO5	3	3	2	3	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name- Financial Accounting	Hrs.	Pedagogy
	Book Keeping – Meaning – Systems – Journal – Meaning – Objectives –	10	Chalk and
Ι	Importance – Advantages and Limitations – Accounting Concepts and		Talk,
	Conventions – Kinds of Accounts.		PPT.
	Journal – Rules for Journalizing – Subsidiary Journal -Purchase Book -,	17	Chalk and
II	Sales Book, Returns Book – Cash Book and Petty Cash Book – Ledger-		Talk,
	Preparation of Trial Balance.		Exercise
	Final Accounts (Accounts of trading Concerns) – Format of Final	17	Chalk and
ш	Accounts – Elementary Problems with simple adjustments –Capital		Talk,
111	Expenditure, Revenue Expenditure and Deferred Revenue Expenditure -		Exercise.
	Meaning and Distinction.		
	Depreciation – Meaning – Causes and Need, Methods of Depreciation –	16	Chalk and
IV	Straight Line Method – Written Down Value Method (Simple problems		Talk,
	Only) – Depreciation Fund Method, Annuity Method (Theory Only)		Exercise.
	Bank Reconciliation Statement – Meaning-Reasons for the Difference in	15	Chalk and
V	Two Balances-Importance- Advantages –Procedure for preparation of		Talk,
	BRS -Simple Problems		Exercise.

Course Designed by:

Dr. D. Niranjani, Assistant Professor & Dr. P.Anbuoli, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)									
				Sectio	on A	Section	n B	Section C	Section D	
Inter	C	05	K Level	MC	Qs	Short Ans	swers	Either or	Open	
nal				No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice	
CI	CC)1	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)	
AI	CC)2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K3)	
CI	CC)3	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K2)	
AII	CC)4	Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K3)	
		No. of Questions to be asked		4		3		4	2	
Quest Patte CIA I	rn	No. of Questions to be answered		4		3		2	1	
	X		rks for each question	1		2		5	10	
			otal Marks for each section	4		6		10	10	

		D	istribution of	f Marks wit	h K Level	CIA I & C	IA II	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	-	10	14	28	60
	K2	2	4	10	-	16	32	00
CIA	K3	-	-	10	10	20	40	40
I	K4	-	-	-	-	-	-	-
-	Marks	4	6	20	20	50	100	100
	K1	2	2	-	-	4	8	60
	K2	2	4	10	10	26	52	00
CIA	K3	-	-	10	10	20	40	40
Π	K4		-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

			MCQs		Short An	swers	Section C	Section D
S.No	COs	K - Level	No. of	K –	No. of	K –	(Either /	(Open
			Questions	Level	Question	Level	or Choice)	Choice)
1	CO 1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K1)
2	CO 2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K2)
3	CO 3	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(K3)
4	CO 4	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K4)
5	CO 5	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K4)
No.	of Questi Aske	ons to be d	10		5		10	5
No.	of Questi answer	ons to be red	10		5		5	3
Mark	s for eacl	h question	1		2		5	10
Total Marks for each section		10		10		25	30	

	Distribution of Marks with K Level							
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %	
K1	5	6	10	10	31	26	50	
K2	5	4	10	10	29	24	50	
K3	-	-	30	10	40	33	33	
K4	-	-	-	20	20	17	17	
Marks	10	10	50	50	120	100	100	
	NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.							

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)

		-	ice Questions)
	-	uestions	(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (She	ort Answe	rs)
	r All Q	uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K1	
Section	C (Eit	her/Or Ty	pe)
		uestions	(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K3	
17) b	CO2	K3	
18) a	CO3	K2	
18) b	CO3	K2	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K3	
20) b	CO5	K3	
/		vel of perf	ormance of the students is to be assessed by attempting higher
level of			
Section	D (Op	en Choice)
	· •	Chree ques	
Q.No	CO	K Level	Questions
21	CO1	K1	
22	CO2	K2	
23	CO3	K3	
24	CO4	K4	
25	CO5	K4	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	Business Economics								
Course Code	21UBAA11					Р	С		
Category	Allied				5	-	4		
Nature of cours	e: EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPR	ENEU	JRSI	HIP		
Course Object	ives:								
	rstand the fundamentals of b	ousin	ess economics.						
2. Understand the demand concepts									
•	3. Classify market structures.								
	ize with production function								
	ize the national income conc	cepts	and business cyle.				_		
	roduction					15			
	Business Economics - V								
	ortance of Business Econon				nics-	Mea	ning		
	Distinction between Micro			omics.		1.	-		
	nsumer Behaviour and De		, , , , , , , , , , , , , , , , , , ,	.	T	15			
	ishing Marginal Utility –I		-	-	-	-			
Law of Demand	n of the Law – Characterist	ics ai	nd importance of law of	demand- Ex	cepti	on to	o the		
		Dam	and factors practice	limportonoo	مام	atiait			
-	mand – Price Elasticity of venue relationship – Incom		-	-			-		
	ons - Cross Elasticity of Den		-		ie ela	such	y m		
	pes of Competition	lanu	- demand runction.			15	5		
	fication of Market – Comp	otitic	Darfact Compatition	Definition	- Eo				
	tition – Monopoly – Defi								
	veen Perfect Competition and			oly - Mono	pory	10w	- נו		
	Teatures of Monopolistic Competition			rent Types of	Olio	onoly	7 _		
Characteristics		mper	tion ongopoly Diffe	rent Types of	Ong	opor.	y		
	oduction Function and Law	vs of	Production			15	5		
	ction- Assumption – Laws of			able proporti	ons –				
	e- three phases of returns to			I I					
	tional Income					15	5		
Concepts and I	Definition of National Incom	ne –	Computation of Nation	al Income –	Diffi	cultie	s in		
_	nt of National Income- facto		-						
	-characteristics -phases - b			ı – recoverv -	– infla	ation	and		
deflation.	P P								
			Total	Lecture Ho	urs	75H	rs.		
Books for Stud	y:								
1. Business	1. Business Economics by Dr.DeepashreeAne books Pvt.Ltd, Delhi								
Books for Refe	rences:								

1.	Managerial Economics, S.Sachdeva	
Web R	lesources:	
1. https	://onlinecourses.swayam2.ac.in/imb20_mg38/preview_	
2. <u>https</u>	:://nptel.ac.in/courses/110/101/1101005/#	
Course	e Outcomes	K Level
CO1:	Understand the basic concept of business economics.	Up to K2
CO2:	Summarize the concepts of price, cross, income elasticity of demand.	Up to K2
CO3:	Distinguish perfect competition and monopolistic competition, monopoly.	Up to K4
CO4:	Use the concept of production function in production units.	Up to K3
CO5:	Discuss the production function and infer the business cycles	Up to K4

CO & PO Mapping:

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	2	2	3	2	3
CO 2	2	3	3	2	3	3
CO 3	2	3	3	3	2	3
CO 4	3	2	3	3	3	3
CO5	3	3	3	2	2	3

*3 –Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAT	Ν

UNIT	COURSE NAME- BUSINESS ECONOMICS	Hrs	Pedagogy
I	Introduction : Definitions of Business Economics - Wealth, Welfare and Scarcity Definitions, nature of economics, Importance of Business Economics and Application of Business Economics. Cardinal utility approach-the law of diminishing marginal utility- assumptions, ordinal utility theory (indifference curve, budget line, consumer choice) Micro Economics and Macro Economics- Meaning and Importance. Distinction between Micro Economics and Macro Economics.	15	Lecture method & Video sessions
II	Consumer Behaviour and Demand Analysis: Law of Diminishing Marginal Utility –Illustration – Assumption – Exception – Importance- different version of the Law - The Law of Equi-Margial Utility or the Law of Maximum Satisfaction. Demand Analysis – demand schedules and demand curves – why does the demand curve slope downwards? – Exception to the Law of Demand-Elasticity of Demand – Price Elasticity of Demand – factors – practical importance – elasticity of demand and revenue relationship – Income Elasticity of Demand – role of income elasticity in business decisions - Cross Elasticity of Demand – demand function.	15	Lecture Method & Assignments
III	Types of Competition Market - Classification of Market – Competition - Perfect Competition - Definition - Features of Perfect Competition – Monopoly – Definition - Features of Monopoly - Monopoly Power - Difference between Perfect Competition and Monopoly –Imperfect Competition - Features of Monopolistic Competition - Oligopoly - Different Types of Oligopoly - Characteristics of Oligopoly.	15	Lecture Method
IV	Production Function and Laws of Production: Production function- Assumption – Laws of Production – Laws of variable proportions – Laws of Returns to Scale- three phases of returns to scale.	15	Lecture method , video session
V	National Income:Concepts and Definition of National Income – Computation of National Income – Difficulties in the measurement of National Income- factors, uses.Business Cycle –characteristics –phases – boom – recession – depression – recovery – inflation and deflation.	15	Lecture method and Assignments

Course Designed by

Dr.R.Sofia, Assistant Professor & Dr.R.Meenakshidevi, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)								
				Sectio	n A	Section	n B	Section C	Section
Internal	(Cos	K Level	MC	Qs	Short Ans	swers	Either or	D
				No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Open Choice
CI	0	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K2)
AI	CO2		Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K2)
СІ	CO3		Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K3)
AII	CO4		Up to K3	2	K1&K2	2	K2	2(K3&K3)	1(K3)
		No. of Questions to be asked No. of Questions to be answered		4		3		4	2
Question				4		3		2	1
Pattern CIA I & II			arks for each uestion	1		2		5	10
		Total Marks for each section		4		6		10	10

		Distril	bution of Ma	rks with K I	Level CIA I	& CIA I	Ι	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	10	-	14	28	100
	K2	2	4	10	20	36	72	100
CIA	K3	-	-					
I	K4	-	-	-	-	-	-	-
-	Marks	4	6	20	20	50	100	100
	K1	2		-	-	2	4	20
	K2	2	6			8	16	20
CIA	K3	-	-	20	20	40	80	80
II	K4	-	-	-				
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course									
	Outcomes (COs)									
			MC	Qs	Short An	swers	Section C	Section D		
S.No	Cos	K - Level	No. of	K –	No. of	K –	(Either /	(Open		
			Questions	Level	Question	Level	or Choice)	Choice)		
1	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(k2&k2)		
2	CO2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2&k2)		
3	CO3	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(k4&k4)		
4	CO4	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(k3&k3)		
5	CO5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(k4&k4)		
No.	of Quest	ions to be	10		5		10	5		
	Aske	ed	10		5		10	5		
No.	of Questi	ions to be	10	10	5		5	3		
	answe	red	10		5		5	5		
Marks for each question			1		2		5	10		
Tot	al Marks	for each	10		10		25	30		
	sectio)n	10		10		25	50		
	(Figures	in parenthes	sis denotes, q	uestions s	hould be as	ked with	the given K l	evel)		

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

		Distr	ibution of Ma	rks with K l	Level				
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %		
K1	5	2	10		17	14	41.5		
K2	5	8	10	10	33	27.5	41.3		
K3			20	30	50	41.5	41.5		
K4			10	10	20	17	17		
Marks	10	10	50	50	120	100	100		
C C	NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.								

			ice Questions)
Answe	r All Q	uestions	(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (Sho	ort Answei	rs)
Answei	r All Q	uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K2	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section		her/Or Ty	pe)
		uestions	$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K4	
20) b	CO5	K4	
			ormance of the students is to be assessed by attempting higher
level of	-	-	
-		en Choice)
		Three ques	
Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K2	
23	CO2	K3	
23	CO4	K3	
25	CO4	KJ K4	
_	005	17.1	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	me	Managerial Skills			
Course Co	de	21UBAS11	L	Р	С
Category		Skill	2	-	2
Nature of c	ours	e: EMPLOYABILITY SKILL ORIENTED 🗸 ENTREPRE	NEUF	RSHI	Р
Course Ob	jecti	ves:			
 To fi Under To ex To A 	nd th erstar xplor	e the students to be aware of their skills set. he better way to manage themselves. hd the different methods to work in a team. he into different problem solving techniques. se different approaches to improve their performance.			
Unit: I		l-Meaning-Definition- Difference between skill vs talent, skill vs tra ompetency-skills for effective managers- Methods to develop skills.		11 6	
Unit: II		e skills- self management-self-confidence-stress management-Con- emonics-and its methods.	cept o	of 6	j
Unit: III		cept of Team building-Developing Teams-Characteristics of good vantages of Teams-Exercises	l tean	n- 6	
Unit: IV		blem solving-types -conceptual blocks-methods of overcoming con eks-concept of social competency-rapport building	ceptu	al 6	,
Unit: V		lic speaking – Techniques of effective oral presentation-Empower aning – Importance - Approaches-Barriers of empowerment.	ment-	_ 6	,
		Total Lecture	Нош	·s 3	0
Book for S	tudv	: Study Material will be provided	11041	.~ •	~
Books for 1 1. Base	Refe	• • •	(Autl	nor)	
Web Resou					
		<u>xeydifferences.com/difference-between-talent-and-skill.html</u> www.firmsconsulting.com/analytical-problem-solving/			
3. <u>htt</u>	<mark>o://bl</mark>	og.pekininsurance.com/business/clever-team-building-technique	s-you	-nee	d-to-
4. http tech	os://v miqu				
-		vww.joe.org/joe/1999october/comm1.php#:~:text=This%20articl powerment%20as,issues%20they%20define%20as%20importar)defi	nes

COUR	K Level						
After	After learning the course, the students will be able to						
CO1:	Classify the types of ability he possess and differentiate it.	K2					
CO2:	Explain the concept of Self-Management and mnemonics techniques	K2					
CO3:	Develop tactics to perform better in a team	K3					
CO4:	Make use of the different analytical problem solving techniques.	K4					
CO5:	Analyse the suitable approach to improve their competency level.	K4					

CO & PO Mapping:

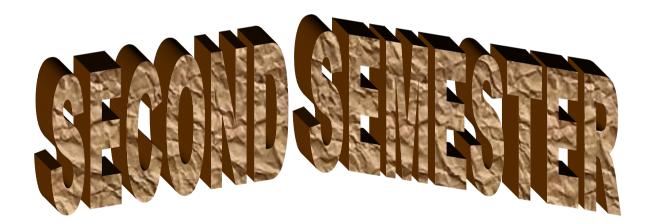
Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	3	2	2	3
CO 2	2	2	3	2	2	3
CO 3	3	2	3	3	3	2
CO 4	3	3	3	2	2	3
CO5	3	2	3	3	3	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	COURSE NAME – Managerial Skills	Hrs	Mode
I	Skill-Meaning-Definition- Difference between skill vs talent,Skill vs. trait, skill vs. competency-Skills for effective managers- Methods to develop skills.	6	Chalk and talk,PPT Videos Assignment
II	Concept of Life skills- and its applications - self- management-self-confidence-stress management- Concept of Mnemonics-and its methods.	6	Chalk and talk,PPT Discussion Memory technique games
III	Concept of Team building-Developing Teams- Characteristics of good team-Advantages of Teams- Exercises	6	Chalk and talk,PPT Assignment Exercises
IV	Problem solving-types -conceptual blocks- methods of overcoming conceptual blocks- concept of social competency-rapport building	6	Chalk and talk,PPT Problem solving exercises and quiz.
V	Public speaking – Techniques of effective oral presentation-Empowerment—Meaning – Importance - Approaches- Barriers of empowerment.	6	Chalk and talk PPT Discussion Role play

Course Designed by: Dr. M. Sakthivel, Associate Professor





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	நுகர்வோர் பாதுகாப்பு இயக்கங்கள் மற்றும் சட்டங்க	கள்					
	21UBAG21	L	Р	С			
Category	Tamil / Alternative Course	5	-	3			
Nature of course	e: EMPLOYABILITY SKILL ORIENTED 🗸 ENTREPREN	EUR	SHIP	,			
 நுகர்வோ உரிமைச நுகர்வோ கொள்ளு புதிய நுச பற்றி தெ தன்னார் செயல்பா சர்வதேச 	 Course Objectives: நகர்வோர் பாதுகாப்பு இயக்கம் பற்றிய வரலாறு மற்றும் நகர்வோரின் உரிமைகள் மற்றும் கடமைகள் பற்றி அறிந்து கொள்ளுதல். நகர்வோர் பாதுகாப்புச்சட்டம், 1986ன் முக்கிய சரத்துக்கள் பற்றி புரிந்து கொள்ளுதல். புதிய நகர்வோர் பாதுகாப்புச் சட்டம், 2019ன் முக்கிய சிறப்பம்சங்கள் பற்றி தெரிந்து கொள்ளுதல். தன்னார்வ நகர்வோர் பாதுகாப்பு மன்றங்களின் அமைப்பு மற்றும் செயல்பாடுகள் பற்றிய அறிவை வளர்த்துக்கொள்ளுதல். 						
சடடங்கள் Unit: I	ள் பற்றி தெளிவுபடுத்துதல்.		15				
	பாதுகாப்பு இயக்கம்: வரலாறு நுகர்வோர் விழிப்	-					
குறிக்கோள்	கள் – நுகர்வோர் விழிப்புணர்வின் அவசியம் –	சர்	ഖദ്ദേ	தச			
நுகர்வோர் ட	பாதுகாப்பு சம்மேளனத்தின் அடிப்படை நுகர்வோர் உ	டரிஎ	ന്ഥെ	கள்			
– இந்திய	நுகர்வோர் உரிமைகள் – நுகர்வோர் உரிமைம்	ீறல்	கள்	_			
நுகர்வோர் க	உரிமைகளின் முக்கியத்துவம் – நுகர்வோரின் டெ	ாறு	ப்புச	கள்			
மற்றும் கட	மைகள் – உலக நுகர்வோர்உரிமைதினம் (மார்ச் 1	5) –	ഉ.6	லக			
நுகர்வோர் ட	பாதுகாப்பு தினம் (டிசம்பர் 24).						
Unit: II			15	;			
நுகர்வோர் ட	பாதுகாப்புச் சட்டம் 1986: நுகர்வோர் என்பவர் யார்? – ,	நுகர்	ഖ	ார்			
இல்லாதவர்	யார்? – நியாயமற்ற வர்த்தக நடைமுறை – ,	நுகர்	വ	ார்			
பாதுகாப்புக்	குழு – நகர்வோர் குறைகளும் குறைதீர்ப்புப	– d	· L	ിന			
சிறப்பம்சங்	கள்.						

Unit: III	15
 நுகர்வோர் பாதுகாப்புசட்டம், 2019: புதிய சட்டத்தின் கீழ் நுகர்லே	வார்
உரிமைகள் – புதிய சட்டத்தின் சிறப்பம்சங்கள் – நுகர்வோர் பாதுகாட	ப்புச்
சட்டத்தின் கீழ் நகர்வோருக்கான நன்மைகள் - நகர்வோர் பாதுகாட	ப்புச்
சட்டம் 1986 மற்றும் நுகர்வோர் பாதுகாப்பு சட்டம், 2019 ஓரு ஒப்பீடு	
Unit: IV	18
	 من
துகர்வோர் மன்றங்களை உருவாக்குதல் – நுகர்வோர் மன்றங்கள	_
அமைப்பு – நுகர்வோர் மன்றங்களின் செயல்பாடுகள் – நுகர்வோர் ம	
உறுப்பினர்களின் கடமைகள் – நுகர்வோர் மன்றங்களின் ஒருங்கிணை	•
நிறுவனம் – நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனத்	_
பங்கு – நகர்வோர் மன்றங்களுக்கான நிதிஉதவி – சிறந்த நகர்ே	வார்
மன்றங்களுக்கான பரிசுகள் – நுகர்வோர் மன்றங்களின் ஒருங்கிணை	
நிறுவனங்கள் சமர்ப்பிக்கும் முன்மொழிவுகளுக்கான வழிகாட்டிகள	ள் –
நகர்வோர் மன்றங்களின் பொறுப்பு வகிக்கும் ஆசிர	ரியர்
ஒருங்கினைப்பாளர்களுக்கான வழிகாட்டிகள் – நுகர்வோர் மன்றங்கள	ளின்
ஒருங்கினைப்பு நிறுவனங்கலுக்கான வழிகாட்டிகள் – நுகர்லே	வார்
மன்றங்களுக்கான நடவடிக்கைகs;.	
Unit: V	12
	ב,
1986-நுகர்வோர் பாதுகாப்பு சட்டம், 2019-சட்ட அளவீட்டு சட்டம் 2009 –	
இந்தியதர நிர்ணய பணியகம், 1986 – அத்தியாவசியப் பொருட்கள் சட்ட	<u>ம்</u> ,
1955 – கருப்பு சந்தைப்படுத்துதல் தடுப்பு மற்றும் அத்தியாவசியப்	
பொருட்கள் பராமரிப்பு சட்டம் – பொருட்களின் சட்டம், 1980. பல்வேறு	
நாடுகளில் நுகர்வோர் சட்டங்கள்.	
Total Lecture Hours 75 Hr	.s
Books for Study:	
1. Course Material Prepared by the Course Teacher	
Books for References:	

	Consumer Protection Law and Practice by Taxmann, Taxmann Publications, 2020, New Delhi.				
<u>https:/</u>	Resources: /consumeraffairs.nic.in/acts-and-rules/consumer-protection				
	www.indiacode.nic.in e Outcomes	K Level			
C01:	நகர்வோர் பாதுகாப்பு இயக்கம் பற்றிய வரலாறு, நகர்வோர் விழிப்புணர்வு, நகர்வோர் உரிமைகள், பொறுப்புகள் மற்றும் கடமைகள் பற்றிய முழுமையான அறிவினைப் பெற்று விளக்கும் திறன் பெறுதல்.	Up to K1			
CO2:	நுகர்வோர் பாதுகாப்புச் சட்டம், 1986ன் முக்கிய சரத்துக்கள், நுகர்வோர் பாதுகாப்பு அமைப்புகள் மற்றும் நுகர்வோர் தீர்ப்பாயங்கள் பற்றி புரிந்து கொள்ளுதல்.	Up to K2			
CO3:	புதிய நகர்வோர் பாதுகாப்புச் சட்டம், 2019ன் மேம்படுத்தப்பட்ட சிறப்பம்சங்கள், கூடுதல் அதிகாரங்கள் பெற்றுள்ள அமைப்புகள் மற்றும் கூடுதல் கட்டுப்பாடுகள் பற்றி விரிவாக தெரிந்து கொள்ளுதல் மற்றும் சட்டம் 1986 மற்றும் 2019ஐ ஒப்பீடு செய்யும் திறன் உருவாக்குதல்.	Up to K4			
CO4:	தன்னார்வ நகர்வோர் பாதுகாப்பு மன்றங்களின் அமைப்பு, அமைப்பாளர்கள், செயல்பாடுகள் மற்றும் மத்திய மற்றும் மாநில அரசுகளின் பங்கு பற்றிய அறிவை வளர்த்துக்கொள்ளுதல்.	Up to K1			
CO5:	சர்வதேச மற்றும் இந்திய அளவில் நுகர்வோரைப் பாதுகாக்க உள்ள பிற சட்டங்கள் பற்றி தெளிவுபடுத்துதல்.	Up to K2			

CO & PO Mapping:

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	2	1	2	3
CO 2	3	2	2	1	2	3
CO 3	3	2	2	1	2	3
CO 4	3	1	2	1	2	3
CO5	3	1	2	1	2	3

*3 –Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	நுகர்வோர்பாதுகாப்புஇயக்கங்கள்மற்றும்சட்டங்கள்	Hrs	Pedagogy
I	நகர்வோர் பாதுகாப்பு இயக்கம்: வரலாறு நகர்வோர் விழிப்புணர்வின் குறிக்கோள்கள் – நகர்வோர் விழிப்புணர்வின் அவசியம் – சர்வதேச நகர்வோர் பாதுகாப்புசம் மேளனத்தின் அடிப்படைநுகர்வோர் உரிமைகள் – இந்திய நகர்வோர் உரிமைகள் – நகர்வோர் உரிமைமீறல்கள் – நகர்வோர் உரிமைகளின் முக்கியத்துவம் – நகர்வோரின் பொறுப்புகள் மற்றும் கடமைகள் – உலக நகர்வோர்உரிமைதினம் (மார்ச் 15) – உலக நகர்வோர்பாதுகாப்புதினம் (டிசம்பர் 24).	15	Chalk & Talk Assignmen ts
II	நகர்வோர் பாதுகாப்புச் சட்டம் 1986: நகர்வோர் என்பவர்யார் – நகர்வோர் இல்லாதவர்யார் – நியாயமற்றவர்த்தக நடைமுறை – நகர்வோர் பாதுகாப்புக்குழு – நுகர்வோர் குறைகளும் குறைதீர்ப்பும் – பிற சிறப்பம்சங்கள்.	15	Chalk & Talk Assignmen ts
III	நகர்வோர் பாதுகாப்புசட்டம், 2019: புதியசட்டத்தின்கீழ் நகர்வோர் உரிமைகள் – புதிய சட்டத்தின் சிறப்பம்சங்கள் – நகர்வோர் பாதுகாப்புச்சட்டத்தின் கீழ்நுகர்வோருக்கான நன்மைகள் - நுகர்வோர் பாதுகாப்புச் சட்டம் 1986 மற்றும் நகர்வோர் பாதுகாப்பு சட்டம், 2019 ஓரு ஒப்பீடு	15	Chalk & Talk Assignmen ts
IV	நகர்வோர் பாதுகாப்பு மன்றங்கள்: நகர்வோர் மன்றங்களின் நோக்கம் – நகர்வோர் மன்றங்களை உருவாக்குதல் – நகர்வோர் மன்றங்களின் அமைப்பு – நகர்வோர் மன்றங்களின் செயல்பாடுகள் – நகர்வோர் மன்ற உறுப்பினர்களின் கடமைகள் – நகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனம் – நகர்வோர் மன்றங்களின்ஒருங்கிணைப்புநிறுவனத்தின்பங்கு – நகர்வோர் மன்றங்களுக்கான நிதிஉதவி – சிறந்தநுகர்வோர் மன்றங்களுக்கான பரிசுகள் – நகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனங்கள் சமர்ப்பிக்கும் முன்மொழிவுகளுக்கான வழிகாட்டிகள் – நகர்வோர் மன்றங்களின் பொறுப்புவகிக்கும் ஆசிரியர் ஒருங்கினைப்பாளர்களுக்கான வழிகாட்டிகள் – நகர்வோர் மன்றங்களின் தெரைப்பு நிறுவனங்கள் – தகர்வோர் மன்றங்களின் தருங்கினைப்பு திறுவனங்குுக்கான வழிகாட்டிகள் – நகர்வோர் மன்றங்களுக்கான வழிகாட்டிகள் – நகர்வோர் மன்றங்களுக்கான நடவடிக்கைகள்.	18	Chalk & Talk Assignmen ts
V	நடனடிணைனை. நகர்வோரை பாதுகாக்க பிறசட்டங்கள்: நுகர்வோர் பாதுகாப்புச் சட்டம், 1986-நுகர்வோர் பாதுகாப்பு சட்டம், 2019- சட்ட அளவீட்டு சட்டம் 2009 – இந்தியதர நிர்ணய பணியகம், 1986 – அத்தியாவசியப்பொருட்கள் சட்டம், 1955 – கருப்பு சந்தைப்படுத்துதல் தடுப்பு மற்றும் அத்தியாவசியப் பொருட்கள் பராமரிப்பு சட்டம் – பொருட்களின் சட்டம், 1980. பல்வேறு நாடுகளில் நுகர்வோர் சட்டங்கள்.	12	Chalk & Talk Assignmen ts

Course Designed by:

Dr.P.Anbuoli, Assistant Professor & Dr.D.Niranjani, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)										
			Secti	on A	Section	B	Section C	Section			
Inte	Cos	K Level	MC	CQs	Short Ans	swers	Either or	D			
rnal	CUS	K Levei	No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Open Choice			
CI	CO1	K1	2	K1	1	K1	2 (K1&K1)	1(K1)			
AI	CO2	UptoK2	2	K2	2	K2	2(K2&K2)	1 (K2)			
CI	CO3	Upto K4	2	K2	1	K2	2(K3&K3)	1(K4)			
AII	CO4	K1	2	K1	2	K1	2(K1&K1)	1 (K1)			
		No. of Questions to be asked	4		3		4	2			
Ques Patt	ern	No. of Questions to be answered	4		3		2	1			
CIA I		Marks for each question	1		2		5	10			
		Total Marks for each section	4		6		10	10			

		Distr	ibution of Ma	arks with K	Level CIA I	& CIA I	Ι	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	10	10	24	48	100
	K2	2	4	10	10	26	52	100
CIA	K3	-	-	-	-	-	-	
I	K4	-	-	-	-	-	-	-
-	Marks	4	6	20	20	50	100	100
	K1	2	4	10	10	26	52	60
	K2	2	2	-	-	4	8	00
CIA	K3	-	-	10	-	10	20	20
II	K4	-	-	-	10	10	20	20
	Marks	4	6	20	30	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)									
		TZ.	MC		Short An	swers	Section C	Section D		
S.No	COs	K -	No. of	K –	No. of	К –	(Either /	(Open		
		Level	Questions	Level	Question	Level	or Choice)	Choice)		
1	CO1	K1	2	K1&K1	1	K1	2(K1&K1)	1(K1)		
2	CO2	Upto K2	2	K1&K1	1	K1	2(K2&K2)	1(K2)		
3	CO3	Upto K4	2	K1&K1	1	K2	2(K3&K3)	1(K4)		
4	CO4	K1	2	K1&K1	1	K2	2(K1&K1)	1(K1)		
5	CO5	Upto K2	2	K2&K2	1	K2	2(K1&K1)	1(K2)		
No.	of Questi Askeo		10		5		10	5		
No.o	of Question answer		10		5		5	3		
Marks for each question		01		2		5	10			
Total Marks for each section		10		10		25	30			
	(Figures	in parenthe	esis denotes,	questions s	hould be as	ked witl	n the given K	level)		

	Distribution of Marks with K Level									
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %			
K1	8	4	30	20	62	52	100			
K2	2	6	10	20	38	32	100			
K3	-	-	10	-	10	8	8			
K4	-	-	-	10	10	8	8			
Marks	10	10	50	50	120	100	100			
NR · Hig	her level of n	erformance o	f the students	s is to be ass	essed by s	ottemnting	higher level			

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

			ice Questions)
Answei Q.No	r All Q CO	uestions K Level	(10x1=10 marks) Questions
1	C01	K Level K1	Questions
2	C01	K1 K1	
2 3	CO1 CO2	K1 K1	
3 4			
	CO2	K1	
5	CO3	K1	
6	CO3	K1	
7	CO4	K1	
8	CO4	K1	
9	CO5	K2	
10	CO5	K2	
		ort Answei	,
	~	uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section	C (Eit	her/Or Ty	pe)
Answei	r All Q	uestions	(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K1	
19) b	CO4	K1	
20) a	CO5	K1	
20) b	CO5	K1	
,		vel of perf	ormance of the students is to be assessed by attempting higher
level of			• • • • • •
Section	D (Op	en Choice)
		Three ques	
Q.No	CO	K Level	Questions
21	CO1	K1	
22	CO2	K2	
23	CO3	K4	
24	CO4	K1	
25	CO5	K2	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Nam	e Business Environment and Corporate Social Responsibility			
Course Code	e 21UBAC21	L	Р	С
Category	Core	5	-	4
Nature of con	IITSE: EMPLOYABILITY ✓ SKILL ORIENTED ENTREPREN	EU	RSF	HP
Course Obje	ctives:			
 To help the business To gain a participat To under To under To create Unit: I Int Business environment Unit: II B Industrial popolicy for stress 	ne students to recognize environmental, legal and ethical issues when r	rnar nal, nic, NIP	nce 15 mic soc 15 -N men	rro, io- 5 ew ntal
	y- Difference between Fundamental rights and Directive principles. beralization, Privatization and globalization		15	
III	beranzation, i fivatization and giobanzation		1.	5
objectives- C liberalization	meaning, ways of privatization- Privatization in India-Liberalization ilobalization-definition- advantages & disadvantages- Reforms made & Globalization ORPORATE SOCIAL RESPONSIBILITY			opt
IV Corporate S principles o Meaning, eth behavior.	ocial Responsibility-Definition, the effects of organizational ac CSR. Stakeholders-Meaning, the classification of stakeholder ical philosophies. Corporate Behaviour-Meaning, CSR, Ethics &	'S.	Ethi	cs-
Unit: V G	LOBALISATION & CSR		1	5
Corporate go Concept of sources of po	globalization towards the environment, how globalization affects CSR. vernance-Meaning, Corporate governance principles. CSR & LEADE Leadership, Leadership styles and organizational culture. Power- wer. Strategic planning-Meaning, process. Total Lecture Hour	RSI Defi		on,
Books for St	-			
	aran, Business Environment, Margham Publications 2009.			

Books	for References:						
1. Fra	FrancisCherunilam, Business Environment, Himalaya Publishing House, NewDelhi. 2008						
2. As	AswathappaK, Essentials of Business Environment, Himalaya Publishing House, New						
De	elhi.2001.						
Web 1	Resources:						
1. h	ttps://www.pearson.com/uk/web/learning-hub/general-business-and-tea	<u>m-</u>					
m	nanagement/communicating-in-a-business-environment.html						
2. <u>h</u>	ttps://www.lpude.in/academics/online-study-material-for-management.j	ohp					
3. h	ttps://onlinecourses.nptel.ac.in/noc19_mg53/preview_						
Cours	Course Outcomes K Level						
CO1:	Describe the conceptual framework of business environment and the	Up to K2					
COI.	consumer protection Act.	Op to K2					
CO2:	Elaborate the concept of labor environment and workers participation	Up to K2					
02.	inmanagement	Op to K2					
	Determine the impact of global environment and globalization on Indian						
CO3:	Business and understand the challenges of international business and	Um to V2					
	foreign capital in Indian business	Up to K3					
CO4:	Analyze how the corporate social responsibilities of the firm influence						
004:	performance of individual firms.	Up to K4					
CO5:	Explore the relationship betweenleadership styles and organizational	_					
003:	culture.	Up to K2					

CO & PO Mapping:

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	2	2	3	3
CO 2	2	2	2	3	3	2
CO 3	2	2	3	2	2	2
CO 4	3	2	2	2	3	3
CO5	3	3	2	2	2	3

*3 –Advanced Application; 2 – Intermediate Development; 1 – Introductory Level

UNIT	COURSE NAME- Business Environment & Corporate Social Responsibility	Hrs	Pedagogy
I	INTRODUCTION: Business environment – meaning – Types of business environment-internal, external, and micro, macro, market & non-market. Environmental factors affecting business-economic, socio- cultural, political and government, demographic and global environment .	15	Lecture method & Video sessions
II	Business and Government - Industrial policy-meaning- New Industrial policy 1991- meaning-Objectives of NIP –New policy for small scale industries. Industrial licensing- meaning- objectives. Fundamental rights- meaning-Directive principles of state policy- meaning-analysis of directive principles of state policy- Difference between Fundamental rights and Directive principles.	15	Lecture Method & Assignments
III	Liberalization, Privatization and globalization: Privatization- meaning, ways of privatization- Privatization in India-Liberalization- meaning, objectives- Globalization-definition- advantages & disadvantages- Reforms made to adopt liberalization & Globalization	15	Lecture Method & Group activity
IV	CORPORATE SOCIAL RESPONSIBILITY Corporate Social Responsibility-Definition, the effects of organizational activity, the principles of CSR. Stakeholders-Meaning, the classification of stakeholders. Ethics- Meaning, ethical philosophies. Corporate Behaviour-Meaning, CSR, Ethics & Corporate behavior.	15	Lecture method , video session and role play
V	GLOBALISATION & CSRInfluence of globalization towards the environment, how globalization affects CSR. Corporate governance-Meaning, Corporate governance principles.CSR & LEADERSHIP Concept of Leadership, Leadership styles and organizational culture. Power-Definition, sources of power. Strategic planning-Meaning, process.	15	Lecture method and Assignments

LESSON PLAN

Course Designed by

Dr.R.Sofia, Assistant Professor & Dr.R.Meenakshidevi, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)									
			Sectio		Sectior		Section C	Section D		
Inte	Cos	K Level	MCO	Qs	Short An	swers	Either or	Open		
rnal			No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice		
CI	CO1	Up to K2	2	K1&k2	1	K2	2(K2&K2)	1(K2)		
AI	CO3	Up to K3	2	K1&k2	2	K2	2(K3&K3)	1(K3)		
CI	CO4	Up to K4	2	K1&k2	1	K3	2(K3&K3)	1(K3)		
AII	CO5	Up to K2	2	K1&k2	2	K4	2(K2&K2)	1(K3)		
		No. of Questions to be asked	4		3		4	2		
~	stion tern	No. of Questions to be answered	4		3		2	1		
CIA	I & II	Marks for each question	1		2		5	10		
		Total Marks for each section	4		6		10	10		

		Distr	ibution of M	arks with K	Level CIA I	& CIA I	I	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K2	2		-	-	2	4	
	K3	2	6	10	10	28	56	67
CIA	K4	-	-	10	10	20	40	33
I	K2	-	-	-	-			
_	Marks	4	6	20	20	50	100	100
	K1	2				2	4	
	K2	2	2	10	10	24	48	52
CIA	K3		4	10	10	24	48	48
II	K4							
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO2 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)									
			MC		Short An	swers	Section C	Section D		
S.No	COs	K - Level	No. of	K –	No. of	K –	(Either /	(Open		
			Questions	Level	Question	Level	or Choice)	Choice)		
1	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(k2&k2)		
2	CO2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2&k2)		
3	CO3	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(k3&k3)		
4	CO4	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(k4&k4)		
5	CO5	Up to K2	2	K1&K2	1	K2	2(K4&K4)	1(k2&k2)		
No.	of Quest Aske	ions to be d	10		5		10	5		
No.	of Questi answe	ons to be red	10		5		5	3		
Mark	s for eac	h question	1		2		5	10		
Total Marks for each section			10		10		25	30		
	(Figures	in parenthes	sis denotes, q	uestions sł	nould be ask	ked with	the given K l	evel)		

		D	istribution of	Marks with	K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %				
K2	5	2	10		17	14	41.5				
K3	5	8	10	10	33	27.5	41.5				
K4			20	30	50	41.5	41.5				
K2			10	10	20	17	17				
Marks	10	10	50	50	120	100	100				
	NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.										

Q.No C 1 CO 2 CO 3 CO 4 CO 5 CO 6 CO 7 CO 8 CO 9 CO 10 CO Section B (Answer All Q.No CO 11 CO	Il Questions CO K Level O1 K1 O1 K2 O2 K1 O2 K2 O3 K1 O3 K2 O4 K2 O5 K1 O5 K2 (Short Answer Il Questions O K Level O1 K1	(10x1=10 marks) Questions (10x1=10 marks) (5x2=10 marks) Questions						
1 CO 2 CO 3 CO 4 CO 5 CO 6 CO 7 CO 8 CO 9 CO 10 CO Section B (Answer All Q.No CO 11 CO	O1 K1 O1 K2 O2 K1 O2 K2 O3 K1 O3 K2 O4 K1 O4 K2 O5 K1 O5 K2 (Short Answer Il Questions O K Level	rs) (5x2=10 marks)						
2 CO 3 CO 4 CO 5 CO 6 CO 7 CO 8 CO 9 CO 10 CO Section B (Answer All Q.No CO 11 CO	O1 K2 O2 K1 O2 K2 O3 K1 O3 K2 O4 K1 O4 K2 O5 K1 O5 K2 (Short Answer Il Questions O K Level	(5x2=10 marks)						
3 C0 4 C0 5 C0 6 C0 7 C0 8 C0 9 C0 10 C0 Section B (Answer Al Q.No C0 11 C0	O2 K1 O2 K2 O3 K1 O3 K2 O4 K1 O4 K2 O5 K1 O5 K2 (Short Answer Il Questions O K Level	(5x2=10 marks)						
4 CO 5 CO 6 CO 7 CO 8 CO 9 CO 10 CO Section B (Answer All Q.No CO 11 CO	O2 K2 O3 K1 O3 K2 O4 K1 O4 K2 O5 K1 O5 K2 (Short Answer Il Questions O K Level	(5x2=10 marks)						
5 C0 6 C0 7 C0 8 C0 9 C0 10 C0 Section B (Answer All Q.No C0 11 C0	O3 K1 O3 K2 O4 K1 O4 K2 O5 K1 O5 K2 (Short Answer Il Questions O K Level	(5x2=10 marks)						
6 C0 7 C0 8 C0 9 C0 10 C0 Section B (Answer Al Q.No C0 11 C0	O3K2O4K1O4K2O5K1O5K2(Short AnswerIl QuestionsOK Level	(5x2=10 marks)						
7 C0 8 C0 9 C0 10 C0 Section B (Answer Al Q.No C0 11 C0	O4K1O4K2O5K1O5K2(Short AnswerIl QuestionsOK Level	(5x2=10 marks)						
8 C(9 C(10 C(Section B (Answer Al Q.No C(11 C(O4K2O5K1O5K2(Short AnswerIl QuestionsOK Level	(5x2=10 marks)						
9 C(10 C(Section B (Answer Al Q.No C(11 C(O5K1O5K2(Short Answerll QuestionsOK Level	(5x2=10 marks)						
10COSection B (Answer AlQ.NoCO11CO	O5 K2 (Short Answer ll Questions O K Level	(5x2=10 marks)						
Section B (Answer Al Q.No CC 11 CC	(Short Answer ll Questions O K Level	(5x2=10 marks)						
Answer AlQ.NoCC11CC	ll Questions O K Level	(5x2=10 marks)						
Q.No CO 11 CO	O K Level							
11 CO		Questions						
	01 K1							
12 12	~ ~ ~ ~ ~							
	O2 K2							
	O3 K2							
	O4 K2							
	O5 K2							
	(Either/Or Ty]	pe)						
Answer Al	ll Questions	(5 x 5 = 25 marks)						
Q.No CC	O K Level	Questions						
16) a CC	O1 K1							
16) b CC	O1 K1							
17) a CC	O2 K2							
17) b CC	O2 K2							
18) a CC	O3 K3							
18) b CC	O3 K3							
19) a CC	O4 K3							
	O4 K3							
20) a CC	O5 K4							
· · ·	O5 K4							
NB: Highe	er level of perf	ormance of the students is to be assessed by attempting higher						
level of K l								
	(Open Choice)							
	Answer Any Three questions(3x10=30 marks)							
Q.No CO	O K Level	Questions						
	O1 K2							
22 CC	O2 K2							
23 CC	O3 K3							
24 CC	O4 K4							
25 CC	O5 K4							

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	COST ACCOUNTING	r					
Course Code	21UBAC22				L	Р	С
Category	Core				5	-	4
Nature of cours	e: EMPLOYABILITY	\checkmark	SKILL ORIENTED	ENTREPREN	EUR	SHIP	,
Course Objecti	ves:						
 To understand To gain a kn To demonstr 	are about cost structure ar nd various aspects of mate nowledge on various aspec rate how to calculate Labo	erial ets of our T	control & wastage. ELabour control. Furn Over.				
Unit: I	ze the different methods o		sting.			10)
and Limitations Cost – Preparati Unit: II Material – Purc	g – Meaning, Scope, Obj – Difference Between C on of Cost Sheet. hase Procedure –Store K terial Issue Procedure –	Cost 1	Accounting and Financi	al Accounting f Stock and Ec	– Ele	menta 17 ic Or	s of rder
Unit: III						17	,
	of Labour Turnover – Me Bonus Plans	ethod	ls of Remunerating Labo	our – Incentive,	Wage		
Unit: IV						16	, ,
Reapportionmer Overhead – Sell	Meaning, Allocation nt – Absorption of Overh ing and Distribution Over	leads				nistra	tion
Unit: V	tine Leb Contine Unit	C	in a Contract Continue	Duran Cartin		15	
only).	ting – Job Costing – Unit	Cost			-		
			То	tal Lecture Ho	urs	75Hı	rs.
Books for Stud	y:						
Manager 2. Arora M N Delhi 3. LalJawahar, Books for Refe 1. Saxena V. K	n T. Charles, Datar M. Srial Emphasis, 15th Editio – (2012) A Text book of Srivastava Seema. (2013) rences: (2014) Essentials of Cosponsibility K Gupta (2012) Cosponsibility (2	n, Pr Cost) Cos st Ac	rentice Hall publishers, I & Management Accou st Accounting, 5th Editio	Delhi nting, Vikas Pu on, Tata Mcgrav and Sons, New	blishi w-Hill Delh	ng, N l, Del i	Jew
3. Kishore. M. Taxmann Pu	Ravi. (2014) Business Str blications, New Delhi						
Web Resources	5:						

	1. <u>https://www.tutorialspoint.com/accounting_basics/cost_accounting_introduction.htm</u> 2. https://www.accountingtools.com/articles/cost-accounting-basics.html							
Course	Course Outcomes							
CO1:	Familiarize the concept of cost accounting and Helps to gather knowledge on preparation of cost sheet.	Up to K2						
CO2:	Compute Material Cost like EOQ, Stores ledger and Stock level FIFO, LIFO	Up to K3						
CO3:	Develop the knowledge about remuneration and incentives	Up to K3						
CO4:	Apply overhead and apportionment of Overhead based on primary and secondary overhead.	Up to K3						
CO5:	Use cost-sheet to compute unit cost of product	Up to K4						

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	1	2	1	3
CO 2	3	3	2	2	2	3
CO 3	3	3	2	2	1	3
CO 4	3	3	2	2	2	3
CO5	3	3	1	2	2	3

*3 –Advanced Application; 2 – Intermediate Development; 1 – Introductory Level

LESSON PLAN

Unit	Course Name – Cost Accounting	Hrs.	Pedagogy
I	Cost Accounting – Meaning, Scope, Objectives – Cost Concepts and Classification - Advantages and Limitations – Difference Between Cost Accounting and Financial Accounting – Elements of Cost – Preparation of Cost Sheet.	10	Chalk & Talk, PPT
II	Material – Purchase Procedure –Store Keeping – Different Levels of Stock and Economic Order Quantity – Material Issue Procedure – FIFO, LIFO, Simple Average and Weighted Average Methods.	17	Chalk & Talk, PPT
III	Labour-Control of Labour Turnover – Methods of Remunerating Labour – Incentive, Wages Plans – Premium and Bonus Plans.	17	Chalk & Talk, PPT
IV	Overhead – Meaning, Allocation and Apportionment- Importance – Classification – Reapportionment – Absorption of Overheads – Methods – Machine Hour Rate – Administration Overhead – Selling and Distribution Overheads (Simple Problems)	16	Chalk & Talk, PPT
V	Methods of Costing – Job Costing – Unit Costing – Contract Costing – Process Costing (Theory only).	15	Chalk & Talk, PPT

Course Designed by:

Dr. D. Niranjani, Assistant Professor. & Dr. P. Anbuoli, Assistant Professor.

