

# BUSINESS ADMINISTRATION

## Syllabus

Program Code: UBA

2021- Onwards



**MANNAR THIRUMALAI NAICKER COLLEGE**

(AUTONOMOUS)

**Re-accredited with "A" Grade by NAAC**

**PASUMALAI, MADURAI – 625 004**

## Eligibility for Admission

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

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

## Subjects of Study

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

Part II : English

Part III :

1. Core Subjects
2. Allied Subjects
3. Electives

Part IV :

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

Part V :

Extension Activities

## Pattern of the question paper for the Continuous Internal Assessment

**Note: Duration – 1 hour**

**(For Part I, Part II & Part III)**

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

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30 Marks  
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### **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

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Total 25 Marks  
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### **Pattern of the question paper for the Summative Examinations:**

**Note: Duration- 3 hours**

#### **Part –A**

Ten multiple choice questions 10 x01 = 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 x02 = 10 Marks

#### **Part –C**

Five Paragraph questions ('either .... or 'type) 5 x 05 = 25 Marks

(One question from each Unit)

#### **Part –D**

Three Essay questions out of five 3 x 10 =30 Marks

(One question from each Unit)

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Total 75 Marks  
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### **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

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Total 25 Marks  
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### **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	<u>--10 marks*</u>
Total	<u>--25 marks</u>

\* 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
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Total		25 Marks
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### **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

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**100**

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**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

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

**PROGRAM EDUCATIONAL OBJECTIVES (PEOs)**

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

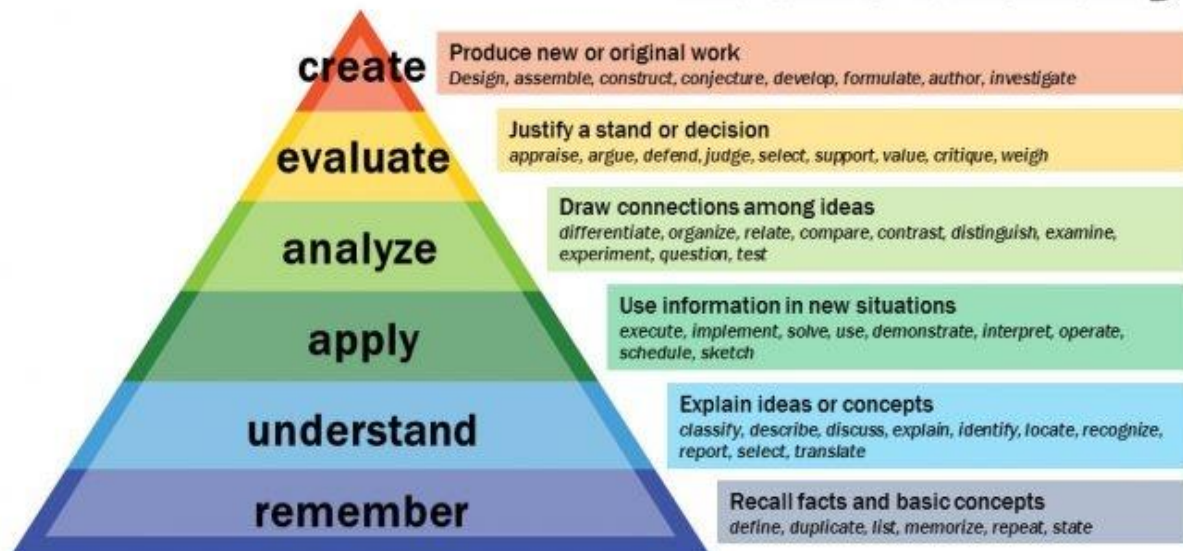
<b>PO NO</b>	<b>PROGRAMME OUTCOMES (POs)</b>	
<b>At the end of the programme, the students will be able to</b>		
<b>PO – 1</b>	Integrate the academic abilities and expertise gained from the study of humanities and arts and other similar fields, and gains requisite scope and breadth for a transdisciplinary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



**PROGRAM SPECIFIC OUTCOME (PSOs)**

<b>PSO1:</b>	<b><u>Business environment and Domain Knowledge</u></b> 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.
<b>PSO2:</b>	<b><u>Critical Thinking, Business Analysis and Problem Solving</u></b> 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.
<b>PSO3:</b>	<b><u>Effective Communication</u></b> 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.
<b>PSO4:</b>	<b><u>Entrepreneurship, Team work and Innovation</u></b> 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.
<b>PSO5:</b>	<b><u>Ethics</u></b> 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.
<b>PSO6:</b>	<b><u>Life-long learning</u></b> Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological advancement, cultural and concept changes.

# Bloom's Taxonomy



**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
<b>Part – I</b>	<b>Tamil / Alternative Course</b>					
21UBAG11	அலுவலக மேலாண்மையும் செயலாளர் பணிமுறைகளும்.	5	3	25	75	100
<b>Part – II</b>	<b>English</b>					
21UENG11	Communicative English-I	6	3	25	75	100
<b>Part - III</b>	<b>Core Courses</b>					
21UBAC11	Management Practices	5	4	25	75	100
21UBAC12	Financial Accounting	5	4	25	75	100
<b>Part III</b>	<b>Allied Course</b>					
21UBAA11	Business Economics	5	4	25	75	100
<b>Part IV</b>	<b>Skill Based Course</b>					
21UBAS11	Managerial Skills	2	2	25	75	100
<b>Part IV</b>	<b>Mandatory Course</b>					
21UEVG11	Environmental Studies	2	2	25	75	100
	<b>Total</b>	<b>30</b>	<b>22</b>	<b>175</b>	<b>525</b>	<b>700</b>

**SEMESTER II**

Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
<b>Part – I</b>	<b>Tamil / Alternative Course</b>					
21UBAG21	நுகர்வோர்பாதுகாப்பு இயக்கங்கள்மற்றும்சட்டங்கள்	5	3	25	75	100
<b>Part – II</b>	<b>English</b>					
21UENG21	Communicative English – II	6	3	25	75	100
<b>Part - III</b>	<b>Core Courses</b>					
21UBAC21	Business Environment and Corporate Social Responsibility	5	4	25	75	100
21UBAC22	Cost Accounting	5	4	25	75	100
<b>Part III</b>	<b>Allied Course</b>					
21UBAA21	Business Communication	5	4	25	75	100
<b>Part IV</b>	<b>Skill Based Course</b>					
21UBAS21	Employability Skills	2	2	25	75	100
<b>Part IV</b>	<b>Mandatory Course</b>					
21UVLG21	Value Education	2	2	25	75	100
	<b>Total</b>	<b>30</b>	<b>22</b>	<b>175</b>	<b>525</b>	<b>700</b>

