

Business Administration

Syllabus

Program Code: UBA

2021-2022 onwards

IIIrd Year Syllabus (23-24)



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)

The components for continuous internal assessment are:

Part –A

Four multiple choice questions (answer all) 4 x 01= 04 Marks

Part –B

Three short answers questions (answer all) 3 x 02= 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

Ten multiple choice questions 10 x 01 = 10 Marks

No Unit shall be omitted: not more than two questions from each unit.)

Part –B

Short answer questions (one question from each unit) 5 x 02 = 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 x 1=45 Marks) and converted for 15 marks

Two tests and their average	--	15 marks
Project	--	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 Marks

Summative 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.

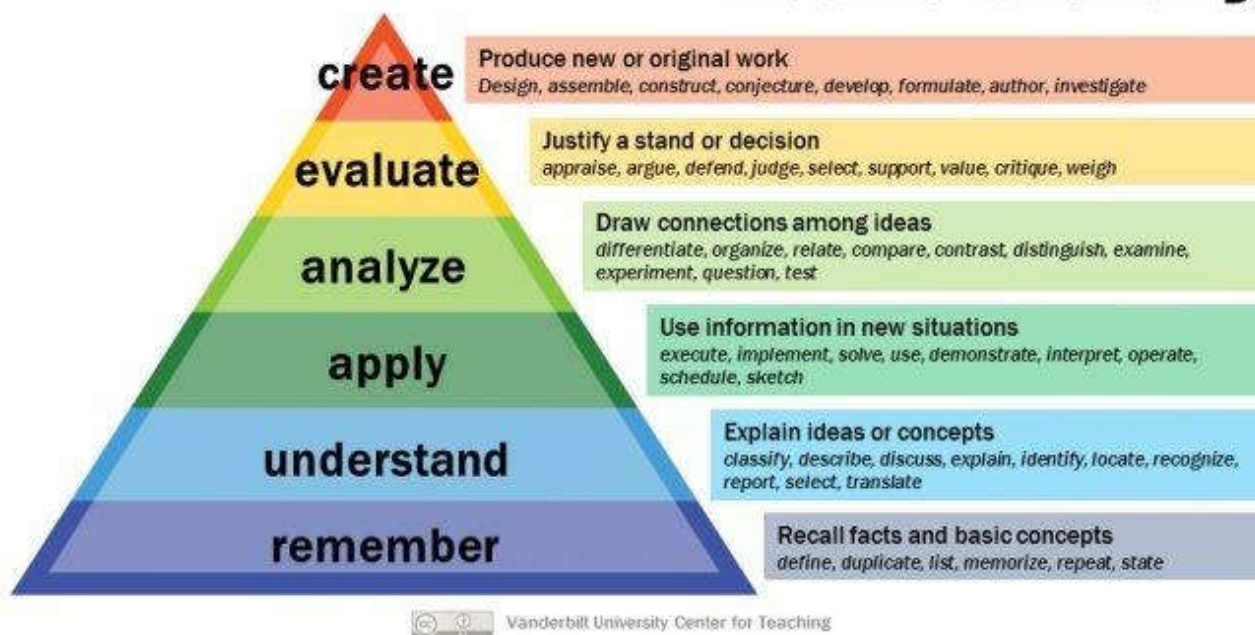
The 12 Graduate Attributes*:

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 Domain Knowledge.
2	Problem Analysis	Critical Thinking, Business 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

Bloom's Taxonomy



PROGRAM 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.

PROGRAM SPECIFIC OUTCOME (PSOs)	
PSO1:	<u>Business environment and Domain Knowledge</u> 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:	<u>Critical Thinking, Business Analysis and Problem Solving</u> 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:	<u>Effective Communication</u> 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:	<u>Entrepreneurship, Team work and Innovation</u> 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:	<u>Ethics</u> 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:	<u>Life-long learning</u> 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.

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

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

SEMESTER-I

Sub Code	Title of the Paper	No. of Hours	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 II

Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
Part – I	Tamil / Alternative Course					
21UBAG21	நுகர்வோர்பாதுகாப்பு இயக்கங்களமற்றும்சட்டங்கள்	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

SEMESTER IV

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

SEMESTER V

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 VI

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

Lists of Elective Courses		
V SEM	21UBAE51	Retail Management
V SEM	21UBAE52	Logistics and Supply Chain Management
V SEM	21UBAE53	Security Analysis and Portfolio Management
V SEM	21UBAE54	Micro Finance and Insurance
V SEM	21UBAE55	Human Resource Management-A Global Perspective
V SEM	21UBAE56	Organisational change and Development
VI SEM	21UBAE61	Services Marketing
VI SEM	21UBAE62	Advertising and Sales Management
VI SEM	21UBAE63	Export and Import :Procedures and Documentation
VI SEM	21UBAE64	Forex Management
VI SEM	21UBAE65	Industrial Relations
VI SEM	21UBAE66	Counseling SkillsforManagers



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

Course Name	OPERATIONS MANAGEMENT							
Course Code	21UBAC51					L	P	C
Category	Core					6	-	4
Nature of Course:	EMPLOYABILITY		SKILLORIENTED		ENTREPRENURSHIP			
Course Objectives:								
1. To learn the meaning, scope, functions and problems in operations management. 2. To Identify different types of production systems, suitable plant locations and design a plant layout. 3. To develop procedure for Maintenance and work study. 4. To know the functions of purchase department and inventory control techniques 5. To control the quality and know the disposal ways for waste.								
Unit: I	INTRODUCTION							20
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.								
Unit:II	PLANT LOCATION AND PLANT LAYOUT							20
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								
Unit:III	PRODUCTION PLANNING AND CONTROL , MAINTENANCE							20
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.								
Unit:IV	PURCHASING AND INVENTORY CONTROL							15
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.								
Unit:V	QUALITY CONTROL & WASTE MANAGEMENT							15
Quality Control: Definition — Steps in Ensuring Quality – Quality Control Techniques: Just –in-Time (JIT), Quality at the source, Inspection, Statistical Quality Control, Two-Bin Technique. Waste Management: Meaning, Types, Sources, Managing Waste, Scope and Supply Disposal, 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.Saravanel & 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

Course Outcomes

KLevel

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:	Able to find out the plant location and examine the plant layout.	Upto K3
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
III	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 Outcome Based Education & Assessment (LOBE) Formative Examination –Blue Print
Articulation Mapping–K Levels with Course Outcomes(COs)**

Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K- Level	No. of. Questions	K- Level		
CIAI	CO1	Upto k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)
	CO2	Upto k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
CIAII	CO3	Upto k3	2	k1&k2	2	K2	2(k3&k3)	1(k2)
	CO4	Upto k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)
Question Pattern CIAI&II		No. of Questions to be Asked	4		3		4	2
		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

Distribution of Marks 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%
CIA I	K1	2	4	-	-	6	12	100
	K2	2	2	20	20	44	88	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	-	-	-	2	04	40
	K2	2	6	-	10	18	36	
	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K-Level	MOQs		Short Answers		Section C(Either /or Choice)	Section D(Open Choice)
			No. of Questions	K– Level	No. of Questions	K– Level		
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 Questions to be Asked			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
(Figures in parenthesis denotes, questions should be asked 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	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:Higher level of performance of the students is to be assessed by attempting higher level Of K levels.							