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print											
	Articulation Mapping – K Levels with Course Outcomes (COs)											
			Sectio	on A	Section	n B	Section C	SectionD				
Inte	Cos	K Level	MCQs		Short Ans	swers	Either or	Open				
rnal	0.05		No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice				
CI	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K1)				
AI	CO2	Up to K3	2	K1&K2	2	K2	2(K2&K2)	1(K3)				
CI	CO3	Up to K3	2	K1&K2	2	K2	2(K1&K1)	1(K3)				
AII	CO4	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K3)				
		No. of Questions to be asked	4		3		4	3				
Ques Patt	ern	No. of Questions to be answered	4		3		2	2				
CIA I		Marks for each question	1		2		5	10				
		Total Marks for each section	4		6		10	20				

		D) istribution of	f Marks wit	th K Level (CIA I & C	IA II	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	10	10	24	48	80
	K2	2	4	10	-	16	32	00
CIA	K3	-	-	-	10	10	20	20
I	K4	-	-	-	-	-	-	-
1	Marks	4	6	20	20	50	100	100
	K1	2	2	10	-	14	28	(0
	K2	2	4	10	-	16	32	60
CIA	K3	-	-	-	20	20	40	40
II	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)										
			MC		Short An	swers	Section C	Section D			
S.No	COs	K - Level	No. of	K –	No. of	K –	(Either /	(Open			
			Questions	Level	Question	Level	or Choice)	Choice)			
1	CO 1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K1)			
2	CO 2	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(K2)			
3	CO 3	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(K2)			
4	CO 4	Up to K3	2	K1&K2	1	K3	2(K3&K3)	1(K3)			
5	CO 5	Up to K4	2	K1&K2	1	K3	2(K4&K4)	1(K4)			
No.	of Questi Aske	ons to be d	10		5		10	5			
No.	of Questi answer	ons to be red	10		5		5	3			
Mark	s for eacl	n question	1		2		5	10			
Total Marks for each section		10		10		25	30				
	(Figures	in parenthe	sis denotes,	questions s	hould be as	ked with	the given K l	evel)			

	Distribution of Marks with K Level											
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %					
K1	5	2	10	10	27	22	55					
K2	5	4	10	20	39	33	55					
K3	-	4	20	10	34	28	28					
K4	-	-	10	10	20	17	17					
Marks	10	10	50	50	120	100	100					
NB: Hig	gher level of p	erformance o	of the students	s is to be ass	essed by a	attempting	higher level					

of K levels.

			ice Questions)
Answei Q.No	r All Q CO	uestions K Level	(10x1=10 marks) Questions
1	C01	K Level K1	Questions
2	C01	K1 K2	
3	CO1	K2 K1	
4		KI K2	
5	CO2		
	CO3	K1	
6 7	CO3	K2	
-	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
		ort Answe	, ,
	<u> </u>	uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K2	
13	CO3	K2	
14	CO4	K3	
15	CO5	K3	
		ther/Or Ty	pe)
Answe	-	uestions	(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K3	
17) b	CO2	K3	
18) a	CO3	K2	
18) b	CO3	K2	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K4	
20) b	CO5	K4	
NB: Hi level of			formance of the students is to be assessed by attempting higher
		en Choice Fhree ques	
	CO	K Level	Questions (5x10=50 marks)
Q.No 21	C01	K Level K1	Questions
21	CO1 CO2	KI K2	
22	CO2 CO3	K2 K2	
23	CO3	K2 K3	
25	CO5	K4	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

	BUSINESS COMMUN	NICATION					
Course Code	21UBAA21				L	Р	С
Category	Core				5	-	4
Nature of cours	e: EMPLOYABILITY	SKILL ORIENTED	\checkmark	ENTREPREN	NEUR	SHIF)
Course Objecti	ves:						
	nd the basic concepts and				s.		
	functions and effectivene						
-	wledge about complaints	-					
	w to correspond with pub		pare	Job application	ns & r	esum	es.
	making of business repo	rts and proposals					
	oduction					15	
	- Meaning & Definition						
Principles -Ty	pes of communication	- Various Media of	con	nmunication -	– Ba	rriers	te
communication-	Communication ethics-	common ethical pitfa	lls	in communic	ation,	Eth	ical
communication							
	iness Letters - I					15	
Need, function	s and kinds of a Busin	ness letter- Essentials of	of ar	n Effective Bu	isiness	lett	er -
Enquiries - typ	bes- Replies-Offers and	Quotations - Importan	nt te	erms in offers	& q	uotat	ions
(Specimen letter	rs) Orders – Confirmati	ion – Execution – Refu	sal a	and Cancellation	on of a	an or	der
(Specimen Lette	rs)						
Unit: III Bus	iness Letters – II					15	5
Complaints and	l Adjustments- Sources of	of mistakes giving rise	to co	omplaints-Adju	stmen	t pol	icy-
	s-collection series. Sales						
sales correspond	ent.						
Unit: IV Cor	respondence with publi		1.	tion lattars /		1/	
Res	umes:	ic authorities & Job apj	olica			15	5
		ic authorities & Job apj	plica			13	5
Post Office, Ra	ilways, Insurance Corres				ustom		
	ilways, Insurance Corres with other banks. Job app	pondence, and Bank cor	respo	ondence-with c		ers, v	with
the head office,	with other banks. Job app	pondence, and Bank corr plication letter-form and	respo cont	ondence-with c ent of an effect	ive ap	ers, v plica	with tion
the head office,		pondence, and Bank corr plication letter-form and	respo cont	ondence-with c ent of an effect	ive ap	ers, v plica	with tion
the head office, ' letter-Resume/C Blogs	with other banks. Job app	pondence, and Bank complication letter-form and umes, specimen applicat	respo cont	ondence-with c ent of an effect	ive ap	ers, v plica	with tion n of
the head office, letter-Resume/C Blogs Unit: V Rep	with other banks. Job app V-content, types of resu	pondence, and Bank complication letter-form and umes, specimen applicat	respo cont tion	ondence-with c ent of an effect letter & Resur	ive ap ne-Cr	ers, v plica eation	with tion n of
the head office, letter-Resume/C Blogs Unit: V Rep Report – mea	with other banks. Job app .V-content, types of resu port Writing & Proposal uning, importance- type	pondence, and Bank complication letter-form and umes, specimen applicat Is es of business reports	respo cont tion	ondence-with c ent of an effect letter & Resur Oral and w	ive ap ne-Cr ritten	ers, v plica eation 15 repo	with tion n of 5
the head office, ' letter-Resume/C Blogs Unit: V Rep Report – mea Characteristics of	with other banks. Job app V-content, types of resu port Writing & Proposal uning, importance- type of a good report -Draftin	pondence, and Bank complication letter-form and umes, specimen applicat Is es of business reports ng of Business Reports	respo cont tion	ondence-with c ent of an effect letter & Resur Oral and w	ive ap ne-Cr ritten	ers, v plica eation 15 repo	with tion n of 5
the head office, ' letter-Resume/C Blogs Unit: V Rep Report – mea Characteristics of	with other banks. Job app .V-content, types of resu port Writing & Proposal uning, importance- type	pondence, and Bank complication letter-form and umes, specimen applicat Is es of business reports ng of Business Reports	respo cont tion s – P	ondence-with c ent of an effect letter & Resur Oral and w Proposals-Types	ive ap ne-Cr ritten s of p	ers, v plica eation 15 repo	with tior n of 5 orts- sals
the head office, letter-Resume/C Blogs Unit: V Rep Report – mea Characteristics of	with other banks. Job app .V-content, types of resu port Writing & Proposal uning, importance- type of a good report -Draftin proposal and long proposa	pondence, and Bank complication letter-form and umes, specimen applicat Is es of business reports ng of Business Reports	respo cont tion s – P	ondence-with c ent of an effect letter & Resur Oral and w	ive ap ne-Cr ritten s of p	ers, v plica eation 15 repos	with tion n of 5 orts- sals
the head office, letter-Resume/C Blogs Unit: V Rep Report – mea Characteristics of parts of a short p Books for Study	with other banks. Job app .V-content, types of resu port Writing & Proposal uning, importance- type of a good report -Draftin proposal and long proposa y:	pondence, and Bank complication letter-form and umes, specimen applicat Is es of business reports ng of Business Reports al	respo cont tion - P To	ondence-with c ent of an effect letter & Resur Oral and w roposals-Types tal Lecture Ho	ive ap ne-Cr ritten s of p ours	ers, v plica eation 15 repose 75H	with tion n of orts- sals, rs
the head office, letter-Resume/C Blogs Unit: V Rep Report – mea Characteristics of parts of a short p Books for Study 1. Essential	with other banks. Job app V-content, types of resu port Writing & Proposal uning, importance- type of a good report -Draftin proposal and long proposa y: of Business Communica	pondence, and Bank complication letter-form and umes, specimen applicat Is es of business reports ng of Business Reports al ation - Rajendra Pal & T	respo cont tion - P To	ondence-with c ent of an effect letter & Resur Oral and w roposals-Types tal Lecture Ho	ive ap ne-Cr ritten s of p ours	ers, v plica eation 15 repose 75H	with tior n of sorts- sals rs
the head office, letter-Resume/C Blogs Unit: V Rep Report – mea Characteristics of parts of a short p Books for Study 1. Essential Sons Put	with other banks. Job app V-content, types of resu- ort Writing & Proposal uning, importance- type of a good report -Draftin proposal and long proposa y: of Business Communica plishers, New Delhi2014	pondence, and Bank complication letter-form and umes, specimen applicat ls es of business reports ng of Business Reports al ation - Rajendra Pal & T	respo cont tion - P To	ondence-with c ent of an effect letter & Resur Oral and w roposals-Types tal Lecture Ho	ive ap ne-Cr ritten s of p ours	ers, v plica eation 15 repose 75H	with tior n of orts- sals rs
the head office, letter-Resume/C Blogs Unit: V Rep Report – mea Characteristics of parts of a short p Books for Study 1. Essential Sons Put	with other banks. Job app V-content, types of resu- ort Writing & Proposal uning, importance- type of a good report -Draftin proposal and long proposa y: of Business Communica plishers, New Delhi2014 rences:	pondence, and Bank complication letter-form and umes, specimen applicat ls es of business reports ng of Business Reports al ation - Rajendra Pal & 7	respo cont ion - P To	ondence-with c ent of an effect letter & Resur Oral and w roposals-Types tal Lecture Ho Korlahalli, Su	ive ap me-Cr ritten s of p ours	ers, v plica eation 15 repose 75Hn Chan	with tion n of orts- sals, rs
the head office, letter-Resume/C Blogs Unit: V Rep Report – mea Characteristics of parts of a short p Books for Study 1. Essential Sons Put Books for Refer	with other banks. Job app V-content, types of resu- ort Writing & Proposal uning, importance- type of a good report -Draftin proposal and long proposa y: of Business Communica plishers, New Delhi2014 rences: nication skills by Dr.Nage	pondence, and Bank complication letter-form and umes, specimen applicat ls es of business reports ng of Business Reports al ation - Rajendra Pal & 7	respo cont ion - P To	ondence-with c ent of an effect letter & Resur Oral and w roposals-Types tal Lecture Ho Korlahalli, Su	ive ap me-Cr ritten s of p ours	ers, v plica eation 15 repose 75Hn Chan	with tior n of sorts- sals rs

Web R	lesources:	
<u>1. h</u>	ttp://booksgoogle.co.in/business communication,	
	ww.managementstudyguide.com/business_communication.htm,	
<u>3.st</u>	tudy.com/academy/lesson/what-is-effective-business-communication	
<u>4.tl</u>	nebalancecareers.com	
Course	e Outcomes	K Level
After	studying this course, the students will be able to:	
CO1:	Define the concept of Business Communication and to classify the types, media of communication and to discuss the barriers and ethics in communication.	Up to K2
CO2:	Describe the functions, kinds, essentials of Business letters and to write enquiries, replies, offers & quotations and to prepare order letters.	Up to K3
CO3:	Practice Complaint, Adjustment letters and to write Collection letters and to relate it with sales correspondence.	Up to K3
CO4:	Outline the correspondence with various public authorities and to prepare job application & resume.	Up to K3
CO5:	Discuss the concept , types of business reports and to infer the report drafting and to prepare various types of proposals	Up to K4

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	2	3	1	3	3
CO 2	2	2	3	3	2	3
CO 3	2	2	3	3	2	3
CO 4	2	1	3	3	2	3
CO5	2	3	3	3	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	COURSE NAME – Business Communication	Hrs	Mode
I	Introduction Communication – Meaning & Definition – importance of effective communication - Objectives – Principles –Types of communication- Various Media of communication – Barriers to communication- Communication ethics-common ethical pitfalls in communication, Ethical communication.	15	Lecture method & Video sessions
II	Business Letters - I Need, functions and kinds of a Business letter– Essentials of an Effective Business letter - Enquiries – types- Replies-Offers and Quotations – Important terms in offers & quotations (Specimen letters) Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)	15	Lecture Method & Assignments
ш	Business Letters – II Complaints and Adjustments- Sources of mistakes giving rise to complaints-Adjustment policy- Collection letters-collection series. Sales letters- Advantages, Objectives, Three p's important for a sales correspondent.	15	Lecture Method & Group activity
IV	Correspondence with public authorities & Job application letters/ Resumes: Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the head office, with other banks. Job application letter-form and content of an effective application letter-Resume/C.V-content, types of resumes, specimen application letter & Resume	15	Lecture method , video session and role play
V	Report Writing & Proposals Report – meaning, importance- types of business reports – Oral and written reports- Characteristics of a good report -Drafting of Business Reports – Proposals-Types of proposals, parts of a short proposal and long proposal	15	Lecture method and Assignments

Course Designed By

Dr.R.Meenakshi Devi, Assistant professor & Dr.R.Sofia, Assistant professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print											
	Articulation Mapping – K Levels with Course Outcomes (COs)											
				Section	n A	Sect	tion B		Section			
Inter				MCC	<u>)</u> s	Short A	Answers	Section C	D			
nal	Co)S	K Level	No. of. Questions	K - Level	No. of. Questi ons	K - Level	Either or Choice	Open Choice			
CI	CC)1	Up to K2	2	K1&k2	1	K1	2(K2&K2)	1(K2)			
AI	CC)2	Up to K3	2	K1&k2	2	K3	2(K3&K3)	1(K3)			
CI	CC)3	Up to K3	2	K1&k2	1	K2	2(K2&K2)	1(K4)			
AII	CC)4	Up to K4	2	K1&k2	2	K2	2(K3&K3)	1(K3)			
			of Questions to be asked	4		3		4	2			
~	•		of Questions be answered	4		3		2	1			
II To		Ma	arks for each question	1		2		5	10			
			tal Marks for ach section	4		6		10	10			

		Distril	oution of Ma	rks with K	Level CIA	I & CIA	II	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	-	-	4	8	60
	K2	2	4	10	10	26	52	00
	K3	-	-	10	10	20	40	40
CIA I	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
	K1	2	2			4	8	40
	K2	2	4	10		16	32	40
CIA II	K3			10	10	20	40	40
	K4				10	10	20	20
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)										
			MC		Short Answers		Section C	Section D			
S.No	COs	K - Level	No. of	K –	No. of	K –	(Either /	(Open			
			Questions	Level	Question	Level	or Choice)	Choice)			
1	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(k2&k2)			
2	CO2	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(k3&k3)			
3	CO3	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(k3&k3)			
4	CO4	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(k4&k4)			
5	CO5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(k3&k3)			
No.	of Quest Aske	ions to be ed	10		5		10	5			
No.	of Quest answe	ions to be red	10		5		5	3			
Marl	ks for eac	ch question	1		2		5	10			
Total Marks for each section		10		10		25	30				
	(Figures	in parenthesi	is denotes, qu	iestions sh	ould be as	ked with	the given K l	evel)			

		Distr	ibution of Ma	rks with K l	Level		
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	2	10		17	14	42
K2	5	8	10	10	33	28	42
K3			20	30	50	42	42
K4			10	10	20	16	16
Marks	10	10	50	50	120	100	100
NB: Hig levels.	her level of pe	erformance of	the students is	to be assesse	ed by atter	npting high	ner level of K

		-	ice Questions)
-		uestions	(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (Sho	ort Answei	rs)
		uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
		her/Or Ty	pe)
		uestions	$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K4	
20) b	CO5	K4	
			ormance of the students is to be assessed by attempting higher
level of			
		en Choice)
		Three ques	
Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K3	
23	CO3	K3	
24	CO4	K4	
25	CO5	K3	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course	e Name	Employability Skills						
Course	e Code	21UBAS21	L	Р	С			
Catego	ory	Skill	2	-	2			
Nature	of cours	se: EMPLOYABILITY SKILL ORIENTED 🗸 ENTREPRE	NEUF	RSHI	Р			
Course	e Object	ives:						
2. To 3. To 4. To 5. To	 To Gain the knowledge on workplace skills and to know the techniques to develop it. To Familiarize the core skills for work development framework. To Explore into the concept of work Integrated learning. 							
Unit: I	Em	ployability Skills – Meaning – Definition – Hard & Soft skills – Voc lls – Employability Attributes.	ation	al 6)			
Unit: I	Co	mmon Employability Skills – People Skills – Personal Skills – A owledge – Workplace Skills.	Applie	ed 6	5			
Unit: I	II _{Co}	re Skills for work development Framework.		6				
Unit: I	EII	ployability Skills in delivery at Assessment – Concept of Work Interning (WIL)	egrate	ed 6	,			
Unit: V	V Job	Application Letters writing - Resume Preparation – Mock Interview	1	6				
		Total Lecture	Hou	rs 3	0			
	or Study							
Books 1. Go	for Refe vernme BartetzK	Iaterial, Employability Skills, Department of Business Administration erence: Int of India, Ministry of Labor & Employment, DGE & T, 2011. O, Employability Skills and the new training Organization, Key		peter	ncies,			
		ΓCOMES]	K Le	vel			
CO1:		entiate the concept of employability skills and graduate attributes.		Up to				
CO2: CO3:	Develo	the most influential proven skills for seeking employment. ping keen interest to build core skills for work development framewo otter career.	nrk	Up to Up to				
CO4:	Examir	the applications of work integrated learning to hone the ability skills.	eir	Up to	o K4			
CO5:	•	es the different Interview techniques and learn those techniques e its winning possibilities.	to .	Up to	o K4			

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	2	3	2	3
CO 2	3	2	2	2	3	3
CO 3	3	3	2	3	3	3
CO 4	3	2	2	3	2	3
CO5	2	2	2	2	3	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	COURSE NAME – Employability Skills	Hrs	Mode
I	Employability Skills – Meaning – Definition – Hard & Soft skills - Vocational Skills - Employability Attributes.	6	Chalk and talk,PPT, Videos, Assignment
п	Common Employability Skills - People Skills – Personal Skills - Applied Knowledge – Workplace Skills.	6	Chalk and talk, PPT Discussion Role play
III	Core Skills for work development Framework- Exercises	6	Chalk and talk,PPT, Assignment Exercises
IV	Employability Skills in delivery and Assessment- Concept of Work Integrated Learning (WIL)- Exercises	6	Chalk and talk,PPT
V	Job Application Letters writing –Resume Preparation – Mock Interview.	6	Chalk and talk,PPT, Resume preparation, Mock interview

Course Designed by: Dr. M. Sakthivel, Associate Professor





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	ame	BUSINESS LAW					
Course Co	ode	21UBAC31	L	Р	C		
Category		Core	5	-	4		
Nature of o	course	: EMPLOYABILITY 🖌 SKILL ORIENTED ENTREPREN	EUR	SHIP			
Course O	bjectiv	/es:					
1. To	expos	e the students to the principles and law of contract.					
2. To	bring	knowledge to the students about capacity of contract.					
3. To	aware	about the concepts of Bailment and agency.					
4. To	develo	op the skills to identify relationship towards sale of goods.					
5. To	equip	the students to find the partners relationship and its act of law.					
Unit: I	India	n Contract Act, 1872		15			
Definition	- Esse	ntials of Valid Contract - Types of Contract - Legal rules as to Offer,	Acce	ptanc	e		
and Consid	deratio	n.					
Unit: II	Capa	ncity to Contract		15			
Free	e conse	ent - Coercion, Undue influence, Misrepresentation, Fraud and Mista	kes. (Quasi			
Contracts -	- Wage	ering and Contingent Contracts. Discharge of Contract. Breach of Cor	ntract	and			
Remedies	for Bro	each of Contract					
Unit: III	Cont	racts of Indemnity & Guarantee		15			
Features, I	Differe	nces between Indemnity and Guarantee, Kinds of Guarantee and Rig	hts o	f Sure	ety.		
Bailment -	- Duti	es of Bailor and Bailee and Differences between Pledge and Bailme	ent. A	genc	y –		
Creation, F	Rights	and Duties of Agent and Principal and Termination of Agency.					
Unit: IV	Sale	of Goods Act 1930		15			
Meaning o	f Sale	and Goods, Conditions and Warranties, Transfer of Property, Rights	of an	Unpa	uid		
Seller.							
Rights to I	nform	ation Act 2005, meaning, objectives and significance of RTI act,-Rece	ent				
Amendments- Procedures for obtaining information under RTI act 2005.							
Unit: V	India	n Partnership Act 1932		15			
Definition	and Fe	ormation of Partnership, Types of Partners, Duties and Rights of Partners	ners.				
Self Learn	Self Learning: key amendments to limited liability partnership bill 2021.						
		Total Lecture Hou	irs	75 Hi	rs		
Books for	Study	/ :					
1. Ka	poor, l	N. D, Elements of Mercantile Law, Sultan Chand & Sons, New Dell	ni				
2. Garg. K.C, V.K.Sareen, Mukesh Sharma and R.C.Chawla, Business Law-I, Kalyani							
	Publishers, 3, Mahalakshmi Street, T.Nagar, 600 017, Chennai.						
Books for							
1. Sentha	marai	Lakshmi. C and Muthulakshmi. I, Business Law, Limra Publication	ons, (525 0	01,		
L							

-						
Μ	Madurai.					
2. Maheshwari, S.N. and S.K. Maheshwari, A Manual of Business Law, , Himalaya Publishing						
Η	House, New Delhi.					
Web	Resources:					
https:	//en.wikipedia.org/wiki/Indian_Contract_Act,_1872					
https:	//www.vedantu.com/commerce/capacity-to-contract					
https:	//wbconsumers.gov.in/writereaddata/ACT%20&%20RULES/Relevant%20Act%2	0&%20Rules				
/Sales	%20of%20Goods%20Act,%201930.pdf					
https:	//www.toppr.com/guides/business-laws/the-indian-partnership-act/					
Course Outcomes						
CO1:	Cite the basic concepts, essential elements of a contract and to point out	Un to V2				
COI	the legal terminologies of Indian contract act.	Up to K2				
CO2:	Categorize the rights and duties of Capacity to Contract.	Up to K3				
001	Distinguish between indemnity and guarantee and to indicate the key	Up to k4				
CO3:	CO3: [bisinguish between internative and guarantee and to indicate the key features of indemnity and guarantee					
CO4:	Discover the duties and responsibilities and techniques of sale of goods act.	Up to k4				
		_				
CO5:	Understand the need for implementing sale of goods act and thereby to	Up to k4				
005.	defend Partner relationship act.	-				

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	3	3	3	2	2
CO 2	3	3	2	2	2	2
CO 3	3	2	2	2	2	2
CO 4	3	2	3	2	2	2
CO5	3	2	3	2	3	2

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name	Hrs	Pedagogy
I	Indian Contract Act, 1872: Definition - Essentials of Valid Contract - Types of Contract - Legal rules as to Offer, Acceptance and Consideration	15	Chalk and talk,PPT Discussion Assignments
II	Capacity to Contract : Free consent – Coercion, Undue influence, Misrepresentation, Fraud and Mistakes. Quasi Contracts - Wagering and Contingent Contracts. Discharge of Contract. Breach of Contract and Remedies for Breach of Contract	15	Chalk and talk,PPT Discussion Assignments
Ш	Contracts of Indemnity & Guarantee: Features, Differences between Indemnity and Guarantee, Kinds of Guarantee and Rights of Surety. Bailment – Duties of Bailor and Bailee and Differences between Pledge and Bailment. Agency – Creation, Rights and Duties of Agent and Principal and Termination of Agency.	15	Chalk and talk,PPT Assignment Exercises
IV	Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an Unpaid Seller.	15	Chalk and talk,PPT Assignment Exercises
V	Indian Partnership Act 1932: Definition and Formation of Partnership, Types of Partners, Duties and Rights of Partners.	15	Chalk and talk PPT Discussion Role play

Course Designed by:

Dr. R.Venkatesa Narasimma Pandian, Assistant Professor,

Dr.M.Sakthivel, Associate Professor and Head

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)										
T		K Level	Sectio MCC		Section Short An		Section C Either or Choice	Sectio			
Inter nal	Cos		No. of. Question s	K - Level	No. of. Questions	K - Level		n D Open Choice			
CI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)			
AI	CO2	Up to k3	2	k1&k2	1	K2	2(k3&k3)	1(k3)			
CI	CO3	Up to k4	2	k1&k2	2	K3	2(k4&k4)	1(k3)			
AII	CO5	Up to k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)			
		of Questions be Asked	4		3		4	3			
Questi on Pattern	to be	of Questions Answered	4		3		2	2			
CIA I & II		ks for each Juestion	1		2		5	10			
		l Marks for h Section	4		6		10	20			

		Distri	bution of Ma	rks with K I	Level CIA I	& CIA I	Ι	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolida te of %
	K1	2	4	-		6	12	60
	K2	2	2	10	10	24	48	00
CIA	K3	-	-	10	10	20	40	40
I	K4	-	-	-				
-	Marks	4	6	20	20	50	100	100
	K1	2	-	-		2	4	52
	K2	2	2	10	10	24	48	54
CIA	K3	-	4	10		14	28	28
II	K4	-	-	-	10	10	20	20
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Exercises

K4- Examining, analyzing, presentation and make inferences with evidences

CO4 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)										
S.N 0	COs	K - Level	MCQ No. of Questions)s K – Level	Short Ar No. of Question s	swers K – Level	Section C (Either / or Choice)	Section D (Open Choice)			
1	CO1	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)			
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)			
3	CO3	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k3)			
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)			
5	CO5	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)			
No.	of Questic be Asked		10		5		10	5			
No	o. of Quest Answe	tions to be ered	10		5		5	3			
Mai	rks for eac	ch question	1		2		5	10			
	Total Marks for each section		10		10		25	30			
	(Figures	in parenthes	is denotes, q	uestions	should be as	sked with	ı the given K	level)			

			Dist	tribution of	Marks v	with K Le	vel
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Mark s	% of (Marks without choice)	Consolidate d %
K1	5	4	-	-	09	7.5	42
K2	5	6	20	10	41	34.16	42
K3	-	-	20	20	40	33.3	33
K4	_	_	10	20	30	25	25
Marks	10	10	50	50	120	100	100

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

	A (Multi All Que	-	e Questions) (10x1=10 marks)
Q.No	CO	K Level	Questions
1	C01	K1	
2	CO1	K1 K2	
3	CO2	K2 K1	
4	CO2	K1 K2	
5	CO3	K2 K1	
6	CO3	K1 K2	
3 7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (Short	t Answers)	
	r All Que		(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section	C (Eithe	r/Or Type)
Answei	r All Que	stions	(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K4	
18) b	CO3	K4	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K3	
20) b	CO5	K3	
NB: Hi of K lev	0	l of perfori	mance of the students is to be assessed by attempting higher level
	D (Open	Choice)	
	•	ree questio	ns (3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K3	
23	CO3	K3	
24	CO4	K4	
25	CO5	K4	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	MARKETING MANAGEM	IENT								
Course Code	21UBAC32			L	Р	C				
Category	Core			5	-	4				
Nature of cours	e: EMPLOYABILITY	SKILL ORIENTE	D ENTREPR	ENEU	JRSH	IIP				
Course Objecti	ves:									
2. To understa	ey marketing concepts and its and the concepts of product and	11		sumer	and					
- ·	outplay its competitors. 3. To study the various pricing strategies adopted by firms and to know the factors influencing the									
successful d		pied by mins and to h		innuer	lenig	uie				
	he knowledge in Integrated ma	rketing communicati	ons and its role in	mark	eting					
/firms' succ		6			0					
5. To familiari	ze with the trends of Marketing	g, and to learn the soc	ial and ethical pra	actices	of					
firms.			-							
	keting -Basics and its Conce				10					
	finition – Nature and Scope of									
	agement and its Evolution – Co	onsumers Behaviour	 Buying Motives 	- Coi	nsume	er				
Decision Makin										
	luct and Branding				10					
	ct Classification – Product Pol	-	Development – Pr	oduct	Mix -	_				
	cle – Branding, positioning and	d Packaging.								
	ing and Distribution			<u> </u>	15					
	g Objectives – Kinds of Pricing				_					
	nel Selection – Retailing and V	holesaling – Motiva	ting Channel Mer	nbers.	•					
	munication in Marketing				20					
	eaning and Importance – Type									
_	edia – Media selection – Adve		ertising Agency -	- Evol	ution	OI				
	ectiveness-sales promotion -De	erinition-its types.			15					
	ent marketing trends	alaning a digital			15					
	ng-Definition-Importance-Dev Dimensions of Digital Marketi									
01	ig Trends – Role of social med		·	rlzatir	NG NG					
	ig Tiends – Role of social file		Fotal Lecture Ho		75 Hi	rs				
Books for Stud	v:									
	Ianagement, Dr.N.Rajan Nair	and Sanjith Nair, Sul	an Chand & Sons	, 23-						
Daryaganj, I	New Delhi-110 002									
Books for Refe	rences:									
1. Philip Kotle New Delhi	r, Marketing management, Pre - 110 001	ntice Hall of India Pr	ivate Limited,							
	Ianagement by C.B.Gupta and	Rajannair-Sultan Ch	and and sons-Nev	vDelh	i-2					
Web Resources		<u></u>			-					

	/nptel.ac.in/courses/110/104/110104070/ /www.coursera.org/courses?query=marketing%20management	
	e Outcomes	K Level
CO1:	Describe the major factors that influence consumer purchasing decisions	Up to K 2
CO2:	Explain what a product is and the importance of products in the marketing mix	Up to K3
CO3:	Explain the primary factors to consider in pricing and Explain what channels of distribution are and why organizations use them	Up to K3
CO4:	Apply techniques of promotion for building a brand.	Up to K4
CO5:	Analyze Digital Marketing techniques and apply them in business.	Up to K 4

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	2	3	2	3
CO 2	3	3	3	2	3	3
CO 3	2	2	1	2	3	2
CO 4	3	2	3	2	3	3
CO5	3	2	3	2	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name- Marketing Management	Hrs	Pedagogy
I	Marketing – Definition – Nature and Scope of Marketing – Concepts of Marketing Mix – Marketing Management and its Evolution – Consumers Behaviour – Buying Motives – Consumer Decision Making.	15	Role play-Lecture Method, &Video sessions
Π	Product – Product Classification – Product Policies – New product Development – Product Mix – Product Life Cycle – Branding,positioning and Packaging	10	Lecture, Markeing Games, live case Discussion
III	Pricing – Pricing Objectives – Kinds of Pricing – New Product Pricing. Channels Function – Factors in Channel Selection – Retailing and Wholesaling – Motivating Channel Members.	15	Lecture-video clippings
IV	Advertising – Meaning and Importance – Types of Advertising – Objectives – Advertisement Copy – Advertising Media – Media selection – Advertising Budget – Advertising Agency – Evolution of Advertising Effectiveness-sales promotion -Definition- its types.	20	Lecture- Exercise -copy development- contest on framing sales promotion
V	Digital marketing-Definition-Importance-Developing a digital marketing plan-Dimensions of Digital Marketing-Mobile Marketing- Recent Marketing Trends – Role of social media in Marketing-Ethical Practices in marketing.	15	Lecture, presentation- assignment on app

Dr.R.Meenakshi Devi, Assistant professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blueprint Articulation Mapping – K Levels with Course Outcomes (COs)										
			Sectio	Section A		1 B	Section C	Section D			
Inte	Cos	K Level	MCO	Qs	Short Ans	swers	Either or	Open			
rnal	000	I Lever	No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice			
CI	CO1	Up to k2	2	k1&k1	2	K2	2(k2&k2)	1(k2)			
AI	CO2	Up to k3	2	k1&k1	1	К3	2(k3&k3)	1(k3)			
CI	CO3	Up to k3	2	k1&k1	1	K3	2(k2&k2)	1(k3)			
AII	CO4	Up to k4	2	k1&k1	2	K2	2(k4&k4)	1(k4)			
		No. of Questions to be asked	4		3		4	2			
-	stion	No. of Questions to be answered	4		3		2	1			
CIA	I & II	Marks for each question	1		2		5	10			
		Total Marks for each section	4		6		10	10			

		Dis	tribution of I	Marks wit	h K Level	CIA I &	CIA II	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	4	-	-	-	4	8	56
	K2	-	4	10	10	24	48	50
	K3	-	2	10	10	22	44	44
CIA	K4	-	-	-	-	-	-	-
Ι	K5							
	Marks	4	6	20	20	50	100	100
	K1	2				2	4	60
	K2	2	4	10		16	32	00
CIA	K3		2		10	12	24	
II	K4			10	10	20	40	40
11	K5							
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

S	ummativ	ve Examinatio		int Articu utcomes		oing – K	Level with (Course
			MCQ		Short Ans	swers	Section C (Either / or Choice)	Section D (Open Choice)
S.No	COs	K - Level	No. of Questions	K – Level	No. of Questions	K – Level		
1	CO1	Up to K 2	2	k1&k2	1	k2	2(k2&k2)	1(k2)
2	CO2	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
3	CO3	Up to K3	2	k1&k2	1	k3	2(k2&k2)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k4&k4)	1(k4)
No.	of Quest Aske	ions to be ed	10		5		10	5
No.	of Quest answe	ions to be red	10		5		5	3
Marl	Marks for each question		1		2		5	10
Tot	Total Marks for each section				10		25	30
	(Figures	in parenthes	is denotes, qu	estions s	hould be ask	ed with	the given K	level)

CO5 will be allotted for individual Assignment which carries five marks as part of the CIA component.

		Dis	tribution of	Marks with	n K Leve	1	
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	-	5	4.16	32
K2	5	8	10	10	33	27.5	52
K3	-	2	20	20	42	35	35
K4	-	-	20	20	40	33.3	33
Marks	10	10	50	50	120	100	100
NB: Hig of K lev	gher level of p els.	erformance o	f the students	s is to be asso	essed by a	attempting	higher level

	· All Qu		e Questions) (10x1=10 marks)
Q.No	CO	K Level	Questions
1	C01	K1	
2	C01	K2	
3	CO2	K1	
4	CO2	K1 K2	
5	CO3	K1	
<u>5</u> 6	CO3	K1 K2	
7	CO4	K1	
8	CO4	K1 K2	
9	CO5	K2 K1	
10	CO5	K1 K2	
		rt Answers)	
Answer	•	,	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	C01	K Level K2	Zubunb
12	CO1	K2 K2	
12	CO2	K2 K3	
13	CO3	K3 K2	
15	C04	K2 K2	
		er/Or Type	
Answer			$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions
16) a	C01	k2	
10) a		N Z	
,			
16) b	CO1	k2	
16) b 17) a	CO1 CO2	k2 k3	
16) b 17) a 17) b	CO1 CO2 CO2	k2 k3 k3	
16) b 17) a 17) b 18) a	CO1 CO2 CO2 CO3	k2 k3 k3 k4	
16) b 17) a 17) b 18) a 18) b	CO1 CO2 CO2 CO3 CO3	k2 k3 k3 k4 k4 k4	
16) b 17) a 17) b 18) a 18) b 19) a	CO1 CO2 CO2 CO3 CO3 CO4	k2 k3 k3 k4 k4 k3	
16) b 17) a 17) b 18) a 18) b 19) a 19) b	CO1 CO2 CO2 CO3 CO3 CO4 CO4	k2 k3 k3 k4 k4 k3 k3	
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16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b NB: High levels Section Answer Q.No 21	CO1 CO2 CO3 CO3 CO4 CO4 CO4 CO5 CO5 gher lev D (Ope Any T) CO CO1	k2 k3 k4 k4 k3 k4 k3 k4 k3 k4 el of perform en Choice) hree question K Level K3	ns (3x10=30 marks)
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Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	E	NTREPRENEURSHIP					
Course Code	21	UBAC33			L	Р	C
Category	C	ore			5	-	4
Nature of cours	se:	EMPLOYABILITY	SKILL ORIENTED	ENTREPREN	JRSH	IP	✓
Course Object	ives	:					
		titudes, values, character	ristics, behaviour, and p	rocesses associate	ed with	1	
1 0		preneurial minds.					
	-	pes of entrepreneurs and					
		ways in which entreprene	eurs perceive opportunit	y, manage risk, or	rganiz	e	
resources and ad							
		itution that is opt for a k					
		n for implementing entre			compe	titive	•
		responsible for the socia		ues.		1.0	
		iction to Entrepreneurs		τ.	1	15	
		eaning – Characteristic					
1		ntrapreneur- Entrepren	-	U	-		-
		neurship Development	in India- Entrepreneu	irsnip Developme	ent pro	ogran	nme
$(\mathbf{H} \mathbf{I} \mathbf{P})_{-} \cap \mathbf{h} (\mathbf{e} \mathbf{c} \mathbf{f}) \mathbf{v}$						U	mine
		phases of EDP.			•		
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Unit: IIOthWomen EntrepEntrepreneurs.development-Nientrepreneurshipopportunities forunit: IIIMSIMSMEs – concauses-measurSTART-UP-meastrategiesstrategiesforecosystem-sustaUnit: IVInstInstitutional supstrengthen theassistance schergradation-ISOcluster developAssistance.Unit: VBusBusinessMode	ner f prei GO prei prei pres neepres. eani suce res. eani suce aine titut ppo infr me- 900 ppm el C	ypes of Entrepreneur neurs-Definition-factors Cural entrepreneursh 's and rural entre and social entreprene evelopment—challenges 's and Start-up's ot-importance-problems-s ng-initiatives-incubators cess-start-up-innovations opreneurship- Definition to entrepreneurs-Sche astructure for EDI's un- credit guarantee scheme- 00/ISO14001 certification ent programme-micro	ip-meaning-problems epreneurship. Social urship-characteristics-A steps to start a MSME- s-sources of finance for s in India-startup eco n-various dimensions-E oreneurs me for providing estab der ATI scheme- mark credit linked capital sub on reimburse ment sci finance programme-I ct Report preparation Report –meaning-conto	trepreneurs-proble of rural en Entrepreneur gripreneurship- Sickness in MSM or start-ups-failur o system-steps to ntrepreneurial Ett lishment of new eting support un osidy scheme for heme-Micro sma MSME market	ems of trepren ship-I Meani IE-syr es of to bu nics institu der m techno ill ent deve	15 f Won neurs Mean ing-no 15 mptor startti ild 15 itions arket ology terpri lopm 15 exerce	5 men hip- ing- eed- 5 ms- ups- ocal 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5

Books for Study:

1.Khanka. S.S, Entrepreneurial Development, S.Chand& Company Ltd. New Delhi.

Books for References:

- 1. Gordon. E and Natarajan. K, Entrepreneurship Development, Himalaya Publishing House, No: 8/2 Madley Street, Ground Floor, T.Nagar, Chennai 600 017.
- 2. N.P.Srinivasan & G.P.Gupta, Entrepreneurial Development, Sultan Chand and sons Pvt Ltd., New Delhi.