**SEMESTER III**

Sub code	Title of the Paper	No. of Hours	No. of Credits	Internal	External	Total
<b>Part - III</b>	<b>Core Courses</b>					
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
<b>Part III</b>	<b>Allied Course</b>					
21UBAA31	Business Statistics	6	4	25	75	100
<b>Part IV</b>	<b>Skill Based Course</b>					
21UBAS31	Personality Development Skills	2	2	25	75	100
	<b>Non Major Elective</b>					
21UBAN31	Business Management	2	2	25	75	100
	<b>Total</b>	<b>30</b>	<b>24</b>	<b>175</b>	<b>525</b>	<b>700</b>

**SEMESTER IV**

<b>Sub code</b>	<b>Title of the Paper</b>	<b>No. of Hours</b>	<b>No. of Credits</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
<b>Part – III</b>	<b>Core Courses</b>					
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
<b>Part III</b>	<b>Allied Course</b>					
21UBAA41	Operations Research	6	4	25	75	100
<b>Part IV</b>	<b>Skill Based Course</b>					
21UBAS41	Body Language Skills	2	2	25	75	100
	<b>Non Major Elective</b>					
21UBAN41	Entrepreneurial Development	2	2	25	75	100
21UELAG40- 21UELAG44	Part V Extension Activities	0	1	40	60	100
	<b>Total</b>	<b>30</b>	<b>25</b>	<b>200</b>	<b>600</b>	<b>800</b>

**SEMESTER V**

<b>Sub code</b>	<b>Title of the Paper</b>	<b>No. of Hours</b>	<b>No. of Credits</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
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
<b>Electives</b>	<b>Group A: Marketing*</b>					
21UBAE51	Retail Management	5	5	25	75	100
21UBAE52	Logistics and Supply Chain Management	5	5	25	75	100
	<b>Group B: Finance*</b>					
21UBAE53	Security Analysis and Portfolio Management	5	5	25	75	100
21UBAE54	Micro Finance and Insurance	5	5	25	75	100
	<b>Group C: HRM*</b>					
21UBAE55	Human Resource Management- A Global Perspective	5	5	25	75	100
21UBAE56	Organisational change and Development	5	5	25	75	100
<b>Part IV</b>	<b>Skill Based Course</b>			25	75	100
21UBAS51	Group Discussion and Interview Skills	2	2	25	75	100
	<b>Total</b>	<b>30</b>	<b>24</b>	<b>150</b>	<b>450</b>	<b>600</b>
21UBAIP1*	Internship Report(Extra Credit)	0	1	40	60	100

**SEMESTER VI**

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

# FIRST SEMESTER





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

<b>Course Name</b>	அலுவலக மேலாண்மையும் செயலாளர் பணிமுறைகளும்			
<b>Course Code</b>	21UBAG11	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	Tamil / Alternate Course	5	-	3
<b>Nature of course:</b>	<b>EMPLOYABILITY</b> ✓	<b>SKILL ORIENTED</b>	<b>ENTREPRENEURSHIP</b>	
<b>Course Objectives:</b>				
<ul style="list-style-type: none"> <li>❖ அலுவலக நிர்வாகியையும் அலுவலக மேலாளரின் கடமைகளையும் மாணவர்கள் புரிந்துகொள்ளச்செய்தல்.</li> <li>❖ அலுவலக இயந்திரங்கள் மற்றும் அலுவலக இடம் ஆகியவற்றைத் தெரிவு செய்தல் மற்றும் வாங்குதல் ஆகியவற்றைப் புரிந்துகொள்ளச் செய்தல்.</li> <li>❖ அலுவலக ஆவணங்களைதாக்கல் செய்தல் மற்றும் அட்டவணைப்படுத்துதல் குறித்த சரியான அறிவை வழங்குதல்.</li> <li>❖ நிறுவனத்தினை உருவாக்குதல் மற்றும் நிருவனச் செயலரின் நடைமுறைகளைப் பற்றிய அறிவைவளர்த்தல்.</li> <li>❖ நிறுவனகூட்டங்களின் வகைகள் மற்றும் கூட்டங்களை நடத்தும் முறை குறித்து மாணவர்களுக்கு முழுமையாகக் கற்பித்தல்.</li> </ul>				
<b>Unit: I</b>	அலுவலக மேலாண்மை			<b>10</b>
இலக்கணம். அலுவலக மேலாண்மையின் கூறுகள். அலுவலக மேலாண்மையின் பணிகள். அலுவலக மேலாளர் இவற்றிற்குரிய அலுவலக மேலாளரின் சிறப்பியல் தகுதிகள். பணிகளும் கடமைகளும்				
<b>Unit: II</b>	அலுவலக அமைவிடம், கட்டடம், மற்றும் அமைப்புத் திட்டம்			<b>15</b>
அலுவலகம் அமைந்துள்ள இடம் - அலுவலக இடத்தேர்வின் பொது ஆராய வேண்டிய காரணிகள். அலுவலகக் கட்டிடம் - அலுவலக அமைப்புத் திட்டம் - இன்றியமையாமை - நோக்கங்கள் - கோட்பாடுகள். அலுவலக மனையணியங்கள் - புதிய மனையணியங்களை வாங்கும் பொது கருத்தில் கொள்ள வேண்டிய காரணிகள் - வகைகள். அலுவலக இயந்திரங்களும் கருவிகளும் - பயன்படுத்துவதனால் கிடைக்கும் நன்மைகள் - கருவிகளை தேர்ந்தெடுப்பதற்கான அலகு.				
<b>Unit: III</b>	பதிவியல் மேலாண்மை			<b>15</b>
கோப்பிடுதல் - பணிகள் - சிறந்தகோப்பிடுதல் முறையின் இயல்புகள் - மையக்கோப்பிடுதல் முறையும் பன்முகக் கோப்பிடுதல் முறையும். கோப்பிடுதலைவகைப்படுத்துதல் - கட்டகராதியிடல் - முக்கியத்துவம் - நல்லகட்டகராதியின் இயல்புகள் - வகைகள்.				
<b>Unit: IV</b>	கம்பெனி			<b>17</b>
இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கணம் - தோற்றுவிப்பாளரின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தின் இலக்கணம் - உள்ளடக்கம். கம்பெனியின் செயல் முறைவிதிகள் - செயல் முறைவிதிகளில் கூறப்பட வேண்டிய விபரங்கள் - திருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பொருள். இலக்கணம் - தகுதிகள் - பணிகள் - பொறுப்புகள் - நியமனம் - நீக்கம்.				
<b>Unit: V</b>	நிறுவனக் கூட்டங்கள்			<b>18</b>
பொருள் - வகைகள் - சட்டப்படி நடத்தப்பட வேண்டிய கூட்டம். கூட்டத்தின் நோக்கம் - கம்பெனிச் சட்டவிதிகள் - செயலாளர் ஆற்றவேண்டிய பணிகள். வருடாந்திரப் பொதுக்கூட்டம் - சட்டவிதிகள் - செயலாளர் ஆற்றவேண்டிய பணிகள் - இயக்குநர் அவைக் கூட்டம் - பொருள் - சட்டவிதிகள் - செயலாளர் பணிகள் கூட்டகளுக்கு அறிவிப்பு அனுப்புவது சம்பந்தமான சில பொதுவிதிகள், தீர்மானம் - வகைகள் - வாக்கெடுப்பு நடைமுறைகள்.				
<b>Total Lecture Hours</b>				<b>75 Hrs</b>