Summative Examinations-Question Paper –Format

Section A(Multiple Choice Questions)

Answer All 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 (Multiple Choice Questions)

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(Either/Or Type)

Answer All Questions

(5x5=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	K3	
20)b	CO5	K3	

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

Section D(Open Choice)

Answer Any Three Questions

(3*10=30 Marks)

Q.No	CO	KLevel	Questions
21	CO1	K2	
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 Name	FINANCIAL MANAGEMENT				
Course Code	21UBAC52		L	P	C
Category	Core		6	-	4
NATURE OF COURSE:		EMPLOYBILITY	SKILLORIENTED	ENTREPRENURSHIP	
COURSEOBJECTIVES:					
1. Provide an in-depth view of the process in financial management of the firm.					
2. Develop knowledge on the allocation, management and funding of financial resources.					
3. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.					
4. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision.					
5. Estimate the Dividend policy.					
Unit: I	FINANCIALMANAGEMENT: Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions. (Theory Only)				10
Unit: II	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
Unit: III	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
Unit: 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
Unit: V	DIVIDEND DECISION–Meaning–Definition-Factors affecting dividend decision–alternative forms of dividends.(Theory Only)				10
	Total Lecture Hours				90
40% of the questions must be theory,60% of the questions must be problems					
Books for Study:					
1. Study Material will 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.lsb.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

CO3:	Equip with the knowledge of Capital Budgeting Process and preparation of Various investment evaluations.	Upto K3
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.
II	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
III	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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K- Level	No. of. Questions	K- Level		
CIAI	CO1	UptoK2	2	K1&K2	2	K2	2(K2&K2)	1(K1)
	CO2	UptoK4	2	K1&K2	1	K1	2(K3&K3)	1(K3)
CIAII	CO3	UptoK3	2	K1&K2	1	K1	2(K2&K2)	1(K2)
	CO4	UptoK4	2	K1&K2	2	K2	2(K3&K3)	1(K3)
Question Pattern CIA I & CIA II	No. of Questions to be asked		4		3		4	2
	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

Distribution of Marks 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 %
CIA I	K1	2	2	-	10	14	28	60
	K2	2	4	10	-	16	32	
	K3	-	-	10	10	20	40	40
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	2	-	-	4	8	60
	K2	2	4	10	10	26	52	
	K3	-	-	10	10	20	40	40
	K4	-	-	-	-	-	-	-
	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

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)								
S.No	COs	K-Level	MCQs		Short Answers		Section C (Either /or Choice)	Section D (Open Choice)
			No. of Questions	K– Level	No. of Question	K– Level		
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 Questions to be asked			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
(Figures in parenthesis denotes, questions should be asked 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	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.							

Summative Examinations –Question Paper –Format

Section A(Multiple Choice Questions)			
Answer All 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 (Short Answers)			
Answer All Questions			(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(Either/ Or Type)			
Answer All Questions			(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	
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels			
Section D (Open Choice)			
Answer Any Three questions			(3x10=30marks)
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 Name	TOTAL QULAITY MANAGEMENT					
Course Code	21UBAC53			L	P	C
Category	Core			6	-	4
NATURE OF COURSE:		EMPLOYBILITY	SKILLORIENTED	ENTREPRENURSHIP		
COURSEOBJECTIVES:						
1. To understand the various principles, practices of TQM to achieve quality.						
2. To Study the various Principles and approaches for Quality control.						
3. To know the application oriented quality development programs.						
4. To get knowledge on the TQM tools for continuous process improvement.						
5. To learn the importance of ISO and Quality systems						
Unit: I	INTRODUCTION					16
	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.					
Unit: II	TQM PRINCIPLES					20
	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.					
Unit: III	TQM TOOLS & TECHNIQUES I					18
	The seven traditional tools of quality – New management tools – Types – Performance measures Six-sigma: Concepts, methodology, applications to manufacturing, service sector.					
Unit: IV	TQM TOOLS & TECHNIQUES II					18
	Quality circles – Bench marking – Reason to bench mark, Bench marking process, - FMEA – Stages, 5’S’ Concept, Kaizen , POKA YOKE.					
Unit: V	QUALITY SYSTEMS					18
	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.					
	Total Lecture Hours					90
Books for Study:: 1.Dale H.Besterfiled, et at., “Total Quality Management”, Pearson Education Asia, Third Edition, Indian Reprint (2006).						

Books for References:

1. James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 6th Edition, South-Western (Thomson Learning), 2005.
2. Oakland, J.S. “TQM – Text with Cases”, Butterworth – Heinemann Ltd., Oxford, 3rd Edition, 2003.
3. Suganthi, L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd., 2006.
4. Janakiraman, B and Gopal, R.K, “Total Quality Management – Text and Cases”, Prentice Hall (India) Pvt. Ltd., 2006.
5. S. Bhaskar “Total Quality Management”, Anuradha Publications.

Web Resources:

1. www.Total-Quality-Management-Dale-Besterfield/dp/817758412X
2. <https://www.peoplegoal.com/blog/quality-management-techniques-to-drive-team-performance>
3. <https://www.yourarticlelibrary.com/organization/iso-standards-and-total-quality-management-tqm-systems/45166>

Course Outcomes		K Level
After studying 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**

LESSON PLAN

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
III	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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K – Level	No. of. Questions	K - Level		
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
Question Pattern CIA I & II		No. of Questions to be asked	4		3		4	2
		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

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 %
CIA I	K2	2	2	-	-	4	6.67	
	K3	2	4	10	20	36	60	67
	K4	-	-	10	10	20	33.33	33
	K2	-	-	-	-			
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	2			4	6.67	
	K2	2	4	10	10	26	43.33	50
	K3			10	10	20	33.33	
	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.

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

S.No	COs	K - Level	MOQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
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 Questions to be Asked			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
(Figures in parenthesis denotes, questions should be asked 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 %
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

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

Section A (Multiple Choice Questions)

Answer All 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 (Short Answers)

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 (Either/Or Type)

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	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 performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

Answer Any Three questions

(3x10=30 marks)

Q.No	CO	K Level	Questions
21	CO1	k1	
22	CO2	k3	
23	CO3	k3	
24	CO4	k2	
25	CO5	k4	



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

Course Name	RETAIL MANAGEMENT										
Course Code	21UBAE51								L	P	C
Category	Core								5	-	5
Nature of course:	EMPLOYABILITY			SKILL ORIENTED				ENTREPRENEURSHIP			
Course Objectives:											
1. To know the concept of Retailing, its evolution theories, and to know about the retail formats and store formats.											
2. To learn the concept of categories of retail formats and to understand the ideas of service retailing and E-tailing..											
3. 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 communication mix.											
5. To familiarize with the concept of Consumer behaviour in retail industry and to learn ethical issues in Retailing.											
Unit: I	Introduction To Retailing:										15
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.											
Unit: II	Retail Organisation And Formats:										15
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.											
Unit: III	Merchandise Management:										15
Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance.											
Unit: IV	Retail Store Design:										15
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.											
Unit: V	: Consumer Behaviour And Ethical Issues:										15
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).											
	Total Lecture Hours										75 Hrs

Books for Study:

Study 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. Weitz Pvt Ltd. Delhi
4. Retail Management, Petes Fleming, Jaico Publication.