Web Resources:

https://onlinecourses.swayam2.ac.in/cec20_mg19/preview https://www.edx.org/learn/entrepreneurship

Course Outcomes

K Level

CO1:	Understand the basic concepts of entrepreneurship and entreprene.urshilopment programmesp deve	Up to K2
CO2:		Up to K2
CO3:	Utilise the concepts of MSME and startup to initiate their ventures.	Up to K3
CO4:	Identify the institutions which give financial and other assistance to the entrepreneur.	Up to K3
CO5:	Locate and Plan for a business project appraisal.	Up to K4

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	3	3	2	3
CO 2	3	2	3	2	2	3
CO 3	2	2	3	2	2	2
CO 4	2	3	2	2	3	3
CO5	3	2	2	2	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	SUBJECT NAME	Hrs	Mode
I	Entrepreneur - Meaning – Characteristics-functions-classification- Intrapreneur-characteristics- Entrepreneur vs. Intrapreneur- Entrepreneurship- Definition-factors affecting entrepreneurship growth. Entrepreneurship Development in India - Entrepreneurship Development programme (EDP)- objectives-phases of EDP.	15	Lecture method & Video sessions
II	WomenEntrepreneurs-Definition-factorsinfluencingwomenEntrepreneurs-problemsofWomenEntrepreneurs.Ruralentrepreneurship-meaning-problemsofruralentrepreneurship-development-NGOsandruralentrepreneurship.SocialEntrepreneurship-Meaning-entrepreneurshipandsocialentrepreneurship-characteristics-Agripreneurship-Meaning-need-opportunities for development—challenges	15	Lecture Method & Assignments
III	 MSMEs – concept-importance-problems-steps to start a MSME- Sickness in MSME-symptoms-causes-measures. START-UP-meaning-initiatives-incubators-sources of finance for start-ups-failures of startups-strategies for success-start-up- innovations in India-startup ecosystem-steps to build local ecosystem-sustainopreneurship- Definition-various dimensions- Entrepreneurial Ethics 	15	Lecture Method & Group activity
IV	Institutional support to entrepreneurs-Scheme for providing establishment of new institutions to strengthen the infrastructure for EDI's under ATI scheme- marketing support under marketing assistance scheme-credit guarantee scheme-credit linked capital subsidy scheme for technology up gradation-ISO 9000/ISO14001 certification reimbursement scheme-Micro small enterprises cluster development programme-micro finance programme-MSME market development Assistance.	15	Lecture method , video session and assignments
V	Business Model Canvas-exercise-Project Report –meaning-contents of project report-exercise-Model project report-Project appraisal- meaning- feasibility analysis- Market-Technical-Financial	15	Lecture method

Course Designed by: Dr.R.Sofia, Assistant Professor, &

Dr.R.Meenakshi Devi, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)									
			Section	n A	Section	n B	Section C	Section D		
Inte	Cos	s K Level	MCQ)s	Short Ans	swers	Either or	Open		
rnal			No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice		
CI	CO	1 Up to K2	2	k1&k2	1	K1	2(k2&k2)	1(k2)		
AI	CO	3 Up to K3	2	k1&k2	2	K2	2(k3&k3)	1(k3)		
CI	CO	4 Up to K4	2	k1&k2	1	K3	2(k3&k3)	1(k4)		
AII	CO	5 Up to K3	2	k1&k2	2	K2	2(k2&k2)	1(k3)		
0	-4:0	No. of Question to be asked	¹⁸ 4		3		4	2		
Ques n		No. of Question to be answered	/		3		2	1		
Patto CIA II	I &	Marks for each question	1 1		2		5	10		
11	-	Total Marks fo each section	r 4		6		10	10		

		D	Distribution of	f Marks with	K Level CI	AI&C	IA II	
	K Level	Section A (Multipl e Choice Questio ns)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	4	-	-	6	12	60
	K2	2	2	10	10	24	48	00
CIA	K3	-	-	10	10	20	40.00	40
	K4	-	-	_	-			
1	Marks	4	6	20	20	50	100	100
	K1	2	-	-	-	2	4	26
	K2	2	4	10	-	16	32	36
CIA	K3	-	2	10	10	22	44	44
II	K4	-	-	-	10	10	20	20
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO2 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)									
		K - Level	MCQs		Short Answers		Section C	Section D		
S.No	COs		No. of Questio ns	K – Level	No. of Question	K – Level	(Either / or Choice)	(Open Choice)		
1	CO1	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2)		
2	CO2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2)		
3	CO3	Up to K3	2	K1&K2	1	K3	2(K3&K3)	1(k3)		
4	CO4	Up to K3	2	K1&K2	1	K3	2(K2&K2)	1(K2)		
5	CO5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(k4)		
No.	of Quest Aske	ions to be ed	10		5		10	5		
No	No.of Questions to be answered		10		5		5	3		
Mar	ks for eac	ch question	1		2		5	10		
Total N	Total Marks for each section				10		25	30		
	(Figures	in parenthesi	s denotes, o	questions s	hould be as	ked with	n the given K	level)		

		Dis	tribution of	Marks with	n K Leve	l	
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	-	5	4.16	55
K2	5	6	20	30	61	50.8	
K3	-	2	30	10	42	35	35
K4	-	2	-	10	12	10	10
K5	-	-	-	-	-	-	-
Marks	10	10	50	50	120	100	100
NB: Hig of K lev	· •	erformance o	f the students	s is to be asse	essed by a	attempting	higher level

Section	A (Mu	iltiple Cho	ice Questions)
Answe	r All Q	uestions	(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (Sho	ort Answei	rs)
Answe	r All Q	uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K2	
12	CO2	K2	
13	CO3	K3	
14	CO4	K4	
15	CO5	K2	
Section	C (Eit	her/Or Ty	pe)
		uestions	$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K2	
19) b	CO4	K2	
20) a	CO5	K4	
20) b	CO5	K4	
NB: Hi	igher le	vel of perf	ormance of the students is to be assessed by attempting higher level
of K le		-	
Section	D (Op	en Choice	
Answe	r Any T	Three ques	tions (3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K2	
23	CO3	K3	
24	CO4	K2	
25	CO5	K4	
	•	•	·

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	ORGANIZATIONAL H	BEH	IAVIOUR						
Course Code	21UBAC34				L	Р	С		
Category	Core				5	-	4		
Nature of cours	e: EMPLOYABILITY	1	SKILL ORIENTED	ENTREPREN	EUR	SHIP			
Course Objecti	ves:								
1. To know the importance of human behaviour as the determinants of Organizational Behaviour									
-	erstand the concepts of Va				1				
	concept of perception and	•		um of perception	n and	to			
	the role of Emotional Intel			anala and ita aa			41.		
	e concept of Motivational t	ineo	ries and to apprenend m	orale and its col	nnecu	ION W	ıın		
productivity 4. To acquire t	he conception of Group D	vnoi	mice its norms Cohesix	anass and to las	orn th	o lovo	ماد		
-	andling strategies.	ynai	lines, its norms, conesiv	elless and to lea			15		
	ze with the concept of Lea	ders	shin its styles to learn v	arious theories o	of lead	dershi	in		
	oduction to Organization		1	unous theories (<i>J</i> 1 100	15	1		
	Behaviour – Concept – Na			nisational Beha	viour				
	– Meaning, Types of Valu						es		
	mation of Attitudes. Learn						•••		
	perant, cognitive and social								
	ception and Personality:			,		15	,		
	Ieaning – Process – Fac	tors	affecting Perception -	– Perceptual e	rrors	- Jo	hari		
	ional Intelligence – conc								
Personality-cond	cept, Determinants of pers	onal	lity, personality traits int	fluencing huma	n beh	avior.	,		
Unit: III Mot	ivation and Morale:					15	i		
Motivation -	Concept -Theories of M	lotiv	vation – Hierarchy of	Needs theory,	Moti	vatio	n –		
Hygiene theory	y, Theory X and Theory Y	, –	Financial and Non-finan	ncial motivation	••				
Morale – Conce	pt – Nature – Measuremer	nt – 1	Morale and Productivity	7					
Unit: IV Gro	up Dynamics and Confli	ct:				15	, 1		
-	ncept – Nature – Types		-	-			-		
	orms – Group Cohesivene						e.		
	re – Dysfunction – Levels	of C	Conflict – Individual, Gr	oup and Organiz	zatior	1 —			
Conflict Handling Strategies.									
	dership:					15			
	oncept – Styles of leadersh								
	nagerial Grid–Recent app			irismatic Leader	ship	theor	у,		
I ransactional vs	s. Transformational Leader	rsnip			T	<i>72</i> 11			
			10	tal Lecture Ho	urs	75 H	rs		

Books for Study:

1. Dr.C.D.Balaji,Organizational Behaviour, Margham Publications, Chennai.

Books	for References:	
	Stephen P. Robins, Organizational Behavior, Pearson Education, New Delhi.	
2.	L.M.Prasad, Organizational Behavior, Sultan Chand and Sons, New Delhi.	
3.	Fred Luthans, Organizational Behavior. McGraw Hill Publishers, New Delhi.	
Web R	esources:	
1.	https://www.marketing91.com/organizational-behaviour/	
2.	https://open.umn.edu/opentextbooks/textbooks/30	
3.	https://www.coursera.org/learn/managing-people-iese	
Course	Outcomes	K Level
After s	studying this course, the students will be able to:	
	Explain the nature, determinants, models of Organizational Behaviour and to	
CO1:	narrate the concepts of Values, Attitudes and their sources, types and to	Up to K 2
	elaborate the various theories of Learning.	_
	Describe the process and factors affecting perception and to relate it with	
CO2:	Johari window and to detail the role of Emotional Intelligence in	Up to K3
	organizations.	
	Apply the various theories of Motivation and relate it with financial and Non-	
CO3:	financial motivation and to interpret the concept of Morale, and its	Up to K3
	measurement.	
	Explain the nature, types, features of Groups and to compare the group	
CO4:	behavior, norms and cohesiveness and to outline the levels of conflict handling	Up to K4
	strategies.	
CO5:	Appraise the Leadership concept and to highlight the styles of Leadership and	Up to K 4
005:	to explain the important theories of Leadership	Up 10 K 4

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	2	3	3	3
CO 2	3	2	2	3	3	2
CO 3	3	2	2	3	2	3
CO 4	2	2	3	3	3	2
CO5	3	2	3	3	3	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

FOOT NOTES:

Activities will be given as assignments, role play on how to handle Gen- X, Y, Z in organizational setup.

Unit	Course Name- Organizational Behaviour	Hrs	Pedagogy
Ι	Introduction to Organisational Behaviour: Organisational Behaviour – Concept – Nature – Determinants of O.B – Models of O.B. Values – Meaning, Types of Values – Sources of Values. Attitudes – Meaning – Sources of attitudes- Formation of Attitudes. Learning – Meaning – Theories of Learning.(Classical conditioning, operant, cognitive and social learning – only 4 Theories)	15	Lecture Method, &Video sessions
II	Perception and Personality: Perception – Meaning – Process – Factors affecting Perception — Perceptual errors-Johari Window. Emotional Intelligence and its role in an organization. Personality- concept, Determinants of personality, personality traits influencing behavior.	15	Lecture Method,& Group activity
III	 Motivation and Morale: Motivation - Concept – Theories of Motivation – Hierarchy of Needs theory, Motivation – Hygiene theory, Theory X and Theory Y, – Financial and Non-financial motivation. Morale – Concept – Nature – Measurement – Morale and Productivity 	20	Lecture method & Group Activity
IV	Group Dynamics and Conflict: Group – Concept – Nature – Types of Groups – Theories of Group Formation – Group Behaviour – Norms – Group Cohesiveness. Conflict – Nature – Dysfunction – Levels of Conflict – Individual, Group and Organization – Conflict Handling Strategies.	15	Lecture method & Video sessions
V	Leadership: Leadership – Concept – Styles of leadership – Theories of Leadership – Trait Theory, Michigan Studies, and Managerial Grid– Recent approaches to Leadership –Charismatic Leadership theory, Transactional vs. Transformational Leadership.	10	Lecture method
(Course Designed by:		

LESSON PLAN

Dr.R.Meenakshi Devi, Assistant Professor & Dr.M.Sakthivel, Associate Professor and Head

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)									
Inte	- Cos		17 I	Section A MCQs		Section B Short Answers		Section C	Section D	
rnal			K Level	No. of. Questions	K - Level	No. of. Questions	K - Level	Either or Choice	Open Choice	
CI	С	01	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)	
AI	С	02	Up to k3	2	k1&k2	1	К3	2(k3&k3)	1(k3)	
CI	С	03	Up to k3	2	k1&k2	1	K3	2(k2&k2)	1(k3)	
AII	С	04	Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)	
0.000	4:	No	of Questions to be asked	4		3		4	2	
on	on Pattern – CIA I		of Questions to be answered	4		3		2	1	
			Aarks for each question	1		2		5	10	
	L	Т	otal Marks for each section	4		6		10	10	

		Distr	ribution of M	arks with K	Level CIA I	& CIA I	I	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	4	-	-	6	12	56
	K2	2	-	10	10	22	44	50
CIA	K3	-	2	10	10	22	44	44
I	K4	-	-	-	-	-	-	-
-	Marks	4	6	20	20	50	100	100
	K1	2	-	-	-	2	4	36
	K2	2	4	10	-	16	32	
CIA	K3	-	2	-	10	12	24	24
II	K4	-	-	10	10	20	40	40
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	ummativ	ve Examinatio		int Articu utcomes (ping – K	Level with (Course
			MCC	Qs	Short An No. of	swers	Section C (Either /	Section D
S.No	COs	K - Level	No. of Questions	K – Level	Question	K – Level	or Choice)	(Open Choice)
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)
No.	of Quest Aske	tions to be ed	10		5		10	5
No.	of Quest answe	tions to be cred	10		5		5	3
Mark	ks for eac	ch question	1		2		5	10
Total Marks for each section		10		10		25	30	
	(Figure	es in parenthes	sis denotes, qu	estions sh	ould be aske	ed with the	ne given K le	vel)

		Dis	tribution of	Marks with	n K Leve	1	
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	4	-		9	7.5	58
K2	5	6	30	20	61	50.83	
K3	-	-	10	20	30	25	25
K4	-	-	-	20	20	16.66	17
Marks	10	10	50	50	120	100	100
NB: Hig of K lev	gher level of p els.	erformance o	of the student:	s is to be asso	essed by a	attempting	higher level

		-	ice Questions)	(10-1 10
Answei Q.No	r All Q CO	uestions K Level	Questions	(10x1=10 marks)
1	C01	K Level K1	Questions	
2	C01	K1 K2		
3	CO1 CO2	K2 K1		
4	CO2	K2		
5	CO3	K1		
6	CO3	K2		
7	CO4	K1		
8	CO4	K2		
9	CO5	K1		
10	CO5	K2		
	· · ·	ort Answei	rs)	
	_	uestions		(5x2=10 marks)
Q.No	CO	K Level	Questions	
11	CO1	K1		
12	CO2	K1		
13	CO3	K2		
14	CO4	K2		
15	CO5	K2		
Section	C (Eit	her/Or Ty	pe)	
Answei	r All Q	uestions		(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions	
16) a	CO1	k2		
16) b	CO1	k2		
17) a	CO2	k2		
17) b	CO2	k2		
18) a	CO3	K3		
18) b	CO3	K3		
19) a	CO4	k3		
19) b	CO4	k3		
20) a	CO5	k2		
20) b	CO5	k2		
NB: Hi		vel of perf	ormance of the stu	idents is to be assessed by attempting higher level
of K lev				
		en Choice		
		Three ques		(3x10=30 marks)
Q.No	CO	K Level	Questions	
21	CO1	k2		
22	CO2	k2		
23	CO3	k3		
24	CO4	k4		
25	CO5	k4		

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	ame	BUSINESS STATISITICS						
Course Co	ode	21UBAA31	L	Р	С			
Category		Allied	6	-	4			
Nature of	cours	e: EMPLOYABILITY SKILL ORIENTED 🖌 ENTREPR	ENU	RSHI	Р			
Course O	bjecti	ves:						
To	* To acquire knowledge on the concept of statistics, graphical and diagrammatical							
pre	esenta	tion.						
🔅 То	gain	knowledge on application of measures of central tendency.						
🔅 То	acqua	aint knowledge with measures of variations.						
🔅 To	solve	problems relating to correlation.						
		re skills towards solving problems in regression analysis.						
Unit: I	Intr	oduction to statistics		16)			
Frequency	Dist on - - type	racteristics of Statistics, Scope and limitation-Classification – F ribution - Tabulation – general rules of tabulation. Diagrammati- meaning–significance of diagrams and graphs-general rules for s of diagrams. Graphs – graphs of frequency distribution –Limitation	c and r con	grap struc	phic ting			
Unit: II	Mea	sures of Central Tendency		19)			
		bes - Arithmetic Mean- simple Mean only, Median, Mode, quar netric Mean, Harmonic Mean - Merits and Limitations –(Simple Pr						
Unit: III	Mea	sures of Variation		19)			
Range, Ir	iterqu	bjectives – Properties of a good measures of variation – methods artile Range, and Quartile Deviation, Mean Deviation, Standa ble Problems only)						
Unit: IV	Cor	relation		19)			
coefficient	Meaning – utility of the study of correlation – types of correlation –methods - Karl Pearson's coefficient of correlation, Rank Method,. (simple problems only-Application of correlation in Business (Examples)							
Unit: V	U	ression Analysis		17	1			
Regression	n Ana	lysis – Meaning – Regression Equations (simple problems only)						
Applicatio	n of r	egression in Business (Examples)						
		Total Lecture Ho	ours	90 H	rs			

Note:	The Questions should be asked in the ratio of 80% Problems and 20 % T	heory
Books	for Study:	-
	pta, P. K. Gupta, ManMohan, Business Statistics & Operations Research, S	Sultan Chand &
	New Delhi- 110002, Fifth Edition, Reprint 2020.	
	for References:	
	Pillai. R.S.N and Bagavathi.V, Statistics, S. Chand & Company Ltd. New De	elhi110055.
	Navanitham. PA, Business Statistics, Jai Publishers, Trichy – 21.	
3.	Sivakumar. T.R.N and Sadasivam. K, Business Statistics, Kalyani	Publishers, 1,
	Mahalakshmi Street, T.Nagar, Chennai – 600 017.	
4.	Gupta S.P., Statistical Methods, Sultan Chand & Sons Publishers, 23 Daryag	ani Now Dolhi
		allj, New Delli-
	110002.	ang, new Denn-
		K Level
Cours	110002.	
Cours After	110002. e Outcomes	K Level
Cours	110002. e Outcomes studying this course, the students will be able to:	
Cours After	110002. e Outcomes studying this course, the students will be able to: Relate the concept of statistics and its applicability through data with	K Level
Cours After CO1	110002. e Outcomes studying this course, the students will be able to: Relate the concept of statistics and its applicability through data with diagrammatical and graphical presentation.	K Level
Cours After CO1 CO2	110002. e Outcomes studying this course, the students will be able to: Relate the concept of statistics and its applicability through data with diagrammatical and graphical presentation. Use and apply various types of averages.	K Level K1 K3

CO & PO Mappings:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	2	2	3
CO 2	3	2	1	2	2	3
CO 3	3	3	1	2	2	3
CO 4	3	3	2	2	2	3
CO5	3	3	2	2	2	3

*3 –Advanced Application; 2 – Intermediate Development; 1 – Introductory Level

LESSON PLAN

UNIT	BUSINESS STATISTICS	Hrs	Mode
I	Introduction to statistics Meaning –Characteristics of Statistics, Scope and limitation- Classification – Formulation of Frequency Distribution - Tabulation – general rules of tabulation. Diagrammatic and graphic presentation - meaning–significance of diagrams and graphs-general rules for constructing diagrams – types of diagrams. Graphs – graphs of frequency distribution –Limitations of diagrams and graphs.	16	Chalk &Talk,PPT
II	Measures of Central Tendency Meaning – Types - Arithmetic Mean- simple Mean only, Median, Mode, quartile, Decile, Percentile, Geometric Mean, Harmonic Mean - Merits and Limitations –(Simple Problems only)	18	Chalk &Talk,PPT
III	Measures of Variation Introduction –Objectives – Properties of a good measures of variation – methods of variation -Range, Interquartile Range, and Quartile Deviation, Mean Deviation, Standard Deviation, Variance. (Simple Problems only)	18	Chalk &Talk,PPT
IV	Correlation Meaning – utility of the study of correlation – types of correlation – methods - Karl Pearson's coefficient of correlation, Rank Method,. (simple problems only-Application of correlation in Business (Examples)	18	Chalk &Talk, PPT
V	Regression Analysis Regression Analysis – Meaning –Regression Equations (simple problems only)Application of regression in Business (Examples)	20	Chalk &Talk, PPT

Course Designed by **Dr. P. Anbuoli**, Assistant Professor & **Dr. D. Niranjani**, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)										
Inter			Section		Section Short Ans		Section C	Section D			
nal	Cos	K Level	No. of. Questions	K - Level	No. of. Questions	K - Level	Either or Choice	Open Choice			
CI	CO1	K1	2	K1&K1	2	K1	2(K1&K1)	1(K1)			
AI	CO2	Up to K3	2	K2&K2	1	K3	2(K3&K3)	1(K3)			
CI	CO3	Up to K2	2	K2&K2	1	K2	2(K2&K2)	1(K2)			
AII	CO4	Up to K4	2	K2&K2	2	K4	2(K4&K4)	1(K4)			
		No. of Questions to be asked	4		3		4	2			
-	estion ttern	No. of Questions to be answered	4		3		2	1			
CIA	I & II	Marks for each question	1		2		5	10			
		Total Marks for each section	4		6		10	10			

		Distr	ibution of Ma	arks with K	Level CIA I	& CIA I	I	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	4	10	10	26	52	56
	K2	2	-	-	-	2	4	50
CIA	K3	-	2	10	10	22	44	44
I	K4	-	-	-	-	-	-	-
-	Marks	4	6	20	20	50	100	100
	K1	-	-	-	-	-	-	52
	K2	4	2	10	10	26	52	52
CIA	K3	-	-	-	-	-	-	-
II	K4	-	4	10	10	24	48	48
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)										
			MO		Short An	swers	Section C	Section D			
S.No	COs	K - Level	No. of	K –	No. of	К –	(Either /	(Open			
			Questions	Level	Question	Level	or Choice)	Choice)			
1	CO 1	K1	2	K1&K1	1	K1	2(K1&K1)	1(K1)			
2	CO 2	Up to K3	2	K2&K2	1	K3	2(K3&K3)	1(K3)			
3	CO 3	Up to K2	2	K2&K2	1	K2	2(K2&K2)	1(K2)			
4	CO 4	Up to K4	2	K3&K3	1	K4	2(K4&K4)	1(K4)			
5	CO 5	Up to K2	2	K2&K2	1	K2	2(K2&k2)	1(K2)			
No.	of Questi Aske	ons to be d	10		5		10	5			
No.	of Questi answer	ons to be red	10		5		5	3			
Mark	s for each	n question	1		2		5	10			
Tot	al Marks sectio		10		10		25	30			
	(Figures	in parenthe	esis denotes, o	questions s	hould be asl	ked with	the given K l	evel)			

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

		Dis	tribution of	Marks with	n K Leve	1			
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %		
K1	2	2	10	10	24	20	62		
K2	6	4	20	20	50	42	62		
K3	2	2	10	10	24	20	20		
K4	-	2	10	10	22	18	18		
Marks	10	10	50	50	120	100	100		
	NB: Higher level of performance of the students is to be assessed by attempting higher level								
of K lev	eis.								

Section	A (Mu	iltiple Cho	vice Questions)
Answe	r All Q	uestions	(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K1	
3	CO2	K2	
4	CO2	K2	
5	CO3	K2	
6	CO3	K2	
7	CO4	K3	
8	CO4	K3	
9	CO5	K2	
10	CO5	K2	
Section	B (She	ort Answei	rs)
Answe	r All Q	uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K3	
13	CO3	K2	
14	CO4	K4	
15	CO5	K2	
Section	C (Eit	her/Or Ty	(pe)
		uestions	(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K3	
17) b	CO2	K3	
18) a	CO3	K2	
18) b	CO3	K2	
19) a	CO4	K4	
19) b	CO4	K4	
20) a	CO5	K2	
20) b	CO5	K2	
NB: Hi	gher le	evel of perf	ormance of the students is to be assessed by attempting higher
level of			• • • • • •
Section	D (Op	en Choice)
		Chree ques	
Q.No	CO	K Level	Questions
21	CO1	K1	
22	CO2	K3	
23	CO3	K2	
24	CO4	K4	
25	CO5	K2	
	005	112	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Personality-An Explanation-Characteristic of Personality-Importance of Personality-Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only) Unit: II PERSONALITY TYPES & TRAITS: 6 Types of Personality-Major Personality Traits and Attributes. 6 Unit: III ATTITUDE AND GOAL SETTING 6 Attitude-meaning -Definition-Factors influencing Attitude-Challenges and Lessons from Attitude-Positive Attitude and its Advantages-Negative Attitude and its disadvantages – Goal setting-SMART Goal setting framework- Blueprint for success, Short Term, -Long Term-Lifetime Goals.	Course Name	PERSONALITY DEVELOPMENT	SKILL					
Nature of course: EMPLOYABILITY SKILL ORIENTED ✓ ENTREPRENURSHIP Course Objectives: . . . ENTREPRENURSHIP 2. Classify the characteristics of personality types, traits and attributes. . . . 3. Understand the concept of attitude and the art of goal setting. . . . 4. Examine components of interpersonal skills and techniques to improve interpersonal skills. . . . 5. Measure the importance of Time management and value of time . . . Unit: I Introduction to personality Development. Important Theories of Personality. Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. Gersonality. Factors Affecting Personality Traits and Attributes. . . Unit: II PERSONALITY TYPES & TRAITS:	Course Code	21UBAS31				L	Р	С
Course Objectives: 1. To study the characteristics of personality and its theories affecting the personality. 2. Classify the Importance of personality types, traits and attributes. 3. Understand the concept of attitude and the art of goal setting. 4. Examine components of interpersonal skills and techniques to improve interpersonal skills. 5. Measure the importance of Time management and value of time Unit: I Introduction to personality 6 Personality. Factors Affecting Personality Development. Important Theories of Personality. Gigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only Unit: II PERSONALITY TYPES & TRAITS: 6 Types of Personality-Major Personality Traits and Attributes. Unit: II PATTITUDE AND GOAL SETTING 6 Attitude-meaning -Definition-Factors influencing Attitude and its disadvantages – Goal setting-SMART Goal setting framework-Blueprint for success, Short Term, -Long Term- Lifetime Goals. Unit: V INTERPERSONAL SKILLS AND ITS COMPONENTS 6 Recognizing the Importance of Time-Causes for Wastage of Time; Methods for Managing Time Efficiently-Value of time, Diagnosing Time Management, Tools for Time Management, Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Total Le	Category	Skill				2	-	2
1. To study the characteristics of personality and its theories affecting the personality. 2. Classify the Importance of personality types, traits and attributes. 3. Understand the concept of attitude and the art of goal setting. 4. Examine components of interpersonal skills and techniques to improve interpersonal skills. 5. Measure the importance of Time management and value of time Unit: I Introduction to personality 6 Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only) Unit: II PERSONALITY TYPES & TRAITS: 6 Types of Personality-Major Personality Traits and Attributes. Unit: III ATTITUDE AND GOAL SETTING Attitude-maning -Definition-Factors influencing Attitude and its disadvantages – Goal setting-SMART Goal setting framework- Blueprint for success, Short Term, -Long Term- Lifetime Goals. Unit: IV INTERPERSONAL SKILLS AND ITS COMPONENTS 6 Recognizing the Importance of Time. Causes for Wastage of Time; Methods for Managing Time Efficiently-Value of time, Diagnosing Time Management, Tools for Time Management. Frieficiently-Value of time, Diagnosing Time Management, Tools for Time Management. Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Total Lecture Hours 30 Hrs <td>Nature of cours</td> <td>e: EMPLOYABILITY SKILL ORI</td> <th>ENTED</th> <td>1</td> <td>ENTREPREN</td> <td>IURS</td> <td>HIP</td> <td></td>	Nature of cours	e: EMPLOYABILITY SKILL ORI	ENTED	1	ENTREPREN	IURS	HIP	
 Classify the Importance of personality types, traits and attributes. Understand the concept of attitude and the art of goal setting. Examine components of interpersonal skills and techniques to improve interpersonal skills. Measure the importance of Time management and value of time Unit: I Introduction to personality 6 Personality-An Explanation-Characteristic of Personality-Importance of Personality-Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only Unit: II PERSONALITY TYPES & TRAITS: 6 Types of Personality-Major Personality Traits and Attributes. Unit: III ATTITUDE AND GOAL SETTING 6 6 Therpersonal skills-Meaning-Need to develop interpersonal skills-components of interpersonal skills-Techniques to improve interpersonal skills-Iohari window model Unit: IV INTERPERSONAL SKILLS AND ITS COMPONENTS 6 Interpersonal skills-Meaning- Need to develop interpersonal skills-components of interpersonal skills-rechniques to improve interpersonal skills-Iohari window model Unit: V ITME MANAGEMENT 6 Recognizing the Importance of Time-Causes for Wastage of Time; Methods for Managing Time	Course Objecti	ves:						
 Understand the concept of attitude and the art of goal setting. Examine components of interpersonal skills and techniques to improve interpersonal skills. Measure the importance of Time management and value of time Unit: I Introduction to personality (1) Personality-An Explanation-Characteristic of Personality-Importance of Personality-Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only) Unit: II PERSONALITY TYPES & TRAITS: 6 Types of Personality-Major Personality Traits and Attributes. Unit: III ATTITUDE AND GOAL SETTING 6 Attitude-meaning -Definition-Factors influencing Attitude-Challenges and Lessons from Attitude-Positive Attitude and its Advantages-Negative Attitude and its disadvantages – Goal setting-SMART Goal setting framework- Blueprint for success, Short Term, -Long Term- Lifetime Goals. SMART Goal setting framework- Blueprint for success, Short Term, -Long Term- Lifetime Goals. Sufficiently-Value of time, Diagnosing Time Management, Tools for Managing Time Efficiently-Value of time, Diagnosing Time Management, Tools for Time Management. Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Prioritizing work. A Stitch in Time Saves					g the personalit	у.		
 4. Examine components of interpersonal skills and techniques to improve interpersonal skills. 5. Measure the importance of Time management and value of time Unit: 1 Introduction to personality 6 Personality-An Explanation-Characteristic of Personality-Importance of Personality-Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only) Unit: II PERSONALITY TYPES & TRAITS: 6 Types of Personality-Major Personality Traits and Attributes. Unit: III ATTITUDE AND GOAL SETTING 6 Attitude-meaning -Definition-Factors influencing Attitude-Challenges and Lessons from Attitude-positive Attitude and its Advantages-Negative Attitude and its disadvantages – Goal setting-SMART Goal setting framework- Blueprint for success, Short Term, -Long Term- Lifetime Goals. Unit: IV INTERPERSONAL SKILLS AND ITS COMPONENTS 6 Interpersonal skills-Meaning- Need to develop interpersonal skills-components of interpersonal skills-rechniques to improve interpersonal skills-lohari window model Unit: V ITIME MANAGEMENT 6 Recognizing the Importance of Time-Causes for Wastage of Time; Methods for Managing Time Efficiently-Value of time, Diagnosing Time Management, Tools for Time Management. Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Books for Study: 1. In house study material will be supplied. Books for Study: 2. Hurlock, E. B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill Web Resources: https://www.skillsyouneed.com/ https://www.skillsyouneed.com/ Linto K 2 Conte Outcomes K Level Conte Outcomes 				tes.				
5. Measure the importance of Time management and value of time Unit: I Introduction to personality (int: I Introduction to personality (int: I Introduction to personality (Segmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only) Unit: II PERSONALITY TYPES & TRAITS: (6 Types of Personality-Major Personality Traits and Attributes. Unit: II ATTITUDE AND GOAL SETTING (6 Attitude-meaning -Definition-Factors influencing Attitude-Challenges and Lessons from Attitude- Positive Attitude and its Advantages-Negative Attitude and its disadvantages – Goal setting- SMART Goal setting framework- Blueprint for success, Short Term, -Long Term- Lifetime Goals. Unit: IV INTERPERSONAL SKILLS AND ITS COMPONENTS (6 Recognizing the Importance of Time-Causes for Wastage of Time; Methods for Managing Time Efficiently-Value of time, Diagnosing Time Management, Tools for Time Management, Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. Sooks for Study: 1. personality Development and Soft Skills Paperback – by Barun Mitra (Author) 2. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill Web Resources: https://www.skillsyouneed.com/ ht			-	imr	rove internerse	nal sk	rille	
Unit: I Introduction to personality 6 Personality-An Explanation-Characteristic of Personality-Importance of Personality-Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only) Unit: II PERSONALITY TYPES & TRAITS: 6 Types of Personality-Major Personality Traits and Attributes. 6 Unit: III ATTITUDE AND GOAL SETTING 6 Attitude-meaning -Definition-Factors influencing Attitude-Challenges and Lessons from Attitude-Positive Attitude and its Advantages-Negative Attitude and its disadvantages – Goal setting-SMART Goal setting framework- Blueprint for success, Short Term, -Long Term- Lifetime Goals. 6 Interpersonal skills-Meaning- Need to develop interpersonal skills-components of interpersonal skills-Techniques to improve interpersonal skills-Johari window model 6 Unit: V TIME MANAGEMENT 6 Recognizing the Importance of Time-Causes for Wastage of Time; Methods for Management, Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. 7 Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management. 30 Hrs Books for Study: 1 1 1 1 n house study material will be supplied. 8 30 Hrs Books for References:					nove interperse	iiui sr		
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			ffacting Do	rear	ality		Lev	el
				1801	anty	U	p to	K 2

CO2:	Explain the concept of personality types and attributes.	Up to K2
CO3:	Prepare Short Term, Long Term, Life Time Goals	Up to K4
CO4:	Make use of the benefits of effective interpersonal skills	Up to K3
CO5:	Analyze the Causes for Wastage of Time and Classify the Methods for Managing Time Efficiently	Up to K4

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	3	1	3
CO 2	3	2	2	2	1	2
CO 3	3	3	3	2	3	2
CO 4	3	2	3	3	2	3
CO5	3	2	2	2	3	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name- Personality Development and Skills	Hrs	Pedagogy
I	Introduction to Personality -An Explanation-Characteristic of Personality-Importance of Personality-Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only)	6	Lecture Method, Exercises on theories of personality
II	PERSONALITY TRAITS AND TYPES: Types of Personality- Major Personality Traits and Attributes.	6	Lecture Method, quiz on Traits and attributes identification
ш	ATTITUDE AND GOAL SETTING: Factors influencing Attitude-Challenges and Lessons from Attitude-Etiquette- SMART Goals, Blueprint for success, Short Term, Long Term, Lifetime Goals.	6	Lecture method, Games on goal setting and attitude formation.
IV	INTERPERSONAL RELATIONS AND TRANSACTIONAL ANALYSIS: Interpersonal Behaviour: Understand Self – Different Categories; Diagnosis of Type of Self Identifying own type of self; Effect of Interpersonal Behaviour of Interpersonal Relationship; Transactional Analysis.	6	Lecture method Self-analysis test, Exercise on Johari window
v	TIME MANAGEMENT: Recognizing the Importance of Time- Causes for Wastage of Time; Methods for Managing Time Efficiently-Value of time, Diagnosing Time Management, Tools for Time Management, Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management.	6	Lecture methods, Time management games- case discussion

Course Designed by: Dr.M.Sakthivel, Associate professor and Head & Dr.R.Meenakshi

Devi, Assistant Professor



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	BUSINESS MANAGE	MEN	NT				
Course Code	21UBAN31				L	Р	С
Category	Non Major Elective				2	-	2
Nature of cours	e: EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPREN	URS	HIP	
Course Object	ves:						
	pasic functions of manager						
•	types of organization and	-					
	d the types of staffing and						
	nowledge on direction and						
	need for control, supervis			g techniques.			
	oduction to Managemen					6	
	Definition of business adm			t – nature –Adn	ninist	ration	n Vs
	unctions Vs Functional ar						
	nition- Characteristics- Ad	dvan	tages and Limitations –	Steps in Plannii	ng.		
	anizing:					6	
	mal Vs Informal organiza			s -Delegation of	f Autl	nority	/_
	es- Centralization- Decen	trali	zation-Meaning.				
Unit: III Staf	0					6	
	cruitment – Meaning-Sou		, Selection – Meaning- P	rocess, Training	g Met	hods,	
Performance Ap	praisal and its Importance	e.					
Unit: IV Dire	ecting:					6	
Definition – El	ements of Direction – Mo	tivat	ion – Meaning and Impo	ortance. Leaders	hip –		
Meaning, Styles	and Importance. Commu	nica	tion - Meaning - Proces	s-Barriers in Co	ommu	inicat	ion
and Ways to Ov	ercome.						
Unit: V Con	trolling:					6	
Meaning- Steps	s in Controlling- Qualities	of a	Good Control System-	Benefits of Contr	olling		
				tal Lecture Ho		30 H	rs
Books for Stud	y:						
1. Ramasamy. 7	, Principles of Managen	nent.	, Himalaya Publishing H	ouse, 'Ramdoo	ť		
Dr.BhaleraoMa	rg, Gurgaon, Mumbai – 40	00 00	04.First Edition 1998. Re	eprint 2014.			
Books for Refe	<u> </u>			*			
1. Stoner and l	Freeman, Management, P	rent	ice Hall of India, Reprin	t 2007, New De	elhi.		
	nciples of Management,		-				
	C and Reddy. P.N, Pri		· ·		Repri	nt 20	006.
New Delhi.	2 <i>i</i>	•	0 /	,	1		,
Web Resources	3:						
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https://businessj	argons.com/organizing.htr	nl					
	nagementstudyguide.com/1		agement_functions.htm				

Cours	e Outcomes	K Level
CO1:	To explain the principal concepts, theories, and practices in and describe the interrelationships between the functional areas of business, including accounting, marketing, finance and management.	Up to K2
CO2:	Evaluate legal and ethical principles in business and apply them to organizational decision making.	Up toK2
CO3:	Construct coherent oral and written forms of communication and present them in a professional context.	Up toK2
CO4:	Enables the students to recognize the characteristics of proper management by identifying what successful managers do and how they do it	Up to K2
CO5:	They acquire knowledge on handling and controlling the human man power.	Up to K2

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	3	2	1	2
CO 2	3	2	3	2	3	3
CO 3	3	3	3	3	2	3
CO 4	3	2	2	3	3	2
CO5	2	2	3	2	2	2

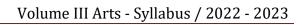
*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	COURSE NAME – Business Management	Hrs	Mode
I	Introduction to Management and Planning : Management – definition of business administration and Management – nature –Administration Vs Management; Functions and Functional areas of management. Planning – Definition, Characteristics, Advantages and Limitations – Steps in Planning.	6	Chalk and talk,PPT Videos
II	Organising : Definition – Formal Vs Informal organization structure- Characteristics - Delegation of Authority-Meaning-Features. Centralization, Decentralizations-Meaning.	6	Chalk and talk,PPT Discussion Assignments
ш	Staffing: Definition – Recruitment – Meaning-Sources, Selection – Meaning-Process, Training Methods, Performance Appraisal and its Importance.	6	Chalk and talk,PPT Assignment Exercises
IV	Directing: Definition – Elements of Direction – Motivation – Meaning and Importance. Leadership – Meaning, Styles and Importance. Communication – Meaning – Process- Barriers in Communication and Ways to Overcome.	6	Chalk and talk,PPT Problem solving Exercises
v	Controlling: – Meaning, Steps in Controlling. Qualities of a Good Control System. Benefits of Controlling.	6	Chalk and talk PPT Discussion Role play

Course Designed by: $\mathbf{Dr.R.Meenakshi}$ Devi , Assistant Professor

Dr. R.Venkatesa Narasimma Pandian, Assistant Professor







MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	BASICS OF INTELLEC	TUA	L PROPERTY RIGH	TS			
Course Code	21UBAC41				L	Р	С
Category	Core				5	-	4
Nature of cours	Nature of course: EMPLOYABILITY / SKILL ORIENTED ENTREPR					RSH	IP
Course Object	ives:						
1. To know what	at is meant by intellectual pro	opert	y and its types.				
2. To understand the Registration process of IPR.							
3. To know the	various acts associated with	IPR					
4. The study the	e relationship between unfair	com	petition and IP laws.				
5. To make the	students aware of their right	s for	the protection of their in	vention don	e in th	neir	
project work.							
Unit: I Intr	oduction to IPR					20)
	IPRs, Basic concepts and			-			-
	ndications, IPR in India and						
Intellectual Prop	perty, Industrial Property- In	vent	ions and Innovations – I	mportant exa	mple	s of I	PR.
Unit: II REO	GISTRATION OF IPRs					1()
Meaning and pr	ractical aspects of registration	on of	f Copy Rights, Tradema	arks, Patents,	Geog	graph	nical
Indications, Tra	de Secrets and Industrial De	sign	registration in India and	Abroad			
Unit: III AGREEMENTS AND LEGISLATIONS						15	5
International Tr	reaties and Conventions on	IPR	s, TRIPS Agreement, P	atent Act of	India	, De	sign
Act, Trademark	Act, Geographical Indication	on Ac	et.				
Unit: IV DIG	SITAL PRODUCTS AND	LAW	7			20)
Digital Innova	tions, Developments as Kr	nowle	edge Assets - IP Laws	s, Cyber La	w and	d Di	gital
Content Protect	ion – Unfair Competition –	Mea	ning and Relationship b	etween Unfai	ir Cor	npeti	tion
and IP Laws.							
Unit: V ENI	FORCEMENT OF IPRs					10)
Infringement of	f IPRs- Enforcement Measur	res- I	Emerging issues.				
			Total	Lecture Ho	urs	75 H	[rs
Books for Stud	y:						
1. An Introduc	tion to Intellectual Proper	ty Ri	ghts by <u>Venkataraman</u>	M			
Books for Refe	rences:						
1. Intellectual Pr	operty Rights In India Harde	cover	r – 1 January 2015 by V	.K. Ahuja (A	uthor)	
2.Introduction	To Intellectual Property H	Right	s (Pb 2020) Paperbac	ek – 1 Janu	iary	2020	by
CHAWLA H S	(Author)						
Web Resources							
https://www.bdu	1.ac.in/cells/ipr/docs/ipr-eng-	ebool	x.pdf				

https://www.wipo.int/portal/en/index.html https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf **Course Outcomes** K Level Identify different types of Intellectual Properties (IPs), the right of ownership, **CO1:** Up to K 2 scope of protection as well as the ways to create and to extract value from IP. Recognize the crucial role of patents, patent regime in India and abroad and **CO2:** Up to K3 registration aspects understand the legal and practical steps needed to ensure that intellectual **CO3**: Up to K3 property rights remain valid and enforceable; Recognize the crucial role of IP in organizations of different industrial sectors **CO4**: Up to K4 for the purposes of product and technology development. Identify activities and constitute IP infringements and the remedies available to the IP owner and describe the precautious steps to be taken to prevent **CO5**: Up to K 4 infringement of proprietary rights in products and technology development.