<b>Books for Study:</b>	
1. அலுவலக மேலாண்மை Dr. ராதா. பிரசன்னாபப்ளிசர், சென்னை.	
2. செயலாளர் பணிமுறை. Dr. ராதா. பிரசன்னாபப்ளிசர், சென்னை.	
<b>Books for References:</b>	
1. Company Secretarial Practice – P.K. GHOSH, V. BALACHANDRAN , Sultan Chand & Sons, New Delhi.	
<b>Course Outcomes</b>	
<b>K Level</b>	
<b>CO1:</b>	அலுவலக மேலாண்மை மற்றும் அலுவலக மேலாளரின் கொள்கைகள் மற்றும் செயல்பாடுகளைப் பற்றிய முழுமையான அறிவைப் பெற்று விவாதிக்கும் திறன் பெறுவது..
<b>CO2:</b>	அலுவலகத் தளவாடங்கள் மற்றும் கட்டிடங்களைத் தேர்ந்தெடுப்பதில் அலுவலக நிர்வாகத்தின் தீர்வுக்கு சிறந்த நடைமுறைகளைப் பயன்படுத்துவது.
<b>CO3:</b>	கோப்பிலிடுதல், அட்டவணைப்படுத்துதல் மற்றும் சுட்டகராதியிடல் ஆகிய அலுவலக நடைமுறையின் முக்கியத்துவத்தை அறியச் செய்வது.
<b>CO4:</b>	நிறுவனங்களை உருவாக்குவது தொடர்பான சட்டப்படியான நடைமுறைகளை விவரிக்கும் அளவிற்கு அறிவினை வழங்குவது..
<b>CO5:</b>	நிறுவன கூட்டங்களை நடத்துவது குறித்த நிறுவனச் செயலரின் நடைமுறைகள் குறித்த முழுமையாகத் தெரிந்து கொள்ளச் செய்வது.
	<b>K Level</b>
	<b>Up to K2</b>
	<b>Up to K3</b>
	<b>Up to K4</b>
	<b>Up to K1</b>
	<b>Up to K4</b>

**CO & PO Mapping:**

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

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

**LESSON PLAN**

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

Course Designed by

Dr.P.Anbuoli, Assistant Professor &amp; 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	1	K1	2 (K1&K1)	1(K1)
AI	CO2	Up to K1	2	K1	2	K1	2(K1&K1)	1 (K1)
CI	CO3	Up to K4	2	K2	1	K2	2(K2&K2)	1(K2)
AII	CO5	Up to K3	2	K2	2	K2	2(K1&K1)	1 (K2)
		No. of Questions to be Asked	4		3		4	2
		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	20	34	68	100
	K2	2	4	10	-	16	32	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	4	10	-	16	32	100
	K2	2	2	10	20	34	68	
	K3	-	-	-	-	-	-	-
	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 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 K2	2	K1&K1	1	K1	2(K1&K1)	1(K2)
2	CO2	Up to K3	2	K2&K2	1	K1	2(K2&K2)	1(K3)
3	CO3	Up to K4	2	K1&K1	1	K2	2(K3&K3)	1(K4)
4	CO4	K1	2	K1&K1	1	K2	2(K1&K1)	1(K1)
5	CO5	Up to K4	2	K1&K1	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			01		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	8	4	20	10	42	35	58	
K2	2	6	10	10	28	23		
K3	-	-	20	10	30	25	25	
K4	-	-	-	20	20	17	17	
Marks	10	10	50	50	120	100	100	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>								

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
1	CO1	K1	
2	CO1	K1	
3	CO2	K2	
4	CO2	K2	
5	CO3	K1	
6	CO3	K1	
7	CO4	K1	
8	CO4	K1	
9	CO5	K1	
10	CO5	K1	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K1	
19) b	CO4	K1	
20) a	CO5	K3	
20) b	CO5	K3	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	<b>K2</b>	
22	CO2	<b>K3</b>	
23	CO3	<b>K4</b>	
24	CO4	<b>K1</b>	
25	CO5	<b>K4</b>	



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

<b>Course Name</b>	<b>MANAGEMENT PRACTICES</b>			
<b>Course Code</b>	<b>21UBAC11</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	Core	5	-	4
<b>Nature of course:</b>	<b>EMPLOYABILITY</b> ✓	<b>SKILL ORIENTED</b>	<b>ENTREPRENEURSHIP</b>	
<b>Course Objectives:</b>				
<ol style="list-style-type: none"> <li>1. To learn the basic functions and practices of management.</li> <li>2. To study the primary function, planning &amp; decision making.</li> <li>3. To understand organizing its types and the related activities like Departmentation, Delegation of Authority, Centralization and Decentralization.</li> <li>4. To gain the knowledge in staffing function to inculcate Performance Appraisal and Directing.</li> <li>5. To enrich the need for control, supervision and to use the controlling techniques like PERT, CPM and Budgetary control.</li> </ol>				
<b>Unit: I</b>	<b>Introduction</b>			<b>15</b>
Management – definition of business administration and management – nature – Administration Vs Management -Functions and Functional areas of management – Management-Art and Science and profession. Emergence of management school of thought – F.W.Taylor, Henry Fayol, Elton Mayo				
<b>Unit: II</b>	<b>Planning and Decision Making</b>			<b>15</b>
Planning – meaning and definition – features – importance – process of planning – Planning Premises-Forecasting – meaning – importance – methods -Types of planning (in brief) – MBO, MBE, MBWA-concepts and differentiation. Decision Making – meaning - process.				
<b>Unit: III</b>	<b>Organizing</b>			<b>15</b>
Meaning and definition – objectives – steps in organizing – Organization structure-Line, Functional, Line and Staff, and Committee. Departmentation – meaning – types – Delegation – meaning – obstacles in delegation process – guidelines to make delegation effective – Centralization and Decentralization – meaning – factors determining the degree of decentralization – distinction between delegation and decentralization.				
<b>Unit: IV</b>	<b>Staffing and Directing</b>			<b>15</b>
Meaning – process of staffing function – Recruitment – meaning – sources – Selection – meaning – selection procedure – Performance appraisal – objectives – types. Directing-Definition, characteristics, Elements of Direction-Principles of directing.				
<b>Unit: V</b>	<b>Control</b>			<b>15</b>
Control – meaning – process –control techniques-PERT, CPM and budgetary control. Supervision-Definition-Characteristics. Span of management – meaning- Factors influencing span – V.A.Graicuna's Formula				
<b>Total Lecture Hours</b>				<b>75 Hrs</b>