Web Resources:

1. <https://businessjargons.com/retailing.html>
2. <https://www.retaildoc.com/retail-101/retail-merchandising>
3. <https://www.marketing91.com/formats-of-retailing/>
4. <https://egyankosh.ac.in/bitstream/123456789/15038/1/Unit-1.pdf>

Course 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

LESSON PLAN

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
II	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
III	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

Course Designed by:

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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CIA I	CO1	Up to k2	2	k1&k2	2	K2	2(k2&k2)	1(k2)
	CO2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
CIA II	CO4	Up to k4	2	k1&k2	1	K2	2(k4&k4)	1(k4)
	CO5	Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	2
	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

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 %
CIA I	K1	2		-	-	6	8	9
	K2	2	6	20	20	34	82	0
	K3	-	-	-	-	-		
	K4	-	-	-	-	10	-	10
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	-	-	-	2	4	20
	K2	2	6	-	-	8	16	
	K3	-	-	-	-	-	-	-
	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.

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

S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
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
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30

(Figures in parenthesis denotes, questions should be asked 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	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: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All 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 (Short Answers)			
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 (Either/Or Type)			
Answer All Questions			(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: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)			
Answer Any Three questions			(3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	k2	
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 Name	LOGISTICS AND SUPPLY CHAIN MANAGEMENT				
Course Code	21UBAE52		L	P	C
Category	Core		5	-	5
NATURE OF COURSE:		EMPLOYABILITY	SKILL ORIENTED	ENTREPRENURSHIP	
COURSE OBJECTIVES:					
1. To understand the basic concepts and role of logistics in business.					
2. To develop the knowledge and skills in the development and operation of transportation & packaging in logistics.					
3. To make utilize the current trends in logistics.					
4. To understand fundamental supply chain concepts					
5. To categorize the emerging technology in supply chain management.					
Unit: I	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
Unit: II	Transportation-meaning-importance-modes of transportation-packaging-meaning-types-functions-packaging cost-difference between consumer and industrial packaging				15
Unit: 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
Unit: IV	Supply Chain Management-principles-Importance-drivers- Supply chain relationship				15
Unit: V	Impact of forecasting on SCM-Bullwhip effect-Integrated IT solutions for SCM-Benefits of IT integration-Emerging technology in SCM-Benchmarking				15
	Total Lecture Hours				75
Books for Study:: saikumari v,S.Purushothaman, Logistics and Supply Chain Management,Sulthan Chand & Sons.					
Books for References:					
Dr.L.Natarajan, Logistics and Supply Chain Management,Margham Publications					
Web Resources:					
1. https://onlinecourses.swayam2.ac.in/cec20_ge02/preview					
2. https://www.managementstudyguide.com/advertising-ethics.htm					
3. https://www.managementstudyguide.com/classification-of-advertising.htm					
Course Outcomes					K Level
After studying this course, the students will be able to:					
CO1:	Understand the fundamentals of logistics.				K2
CO2:	Build the knowledge in the operations of transportation and packaging.				K3
CO3:	To construct the increasing significance of logistics and its impact in business				K3
CO4:	To infer the importance of supply chain management to achieve success in				K4

	business.	
CO5:	Supply chain strategies can create value generations utilize IT applications.	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
I	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
II	Transportation-meaning-importance-modes of transportation-packaging-meaning-types-functions-packaging cost-difference between consumer and industrial packaging	15	Lecture Method & Assignments
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 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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
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)
Question Pattern CIA I & II		No. of Questions to be asked	4		3		4	2
		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

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 %
CI A I	K1	2	2	20		24	48	100
	K2	2	4		20	26	52	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CI A II	K1							100
	K2	4	6	20	10	40	80	
	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.

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All Questions			(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 (Short Answers)			
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 (Either/Or Type)			
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 level of performance of the students is to be assessed by attempting higher level of K levels			
Section D (Open Choice)			
Answer Any Three questions			(3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K3	
23	CO3	K3	
24	CO4	K2	
25	CO5	K3	



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

Course Name	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT										
Course Code	21UBAE53								L	P	C
Category	Elective								5	-	5
Nature of Course:		EMPLOYABILITY			SKILLORIENTED			ENTREPRENURSHIP			
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. 5. 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									15	
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.											
	Total Lecture Hours									75Hrs	

Books for Study:

1. Punithavathy Pandian, Security analysis and Portfolio Management, Vikas Publishing House Private Ltd, New Delhi, 2018,

Books for Books for References:

1. Bhalla V K, Investment Management: Security Analysis And Portfolio Management, S Chand, New Delhi, 2009
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 Management, 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%20Return-BMS.pdf>
3. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7002.pdf

Course Outcomes**K Level**

After 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
CO3:	Equip with the knowledge of Security Valuation.	Up to K3
CO4:	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
II	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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CI	CO1	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)
AI	CO2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K3)
CI	CO3	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K2)
AII	CO4	Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K3)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	2
	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

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 %
CIA I	K1	2	2	-	10	14	28	60
	K2	2	4	10	-	16	32	
	K3	-	-	10	10	20	40	40
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	2	-	-	4	8	60
	K2	2	4	10	10	26	52	
	K3	-	-	10	10	20	40	40
	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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 Questions to be Asked			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
(Figures in parenthesis denotes, questions should be asked 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	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.							

Summative Examinations - Question Paper – Format**Section A (Multiple Choice Questions)****Answer All 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 (Short Answers)**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	K1	

Section C (Either/Or Type)**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	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: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)**Answer Any Three questions****(3x10=30 marks)**

Q.No	CO	K Level	Questions
21	CO1	K1	
22	CO2	K2	

2024

23	CO3	K3	
24	CO4	K4	
25	CO5	K4	



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

Course Name	MICRO FINANCE AND INSURANCE					
Course Code	21UBAE54			L	P	C
Category	Elective			5	-	5
NATURE OF COURSE:		EMPLOYBILITY	SKILL ORIENTED	ENTREPRENURSHIP		
COURSE OBJECTIVES:						
1. To know the basics of microfinance						
2. Develop knowledge about the models of microfinance.						
3. To understand the concept of insurance and its principles.						
4. Enhancing student’s ability in rate making and claim management.						
5. To enrich the knowledge in group insurance and its risk.						
MICRO 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.					15
MODELS OF MICRO FINANCE						
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.					15
INTRODUCTION TO INSURANCE						
Unit: III	Introduction to Insurance – Principles of Insurance – Insurance contract and Provisions -Insurance in India & Legal Framework-Primary Insurance Laws – IRDA and its functions.					15
RATE MAKING AND CLAIM MANAGEMENT						
Unit: IV	Rate making and claim management - Underwriting – Rating and Rate Making - Marketing of Insurance Products – Claim Management – Insurance Intermediaries – Risk Management - Reinsurance					15
FUNDAMENTALS OF LIFE INSURANCE						

2024

Unit: V	Fundamentals of Life Insurance - Life Insurance Contracts and Policy Provisions –Types – Claim Management of Life Insurance – Group Insurance- Introduction to general insurance.	15
	Total Lecture Hours	75

Books for Study: 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 October 2003

Web Resources:

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 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	K2
CO2:	Examine various lending models of microfinance	K4
CO3:	Analyze the operational aspects of microfinance and insurance companies	K3
CO4:	Explain the linkage between SHG and microfinance	K4
CO5:	Identify the players in the insurance sector	K3

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 discussion
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	Lecturing/ assignment
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 discussion
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 lecturing

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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CI	CO1	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)
AI	CO2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K3)
CI	CO3	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K2)
AII	CO4	Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K3)
Question Pattern CIA I & II		No. of Questions to be asked	4		3		4	2
		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

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 %
CIA I	K1	2	2	-	10	14	28	60
	K2	2	4	10	-	16	32	
	K3	-	-	10	10	20	40	40
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	2	-	-	4	8	60
	K2	2	4	10	10	26	52	
	K3	-	-	10	10	20	40	40
	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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 Questions to be Asked			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
(Figures in parenthesis denotes, questions should be asked 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	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.							