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	2	2	3	3
CO 2	3	3	3	2	3	3
CO 3	3	2	2	2	3	3
CO 4	3	1	2	3	2	3
CO5	3	2	2	3	3	2

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

Unit	Course Name- Basics of Intellectual property rights	Hrs	Pedagogy
I	Introduction to IPR -Introduction to IPRs, Basic concepts and need for Intellectual Property - Patents, Copyrights, Geographical Indications, IPR in India and Abroad – Genesis and Development - Nature of Intellectual Property, Industrial Property- Inventions and Innovations – Important examples of IPR.	20	Chalk and talk
II	REGISTRATION OF IPRs Meaning and practical aspects of registration of Copy Rights, Trademarks, Patents, Geographical Indications, Trade Secrets and Industrial Design registration in India and Abroad	10	РРТ
III	AGREEMENTS AND LEGISLATIONS-International Treaties and Conventions on IPRs, TRIPS Agreement, Patent Act of India, Design Act, Trademark Act, Geographical Indication Act.	15	РРТ
IV	DIGITAL PRODUCTS AND LAW -Digital Innovations, Developments as Knowledge Assets – IP Laws, Cyber Law and Digital Content Protection – Unfair Competition – Meaning and Relationship between Unfair Competition and IP Laws.	20	РРТ
V	ENFORCEMENT OF IPRs -Infringement of IPRs, Enforcement Measures, Emerging issues.	10	РРТ

Course Designed by:

Dr. M. Sakthivel - Associate professor and Head & Dr.P.Anbuoli, Assistant

Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)											
Inter nal			Sectio MC	n A	Section B Short Answers		Section C	Section D				
	Co	5 K Level	No. of. Questions	K - Level	No. of. Questions	K - Level	Either or Choice	Open Choice				
CI	CO	1 Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)				
AI	CO	2 Up to k3	2	k1&k2	1	K3	2(k3&k3)	1(k3)				
CI	CO	3 Up to k3	2	k1&k2	1	K3	2(k2&k2)	1(k3)				
AII	CO	4 Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)				
0	•_	No. of Questions to be asked	4		3		4	2				
Quest n		No. of Questions to be answered	4		3		2	1				
Patter CIA I II		Marks for each question	1		2		5	10				
11		Total Marks for each section	4		6		10	10				

		Dist	ribution of N	larks with	n K Level	CIA I &	CIA II	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Mark s	% of (Marks withou t choice)	Consolidat e of %
	K1	2	4	-	-	6	12	56
	K2	2	-	10	10	22	44	50
	K3	-	2	10	10	22	44	44
CI	K4	-	-	-	-	-	-	-
AI	K5	-	-	-	-	-	-	-
	Mark s	4	6	20	20	50	100	100
	K1	2	-	-	-	2	4	60
	K2	2	4	10	-	16	32	60
	K3		2	-	10	12	24	
CI	K4		_	10	10	20	40	40
A II	K5	-	-	-	-	-	-	-
	Mark s	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)										
		K - Level	MC		Short An	swers	Section C	Castier D			
S.No CC	COs		No. of Questio ns	K – Level	No. of Question s	K – Level	(Either / or Choice)	Section D (Open Choice)			
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k2&k2)	1(k2)			
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k2)			
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)			
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)			
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)			
No.	of Quest Aske	ions to be ed	10		5		10	5			
No.	No. of Questions to be answered		10		5		5	3			
Marl	Marks for each question				2		5	10			
Tot	Total Marks for each section				10		25	30			
	(Figure	s in parenthes	is denotes, o	questions s	hould be aske	ed with th	ne given K lev	vel)			

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

		Dis	tribution of	Marks with	n K Leve	1					
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %				
K1	5	4	-	-	9	7	50				
K2	5	6	30	20	61	51	58				
K3	-	-	20	10	30	25	25				
K4	-	-	-	20	20	17	17				
Marks	10	10	50	50	120	100	100				
C	NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.										

		-	ice Questions)
Q.No	r All Q CO	uestions K Level	(10x1=10 marks) Questions
1	C01	K1	Questions
2	C01	K1 K2	
3	CO1	K1	
4	CO2	K1 K2	
5	CO2 CO3	K2 K1	
6	CO3	K1 K2	
7	CO3	K2 K1	
8	CO4	K1 K2	
9	C04	K2 K1	
10	CO5	K1 K2	
-		ort Answei	
	CO	uestions K Level	(5x2=10 marks) Questions
Q.No	C01	K Level K1	Vucsuons
11	CO1 CO2	K1 K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
		her/Or Ty	
	-	uestions	(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	k3	
19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	
		vel of perf	ormance of the students is to be assessed by attempting higher level
of K le		01	
		en Choice	
	1	Three ques	
Q.No	CO	K Level	Questions
21	CO1	k2	
22	CO2	k2	
23	CO3	K3	
24	CO4	k4	
25	CO5	k4	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

~		.							
Course Name	HUMAN RESOURCE N	MAN	AGEMENT						
Course Code	21UBAC42				L	Р	С		
Category	Core				5	-	4		
Nature of cours	se: EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPR	ENUI	RSHI	IP		
Course Object	ives:								
	e importance and functions	of H	uman Resource Managem	nent, and to r	recogr	ize t	he		
	olicies of organizations.		1. 11	CT 1 1	• •				
	Ind Human Resource Planni	-	• •	s of Job anal	ysis, J	ob			
	, Job specification and Job								
 To study the recruitment process in organizations. To classify various training methods and performance evaluation techniques and to identify the 									
-	-	ia pe	riormance evaluation tech	iniques and i	o idei	uny	the		
1 0	ob changes.	n o th	de and to know the impo	topoo of int	anati				
	ize with the compensation r		-		-	m			
	ke Collective bargaining. G	lleva	nce nanoning and workers	s participatio	11 111				
managemen	roduction to Human Reso	Irco	Managamant			15			
	mportance, scope and object		0	ns of a huma	n race				
	onnel policies – Concept –								
Trends- HR Au	1 1	natui	e – neeu & Significance –	- Types - En	lergin	g IIIv	•		
	nan Resource Planning					15			
	Concept – Objectives –proc	Pess	Ioh analysis – Concent	Process & N	/letho	-			
	eaning, contents- Job Spec								
	cation. Job design – concept			e between j	ou uc	senp	tion		
	ruitment, Selection And I					15	;		
	ources – Selection process:			ts types.					
	ining And Development	• 1		• 1		15	;		
Employee Tr	aining concent need and	Impo	rtance Tunes of trainin	a Dorformo	200.01	مىلەر	tion		
	aining –concept, need and portance - methods of perf								
-	Separation – Implications of			ges-riomou	on, D	emot	1011,		
	separation – implications of	JOD	change.						
Unit: V Cor	npensation And Reward N	Jana	agament.			15			
	y administration – objective		0	1 methods of	wage				
	inition and Meaning of Grie								
1 .	edure. Collective bargaining		e	,					
					muic				
worker statte	Worker's Participation in Management- concept & objectives, importance Total Lecture Hours 75 Hrs								
Books for Stud	ly:		10141		uis	/5 11	15		
	ashankar, Human Resour	ce N	Ianagement, Margham l	Publications	, Che	nnai	•		
Books for Refe									
	Human Resource Managem	ent.	Sultan Chand & Sons. Ne	w Delhi.					
	goin								

2. Pras	ad L.M., Human Resource Management, 2 nd edition, Sultan Chand, New Delhi, 2	001.					
3. Pers	onnel Management & Industrial Relations - Tripati & Reddy, Himalaya Publishi	ng house,					
Chenn	Chennai.						
4. Mar	4. Manmohan Joshi, Human Resource Management, bookboon.com.						
Web H	Resources:						
1. htt	ps://www.academia.edu/31368081/E_BOOK_ON_HUMAN_RESOURCE_MANAG	EMENT_H					
RN	<u>1_pdf</u>						
2. <u>htt</u>	ps://bookboon.com/en/hrm-ebooks						
Course Outcomes							
After	studying this course, the students will be able to:						
	Explain the concept, importance and scope of HRM and to discuss the role,						
CO1:	qualities and functions of a HR manager and to identify the HR policies and	Up to K 2					
	emerging trends in HR.	-					
con.	Describe the HR planning concept and process and to distinguish between Job	Un to VO					
CO2:	analysis, Job description, Job specification and Job design and.	Up to K2					
CO3:	Interpret Recruitment process, Selection process, Job tests and Interview.	Up to K3					
	Explain Employee training, concept, need importance and types and to infer						
CO4:	Performance evaluation concept, importance, methods and to classify the	Up to K4					
	types of Job changes.	•					
	Appraise the wage and salary concept and to correlate the need for Grievance	T T / T T /					
CO5:	handling, Collective bargaining and worker's participation in organizations.	Up to K 4					

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	2	3	2	2
CO 2	2	2	2	3	3	2
CO 3	3	2	3	3	3	2
CO 4	2	2	3	3	3	3
CO5	2	3	3	3	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name	Hrs	Pedagogy
I	Introduction to Human Resource Management: HRM-Nature, Importance, scope and objectives - Qualities, role, Functions of a human resource manager – Personnel policies – Concept – nature – need & Significance – Types - Emerging HR Trends.	15	Lecture Method ,& Video sessions
п	Human Resource Planning: HR Planning Concept – Objectives –process. Job analysis – Concept, Process & Methods – Job description- Meaning, contents- Job Specification –Meaning, Difference between job description and job specification. Job design – concept, methods of job design.	15	Lecture Method,& Group activity
III	Recruitment, Selection And Interview Techniques: Recruitment: Sources – Selection process: types of tests, Interviews and its types.	20	Lecture method& Group Activity
IV	Training And Development: Training process –concept, need and Importance – Types of training. Performance evaluation Meaning – importance - methods of performance evaluation. Job changes- Promotion, Demotion, Transfer and Separation – Implications of job change.	15	Lecture method & Video sessions
v	Compensation And Reward Management : Wage and salary administration – objectives, principles - components and methods of wage payments –Definition and Meaning of Grievances – sources of grievance, essentials of sound grievance procedure. Collective bargaining – meaning, objectives, importance – CB in India. Worker's Participation in Management- concept & objectives, importance.	10	Lecture method

Course Designed by:

Dr.R.Meenakshi Devi, Assistant Professor & Dr.R.Sofia, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE)											
	Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)											
-				Sectio	n A	Section	B	Section C	Section D			
Inte	Co)S	K Level	MCO	Qs	Short Ans	swers	Either or	Open			
rnal		.5		No. of.	К-	No. of.	K -	Choice	Choice			
				Questions	Level	Questions	Level	Choice	Choice			
CI	CC)1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)			
AI	CC)2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)			
CI	CC)4	Up to k4	2	k1&k2	1	K3	2(k4&k4)	1(k4)			
AII	CC)5	Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)			
Ouas	tio	No. of Questions to be asked		4		3		4	2			
Ques n Patte		No. of Questions to be answered		4		3		2	1			
CIA I II		Ν	Marks for each question	1		2		5	10			
		Т	otal Marks for each section	4		6		10	10			

Distr	ibution o	f Marks with	K Level CIA	I & CIA II				
	K Level	Section A (Multiple Choice	Section B (Short Answer	Section C (Either / Or	Section D (Open Choice)	Total Marks	% of (Marks without	Consolidate of %
		Questions)	Questions)	Choice)	choice)		choice)	
	K1	2	4	-	-	6	12	100
	K2	2	2	20	20	44	88	
CIA	K3	-	-	-	-	-	-	-
Ι	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
	K1	2	-	-	-	2	4	16
CIA	K2	2	4	-	-	6	12	
II	K3	-	2	-		2	4	4
	K4	-	-	20	20	40	80	80
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO4 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)										
			MCQs		Short An	swers	Section C	Section D			
S.No	COs	K - Level	No. of Questions	K – Level	No. of Question s	K – Level	(Either / or Choice)	(Open Choice)			
1	CO1	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)			
2	CO2	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)			
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)			
4	CO4	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k4)			
5	CO5	Up to K4	2	k1&k2	1	k2	2(k2&k2)	1(k4)			
No.	of Quest Aske	ions to be ed	10		5		10	5			
No.	of Quest answe	ions to be red	10		5		5	3			
Mark	s for eac	ch question	1		2		5	10			
Total Marks for each section			10		10		25	30			
	(Figure	es in parenthes	is denotes, qu	estions sl	nould be aske	ed with the	ne given K lev	vel)			

	Distribution of Marks with K Level											
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %					
K1	5	4	-	-	9	7.5	58					
K2	5	6	30	20	61	50.8	50					
K3	-	-	10	10	20	16.66	17					
K4	-	-	10	20	30	25	25					
Marks	10	10	50	50	120	100	100					
,	NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.											

Section Answer			e Questions)	(10x1=10 marks)
Q.No	CO	K Level	Questions	· · · · · · · · · · · · · · · · · · ·
1	CO1	K1		
2	CO1	K2		
3	CO2	K1		
4	CO2	K2		
5	CO3	K1		
6	CO3	K2		
7	CO4	K1		
8	CO4	K2		
9	CO5	K1		
10	CO5	K2		
Section	B (Sho	rt Answers)	·	
Answer	All Qu	estions		(5x2=10 marks)
Q.No	CO	K Level	Questions	
11	CO1	K1		
12	CO2	K1		
13	CO3	K2		
14	CO4	K2		
15	CO5	K2		
		er/Or Type	2)	
Answer	All Qu	estions		(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions	
16) a	CO1	k2		
16) b	CO1	k2		
17) a	CO2	k2		
17) b	CO2	k2		
18) a	CO3	k3		
18) b	CO3	k3		
19) a	CO4	k4		
19) b	CO4	k4		
20) a	CO5	k2		
20) b	CO5	k2		
NB: Hig levels	gher lev	el of perfor	mance of the students is	to be assessed by attempting higher level of K
	D (Ope	n Choice)		
Answer	<u>Any</u> Tl	nree questio	ons	(3x10=30 marks)
Q.No	CO	K Level	Questions	
21	CO1	k2		
22	CO2	k2		
22	002			
22 23	CO2	k3		
		k3 k4		

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	DATA ANALYSIS USING EXCEL								
Course Code	21UBAC43		L	Р	С				
Category	Core				5	-	4		
Nature of cours	e: EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPR	ENUI	RSHI	Р		
Course Objecti	Course Objectives:								
1. To define the concept of Data Analysis and introduce various basic data functions of Excel.									
	ibe how to creating formula		0	sheet.					
	onstrate various statistical fu			1					
	iarize the concept of Pivot	Table	es, Data Analysis Tools a	nd Techniqu	es.				
	lop the Data charting Skill.	T have	7			10			
	oduction to Data Analysis a –Definition-Types - Proces		Excel			10)		
	Excel: About Excel-Uses		indow Pane-Title Bar-M	anıı Bar-Stan	dard	Tool	har-		
	ool Bar-The Ribbon- File								
-	s Bar-Task Pane. Workboo								
	anging Column Width an				-				
	ing Columns and Rows-Ins		-	-					
Cell-Compone	nts of a Cell-Format-Value-	-Forr	nula – Use of Paste and F	Paste Special.					
Unit: II For	mulas and Functions of Exc	cel				20)		
-	nulas: Understanding Form		-						
	ate an Array formula-Usin	0	.						
	ula that refers to Another								
	e Cells and Ranges-Define			te Formulas	that	Inclu	ides		
	formulas for Errors-Trace F		-		d:4:	1			
-	ns: Function Wizard-Roun ount-Find the Square roo								
	Location of a value-Using l				V LA	JOK	Ur-		
	tistical Functions and organ					20)		
	al Functions and Tools: C			ional Avera	e.M	-			
	Determine the Nth Larges								
	elation-Install excel Add-I								
	entile- Descriptive Statistic								
simple sorts a	nd filters, Multilevel sorts,	, Cus	stom Sort-Sort by Color	, font Color	or C	ell Ic	con-		
-	rs- Criteria to Find Reco			-		-			
	Filtered Records-Subtotal			e Data as a T	able-l	Modi	fy a		
*	atabase Functions With a Ta								
Unit: IV Piv	ot Tables and Data Analysis	s too	Is and Techniques			20)		

Working with Pivot Tables: Create a Pivot Table-Modify a Pivot Table Layout-Summarize Pivot Table Values-Create a Pivot Table Calculated Field-Group the Rows and Columns - Style -Filter - Sort-Retrieve Values from a Pivot Table- slicer.

Using Data Analysis Tools and Techniques: Perform What-If Analysis-Optimize a result with goal Seek- Solver-Solve a Formula with a Data Table- Auto Fill-Join Text-Add a Calculator-Consolidate Worksheets-Highlight Cells that Meet Criteria- Highest and Lowest Ranked Values-Add Data Bars and Icon Sets- conditional Formatting Rules-Remove, Change -Paste with paste special.

Unit: V Charting Data

Charting Data: Create a Chart-add chart Details-combination Chart-Chart Type-Spark Lines-Trend Line- Error Bars- Histogram- Filtered Data- Pivot Chart- Pivot Chart.

Total Lecture Hours75 Hrs

05

Books for Study:

Course Outcomes

1. Study Material Provided By the Department.

|--|

1. Denise Etheridge, "Excel Data Analysis", Wiley India Pvt Ltd, 2018.

2. Stephen L.Nelson, "Excel Data Analysis for Dummies", Wiley India Pvt Ltd, 2020 Web Resources:

https://www.tutorialspoint.com/excel_data_analysis/index.htm https://www.excel-easy.com/data-analysis.html

K Level

CO1:	Able to explain the data analysis process and gain basic knowledge of excel.	Up to K2
CO2:	Familiarize the basic formulas and functions of spreadsheet.	Up to K2
CO3:	Compare and generate the aggregate reports by using statistical functions and tools	Up to K4
CO4:	Analyze the data using pivot tables and data analysis tools	Up to K4
CO5:	Classify the data using chart and graphs	Up to K3

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	2	2	2	3
CO 2	3	3	2	2	2	3
CO 3	3	3	2	2	2	3
CO 4	3	3	2	2	2	3
CO5	3	3	2	2	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name	Hrs	Pedagog y
I	Data Analysis –Definition-Types - Process. Introduction to Excel: About Excel-Uses - Window Pane-Title Bar-Menu Bar-Standard Toolbar-Formatting Tool Bar-The Ribbon- File Tab and Backstage View-Formula Bar-Workbook Window-Status Bar-Task Pane. Workbook and Sheets Columns and Rows: Selecting Columns and Rows- Changing Column Width and Row Height – Auto Fitting Columns and Rows-Hiding/Un Hiding Columns and Rows-Inserting & Deleting Columns and Rows-Cell-Address of a Cell-Components of a Cell-Format- Value-Formula – Use of Paste and Paste Special.	10	PPT,
II	Creating Formulas: Understanding Formulas-Calculate with an Operator, Function and Cell Addresses-Create an Array formula-Using the SUM, Average, Count, Min and Max Functions-Create a Formula that refers to Another worksheet- Relative and Absolute Cell Addresses-Edit Formulas- Name Cells and Ranges-Define and Display constants-Create Formulas that Includes Names-Check formulas for Errors-Trace Precedents and Dependents. Using Functions: Function Wizard-Round a Number-Conditional Formula- Conditional sum- conditional Count-Find the Square root-Relative Column and Row Numbers- VLOOKUP-Determine the Location of a value-Using Index- Date and Time Calculations.	20	PPT, chalk and talk
Ш	Using Statistical Functions and Tools: Calculate An Average, Conditional Average ,Median or Mode, Rank,-Determine the Nth Largest Value- Calculate Frequency, Variance and standard Deviation-correlation-Install excel Add-Ins-Moving Average-Compare Variances- to determine Rank and Percentile- Descriptive Statistics. Organizing worksheet Data: Enter Data with a Form- simple sorts and filters, Multilevel sorts, Custom Sort- Sort by Color, font Color or Cell Icon- complex Filters- Criteria to Find Records- Advanced Filtering Techniques-Filter Duplicate Records-Count Filtered Records-Subtotal Records- Auto Outline-Define Data as a Table- Modify a Table style- Database Functions With a Table.	20	РРТ
IV	 Working with Pivot Tables: Create a Pivot Table-Modify a Pivot Table Layout-Summarize Pivot Table Values-Create a Pivot Table Calculated Field-Group the Rows and Columns - Style -Filter -Sort-Retrieve Values from a Pivot Table- slicer. Using Data Analysis Tools and Techniques: Perform What-If Analysis- Optimize a result with goal Seek- Solver-Solve a Formula with a Data Table- Auto Fill-Join Text-Add a Calculator-Consolidate Worksheets- Highlight Cells that Meet Criteria- Highest and Lowest Ranked Values- Add Data Bars and Icon Sets- conditional Formatting Rules-Remove, Change -Paste with paste special. 	20	РРТ
V	Charting Data: Create a Chart-add chart Details-combination Chart-Chart Type-Spark Lines- Trend Line- Error Bars- Histogram- Filtered Data- Pivot Chart- Pivot Chart.	05	РРТ

Dr. D. Niranjani, Assistant Professor, & Dr.P.Anbuoli, Assistant Professor,

Learning Outcome Based Education & Assessment (LOBE)													
	Formative Examination –Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)												
			Articulatio						comes (COs)			
							Section		— See	ction C	Se	ection D	
Interna	al	Cos	K Level	MCC			ort Ans		— Fi	ther or	2	Open	
				No. of.	K -	No.		_K -	- C	boice	(Choice	
		~~ .		Questions	Level	`	estions Level		el				
CIA	CIA I CO1		Up to K2	2	K1&K2		2	K	、 、	(2&K2)		1(K2)	
		<u>CO2</u>	Up to K2	2	K1&K2		1	K	、 、	(2&K2)		1(K2)	
CIA I		CO3	Up to K4	2	K1&K2		1	Kź	、 、	K3&K3)		1(K3)	
		<u>CO4</u>	Up to K4	2	K1&K2	4	2	K.	3 2(K	(4&K4)		1(K4)	
		_	No. of uestions to be asked	4			3			4		2	
Ques Patte	ern	n Questions to		4			3			2		1	
	CIA I & II		rks for each Question	1			2			5		10	
		Total Marks for each Section		4	4		6			10		20	
			Distri	ibution of Ma	arks with]	K Leve	el CIA	I &	CIA II				
KSection ASK(MultipleLevelChoice		Section B (Short Answer Questions)	Section C (Either / Or Choice)		Section D (Open		Total (Ma Marks with choi		as It	Consol idate of %			
	K	1	2	2	-		-		4 8			100	
-	K	2	2	4	20		20		46	92		100	
	K		-	-	_		-		_	_		-	
CIA I		4	-	-	-		-		-	-		-	
1	Marks		4	6	20		20		50	100		100	
	K	1	2	-	-		-		2	4		10	
	K	2	2	2	-		-		4	8		12	
CIA	K	3	-	4	10		10		24	48		48	
Π	K	4	-	-	10		10		20	40		40	
	Ma	rks	4	6	20		20		50	100		100	

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

	Summative Examination –											
	Blue Print Articulation Mapping – K Level with Course Outcomes (COs)											
			MC	Qs	Short An	swers	Section C	Section D				
S.No	COs	K - Level	No. of	K –	No. of	K –	(Either /	(Open				
			Questions	Level	Question	Level	or Choice)	Choice)				
1	CO 1	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)				
2.	CO 2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)				
3	CO 3	Up to K4	2	K1&K2	1	K3	2(K3&K3)	1(K3)				
4	CO 4	Up to K4	2	K1&K2	1	K4	2(K4&K4)	1(K4)				
5	CO 5	Up to K3	2 K1&K		1	K3	2(K3&K3)	1(K3)				
No.	of Questi Aske	ons to be d	10		5		10	5				
No.	of Questi answer	ons to be red	10		5		5	3				
Mark	s for each	h question	1		2		5	10				
Total Marks for each section			10		10		25	30				
	(Figures	in parenthe	sis denotes,	questions s	hould be as	ked with	the given K	level)				

	Distribution of Marks with K Level										
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Mark s	% of (Marks without choice)	Consolidate d %				
K1	5	-	-	-	5	4.16	45				
K2	5	4	20	20	49	40.83	45				
K3	-	4	20	20	44	36.66	37				
K4	-	2	10	10	22	18.33	18				
Marks	10	10	50	50	120	100	100				

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

	A (Mult All Que	iple Choice (estions	Questions)	(10x1=10 marks)
Q.No	CO	K Level	Questions	· · · · · ·
1	CO1	K1		
2	CO1	K2		
3	CO2	K1		
4	CO2	K2		
5	CO3	K1		
6	CO3	K2		
7	CO4	K1		
8	CO4	K2		
9	CO5	K1		
10	CO5	K2		
Section	B (Shor	t Answers)		
	All Que			(5x2=10 marks)
Q.No	CO	K Level	Questions	
11	CO1	K2		
12	CO2	K2		
13	CO3	K3		
14	CO4	K4		
15	CO5	K3		
Section	C (Eithe	er/Or Type)		
Answei	r All Que	estions		(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions	
16) a	CO1	K2		
16) b	CO1	K2		
17) a	CO2	K2		
17) b	CO2	K2		
18) a	CO3	K3		
18) b	CO3	K3		
19) a	CO4	K4		
19) b	CO4	K4		
20) a	CO5	K3		
20) b	CO5	K3		
		n Choice)		
		ree question		(3x10=30 marks)
Q.No	CO	K Level	Questions	
21	CO1	K2		
22	CO2	K2		
23	CO3	K3		
24	CO4	K4		
25	CO5	K3		

Summative Examinations-Question Paper-Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	RESEARCH METHO	DOL	OGY							
Course Code	21UBAC44					L	Р	С		
Category	Core					5	-	4		
Nature of cours	e: EMPLOYABILITY		SKILL ORIENTED	1	ENTREPH	RENU	RSH	IIP		
Course Objecti	Course Objectives:									
1. To understand the concept of research methodology and research design.										
-	sh between primary and s			y its	types					
	e of collected data and to a research report.	uumze	e it for analysis							
	RODUCTION TO RES	EAR	CH METHODOLOG	V			15			
	odology- An introduction				- Significar	nce- F	-			
	researchers in India- C									
	g to Research Design-Me						I			
	IPLING AND SCALIN						15	;		
	ng-Merits- limitations-			nc	on-probabili	ty sa	ampli	ing-		
meaning-types-s	caling techniques. Q	uestio	onnaire and schedu		rerequisites			sing		
	tructured and unstructure		estionnaire-features of	a g	ood questio	onnaiı	e-use	e of		
schedules-quest	onnaire framing –exercis	e.					- <u>r</u>			
	TA COLLECTION						15	;		
	Primary Vs Secondary da			imaı	y data colle	ection				
	TA PREPARATION AN				1 •		15			
-	on – editing – Coding -	-tabu	lation methods-analysi	s an	d interpret	ation	of d	ata-		
techniques of in Unit: V REF	PORT WRITING						15	-		
	- meaning-types – Conte	anta o	francet processions	fur	iting roport		15)		
Research Tepon	- meaning-types - Conte				Lecture Ho		75 H	re		
Deeles for Stad			10	lai I		uis	/5 11	.15		
Books for Stud				1.0						
	an, Research Methodolog				т.,	1 (`			
Limited Pub	. GauravGarg, Research M	vietno	baology, 4 Ealuon, Ne	ew ag	ge Internatio	mai (j)			
Books for Refe										
	gom, Research Methodolo	ogv F	Jimalaya Publishing Ho	nise	2010					
-	n, Research methods for 1	U .	•							
	shnaswamy, AppaIyerSi		•			ent l	Resea	arch		
	y, Pearson Education, Ne			5	e					
Web Resources	•									
www.newageput										
	wits.ac.za/research-suppo		401 401 2							
	wits.ac.za/c.php?g=69351			thad	alagy					
nups://www.inte	chopen.com/books/cybers	pace/1	research-design-and-me	UIIO	<u>lology</u>					

Course	e Outcomes	K Level
CO1:	Able to summarize the basic concepts of research methodology	Upto K2
CO2:	Locate the types of sampling method and scaling techniques to adopt for their research.	UptoK2
CO3:	Categorize the types of data and use it for analysis.	UptoK4
CO4:	Apply the data for the analysis purpose.	UptoK3
CO5:	Construct a research report.	UptoK3

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	3	2	2	2
CO 2	3	2	2	2	3	3
CO 3	3	2	3	2	2	2
CO 4	3	3	3	2	3	3
CO5	3	3	3	2	3	2

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Methodology- An introduction- Meaning- Objectives- Types- Significance- Problems encountered by researchers in India- Criteria of Good Research. Research Process- Important concepts relating to Research Design-Meaning-Types.1IISAMPLING AND SCALING TECHNIQUES Sampling-meaning-Merits- limitations-probability sampling and non- probability sampling- meaning-types-scaling techniques. Questionnaire and schedule-prerequisites for using questionnaire- structured and unstructured questionnaire features of a good questionnaire-use of schedules-questionnaire framing -exercise1IIIDATA COLLECTION Types of data – Primary Vs Secondary data – Meaning-Methods of primary data collection1IVDATA PREPARATION AND ANALYSIS Data Preparation – editing – Coding –tabulation methods-analysis and interpretation of data-techniques of interpretation.1	_				Hrs	Pedagogy
Sampling-meaning-Merits- limitations-probability sampling and non- probability sampling- meaning-types-scaling techniques. Questionnaire and schedule-prerequisites for using questionnaire- structured and unstructured questionnaire-features of a good questionnaire-use of schedules-questionnaire framing -exercise1IIIDATA COLLECTION Types of data – Primary Vs Secondary data – Meaning-Methods of primary data collection1IVDATA PREPARATION AND ANALYSIS Data Preparation – editing – Coding –tabulation methods-analysis and interpretation of data-techniques of interpretation.1	jec Ir	ojectives- 1 India- (- Types Criteria o	s- of	15	Lecture method & Video sessions
Types of data – Primary Vs Secondary data – Meaning-Methods of primary data collection Image: Types of data – Primary Vs Secondary data – Meaning-Methods of primary data collection IV DATA PREPARATION AND ANALYSIS Image: Types of data-techniques of interpretation methods-analysis and interpretation of data-techniques of interpretation. Image: Types of data-techniques of interpretation.	es -	ues. Que e- struct	estionnair tured an	n- re nd	15	Lecture Method &Assignments
Data Preparation – editing – Coding –tabulation methods-analysis and interpretation of data-techniques of interpretation.	ıni	aning-M	lethods c		15	Lecture Method &Group activity
	10	thods-an	alysis and		15	Lecture method, video session and role play
V REPORT WRITING Research report – meaning-types – Contents of report – precautions of writing report 1	-	t - preca	utions of		15	Lecture method and Assignments

		c c	g Outcome Ba Formative Ex Aapping – K	aminatio	n - Blue Prin	t		
Interna			Section MC(n A	Section Short Ans	n B	Section	Section D
l	Cos	K Level	No. of. Questions	K - Level	No. of. Questions	K - Level	Either or Choice	Open Choice
CI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)
AI	CO2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
CI	CO3	Up to k4	2	k1&k2	2	K3	2(k4&k4)	1(k4)
AII	CO4	Up to k3	2	k1&k2	1	K2	2(k3&k3)	1(k3)
		Questions to e asked	4		3		4	2
Questio n		Questions to answered	4		3		2	1
Pattern CIA I		ks for each uestion	1		2		5	10
& II		l Marks for th section	4		6		10	10

		D) istribution of	f Marks with	K Level CI	A I & Cl	IA II	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	4	-	-	6	12	100
	K2	2	2	20	20	44	88	100
CIA	K3	-	-	-	-	-	-	-
I	K4	-	-	-	-	-	-	-
-	Marks	4	6	20	20	50	100	100
	K1	2	-	-		2	4	12
	K2	2	2	-	-	4	8	14
CIA	K3	-	4	10	10	24	48	48
II	K4	-	-	10	10	20	40	40
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)							
			MCC		Short An	swers	Section C	Section D
S.No	COs	K - Level	No. of Questions	K – Level	No. of Question	K – Level	(Either / or Choice)	(Open Choice)
1	CO1	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k3)
3	CO3	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k3)
4	CO4	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k2)
5	CO5	Up to K3	2	k1&k2	1	k2	2(k2&k2)	1(k3)
No.	of Quest Aske	ions to be ed	10		5		10	5
No.	of Quest answe	ions to be red	10		5		5	3
Mar	ks for eac	h question	1		2		5	10
Total N	Marks for	each section	10		10		25	30
	(Figures	in parenthesi	is denotes, qu	estions s	hould be as	ked with	the given K	level)

	Distribution of Marks with K Level								
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %		
K1	5	4	-	-	9	7	59		
K2	5	6	30	20	61	50.83	59		
K3	-	-	10	30	40	33.33	33		
K4	-	-	10	-	10	8.3	8		
Marks	10	10	50	50	120	100	100		
C	NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.								

Q.No CC 1 CC 2 CC 3 CC 4 CC 5 CC 6 CC 7 CC 8 CC 9 CC 10 CC Section B (S Answer All Q.No CC 11 CC 12 CC	O1 K1 O1 K2 O2 K1 O2 K2 O3 K1 O3 K2 O4 K1 O5 K1 O5 K1 O5 K2 O5 K1 O5 K2 (Short Answeight) Ruestions O K Leve O1 K1	s) (5x2=10 marks)
1 CC 2 CC 3 CC 4 CC 5 CC 6 CC 7 CC 8 CC 9 CC 10 CC Section B (S Answer All Q.No CC 11 CC 12 CC	O1 K1 O1 K2 O2 K1 O2 K2 O3 K1 O3 K2 O4 K1 O5 K1 O5 K1 O5 K2 O5 K1 O5 K2 (Short Answeight) Ruestions O K Leve O1 K1	s) (5x2=10 marks)
2 CC 3 CC 4 CC 5 CC 6 CC 7 CC 8 CC 9 CC 10 CC Section B (S Answer All Q.No CC 11 CC 12 CC	O1 K2 O2 K1 O2 K2 O3 K1 O3 K2 O4 K1 O5 K1 O5 K1 O5 K2 O5 K1 O5 K2 O5 K2 O5 K2 O5 K2 O5 K2 O6 K Leve O1 K1	(5x2=10 marks)
3 CC 4 CC 5 CC 6 CC 7 CC 8 CC 9 CC 10 CC Section B (S Answer All Q.No CC 11 CC 12 CC	O2 K1 O2 K2 O3 K1 O3 K2 O4 K1 O4 K2 O5 K1 O5 K2 O5 K2 O5 K2 O5 K2 O6 K Leve O1 K1	(5x2=10 marks)
4 CC 5 CC 6 CC 7 CC 8 CC 9 CC 10 CC Section B (S Answer All Q.No CC 11 CC 12 CC	O2 K2 O3 K1 O3 K2 O4 K1 O4 K2 O5 K1 O5 K1 O5 K2 (Short Answer Il Questions O K Leve O1 K1	(5x2=10 marks)
5 CC 6 CC 7 CC 8 CC 9 CC 10 CC Section B (S Answer All Q.No CC 11 CC 12 CC	CO3 K1 CO3 K2 CO4 K1 CO4 K1 CO4 K2 CO5 K1 CO5 K1 CO5 K2 (Short Answeight) Ruestions CO K Leve CO1 K1	(5x2=10 marks)
6 CC 7 CC 8 CC 9 CC 10 CC Section B (S Answer All Q.No CC 11 CC 12 CC	CO3 K2 CO4 K1 CO4 K2 CO5 K1 CO5 K2 (Short Answer Il Questions CO K Leve CO1 K1	(5x2=10 marks)
7 CC 8 CC 9 CC 10 CC Section B (S Answer All Q.No CC 11 CC 12 CC	O4 K1 O4 K2 O5 K1 O5 K2 (Short Answer Il Questions O K Leve O1 K1	(5x2=10 marks)
8 CC 9 CC 10 CC Section B (S Answer All Q.No CC 11 CC 12 CC	O4 K2 O5 K1 O5 K2 (Short Answer Il Questions O K Leve O1 K1	(5x2=10 marks)
9 CC 10 CC Section B (\$ Answer All Q.No CC 11 CC 12 CC	CO5 K1 CO5 K2 (Short Answer Il Questions CO K Leve CO1 K1	(5x2=10 marks)
10 CC Section B (S Answer All Q.No CC 11 CC 12 CC	CO5 K2 (Short Answer Il Questions CO K Leve CO1 K1	(5x2=10 marks)
Section B (\$ Answer All Q.No CO 11 CO 12 CO	(Short AnswerIl QuestionsCOK LeveCO1K1	(5x2=10 marks)
Answer All Q.No CC 11 CC 12 CC	Il QuestionsCOK LeveCO1K1	(5x2=10 marks)
Q.No CC 11 CC 12 CC	CO K Leve CO1 K1	
11 CC 12 CC	O1 K1	
12 CC		
	CO2 K1	
13 CC	CO3 K2	
	CO4 K2	
	04 K2	
	(Either/Or Ty	
Answer All		$(5 \times 5 = 25 \text{ marks})$
Q.No CO	-	
~	$\frac{100}{\text{CO1}}$ K2	
/	CO1 K2	
	$\frac{CO2}{CO2}$ k2	
,	CO2 k2	
,	CO3 k4	
/	CO3 k4	
/	CO4 k3	
,	CO4 k3	
,	CO5 k2	
/	CO5 k2	
NB: Higher	er level of perf	ormance of the students is to be assessed by attempting higher level of K
levels	r r	
	(Open Choice	
	ny Three ques	
Q.No CC	<u> </u>	
-	CO1 K2	
22 0	CO2 k3	
23 C	CO3 k3	
24 C	CO4 k2	
25 C	CO5 k4	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	OPERATIONS RESE	AR	СН					
Course Code	21UBAA41					L	Р	С
Category	Allied					6	-	4
Nature of cours	e: EMPLOYABILITY		SKILL ORIENTED	\checkmark	ENTREPR	ENUI	RSHI	Р
Course Objecti	ves:							
		out	the scope and applicati	on	of operation	s res	earch	ı in
	and industry	ст:						
	luce the basic concepts of the knowledge of st		nts with transportation 1	nroh	lem along	with	roal	life
applicati	6	uue	nts with transportation	prob	along	witti	ICal	me
		em	techniques constructively	v to	make effec	ctive	busir	iess
decision			······································	,				
To intro	luce Game Theory conce	epts	for scientific study of stra	ategi	ic decision r	nakin	g.	
	oduction						14	
-	0		on, Nature Of Operations			0		
			pe Of Operations Research	h, R	ole Of Oper	ration	S	
	ision Making - Limitatio	ons (Of OR.				10	
	ar Programming			·	Of Linear D		<u>19</u>	
	-	-	amming Models-Applicat ogramming -Mathematica			-		g
	of (simple problems on			u 1 0			_	
-	sportation Problem	y).					19	,
		c Fe	asible Solution - NWC M	leth	od – Least C	Cost N		
			y).Optimal solution – M					
	eracy Problems to be E							
	gnment Problem						19	
Introduction – I	Difference between Trans	spor	tation and Assignment Pr	oble	ems- Hunga	rian N	/letho)d –
Solving Balance	ed and Un Balanced Ass	ignr	ment Problems - Maxim	izati	on Assignm	ent P	roble	m -
(Simple Proble	ms only), Travelling Sal	esm	an (Simple Problems on	ly),				
Unit: V Gan	ne Theory						19)
Introduction –C	haracteristics Of Games	— E	Basic Terms of Game Th	eory	- Two Pers	on- Z	ero S	Sum
Game With Sad	dle Point- Two Person 2	Zero	Sum Game Without Sad	ldle	Point. (Sim	ple P	roble	ems
only).								
			То	tal 1	Lecture Ho	urs	90 H	rs
-		in th	ne ratio of 80% Problem	s an	d 20 % Th	eory		
Books for Stud								
-	-		ness Statistics & Operatio	ns F	Research, Su	ltan (Chan	d &
	i- 110002, Fifth Edition,	Rej	print 2020.					
Books for Refe	rences:							

Premkumar Gupta, D S Hira, Operations Research, S. Chand & Company Limited, New Delhi-110 055.Seventh Edition, Reprint 2018.

esources:	
://www.tutorialspoint.com/industrial_engineering_operations_research/index.asp	
://www.tutorialspoint.com/linear_programming/index.asp	
e Outcomes	K Level
Demonstrating and understanding the concepts of Operations Research	Upto K2
Analyse Linear Programming technique in Manufacturing and Marketing in	Upto K4
Business	Opto K4
Able to Apply transportation model to minimize the cost of transportation and	Unto V2
increase profit of sales.	Upto K3
Understand the usage of Assignment techniques for Decision Making.	Upto K2
Examine the usage of game theory and Simulation for Solving Business Problems.	Upto K4
	Analyse Linear Programming technique in Manufacturing and Marketing in Business Able to Apply transportation model to minimize the cost of transportation and increase profit of sales. Understand the usage of Assignment techniques for Decision Making.