<b>Books for Study:</b>		
3. T.Ramasamy, <b>Principles of Management</b> , Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.		
<b>Books for References:</b>		
<ol style="list-style-type: none"> <li>1. Stoner and Freeman, <b>Management</b>, Prentice Hall of India, New Delhi.</li> <li>2. Gilbert, <b>Principles of Management</b>, McGraw Hill, New Delhi.</li> <li>3. P.C.Tripathi and P.N.Reddy, <b>Principles of Management</b>, McGraw Hill, New Delhi.</li> <li>4. Heinz Wehrich and Harold Koonz, <b>Management- A Global Entrepreneurial Perspective</b>, McGraw Hill, New Delhi.</li> </ol>		
<b>Web Resources:</b>		
<ol style="list-style-type: none"> <li>1. <a href="https://ebooks.lpude.in/commerce/bcom/term">https://ebooks.lpude.in/commerce/bcom/term</a></li> <li>2. <a href="https://gurukpo.com/Content/MBA/Principles_and_Practices_of_Management">https://gurukpo.com/Content/MBA/Principles_and_Practices_of_Management</a>.</li> <li>3. <a href="https://www.dphu.org/uploads/attachements/books">https://www.dphu.org/uploads/attachements/books</a></li> </ol>		
<b>Course Outcomes</b>		<b>K Level</b>
<b>After studying this course, the students will be able to:</b>		
<b>CO1:</b>	<b>Describe</b> the difference between Administration and management and to <b>demonstrate</b> the functions and functional areas of management and to <b>relate</b> the various management thoughts	<b>Up to K 2</b>
<b>CO2:</b>	<b>Summarize</b> planning, its features, and importance and to <b>construct</b> the process of planning, types of plans and to <b>apply</b> Management By Objective, Management by Exception, Management by Wandering Around and Decision Making process.	<b>Up to K3</b>
<b>CO3:</b>	<b>Identify</b> the concept of Organizing and <b>classify</b> the types of organizing and departmentation and to explain Delegation, its obstacles and to <b>differentiate</b> between Centralization & Decentralization	<b>Up to K4</b>
<b>CO4:</b>	<b>Discuss</b> the functions and process of staffing, and to <b>outline</b> the recruitment sources, selection procedure and to <b>categorize</b> Performance appraisal types and to <b>apply</b> principles & techniques of Directing.	<b>Up to K4</b>
<b>CO5:</b>	<b>Analyze</b> the concept and process of control and to <b>use</b> the tools of control like PERT, CPM and Budgetary Control and to <b>describe</b> the concept of supervision and to <b>infer</b> span of management, its factors and V.A.Graicuna's formula.	<b>Up to K 4</b>



**CO & PO Mapping:**

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

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

**LESSON PLAN**

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

**Course Designed by**

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

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

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	K1	2(k2&k2)	1(k2)
AI	CO2	Up to k3	2	k1&k2	1	K2	2(k3&k3)	1(k3)
CI	CO3	Up to k4	2	k1&k2	2	K3	2(k2&k2)	1(k2)
AII	CO5	Up to k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)
		No. of Questions to be asked	4		3		4	<b>2</b>
		No. of Questions to be answered	4		3		2	<b>1</b>
		Marks for each question	1		2		5	<b>10</b>
		Total Marks for each section	4		6		10	<b>10</b>

**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	<b>28</b>	<b>28</b>
	K4	-	-	-	10	10	20	20
	Marks	4	6	20	20	50	100	100

**K1-** Remembering and recalling facts with specific answers

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

**K3-** Application oriented- Solving Problems

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

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

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(k1&k1)	1(k1)
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)
3	CO3	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k2)
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)
<b>No. of Questions to be Asked</b>			10		5		10	5
<b>No. of Questions to be answered</b>			10		5		5	3
<b>Marks for each question</b>			1		2		5	10
<b>Total Marks for each section</b>			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	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
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>FINANCIAL ACCOUNTING</b>			
<b>Course Code</b>	<b>21UBAC12</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	Core	5	-	4
<b>Nature of course:</b>	<b>EMPLOYABILITY</b> ✓	SKILL ORIENTED	ENTREPRENEURSHIP	
<b>Course Objectives:</b>				
1. To know the basic concepts and convention of accounting, accounting system. 2. To know how the accounting entries are posted in books. 3. To prepare and present final accounts of Sole Proprietor concern of Manufacturing and Trading Business independently. 4. To calculate depreciation under various methods and to prepare accounting for depreciation. 5. To prepare Bank Reconciliation Statement.				
<b>Unit: I</b>				<b>10</b>
Book Keeping –Meaning – Systems – Journal – Meaning – Objectives – Importance – Advantages and Limitations – Accounting Concepts and Conventions – Kinds of Accounts.				
<b>Unit: II</b>				<b>17</b>
Journal – Rules for Journalizing – Subsidiary Journal -Purchase Book -, Sales Book, Returns Book – Cash Book and Petty Cash Book – Ledger-Preparation of Trial Balance.				
<b>Unit: III</b>				<b>17</b>
Final Accounts (Accounts of trading Concerns) – Format of Final Accounts – Elementary Problems with simple adjustments –Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure -Meaning and Distinction.				
<b>Unit: IV</b>				<b>16</b>
Depreciation – Meaning – Causes and Need, Methods of Depreciation –Straight Line Method – Written Down Value Method (Simple problems Only) – Depreciation Fund Method, Annuity Method (Theory Only)				
<b>Unit: V</b>				<b>15</b>
Bank Reconciliation Statement – Meaning-Reasons for the Difference in Two Balances-Importance- Advantages –Procedure for preparation of BRS -Simple Problems				
<b>Total Lecture Hours</b>				<b>75Hrs.</b>
<b>Books for Study:</b>				
1. T.S. Reddy&A. Murthy, “Financial Accounting”, Margham Publications, Sixth Revision Edition, 2011. 2. P.C. Tulsian, “Financial Accounting”, Tata MC Graw Hill Ltd, 2003.				
<b>Books for References:</b>				
1. Assish K. Bhattacharyya, “Financial Accounting”, Prentice of hall of India, 2002. 2. N. Vinayagam and B. Charumaki, “Financial Accounting”, S.Chand& Company Ltd., 2002, Reprint – 2008.				
<b>Web Resources:</b>				
1. <a href="http://www.guru99.com/accounting.html">www.guru99.com/accounting.html</a> 2. <a href="http://www.tutorialspoint.com/accounting_basics/index.htm">www.tutorialspoint.com/accounting_basics/index.htm</a>				

3. [www.quora.com](http://www.quora.com)
4. [www.accountingpath.com](http://www.accountingpath.com)
5. [www.tweakyourbiz.com](http://www.tweakyourbiz.com)