Summative Examinations - Question Paper – Format**Section A (Multiple Choice Questions)****Answer All 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 (Short Answers)**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	K1	

Section C (Either/Or Type)**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	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: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)**Answer Any Three questions****(3x10=30 marks)**

Q.No	CO	K Level	Questions
21	CO1	K1	
22	CO2	K2	
23	CO3	K3	

2024

24	CO4	K	
25	CO5	K4	

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

Course Name	HUMAN RESOURCE MANAGEMENT- A GLOBAL PERSPECTIVE							
Course Code	21UBAE55					L	P	C
Category	Elective					5	-	5
Nature of course:	EMPLOYABILITY			SKILL ORIENTED			ENTREPRENEURSHIP	
Course Objectives:								
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 students about the implications of the Women in International Management. 5. To explore into IHRM challenges and trends.								
Unit: I	International HRM:						15	
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								
Unit: II	: Global recruitment selection						15	
Global HRM – Competitive HR strategies of MNCs – Global HRP – Global staffing – Global training and development –Global performance management – Global compensation management.								
Unit: III	Role of technology in global HRM:						15	
Technological advancements and Global HRM – Impacts of demographic changes and migration – Offshore sourcing – Managing international assignments including career planning.								
Unit:IV	Women in international Management:						15	
Flexibility and Work Life Balance – Diversity management of International Organizations–Women in International Management – implications of international working on work life balance.								
Unit: V	Global trends in HRM:						15	
Cultural convergence and divergence in Global HRM – Hofstede’s cultural dimensions – Grievance handling in Global HRM - Global employee relations -Global HRM challenges and trends.							75 Hrs	
Books for Study:								
Chris Brewster, Paul Sparrow, and Guy Vernon (2008). International Human Resource Management, Hyderabad: Universities Press								
Books for Books for References:								

1. Charles M. Vance and Yongsun Paik (2009), Managing a Global Workforce, PHI, New Delhi.
2. Biswajeet Pattanayak (2004), Human Resource Management, PHI, New Delhi.
3. Amitabh DeoKodwani and Senthil Kumar, S. (2006), Global Human Resource Management, ICFAI University Press
4. Hugh Scullion and David G. Collings (2011), Global Talent Management, Routledge
5. Peter J. Dowling, Marion Festing, and Sr. Allen D. Engle (2008), International

Web Resources:

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

Course 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 Human Resource Management	Up to K 2
CO2:	Enable the incumbents to understand comprehensively the Concepts of global human resource strategies and practices.	Up to K2
CO3:	Discover the role of technology in human resource practices to explore and establish relationships in the areas of human resource decisions.	Up to K3
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 business expansion and developments.	Up to K 4

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
II	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 international assignments 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 international working 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 employee relations - Global HRM challenges and trends.	15	Lecture method Student seminar/HR MEET

Course Designed by: 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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CIAI	CO1	Up to k2	2	k1&k2	2	K2	2(k2&k2)	1(k2)
	CO2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
CIAII	CO4	Up to k4	2	k1&k2	1	K2	2(k4&k4)	1(k4)
	CO5	Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	2
	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
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 %
CIA I	K1	2		-	-	2	4	80
	K2	2	6	20	20	48	96	
	K3	-	-	-	-	-		
	K4	-	-	-	-			
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	-	-	-	2	4	20
	K2	2	6	-	-	8	16	
	K3	-	-	-	-	-	-	-
	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

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)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
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
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30
(Figures in parenthesis denotes, questions should be asked 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	7.5	58.5
K2	5	6	30	20	61	51	
K3	-	-	10	10	20	16.5	16.5
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.

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions) Answer All 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 (Multiple Choice Questions) 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 (Multiple Choice Questions) Answer All Questions (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	

2024

19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	

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

Section D (Multiple Choice Questions)

Answer All Questions

(3x10=30 marks)

Q.No	CO	K Level	Questions
21	CO1	k2	
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 Name	ORGANISATIONAL CHANGE AND DEVELOPMENT			
Course Code	21UBAE56	L	P	C
Category	Elective	5	-	5
NATURE OF COURSE:		EMPLOYABILITY	SKILL ORIENTED	ENTREPRENURSHIP
COURSE OBJECTIVES: 1. To Gain knowledge about organisational change. 2. To comprehend the main derives and approaches of the change. 3. To Practice the usage of tools and techniques required for organisational Development. 4. To analyse the implementation of OD intervention in organization. 5. To Understand the mechanics of change management and the importance of covering all the necessary bases.				
ORGANISATIONAL CHANGE				
Unit: 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
ORGANISATIONAL CHANGE AND ITS IMPACT				
Unit: 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
ORGANISATIONAL DEVELOPMENT				
Unit: III	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
OD INTERVENTION				
Unit: 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
ORGANISATIONAL TRANSFORMATION				
Unit: V	Organisational transformation- Meaning-process-organisational culture transformation-analysing the approach to cultural change-Initiation of cultural change.			15
	Total Lecture Hours			75
Books for Study:: Organisational change and Development by kavitha singh, Excel books, 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_AND_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 Outcomes		K Level
After studying 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	K3
CO3:	To utilise the stages of the organisational development process.	K3
CO4:	To categorize the working knowledge of all aspects of the OD intervention Process	K4
CO5:	To utilise insights on organisation transformation.	K3

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

LESSON PLAN

Unit	Course Name- Retail Management	Hrs	Pedagogy
I	Organisational change-Introduction-importance-forces of change-Internal & External 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
III	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

Course Designed 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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
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)
Question Pattern CIA I & II		No. of Questions to be asked	4		3		4	2
		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

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 %
CIA I	K1	2	2	20		24	48	100
	K2	2	4		20	26	52	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1							100
	K2	4	6	20	10	40	80	
	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

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

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All Questions			(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 (Short Answers)			
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 (Either/Or Type)			
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 level of performance of the students is to be assessed by attempting higher level of K levels			
Section D (Open Choice)			
Answer Any Three questions			(3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K3	
23	CO3	K3	
24	CO4	K2	
25	CO5	K3	



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

Course Name	GROUP DISCUSSION AND INTERVIEW SKILLS							
Course Code	21UBAS51					L	P	C
Category	Skill					2	-	2
Nature of course:	EMPLOYABILITY		SKILL ORIENTED		ENTREPRENURSHIP			
Course Objectives:								
1. To understand the concept of group discussion. 2. To know the winning tactics and etiquettes of GD. 3. Explore into different stages of interview. 4. To equip the students to face an Interview confidently. 5. To comprehend the process of covering letter and resume preparation.								
Unit: I	Group Discussion and guidelines						06	
Group Discussion concept – Meaning – Need and Importance of GD -Types of Group Discussion-How to prepare for Group Discussion-Guidelines to make a meaningful impact on Group Discussion - Blunders in a GD – GD Etiquettes.								
Unit: II	Do’s and Don’ts of GD						06	
GD Topics – Skills required for GD – -Do's and Don’ts of Group Discussions & Points to remember in Group Discussion-Tips for effective communication during GD.								
Unit: III	Interview and its stages						06	
Elements of interview – Fundamentals of Interviews-Points to remember while facing Interviews-Interview stages –pre-during and post- Factors considered in selecting a company for career/job.								
Unit: IV	Preparing for interview						06	
Preparing for interview: Dress Code, need for punctuality, avoiding tensions and nervousness, certificate arrangements-Qualities observed during the interview. Commonly asked questions- methods to answering those questions- Post interview behavior.								
Unit: V	Hands on Resume preparation/mock interview						06	
Exercises on covering letter preparation-Resume preparation-two mock-GD- and Personal Interview-sources for applying job/career.								
	Total Lecture Hours						30 Hrs.	