CO & PO Mappings:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	2	2	2	3
CO 2	3	3	2	2	2	3
CO 3	3	3	2	2	2	3
CO 4	3	3	2	2	2	3
CO5	3	3	2	2	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 – Introductory Level

LESSON PLAN

Unit	OPERATIONS RESEARCH	Hrs	Pedagogy
I	Introduction –Characteristics Of Games – Basic Terms of Game Theory- Two Person- Zero Sum Game With Saddle Point- Two Person Zero Sum Game Without Saddle Point. (Simple Problems only).	14	Chalk &Talk,PPT
п	Linear Programming Introduction – Assumptions In Linear Programming Models- Application Of Linear Programming Method - Areas of Application Of Linear Programming -Mathematical Formulation of LPP – Graphical method (simple problems only).	19	Chalk &Talk,PPT
III	Transportation ProblemIntroduction – Assumptions-Initial Basic Feasible Solution - NWCMethod – Least Cost Method – Vogel's Method – (simple problemsonly).Optimal solution – MODI Method, Stepping stone method(Degeneracy Problems to be Exclude).	19	Chalk &Talk,PPT
IV	Assignment ProblemIntroduction – Difference between Transportation and AssignmentProblems- Hungarian Method – Solving Balanced and Un BalancedAssignment Problems - Maximization Assignment Problem - (SimpleProblems only),Travelling Salesman (Simple Problems only),	19	Chalk &Talk,PPT
V	Game TheoryIntroduction –Characteristics Of Games – Basic Terms of GameTheory- Two Person- Zero Sum Game With Saddle Point- TwoPerson Zero Sum Game Without Saddle Point. (Simple Problemsonly).	19	Chalk &Talk,PPT

Course Designed by:

Dr.P.Anbuoli, Assistant Professor, Dr.D.Niranjani, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)										
Inte	2			Sectio MC		Section Short An		Section C	Section D		
rnal	Co	DS	K Level	No. of. Questions	K - Level	No. of. Questio ns	K - Level	Either or Choice	Open Choice		
CI	CC)1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)		
AI	CC)2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)		
CI	CC)3	Up to k4	2	k1&k2	2	K3	2(k4&k4)	1(k4)		
AII	CC)4	Up to k3	2	k1&k2	1	K2	2(k3&k3)	1(k3)		
		No. of Questions to be asked		4		3		4	2		
Questi Patte	rn	-	No. of uestions to answered	4		3		2	1		
CIA I II	. α	Marks for each question		1		2		5	10		
			otal Marks for each section	4		6		10	10		

		D	istribution of	f Marks with	K Level CI	AI&C	AII	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	4	-	-	6	12	100
	K2	2	2	20	20	44	88	100
CIA	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
1	Marks	4	6	20	20	50	100	100
	K1	2	-	-		2	4	12
	K2	2	2	-	-	4	8	12
CIA	K3	-	4	10	10	24	48	48
II	K4	-	-	10	10	20	40	40
	Marks	4	6	20	20	50	100	100

 $\ensuremath{\mathbf{K1}}\xspace$ Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)									
			MC		Short Answers		Section C	Section D		
S.No	COs	K - Level	No. of	K –	No. of	K –	(Either /	(Open		
			Questions	Level	Question	Level	or Choice)	Choice)		
1	CO 1	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)		
2	CO 2	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(K4)		
3	CO 3	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(K3)		
4	CO 4	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)		
5	CO 5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(K4)		
No.	of Questi Aske	ons to be d	10		5		10	5		
No.	of Questi answer	ons to be ed	10		5		5	3		
Marks for each question		n question	1		2		5	10		
Total Marks for each section		10		10		25	30			
	(Figures	in parenthe	esis denotes,	questions s	hould be as	ked with	the given K l	evel)		

		Dis	tribution of	Marks with	n K Leve	1				
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %			
K1	5	-	-	-	5	4.16	50			
K2	5	10	20	20	55	45.83	50			
K3	-	-	10	10	20	16.66	17			
K4	-	-	20	20	40	33.33	33			
Marks	10	10	50	50	120	100	100			
	NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.									

		ultiple Cho uestions	ice Questions) (10x1=10 marks)
Q.No	CO	K Level	Questions
1	C01	K1	Questions
2	C01	K1 K2	
3	CO2	K1	
4	CO2	K1 K2	
5	CO2	K2 K1	
6	CO3	K1 K2	
7	CO3	K2 K1	
8	CO4	K1 K2	
9	C04	K2 K1	
10	CO5	K1 K2	
		ort Answei	
		uestions	(5x2=10 marks)
Q.No	r All Q CO	K Level	Questions (5x2=10 marks)
Q.No 11	C01	K Level K2	Questions
11 12		K2 K2	
	CO2		
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
		her/Or Ty	
	-	uestions	(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K4	
17) b	CO2	K4	
18) a	CO3	K3	
18) b	CO3	K3	
<u>19) a</u>	CO4	K2	
19) b	CO4	K2	
20) a	CO5	K4	
20) b	CO5	K4	
NB: Hi level of			formance of the students is to be assessed by attempting higher
		en Choice)
		Chree ques	
Q.No	CO	K Level	Questions
21	CO1	K2	<u>X</u> we want to an
21	CO1	K2 K4	
22	CO2	K4 K3	
23	CO4	K3 K2	
24	C04	K2 K4	
23	005	174	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Code		KILLS					1	
						Р	C	
Category	Skill				2	-	2	
Nature of cours	se: EMPLOYABILITY	SKILL ORIENTED	✓	ENTREPRE	NURS	SHIP		
Course Objecti	ives:							
1. To know	w the basics of Verbal and	Non-verbal communica	tion, a	and to recogniz	ze the	root	of	
body lan	nguage as a part of non-ve	rbal communication.						
	the concept of body lange				/ lang	uage.	•	
•	y the various gestures of b		plicati	ions.				
	ire the types and traits of l							
	liarize with the concept of		e skills	S.				
	roduction -Non-verbal C					6		
	e-Meaning-Definition, Typ							
	es & Differences between	Verbal Language and N	lon-ve	erbal Language	e-Mai	n		
aspects of Body								
	aracteristics of Body La					6		
	ge as Communication-							
-	Body Language- Reading	Positive and negative b	ody la	nguage. Cultu	ral di	ferei	nce	
in Body Language								
Unit: IIIGestures and their meaningsPalm Gestures and smiling gestures. Hand and arm gestures, Hand to face gestures. Leg Ge						6		
			nd to	face gestures.	Leg	Jestu	ires	
	hip gestures and territorial					6		
	aits and Attitudes of Bod		aund	aratanding atti	tudaa	-	od	
gestures.	n Body Language- Range	e of frans and Attitude	s-una	erstanding attr	ludes	by b		
	dy language in Business					6		
Negotiation ski	ills-Planning and how to n	egotiate. Business body	langu	age-posture, h	andsh	nakes	,	
	smiles. Effective body lar							
in handling cust	tomers.			-	-			
			Tota	al Lecture Ho	urs	30 H	[rs	
Books for Stud	·							
1. VinayM	lohan, Understanding Bod	y Language, Pustak Ma	ahal P	ublications.				
Books for Refe								
	ase – "How to read others"	-						
	arma – "Art of reading ges							
	Lewis – "Body Language"	", Response Books Pvt.	Ltd2	2011				
Web Resources								
1. https://www.marketing91.com/organizational-behaviour/								
2. <u>https://open.umn.edu/opentextbooks/textbooks/30</u>								
	3. https://www.coursera.org/learn/managing-people-iese							
3. https://www			n					
3.https://www4.https://www	v.coursera.org/learn/manag w.managementstudyguide.c d.com/track/business-etiqu	<u>com/what-is-etiquette.ht</u>	<u>n</u>					

Cours	e Outcomes	K Level				
After	After studying this course, the students will be able to:					
CO1	Describe the difference between verbal and non-verbal communication and to identify the main aspects of body language.	Up to K2				
CO2	Explain the characteristics of body language and to identify the approaches to the interpretation of Body Language.	Up to K2				
CO3	Interpret the various gestures of body language.	Up to K2				
CO4	Experiment various body types in body language and to show the attitudes by body language.	Up to K2				
CO5	Analyze the business negotiation skills and to categorize various body language skills during business meetings and customer handling.	Up to K 2				

CO & PO Mapping:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	3	1	2	3
CO 2	3	1	3	1	2	2
CO 3	2	1	3	2	2	3
CO 4	3	2	3	2	2	3
CO5	3	1	3	2	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name- Body Language Skills	Hrs	Pedagogy
Ι	Introduction: Non-verbal Communication- Meaning, Types-Body	6	Lecture Method,
	Language-Definition, Similarities & Differences between Verbal		&Video sessions
	Language and Non-verbal Language-Main aspects of Body Language		
II	Characteristics of Body Language Body Language as	6	Lecture Method,&
	Communication- Approaches to the interpretation of Body Language-		Group activity
	Advantages of Body Language. Cultural differences in Body		
	Language		
III	Gestures and their meanings: Palm Gestures and smiling gestures.	6	Lecture method
	Hand and arm gestures, Hand to face gestures. Leg Gestures,		&
	Pointers, Courtship gestures		Group Activity
IV	Traits and Attitudes of Body Language: Body Types in Body	6	Lecture method
	Language- Range of Traits and Attitudes-Body Language in		&
	Corporate Sector.		Video sessions
V	Body language in Business: Negotiation skills-Planning and how to	6	Lecture method
	negotiate. Business body language-posture, handshakes, eye contact		
	and smiles. Effective body language during business meetings.		
	Effective body language in handling customers.		

Course Designed by: Dr.R.Meenakshi Devi, Assistant Professor & Dr.M.Sakthivel,

Associate Professor and Head



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2020-2021 and after)

Course Name	ENTREPRENEURIAL	DEVELOPMENT				
Course Code	21UBAN41			L	Р	С
Category	Non Major Elective			2	-	2
Nature of cours	se: EMPLOYABILITY	SKILL ORIENTED	ENTREPRENU	RSHI	Р	\checkmark
COURSE OBJ	IECTIVES:	I				
1. To understa	and the key characteristics of	of successful entreprene	ure and their ventu	rac		
	e sources of help and supp	-				
	the necessary managerial s	-		-		
-	o communicate clearly and	-	nun seure maasu y	•		
	a broad vision about the bi	-				
-	roduction to Entrepreneu				6	5
	- Meaning – Characterist		tion- Intrapreneur-	-chara	-	
-	s Intrapreneur- Entrepre		-			
growth.	1 1	L	C	1		1
0	ship Development in Ind	ia- Entrepreneurship D	evelopment progr	amme	e (EI	DP) -
objectives-phas		1 1	1 10			,
	assification of Entreprene	eurs			6	5
	preneurs-Definition-factor		ntrepreneurs.			
	- e neurship -meaning-proble	-	-			
Social Ent	repreneurship-Meaning-e	entrepreneurship and	d social er	ntrepro	eneur	ship.
Agripreneursh	ip-Meaning-need.					
Unit: III Mi	cro Small and Medium E	nterprises- An outlook	ζ.		6	5
MSMEs – con	cept-importance-problems-	-steps to start a MSME	E- Sickness in MS	ME-s	ympt	oms-
causes-measure	۶.					
Unit: IV Ins	stitutional Assistance to E	ntrepreneurs			6)
	pport to entrepreneurs-Sch					
U	infrastructure for EDI's u		0 11			0
	me-credit guarantee schem	1	•		<u> </u>	· ·
	9000/ISO14001 certifica					
Assistance	pment programme-micro	finance programme	-MSME market	deve	eloph	nent
Assistance						
Unit: V Pro	oject Report preparation				6	5
	t –meaning-contents of pro	ject report-exercise-Mo	del project report			
<u> </u>		J I	Total Lecture	Hou	rs 3	60

Book for Study: Khanka. S.S, Entrepreneurial Development, S.Chand & Company Ltd. New

Delhi.		
Book	for References:	
Gordo	n. E and Natarajan. K, Entrepreneurship Development, Himalaya Publishing H	House,
No: 8/2	2 Madley Street, Ground Floor, T.Nagar, Chennai – 600 017.	
Web I	Resources:	
https://	/nptel.ac.in/courses/110/106/110106141/	
https://	/www.udemy.com/topic/entrepreneurship/	
COU	RSE OUTCOME	K Level
CO1	Locate the ability to determine distinct entrepreneurial traits.	Up to K2
CO2	Find different opportunities and successful growth stories.	Up to K2
CO3	Make use of the steps to start an enterprise and design business plans.	Up to K2
CO4	Plan and Write a project report.	Up to K2
CO5	Categorize the schemes of government and non-government institutions which are suitable for funding by considering all dimensions of business.	Up to K2

CO & PO Mappings:

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	3	3	2	2
CO 2	3	3	3	3	2	2
CO 3	2	3	3	3	3	2
CO 4	3	2	3	2	2	2
CO5	2	3	3	2	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	SUBJECT NAME	Hrs	Mode
I	Entrepreneur - Meaning – Characteristics-functions-classification- Intrapreneur-characteristics- Entrepreneur vs. intrapreneur- Entrepreneurship- Definition-factors affecting entrepreneurship growth. Entrepreneurship Development in India- Entrepreneurship Development programme (EDP) - objectives-phases of EDP.	9	Lecture method & Video sessions
II	Women Entrepreneurs-Definition-factors influencing women Entrepreneurs. Rural entrepreneurship-meaning-problems of rural entrepreneurship-development. Social Entrepreneurship-Meaning- entrepreneurship and social entrepreneurship. Agripreneurship- Meaning-need.	9	Lecture Method & Assignments
III	MSMEs – concept-importance-problems-steps to start a MSME- Sickness in MSME-symptoms-causes-measures.	9	Lecture Method & Group activity
IV	Institutional support to entrepreneurs-Scheme for providing establishment of new institutions to strengthen the infrastructure for EDI's under ATI scheme- marketing support under marketing assistance scheme-credit guarantee scheme-credit linked capital subsidy scheme for technology up gradation-ISO 9000/ISO14001 certification reimbursement scheme-Micro small enterprises cluster development programme-micro finance programme-MSME market development Assistance	9	Lecture method , video session
V	Project Report –Meaning-contents of project report- Model project report	9	Lecture method and Assignments

Course Designed by: Dr.R.Sofia, Assistant Professor & Dr.R.Meenakshi Devi,

Assistant Professor



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2020-2021 and after)

Course Name	Internship Report (Extra Credit)							
Course Code	21UBEC41			L	P	С		
Category	ory Extra Credit				-	1		
Nature of cours	e: EMPLOYABILITY	SKILL ORIENTED	ENTREPRENUI		IP	✓		

INTERNSHIP TRAINING REPORT

COURSE OUTCOMES	PO Level		
After completing this course, the students will be able to			
CO1 : Explain the student to the environment and expectations of performance on the			
part of private/public companies or government entities	PO1		
CO2: Able to develop work habits and attitudes necessary for job success. Build a			
record of work experience			
CO3: Explore career alternatives by Integrating theory and practice and Learn to			
appreciate work and its function in the economy.			
CO4: Expose the student to professional role models by developing communication,			
interpersonal and other critical skills	PO4		
CO5: Examine employer-valued skills such as teamwork, communications and			
attention to detail.	PO6		

The final year students must undergo 4 weeks Internship Training in their fourth semester vacation i.e. before starting their fifth semester after completing their fourth semester examinations. The report preparation, presentation and viva-voce will be conducted during the fifth semester and the marks will be entered in their fifth semester. The following guidelines to be strictly followed:

- 1. The internship period should be minimum four weeks (i.e. minimum 28 working days)
- 2. The students should produce permission letter as well as the attendance certificate.
- 3. There will be two supervisors to guide the students one is Faculty Guide and other one is Factory Guide.

4. The students should submit an Internship Training Report (Maximum 50 Pages).

The Marks for Internship Training will be awarded only on the basis of the Internship Training Report.

Evaluation/assessment of student intern

The internship report will be evaluated by panels of expert, consists of Faculty guide, and the factory manager observation report/Hod, each carry 40 marks and average.

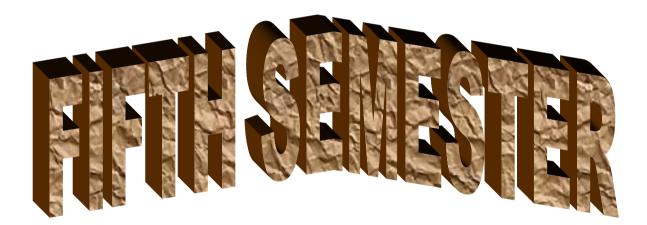
Internal	
Internship format	
Presentation	40
External	
Internship Report	40
Viva Voce	20
Total	- 100

5. The Internship Training Report should contain

- (a) Introduction about the Training
- (b) Objectives of the Training
- (c) Scope of the Training
- (d) Limitations of the Training
- (e) About the Organization
- (f) About functioning of various Departments the Organization
- (g) Inferences

(h) Conclusion

- 6. The evaluation of the Internship Training Report will be purely internal.
 - a) Report will be valued by both the Faculty guide and factory manager/Hod to 40 marks each and Average it.
 - b) The Viva voce will be conducted by the three panels of Expert, and the first one is Faculty guide and the second one is HOD and the third person will be an expert from the outside college for 20 marks each and Average it.





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	me	OPERATIONS MAN	NAGI	EMENT					
Course Co	Course Code 21UBAC51				L	Р	С		
Category	Category Core					6	-	4	
Nature of Course:		EMPLOYABILITY	✓	SKILLORIENTED		ENTREPRENURSHIP			
Course Ob	Objectives:								
 To Iden layout. To deve To know To cont 	tify of the second s	meaning, scope, function different types of produ procedure for Maintena e functions of purchase of he quality and know the	ction ince and depart	systems, suitable plant nd work study. ment and inventory co	loca	tions and desig	n a pl	ant	
Unit: I	IN	FRODUCTION						20)
Intermitten control in Ir	t Pro nterm uctio	nctions – Types of Pro oduction – Characterist nittent and Continuous I on and Continuous/(Mas ANT LOCATION AN	ics an Manu ss) Pro	d their types – Comp facturing Systems – Di oduction.	ariso	on of production	n plar	nning	g and tion,
plant Locat	ion p	Location Theories : W blant Layout: Factors In s, Product, Fixed Positi	fluen	cing plant Layout – Pr					
Unit:III	PR	ODUCTION PLANN	ING A	AND CONTROL , M	AIN	TENANCE		20)
Production Plant Main Steps in W	plan tenai ⁄ork	ning and Control: Scop ning and Control. nce : Meaning, Types of study – Method Study Definition, Objectives	of Pla y : De	nt Maintenance – Wor efinition, Objectives	k Stu , Ste	udy : Definition ps in Method	n , Ot	ojecti	ves,
Unit:IV	PURCHASING AND INVENTORY CONTROL15					5			
of Purchasi Inventory (ng D Contr chnic	ing and Definition – Im Department – Purchasing rol : Meaning, Factors Jues : ABC Analysis, F DALITY CONTROL	g Cyc influe EOQ.	le. encing inventory Man	agen		-		ntory
	× v								-

Quality Cont	rol: Definition — Steps in Ensuring Quality – Quality Control Techniques: Just	-in-Time				
(JIT), Qualit	JIT), Quality at the source, Inspection, Statistical Quality Control, Two-Bin Technique.					
Waste Mana	Waste Management: Meaning, Types, Sources, Managing Waste, Scope and Supply Disposal,					
Mechanism f	Mechanism for Waste Management.					
Total Lecture Hours 75Hrs						

Books for Study:

1. K. Aswathappa, Essentials of Production Management, Himalaya Publishing House, New Delhi, 2012.

Books for Books for References:

- 1. P.Saravanavel & S.Sumathi, Production and Materials Management, Margham Publication, Chennai, 2012.
- 2. R. Panneerselvam Production and Operations Management, Prentice Hall of India Ltd, New Delhi, 2010.
- 3. N.G. Nair, Production and Operations Management, Tata McGraw Hill Publishing Company Ltd, New Delhi, 2009

Web Resources:

- 1. https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
- 2. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf

Cours	e Outcomes	KLevel				
After	After studying this course, the students will be able to:					
CO1:	Describe the types of production and their difference.	Upto K2				
CO2:	Identify the Plant Location and classify the production system. Sketch the plant layout and prepare the maintenance procedure	Upto K2				
CO3:	1 V					
CO4:	Examine the stock level by using inventory control techniques and able to define the work measurement.	Upto K4				
CO5:	Prepare the quality chart by using quality control techniques and categorize the waste.	Upto K4				

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	3	2	2	3
CO 2	3	3	2	2	2	3
CO 3	3	3	2	2	2	3
CO 4	3	3	1	1	1	3
CO 5	3	3	2	2	2	3

*3-Advanced Application; 2- Intermediate Development; 1-IntroductoryLevel

LESSONPLAN

Unit	Course Name-Operations Management	Hrs	Pedagogy
I	Introduction:Definition – Functions – Types of Production system: Continuous –characteristics and their types - Intermittent Production – Characteristics and their types – Comparison of production planning and control in Intermittent and Continuous Manufacturing Systems – Differences between Job Production, Batch Production and Continuous/(Mass) Production.	15	Lecture Method &Video Lessons
II	Plant Location : Location Theories : Weber's Theory, Sargant Florance's Theory – Factors influencing plant Location plant Layout: Factors Influencing plant Layout – Principles of Plant Layout – Types of Layout : Process, Product, Fixed Position, Combined	15	Lecture Method &Video Lessons
ш	 Production Planning and Control: Scope, Functions of Production planning and Control, Elements of Production planning and Control. Plant Maintenance : Meaning, Types of Plant Maintenance – Work Study : Definition , Objectives , Steps in Work study – Method Study : Definition , Objectives , Steps in Method Study – Work Measurement : Definition , Objectives , Procedure for Work Measurement. 	15	Lecture Method & PPT
IV	Purchase: Meaning and Definition – Importance of purchasing – Objectives of Purchasing – Functions of Purchasing Department – Purchasing Cycle. Inventory Control : Meaning, Factors influencing inventory Management and Control – Inventory Control Techniques : ABC Analysis , EOQ	15	Lecture Method &PPT
V	Quality Control: Definition — Steps in Ensuring Quality – Quality Control Techniques: Just –in-Time (JIT), Quality at the source, Inspection, Statistical Quality Control, Two-BinTechnique. Waste Management: Meaning, Types, Sources, Managing Waste, Scope and Supply Disposal, Mechanism for Waste Management.	15	Lecture Method

Course Designed By

Dr.D.Niranjani, Assistant Professor&Dr.R.Sofia, Assistant Professor

Learning	y Outco	Articulation Ma		· · · ·	,			ue i i iiit
			Sectio	Section A		B	Section C	Section D Open
Internal	Cos	K Level	MCQs		Short Ans	swers	Either or	
	005		No. of. Questions	K- Level	No. of. Questions	K- Level	Choice	Choice
CIAI	CO1	Upto k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)
CIAI	CO2	Upto k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
	CO3	Upto k3	2	k1&k2	2	K2	2(k3&k3)	1(k2)
CIAII	CO4	Upto k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)
		No. of Questions to be Asked	4		3		4	2
Question		No. of Questions to be Answered	4		3		2	1
CIAI&	×11	Marks for each question	1		2		5	10
		Total Marks for each section	4		6		10	10

Learning Outcome Based Education & Assessment (LOBE)Formative Examination –Blue Print
Articulation Mapping–K Levels with Course Outcomes(COs)

		Dist	ribution of M	larks with K	Level CIAI	& CIAII		
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either /Or Choice)	Section D (Open Choice)	Total Marks	%of (Marks without choice)	Consolidate of%
	K1	2	4	-	-	6	12	100
	K2	2	2	20	20	44	88	
CIA	K3	-	-	-	-	-	-	-
I	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
	K1	2	-	-	-	2	04	40
CIA	K2	2	6	-	10	18	36	
II	K3	-	-	20	-	20	40	40
	K4	-	-	-	10	10	20	20
	Marks	4	6	20	20	50	100	100

K1-Remembering and recalling facts with specific answers

K2-Basic understanding off acts and stating main ideas with general answers

K3-Application oriented-Solving Problems

K4-Examining, analyzing, presentation and make inferences with evidences

CO4 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)										
S.No	COs	K-Level	MOQs	utcomes	Short Answers			Section			
			No. of Questions	K– Level	No. of Question	K– Level	C(Either /or	D(Open Choice)			
					S		Choice)				
1	CO1	Upto K2	2	k1&k2	1	k1	2(k1&k1)	1(k2)			
2	CO2	UptoK2	2	k1&k2	1	k1	2(k2&k2)	1(k2)			
3	CO3	UptoK3	2	k1&k2	1	k2	2(k3&k3)	1(k3)			
4	CO4	UptoK4	2	k1&k2	1	k2	2(k3&k3)	1(k4)			
5	CO5	Upto K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)			
No. of Asked	Questio	ns to be	10		5		10	5			
No.of Answe	Question ered	s to be	10		5		5	3			
Mark	s for eacl	n question	1		2		5	10			
Total section	Marks fo n	or each	10		10		25	30			
(Figur	es in pare	nthesis denote	es, questions s	should be	asked with t	he given	K level)	•			

	Distribution of Marks with K Level											
K Level	Section A (Multiple Choice	Iultiple(Short(Either/ or Choice)(Open Choice)noiceAnswerChoice)Choice)		Total Marks	%of(Marks without	Consolidated %						
	Questions)	Questions)				choice)						
K1	5	4	10	-	19	15.83	50.00					
K2	5	6	10	20	41	34.16						
K3	-	-	30	10	40	33.33	33.33					
K4	-	-	-	20	20	16.66	16.67					
Marks	10	10	50	50	120	100	100					
NB:Hi	gher level of p	performance of	of the student	s is to be ass	essed by	attempting	g higher level					

NB:Higher level of performance of the students is to be assessed by attempting higher level Of K levels.

Q.No	All Qu CO	K Level	(10x1=10 Marks Questions
1	C01	K Level K1	Questions
2	C01	K1 K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (Mul	tiple Choic	ce Questions)
Inswer	All Qu	estions	(5x2=10 Marks
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
		C(Either/	
		r All Quest	
Q.No	CO	K Level	Questions
16)a	CO1	k1	
16)b	CO1	k1	
17)a	CO2	k2	
17)b	CO2	k2 K3	
18)a	CO3 CO3	K3 K3	
18)b		<u>k3</u>	
19)a 19)b	CO4 CO4	k3	
20)a	C04 C05	K3 K3	
20)a 20)b	CO5	K3	
			ormance of the students is to be assessed by attempting higher
			level of K levels
	-	n Choice)	
		hree Quest	
Q.No	CO	KLevel	Questions
21	CO1	K2	
22	CO2	K2	
23	CO3	k3	
24	CO4	K4	
25	CO5	k4	

Summative Examinations-Question Paper –Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Nar	ne FINANCL	AL MANAGEMENT	l.					
Course Cod	le 21UBAC5	2			L	Р	С	
Category	Core				6	-	4	
NATURE (OF COURSE:	EMPLOYBILITY	SKILLORIENTED	ENTREP	RENI	JRSH	HIP	
 Pro Dev Imp fina Enl dec 	velop knowledge proving students ancial manager i nancing student' ision.	e on the allocation, man ' understanding of the n the current competiti s ability in dealing sho	financial management nagement and funding time value of money co ve business scenario. rt-term dealing with da	of financial oncept and	l resouthe ro	ole of	a	
	 Estimate the Dividend policy. FINANCIALMANAGEMENT: Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions. (Theory Only) 							
Unit: II	securities:-Capi	tal Structure, Leverage	COST OF CAPI e – types, cost of capita s. (Basic problems only	al – types –	-		25	
Unit: III	CAPITAL BU time value of	DGETING: Meaning money – investment ack Period, Accounting	g–Definition-capital b evaluation methods: ng Rate of Return Me	udgeting p Pay-Back	Perio	d,	23	
	Management of Morkin	f Working Capital: (Concepts, components, on of Working Capital oblems only)				22	
Unit: V	DIVIDEND DI		Definition-Factors affec	ting divide	nd		10	
	Total Lecture						90	
		be theory,60% of the	e questions must be pr	roblems				
Books for S 1. Stud	s tudy: y Material will b	be provided.						

Books for References:

- 1. Financial Management Theory and Practice Shashi K.Gupta, R.K.Sharma, Kalyani Publishers.
- 2. Financial Management-I M Panday, Vikas Publishing House.
- 3. Financial Management Dr.R.Ramachandranand Dr.R.Srinivasan, Sriram Publication, Trichy.
- 4. Financial Management Theory and Practice–Prasanna Chandra, McGrawHill Publishers.

Web Resources:

- 1.https://www.managementstudyguide.com/financial-management.htm
- 2. https://www.coursera.org/articles/finance-management
- 3. https://www.lsbf.org.uk/blog/news/importance-of-financial-management/117410

Course Outcomes K Level After studying this course, the students will be able to: **CO1:** Describe the fundamental concepts of Financial Management. Upto K2 **CO2:** Classify various types of securities. Upto K4 Equip with the knowledge of Capital Budgeting Process and preparation **CO3:** Upto K3 of Various investment evaluations. **CO4:** Compute Working Capital Management. Upto K4 CO5: Explain dividend concepts. Upto K4

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	1	2	1	3
CO 2	3	3	1	2	1	3
CO 3	3	3	1	2	1	3
CO 4	3	3	1	2	1	3
CO 5	3	3	1	2	1	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name-Financial Management	Hrs	Pedagogy
I	FINANCIAL MANAGEMENT: Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions. (Theory Only)	10	Chalk and Talk, PPT.
Ш	SOURCE OF FINANCE WITH COST OF CAPITAL: Types of securities:-Capital Structure, Leverage – types, cost of capital – types – equity – preference – debt – retained earnings. (Basic problems only)	25	Chalk and Talk, Exercise
ш	CAPITAL BUDGETING: Meaning–Definition-capital budgeting process, time value of money – investment evaluation methods: Pay- Back Period, Discount Pay-Back Period, Accounting Rate of Return Method, Net Present Value –.(Basic problems only)	23	Chalk and Talk, Exercise.
IV	Management of Working Capital: Concepts, components, Determinants and need of Working Capital. Computation of Working Capital for a Company – operation of operating cycle. (Basic problems only)	22	Chalk and Talk, Exercise.
V	DIVIDEND DECISION–Meaning–Definition- Factors affecting dividend decision– alternative forms of dividends.(Theory Only)	10	Chalk and Talk, Exercise.

Course Designed by:

Dr.P.Anbuoli, Assistant Professor & Dr.D.Niranjani, Assistant Professor

	Learning Outcome Based Education & Assessment(LOBE) Formative Examination-Blue Print Articulation Mapping–K Levels with Course Outcomes(COs)										
				Sectio		Section		Section C	Section D		
Inter	C	OS	K Level	MCO	Qs	Short Ans	swers	Either or	Open		
nal				No. of. Questions	K- Level	No. of. Questions	K- Level	Choice	Choice		
CIAI	CC	D1	UptoK2	2	K1&K2	2	K2	2(K2&K2)	1(K1)		
CIAI	CO2		UptoK4	2	K1&K2	1	K1	2(K3&K3)	1(K3)		
CIAH	CO3		UptoK3	2	K1&K2	1	K1	2(K2&K2)	1(K2)		
CIAII	CO4		UptoK4	2	K1&K2	2	K2	2(K3&K3)	1(K3)		
		No. of Questions to be asked		4		3		4	2		
Questie Patter CIA 1	n	No. of Questions to be answered		4		3		2	1		
&CIA		I Marks fo each quest		1		2		5	10		
		I	tal Marks For each section	4		6		10	10		

		Dist	ribution of Ma	arks with K	Level CIA	I & CIAII	[
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C(Either /Or Choice)	Section D(Open Choice)	Total Marks	% of (Marks without choice)	Consolidat e of %
	K1	2	2	-	10	14	28	60
	K2	2	4	10	_	16	32	00
	K3	-	-	10	10	20	40	40
CIA	K4	-	-	-	-	-	-	-
Ι	Mark s	4	6	20	20	50	100	100
	K1	2	2	-	-	4	8	60
	K2	2	4	10	10	26	52	00
CIA	K3	_	-	10	10	20	40	40
	K4	-	-	-	-	-	-	-
11	Mark s	4	6	20	20	50	100	100

K1-Remembering and recalling facts with specific answers

K2-Basic understanding off acts and stating main ideas with general answers

K3-Application oriented-Solving Problems

K4-Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

	Summative Examination–Blue Print Articulation Mapping–K Level with Course										
	Outcomes(COs)										
			MC	~	Short An		Section C	Section D			
S.No	COs	K-Level	No. of	K –	No. of	K –	(Either /or	(Open			
			Questions	Level	Question	Level	Choice)	Choice)			
1	CO 1	UptoK2	2	K1&K2	1	K1	2(K1&K1)	1(K1)			
2	CO 2	UptoK4	2	K1&K2	1	K1	2(K3&K3)	1(K2)			
3	CO 3	UptoK3	2	K1&K2	1	K2	2(K2&K2)	1(K3)			
4	CO 4	UptoK4	2	K1&K2	1	K2	2(K3&K3)	1(K4)			
5	CO 5	UptoK4	2	K1&K2	1	K1	2(K3&K3)	1(K4)			
No. (of Questi asked	ons to be l	10		5		10	5			
No. of Questions to be answered			10		5		5	3			
Marks for each question		1		2		5	10				
Tota	Total Marks for each section		10		10		25	30			
	(Figures	in parenthe	esis denotes, o	questions s	hould be as	ked with	the given K l	evel)			

Distribution of Marks with K Level											
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %				
K1	5	6	10	10	31	26	50				
K2	5	4	10	10	29	24	50				
K3	-	-	30	10	40	33	33				
K4	-	-	-	20	20	17	17				
Marks	10	10	50	50	120	100	100				

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative	Examinations	-Question	Paper – Format
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		ltiple Choi uestions	ce Questions) (10x1=10 marks)
Q.No	CO	K Level	Questions
1	C01	K1	Questions
2	C01	K1 K2	
3	CO2	K2 K1	
4	CO2	K1 K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (She	ort Answei	rs)
		uestions	(5x2=10marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K1	
Section	C(Eitl	her/ Or Ty	pe)
Answe	r All Q	uestions	(5 x5 =25 marks)
Q. No	CO	K Level	Questions
16)a	CO1	K1	
16)b	CO1	K1	
17)a	CO2	K3	
17)b	CO2	K3	
18)a	CO3	K2	
18)b	CO3	K2	
19)a	CO4	K3	
19)b	CO4	K3	
20)a	CO5	K3	
20)b	CO5	K3	
	0	-	ormance of the students is to be assessed by attempting higher
level of			
		en Choice	
		Three ques	
Q. No	CO	K Level	Questions
21	CO1	K1	
22	CO2	K2	
23	CO3	K3	
24	CO4	K4	
25	CO5	K4	



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	me 7	FOTAL Q	ULAITY MANAGE	CMENT		1			
Course Co	de 2	21UBAC5	AC53 L P						
Category	•	Core			6 -				
NATURE	OF CO	OURSE:	EMPLOYBILITY	SKILLORIENTED	ENTREP	RENI	JRSH	HIP	
 To 3. To 4. 	unders Study t know t get kno	tand the va the various he applicat owledge on	Principles and appro- tion oriented quality d	tices of TQM to achieve aches for Quality contro levelopment programs. ontinuous process impro	ol.				
Unit: I	Introc Dime Defin	ensions of a nition of T	leed for quality - Evo manufacturing and se QM – TQM Framewo	olution of quality - Defi ervice quality - Basic co rk , Cost of Quality.				16	
Unit: II	TQM PRINCIPLESOverview of the contributions of Deming, Juran Crosby, Taguchi techniques– introduction, loss function, parameter and tolerance design, Concepts ofQuality PDSA & PDCA cycle, Strategic quality planning. Quality statements -Customer focus – Customer orientation, Customer satisfaction, Customercomplaints, Customer retention - Employee involvement – Leadership,						20		
Unit: III	TQM The Perfo	I TOOLS seven trad rmance m		ity – New management Concepts, methodology				18	
Unit: IV	Quali	ty circles		I Reason to bench mark cept, Kaizen , POKA YO		narkir	ıg	18	
Unit: V	QUALITY SYSTEMSNeed for ISO 9000- ISO 9000-2000 Quality System – Elements,						s,	18	
		Lecture I	Hours					90	
Books for 1.Dale H.B Indian Rep	esterfi	led, et at., '	"Total Quality Manag	gement", Pearson Educat	tion Asia, 7	[[] Third	Editi	on,	

Books	for References:						
	 James R. Evans and William M. Lindsay, "The Management and Control of Quality", 6th Edition, South-Western (Thomson Learning), 2005. 						
	Oakland, J.S. "TQM – Text with Cases", Butterworth – Heinemann Ltd., Oxf Edition, 2003.	ord, 3rd					
	Suganthi, L and Anand Samuel, "Total Quality Management", Prentice Hall (Ltd., 2006.	India) Pvt.					
4.	Janakiraman, B and Gopal, R.K, "Total Quality Management – Text and Case Hall (India) Pvt. Ltd., 2006.	s", Prentice					
	S. Bhaskar "Total Quality Management", Anuradha Publications.						
Web R	esources:						
1.	www.Total-Quality-Management-Dale-Besterfield/dp/817758412X						
	https://www.peoplegoal.com/blog/quality-management-techniques-to-drive-tear	n-performance					
	https://www.yourarticlelibrary.com/organization/iso-standards-and-total-qualit						
	tqm-systems/45166	<u> </u>					
Course	Outcomes	K Level					
After s	tudying this course, the students will be able to:						
CO1:	Provides comprehensive knowledge about the principles and practices of TQM.	Upto K2					
CO2:	Acquired analytical knowledge on tools and techniques of Total quality management.	Upto K3					
CO3:	Make inference and identify the gap and practicing to bench mark.	Upto K3					
CO4:	Idea to apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.	Upto K4					
CO5:	Finding evidence and describes the ISO auditing and Certification procedure.	Upto K4					

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	2	2	2
CO 2	3	2	1	2	2	2
CO 3	3	3	2	3	2	3
CO 4	3	3	2	3	2	3
CO 5	3	3	1	2	3	3

*3- Advanced Application; 2- Intermediate Development; 1- Introductory Level

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Unit	Course Name-Financial Management	Hrs	Pedagogy
I	INTRODUCTION Introduction - Need for quality - Evolution of quality - Definition of quality - Dimensions of manufacturing and service quality - Basic concepts of TQM - Definition of TQM – TQM Framework , Cost of Quality.	16	Lecture method, Video sessions
II	TQM PRINCIPLES Overview of the contributions of Deming, Juran Crosby, Taguchi techniques – introduction, loss function, parameter and tolerance design, Concepts of Quality PDSA & PDCA cycle, Strategic quality planning. Quality statements - Customer focus – Customer orientation, Customer satisfaction, Customer complaints, Customer retention - Employee involvement – Leadership, Motivation, Empowerment, Team and Teamwork.	20	Lecture Method , Assignments
ш	TQM TOOLS & TECHNIQUES I The seven traditional tools of quality – New management tools – Types – Performance measures Six-sigma: Concepts, methodology, applications to manufacturing, service sector.	18	Lecture Method, Group activity
IV	TQM TOOLS & TECHNIQUES II Quality circles – Bench marking – Reason to bench mark, Bench marking process, - FMEA – Stages, 5'S' Concept, Kaizen , POKA YOKE.	18	Lecture Method, video session and role play
V	QUALITY SYSTEMS Need for ISO 9000- ISO 9000-2000 Quality System – Elements, Documentation, Quality auditing- QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM culture, quality council, Introduction to software quality.	18	Lecture method and Assignments

Course Designed by:

Dr.R.VENKATESA NARASIMMA PANDIAN, Assistant Professor.

	Learning Outcome Based Education & Assessment (LOBE)											
	Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)											
_			Section		Section		Section C	Section D				
Inte	Cos	K Level	MCQ	S	Short Ans	swers	Either or	Open				
rnal	0.03	K Level	No. of.	K –	No. of.	К-	Choice	Choice				
			Questions	Level	Questions	Level	Choice	Choice				
CI	CO1	Up to K2	2		1		2	1				
AI	CO3	Up to K3	2		2		2	2				
CI	CO4	Up to K4	2		1		2	1				
AII	CO5	Up to K2	2		2		2	2				
		No. of										
		Questions to be	4		3		4	2				
		asked										
0.0	stion	No. of										
-		Questions to be	4		3		2	1				
Pattern CIA I & II		answered										
		Marks for each	1		2		5	10				
		question	1		2		5	10				
		Total Marks	4		6		10	10				
		for each section	4		U		10	10				

		Distr	ribution of Ma	arks with K	Level CIA I	& CIA I	I	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K2	2	2	-	-	4	6.67	
	K3	2	4	10	20	36	60	67
CIA	K4	-	-	10	10	20	33.33	33
	K2	-	-	-	-			
-	Marks	4	6	20	30	60	100	100
	K1	2	2			4	6.67	
	K2	2	4	10	10	26	43.33	50
CIA	K3			10	10	20	33.33	
II	K4				10	10	16.67	50
	Marks	4				60	60	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO2 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)									
			MC		Short Ans	swers	Section C	Section D		
S.No	COs	K - Level	No. of	K –	No. of	K –	(Either /	(Open		
			Questions	Level	Questions	Level	or Choice)	Choice)		
1	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(k2&k2)		
2	CO2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2&k2)		
3	CO3	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(k3&k3)		
4	CO4	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(k4&k4)		
5	CO5	Up to K2	2	K1&K2	1	K2	2(K4&K4)	1(k2&k2)		
No.	of Quest Aske	ions to be ed	10		5		10	5		
No.of Questions to be answered			10		5		5	3		
Marks for each question		1		2		5	10			
Total Marks for each section			10		10		25	30		
	(Figure	s in parenthes	is denotes, q	uestions sl	hould be aske	ed with t	he given K le	vel)		

	Distribution of Marks with K Level										
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %				
K2	5	2	10		17	14.16					
K3	5	8	10	10	33	27.5	41.66				
K4			20	30	50	41.66	41.66				
K2			10	10	20	16.66	16.66				
Marks	10	10	50	50	120	100	100				
NR. Hie	har laval of n	orformance	f the student	is to be assu	accod by a	ttompting	higher level				

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Section A (N Answer All			uestions) (10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
	Section	B (Short	Answers)
	Answe	r All Ques	
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (F	Either/O	r Type)	
Answer All			$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions
16) a	CO1	k1	
16) b	CO1	k1	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	k4	
18) b	CO3	k4	
19) a	CO4	k3	
19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	
NB: Higher level of K le	level of vels	performa	nce of the students is to be assessed by attempting higher
		nice)	
Section D (C			(3x10=30 marks)
Section D (C Answer Any	Three	questions	(3x10=30 marks) Questions
Section D (C			(3x10=30 marks) Questions
Section D (C Answer Any Q.No	CO CO	questions K Level	
Section D (C Answer Any Q.No 21 22	Three CO	questions K Level k1 k3	
Section D (C Answer Any Q.No 21	CO CO1 CO2	questions K Level k1	

Summative Examinations –Question Paper –Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	me R	ETAIL MANAGEN	1E	NT					
Course Co	de 2	1UBAE51					L	Р	С
Category	C	ore					5	-	5
Nature of c	ourse:	EMPLOYABILITY	•	SKILL ORIENTED		ENTREPREN	EURS	HIP	
Course Ob	jective	s:							
		1 0	s ev	volution theories, and to	o kn	ow about the ret	tail fo	rmats	
and stor			c		1 /	1.1 .1 .			
			of r	etail formats and to und	lerst	and the ideas of	servi	ce	
	retailing and E-tailing3. To study the concept of Merchandising and to apprehend planning, buying and analysing								
	merchandise.								
4. To acquire the conception of Retail store layout and to learn visual merchandising and retail									
	4. To acquire the conception of Retail store rayout and to learn visual merchandising and retail communication mix.								
5. To fam									
issues i	issues in Retailing.								
Unit: IIntroduction To Retailing:15									
Retailing-Definition & Scope, Retail evolution theories, Key drivers of retailing in India, Growth of									h of
				ir evolution, store form	ats i	n retail parlance	e.		
		Organisation And F						15	
				ts-category. Generalist					
				g-difference between					
		riented platform. E-	ail	ing-concept-How E-ta	iling	g works-types-a	idvant	ages	and
challenges.									
		andise Management		сі · ък і і··				15	•
0		0		fluencing Merchandisi	<u> </u>				sing
		Store Design:	an	dise buying, Analyzing	Me	renancise perior	manc	15 e.	
		0	100	out, types of store	lavo	ut lavout cold	oction	-	hiof
				Store Environment, V					
		ommunication Mix an			150		15, 11	omot	10115
		umer Behaviour An		·				15	
				lecision making process	s-bu	ying behaviour	patter		tors
				ential & opportunities for					
				g – Indian experience (-	-
					To	tal Lecture Ho	urs	75 Hı	:S

Volume V Arts - Syllabus / 2023 - 2024

	for Study:	
	dy material provided by the department.	
Books	for Books for References:	
1.	Retail Marketing, B.N.Mishra, Manit Mishra, Vrinda Publications, Delhi.	
2.	Retail Mangement, Gibson G.Vedamani, Pearson publications, U.P	
3.	Retail Management, Michael Levy &Baston a. WeitzPvt Ltd. Delhi	
	Retail Management, Petes Fleming, Jaico Publication.	
	Resources:	
	https://businessjargons.com/retailing.html	
2.	https://www.retaildoc.com/retail-101/retail-merchandising	
	https://www.marketing91.com/formats-of-retailing/	
	https://egyankosh.ac.in/bitstream/123456789/15038/1/Unit-1.pdf	
	e Outcomes	K Level
After	studying this course, the students will be able to:	
CO1:	Explain the concept, evolution theories, key drivers, growth of Retailing and to narrate the evolution of retail formats and store formats.	Up to K 2
CO2:	Describe the category of retail formats, generalist Vs specialist retailers and to and to compare the services with product retailing and to interpret the concept of E-tailing, its types, advantages, challenges.	Up to K2
CO3:	Identify the concept of merchandising, factors influencing merchandising and relate it with merchandise planning, buying and merchandising performance.	Up to K3
CO4:	Explain the concept, significance, types, selection of store layouts and to outline the concepts of Visual merchandising, retail communication mix and POP displays.	Up to K4
CO5:	Appraise the concept of consumer behaviour in retailing, buyer behaviour patterns, factors influencing buyer behaviour and to highlight the legal, ethical issues of retailing and its Indian experience.	Up to K 4

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	1	3	2	3
CO 2	3	1	2	3	2	2
CO 3	3	2	2	3	2	3
CO 4	2	3	3	3	2	3
CO 5	3	3	2	3	3	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

Unit	Course Name- Retail Management	Hrs	Pedagogy
I	Introduction To Retailing: Retailing-Definition & Scope, Retail evolution theories, Key drivers of retailing in India, Growth of Organized retailing, Retail formats and their evolution, store formats in retail parlance	15	Lecture Method, & Video sessions
Π	Retail Organisation And Formats: Store Based and Non-Store Based Formats-category. Generalist and Specialist Retailer – Services Retailing-types-Levels of service Retailing-difference between product and service retailing-need for a customer-oriented platform. E-tailing-concept-How E-tailing works-types-advantages and challenges.	15	Lecture Method,& Video sessions
ш	Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance.	20	Lecture method & Industrial visit
IV	Retail Store Design: Store layout, significance of Store layout, types of store layout, layout selection - Chief Considerations, Need and Importance of Store Environment, Visual Merchandising, Promotions Strategy, Retail Communication Mix and POP Displays.	15	Lecture method & Video sessions
V	Consumer Behaviour -concept-consumer decision making process- buying behaviour patterns-factors influencing retail customer. Business potential & opportunities for rural women in start-ups- Legal and Ethical Issues in Retailing – Retailing – Indian experience (GST impact).	10	Lecture method

LESSON PLAN

Course Designed by:

Dr.R.Meenakshi Devi, Assistant Professor & Dr.M.Sakthivel, Associate Professor and Head

				Formative	Examinati	ion & Assessn on - Blue Prin ⁄ith Course Ou	t			
.				Section A MCQs No. of. K -		Section		Section C	Section D	
Inte rnal	C	os	K Level			Short AnswersNo. of.K -		Either or Choice	Open Choice	
				Questions	Level	Questions	Level			
CI	CI CO1		Up to k2	2	k1&k2	2	K2	2(k2&k2)	1(k2)	
AI	C	CO2 Up to k2		2	k1&k2	1	K2	2(k2&k2)	1(k2)	
CI			Up to k4	2	k1&k2	1	K2	2(k4&k4)	1(k4)	
AII			Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)	
Orrege		No	b. of Questions to be asked	4		3		4	2	
Quest n Patter		No. of Questions to be answered		4		3		2	1	
CIA & II	Ι	Marks for each question		1		2		5	10	
a n	L	Tot	al Marks for each section	4		6		10	10	

		Distr	ibution of Ma	arks with K	Level CIA I	& CIA I	Ι	
K (I Level CI Que		Section A (Mul tiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2		-	-	6	8	9
CIA	K2	2	6	20	20	34	82	0
	K3	-	-	-	-	-		
I	K4	-	-	-	-	10	-	10
-	Marks	4	6	20	20	50	100	100
	K1	2	-	-	-	2	4	20
	K2	2	6	-	-	8	16	20
CIA	K3	-	-	-	-	-	-	-
II	K4	-	-	20	20	40		80
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO3 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	ummativ	ve Examinati		nt Articu utcomes (ping – K	Level with (Course	
			MCQs		Short Answers		Section C	Section D	
S.No	COs	K - Level	No. of Questions	K – Level	No. of Question s	K – Level	(Either / or Choice)	(Open Choice)	
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k2&k2)	1(k2)	
2	CO2	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)	
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)	
4	CO4	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k4)	
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)	
No. of Questions to be Asked			10		5		10	5	
No. of Questions to be answered		10		5		5	3		
Mark	ks for eac	ch question	1		2		5	10	
Total Marks for each section			10		10		25	30	
	(Figure	es in parenthes	sis denotes, qu	estions sh	ould be aske	ed with th	ne given K le	vel)	

		D	istribution of	Marks with	K Level				
K	Section A	Section B	Section C	Section D	Total	% of	Consolidated		
Level	(Multiple	(Short	(Either/ or	(Open	Marks	(Marks	%		
	Choice	Answer	Choice)	Choice)		without			
	Questions)	Questions)				choice)			
K1	5	4	-		9	7	58		
K2	5	6	30	20	61	51			
K3	-	-	20	10	30	25	25		
K4	-	-	-	20	20	17	17		
Marks	10	10	50	50	120	100	100		
NB: Hig	NB: Higher level of performance of the students is to be assessed by attempting higher level								
of K lev	els.								