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

**CO & PO Mapping:**

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

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

**LESSON PLAN**

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

**Course Designed by:**

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

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

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.**

<b>Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)</b>								
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
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>								

<b>Distribution of Marks with K Level</b>							
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	<b>50</b>
K2	5	4	10	10	29	24	
K3	-	-	30	10	40	33	<b>33</b>
K4	-	-	-	20	20	17	<b>17</b>
Marks	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100</b>	<b>100</b>
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							



## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K1	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K1	
22	CO2	K2	
23	CO3	K3	
24	CO4	K4	
25	CO5	K4	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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<b>Course Name</b>	<b>Business Economics</b>				
<b>Course Code</b>	<b>21UBAA11</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Allied</b>	5	-	4	
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	✓	SKILL ORIENTED	ENTREPRENEURSHIP	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the fundamentals of business economics.</li> <li>2. Understand the demand concepts</li> <li>3. Classify market structures.</li> <li>4. Familiarize with production function.</li> <li>5. Categorize the national income concepts and business cycle.</li> </ol>					
<b>Unit: I</b>	<b>Introduction</b>				<b>15</b>
Definitions of Business Economics - Wealth, Welfare and Scarcity Definitions, nature of economics, Importance of Business Economics. Micro Economics and Macro Economics- Meaning and Importance. Distinction between Micro Economics and Macro Economics.					
<b>Unit: II</b>	<b>Consumer Behaviour and Demand Analysis</b>				<b>15</b>
Law of Diminishing Marginal Utility –Illustration – Assumption – Exception – Importance-different version of the Law – Characteristics and importance of law of demand– Exception to the Law of Demand Elasticity of Demand – Price Elasticity of Demand – factors – practical importance – elasticity of demand and revenue relationship – Income Elasticity of Demand – role of income elasticity in business decisions - Cross Elasticity of Demand – demand function.					
<b>Unit: III</b>	<b>Types of Competition</b>				<b>15</b>
Market - Classification of Market – Competition - Perfect Competition - Definition - Features of Perfect Competition – Monopoly – Definition - Features of Monopoly - Monopoly Power - Difference between Perfect Competition and Monopoly -Imperfect Competition - Features of Monopolistic Competition - Oligopoly - Different Types of Oligopoly - Characteristics of Oligopoly.					
<b>Unit: IV</b>	<b>Production Function and Laws of Production</b>				<b>15</b>
Production function- Assumption – Laws of Production – Laws of variable proportions – Laws of Returns to Scale- three phases of returns to scale.					
<b>Unit: V</b>	<b>National Income</b>				<b>15</b>
Concepts and Definition of National Income – Computation of National Income – Difficulties in the measurement of National Income- factors, uses. Business Cycle –characteristics –phases – boom – recession – depression – recovery – inflation and deflation.					
<b>Total Lecture Hours</b>					<b>75Hrs.</b>
<b>Books for Study:</b>					
1. Business Economics by Dr.DeepashreeAne books Pvt.Ltd, Delhi					
<b>Books for References:</b>					

**1. Managerial Economics, S.Sachdeva**

**Web Resources:**

1. [https://onlinecourses.swayam2.ac.in/imb20\\_mg38/preview](https://onlinecourses.swayam2.ac.in/imb20_mg38/preview)

2. <https://nptel.ac.in/courses/110/101/110101005/#>

<b>Course Outcomes</b>		<b>K Level</b>
<b>CO1:</b>	Understand the basic concept of business economics.	<b>Up to K2</b>
<b>CO2:</b>	Summarize the concepts of price, cross, income elasticity of demand.	<b>Up to K2</b>
<b>CO3:</b>	Distinguish perfect competition and monopolistic competition, monopoly.	<b>Up to K4</b>
<b>CO4:</b>	Use the concept of production function in production units.	<b>Up to K3</b>
<b>CO5:</b>	Discuss the production function and infer the business cycles	<b>Up to K4</b>

**CO & PO Mapping:**

<b>Cos</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>
<b>CO 1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>CO 2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>

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

**LESSON PLAN**

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

**Course Designed by**

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

Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
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	1	K1	2(K1&K1)	1(K2)
	CO2	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K2)
CI AII	CO3	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K3)
	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	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	20
	K2	2	6	-	-	8	16	
	K3	-	-	20	20	40	80	80
	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	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(k2&k2)
2	CO2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2&k2)
3	CO3	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(k4&k4)
4	CO4	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(k3&k3)
5	CO5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(k4&k4)
No. of 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	2	10		17	14	41.5
K2	5	8	10	10	33	27.5	
K3			20	30	50	41.5	41.5
K4			10	10	20	17	17
Marks	10	10	50	50	120	100	100
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K2	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K4	
20) b	CO5	K4	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K2	
22	CO2	K2	
23	CO3	K3	
24	CO4	K3	
25	CO5	K4	



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

<b>Course Name</b>	<b>Managerial Skills</b>				
<b>Course Code</b>	21UBAS11	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	Skill	2	-	2	
<b>Nature of course:</b>	EMPLOYABILITY	<b>SKILL ORIENTED</b>	✓	ENTREPRENEURSHIP	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To enable the students to be aware of their skills set.</li> <li>2. To find the better way to manage themselves.</li> <li>3. Understand the different methods to work in a team.</li> <li>4. To explore into different problem solving techniques.</li> <li>5. To Analyse different approaches to improve their performance.</li> </ol>					
<b>Unit: I</b>	Skill-Meaning-Definition- Difference between skill vs talent, skill vs trait, skill vs competency-skills for effective managers- Methods to develop skills.				<b>6</b>
<b>Unit: II</b>	Life skills- self management-self-confidence-stress management-Concept of Mnemonics-and its methods.				<b>6</b>
<b>Unit: III</b>	Concept of Team building-Developing Teams-Characteristics of good team-Advantages of Teams-Exercises				<b>6</b>
<b>Unit: IV</b>	Problem solving-types -conceptual blocks-methods of overcoming conceptual blocks-concept of social competency-rapport building				<b>6</b>
<b>Unit: V</b>	Public speaking – Techniques of effective oral presentation-Empowerment— Meaning – Importance - Approaches-Barriers of empowerment.				<b>6</b>
<b>Total Lecture Hours</b>					<b>30</b>
<b>Book for Study:</b> Study Material will be provided					
<b>Books for Reference:</b>					
<ol style="list-style-type: none"> <li>1. Basic Managerial Skills for All Paperback – 1 January 2011 by <a href="#">Mcgrath E.H</a> (Author)</li> <li>2. Prentice Hall India Learning Private Limited.</li> </ol>					
<b>Web Resources:</b>					
<ol style="list-style-type: none"> <li>1. <a href="https://keydifferences.com/difference-between-talent-and-skill.html">https://keydifferences.com/difference-between-talent-and-skill.html</a></li> <li>2. <a href="https://www.firmsconsulting.com/analytical-problem-solving/">https://www.firmsconsulting.com/analytical-problem-solving/</a></li> <li>3. <a href="http://blog.pekininsurance.com/business/clever-team-building-techniques-you-need-to-try-with-your-team">http://blog.pekininsurance.com/business/clever-team-building-techniques-you-need-to-try-with-your-team</a></li> <li>4. <a href="https://www.indeed.com/career-advice/career-development/how-to-use-mnemonic-techniques">https://www.indeed.com/career-advice/career-development/how-to-use-mnemonic-techniques</a></li> <li>5. <a href="https://www.joe.org/joe/1999october/comm1.php#:~:text=This%20article%20defines%20empowerment%20as,issues%20they%20define%20as%20important.">https://www.joe.org/joe/1999october/comm1.php#:~:text=This%20article%20defines%20empowerment%20as,issues%20they%20define%20as%20important.</a></li> </ol>					