Books for Study:	
1. Study Material Provided by the Department	
Books for Books for References:	
1. Group Discussion and Interview Skills Book and CD-Rom 2nd Edition (English, Paperback, PRIYADARSHI PATNAIK) 2. Master the Group Discussion & Personal Interview: Complete Discussion on the topics asked by reputed B-schools & IIMs Paperback – 31 December 2014 by Sheetal Desarda (Author)	
Web Resources:	
1. https://www.mygreatlearning.com/blog/group-discussion-in-interviews/ 2. http://www.actiondna.com/training_programs/gd_and_interview_skills.html . 3. https://manavrachna.edu.in/blog/group-discussion-tips/	
Course 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 Name	MANAGEMENT ACCOUNTING					
Course Code	21UBAC61			L	P	C
Category	Core			6	-	4
NATURE OF COURSE:		EMPLOYBILITY	SKILL ORIENTED	ENTREPRENURSHIP		
COURSE OBJECTIVES: 1. To understand the concept of Management Accounting. 2. Familiarize the techniques of Budget and Budgetary control. 3. Equip the students with various ratios. 4. To educate them in preparation of fund flow. 5. To Prepare Cash Flow Statement.						
Unit: I	Management Accounting – Meaning – Definition – Objectives and Scope of Management Accounting – Difference between Management Accounting, Cost Accounting and Financial Accounting. (Theory Only)					10
Unit: II	Budget and Budgetary Control- Meaning of budget and Budgetary Control - Advantages and Limitations of Budgetary Control - Types of Budgets – Flexible, Cash and Production Budgets only (Simple Problems only)					25
Unit: III	Ratio Analysis – Introduction – Advantages of Ratio Analysis – Limitations of Ratio analysis – Classification of Ratios- Solvency Ratio-Profitability Ratio- Activity Ratio - Problems on Ratio Analysis. (simple problems only)					23
Unit: IV	Fund flow statement - Meaning – Advantages and Limitations of Fund flow Statement- Preparation of fund from operation – fund flow statement.(Simple Problems only)					22

Unit: V	Cash flow Statement – Meaning–Advantages and Limitations of Cash flow Statement – Preparation of Cash from Operation – cash flow statement. (Simple problems only)	10
	Total Lecture Hours	90
20% of the questions must be theory, 80% of the questions must be problems		
Books for Study:		
1. Study Material will be provided.		
Books for References:		
1. Dr. S.N. Maheswari - Principles of Management Accounting – Sulthan Chand Publications – New Delhi – 110 002, 2011. 2. Dr.R.Ramachandran , Dr. S.Srinivasan – Management Accounting – Sriram Publications Tiruchirappalli – 620 017,2020 3. RSN. Pillai& V. Bhavathi – Management Accounting - S. Chand Publishers – New Delhi – 110 055, 2010. 4. M,Y Khan and Jain - Management Accounting – The Tata Mcgraw Hill Publishing Company – New Delhi – 110 008, 2012.		
Web Resources:		
1. https://www.dynamictutorialssandservices.org/2018/10/management-accounting-notes.html 2. https://www.umeschandracollege.ac.in/pdf/study-material/accountancy/Budget-Budgetary-Control-Sem-IV.pdf 3. https://www.accountingnotes.net/accounting/ratio-analysis-accounting/ratio-analysis-problems-and-solutions-accounting/13433 4. https://www.dynamictutorialssandservices.org/2018/10/management-accounting-notes-funds-flow.html 5. https://ncert.nic.in/textbook/pdf/leac206.pdf		
Course Outcomes		K Level
After studying this course, the students will be able to:		
CO1:	Describe about management accounting.	K2
CO2:	Acquaint themselves with different types of budgets.	K4

CO3:	Solve the different techniques of ratio analysis.	K3
CO4:	Analyse the fund flow statement.	K4
CO5:	Explain the cash flow statement	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

LESSON PLAN

UNIT	SUBJECT NAME	Hrs	Mode
I	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.
II	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 Ratio Analysis. (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.

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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CI AI	CO1	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)
	CO2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K3)
CI AII	CO3	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K2)
	CO4	Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K3)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	2
	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

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 %
CIA I	K1	2	2	-	10	14	28	60
	K2	2	4	10	-	16	32	
	K3	-	-	10	10	20	40	40
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	2	-	-	4	8	60
	K2	2	4	10	10	26	52	
	K3	-	-	10	10	20	40	40

	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.

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

S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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 Questions to be Asked			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
(Figures in parenthesis denotes, questions should be asked 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	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.							

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All 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 (Short Answers)			
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	K1	
Section C (Either/Or Type)			
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	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	
Section D (Open Choice)			
Answer Any Three questions			(3x10=30 marks)
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 Name	CASE ANALYSIS				
Course Code	21UBAC62		L	P	C
Category	Core		6	-	4
NATURE OF COURSE:	EMPLOYABILITY	SKILL ORIENTED	ENTREPRENURSHIP		
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	1. Common case elements-Problem solving 2. Analytical tools, quantitative and/or qualitative, depending on the case 3. Decision making in complex situations 4. 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
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Unit: IV	Case study from 1- 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-study-analysis>

<http://www.velsuniv.ac.in/NBA/case-study-repository-mba.pdf>

COURSE OUTCOME		K Level
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	K4
CO4:	Regular presentations of case analyses in front of peers and facultymembers will enhance students’ presentation skills	K3
CO5:	The time pressure under which students need to work in caseanalyses, will improve Students’ ability to design and execute a work plan.	K3