C01 K1 C02 K1 C02 K1 C03 K1 C03 K1 C04 K1 C04 K1 C05 K1 C05 K1 C05 K1 C05 K1 C05 K2 Ection B (Short Answers) nswer All Questions (5x2=10 mark No CO K Level Questions (5x2=10 mark C01 K1 2 C02 K1 3 C03 K2 4 C04 K2 5 C05 K2 Section C (Either/Or Type) (5x 5 = 25 mark nswer All Questions (5 x 5 = 25 mark N0 CO K Level Questions	Q.No CO
C01 K1 C02 K1 C02 K1 C03 K1 C03 K1 C04 K1 C04 K1 C05 K1 C05 K1 C05 K1 C05 K1 C05 K2 Ection B (Short Answers) nswer All Questions (5x2=10 mark No CO K Level Questions (5x2=10 mark C01 K1 2 C02 K1 3 C03 K2 4 C04 K2 5 C05 K2 Section C (Either/Or Type) (5x 5 = 25 mark nswer All Questions (5 x 5 = 25 mark N0 CO K Level Questions	l CO
C01 K2 C02 K1 C03 K1 C03 K1 C04 K1 C05 K2 C05 K1 0 C05 K2 (5x2=10 mark) No CO K K1 C05 K2 C05 K2 Section B (Short Answers) (5x2=10 mark) No CO K Level Questions (5x2=10 mark) C01 K1 (5x2=10 mark) C03 K2 (5x2=10 mark) K1 C04 K2 C05 K2 (5x5=10 mark) Section C (K1 (5x5=25 mark) Section C (Either/Or Type) (5x 5 = 25 mark) No CO K Level Questions	
CO2 K1 CO3 K1 CO3 K1 CO3 K2 CO4 K1 CO4 K1 CO5 K1 CO5 K1 O CO5 K2 (5x2=10 mark) nswer All Questions (5x2=10 mark) CO1 K1 CO2 K1 CO3 K2 CO4 K2 CO5 K2 ection B (Short Answers) (5x2=10 mark) nswer All Questions (5x2=10 mark) CO2 K1 CO3 K2 4 CO4 K2 5 CO5 K2 ection C (Either/Or Type) (5x 5 = 25 mark) .No CO K Level Questions	? CO
CO2 K2 CO3 K1 CO3 K2 CO4 K1 CO4 K1 CO5 K1 CO5 K1 O CO5 K2 (5x2=10 mark) nswer All Questions (5x2=10 mark) No CO K Level Questions (5x2=10 mark) CO1 K1 CO2 K1 CO3 K2 4 CO4 K2 (5x2=10 mark) S CO3 K2 (5x2=10 mark) K1 (5x2=10 mark) CO2 K1 S CO3 K2 (5x2=10 mark) K2 (5x3 mark) K2 (5x4 mark) K2 (5x5 mark) S CO3 (5x5 = 25 mark) No CO K Level Questions	-
CO3 K1 CO3 K2 CO4 K1 CO4 K1 CO5 K1 CO5 K1 O CO5 K2 (5x2=10 mark) nswer All Questions (5x2=10 mark) No CO K Level Questions CO1 K1 (5x2=10 mark) CO2 K1 (5x2=10 mark) CO3 K2 (5x2=10 mark) CO4 K2 (5x2=10 mark) CO5 K2 (5x2=10 mark) CO4 K2 (5x2=10 mark) K1 (5x2=10 mark) (5x3=10 mark) CO4 K2 (5x3=10 mark) CO5 K2 (5x3=10 mark) CO4 K2 (5x3=10 mark) CO5 K2 (5x5=25 mark) No CO K Level Questions	B CO
CO3 K2 CO4 K1 CO4 K2 CO5 K1 O CO5 K2	4 CO
CO4 K1 CO4 K2 CO5 K1 O CO5 ection B (Short Answers) nswer All Questions .No CO K Level Questions CO1 K1 2 CO2 K1 2 A CO4 K2 4 CO5 K2 Extensions (5x2=10 mark K1 2 CO2 K1 CO3 K2 4 CO4 K2 4 Extensions (5x5=25 mark) No CO K Level Questions (5x5=25 mark)	5 CO
CO4K2CO5K1)CO5K2ection B (Short Answers) nswer All Questions(5x2=10 mark.NoCOK LevelQuestions1CO1K12CO2K13CO3K24CO4K25CO5K2ection C (Either/Or Type)nswer All Questions(5 x 5 = 25 mark.NoCOK1K2 <t< th=""><th>6 CO</th></t<>	6 CO
CO5K1)CO5K2ection B (Short Answers)	7 CO
CO5 K2 ection B (Short Answers) (5x2=10 mark) nswer All Questions (5x2=10 mark) .No CO K Level Questions 1 CO1 K1 (5x2=10 mark) 2 CO2 K1 (5x2=10 mark) 3 CO3 K2 (5x2=10 mark) 4 CO4 K2 (5x2=10 mark) 5 CO3 K2 (5x2=10 mark) 4 CO4 K2 (5x2=10 mark) 5 CO5 K2 (5x3=10 mark) 6 CO5 K2 (5x5=10 mark) 7 State (5x5=10 mark) 8 CO5 K2 (5x5=10 mark) 9 State (5x5=10 mark) 9 State (5x5=10 mark) <th>8 CO</th>	8 CO
ection B (Short Answers) (5x2=10 mark nswer All Questions (5x2=10 mark .No CO K Level Questions CO1 K1 (5x2=10 mark) CO2 K1 (5x2=10 mark) CO3 K2 (5x2=10 mark) CO4 K2 (5x2=10 mark) CO5 K2 (5x2=10 mark) Ection C (Either/Or Type) (5x5=25 mark) nswer All Questions (5x5=25 mark) .No CO K Level Questions (5x5=25 mark)) CO
nswer All Questions (5x2=10 mark .No CO K Level Questions .No CO1 K1 (5x2=10 mark) .No CO2 K1 (5x2=10 mark) .No CO2 K1 (5x2=10 mark) .No CO3 K2 (5x2=10 mark) .No CO3 K2 (5x3=10 mark) .No CO3 K2 (5x3=10 mark) .No CO3 K2 (5x5=25 mark) .No CO3 K Level Questions	10 CO
nswer All Questions (5x2=10 mark .No CO K Level Questions .No CO1 K1 (5x2=10 mark) .No CO2 K1 (5x2=10 mark) .No CO2 K1 (5x2=10 mark) .No CO3 K2 (5x2=10 mark) .No CO3 K2 (5x3=10 mark) .No CO3 K2 (5x3=10 mark) .No CO3 K2 (5x5=25 mark) .No CO3 K Level Questions	Section B (
No CO K Level Questions CO1 K1 1 1 CO2 K1 1 1 CO3 K2 1 1 CO4 K2 1 1 CO5 K2 1 1 Section C (Either/Or Type) 1 1 1 nswer All Questions (5 x 5 = 25 mark 1 No CO K Level Questions	· ·
2 CO2 K1 3 CO3 K2 4 CO4 K2 5 CO5 K2 ection C (Either/Or Type) (5 x 5 = 25 mark) nswer All Questions (5 x 5 = 25 mark)	
3 CO3 K2 4 CO4 K2 5 CO5 K2 ection C (Either/Or Type) (5 x 5 = 25 mark) .No CO K Level Questions	1 CO
4 CO4 K2 5 CO5 K2 ection C (Either/Or Type)	2 CO
5 CO5 K2 ection C (Either/Or Type) .nswer All Questions (5 x 5 = 25 mark) .No CO K Level Questions	13 CO
ection C (Either/Or Type)nswer All Questions(5 x 5 = 25 mark).NoCOK LevelQuestions(5 x 5 = 25 mark)	4 CO
ection C (Either/Or Type)nswer All Questions(5 x 5 = 25 mark).NoCOK LevelQuestions(5 x 5 = 25 mark)	15 CO
nswer All Questions (5 x 5 = 25 mark No CO K Level Questions	Section C (
No CO K Level Questions	
5) a CO1 k2	6) a CO
5) b CO1 k2	6)b CO
\overline{V}) a CO2 k2	17) a CO
7) b CO2 k2	17) b CO
3) a CO3 K3	18) a CO
3) b CO3 K3	18) b CO
a CO4 k3	19) a CO
9) b CO4 k3	19) b CO
)) a CO5 k2	20) a CO
)) b CO5 k2	20) b CO
B: Higher level of performance of the students is to be assessed by attempting higher level	NB: Higher
² K levels	
ection D (Open Choice)	of K levels
nswer Any Three questions (3x10=30 marks	
	Section D (Answer An
	Section D (Answer An
2 CO2 k2	Section D (Answer An Q.No CO 21 CO
3 CO3 k3	Section D (Answer An Q.No CO 21 CO
4 CO4 k4	Section D (0 Answer An Q.No CO 21 CO 22 CO
5 CO5 k4	Section D (0 Answer An Q.No CO 21 CO 22 CO 23 CO

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course	Name	LOGISTI	CS AND SUPPLY C	HAIN MANAGEMEN	T			
Course	e Code	21UBAE5	2			L	P	С
Catego	ory	Core				5	-	5
NATU	RE OF (COURSE:	EMPLOYBILITY	SKILL ORIENTED	ENTRE	PREN	IURS	HIP
COUR	SE OBJ	ECTIVES:						
			-	cole of logistics in busin				
				n the development and c	peration of	ftran	sporta	tion &
	-	aging in log						
			he current trends in lo	0				
			ndamental supply cha					
				y in supply chain manag				
Unit: I				objectives-functions-cha				
				ervice- Definition-phase				15
				aries-role of logistics an	id support i	n		
.		ribution cha		1				
Unit: I								
	meaning-types-functions-packaging cost-difference between consumer and							
TT •4 T		ustrial packa				1	F	
Unit: I			0	Information System-I				15
	0		1	Logistics- scope-Imp	ortance-act	1V1t16	es-	15
TT T			-barriers and challeng					
Unit: I	-	tionship	ranagement-principle	s-Importance-drivers- S	uppiy chair	1		15
Unit: V			asting on SCM-Bullw	hip effect-Integrated IT	solutions f	or		
cint. ,	-		-	rging technology in SCN			g	15
					al Lecture		-	75
Books	for Stud	v•• saikuma	ri v S Purushothaman	, Logistics and Supply C	[•] hain Mana	aema	ant Su	lthan
	& Sons.	y Saikuilla		, Logistics and Supply C		igeni	5111,51	IIIIaII
	for Refe	rences.						
			and Supply Chain Mar	nagement,Margham Pub	lications			
	esources	-						
			.swayam2.ac.in/cec20_	ge02/preview				
			mentstudyguide.com/a					
3.	https://w	ww.manage	<u>mentstudyguide.com/c</u>	lassification-of-advertisi	<u>ng.htm</u>			
			Course Outco	mes			K	Level
After s	tudying	this course	the students will be	able to:				
CO1:			lamentals of logistics.					K2
CO2:	Build th	e knowledg	e in the operations of	transportation and packa	aging.			K3
CO3:				f logistics and its impac		SS		K3
CO4:				nanagement to achieve s		_		K4
004:	busines	1 11 0						
CO5:	Supply	chain strates	gies can create value g	enerations utilize IT app	olications.			K3

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	1	2	2	2	3	2
CO 2	2	2	3	3	1	2
CO 3	3	2	2	3	1	2
CO 4	1	1	2	3	1	2
CO 5	1	1	1	3	1	2

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name- Retail Management	Hrs	Pedagogy
Ι	Logistics-Definition-meaning-scope-objectives-functions-challenges in logistics-Role of logistics-customer service- Definition-phases- Distribution channel-definition-types of intermediaries-role of logistics and support in distribution channel	15	Lecture method & Video sessions
Π	Transportation-meaning-importance-modes of transportation- packaging-meaning-types-functions-packaging cost-difference between consumer and industrial packaging	15	Lecture Method & Assignment s
III	Current trends in logistics-Logistics Information System-Definition- need-E-logistics structure-process-Green Logistics- scope- Importance-activities-Global logistics-barriers and challenges faced in logistics	15	Lecture Method & Group activity
IV	Supply Chain Management-principles-Importance-drivers- Supply chain relationship	15	Lecture method , video session and role play
V	Impact of forecasting on SCM-Bullwhip effect-Integrated IT solutions for SCM-Benefits of IT integration-Emerging technology in SCM-Benchmarking	15	Lecture method and Assignment s

Course Designed by:

Dr.R.Sofia, Assistant Professor & Dr.R.Meenakshidevi, Assistant Professor.

	Learning Outcome Based Education & Assessment (LOBE)											
	Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)											
			Section		Section		Section C	Section				
Internal	Cos	K Level	MCQs		Short Ans	swers	Either or	D				
memai	CUS	K Level	No. of.	К-	No. of.	K -	Choice	Open				
			Questions	Level	Questions	Level	Choice	Choice				
CI	CO1	Up to K2	2	K1	1	K1	2 K1&K1)	1(K2)				
AI	CO2	Up to K3	2	K2	2	K2	2(K1&K1)	1(K2)				
CI	CO4	Up to K3	2	K2	1	K2	2(K2&K2)	1(K3)				
AII	CO5	Up to K4	2	K2	2	K2	2(K2&K2)	1(K2)				
		No. of Questions to be asked	4		3		4	2				
Question I		No. of Questions to be answered	4		3		2	1				
		Marks for each question	1		2		5	10				
		Total Marks for each section	4		6		10	10				

		Distrib	oution of Mar	ks with K l	Level CIA	I & CIA	II	
	K Level	Section A (Multiple	Section B (Short	Section C(Either	Section D Open	Total Marks	% of (Marks	Consolidate of %
		Choice	Answer	/Or Chaine)	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	2	2	20		24	48	100
CI	K2	2	4		20	26	52	100
ΑI	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
	K1							100
CI	K2	4	6	20	10	40	80	100
A II	K3	-	-	-	10	10	20	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO3 will be allotted for individual Assignment which carries five marks as part of CIA component.

	(Multiple C Il Questions	-	tions) (10x1=10 marks)
	CO	K Level	Questions
Q.No	CO1	K Level K1	Questions
$\frac{1}{2}$		K1 K1	
	C01		
3	CO2	K1	
4	CO2	K2	
5	CO3	K2	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
	(Short Answ	· ·	
	Il Questions		(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C	(Either/Or	Type)	
Answer A	Il Questions	5	(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K2	
20) b	CO5	K2	
,			of the students is to be assessed by attempting higher level
of K levels			
	(Open Cho	ice)	
	ny Three qu		(3x10=30 marks)
Q.No	CO	K Level	Questions
21	C01	K2	
22	CO2	K3	
22	CO3	K3	
23	CO4	K2	
25	C04	K2 K3	
43	0.05	IX.J	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

theorems Unit:IV Fundamental and Technical Analysis 15 Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis. 15 Unit:V Portfolio Selection 15	Course Name SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT									
Nature of Course: EMPLOYABILITY ✓ SKILLORIENTED ENTREPRENURSHIP Course Objectives: </th <th>Course Co</th> <th>ode</th> <th>21UBAE53</th> <th></th> <th></th> <th></th> <th></th> <th>L</th> <th>P</th> <th>C</th>	Course Co	ode	21UBAE53					L	P	C
Course Objectives: 1. To have understanding on investment and avenues of investment. 2. Develop knowledge about Risk and Return. 3. Improving students' understanding of the Security Valuation. 4. Enhancing student's ability in Fundamental and Technical Analysis. To know how to select Portfolio. Unit: I Introduction 15 Introduction - Investment Management: Investment:-Meaning and process of Investment Management – Speculation Investment Avenues in India Unit:II Risk and Return 15 Risk and Return: Historical and Expected return – Measurement – Risk and its measurement – Systematic and Unsystematic risk – Types. Unit:III Security Valuation 15 Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems Unit:IV Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis: Unit:V Portfolio Selection 15 Portfolio Selection: Markowitz Models – Sharpe Index Model.	Category		Elective					5	-	5
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Unit: IIntroduction15Introduction - Investment Management: Investment:-Meaning and process of Investment Management - Speculation Investment Avenues in India15Unit:IIRisk and Return15Risk and Return: Historical and Expected return – Measurement – Risk and its measurement – Systematic and Unsystematic risk – Types.15Unit:IIISecurity Valuation15Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems15Unit:IVFundamental and Technical Analysis15Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis.15Unit:VPortfolio Selection15			-	•			-			
Introduction - Investment Management: Investment:-Meaning and process of Investment Management – Speculation Investment Avenues in India 15 Unit:II Risk and Return 15 Risk and Return: Historical and Expected return – Measurement – Risk and its measurement – Systematic and Unsystematic risk – Types. 15 Unit:III Security Valuation 15 Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems 15 Unit:IV Fundamental and Technical Analysis 15 Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis. 15 Ortfolio Selection 15										
- Speculation Investment Avenues in India 15 Unit:II Risk and Return 15 Risk and Return: Historical and Expected return – Measurement – Risk and its measurement – Systematic and Unsystematic risk – Types. 15 Unit:III Security Valuation 15 Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems 15 Unit:IV Fundamental and Technical Analysis 15 Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis. 15 Ounit:V Portfolio Selection 15	Unit: I Introduction 1								15	5
Risk and Return: Historical and Expected return – Measurement – Risk and its measurement – Systematic and Unsystematic risk – Types.15Unit:IIISecurity Valuation15Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems15Unit:IVFundamental and Technical Analysis15Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis.15Unit:VPortfolio Selection15Portfolio Selection: Markowitz Models – Sharpe Index Model.15						sumentivreaning and	process of investment	l Ma	llagel	nent
Systematic and Unsystematic risk – Types. Unit:III Security Valuation 15 Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems Unit:IV Fundamental and Technical Analysis 15 Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis. 15 Unit:V Portfolio Selection 15 Portfolio Selection: Markowitz Models – Sharpe Index Model. 15	Unit:II	Ris	k and Retur	'n					15	5
Unit:IIISecurity Valuation15Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theoremsValuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theoremsUnit:IVFundamental and Technical Analysis15Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis.15Unit:VPortfolio Selection15Portfolio Selection: Markowitz Models – Sharpe Index Model.15	Risk and I	Retur	m: Historica	l and Expec	ted 1	return – Measuremen	nt – Risk and its m	easu	remei	nt –
Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems Unit:IV Fundamental and Technical Analysis Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis. Unit:V Portfolio Selection 15 Portfolio Selection: Markowitz Models – Sharpe Index Model.	Systematic	and	Unsystemati	c risk – Typ	es.					
Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems Unit:IV Fundamental and Technical Analysis Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis. Unit:V Portfolio Selection 15 Portfolio Selection: Markowitz Models – Sharpe Index Model.	Unit:III	Sec	urity Valua	tion					15	5
theorems Unit:IV Fundamental and Technical Analysis 15 Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis. 15 Unit:V Portfolio Selection 15 Portfolio Selection: Markowitz Models – Sharpe Index Model. 15			•							
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Image: Portfolio Selection 15 Portfolio Selection: Markowitz Models – Sharpe Index Model. 15	Unit:IV	Fu	ndamental a	nd Technic	al Ar	nalysis			15	5
Unit:V Portfolio Selection 15 Portfolio Selection: Markowitz Models – Sharpe Index Model. 15		l and	I Technical A	Analysis: Eco	onom	y, Industry and Com	pany analysis – Tool	s for	techr	nical
Portfolio Selection: Markowitz Models – Sharpe Index Model.		Do	rtfalia Salaa	tion					14	5
		10							1.	J
Total Lecture Hours 75Hrs	Portfolio Selection: Markowitz Models – Sharpe Index Model.									
							Total Lecture Ho	urs	75H	rs

Book	s for Study:							
1.1	Punithavathy Pandian, Security analysis and Portfolio Management, Vikas Pu	ublishing House						
	Private Ltd, New Delhi, 2018,							
Book	s for Books for References:							
1.	Bhalla V K, Investment Management: Security Analysis And Portfolio Man Chand, New Delhi, 2009	agement, S						
2.	Avadhani, V.A, Investment& Security Markets In India, Himalaya Publishing House, Mumbai, 2006.							
3.	Reilly And Brown ,Investment Analysis And Portfolio Management , Cengage Learning, India Ed.							
4.	Prasanna Chandra, Portfolio Managemet, Tata Mcgraw Hill, New Delhi, 2008.							
5.	Kevin.S, Security Analysis And Portfolio Management, Phi, Delhi, 2011.							
Web	Resources:							
1.	https://www.investopedia.com/terms/i/investment-management.asp							
2.	https://dducollegedu.ac.in/Datafiles/cms/ecourse%20content/Risk%20and%20 BMS.pdf) <u>Return-</u>						
3.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7002.pdf							
Cour	se Outcomes	K Level						
Afte	r studying this course, the students will be able to:							
CO1:	Discuss the fundamental concepts of Investment Management.	Up to K2						
CO2:	Classify various types of Risk and Return.	Up to K4						
	Equip with the knowledge of Security Valuation.	Up to K3						
	Analyze Fundamental and Technical Analysis.	Up to K4						
CO5:	Explain Portfolio Selection Model.	Up to K4						

CO&PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	1	1	3
CO 2	3	2	1	1	1	3
CO 3	3	2	1	1	1	3
CO 4	3	2	1	1	1	3
CO 5	3	2	1	1	1	3

*3-Advanced Application; 2- Intermediate Development; 1- Introductory level

LESSON PLAN

Unit	Course Name-Operations Management	Hrs	Pedagogy
I	Introduction To Investment Management: Investment:-Meaning and process of Investment Management – SpeculationInvestment Avenues in India.	15	Chalk and Talk
п	Risk and Return : Historical and Expected return – Measurement – Risk and its measurement – Systematic and Unsystematic risk – Types.	15	Chalk and Talk
III	Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bondvalue theorems.	15	Chalk and Talk
IV	Fundamental and Technical Analysis: Economy, Industry and Company analysis – Toolsfor technical analysis.	15	Chalk and Talk
V	Portfolio Selection: Markowitz Models – Sharpe Index Model.	15	Chalk and Talk

Course Designed by

Dr.P.Anbuoli, Assistant Professor & Dr.D.Niranjani, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print											
	Articulation Mapping – K Levels with Course Outcomes (COs)											
-				Section A			ion B	Section	G			
Inte	ſ	Cos	K Level	MC No. of.	Qs	Short A No. of.	nswers	CEither	Section			
r nal	C	-05	K Levei	Question	K - Level	Question	K - Level	or Choice	DOpen Choice			
CI	С	01	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)			
AI	C	02	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K3)			
CI	C	03	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K2)			
AII	C	04	Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K3)			
		No. of Questions to be asked		4		3		4	2			
Quest Patte	rn	No. of Questions to be answered		4		3		2	1			
CIA I II	X Ma		arks for each question	1		2		5	10			
		Т	otal Marks for each section	4		6		10	10			

			Dist	ribution of N	larks with k	K Level C	IA I & CL	A II
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	-	10	14	28	60
	K2	2	4	10	-	16	32	UU
CIA	K3	-	-	10	10	20	40	40
I	K4	-	-	-	-	-	-	-
•	Marks	4	6	20	20	50	100	100
	K1	2	2	-	-	4	8	60
	K2	2	4	10	10	26	52	00
CIA	K3	-	-	10	10	20	40	40
II	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summ	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes										
	(COs)										
			MC	Qs	Short An	swers	Section C	Section D			
S.No	COs	K - Level	No. of	K –	No. of	K –	(Either / or	(Open			
			Questions	Level	Question	Level	Choice)	Choice)			
1	CO 1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K1)			
2	CO 2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K2)			
3	CO 3	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(K3)			
4	CO 4	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K4)			
5	CO 5	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K4)			
No.	of Questi Askee	ons to be d	10		5		10	5			
No.	No. of Questions to be answered		10		5		5	3			
Mark	s for each	n question	1		2		5	10			
Total Marks for each section		10		10		25	30				
	(Figure	es in parenthe	esis denotes,	questions sl	hould be aske	ed with th	ne given K lev	el)			

	Distribution of Marks with K Level										
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %				
K1	5	6	10	10	31	26	50				
K2	5	4	10	10	29	24	50				
K3	-	-	30	10	40	33	33				
K4	-	-	-	20	20	17	17				
Marks	10	10	50	50	120	100	100				
NR• Hi	oher level of	nerformance	of the student	ts is to be ass	sessed by	attemntin	o higher level				

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Answer Q.No	CO	K Level	(10x1=10 marks) Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (Shoi	rt Answers	
Answer			(5x2=10 marks
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K1	
	Section	C (Either	
	Answei	r All Quest	
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K3	
17) b	CO2	K3	
18) a	CO3	K2	
18) b	CO3	K2	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K3	
20) b	CO5	K3	
NB: Hig of K lev		el of perfo	rmance of the students is to be assessed by attempting higher level
		n Choice)	
		nree questi	
Q.No	CO	K Level	Questions
21	CO1	K1	
22	CO2	K2	
23	CO3	K3	
24 25	CO4 CO5	K4 K4	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	me N	AICRO FINANCE AND) INSURANCE					
Course Co	de 2	21UBAE54 L						
Category	E	lective		5	-	5		
NATURE COURSE:	OF	EMPLOYBILITY	SKILL ORIENTED	ENTREPRENUR	SF	IIP		
 Dev To u To u Enh To e 	know the elop kr understa ancing enrich the	ne basics of microfinance nowledge about the mode and the concept of insura student's ability in rate n he knowledge in group in	els of microfinance. nce and its principles. naking and claim managemen	nt.				
IICRO FINANCE Unit: I Microfinance -An Introduction- Lessons from international exposure - Development and History of Microfinance in India - Microfinance Perspectives Poverty, Rural Credit and Financial Inclusion.								
MODELS ()F MI	CRO FINANCE						
Unit: II	Unit: II Models of Microfinance- Models of Microfinance across the world – Microfinance delivery methodologies - Legal and Regulatory framework - Evolution and Characteristics of Microfinance in India - Financial Inclusion - Impact of Microfinance. NTRODUCTION TO INSURANCE							
Unit: III RATE MAF								
Unit: IV FUNDAME	1					5		
Unit: V	Fundamentals of Life Insurance - Life Insurance Contracts and Policy							
	Provisions –Types – Claim Management of Life Insurance – Group Insurance- Introduction to general insurance.							
			T	otal Lecture Hours	7	5		

Dooka	for Study.						
	for Study: ation To Microfinance Paperback 1 January 2020 by Todd A Watking						
Introduction To Microfinance Paperback – 1 January 2020 by Todd A Watkins .							
	Books for References:						
Banker	to the Poor: Micro-Lending and the Battle Against World Poverty Paperback – 16 C	October2003					
Web R	esources:						
1.	https://www.bankbazaar.com/personal-loan/microfinance.html						
2.	https://www.rbi.org.in/Scripts/PublicationsView.aspx?id=20377						
3.	https://www.investopedia.com/terms/m/microfinance.asp						
Course	Course Outcomes K Level						
After	studying this course, the students will be able to:						
CO1:	Explain the development of microfinance and provisions in an insurance contract	К2					
CO2:	Examine various lending models of microfinance	K4					
CO3:	Analyze the operational aspects of microfinance and insurance companies	К3					
CO4:	Explain the linkage between SHG and microfinance	K4					
CO5:	Identify the players in the insurance sector	К3					

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	1	1	3
CO 2	3	2	1	1	1	3
CO 3	3	2	1	1	1	3
CO 4	3	2	1	1	1	3
CO 5	3	2	1	1	1	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	Course Name: Microfinance and Insurance	Hrs	Mode
I	Microfinance -An Introduction: Microfinance - An Introduction – Lessons from international exposure – Development and History of Microfinance in India - Microfinance Perspectives Poverty, Rural Credit and Financial Inclusion	15	Lecturing Case discuss ion
II	Models of Microfinance: Models of Microfinance across the world – Microfinance delivery methodologies - Legal and Regulatory framework – Evolution and Characteristics of Microfinance in India - Financial Inclusion -Impact of Microfinance.	15	PPT/ Guest /live case
III	Introduction to Insurance – Principles of Insurance – Insurance contract and Provisions -Insurance in India & Legal Framework-Primary Insurance Laws – IRDA and its functions	15	Lecturin g/ assignm ent
IV	Rate Making and Claim Management – Underwriting – Rating and Rate Making – Marketing of Insurance Products – Claim Management – Insurance Intermediaries – Risk Management – Reinsurance.	15	Lecturing Case discuss ion
V	Fundamentals of Life Insurance - Life Insurance Contracts and Policy Provisions –Types – Claim Management of Life Insurance – Group Insurance-Introduction to general insurance.	15	Guest lectur ing

Course Designed by:

Dr.P.Anbuoli, Assistant Professor & Dr.D.Niranjani, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print										
Articulation Mapping – K Levels with Course Outcomes (COs)											
				Section A		Section B		Section C	Section D		
Inter	(Cos	K Level	MC	~	Short A		Either or	Open		
nal				No. of.	K -	No. of.	K -	Choice	Choice		
	0	01		Questions	Level	Questions	Level		1/171)		
CI	C	01	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)		
AI	C	02	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K3)		
CI	CI CC		Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K2)		
AII	C	04	Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K3)		
		No. of Questions to be asked		4		3		4	2		
Quest Patte CIA I	rn	-	No. of uestions to e answered	4		3		2	1		
	l X	Ma	rks for each question	1		2		5	10		
		Total Marks for each section		4		6		10	10		

	Distribution of Marks with K Level CIA I & CIA II										
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %			
	K1	2	2	-	10	14	28	60			
	K2	2	4	10	-	16	32	00			
	K3	-	-	10	10	20	40	40			
CIA I	K4	-	-	-	-	-	-	-			
	Marks	4	6	20	20	50	100	100			
	K1	2	2	-	-	4	8	60			
	K2	2	4	10	10	26	52	00			
CIA	K3	-	-	10	10	20	40	40			
II	K4	-	-	-	-	-	-	-			
	Marks	4	6	20	20	50	100	100			

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO3 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)												
S.No	COs	K - Level	MC	MCQs Short Ans			Section C	Section D					
			No. of	K –	No. of	К –	(Either /	(Open					
			Questions	Level	Question	Level	or Choice)	Choice)					
1	CO 1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K1)					
2	CO 2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K2)					
3	CO 3	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(K3)					
4	CO 4	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K4)					
5	CO 5	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K4)					
No.	of Questi	ons to be	10		5		10	5					
	Aske	d											
No.	of Questi	ons to be	10		5		5	3					
	answer	red											
Mark	ts for eacl	h question	1		2		5	10					
Tot	al Marks	for each	10		10		25	30					
	sectio	n											
	(Figures	in parenthe	esis denotes,	questions s	hould be asl	ked with	the given K l	evel)					

	Distribution of Marks with K Level												
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %						
K1	5	6	10	10	31	26	50						
K2	5	4	10	10	29	24							
K3	-	-	30	10	40	33	33						
K4	-	-	-	20	20	17	17						
Marks	10 abor lovel of	10	50	50	120	100	100						

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Section A (M Answer All Q		S	(10x1=10 marks
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section B (Sh Answer All Q			(5x2=10 marks
Q.No	CO		Questions
11	C01	K Level K1	
11	CO1	K1 K1	
12	CO2 CO3	K1 K2	
13	CO3	K2 K2	
14	C04	K2 K1	
Section C (Ei			
Answer All Q			$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K3	
17) b	CO2	K3	
18) a	CO3	K2	
18) b	CO3	K2	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K3	
20) b	CO5	K3	
NB: High level of K		of perforn	nance of the students is to be assessed by attempting higher
Section D (O Answer Any	pen Cho		(3x10=30 marks)
Q.No	CO		Questions
21	C01	K1	
$\frac{21}{22}$	CO1 CO2	K1 K2	
23	CO2	K2 K3	
		K	
		K4	
23 24 25	CO3 CO4 CO5	k	Κ

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name H	rse Name HUMAN RESOURCE MANAGEMENT- A GLOBAL PERSPECTIVE											
Course Code 22	1UBAE55					L	Р	С				
Category E	lective					5	-	5				
Nature of course:	CMPLOYABILITY		SKILL ORIENTED		ENTREPRENE	EURS	HIP					
Course Objective	s:											
1. To understand the concept of HR impact of national culture.												
2. To have a knowledge about global recruitment.												
3. Provide the insights on role of technology in global HRM.												
4. Familiarize the 5. To explore into	 Familiarize the students about the implications of the Women in International Management. To explore into IHRM challenges and trends. 											
	ational HRM:	uu	ciius.				15					
		and	the impact of Nationa	l cul	ture – culture a	nd	10					
			telligence-Key persp				– Fac	ctors				
influencing the need	l for Global HRM- Do	me	stic Vs. Global HRM									
Global HRM – Competitive HR strategies of MNCs – Global HRP – Global staffing – Global training												
			agement – Global con	npen	sation managem	ent.						
	f technology in globa				1. 1	1 .	15					
			RM – Impacts of demo			d mig	gratior	1 –				
	<u>n in international Ma</u>		assignments includin	g cai	eer planning.		15					
			ity management of Int	erna	tional Organiza	tions	_					
			of international worki				W 011	юп				
	trends in HRM:			0 -			15					
Cultural convergen	ce and divergence in	Glo	bal HRM – Hofstede'	s cul	tural dimension	S	75 Hi	rs				
- Grievance handli	ing in Global HRM - O	Glo	bal employee relations	-Gl	obal HRM							
challenges and tren	nds.											
Books for Study:												
	r, Paul Sparrow, and Hyderabad: Universition		Guy Vernon (2008). Press	Inte	rnational Huma	in R	esourc	ce				
Books for Books f												
1. Charles M. V	ance and Yongsun Pa	ik ((2009), Managing a G	lobal	Workforce, PH	II,Nev	w Dell	hi.				
2. Biswajeet Pa	ttanayak (2004), Hum	an	Resource Managemen	t, PH	II, NewDelhi.							
3. Amitabh Deo	Kodwani and Senthil	Ku	mar, S. (2006), Globa	l Hu	man Resource N	Aana	gemen	nt,				
ICFAI Unive	ersity Press											
4. Hugh Scullio	n and David G. Collin	ngs	(2011), Global Talent	Mar	agement,Routle	edge						
5. Peter J. Dowl	ling, Marion Festing, a	and	Sr. Allen D. Engle (20	008)	, International							

Web Resources:

- 1. https://www.hr.com/
- 2. <u>http://www.hrhero.com/</u>
- 3. <u>https://www.hrbartender.com/</u>
- 4. https://www.classcentral.com/course/introduction-to-international-human-resources- man-20381

Cours	e Outcomes	K Level				
After	studying this course, the students will be able to:					
CO1:	Ability to recall the basic concepts and terms related to International	Up to K 2				
con	Human Resource Management	op to m2				
CO2:	Enable the incumbents to understand comprehensively the Concepts of global	Up to K2				
02.	human resource strategies and practices.	Op to 12				
CO3:	Discover the role of technology in human resource practices to explore and	Up to K3				
005.	establish relationships in the areas of human resource decisions.	0010				
CO4:	Examine the skills to analyze work life balance in human resource practices.	Up to K4				
CO5:	Generate new ideas and create human resource plans and proposals for overall					
0.05:	business expansion and developments.					