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

**CO & PO Mapping:**

<b>Cos</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>
<b>CO 1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

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

**LESSON PLAN**

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

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

# SECOND SEMESTER



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

<b>Course Name</b>	நுகர்வோர் பாதுகாப்பு இயக்கங்கள் மற்றும் சட்டங்கள்				
<b>Course Code</b>	21UBAG21	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	Tamil / Alternative Course	5	-	3	
<b>Nature of course:</b>	EMPLOYABILITY	<b>SKILL ORIENTED</b>	✓	ENTREPRENEURSHIP	
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>• நுகர்வோர் பாதுகாப்பு இயக்கம் பற்றிய வரலாறு மற்றும் நுகர்வோரின் உரிமைகள் மற்றும் கடமைகள் பற்றி அறிந்து கொள்ளுதல்.</li> <li>• நுகர்வோர் பாதுகாப்புச்சட்டம், 1986ன் முக்கிய சரத்துக்கள் பற்றி புரிந்து கொள்ளுதல்.</li> <li>• புதிய நுகர்வோர் பாதுகாப்புச் சட்டம், 2019ன் முக்கிய சிறப்பம்சங்கள் பற்றி தெரிந்து கொள்ளுதல்.</li> <li>• தன்னார்வ நுகர்வோர் பாதுகாப்பு மன்றங்களின் அமைப்பு மற்றும் செயல்பாடுகள் பற்றிய அறிவை வளர்த்துக்கொள்ளுதல்.</li> <li>• சர்வதேச மற்றும் இந்திய அளவில் நுகர்வோரைப் பாதுகாக்க உள்ள பிற சட்டங்கள் பற்றி தெளிவுபடுத்துதல்.</li> </ul>					
<b>Unit: I</b>					<b>15</b>
<p>நுகர்வோர் பாதுகாப்பு இயக்கம்: வரலாறு நுகர்வோர் விழிப்புணர்வின் குறிக்கோள்கள் – நுகர்வோர் விழிப்புணர்வின் அவசியம் – சர்வதேச நுகர்வோர் பாதுகாப்பு சம்மேளனத்தின் அடிப்படை நுகர்வோர் உரிமைகள் – இந்திய நுகர்வோர் உரிமைகள் – நுகர்வோர் உரிமைமீறல்கள் – நுகர்வோர் உரிமைகளின் முக்கியத்துவம் – நுகர்வோரின் பொறுப்புகள் மற்றும் கடமைகள் – உலக நுகர்வோர் உரிமைதினம் (மார்ச் 15) – உலக நுகர்வோர் பாதுகாப்பு தினம் (டிசம்பர் 24).</p>					
<b>Unit: II</b>					<b>15</b>
<p>நுகர்வோர் பாதுகாப்புச் சட்டம் 1986: நுகர்வோர் என்பவர் யார்? – நுகர்வோர் இல்லாதவர் யார்? – நியாயமற்ற வர்த்தக நடைமுறை – நுகர்வோர் பாதுகாப்புக்குழு – நுகர்வோர் குறைகளும் குறைதீர்ப்பும் – பிற சிறப்பம்சங்கள்.</p>					

<b>Unit: III</b>		<b>15</b>
<p>நுகர்வோர் பாதுகாப்புசட்டம், 2019: புதிய சட்டத்தின் கீழ் நுகர்வோர் உரிமைகள் - புதிய சட்டத்தின் சிறப்பம்சங்கள் - நுகர்வோர் பாதுகாப்புச் சட்டத்தின் கீழ் நுகர்வோருக்கான நன்மைகள் - நுகர்வோர் பாதுகாப்புச் சட்டம் 1986 மற்றும் நுகர்வோர் பாதுகாப்பு சட்டம், 2019 ஒரு ஒப்பீடு</p>		
<b>Unit: IV</b>		<b>18</b>
<p>நுகர்வோர் பாதுகாப்பு மன்றங்கள்: நுகர்வோர் மன்றங்களின் நோக்கம் - நுகர்வோர் மன்றங்களை உருவாக்குதல் - நுகர்வோர் மன்றங்களின் அமைப்பு - நுகர்வோர் மன்றங்களின் செயல்பாடுகள் - நுகர்வோர் மன்ற உறுப்பினர்களின் கடமைகள் - நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனம் - நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனத்தின் பங்கு - நுகர்வோர் மன்றங்களுக்கான நிதிஉதவி - சிறந்த நுகர்வோர் மன்றங்களுக்கான பரிசுகள் - நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனங்கள் சமர்ப்பிக்கும் முன்மொழிவுகளுக்கான வழிகாட்டிகள் - நுகர்வோர் மன்றங்களின் பொறுப்பு வகிக்கும் ஆசிரியர் ஒருங்கிணைப்பாளர்களுக்கான வழிகாட்டிகள் - நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனங்களுக்கான வழிகாட்டிகள் - நுகர்வோர் மன்றங்களுக்கான நடவடிக்கைகள்;</p>		
<b>Unit: V</b>		<b>12</b>
<p>நுகர்வோரை பாதுகாக்க பிற சட்டங்கள்: நுகர்வோர் பாதுகாப்புச் சட்டம், 1986-நுகர்வோர் பாதுகாப்பு சட்டம், 2019-சட்ட அளவீட்டு சட்டம் 2009 - இந்தியதர நிர்ணய பணியகம், 1986 - அத்தியாவசியப் பொருட்கள் சட்டம், 1955 - கருப்பு சந்தைப்படுத்துதல் தடுப்பு மற்றும் அத்தியாவசியப் பொருட்கள் பராமரிப்பு சட்டம் - பொருட்களின் சட்டம், 1980. பல்வேறு நாடுகளில் நுகர்வோர் சட்டங்கள்.</p>		
<b>Total Lecture Hours</b>		<b>75 Hrs</b>
<b>Books for Study:</b>		
1. Course Material Prepared by the Course Teacher		
<b>Books for References:</b>		

Consumer Protection Law and Practice by Taxmann, Taxmann Publications, 2020, New Delhi.