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 Name	PROJECT WORK AND VIVA – VOCE					
Course Code	21UBAPR1			L	P	C
Category	Core			6	-	4
NATURE OF COURSE:	EMPLOYABILITY	SKILL ORIENTED		ENTREPRENURSHIP		
<ul style="list-style-type: none">To choose methods appropriate to research aims and objectivesTo Understand the limitations of research methodsTo enhance the skills in qualitative and quantitative data analysis and presentationDevelop advanced critical thinking skills to resolve the research problems.Demonstrate enhanced writing skills						
Unit: I	Introduction -project-objectives-types- (Organization profile, Research problem, objectives of the study, etc.)					20
Unit: II	Review of literature-methods to find the research Gap-					15
Unit: III	Research methodology-sampling-methods-Research instruments					15
Unit: IV	Data Analysis and Data interpretations.					20
Unit: V	Summary, Findings and Recommendations.					20
	Total Lecture Hours					90
<p>The course teacher will assist the students in following respects: We will train the students to cover the stated area to prepare the project report. Report will be prepared individually and this report will consist of importance and relevance of innovative idea, its feasibilities and detail descriptions</p> <p>Course Structure</p> <p>The final year students must undergo 4 weeks Data Collection work for their Project Report in their fifth semester vacation i.e., before starting their sixth semester after completing their fifth semester examinations. The report preparation, presentation and viva-voce will be conducted during the sixth semester and the marks will be entered in their sixth semester. The following guidelines to be strictly followed:</p> <ol style="list-style-type: none">The Project Report should be only based on Field Survey only.The data collection period should be minimum four weeks (i.e. minimum 28 working days)There will be one Faculty Guide to prepare the Project ReportThe students should submit the Project Report (Minimum 50 Pages).The Marks for Project Report will be awarded only based on the Project Report External – 60 Marks and Internal – 40 Marks.The Project Report should contain						

- (a) Introduction about the Study
 - (b) Objectives of the Study
 - (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 Resources:

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

EXPECTED COURSE OUTCOME		K Level
CO1:	Identifying the research problem	K2
CO2:	performing a literature review & writing a theoretical/conceptual framework;	K3
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
Weitage	10	10	13	11	12	12

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

Course Designed By: Dr.M.Sakthivel , Associate Professor & 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 MARKETING							
Course Code	21UBAE61					L	P	C
Category	Elective					5	-	5
Nature of course:	EMPLOYABILITY		SKILL ORIENTED		ENTREPRENEURSHIP			
Course Objectives:								

<ol style="list-style-type: none"> 1. To understand the concept of services marketing, difference between goods & services and to know about service marketing mix. 2. To find out the concepts of service product, pricing and promotion. 3. To study the concepts of service people, process, physical evidence and its role in service marketing 4. To obtain the conception of service demand and capacity management and also to identify the services triangle. 5. To comprehend the concept of service quality management and to identify the service excellence in various service industries. 		
Unit: I	INTRODUCTION TO SERVICES MARKETING:	15
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.		
Unit: II	TRADITIONAL P's	15
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		
Unit: III	ADVANCED P's	15
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.		
Unit: IV	SERVICE DEMAND AND CAPACITY MANAGEMENT:	15
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		
Unit: V	SERVICE QUALITY MANAGEMENT:	15
Total perceived Quality, SERVQUAL, The GAP Model of Service Quality, Zero Defections. Service Excellence in the marketing of Banking, Healthcare, Tourism, and Media Services.		
	Total Lecture Hours	75 Hrs

Books for Study:

Services Marketing, Dr.L.Natarajan, Margham Publications, Chennai

Books for Books for References:

1. Services Marketing”, VasanthiVenugopal& Raghu V.N., Himalaya Publishing House.
2. Services Marketing – S.M. Jha . Himalaya Publishing House
3. Services Marketing - Appaniah, Reddy, Himalaya Publishing House.

Web Resources:

<ol style="list-style-type: none"> https://www.analyticssteps.com/blogs/what-service-marketing-features-and-types https://www.marketingtutor.net/service-marketing/ https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/11201-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/ 	
Course 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
Weitage	14	10	10	15	11	14

*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 Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K - Level	No. of Questions	K - Level		
CI	CO1	Up to k2	2	k1&k2	2	K2	2(k2&k2)	1(k2)

AI	CO2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
CI	CO4	Up to k4	2	k1&k2	1	K2	2(k4&k4)	1(k4)
AII	CO5	Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	2
	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

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 %
CIA I	K1	2		-	-	2	4	80
	K2	2	6	20	20	48	96	
	K3	-	-	-	-	-		
	K4	-	-	-	-			
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	-	-	-	2	4	20
	K2	2	6	-	-	8	16	
	K3	-	-	-	-	-	-	-
	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 CIA component.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
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
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30
(Figures in parenthesis denotes, questions should be asked 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	7.5	58.5
K2	5	6	30	20	61	51	
K3	-	-	10	10	20	16.5	16.5
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.							

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All 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 (Short Answers)

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 (Either/Or Type)

Answer All Questions

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

Section D (Open Choice)

Answer Any Three questions

(3x10=30 marks)

Q.No	CO	K Level	Questions
21	CO1	k2	
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 Name	ADVERTISING AND SALES MANAGEMENT			
Course Code	21UBAE62	L	P	C
Category	Elective	5	-	5

NATURE OF COURSE:	EMPLOYABILITY	SKILL ORIENTED	ENTREPRENURSHIP
COURSE OBJECTIVES: 1. Enhance the knowledge in advertising & sales management 2. Explain use of advertising and sales promotion as a marketing tool. 3. Import knowledge on appropriate selection of media 4. Explain the basic principles of sales management. 5. will be able to recognize the formal and non-formal structures in sales organizations, what are the differences between them, the basic principles of organizations of sales force			
INTRODUCTION TO ADVERTISING			
Unit: 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	
ADVERTISING AGENCIES			
Unit: II	Advertising Agencies: Meaning- Role-Importance-Types- Functions of Advertising Agencies – Selection of an Advertising Agency. Advertising Budget – Meaning- Preparation and Execution of Advertising Budget-Advertising Copy-Meaning-Characteristics-Classification-Advertising Appeal: Essentials of Good Appeal.	15	
ADVERTISING MEDIA			
Unit: III	Advertising Media- Characteristics –Steps in Preparation of Layout – Advertising Media- Indoor Media- Meaning- Types: Newspaper-Magazine-Radio-Television – Outdoor Media- Meaning –Merits And Demerits-Types- Digital tools in Advertising.	15	
SALES MANAGEMENT			
Unit: IV	Sales Management -Definition- characteristics- functions-sales organization: Definition- objectives-types-sales planning and control- sales forecasting- Definition- types-sales territory-sales budget.	15	
SELLING PROCESS			
Unit: V	Selling process- pre approach-approach-presentation and demonstration-sales quota-definition-methods of setting the sales quotas-types-sales force motivation-definition-process-methods.	15	
	Total Lecture Hours		75

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>

EXPECTED COURSE OUTCOME		K Level
CO1:	Understand the basic concepts of advertisements	K2
CO2:	Develop the ethics to be practiced in advertising	K3
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	K3

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

II	Advertising Agencies: Meaning- Role-Importance-Types- Functions Of Advertising Agencies – Selection of an Advertising Agency. Advertising Budget – Meaning- Preparation and Execution of Advertising Budget-Advertising Copy-Meaning-Characteristics-Classification-Advertising Appeal: Essentials of Good Appeal.	15	Lecture Method & Assignments
III	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

CourseDesignedby:

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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
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 AII	CO4	Up to K3	2	K1	1	K2	2(K2&K2)	1(K2)
	CO5	Up to K3	2	K2	2	K3	2(K2&K2)	1 (K3)
Question Pattern CIA I & II		No. of Questions to be asked	4		3		4	2
		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

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 %
CIA I	K1	2	2	10		14	28	100
	K2	2	4	10	20	36	72	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2				2	4	100
	K2	2	2	20	10	34	68	
	K3	-	4	-	10	14	28	-
	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.