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	1	1	3	2	3
CO2	3	1	2	3	2	2
CO3	3	2	2	3	2	3
CO4	2	3	3	3	2	3
CO5	3	3	2	3	3	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name: International human resource management	Hrs	Pedagogy
I	Introduction to International HRM – HR and the impact of National culture – culture and organizational life – Developing cultural intelligence-Key perspectives in Global HRM – Factors influencing the need for Global HRM- Domestic Vs. Global HRM	15	Lecture Method,& expert talk
п	Global HRM – Competitive HR strategies of MNCs – Global HRP – Global staffing – Global training and development –Global performance management – Global compensation management.	15	Lecture Method, &Case discussion
III	Technological advancements and Global HRM – Impacts of demographic changes and migration – Offshore sourcing – Managing internationalassignments including career planning.	15	Lecture method& Video conferencing
IV	Flexibility and Work Life Balance – Diversity management of International Organizations– Women in International Management – implications of internationalworking on work life balance.	15	Lecture method& Case discussions
V	Cultural convergence and divergence in Global HRM – Hofstede's cultural dimensions – Grievance handling in Global HRM - Global employeerelations - Global HRM challenges and trends.	15	Lecture method Student seminar/HR MEET

Course Designed by: Dr.M.Sakthivel, Associate professor and Head

			Learning	Outcome Ba	sed Educat	ion & Assess	ment (L	OBE)		
						on - Blue Pri				
			Articulatio	n Mapping –	K Levels w	ith Course C	utcomes	(COs)		
				Se	ection A	Sect	ion B	Section C		
Inte	(Cos	K Level	MC	Qs	s Short Answers			Section D Open	
rnal			K Lever	No. of. Questions	K - Level	No. of. Questions	K - Level	Either or Choice	Choice	
CI	С	201	Up to k2	2	k1&k2	2	K2	2(k2&k2)	1(k2)	
AI	С	202	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)	
CI	С	:04	Up to k4	2	k1&k2	1	K2	2(k4&k4)	1(k4)	
AII	С	205	Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)	
Ques			of Questions to be asked	4		3		4	2	
Questi on Pattern		No.	of Questions to be answered	2 4		3		2	1	
	CIA I		arks for each question	1		2		5	10	
œ II	L		otal Marks for each section	4		6		10	10	
			Distr	ibution of Ma	arks with K	Level CIA	[& CIA	II		
	I	K Level	Section A (Mul tiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %	
]	K1	2		-	-	2	4	80	
]	K2	2	6	20	20	48	96	00	
CIA		K3	-	-	-	-	-			
I		K4	-	-	-	-				
		larks	4	6	20	20	50	100	100	
		K1	2	-	-	-	2	4	20	
CIA		K2	2	6	-	-	8	16		
CIA II		K3	-	-	- 20	- 20	- 40	- 80	- 0	
11		K4	-	-	20	20	40	80	80	
	IV	larks	4	6	20	20	50	100	100	

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)												
S.No	COs	K - Level	MCO	Qs	Short An	swers	Section C	Section D					
			No. of	К –	No. of	K –	(Either /	(Open					
			Questions	Level	Question	Level	or	Choice)					
					S		Choice)						
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k2&k2)	1(k2)					
2	CO2	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)					
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)					
4	CO4	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k4)					
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)					
No.	of Quest	ions to be	10		5		10	5					
	Aske	ed											
No.	of Quest	ions to be	10		5		5	3					
	answe	red											
Marl	ks for eac	ch question	1		2		5	10					
Total Marks for each			10		10		25	30					
section													
	(Figure	es in parenthes	is denotes, qu	estions sh	ould be aske	ed with th	ne given K lev	/el)					

		Di	stribution of	f Marks wit	h K Leve	el	
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	4	-		9	7.5	58.5
K2	5	6	30	20	61	51	56.5
K3	-	-	10	10	20	16.5	16.5
K4	-	-	10	20	30	25	25
Marks	10	10	50	50	120	100	100
NR · Hig	ther level of n	erformance o	f the student	s is to be asse	essed by a	ttemnting	higher level

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

		ltiple Cho uestions	ice Questions) (10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (Mu	ltiple Cho	ice Questions)
Answer			(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section	C (Mu	ltiple Cho	ice Questions)
Answer			(5x5=25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	k3	
19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	
,	igher le	vel of perf	ormance of the students is to be assessed by attempting higher level
of K le	-	•	
Section	D (Mu	Itiple Cho	ice Questions)
		uestions	(3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	k2	
22	CO2	k2	
		1.0	
23	CO3	k3	
23 24	CO3 CO4	k3 k4	

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MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	ame ORGANISATIONAL CHANGE AND DEVELOPMENT												
Course Co	de	21UBAE5	6						L	Р	С		
Category		Elective							5	-	5		
NATURE	OF (COURSE:	EMPL	OYBILITY	S	KILL ORIE	NTED	ENTRE	PREN	URS	HIP		
COURSE (
1. To Gain knowledge about organisational change.													
 To comprehend the main derives and approaches of the change. To Practice the usage of tools and techniques required for organisational Development. 													
						ervention in (Deven	opine	5111.		
						nanagement			of co	verin	g all		
		ecessary ba							01 00		8		
		ONAL CH											
	Org	anisational	change	-Introduction	n-im	portance-for	ces of cl	hange-Inte	rnal	&			
						nge-Models					_		
Unit: I		-	l-The C	ontinuous ch	hang	e process M	odel-char	nge and tra	ansitic	n 1	5		
	management.												
ORGANISA	ORGANISATIONAL CHANGE AND ITS IMPACT												
	Org	anisational	chang	e and its	im	pact-Effects	of ch	ange-oper	ationa	1-			
Unit: II	psychological, social-behaviours towards change-resistance of change-									e- 1	5		
	indi	ividuals & o	rganisat	ions-overcor	ming	, & minimisi	ng resista	nce to cha	nge.				
ORGANISA	ATIC	DNAL DEV	ELOP	MENT									
					ition	-characteristi	cs-Assun	ptions-ph	ases	of			
	the	model-featu	res of a	ction researc	h-Di	agnostic stra	tegies and	d skills-Di	agnos	is			
Unit: III	meaning-the process-diagnostic models- the change agent-requirement of										5		
	change agent-internal change agent-pros & cons-golden rules of change agent												
OD INTER	VEN	TION											
	OD	interventio	on-defin	ition-Technio	ques	-behavioural	-Sensitiv	ity, Mana	geme	nt			
	By	Objective,	Grid D	evelopment-	-Nor	-Behavioura	l-Change	in Organ	nisatic				
Unit: IV						ent, Miscella	neous- S	urvey Fe	edbac	k, 1	5		
	Pro	cess Consul	tation, T	Feam Buildin	ng.								
ORGANISA	ATIC	ONAL TRA	NSFOI	RMATION									
	Org	anisational	trans	formation-	Me	aning-proces	ss-organis	sational	cultu	re			
Unit: V	tran	sformation-	analysii	ng the approa	ach	to cultural cl	nange-Ini	tiation of	cultur	al 1	5		
	cha	nge.									-		
	I												
							То	tal Lectur	e Hou	rs 7	'5		
Books for		•											
Organisati	onal	change and	Develop	oment by kav	vitha	singh, Excel	books, D	Delhi					

Books for References:

Organisational Change and Development by R.G.Priyadarshini, Cengage Learning India Pvt. Ltd Delhi

Web Resources:

https://ebooks.lpude.in/management/mba/term_4/DMGT520_ORGANIZATION_CHANGE_AN D_DEVELOPMENT.pdf

http://www.mbaexamnotes.com/organization-change-and- development.html#dispute http://bookpdf.co.in/organizational-change-and-development-notes-for-mba-pdf-april-2019/

Course	e Outcomes	K Level
After st	udying this course, the students will be able to:	
CO1:	Understand the fundamentals of change management.	K2
CO2:	To make use of the main derives and approaches of the change	К3
CO3:	To utilise the stages of the organisational development process.	К3
CO4:	To categorize the working knowledge of all aspects of the OD intervention Process	K4
CO5:	To utilise insights on organisation transformation.	К3

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	1	2	2	2	3	1
CO 2	2	2	2	2	2	2
CO 3	2	3	2	2	2	1
CO 4	2	3	2	3	1	2
CO 5	2	3	3	2	1	2

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

Unit	Course Name- Retail Management	Hrs	Pedagogy
I	Organisational change-Introduction-importance-forces of change- Internal & Exrternal Changes-factors-types of change-Models of change- Lewin's Force Analysis Model-The Continuous change process Model-change and transition management.	15	Lecture method & Video sessions
II	Organisational change and its impact-Effects of change-operational- psychological, social-behaviours towards change-resistance of change-individuals & organisations-overcoming & minimising resistance to change.	15	Lecture Method & Assignments
ш	Organisational development-definition-characteristics-Assumptions- phases of the model-features of action research-Diagnostic strategies and skills-Diagnosis meaning-the process-diagnostic models- the change agent-requirement of change agent-internal change agent-pros & cons-golden rules of change agent	15	Lecture Method & Group activity
IV	OD intervention-definition-Techniques-behavioural-Sensitivity, Management By Objective, Grid Development-Non-Behavioural- Change in Organisation Structure,Work Design, Job Enrichment, Miscellaneous- Survey Feedback, Process Consultation, Team Building.	15	Lecture method , video session and role play
v	Organisational transformation- Meaning-process-organisational culture transformation-analysing the approach to cultural change- Initiation of cultural change.	15	Lecture method and Assignments

LESSON PLAN

CourseDesigned by:

Dr.R.Sofia, Assistant Professor and Dr.R.Meenakshi Devi, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE)													
	Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)													
			Section		Section		Section C	Section						
Interna	Cos	K Level	MCQ	S	Short Ans	swers	Either or	D						
1	CUS	K Level	No. of.	K -	No. of.	K -	Choice	Open						
			Questions	Level	Questions	Level	Choice	Choice						
CI	CO1	Up to K2	2	K1	1	K1	2 (K1&K1)	1(K2)						
AI	CO2	Up to K3	2	K2	2	K2	2(K1&K1)	1(K2)						
CI	CO3	Up to K4	2	K2	1	K2	2(K2&K2)	1(K3)						
AII	CO4	Up to K3	2	K2	2	K2	2(K2&K2)	1 (K2)						
		No. of												
		Questions to	4		3		4	2						
		be asked												
		No. of												
Quest	ion	Questions to	4		3		2	1						
Patte		be answered												
CIAI	& II	Marks for	1		2		5	10						
		each question	1		-		5	10						
		Total Marks												
		for each	4		6		10	10						
		section												

	Distribution of Marks with K Level CIA I & CIA II											
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %				
	K1	2	2	20		24	48	100				
	K2	2	4		20	26	52	100				
CIA	K3	-	-	-	-	-	-	-				
Ι	K4	-	-	-	-	-	-	-				
	Marks	4	6	20	20	50	100	100				
	K1							100				
	K2	4	6	20	10	40	80	100				
CIA	K3	-	-	-	10	10	20	-				
II	K4	_	_	_	-	-	-	-				
	Marks	4	6	20	20	50	100	100				

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO4 will be allotted for individual Assignment which carries five marks as part of CIA component.

Section A (M Answer All (-	noice Quest	ions) (10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K1	
3	CO2	K1	
4	CO2	K2	
5	CO3	K2	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section B (Sh	nort Answ	vers)	
Answer All (Questions		(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (Ei	ither/Or T	Гуре)	
Answer All (Questions		(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K2	
20) b	CO5	K2	
NB: Higher le of K levels	evel of per	formance of	the students is to be assessed by attempting higher level
Section D (O	pen Choic	ce)	
Answer Any			(3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	K2	
	CO2	K3	
22	001		
22 23	CO3	K3	
		K3 K2	

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MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	me	GROUP DISCUSS	SION	AND INTERVIEW S	SKIL	LS			
Course Co	de	21UBAS51					L	Р	C
Category		Skill				-	2		
Nature of course:		EMPLOYABILITY	MPLOYABILITY SKILL ORIENTED ENTREPRENURSHIP						
Course Ob	jecti	ves:							
1. To under	rstand	d the concept of group d	discu	ssion.					
		winning tactics and etiq	-						
-		lifferent stages of interv							
	•	students to face an Inter		-					
5. To com	preh	end the process of cov	verin	g letter and resume prep	parati	on.			
Unit: I	Gro	oup Discussion and g	guide	elines				06	<u>,</u>
Group Disc	cussio	on concept – Meaning	g – N	leed and Importance of	GD -	Types of Group	Disc	ussic	on-
			n-Gui	idelines to make a mear	ningfu	l impact on Gr	oup D	iscus	ssion
- Blunders	in a (GD – GD Etiquettes.							
Unit: II	Do's	and Don'ts of GD						06)
GD Topics	-Sk	ills required for GD -	- - Do	o's and Don'ts of Group	Disci	ussions & Point	ts to re	emen	nher
-		-		mmunication during G					
Unit: III	Inte	erview and its stages	6					06)
Elements of	f inte	erview – Fundamental	ls of	Interviews-Points to re	memt	ber while facing	g Inter	view	'S-
Interview s	tages	-pre-during and post	t- Fa	ctors considered in sele	cting	a company for	career	:/job.	
Unit: IV	Prep	aring for interview						06	<u>,</u>
Preparing f	for in	nterview: Dress Code	e, ne	ed for punctuality, av	oiding	g tensions and	nervo	ousne	ess, -
1 0				ved during the interv	•				
methods to	ansv	vering those questions	s- Po	ost interview behavior.		-		-	
Unit: V	Hai	nds on Resume prepa	arat	ion/mock interview				06	5
Exercises o	n cov	vering letter preparation	on-R	esume preparation-two	mock	-GD- and Perso	onal I	nterv	iew-
		ying job/career.							
					Tot	al Lecture Ho	urs	30 H	lrs.
							•		
L									

Books	for Study:	
1. 1	Study Material Provided by the Department	
Books	for Books for References:	
	1. Group Discussion and Interview Skills Book and CD-Rom 2nd Edition (Eng Paperback, PRIYADARSHI PATNAIK)	glish,
	 Master the Group Discussion & Personal Interview: Complete Discussion of asked by reputed B-schools & IIMs Paperback – 31 December 2014 by She Desarda (Author) 	
Web F	Resources:	
	ps://www.mygreatlearning.com/blog/group-discussion-in-interviews/ p://www.actiondna.com/training_programs/gd_and_interview_skills.html.	
	tps://manavrachna.edu.in/blog/group-discussion-tips/	
Cours	e Outcomes	K Level
After	studying this course, the students will be able to:	
CO1:	Understand the systematic and purposeful interactive oral process.	Up to K2
CO2:	Develop the winning formula and the ideas takes place in a systematic and structured way.	Up to K2
CO3:	Comprehend the dos and don'ts of group discussion and personal interview while exhibit leadership skills.	Up to K2
CO4:	Prepare to face an interview confidently or any oral process.	Up to K2
CO5:	Familiarize the different types of resumes and covering letter preparation.	Up to K2

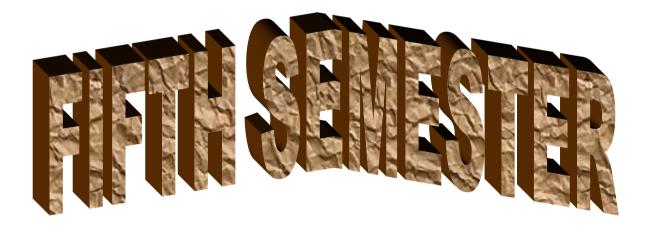
Course Designed by:

Dr.M.Sakthivel, Associate professor & Head & Dr.R.Sofia , Assistant Professor

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO6
CO1	3	3	1	1	1	3
CO2	3	3	1	1	1	3
CO3	3	3	2	1	1	3
CO4	3	3	1	1	1	3
CO5	3	3	1	1	1	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course rai	me MAI	NAGI	EMENT ACCOUNTI	NG								
Course Co	de 21U	BAC6	1		Ι		P	С				
Category	Core				6	5	-	4				
NATURE	OF COURS	SE:	EMPLOYBILITY	SKILL ORIENTED	ED ENTREPRENURS							
 Fam Equite To e 	inderstand t iliarize the ip the stude ducate ther Prepare Cas Manager Manager	techn techn nts wi n in pr h Flow nent A		udgetary control. g – Definition – Object e between Management				10				
Unit: II	Advantag	ges and	d Limitations of Budge	aning of budget and Buc etary Control - Types o s only (Simple Proble	f Budgets –	l -		25				
Unit: III	Ratio ana	alysis	 Classification of Rat 	ntages of Ratio Analysi tios- Solvency Ratio-Pr nalysis. (simple proble	rofitability Rat			23				
Unit: IV		t- Prej	paration of fund from o	lvantages and Limitatic peration – fund flow st			,	22				
Unit: V		t – Pre	eparation of Cash from (dvantages and Limitati Operation – cash flow st				10				
				Tot	tal Lecture Ho	ours	90)				

20011	for Study:	
	1. Study Material will be provided.	
1.	for References: Dr. S.N. Maheswari - Princples of Management Accounting – Sulthan Chand Pul New Delhi – 110 002, 2011. Dr.R.Ramachandran , Dr. S.Srinivasan – Management Accounting – Sriram Publi Tiruchirappalli – 620 017,2020	
	RSN. Pillai& V. Bhavathi – Management Accounting - S. Chand Publishers – Ne Delhi – 110 055, 2010. M,Y Khan and Jain - Management Accounting – The Tata Mcgraw Hill Publishin Company – New Delhi – 110 008, 2012.	
Contro Sem 3. <u>https</u> and- 4. <u>https</u> flow	://www.umeschandracollege.ac.in/pdf/study-material/accountancy/Budget-Budgetary- <u>l-</u> <u>-IV.pdf</u> :://www.accountingnotes.net/accounting/ratio-analysis-accounting/ratio-analysis-proble solutions-accounting/13433 :://www.dynamictutorialsandservices.org/2018/10/management-accounting-notes-funds <u>html</u> :://ncert.nic.in/textbook/pdf/leac206.pdf	
Cours	e Outcomes	K Leve
After	studying this course, the students will be able to:	
	Describe about management accounting.	K2
C O1:		
	Acquaint themselves with different types of budgets.	K4
CO2:		
CO1: CO2: CO3: CO4:	Acquaint themselves with different types of budgets.	K4

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	2	1	2	3
CO 2	3	3	2	1	2	3
CO 3	3	3	2	1	2	3
CO 4	3	3	2	1	2	3
CO 5	3	3	2	1	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

UNIT	SUBJECT NAME	Hrs	Mode
Ι	Management Accounting – Meaning – Definition – Objectives and Scope of Management Accounting – Difference between Management Accounting, Cost Accounting and Financial Accounting. (Theory Only)	10	Chalk and Talk, PPT.
п	Budget and Budgetary Control - Meaning and Significance of Preparation of Budget – Types of Budgets – Flexible, Cash and Production Budgets. (Simple Problems only)	25	Chalk and Talk, Exercise
III	Ratio Analysis – Introduction – Advantages of Ratio Analysis –Limitations of ratio analysis – Classification of Ratios- Problems on RatioAnalysis. (simple problems only)	23	Chalk and Talk, Exercise.
IV	Fund flow statement - Meaning – Flow of Funds – Purpose of Preparing Fund Flow Statement – Preparation of fund from operation – fund flow statement.(Simple Problems only)	22	Chalk and Talk, Exercise.
V	Cash flow Statement – Meaning- Flow of Cash – Preparation of Cash from Operation – cash flow statement. (Simple problems only)	10	Chalk and Talk, Exercise.

LESSON PLAN

Course Designed by:

Dr. P.Anbuoli, Assistant Professor & Dr. D. Niranjani, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)										
Inter nal	Cos	K Level				ion B nswers K - Level	Section C Either or Choice	Section D Open Choice			
CI AI	CO1 CO2	Up to K2 Up to K4	2 2	K1&K2 K1&K2	2	K2 K1	2(K2&K2) 2(K3&K3)	1(K1) 1(K3)			
CI AII	CO3 CO4	Up to K3 Up to K4	2 2	K1&K2 K1&K2	1 2	K1 K2	2(K2&K2) 2(K3&K3)	1(K2) 1(K3)			
	Que	No. of stions tobe asked	4		3		4	2			
Questi on Patter	No. of Questions tobe answered		4		3		2	1			
n CIA I & II	Marks for each question		1		2		5	10			
	f	tal Marks or each section	4		6		10	10			

		D	oistribution of	f Marks with	K Level CI	A I & CI	A II	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	-	10	14	28	60
	K2	2	4	10	-	16	32	00
CIA	K3	-	-	10	10	20	40	40
Ι	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
	K1	2	2	-	-	4	8	60
	K2	2	4	10	10	26	52	00
CIA	K3	-	-	10	10	20	40	40
П	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

	Summ	ative Examin	ation – Blue I	Print Articu Outcomes		ing – K L	evel with Cou	rse	
S.No	COs	K - Level	MC		Short Ans	wers	Section C	Section D	
			No. of Questions	K – Level	No. of Question	K – Level	(Either / or Choice)	(Open Choice)	
1	CO 1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K1)	
2	CO 2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K2)	
3	CO 3	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(K3)	
4	CO 4	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K4)	
5	CO 5	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K4)	
No.	of Questi Aske		10		5		10	5	
No. of Questions to be answered			10		5		5	3	
Mark	s for each	question	1		2		5	10	
То	tal Marks sectio		10		10		25	30	
	(Figures i	n parenthesis	s denotes, que	stions shou	d be asked w	ith the gi	ven K level)		

Distribution of Marks with K Level

K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	6	10	10	31	26	50
K2	5	4	10	10	29	24	
K3	-	-	30	10	40	33	33
K4	-	-	-	20	20	17	17
Marks	10	10	50	50	120	100	100

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

			ce Questions)
Answer			(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
		ort Answer uestions	s (5x2=10 marks)
	r All Q CO	K Level	Questions
Q.No	C01	K Level K1	Questions
11	C01 C02	K1 K1	
12	CO2 CO3	K1 K2	
13	C03	K2 K2	
	C04 C05		
15 Seation		K1	-)
		er/Or Type	$(5 \times 5 = 25 \text{ marks})$
Answer Q.No	CO	K Level	Ouestions
16) a	C01	K Level K1	Questions
16) a 16) b	C01	K1 K1	
10) b 17) a	CO1 CO2	K1 K3	
17) a 17) b	CO2 CO2	K3 K3	
17) b 18) a	CO2 CO3	K3 K2	
18) a 18) b	CO3	K2 K2	
19) a	CO3	K2 K3	
19) a	CO4	K3 K3	
20) a	C04	K3 K3	
20) a 20) b	C05	K3 K3	
,		n Choice)	
		hree questi	ons (3x10=30 marks)
Q.No	CO	K Level	Questions
21	C01	K1	
22	CO2	K2	
23	CO3	K3	
24	CO4	K4	
25	CO5	K4	
-0	200		

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Maine	CASE ANALYSIS							
Course Code	L P C							
Category C	Core			6	-	4		
NATURE OF COURSE:	EMPLOYABILITY	SKILL ORIENTED	ENTREPR	ENU	RSH	IP		

COURSE OBJECTIVES:

1. Learning case studies present learners with problems and challenges based on reallife situations anddrive them to make difficult decisions based on the evidence givenCO:2

2. To challenge the learner to think deeply about the issues presented.CO:3

3. To make difficult decisions based on incomplete or contested information withuncertain consequences.

4. It encourages collaboration, as learners work together to address the challenge athand, learning from each other in the process.

5. To stimulates creativity and innovative thinking.

Unit: I	Introduction -case study method-types-Applications.	15
Unit: II	 Common case elements-Problem solving Analytical tools, quantitative and/or qualitative, depending on the case Decision making in complex situations Coping with ambiguities 	20
Unit: III	Guidelines for using case studies in class Issue of the case-goal of analysis-context of the problem-key facts -alternative solutions- best/recommend solution for the case.	15
Unit: IV	Case study from1- 5	20
Unit: V	Case study from 6-10	20
	Total Lecture Hours	90

Course Structure

The case method is a teaching approach that uses decision-forcing cases to put students in the role of people who were faced with difficult decisions at some time in the past. A decision-forcing case is a kind of decision game. Like any other kinds of decision games, a decision-forcing case puts students in a role of person faced with a problem and asks them to devise, defend, discuss, and refine solutions to that problem. The case method place emphasison role play, asking students "what would you do if you were the place of the person faced theproblem of the case.

For students, the purpose or objective of doing Case Study is to allow students with realexpertise and understanding, as well as judgment to excel.

Case Study requires the students to take risks, make judgments in uncertain situations, and to propose and select from multiple possible options, none of which may be "right" or "wrong". Case Study also a case as is true in real-world, on-the-job settings.

Here students were given Minimum 10 real cases of business concerns. The students will be trained in the class room to study, discuss, present, and submit written Assignment in General Management Area, Functional Areas of the Management like Production, Marketing,Human Resource and Finance.

Books for Study:

Study Material and Case Booklet will be supplied.

Web sources:

https://custom-writing.org/blog/great-case-studyanalysis http://www.velsuniv.ac.in/NBA/case-studyrepository-mba.pdf

Course	e Outcomes	K Level
After	studying this course, the students will be able to:	
CO1:	Identify the problems in all cases are subtly different, students should grow more confident about dealing with unfamiliar problems	K2
CO2:	Develop their ability to work effectively with others in team-basedwork environments	K3
CO3:	The high level of analytical rigor required of case analyses willimprove students' analytical skills	K3
CO4:	Regular presentations of case analyses in front of peers and facultymembers will enhance students' presentation skills	K4
CO5:	The time pressure under which students need to work in caseanalyses, will improve Students' ability to design and execute a work plan.	K4

Course Designed By: Dr.M.Sakthivel, Associate Professor & Head and

Dr.R.Meenakshi Devi, Assistant Professor

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	3	2	2	2	3
CO 2	1	2	2	3	2	2
CO 3	1	2	2	2	3	2
CO 4	2	2	3	3	2	2
CO 5	1	3	2	3	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	ame	PROJECT AND VIV	VA – VOCE				
Course Co	ode	21UBAPR1			L	Р	С
Category		Core			6	-	4
NATURE COURSE:		EMPLOYBILITY SKILL ORIENTED ENTREPRENUR					HIP
 To U To e Devo Dem Unit: I 	Undersenhance elop ad nonstra Intr prol	tand the limitations of re e the skills in qualitative dvanced critical thinking ate enhanced writing skil oduction -project-objection blem, objectives of the st	and quantitative data analysis a skills to resolve the research pr ls wes-types- (Organization profile tudy, etc.)	coblems.			20
Unit: II	Rev	view of literature-method	s to find the research Gap-				15
Unit: III	Res	earch methodology-sam	pling-methods-Research instrum	nents			15
Unit: IV	Dat	a Analysis and Data inte	erpretations.			,	20
Unit: V	Sun	nmary, Findings and Rec	commendations.			,	20
			Tot	al Lecture	Hour	s .	90
Report wi ofinnovation Course St The final in their fift fifth seme conducted The follow 1. The Pr 2. The da	II be p ive ide ructur year st fthsem ester e: I durin wing g oject I ta coll	prepared individually and ea, its feasibilities and de tudents must undergo 4 w ester vacation i.e., befor xaminations. The report og the sixth semester and guidelines to be strictly for Report should be only ba-	weeks Data Collection work for e starting their sixth semester at preparation, presentation and vi the marks will be entered in the	their Proje their comple va-voce wi eir sixth ser	ct Re ting t 11 be meste	port heir er.	;)
 The stu The M Marks The Pr (a) Int 	arks for arks for and Ir oject I troduc	should submit the Proje	ct Report (Minimum 50 Pages). awarded only based on the Proj	ect Report	Exte	rnal –	- 60

- (c) Scope of the Study
- (d) Limitations of the Study
- (e) Analysis and Interpretation
- (f) Findings, Suggestions and Recommendations
- (h) Conclusion
- 7. The evaluation of the Project Report will be purely internal.

Web Resourses:

https://www.iist.ac.in/sites/default/files/projectinternship/Internship

EXPEC'	FED COURSE OUTCOME	K Level
CO1:	Identifying the research problem	K2
CO2:	performing a literature review & amp; writing a theoretical/conceptual framework;	К3
CO3:	researching the design or approach to the problem;	K3
CO4:	collecting and analyzing the data and/or designing and validating the design;	K4
CO5:	Drawing conclusions and giving recommendations.	K4

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	1	3	2	3	2
CO 2	2	3	2	2	2	2
CO 3	1	2	2	2	2	3
CO 4	2	2	3	2	3	3
CO 5	3	2	3	3	2	2

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

Course Designed By: Dr.M.Sakthivel, Associate Professor & amp; Head and

Dr.R.Sofia, Assistant Professor



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	SERVICES MARKE	ΓIN	IG					
Course Code	21UBAE61					L	Р	С
Category	Elective					5	-	5
Nature of course:	EMPLOYABILITY		SKILL ORIENTED		ENTREPRENI	EURS	HIP	
Course Objecti	ves:							
 know about 2. To find out t 3. To study the marketing 4. To obtain th services trian 5. To comprehendin various set Unit: I INTR Services-conception 	end the concept of service ervice industries. RODUCTION TO SER t-scope, importance. Cha growth in the service see	orod eop den e qu VI	luct, pricing and promo ole, process, physical nand and capacity man aality management and CES MARKETING: cteristics of services, D	otior evid nage I to i iffer	n. lence and its ro ment and also t dentify the servi entiating goods	ole in o iden ice ex and S	servi ntify t cellen 15 Service	ice he nce es,
0	DITIONAL P's						15	
development of the pricing of s campaign, Intro	duct- conceptualization of new services. The Prici- services, Methods of Pr duction to the Promotior rvice Distribution	ng icir	of Services – Objectiv ng. Service Promotion	ves c n —	of Pricing, Factor Designing a Co	ors inf	luenc inicat	ing
Unit: III ADV.	ANCED P's						15	
process design, s environment). R	Service personnel, Role Service blue print. Physicole of evidence in Service	ical ces	Evidence – The conce marketing.	ept o	f a Services cap			
Unit: IV SERV	VICE DEMAND AND	CA	PACITY MANAGE	ME	NT:		15	
for Capacity ma External market	s, Strategies for Demand nagement, Service mark ing, Interactive marketin	tetii Ig	ng Strategy – The Serv	-	• •		rketir	
	VICE QUALITY MAN						15	
Total perceived (Excellence in the	Quality, SERVQUAL, The marketing of Banking,	he (He	GAP Model of Service althcare, Tourism, and	Me	lity, Zero Defec dia Services. Total Lecture I			
						LIVUI		

_		
	for Study: rvices Marketing, Dr.L.Natarajan, Margham Publications, Chennai	
	for Books for References:	
	1. Services Marketing", VasanthiVenugopal& Raghu V.N., Himalaya Publishing	House.
	 Services Marketing – S.M. Jha . Himalaya Publishing House 	
	 Services Marketing - Appaniah, Reddy, Himalaya Publishing House. 	
Web F	Resources:	
2. 3.	https://www.analyticssteps.com/blogs/what-service-marketing-features-and- https://www.marketingtutor.net/service-marketing/ https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms service-marketing.html https://www.toolshero.com/marketing/service-marketing-mix-7ps/	
	https://www.qualitygurus.com/the-servqual-model-the-gap-model-of-service	-quality/
	e Outcomes	K Level
After	studying this course, the students will be able to:	
CO1:	Explain the concept, scope, importance, characteristics of services and to infer the role of service sector, service marketing mix.	Up to K 2
CO2:	Summarize the 4 marketing variables product, pricing, promotion, place with reference to services.	Up to K2
CO3:	Discover the role, classification of service employees and to interpret the service process design, blue print and to identify the concept of physical evidence.	Up to K3
CO4:	Elucidate the service demand, capacity management concept, and to outline the concepts of service marketing strategies-internal, external and interactive marketing.	Up to K4
CO5:	Analyse the concept of service quality management, the GAP model and to highlight the service excellence in various service industries.	Up to K 4

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	1	3	2	3
CO 2	3	1	2	3	2	2
CO 3	3	2	2	3	2	3
CO 4	2	3	3	3	2	3
CO 5	3	3	2	3	3	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name: Services Marketing	Hrs	Pedagogy
I	INTRODUCTION TO SERVICES MARKETING: Services- concept-scope, importance. Characteristics of services, Differentiating goods and Services, Reasons for the growth in the service sector, Role of service sector in the Indian economy. Service marketing mix-An overview.	15	Lecture Method, & Video sessions
II	SERVICE PRODUCT, PRICING, PROMOTION & PLACE: The Service Product- conceptualization of service concept, Analysis of the service offer, Steps in the development of new services. The Pricing of Services – Objectives of Pricing, Factors influencing the pricing of services, Methods of Pricing. Service Promotion – Designing a Communication campaign, Introduction to the Promotion mix for services - Place in Service– Service Locations, Channels for Service Distribution.	15	Lecture Method,& Group Activities
III	PEOPLE, PROCESS & PHYSICAL EVIDENCE IN SERVICES: Classification of Service personnel, Role of frontline Service Employees. Service Process – Service process design, Service blue print. Physical Evidence – The concept of a Services cape (Physical environment). Role of evidence in Services marketing	20	Lecture method & Guest Lectures
IV	SERVICE DEMAND AND CAPACITY MANAGEMENT: Demand patterns, Strategies for Demand management, Service Capacity Management – Strategies for Capacity management, Service marketing Strategy – The Service Triangle, Internal marketing, External marketing, Interactive marketing	15	Lecture method & Video sessions
V	SERVICE QUALITY MANAGEMENT: Total perceived Quality, SERVQUAL, The GAP Model of Service Quality, Zero Defections. Service Excellence in the marketing of Banking, Healthcare, Tourism, and Media Services.	10	Lecture method

Course Designed by:

Dr.R.Meenakshi Devi, Assistant Professor & Dr.R.Sofia, Assistant professor

			Learning C Articulation	Formative I	Examinati	ion & Assess on - Blue Prin ith Course O	nt		
Inte	nte Cos		K Level	Section MC		Section Short An		Section C Either or	Section D Open
rnal		203	K Level	No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice
CI	C	CO1	Up to k2	2	k1&k2	2	K2	2(k2&k2)	1(k2)
AI	C	CO2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
CI	C	CO4	Up to k4	2	k1&k2	1	K2	2(k4&k4)	1(k4)
AII	C	CO5	Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)
0		No	or of Questions to be asked	4		3		4	2
Ques on		No	b. of Questions to be answered	4		3		2	1
Pattern CIA I & II		Marks for each question		1		2		5	10
αı	1	Tot ea	al Marks for ch section	4		6		10	10

		Dist	ribution of M	arks with K	Level CIA I	& CIA I	Ι	
	K Level	Section A (Mul tiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2		-	-	2	4	80
	K2	2	6	20	20	48	96	00
CIA	K3	-	-	-	-	-		
I	K4	-	-	-	-			
1	Marks	4	6	20	20	50	100	100
	K1	2	-	-	-	2	4	20
	K2	2	6	-	-	8	16	20
CIA	K3	-	-	-	-	-	-	-
II	K4	_	-	20	20	40	80	80
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO3 will be allotted for individual Assignment which carries five marks as part of CIAcomponent.

Sumn	native Ex	amination – I	Blue Print A	rticulation (COs)		– K Leve	el with Cours	e Outcomes
			MCQs		Short Ai	nswers	Section C	Section D
S.No	COs	K - Level	No. of Questions	K – Level	No. of Question s	K – Level	(Either / or Choice)	(Open Choice)
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k4)
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)
No. o	of Quest Ask		10		5		10	5
No.	of Quest answe	tions to be ered	10		5		5	3
Mar	ks for ea	ch question	1		2		5	10
Total	Marks secti		10		10		25	30
	(Figure	es in parenthe	sis denotes, q	uestions sl	nould be ask	ed with t	he given K le	vel)

		Di	stribution of	Marks wit	h K Leve	el	
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	4	-		9	7.5	58.5
K2	5	6	30	20	61	51	56.5
K3	-	-	10	10	20	16.5	16.5
K4	-	-	10	20	30	25	25
Marks	10	10	50	50	120	100	100
NB: Hig K levels	•	erformance o	f the students	is to be asse	essed by a	ttempting	higher level of

		ıltiple Cho uestions	ice Questions)	(10x1=10 marks)
Q.No	CO	K Level	Questions	
1	CO1	K1		
2	CO1	K2		
3	CO2	K1		
4	CO2	K2		
5	CO3	K1		
6	CO3	K2		
7	CO4	K1		
8	CO4	K2		
9	CO5	K1		
10	CO5	K2		
Section	B (Sho	ort Answer	·s)	
		uestions		(5x2=10 marks)
Q.No	CO	K Level	Questions	
11	CO1	K1		
12	CO2	K1		
13	CO3	K2		
14	CO4	K2		
15	CO5	K2		
Section	C (Eit	her/Or Ty	pe)	
		uestions		(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions	
16) a	CO1	k2		
16) b	CO1	k2		
17) a	CO2	k2		
17) b	CO2	k2		
18) a	CO3	K3		
18) b	CO3	K3		
19) a	CO4	k3		
19) b	CO4	k3		
20) a	CO5	k2		
20) b	CO5	k2		
NB: Hi of K le		vel of perf	ormance of the st	idents is to be assessed by attempting higher level
		en Choice)	
	· •	Three ques		(3x10=30 marks)
Q.No	CO	K Level	Questions	
21	C01	k2		
22	CO2	k2 k2		
23	CO3	k2 k3		
23	CO4	k4		
25	CO5	k4		
	005	_ A 1		

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

	me ADVERTISING AN	ND SALES MANAGEMENT					
Course Co	de 21UBAE62	21UBAE62					
Category	Elective	Elective			5		
NATURE COURSE:	OF EMPLOYBILIT	TY SKILL ORIENTED	ENTREPREN	URSI	HIP		
1. 1 2. 1 3. 1 4. 1 5. v	Explain use of advertising a Import knowledge on appr Explain the basic principle will be able to recognize the	advertising & sales management and sales promotion as a marketin ropriate selection of media es of sales management. he formal and non-formal structures n them, the basic principles of orga	s in sales organiza				
NTRODUCT	ON TO ADVERTISING						
Unit: I	Prospects-Based on Pro	Advertising: Meaning – characteristics-Types of Advertising- Based on Prospects-Based on Products-Based on Objectives of Advertising-Scientific Advertising- Consumer Advertising-Trade- Retail.					
ADVERTIS	ING AGENCIES				1		
Unit: II	Advertising Agencies – S – Meaning- Preparation a	Meaning- Role-Importance-T Selection of an Advertising Agenc and Execution of Advertising Budg Classification-Advertising Appea	y. Advertising Buget-Advertising C	udget Copy-			
ADVERTIS	ING MEDIA						
Unit: III	Advertising Media- Indoo Television – Outdoor Med tools in Advertising.	naracteristics –Steps in Prepara or Media- Meaning- Types: Newsp edia- Meaning –Merits And Demen	aper-Magazine-R	adio-	15		
	NAGEMENT						
	Cala Mana and Daf						
SALESMAN Unit: IV	SalesManagement-Defin Definition- objectives-typ Definition- types-sales te	pes-sales planning and control-	ns-sales organiz sales foreca				
	Definition- objectives-typ Definition- types-sales ter	pes-sales planning and control-	U				
Unit: IV	Definition- objectives-typ Definition- types-sales te ROCESS	pes-sales planning and control- erritory-sales budget. pproach-approach-presentation and s of setting the sales que	sales foreca	sting-	15		

Books for Study::

- 1. C.N.Sontaki, Advertising, Kalyani Publishers.
- 2. P.Saravanavel & S.Sumathi, Advertising and Salesmanship, Margham Publication

Books for References:

George E. Belch & Michael A belch, Advertising & Promotion. Mc Graw Hill Publishing Web Resources:11

1. https://www.managementstudyguide.com/advertising-ethics.html

- 2. https://www.managementstudyguide.com/classification-of-advertising.htm
- 3. https://www.slideshare.net/siddhalinevrekar98/ethical-issues-in-advertising-64518074
- 4. https://www.slideshare.net/ToranVerma/types-of-salesperson-142618358
- 5. https://www.slideshare.net/shomaa05/salesmanship-17897191

EXPE	CTED COURSE OUTCOME	K Level
CO1:	Understand the basic concepts of advertisements	K2
CO2:	Develop the ethics to be practiced in advertising	К3
CO3:	Infer knowledge about the type of media used	K4
CO4:	Identify the concept and scope of sales management	K3
CO5:	will be able to identify how the corporation take centralization or non- centralization decision which carried out activities in sales force organization	К3

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	1	2	2	3	1	2
CO 2	1	1	3	3	1	2
CO 3	1	1	3	3	1	2
CO 4	1	1	2	3	1	2
CO 5	1	1	1	3	1	2

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	ADVERTISING AND SALES MANAGEMENT	Hrs	Mode
I	Advertising: Meaning – Characteristics-Types of Advertising- Based on Prospects-Based on Products-Based on Objectives of Advertising- Scientific Advertising- Consumer Advertising-Trade- Retail.	15	Lecture method & Video sessions
п	Advertising Agencies: Meaning- Role-Importance-Types- FunctionsOf Advertising Agencies – Selection of an Advertising Agency.Advertising Budget – Meaning- Preparation and Execution ofAdvertising Budget-Advertising Copy-Meaning-Characteristics-Classification-Advertising Appeal: Essentials of Good Appeal.	15	Lecture Method & Assignments
ш	Advertising Layout- Characteristics –Steps in Preparation of Layout – Advertising Media- Indoor Media- Meaning- Types: Newspaper- Magazine-Radio- Television – Outdoor Media- Meaning –Merits And Demerits-Types.	15	Lecture Method & Group activity
IV	Sales Management- Definition-Characteristics-Functions-Sales Organization: Definition-Objectives-Types-Sales Planning and Control-Meaning-Significance-Process-Sales Forecasting- Definition- Types-Sales Budget-Definition-Purpose.	15	Lecture method, video session and role play
v	Selling Process- Meaning- Stages-Sales Territory-Definition- Procedure for Setting up and Revising Sales Territories-Sales Quota- Definition-Methods of Setting the Sales Quotas-Types-Sales Force Motivation-Definition-Process-Methods.	15	Lecture method and Assignments

Course Designed by:

Dr. R. Sofia, Assistant Professor & Dr. R. Meenakshi Devi, Assistant

professor

		Learning Out Fo	tcome Based ormative Ex				LOBE)	
	A	rticulation M	apping – K l	Levels w	ith Course (Outcom	es (COs)	
			Sect	ion A		ion B	Section C	Section
Internal	Cos	K Level	MCQs		Short A	nswers	Either or	D
memai	0.05	K Level	No. of.	K -	No. of.	K -	Choice	Open
			Questions	Level	Questions	Level	Choice	Choice
CI	CO1	Up to K2	2	K1	1	K1	2 (K1&K1)	1(K2)
AI	CO2	Up to K3	2	K2	2	K2	2(K2&K2)	1(K2)
CI	CO4	Up to K3	2	K1	1	K2	2(K2&K2)	1(K2)
AII	CO5	Up to K3	2	K2	2	K3	2(K2&K2)	1 (K3)
		No. of Questions to be asked	4		3		4	2
Quest Patte		No. of Questions to be answered	4		3		2	1
CIA I & II		Marks for each question	1		2		5	10
		Total Marks for each section	4		6		10	10

		Distril	bution of Ma	rks with K	Level CI	A I & CI	AII	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	10		14	28	
	K2	2	4	10	20	36	72	100
CIA	K3	-	-	-	-	-	-	-
I	K4	-	-	_	-	-	-	-
•	Marks	4	6	20	20	50	100	100
	K1	2				2	4	
	K2	2	2	20	10	34	68	100
CIA	K3	-	4	-	10	14	28	-
II	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO3 will be allotted for individual Assignment which carries five marks as part of CIAcomponent.