**Web Resources:**

<https://consumeraffairs.nic.in/acts-and-rules/consumer-protection>

<https://www.indiacode.nic.in>

Course Outcomes		K Level
CO1:	நுகர்வோர் பாதுகாப்பு இயக்கம் பற்றிய வரலாறு, நுகர்வோர் விழிப்புணர்வு, நுகர்வோர் உரிமைகள், பொறுப்புகள் மற்றும் கடமைகள் பற்றிய முழுமையான அறிவினைப் பெற்று விளக்கும் திறன் பெறுதல்.	Up to K1
CO2:	நுகர்வோர் பாதுகாப்புச் சட்டம், 1986ன் முக்கிய சரத்துக்கள், நுகர்வோர் பாதுகாப்பு அமைப்புகள் மற்றும் நுகர்வோர் தீர்ப்பாயங்கள் பற்றி புரிந்து கொள்ளுதல்.	Up to K2
CO3:	புதிய நுகர்வோர் பாதுகாப்புச் சட்டம், 2019ன் மேம்படுத்தப்பட்ட சிறப்பம்சங்கள், கூடுதல் அதிகாரங்கள் பெற்றுள்ள அமைப்புகள் மற்றும் கூடுதல் கட்டுப்பாடுகள் பற்றி விரிவாக தெரிந்து கொள்ளுதல் மற்றும் சட்டம் 1986 மற்றும் 2019ஐ ஒப்பீடு செய்யும் திறன் உருவாக்குதல்.	Up to K4
CO4:	தன்னார்வ நுகர்வோர் பாதுகாப்பு மன்றங்களின் அமைப்பு, அமைப்பாளர்கள், செயல்பாடுகள் மற்றும் மத்திய மற்றும் மாநில அரசுகளின் பங்கு பற்றிய அறிவை வளர்த்துக்கொள்ளுதல்.	Up to K1
CO5:	சர்வதேச மற்றும் இந்திய அளவில் நுகர்வோரைப் பாதுகாக்க உள்ள பிற சட்டங்கள் பற்றி தெளிவுபடுத்துதல்.	Up to K2

**CO & PO Mapping:**

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

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

**LESSON PLAN**

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

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		
CIA	CO1	K1	2	K1	1	K1	2 (K1&K1)	1(K1)
	CO2	UptoK2	2	K2	2	K2	2(K2&K2)	1 (K2)
CIA II	CO3	Upto K4	2	K2	1	K2	2(K3&K3)	1(K4)
	CO4	K1	2	K1	2	K1	2(K1&K1)	1 (K1)
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	10	24	48	100
	K2	2	4	10	10	26	52	
	K3	-	-	-	-	-	-	
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	4	10	10	26	52	60
	K2	2	2	-	-	4	8	
	K3	-	-	10	-	10	20	20
	K4	-	-	-	10	10	20	20
	Marks	4	6	20	30	50	100	100

**K1-** Remembering and recalling facts with specific answers

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

**K3-** Application oriented- Solving Problems

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

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

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	CO1	K1	2	K1&K1	1	K1	2(K1&K1)	1(K1)
2	CO2	Upto K2	2	K1&K1	1	K1	2(K2&K2)	1(K2)
3	CO3	Upto K4	2	K1&K1	1	K2	2(K3&K3)	1(K4)
4	CO4	K1	2	K1&K1	1	K2	2(K1&K1)	1(K1)
5	CO5	Upto K2	2	K2&K2	1	K2	2(K1&K1)	1(K2)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			01		2		5	10
Total Marks for each section			10		10		25	30
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>								

Distribution of Marks with K Level							
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D ( Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	8	4	30	20	62	52	<b>100</b>
K2	2	6	10	20	38	32	
K3	-	-	10	-	10	8	<b>8</b>
K4	-	-	-	10	10	8	<b>8</b>
Marks	10	10	50	50	120	100	<b>100</b>
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							



### Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K1	
3	CO2	K1	
4	CO2	K1	
5	CO3	K1	
6	CO3	K1	
7	CO4	K1	
8	CO4	K1	
9	CO5	K2	
10	CO5	K2	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K1	
19) b	CO4	K1	
20) a	CO5	K1	
20) b	CO5	K1	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
Q.No	CO	K Level	Questions
21	CO1	K1	
22	CO2	K2	
23	CO3	K4	
24	CO4	K1	
25	CO5	K2	



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

<b>Course Name</b>	<b>Business Environment and Corporate Social Responsibility</b>			
<b>Course Code</b>	<b>21UBAC21</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Core</b>	<b>5</b>	<b>-</b>	<b>4</b>
<b>Nature of course:</b>	<b>EMPLOYABILITY</b> ✓	<b>SKILL ORIENTED</b>	<b>ENTREPRENEURSHIP</b>	
<b>Course Objectives:</b>				
<ol style="list-style-type: none"> <li>1. To help the students to recognize environmental, legal and ethical issues when making business decisions</li> <li>2. To gain an enhanced understanding of patent laws and various schemes of workers participation in management.</li> <li>3. To understand the impact of Privatization &amp; Globalization on Indian industries</li> <li>4. To understand the moral and social responsibility dimensions of corporate governance</li> <li>5. To create awareness on leadership styles and organizational culture</li> </ol>				
<b>Unit: I</b>	<b>Introduction</b>			<b>15</b>
Business environment – meaning – Types of business environment-internal, external, micro, macro, market & non-market. Environmental factors affecting business-economic, socio-cultural, political and government, demographic and global environment .				
<b>Unit: II</b>	<b>Business and Government</b>			<b>15</b>
Industrial policy-meaning- New Industrial policy 1991- meaning-Objectives of NIP –New policy for small scale industries. Industrial licensing- meaning- objectives. Fundamental rights- meaning-Directive principles of state policy- meaning-analysis of directive principles of state policy- Difference between Fundamental rights and Directive principles.				
<b>Unit: III</b>	<b>Liberalization, Privatization and globalization</b>			<b>15</b>
Privatization- meaning, ways of privatization- Privatization in India-Liberalization-meaning, objectives- Globalization-definition- advantages & disadvantages- Reforms made to adopt liberalization & Globalization				
<b>Unit: IV</b>	<b>CORPORATE SOCIAL RESPONSIBILITY</b>			<b>15</b>
Corporate Social Responsibility-Definition, the effects of organizational activity, the principles of CSR. Stakeholders-Meaning, the classification of stakeholders. Ethics-Meaning, ethical philosophies. Corporate Behaviour-Meaning, CSR, Ethics & Corporate behavior.				
<b>Unit: V</b>	<b>GLOBALISATION &amp; CSR</b>			<b>15</b>
Influence of globalization towards the environment, how globalization affects CSR. Corporate governance-Meaning, Corporate governance principles. <b>CSR &amp; LEADERSHIP</b> Concept of Leadership, Leadership styles and organizational culture. Power-Definition, sources of power. Strategic planning-Meaning, process.				
<b>Total Lecture Hours</b>				<b>75Hrs.</b>
<b>Books for Study:</b>				
1. Dr.S.Sankaran, Business Environment, Margham Publications 2009.				