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All Questions			(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 (Short Answers)

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 (Either/Or Type)

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 level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

Answer Any Three questions

(3x10=30 marks)

Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K3	
23	CO3	K3	
24	CO4	K2	
25	CO5	K3	



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

Course Name	EXPORT AND IMPORT: PROCEDURES AND DOCUMENTATION			
Course Code	21UBAE63	L	P	C
Category	Elective	5	-	5

Nature of course:	EMPLOYABILITY		SKILL ORIENTED		ENTREPRENURSHIP	
Course Objectives:						
1. To understand the basic concepts of Import and Export. 2. To gain knowledge about export sales and currencies. 3. To develop the documentation for Preshipment and claiming for export benefits 4. To construct shipment and Negotiation of shipping documents 5. To aware about customs formalities and import licenses						
Unit: I	INTRODUCTION					15
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.						
Unit: II	SALES					15
Export Sales – Selling and Purchasing - Consignment - Leases - Marine and Air Causality Insurances - Export Finance – Forex - Major currencies, Exchange rates, relations & impact.						
Unit: III	PACKAGING AND TRANSPORTATION					15
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.						
Unit: IV	SHIPMENT AND SHIPPING DOCUMENTS					15
Complicated problems in shipment & Negotiation of shipping Documents – 100 % EOU & Free trade Zone – Deemed Export -Isolated Sales Transactions.						
Unit: V	ACTS FOR EXPORT/IMPORT					15
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.						
	Total Lecture Hours					75 Hrs
Books for Study:						
1. Export/Import Procedures and Documentation, Thomas E. Johnson, Amazon.in						
Books for Books for References:						
1. C. Rama Gopal, Export Import Procedures- Documentation and Logistics, New Age International. 2. P K Khurana, Export Management 3. Thomas E Johnson and Donna L, Export Import Management, Export and Import Procedures and Documentations.						
Web Resources:						

1. https://www.tutorialspoint.com/adobe_indesign_cc/adobe_indesign_cc_export_documents_as_pdfs.htm
2. https://www.tutorialspoint.com/sap_hana/sap_hana_export_import.htm

Course 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
II	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
III	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.	15	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)						
Internal	Cos	K Level	Section A	Section B	Section C	Section D
			MCQs	Short Answers	Either or	Open

			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)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	2
	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

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 %
CIA I	K1	2	4	-	-	6	12	60
	K2	2	2	10	10	24	48	
	K3	-	-	10	-	10	20	20
	K4	-	-	-	10	10	20	20
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	-	-	-	2	04	20
	K2	2	6	-	-	8	16	
	K3	-	-	20	10	30	60	60
	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 **CObe allotted for individual Assignment which carries five marks aspart of CIA component.**

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

S.No	COs	K - Level	MOQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		

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 Questions to be Asked			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
(Figures in parenthesis denotes, questions should be asked 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	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: Higher level of performance of the students is to be assessed by attempting higher level of K levels.							

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All 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 (Short Answers)

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 (Either/Or Type)

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	K3	
20) b	CO5	K3	

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

Section D (Open Choice)

Answer Any Three questions

(3x10=30 marks)

Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K3	
23	CO3	K4	
24	CO4	K3	
25	CO5	k4	



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

Course Name	FOREX MANAGEMENT
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Course Code	21UBAE64		L	P	C
Category	Elective		5	-	5
NATURE OF COURSE:		EMPLOYABILITY	SKILL ORIENTED	ENTREPRENURSHIP	
COURSE OBJECTIVES:					
1. To have understanding on Forex Management.					
2. Enlarge knowledge about International Financial Markets and Instruments.					
3. Possess the knowledge on Foreign Exchange Market.					
4. Upgrade student's ability in Foreign exchange rates and its determinations. Perceive ForeignExchange Risk Hedging techniques					
INTRODUCTION TO FOREX MANAGEMENT					
Unit: 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
INTERNATIONAL FINANCIAL MARKETS AND INSTRUMENTS					
Unit: II	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 dualcurrency bonds, euro equity, euro deposits.				15
FOREIGN EXCHANGE MARKET					
Unit: III	Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.				15
FOREIGN EXCHANGE RATES AND ITS DETERMINATIONS					
Unit: IV	Foreign exchange rates and its determinations: exchange rate, spot, forward and cross exchange rates, Forex trading and financing of international trade.				15
FOREIGN EXCHANGE RISK HEDGING TECHNIQUES					
Unit: V	Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, Bill of exchange, documents and financing techniques.				15
	Total Lecture Hours				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>
- 3.3. https://backup.pondiuni.edu.in/storage/dde/downloads/ibiv_forex.pdf

Course 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

Course Designed by:

Dr.P.Anbuoli,AssistantProfessor&Dr.D.Niranjani,AssistantProfessor

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

LESSON PLAN

Unit	Course Name- Forex Manageemnt	Hrs	Pedagogy
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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
II	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
III	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

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)						
Inter	Cos	K Level	Section A	Section B	Section C	Section D

nal			MCQs		Short Answers		Either or Choice	Open Choice
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CI	CO1	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)
AI	CO2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K3)
CI	CO3	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K2)
AII	CO4	Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K3)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	2
	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

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 %
CIA I	K1	2	2	-	10	14	28	60
	K2	2	4	10	-	16	32	
	K3	-	-	10	10	20	40	40
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	2	-	-	4	8	60
	K2	2	4	10	10	26	52	
	K3	-	-	10	10	20	40	40
	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

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

S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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 Questions to be Asked			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
(Figures in parenthesis denotes, questions should be asked 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	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.							

Summative Examinations - Question Paper - Format

Section A (Multiple Choice Questions)			
Answer All 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 (Short Answers)			
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	K1	
Section C (Either/Or Type)			
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	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: Higher level of performance of the students is to be assessed by attempting higher level of K levels			
Section D (Open Choice)			
Answer Any Three questions			(3x10=30 marks)
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 Name	INDUSTRIAL RELATIONS					
Course Code	21UBAE65			L	P	C
Category	Elective			5	-	5
NATURE OF COURSE:	EMPLOYBILITY	SKILL ORIENTED	ENTREPRENURSHIP			
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	Industrial Relation: Concepts – Factors Affecting Industrial Relation – Importance – Approaches; National Commission for Labour & Industrial Relation Policy.					15
Unit: II	Industrial Disputes Act 1947: Introduction of the Industrial Dispute Act- Conciliation – Arbitration – Adjudication –Strikes or lockouts– Retrenchment closure – Unfair Labour Practices– Current trends of Lay off.					15
Unit: III	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
Unit: IV	Payment of Wages Act 1936: Meaning, Definitions – Responsibilities for Payment – Time for Wage Payment – Mode of Wage Payment – Authorized Deduction – Rights of Employers – Rights of Employees.					15
Unit: V	Trade Unionism: Recommendation of National commission on Labour 1969 for strengthening Trade Unions; Trade Union Act 1926: Definitions – Registration –Cancellation – Duties and Liabilities.					15
	Total Lecture Hours					75
Books for Study::						
1. Mamoria and Gankar, “Dynamics of Industrial Relation”, Himalaya Publishing House, Mumbai, 2012.						