			Questions)	
	All Que		0	(10x1=10 marks)
Q.No		K Level	Questions	
1	<u>CO1</u>	K1		
2	<u>CO1</u>	K1		
3	CO2	K1		
4	CO2	K2		
5	<u>CO3</u>	K2		
6	CO3	K2		
7	CO4	K1		
8	<u>CO4</u>	K2		
9	<u>CO5</u>	K1		
10	CO5	K2		
		t Answers)		
	All Que			(5x2=10 marks)
Q.No	<u>CO</u>	K Level	Questions	
11	<u>CO1</u>	K1		
12	CO2	K1		
13	CO3	K2		
14	<u>CO4</u>	K2		
15	CO5	K2		
		er/Or Type		
		All Question		(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions	
16) a	CO1	K1		
16) b	CO1	K1		
17) a	CO2	K2		
17) b	CO2	K2		
18) a	CO3	K3		
18) b	CO3	K3		
19) a	CO4	K3		
19) b	<u>CO4</u>	K3		
20) a	CO5	K2		
20) b		K2		
			mance of the students is	to be assessed by attempting higher
	f K level			
		n Choice)		(210, 20,, 1,)
		hree questi		(3x10=30 marks)
Q.No	<u>CO</u>	K Level	Questions	
21	<u>CO1</u>	K2		
22	<u>CO2</u>	K3		
23	<u>CO3</u>	K3		
24	CO4	K2	1	
25	CO5	K3		

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Code		IMPOR	RT:]	PROCEDURES AND I	OCUME				
							L	Р	С
Category	Elective						5	-	5
Nature of cours	se: EMPLOYABI	LITY	~	SKILL ORIENTED	ENT	REPREN	URSH	IIP	
Course Object	ives:		1	1					
1. To understa	nd the basic conce	epts of]	Imp	ort and Export.					
2. To gain kno	wledge about exp	ort sale	es ai	nd currencies.					
3. To develop	the documentation	n for Pr	esh	ipment and claiming f	or export	benefits			
4. To construc	t shipment and No	egotiati	on o	of shipping documents					
5. To aware al	out customs form	alities	and	import licenses					
Unit: I IN	TRODUCTION							15	
		tion _ (Gen	eration of foreign enq	uiries of	taining lo	cal m	_	
				port order, opening L/					
0	nt, Trade Mark, Co	0			5 5	1			
Unit: II SA	LES							15	;
-	-	-		onsignment - Leases - N		l Air Causa	lity In	suran	ces -
Export Finance -	Forex - Major cur	rencies,	Exc	change rates, relations &	impact.				
Unit: III PA	CKAGING ANI) TRA	NSI	PORTATION				15)
Export Packagin	g - Preparation of	pre shi	ome	nt documentation – Me		D			
	v				thods of '	Fransportati	ion –	Count	
0 0	1 1	ort Cons		ment – Export by Post, I		·			try c
origin marking – benefits – and D	1 1	ort Cons				·			try c
benefits – and D	1 1		signi	ment – Export by Post, I		·			try c xpoi
benefits – and D Unit: IV SH	uty Drawbacks.	SHIPPI	igni ING	ment – Export by Post, I G DOCUMENTS	Road, Aira	& Sea – Cla	iming	for E	try c xpoi
benefits – and D Unit: IV SH Complicated pr	uty Drawbacks.	SHIPPI nt & Ne	igni ING egot	ment – Export by Post, I DOCUMENTS tiation of shipping Doc	Road, Aira	& Sea – Cla	iming	for E	try c xpoi
benefits – and D Unit: IV SH Complicated pr	uty Drawbacks.	SHIPPI nt & Ne	igni ING egot	ment – Export by Post, I DOCUMENTS tiation of shipping Doc	Road, Aira	& Sea – Cla	iming	for E	try c xpoi
benefits – and D Unit: IV SH Complicated pr Zone – Deemed	uty Drawbacks. IPMENT AND S oblems in shipmen l Export -Isolated	SHIPPI nt & Ne Sales 7	igni ING egot Fran	ment – Export by Post, I DOCUMENTS tiation of shipping Doc isactions.	Road, Aira	& Sea – Cla	iming	for E	try c xpoi rade
benefits – and D Unit: IV SH Complicated pr Zone – Deemed	uty Drawbacks.	SHIPPI nt & Ne Sales 7	igni ING egot Fran	ment – Export by Post, I DOCUMENTS tiation of shipping Doc isactions.	Road, Aira	& Sea – Cla	iming	for E	try c xpoi rade
benefits – and D Unit: IV SH Complicated pr Zone – Deemed Unit: V AC	uty Drawbacks. IPMENT AND S oblems in shipmen 1 Export -Isolated CTS FOR EXPORE	SHIPPI nt & Ne Sales 7 RT/IM	igni ING egot Fran	ment – Export by Post, I DOCUMENTS tiation of shipping Doc isactions. RT	Road, Aird	& Sea – Cla	iiming	for E 15 Free t	try c xpor
benefits – and D Unit: IV SH Complicated pr Zone – Deemed Unit: V AC Commencemen	uty Drawbacks. IPMENT AND S oblems in shipmen l Export -Isolated CTS FOR EXPO it – Customs form	SHIPPI nt & Ne Sales 7 RT/IM nalities	igni ING egot Fran PO	ment – Export by Post, I DOCUMENTS tiation of shipping Doc isactions.	Road, Aird uments – – Expor	& Sea – Cla 100 % EC	iiming DU & I	for E 15 Free t 15 Expo	rade
benefits – and D Unit: IV SH Complicated pr Zone – Deemed Unit: V AC Commencemen Excisable good	uty Drawbacks. IPMENT AND S oblems in shipmen l Export -Isolated CTS FOR EXPOREMENT t – Customs form s – Import Docum	SHIPPI nt & Ne Sales 7 RT/IM nalities entation	igni ING egot Frar PO - I n - (ment – Export by Post, I G DOCUMENTS tiation of shipping Doc isactions. RT Export Documentation	uments – – Expor	& Sea – Cla 100 % EC	iiming DU & I	for E 15 Free t 15 Expo	rade
benefits – and D Unit: IV SH Complicated pr Zone – Deemed Unit: V AC Commencemen Excisable good	uty Drawbacks. IPMENT AND S oblems in shipmen l Export -Isolated CTS FOR EXPOREMENT t – Customs form s – Import Docum	SHIPPI nt & Ne Sales 7 RT/IM nalities entation	igni ING egot Frar PO - I n - (ment – Export by Post, H DOCUMENTS tiation of shipping Doc sactions. RT Export Documentation Clearance – 100 % Exp	uments – – Expor ort orien – Import	& Sea – Cla 100 % EC	iming DU & I ces – Custo	for E 15 Free t 15 Expo	rade
benefits – and D Unit: IV SH Complicated pr Zone – Deemed Unit: V AC Commencemen Excisable good	uty Drawbacks. IPMENT AND S oblems in shipmen l Export -Isolated CTS FOR EXPOI it – Customs form s – Import Docum t of Different proc	SHIPPI nt & Ne Sales 7 RT/IM nalities entation	igni ING egot Frar PO - I n - (ment – Export by Post, H DOCUMENTS tiation of shipping Doc sactions. RT Export Documentation Clearance – 100 % Exp	uments – – Expor ort orien – Import	& Sea – Cla 100 % EC tof Servited units – licenses.	iming DU & I ces – Custo	for E 15 Free t 15 Expo	rade
benefits – and D Unit: IV SH Complicated pr Zone – Deemed Unit: V AC Commencemen Excisable good Agents – Impor Books for Study	uty Drawbacks. IPMENT AND S oblems in shipmen 1 Export -Isolated CTS FOR EXPOINT It – Customs form s – Import Docum t of Different processor	SHIPPI nt & Ne Sales 7 RT/IM nalities entation ducts –	igni ING egot Frar PO – I n - C Imj	ment – Export by Post, H DOCUMENTS tiation of shipping Doc sactions. RT Export Documentation Clearance – 100 % Exp	uments – – Exponort orien – Import Total L	& Sea – Cla 100 % EC 100 % EC ted units – licenses. ecture Ho	iming DU & I ces – Custo	for E 15 Free t 15 Expo	rade
benefits – and D Unit: IV SH Complicated pr Zone – Deemed Unit: V AC Commencemen Excisable goods Agents – Impor Books for Study 1. Export/Im	uty Drawbacks. IPMENT AND S oblems in shipmen 1 Export -Isolated CTS FOR EXPOINT It – Customs form s – Import Docum t of Different processor	SHIPPI nt & Ne Sales 7 RT/IM nalities entation ducts – d Docur	igni ING egot Frar PO - I Imj - Inni ment	ment – Export by Post, I G DOCUMENTS tiation of shipping Doc asactions. RT Export Documentation Clearance – 100 % Exp port/Export incentives tation, Thomas E. Johnso	uments – – Exponort orien – Import Total L	& Sea – Cla 100 % EC 100 % EC ted units – licenses. ecture Ho	iming DU & I Ces – Custo urs	for E 15 Free t 15 Expo	rade

Books	for Books for References:						
	1. C. Rama Gopal, Export Import Procedures- Documentation and Logistics, New Age In	nternational.					
	2. P K Khurana, Export Management						
	3. Thomas E Johnson and Donna L, Export Import Management, Export and Import Pro-	ocedures and					
	Documentations.						
Web R	lesources:						
	1. https://www.tutorialspoint.com/adobe_indesign_cc/adobe_indesign_cc_export	_documen					
	<u>ts_as_pdfs.htm</u>						
	2. https://www.tutorialspoint.com/sap_hana/sap_hana_export_import.htm						
Course	e Outcomes	K Level					
After	studying this course, the students will be able to:						
CO1:	Understand the procedure for export and import international commercial terms and the concepts in custom clearance in international business.	Up to K2					
CO2:	Classify the concept of various incentives, benefits & risk involved in shipping process.	Up to K4					
CO3:	Evaluate the principle of international business and strategies adopted by firms to for exporting products globally.	Up to K4					
CO4:	Construct documents like quotation, export order and applications for import and export license required for completing export and import transactions.	Up to K3					
CO5:	Develop new strategies for getting success in Import business	Up to K4					

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	1	1	1
CO 2	3	2	2	1	1	1
CO 3	3	3	2	1	1	1
CO 4	3	2	2	1	1	1
CO 5	3	2	2	2	1	1

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name- Export And Import: Procedures And Documentation	Hrs	Pedagogy
I	Introduction: Exporting preliminary consideration – Generation of foreign enquiries, obtaining local quotation & offering to overseas buyers scrutinizing export order, opening L/C by buyers – Export controls and licenses – Patent, Trade Mark, Copy Right Registrations.	15	Lecture Method, & Video sessions
п	Sales : Export Sales – Selling and Purchasing - Consignment - Leases - Marine and Air Causality Insurances - Export Finance – Forex - Major currencies, Exchange rates, relations & impact.	15	Lecture Method,& Video lessons
ш	Packaging and Transportation : Export Packaging - Preparation of pre shipment documentation – Methods of Transportation – Country of origin marking – inspection of Export Consignment – Export by Post, Road, Air& Sea – Claiming for Export benefits – and Duty Drawbacks.	15	Lecture method& PPT
IV	Shipment and Shipping Documents: Complicated problems in shipment & Negotiation of shipping Documents – 100 % EOU & Free trade Zone – Deemed Export -Isolated Sales Transactions.		Lecture method& PPT
v	Acts for import and Export: Commencement – Customs formalities – Export Documentation – Export of Services – Export of Excisable goods – Import Documentation - Clearance – 100 % Export oriented units – Customs House Agents – Import of Different products – Import/Export incentives – Import licenses.	15	Lecture method

Course Designed by

Dr. D. Niranjani, Assistant Professor & Dr. P. Anbuoli, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)								
			Sectio	Section A		Section B		Section D	
Inte	Cos	K Level	MC	Qs	Short An	swers	Section C Either or	Open	
rnal			No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice	
CI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)	
AI	CO2	Up to k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)	
CI	CO3	Up to k4	2	k1&k2	2	K2	2(k3&k3)	1(k4)	
AII	CO4	Up to k3	2	k1&k2	1	K2	2(k3&k3)	1(k3)	
		No. of Questions to be asked	4		3		4	2	
Ques Patt	stion tern	No. of Questions to be answered	4		3		2	1	
CIA	I & II	Marks for each question	1		2		5	10	
		Total Marks for each section	4		6		10	10	

		Distr	ribution of M	arks with K	Level CIA I	& CIA I	I	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	4	-	-	6	12	60
	K2	2	2	10	10	24	48	00
CIA	K3	-	-	10	-	10	20	20
	K4	-	-	-	10	10	20	20
-	Marks	4	6	20	20	50	100	100
	K1	2	-	-	-	2	04	20
	K2	2	6	-	-	8	16	20
CIA	K3	-	-	20	10	30	60	60
II	K4	-	-	-	10	10	20	20
	Marks	4	6	20	20	50	100	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

	Summ	ative Examin	ation – Blue	Print Ar				th Course
			MO	0~		tcomes (
S.No	COs	K - Level	MO No. of Questions	K – Level	Short Ai No. of Question s	K – Level	Section C (Either / or Choice)	Section D (Open Choice)
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k1&k1)	1(k2)
2	CO2	Up to K4	2	k1&k2	1	k1	2(k2&k2)	1(k3)
3	CO3	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
4	CO4	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
5	CO5	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
No. of	No. of Questions to be Asked		10		5		10	5
No. of	No. of Questions to be answered		10		5		5	3
Mar	ks for ea	ch question	1		2		5	10
Total	Total Marks for each section		10		10		25	30
	(Figur	es in parenthe	sis denotes, q	uestions s	hould be ask	ed with the	he given K le	evel)

CO -5 is allotted for individual Assignment which carries five marks aspart of CIA component.

		Dis	stribution of	Marks with	n K Leve	1	
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	4	10	-	19	15.83	41.00
K2	5	6	10	10	31	25.83	
K3	-	-	30	20	50	41.64	42.00
K4	-	-	-	20	20	16.70	17.00
Marks	10	10	50	50	120	100	100
NB: H	igher level of	performance	of the studen	ts is to be ass	sessed by	attempting	g higher level

NB: Higher level of performance of the students is to be assessed by attempting higher l of K levels.

Answer Q.No	CO	K Level	(10x1=10 marks) Questions
1	C01	K1	2000000
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (Sho	rt Answers	
Answer	All Qu	estions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
		er/Or Typ	
Answer	-		(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	k1	
16) b	CO1	k1	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	k3	
19) b	CO4	k3 K3	
20) a 20) b	CO5 CO5	K3 K3	
of K lev		el ol periol	rmance of the students is to be assessed by attempting higherlevel
		n Choice)	
		hree questi	
Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K3	
23	CO3	K4	
\mathbf{O}	CO4	K3	
24 25	CO5	k4	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	FOREX MA	NAGEMENT				
Course Code	21UBAE64	L	Р	С		
Category	Elective			5	5	
NATURE COURSE:		EMPLOYBILITY	SKILL ORIENTED	ENTREP	RENU	JRSHI
	BJECTIVES	:				
1. To h	ave understand	ling on Forex Management	t.			
			cial Markets and Instrument	s.		
		dge on Foreign Exchange				
			e rates and its determination	ons. Perceive	e	
5. Fore	ignExchange I	Risk Hedging techniques				
INTRODU	CTION TO FO	OREX MANAGEMENT				
	Introduction	to Forex Management:	Nature and scope of for	ex managen	nent:	
		8	forex management, relati	0		
Unit: I			nagement, forex managen			15
	environment.			-		
INTERNAT	TIONAL FINA	ANCIAL MARKETS AN	D INSTRUMENTS			
	International	Financial Markets And	Instruments: An overview	v of internati	ional	
			ge opportunities, integrati			
Unit: II			et instruments – GDRs, DI			15
		bonds, euro equity, euro d		,		
FOREIGN	EXCHANGE	MARKET	-			
	Foreign Ex	change Market: Funct	tions, characteristics, org	panization.	and	
Unit: III	0	8	ge market, mechanics of m	-		15
0		at associated with internation	-	0 0		
FOREIGN	EXCHANGE	RATES AND ITS DET	ERMINATIONS			
	Foreign exch	ange rates and its deterr	ninations: exchange rate, s	pot, forward	1	
Unit: IV			and financing of internation			15
FOREIGN		RISK HEDGING TECH				
	Foreign Excl	nange Risk Hedging tech	niques: Swaps, Options, o	ffshore banl	ving	
Unit: V			oice, Letter of credit, Bi			15
		d financing techniques.	, , , , , ,		0	15
			Total	Lecture Ho	urs	75
			- Utar			75

Books for Study:

1.Foreign Exchange and Risk Management – C. Jeevanandham, Sultan Chand Sons, New

Delhi,2017

Books for References:

- 1. P. G. Apte ,International Financial Management McGraw Hill Education (India) Private Limited.
- 2. V. K. Bhalla, International Financial Management S.chand Publishing, 2017 Edition.
- 3. Chatterjee, Principles of Foreign Exchange- Himalaya Publishing House, Mumbai.

Web Resources:

- 1. https://jkshahclasses.com/images/FX-Theorydocx.pdf
- 2. https://egyankosh.ac.in/bitstream/123456789/12151/1/Unit-2.pdf

3. https://backup.pondiuni.edu.in/storage/dde/downloads/ibiv_forex.pdf

Cours	e Outcomes	K Level				
After studying this course, the students will be able to:						
CO1:	Interpret the fundamental concepts of Forex Management.	K2				
CO2:	Categorize various International Financial Markets And Instruments.	K4				
CO3:	Demonstrate Foreign Exchange Market functions and international payments.	K3				
CO4:	Explain Foreign exchange rates and its determinations.	K4				
CO5:	Ascertain Foreign Exchange Risk Hedging Techniques.	K4				

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	1	2	3
CO 2	3	2	1	1	2	3
CO 3	3	2	1	1	2	3
CO 4	3	2	1	1	2	3
CO 5	3	2	1	1	2	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

Unit	Course Name- Forex Manageemnt	Hrs	Pedagogy
I	Introduction to Forex Management: Nature and scope of forex management: Objectives, significance and scope of forex management, relationship between forex management and financial management, forex management and global environment.	15	Chalk and Talk
Ш	International Financial Markets And Instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, dual currency bonds, euro equity, euro deposits.	15	Chalk and Talk
ш	Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.	15	Chalk and Talk
IV	Foreign exchange rates and its determinations: exchange rate, spot, forward and cross exchange rates, Forex trading and financing of international trade.	15	Chalk and Talk
v	Foreign Exchange Risk Hedging techniques: Swaps, Options, offshorebanking, payment terms, i.e., Commercial Invoice, Letter of credit, Bill of exchange, documents and financing techniques.	15	Chalk and Talk

Course Designed by:

Dr. P.Anbuoli, Assistant Professor & Dr. D. Niranjani, Assistant Professor

	Articulation Mapping – K Levels with Course Outcomes (COs)									
Inter	Inter nal Cos			Sectio MC		Section Short Ans		Section C	Section D	
_			K Level	No. of.	K -	No. of.	K -	Either or Choice	Open Choice	
				Questions	Level	Questions	Level			
CIAI	CO1		Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)	
CIAI	CC)2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K3)	
	CC)3	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K2)	
CI AII	CI AII CO3		Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K3)	
		•	No. of lestions to be asked	4		3		4	2	
Quest Patte	rn	•	No. of estions to be inswered	4		3		2	1	
CIAI	Ma		rks for each question	1		2		5	10	
			d Marks for ch section	4		6		10	10	

		D	istribution of	f Marks with	K Level CI	A I & CI	AII	
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate
	Level	(Multiple	(Short	(Either /	(Open	Marks	(Marks	of %
		Choice	Answer	Or	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	2	2	-	10	14	28	60
	K2	2	4	10	-	16	32	
CIA	K3	-	-	10	10	20	40	40
Ι	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
	K1	2	2	-	-	4	8	60
CIA	K2	2	4	10	10	26	52	
II	K3	-	-	10	10	20	40	40
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component

	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)									
			MC	Qs	Short Answers		Section C	Section D		
S.No	COs	K - Level	No. of Questions	K – Level	No. of Question	K – Level	(Either / or Choice)	(Open Choice)		
1	CO 1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K1)		
2	CO 2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K2)		
3	CO 3	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(K3)		
4	CO 4	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K4)		
5	CO 5	Up to K4	2	K1&K2	1	K 1	2(K3&K3)	1(K4)		
No.	of Questi A	ons to be sked	10		5		10	5		
No.	of Questi ansv	ons to be wered	10		5		5	3		
Marks for each question		1		2		5	10			
Total Marks for each section		10		10		25	30			
	(Figu	res in parei	nthesis denot	es, questio	ns should be	e asked w	vith the given	K level)		

K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	6	10	10	31	26	50
K2	5	4	10	10	29	24	
K3	-	-	30	10	40	33	33
K4	-	_	-	20	20	17	17
Mark s	10	10	50	50	120	100	100

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

	-	ce Questions) (10x1=10 marks)
-		Questions
CO1	K1	
CO1	K2	
CO2	K1	
CO2	K2	
CO3	K1	
CO3	K2	
CO4	K1	
CO4	K2	
CO5	K1	
CO5	K2	
n B (Sho	ort Answer	rs)
r All Q	uestions	(5x2=10 marks)
CO	K Level	Questions
CO1	K1	
CO2	K1	
CO3	K2	
CO4	K2	
CO5	K1	
C (Eith	er/Or Typ	e)
· All Qu	estions	(5 x 5 = 25 marks)
CO	K Level	Questions
CO1	K1	
CO1	K1	
	el of perfo	rmance of the students is to be assessed by attempting higherlevel
els		
D (Ope	n Choice)	
CO	K Level	Questions
CO1	K1	
CO2	K2	
CO3	K3	
CO4	K4	
	CO CO1 CO1 CO2 CO3 CO3 CO3 CO4 CO5 CO5 CO5 CO5 CO5 CO1 CO2 CO3 CO4 CO5 CO5 CO1 CO2 CO3 CO4 CO5 CO1 CO2 CO3 CO4 CO5 CO1 CO2 CO3 CO1 CO2 CO3 CO3 CO3 CO4 CO5 CO4 CO5 CO4 CO5 CO5 CO4 CO5 CO5 CO5 CO5 CO5 CO5 <	CO1 K1 CO2 K1 CO2 K1 CO2 K2 CO3 K1 CO3 K2 CO4 K1 CO5 K1 CO5 K1 CO5 K1 CO5 K1 CO5 K1 CO5 K1 CO6 K Level CO1 K1 CO2 K1 CO3 K2 CO4 K2 CO5 K1 CO2 K1 CO3 K2 CO4 K2 CO5 K1 CO2 K1 CO3 K2 CO4 K2 CO5 K1 CO1 K1 CO2 K3 CO3 K2 CO4 K3 CO5 K3 CO4 K3 CO5 K3 CO5 K3 CO5 K3

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	me	ne INDUSTRIAL RELATIONS								
Course Co	de	21UBAE65	L P							
Category		Elective			-	5				
NATURE COURSE:		EMPLOYBILITY	SKILL ORIENTED	ENTREPRI	SHI	Р				
 COURSE OBJECTIVES:. 1. To expose Concepts and Importance of industrial Relations 2. To bring knowledge Trade Unionism its Duties and Liabilities 3. To aware about Payment of Wages Act and employees rights. 4. To develop the skills of Collective Bargaining and Negotiation Procedure 5. To equip the students understanding about different facts and the entire machinery of industrial relations disputes. 										
Unit: I			pts – Factors Affecting ational Commission for Lab			_	15			
		ation Policy.		Jour & mausu	141		15			
Unit: II	Con	ciliation – Arbitration –	947 : Introduction of the Inc Adjudication –Strikes or lo ces–Current trends of Layo	ckouts- Retrei			15			
Unit: III	Esso coll	ential conditions for the	Negotiation: Definition, success of collective barg ance of collective bargainin ds.	gaining, funct			15			
Unit: IV	Pay	ment – Time for Wage Pa	36 : Meaning, Definitions – ayment – Mode of Wage Pa vers – Rights of Employees.	1			15			
Unit: V	Trade Unionism: Recommendation of National commission on Labour 1969it: Vfor strengthening Trade Unions; Trade Union Act 1926: Definitions – Registration –Cancellation – Duties and Liabilities.						15			
			r	Fotal Lecture	Hour	S	75			
Books for 1. Mamoria House, Mu	a and	Gankar, "Dynamics of Ind	ustrial Relation", Himalaya	Publishing						

Reference Books:

- 1. Kapoor, N. D, Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, 2009
- 2. P.SubbaRao, "Industrial Relations", Himalaya Publishing House, Mumbai, 2013.
- 3. G.Gankar, "Industrial Relations", Himalaya Publishing House, Mumbai, 2012.
- 4. S.D.Punekar, S.B.Deodhar and SaraswathiSankaran, "Labour welfare, Trade Unionism and

Industrial Relation", Himalaya Publishing House, Mumbai, 2012.

Related Online Contents :

https://www.whatishumanresource.com/industrial-relations

https://en.wikipedia.org/wiki/Trade_union

https://www.whatishumanresource.com/the-payment-of-wages-act-1936

https://www.ilo.org/global/topics/collective-bargaining-labour-relations/lang--en/index.htm https://blog.ipleaders.in/industrial-disputes/

Course	Outcomes	K Level				
After studying this course, the students will be able to:						
CO1:	Apply the industrial relation of current scenario with the approaches of Industrial relation and outline factors influencing industrial relations.	Up to K2				
CO2:	Inspect the recommendations of National commission on labor 1969 for strengthening Trade union and to assess the duties and liabilities	Up to K3				
CO3:	Recognize provisions in wages act, provident fund act, maternity benefit and gratuity act	Up to K4				
CO4:	Discuss & Discover Collective Bargaining and Negotiation skills and its handling procedure.	Up to K4				
CO5:	Analyze the causes of industrial dispute and explore the machineries for settlement of dispute.	Up to K4				

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	2	1	2	2	3
CO 2	3	2	1	2	2	3
CO 3	2	2	2	3	3	3
CO 4	3	2	2	2	3	3
CO 5	3	2	2	2	3	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

Unit	Course Name- Industrail Relations	Hrs	Pedagogy
I	Industrial Relation: Concepts – Factors Affecting Industrial Relation - Importance – Approaches; National Commission for Labour& Industrial Relation Policy.	15	Chalk and talk,PPT Discussion Assignments
II	Trade Unionism : Recommendation of National commission on Labour 1969 for strengthening Trade Unions; Trade Union Act 1926: Definitions – Registration –Cancellation – Duties and Liabilities.	15	Chalk and talk,PPT Discussion Assignments
III	Payment of Wages Act 1936 : Important Definitions – Responsibilities for Payment – Time for Wage Payment – Mode of Wage Payment – Authorized Deduction – Rights of Employers – Rights of Employees.	15	Chalk and talk,PPT Assignment Exercises
IV	Collective Bargaining and Negotiation: Definition, Meaning, Nature, Essential conditions for the success of collective bargaining, functions of collective bargaining , importance of collective bargaining , collective bargaining process and methods.	15	Chalk and talk,PPT Assignment Exercises
V	Industrial Disputes Act 1947 : Conciliation – Arbitration – Adjudication – Strikes or lockouts – Lay off – Retrenchment closure – Unfair Labour Practices.	15	Chalk and talk PPT Discussion Role play

LESSON PLAN

Course Designed by:Dr.R.VENKATESA NARASIMMA PANDIAN, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE)FormativeExamination -BluePrint											
Int		Articulatio	Secti	onA	ithCourseOu Sectio	nB	COs) Section					
e rna l	Cos	KLevel	of Quest K- of Quest K-			CEither orChoic e	Section DOpenC hoice					
CI	CO1	Upto k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)				
AI	CO2	Upto k3	2	k1&k2	1	K2	2(k3&k3)	1(k3)				
CI	CO3	Upto k4	2	k1&k2	2	K3	2(k2&k2)	1(k2)				
AII	CO5	Upto k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)				
		No. of Questions be asked	4		3		4	2				
Ques atterr	tionP 1CIA	No. of questions to be answered	4		3		2	1				
I&	zII	Marksforeach question	1		2		5	10				
		TotalMarks foreach section	4		6		10	10				

		Di	stributionof N	Aarkswith K	LevelCIAI8	k CIAII		
	K	Section	Section	Section	Section	Total	%of(Consolidate
	Level	A(Multip	B(ShortAn	C(Either	D(Open	Marks	Marks	of%
		leChoice	swer	/Or	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	2	4	-		6	12	60
	K2	2	2	10	10	24	48	
CIA	K3	-	-	10	10	20	40	40
I	K4	-	-	-				
	Marks	4	6	20	20	50	100	100
	K1	2	-	-		2	4	52
CIA	K2	2	2	10	10	24	48	
II	K3	-	4	10		14	28	28
	K4	-	-	-	10	10	20	20
	Marks	4	6	20	20	50	100	100

K1-Remembering and recalling facts with specificans wers

K2-Basic Understanding off acts and stating main ideas with general answers

K3-Application oriented Exercises

 ${\bf K4}\mbox{-} {\bf Examining}$, analyzing, presentation and make inferences with evidences

CO4 will be allotted or individual Assignment which carries five marks as part of CIA Component

	Summative Examination – Blue Print Articulation Mapping – K Level with CourseOutcomes(COs)										
		K-Level	MOQs		ShortAnswers		Section	Section			
S.No	COs		No. ofQuestio ns	K– Level	No. ofQuesti on s	K– Level	C(Either /orChoic e)	D(OpenC hoice)			
1	CO1	Upto K2	2	k1&k2	1	k1	2(k1&k1)	1(k1)			
2	CO2	UptoK3	2	k1&k2	1	k1	2(k2&k2)	1(k3)			
3	CO3	UptoK4	2	k1&k2	1	k2	2(k4&k4)	1(k3)			
4	CO4	UptoK4	2	k1&k2	1	k2	2(k3&k3)	1(k2)			
5	CO5	Upto K4	2	k1&k2	1	k2	2(k2&k2)	1(k4)			
No	o. of Que beAsk		10		5		10	5			
No	of Quest. answe	tionstobe red	10		5		5	3			
Mar	ksforeac	hquestion	1		2		5	10			
TotalN	Aarksfor	eachs ection	10		10		25	30			
	(Figu	resinparenthe	esisdenotes,q	uestionss	houldbeaske	edwithth	e given Klev	el)			

	DistributionofMarkswithKLevel										
K Level	Section A(Multip leChoice Questions)	Section B(ShortAn swer Questions)	Section C(Either/ orChoice)	Section D(OpenCho ice)	Total Marks	%of(Marks without choice)	Consolidated %				
K1	5	4	10	10	29	24.16	58.32				
K2	5	6	20	10	41	34.16	38.52				
К3	-	-	10	20	30	25	25				
K4	-	-	10	10	20	16.68	16.68				
Marks	10	10	50	50	120	100	100				

NB: Higher level of performance of the students is to be assessed by attempting higher level of Klevels.

SUMMATIVE EXAMINATIONS – QUESTION PAPER – FORMAT

	Question		(10x1=10marks)
Q.No	CO	KLevel	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
SectionB(S			
AnswerAll			(5x2=10marks
Q.No	CO	KLevel	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
SectionC(E AnswerAll	ither/Or Duestion	Type) s	(5x5=25marks
Q.No	CO	KLevel	Questions
Q.No 16)a	CO CO1	KLevel k1	
Q.No 16)a 16)b	CO CO1 CO1	KLevel k1 k1	
Q.No 16)a 16)b 17)a	CO CO1 CO1 CO2	KLevel k1 k1 k2	
Q.No 16)a 16)b 17)a 17)b	CO CO1 CO1 CO2 CO2	KLevel k1 k2 k2	
Q.No 16)a 16)b 17)a 17)b 18)a	CO CO1 CO1 CO2 CO2 CO3	KLevel k1 k2 k2 k2 k4	
Q.No 16)a 16)b 17)a 17)b 18)a 18)a	CO CO1 CO1 CO2 CO3 CO3	KLevel k1 k2 k2 k4 k4 k4	
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a	CO CO1 CO2 CO2 CO3 CO3 CO4	KLevel k1 k2 k2 k4 k4 k3	
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a 19)b	CO CO1 CO2 CO2 CO3 CO4	KLevel k1 k2 k2 k4 k4 k3 k3	
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a 19)b 20)a	CO CO1 CO2 CO3 CO3 CO4 CO4	KLevel k1 k2 k2 k4 k4 k3 k3 k2	
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a 19)b 20)a 20)b	CO CO1 CO2 CO2 CO3 CO4 CO4 CO5	KLevel k1 k2 k2 k4 k4 k3 k3 k2 k2 k2	Questions
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a 19)b 20)a 20)b NB: Higher	CO CO1 CO2 CO2 CO3 CO4 CO4 CO5	KLevel k1 k2 k2 k4 k4 k3 k3 k2 k2 k2	Questions
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a 19)b 20)a 20)b NB: Higher K levels	CO CO1 CO2 CO3 CO3 CO4 CO4 CO5 CO5	KLevel k1 k2 k2 k4 k4 k3 k3 k2 k2 k2 performal	Questions
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a 19)b 20)a 20)b NB: Higher X levels Section D (CO CO1 CO2 CO2 CO3 CO3 CO4 CO5 CO5 CO5 CO5 CO5	KLevel k1 k2 k2 k4 k4 k3 k3 k2 k2 performan	Questions
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a 19)b 20)a 20)b NB: Higher K levels Section D (9) Answer An	CO CO1 CO2 CO2 CO3 CO4 CO4 CO5 CO5 level of OpenChe OpenChe	KLevel k1 k2 k2 k4 k4 k3 k3 k2 k2 performan oice) questions	Questions Questions (3x10=30marks
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a 19)b 20)a 20)b NB: Higher X levels Section D ((AnswerAn Q.No	CO CO1 CO2 CO2 CO3 CO3 CO4 CO5	KLevel k1 k2 k2 k4 k4 k3 k3 k2 k2 performan oice) questions KLevel	Questions
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a 19)b 20)a 20)b NB: Higher K levels Section D (AnswerAn Q.No 21	CO CO1 CO2 CO3 CO3 CO4 CO4 CO5 CO5 Voltation CO5 CO1	KLevel k1 k2 k2 k4 k4 k3 k3 k2 k2 performan oice) questions KLevel k1	Questions Questions (3x10=30marks)
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a 19)a 19)b 20)a 20)b NB: Higher K levels Section D (6 Answer An Q.No 21 22	CO CO1 CO2 CO2 CO3 CO4 CO4 CO5 CO5 Ievel of OpenCho Y CO1 CO1 CO2	KLevel k1 k1 k2 k4 k3 k2 k4 k3 k2 performan oice) questions KLevel k1 k3	Questions Questions (3x10=30marks)
Q.No 16)a 16)b 17)a 17)b 18)a 18)b 19)a 19)b 20)a 20)b NB: Higher X levels Section D (AnswerAn Q.No 21	CO CO1 CO2 CO3 CO3 CO4 CO4 CO5 CO5 Voltation CO5 CO1	KLevel k1 k2 k2 k4 k4 k3 k3 k2 k2 performan oice) questions KLevel k1	Questions Questions (3x10=30marks)



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Name	COUNSELLING SKILLS FOR MANAGERS									
Course Code	21UBAE66					L	Р	С		
Category	Elective					5	-	5		
Nature of course:	EMPLOYABILITY		SKILL ORIENTED		ENTREPRENI	EURS	HIP			
Course Objecti	ves:									
 To understand the concept of counseling, need, and approaches to counseling. To comprehend the goals of counseling and to learn the counseling process. To study the counseling skills and to understand the barriers in listening. To acquire the general principles, techniques of counseling and to know about dealing with problem subordinates To know about ethical violations in counseling and the making ethical decisions. 										
	RODUCTION TO CO			<u> </u>			15			
	olution - Need – Distinct		0		• • •					
11	Counseling: Psychoana	lytic	c Approach - Behavi	ouri	stic Approach	– Hui	manis	tic		
approach Unit: II GOA	ALS & THE PROCESS		F COUNSELINC:				15			
	ls of Counseling - Role			char	acteristics of ef	fectiv				
	ies in Counseling. Proce							s –		
	seling- Guidelines for Ef					U				
Unit: III COU	UNSELING SKILLS:						15			
Communication Counselor.	and Building Relations -Forms of VB. Listening HAVIOURAL CHANG	; Ba	rriers-Tips to enhance	List	ening, Essentia			of a		
Unit: IV BEH	IAVIOUKAL CHANG	ES	THROUGH COUNS	SEL.	ING:		15			
-	les of Counseling. Speci inates-Types of Problem					-	ng			
	HICS IN COUNSELIN						15			
Making Ethical Violations by Pr	decisions – Beneficence ofessionals	- N	Ion-malefience – Justi	ce –	Fidelity – Com	mon E	Ethica	1		
				То	tal Lecture Ho	urs	75 H	rs		

Books for Study:

 Counseling Skills for Managers, KAVITHA SINGH, PHI Learning Private Limited, Delhi – 110 092. Kindle Edition

Books for Books for References:

- 1. S Narayana Rao, Counselling and Guidance (2nd Edition). Tata McGraw Hill Publishing Company Limited, New Delhi,
- 2. Fundamentals of Guidance and Counselling, Dr.DalaganjanNaik, Adhyayan Publishers and Distributors, Delhi.
- 3. Guidance and Counselling (For Teachers, Parents and Students), Sister Mary Vishala, SND, S. Chand and Company Ltd., New Delhi.

Web Resources:

- 1. https://www.counselling-directory.org.uk/what-is-counselling.html
- 2. https://www.counseling.org/aca-community/learn-about-counseling/what-is-counseling
- 3. https://corehr.wordpress.com/counselling-skills/counseling-skills/
- 4. https://vargacom.com/what-we-do/chicago-communication-training/coaching-and-counseling-skills-for-manager-and-supervisors/

Cours	e Outcomes	K Level
After	studying this course, the students will be able to:	
CO1:	Explain the concept, evolution, need and approaches to Counseling.	Up to K2
CO2:	Summarize the 5 major goals of counseling and to indicate the role, characteristics, values of counselor and to identify the process and phases of counseling.	Up to K2
CO3:	Describe the verbal and non-verbal communication skills and to identify the listening barriers, tips to enhance listening.	Up to K4
CO4:	Show the general counseling principles, specific techniques to behavioural changes and to identify the problem subordinates, types and the ways to deal them.	Up to K3
CO5:	Explain ethical decisions in counseling and to appraise the common ethical violations by counselors.	Up to K 4

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	1	3	3	3
CO 2	3	2	2	3	3	2
CO 3	3	2	3	3	3	2
CO 4	2	3	3	3	2	3
CO 5	3	3	2	3	3	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

Unit	Course Name- Counseling Skills for managers	Hrs	Pedagogy
Ι	INTRODUCTION TO COUNSELING: Definition – Evolution – Need – Distinction between Counseling and Psychotherapy and Instruction. Approaches to Counseling: Psychoanalytic Approach – Behaviouristic Approach – Humanistic approach	15	Lecture Method, & Video sessions
п	GOALS & THE PROCESS OF COUNSELING: Five Major Goals of Counseling - Role of a Counselor –Personal characteristics of effective counselors-Values in Counseling. Process of Counseling – 5D Model of the Counseling Process – Phases of Counseling- Guidelines for Effective Counseling	15	Lecture Method,& Guest lectures by professionals
III	COUNSELING SKILLS: Communication and Building Relationship – Non-verbal Communication-Forms of NVC, Verbal Communication-Forms of VB. Listening Barriers-Tips to enhance Listening, Essential qualities of a Counselor	20	Lecture method & Group activities
IV	BEHAVIOURAL CHANGES THROUGH COUNSELING: General Principles of Counseling. Specific techniques to change client Behaviour. Identifying problem subordinates-Types of Problem subordinates-Dealing with problem subordinates.	15	Lecture method & Video sessions
V	ETHICS IN COUNSELING: Making Ethical decisions – Beneficence – Non-malefience – Justice – Fidelity – Common Ethical Violations by Professionals	10	Lecture method

Course Designed by:

Dr.R.Meenakshi Devi, Assistant Professor & Dr.R.Sofia, Assistant professor Department

of Business Administration

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)											
Inte		Cos	os K Level	Section A MCQs		Section B Short Answers		Section C Either or	Section D Open			
rnal			K Levei	No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice			
CI	C	CO1	Up to k2	2	k1&k2	2	K2	2(k2&k2)	1(k2)			
AI	C	CO2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)			
CI	C	CO3	Up to k4	2	k1&k2	1	K2	2(k4&k4)	1(k4)			
AII	C	CO4 Up to k3		2	k1&k2	2	K2	2(k3&k3)	1(k3)			
Ques	ti	No. of Questions to be asked		4		3		4	2			
on Patte		No. of Questions tobe answered		4		3		2	1			
Ι			arks for each question	1		2		5	10			
& I1	L	Total Marks for each section		4		6		10	10			

Distribution of Marks with K Level CIA I & CIA II									
	K Level	Section A (Mul tiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %	
	K1	2	-	-	-	2	4		
	K2	2	6	20	20	48	96		
CIA	K3	-	-	-	-	-	-		
I	K4	-	-	-	-	-	-		
1	Marks	4	6	20	20	50	100	100	
	K1	2	-	-	-	2	4	20	
CIA II	K2	2	6	-	-	8	16	20	
	K3	-	-	10	10	20	40	40	
	K4	-	-	10	10	20	40	40	
	Marks	4	6	20	20	50	100	100	

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIAcomponent.

Section	A (Mu	ltiple Cho	ice Questions)
		uestions	(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section	B (Sho	rt Answers	5)
		Questions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section	C (Eit	her/Or Ty	pe)
		uestions	(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	k3	
19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	
NB: Hi	gher le	vel of perf	ormance of the students is to be assessed by attempting higher level
of K le		-	v k 0 0
Section	D (Op	en Choice)
Answe	r Any Ī	Three quest	
Q.No	CO	K Level	Questions
21	CO1	k2	
22	CO2	k2	
23	CO3	k3	
24	CO4	k4	
25	CO5	k4	

Summative Examinations - Question Paper – Format



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	me	NUMERICAL APTITUDE AND REASONING ABILITY								
Course Code		21UBAS61 L						Р	С	
Category Skill						2	-	2		
Nature of course:EMPLOYABILITYSKILL ORIENTEDENTREPRENURSH						IP				
Course Ob	ojecti	ves:								
1. To Enha	ance t	he Aptitude Round Clea	aring	ability in interview process	5					
				orming job functions easily						
	•	he concepts of Logical		C C						
-		dequate competency in provided as a Non Ver		•						
5. To Obt	аш к	nowledge on Non Ver	Dal	Reasoning						
Unit: I	NU	MERICAL SKILLS						06	5	
				Iultiplications. LCM and	HC	CF, Decimal Fra	action	s, Sq	uare	
Roots and	Cube	Roots, Average, Pero	centa	ages, Problems on Ages.						
Unit: II	BU	SINESS SKILLS						06	•	
Probability	– Pr	ofit and Loss – Simpl	le ar	nd Compound Interest - 7	Гim	e, Speed and D	istanc	e – T	ïme	
		a– Volume and Surfa		•						
Unit: III	Unit: III DATA INTERPRETATION SKILLS 06							5		
Data Interpretation – Tables – Column Graphs – Bar Graphs – Line Charts – Pie Chart – Venn									/enn	
Diagrams										
Unit: IV LOGICAL REASONING SKILLS - VERBAL						06)			
Number Se	eries	- Letter Series - Bl	ood	Relations – Verification	n o	f the truth state	ement	– V	erbal	
Classification – Coding and Decoding – Logical Sequence of words-Direction Sense Test – Logical										
Problems –Syllogism										
Unit: V	LO	GICAL REASONIN	IG S	SKILLS – NON VERBA	L			06	5	
Image Series – Construction of Shapes – Picture Analogies – Rule Detection.										
								••		
					То	tal Lecture Ho	urs	30 H	rs.	

Books for Study:								
1. Study Material Provided by the Department								
Books f	Books for Books for References:							
1	1. R. S. Aggarwal, Quantitative Aptitude (Fully solved), Reprint 2016, S. Chand.							
2	2. R.V.Praveen, Quantitative Aptitude and Reasoning, 2nd Revised Edition 2013, Prentice-Hall							
	ofIndia Pvt.Ltd.							
3. G. K. Ranganath, C. S. Sampangiram and Y. Rajaram, A Books for Study: of business								
	Mathematics, 2008, Himalaya Publishing House.							
Web Resources:								
1	. <u>https://www.tutorialspoint.com/quantitative_aptitude/index.htm</u>							
2	2. <u>https://www.javatpoint.com/aptitude/quantitative</u>							
Course Outcomes								
A	After studying this course, the students will be able to:							
CO1:	Demonstrate procedural fluency with real number arithmetic operations and use those operations to represent real-world scenarios and to solve stated problems.	Up to K2						
CO2:	Able to solve business related problems.	Up to K2						
CO3:	Demonstrate a basic understanding of displays of univariate data such as bar graphs, histograms, dot plots, and circle graphs, including appropriate labeling.	Up to K2						
	Draw conclusions or make decisions in quantitatively based situations that are							
CO4:	dependent upon multiple factors. Students will analyze how different situations	Up to K2						
	would affect the decisions.							
CO5:	Compete in various competitive exams like CAT, TNPSC, UPSC, etc.	Up to K2						

CO & PO Mappings:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	1	1	3
CO2	3	3	1	1	1	3
CO3	3	3	2	1	1	3
CO4	3	3	1	1	1	3
CO5	3	3	1	1	1	3

*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

Course Designed by

Dr.D.Niranjani, Assistant Professor & Dr.P.Anbuoli, Assistant Professor