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

Course Designed by:Dr.R.VENKATESA NARASIMMA PANDIAN,AssistantProfessor,

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

LESSON PLAN

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

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

**Learning Outcome Based Education & Assessment
(LOBE)FormativeExamination -BluePrint
ArticulationMapping–KLevelswithCourseOutcomes(COs)**

Internal	Cos	KLevel	SectionA		SectionB		Section C Either orChoice	Section D OpenChoice
			MCQs		ShortAnswers			
			No. of.Questions	K-Level	No. of.Questions	K-Level		
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)
AI	CO5	Upto k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)
Question Pattern CIA I&II		No. of Questions to be asked	4		3		4	2
		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

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 %
CIA I	K1	2	4	-		6	12	60
	K2	2	2	10	10	24	48	
	K3	-	-	10	10	20	40	40
	K4	-	-	-				
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	-	-		2	4	52
	K2	2	2	10	10	24	48	
	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 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 or individual Assignment which carries five marks as part of CIA Component

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

S.No	COs	K-Level	MOQs		ShortAnswers		Section C(Either /orChoice e)	Section D(OpenC hoice)
			No. ofQuestio ns	K– Level	No. ofQuesti on s	K– Level		
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. of Questions to beAsked			10		5		10	5
No.of Questionstobe answered			10		5		5	3
Marksforeachquestion			1		2		5	10
TotalMarksforeachs ection			10		10		25	30
(Figuresinparenthesisdenotes,questionsshouldbeaskedwiththe given Klevel)								

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	
K3	-	-	10	20	30	25	25
K4	-	-	10	10	20	16.68	16.68
Marks	10	10	50	50	120	100	100
NB:Higherlevelofperformanceofthestudentsistobeassessedbyattemptinghigherlevel of Klevels.							

SUMMATIVE EXAMINATIONS – QUESTION PAPER – FORMAT

SectionA(MultipleChoiceQuestions)			
AnswerAllQuestions			(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(ShortAnswers)			
AnswerAllQuestions			(5x2=10marks)
Q.No	CO	KLevel	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
SectionC(Either/OrType)			
AnswerAllQuestions			(5x5=25marks)
Q.No	CO	KLevel	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 performance of the students is to be assessed by attempting higher level of K levels			
Section D (OpenChoice)			
AnswerAny Threequestions			(3x10=30marks)
Q.No	CO	KLevel	Questions
21	CO1	k1	
22	CO2	k3	
23	CO3	k3	
24	CO4	k2	
25	CO5	k4	



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	P	C
Category	Elective						5	-	5
Nature of course:	EMPLOYABILITY			SKILL ORIENTED			ENTREPRENEURSHIP		
Course Objectives:									
1. To understand the concept of counseling, need, and approaches to counseling.									
2. To comprehend the goals of counseling and to learn the counseling process.									
3. To study the counseling skills and to understand the barriers in listening.									
4. To acquire the general principles, techniques of counseling and to know about dealing with problem subordinates									
5. To know about ethical violations in counseling and the making ethical decisions.									
Unit: I	INTRODUCTION TO COUNSELING							15	
Definition – Evolution - Need – Distinction between Counseling and Psychotherapy and Instruction. Approaches to Counseling: Psychoanalytic Approach - Behaviouristic Approach – Humanistic approach									
Unit: II	GOALS & THE PROCESS OF COUNSELING:							15	
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									
Unit: III	COUNSELING SKILLS:							15	
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.									
Unit: IV	BEHAVIOURAL CHANGES THROUGH COUNSELING:							15	
General Principles of Counseling. Specific techniques to change client Behaviour. Identifying problem subordinates-Types of Problem subordinates-Dealing with problem subordinates.									
Unit: V	ETHICS IN COUNSELING:							15	
Making Ethical decisions – Beneficence – Non-maleficence – Justice – Fidelity – Common Ethical Violations by Professionals									
	Total Lecture Hours							75 Hrs	

Books for Study:

1. 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/>

Course 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

Course Designed by:

Dr.R.MeenakshiDevi, Assistant Professor & **Dr.R.Sofia**, Assistant professor Department of Business Administration

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
Weitage	14	13	11	15	14	13

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

LESSON PLAN

Unit	Course Name- Counseling Skills for managers	Hrs	Pedagogy
I	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
II	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-maleficence – 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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K - Level	No. of Questions	K - Level		
CIAI	CO1	Up to k2	2	k1&k2	2	K2	2(k2&k2)	1(k2)
	CO2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
CIAII	CO3	Up to k4	2	k1&k2	1	K2	2(k4&k4)	1(k4)
	CO4	Up to k3	2	k1&k2	2	K2	2(k3&k3)	1(k3)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	2
	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

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 %
CIA I	K1	2	-	-	-	2	4	
	K2	2	6	20	20	48	96	
	K3	-	-	-	-	-	-	
	K4	-	-	-	-	-	-	
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	-	-	-	2	4	20
	K2	2	6	-	-	8	16	
	K3	-	-	10	10	20	40	
	K4	-	-	10	10	20	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.

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All 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 (Short Answers)			
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 (Either/Or Type)			
Answer All Questions			(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: Higher level of performance of the students is to be assessed by attempting higher level of K levels			
Section D (Open Choice)			
Answer Any Three questions			(3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	k2	
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 Name	NUMERICAL APTITUDE AND REASONING ABILITY							
Course Code	21UBAS61					L	P	C
Category	Skill					2	-	2
Nature of course:	EMPLOYABILITY		SKILL ORIENTED		ENTREPRENURSHIP			
Course Objectives:								
1. To Enhance the Aptitude Round Clearing ability in interview process 2. To Solve the real-time problems for performing job functions easily 3. To Interpret the concepts of Logical Reasoning Skills 4. To Acquire adequate competency in use of Verbal Reasoning 5. To Obtain knowledge on Non Verbal Reasoning								
Unit: I	NUMERICAL SKILLS						06	
Numerical Additions, Subtractions and Multiplications. LCM and HCF, Decimal Fractions, Square Roots and Cube Roots, Average, Percentages, Problems on Ages.								
Unit: II	BUSINESS SKILLS						06	
Probability – Profit and Loss – Simple and Compound Interest – Time, Speed and Distance – Time and Work –Area– Volume and Surfaces.								
Unit: III	DATA INTERPRETATION SKILLS						06	
Data Interpretation – Tables – Column Graphs – Bar Graphs – Line Charts – Pie Chart – Venn Diagrams								
Unit: IV	LOGICAL REASONING SKILLS - VERBAL						06	
Number Series – Letter Series – Blood Relations – Verification of the truth statement – Verbal Classification – Coding and Decoding – Logical Sequence of words-Direction Sense Test – Logical Problems –Syllogism								
Unit: V	LOGICAL REASONING SKILLS – NON VERBAL						06	
Image Series – Construction of Shapes – Picture Analogies – Rule Detection.								

Total Lecture Hours 30 Hrs.

Books for Study:

1. Study Material Provided by the Department

Books for Books for References:

1. R. S. Aggarwal, Quantitative Aptitude (Fully solved), Reprint 2016, S. Chand.
2. R.V.Praveen, Quantitative Aptitude and Reasoning, 2nd Revised Edition 2013, Prentice-Hall of India 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. https://www.tutorialspoint.com/quantitative_aptitude/index.htm
2. <https://www.javatpoint.com/aptitude/quantitative>

Course Outcomes

K Level

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
CO4:	Draw conclusions or make decisions in quantitatively based situations that are dependent upon multiple factors. Students will analyze how different situations would affect the decisions.	Up to K2
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
Weightage	15	15	6	5	5	15

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

Course Designed by

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