**Books for References:**

1. FrancisCherunilam, Business Environment, Himalaya Publishing House, NewDelhi. 2008
2. AswathappaK, Essentials of Business Environment, Himalaya Publishing House, New Delhi,2001.

**Web Resources:**

1. <https://www.pearson.com/uk/web/learning-hub/general-business-and-team-management/communicating-in-a-business-environment.html>
2. <https://www.lpude.in/academics/online-study-material-for-management.php>
3. [https://onlinecourses.nptel.ac.in/noc19\\_mg53/preview](https://onlinecourses.nptel.ac.in/noc19_mg53/preview)

Course Outcomes		K Level
<b>CO1:</b>	Describe the conceptual framework of business environment and the consumer protection Act.	Up to K2
<b>CO2:</b>	Elaborate the concept of labor environment and workers participation inmanagement	Up to K2
<b>CO3:</b>	Determine the impact of global environment and globalization on Indian Business and understand the challenges of international business and foreign capital in Indian business	Up to K3
<b>CO4:</b>	Analyze how the corporate social responsibilities of the firm influence performance of individual firms.	Up to K4
<b>CO5:</b>	Explore the relationship betweenleadership styles and organizational culture.	Up to K2

**CO & PO Mapping:**

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
<b>CO 1</b>	3	2	2	2	3	3
<b>CO 2</b>	2	2	2	3	3	2
<b>CO 3</b>	2	2	3	2	2	2
<b>CO 4</b>	3	2	2	2	3	3
<b>CO5</b>	3	3	2	2	2	3

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

**LESSON PLAN**

UNIT	COURSE NAME- Business Environment & Corporate Social Responsibility	Hrs	Pedagogy
I	<b>INTRODUCTION:</b> Business environment – meaning – Types of business environment-internal, external, and micro, macro, market & non-market. Environmental factors affecting business-economic, socio- cultural, political and government, demographic and global environment .	15	Lecture method & Video sessions
II	<b>Business and Government-</b> Industrial policy-meaning- New Industrial policy 1991- meaning-Objectives of NIP –New policy for small scale industries. Industrial licensing- meaning- objectives. Fundamental rights- meaning-Directive principles of state policy-meaning-analysis of directive principles of state policy- Difference between Fundamental rights and Directive principles.	15	Lecture Method & Assignments
III	<b>Liberalization, Privatization and globalization:</b> Privatization-meaning, ways of privatization- Privatization in India-Liberalization-meaning, objectives- Globalization-definition- advantages & disadvantages- Reforms made to adopt liberalization & Globalization	15	Lecture Method & Group activity
IV	<b>CORPORATE SOCIAL RESPONSIBILITY</b> Corporate Social Responsibility-Definition, the effects of organizational activity, the principles of CSR. Stakeholders-Meaning, the classification of stakeholders. Ethics- Meaning, ethical philosophies. Corporate Behaviour-Meaning, CSR, Ethics & Corporate behavior.	15	Lecture method , video session and role play
V	<b>GLOBALISATION &amp; CSR</b> Influence of globalization towards the environment, how globalization affects CSR. Corporate governance-Meaning, Corporate governance principles. <b>CSR &amp; LEADERSHIP</b> Concept of Leadership, Leadership styles and organizational culture. Power-Definition, sources of power. Strategic planning-Meaning, process.	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 AI	CO1	Up to K2	2	K1&k2	1	K2	2(K2&K2)	1(K2)
	CO3	Up to K3	2	K1&k2	2	K2	2(K3&K3)	1(K3)
CI AII	CO4	Up to K4	2	K1&k2	1	K3	2(K3&K3)	1(K3)
	CO5	Up to K2	2	K1&k2	2	K4	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	K2	2		-	-	2	4	67
	K3	2	6	10	10	28	56	
	K4	-	-	10	10	20	40	33
	K2	-	-	-	-			
	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	10	24	48	48
	K4							
	Marks	4	6	20	20	50	100	100

**K1-** Remembering and recalling facts with specific answers

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

**K3-** Application oriented- Solving Problems

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

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

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	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	41.5
K3	5	8	10	10	33	27.5	
K4			20	30	50	41.5	41.5
K2			10	10	20	17	17
Marks	10	10	50	50	120	100	100
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K2	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K4	
20) b	CO5	K4	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>COST ACCOUNTING</b>				
<b>Course Code</b>	<b>21UBAC22</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	Core	5	-	4	
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	✓	SKILL ORIENTED	ENTREPRENEURSHIP	
<b>Course Objectives:</b>					
1. To make aware about cost structure and cost elements. 2. To understand various aspects of material control & wastage. 3. To gain a knowledge on various aspects of Labour control. 4. To demonstrate how to calculate Labour Turn Over. 5. To familiarize the different methods of costing.					
<b>Unit: I</b>					<b>10</b>
Cost Accounting – Meaning, Scope, Objectives – Cost Concepts and Classification - Advantages and Limitations – Difference Between Cost Accounting and Financial Accounting – Elements of Cost – Preparation of Cost Sheet.					
<b>Unit: II</b>					<b>17</b>
Material – Purchase Procedure –Store Keeping – Different Levels of Stock and Economic Order Quantity – Material Issue Procedure – FIFO, LIFO, Simple Average and Weighted Average Methods.					
<b>Unit: III</b>					<b>17</b>
Labour-Control of Labour Turnover – Methods of Remunerating Labour – Incentive, Wages Plans – Premium and Bonus Plans.					
<b>Unit: IV</b>					<b>16</b>
Overhead – Meaning, Allocation and Apportionment- Importance –Classification – Reapportionment – Absorption of Overheads – Methods – Machine Hour Rate – Administration Overhead – Selling and Distribution Overheads (Simple Problems)					
<b>Unit: V</b>					<b>15</b>
Methods of Costing – Job Costing – Unit Costing – Contract Costing – Process Costing (Theory only).					
<b>Total Lecture Hours</b>					<b>75Hrs.</b>
<b>Books for Study:</b>					
1. Horngren T. Charles, Datar M. Srikant and Rajan V. Madhav. (2014) Cost Accounting: A Managerial Emphasis, 15th Edition, Prentice Hall publishers, Delhi 2. Arora M N – (2012) A Text book of Cost & Management Accounting, Vikas Publishing, New Delhi 3. LalJawahar, Srivastava Seema. (2013) Cost Accounting, 5th Edition, Tata Mcgraw-Hill, Delhi					
<b>Books for References:</b>					
1. Saxena V. K. (2014) Essentials of Cost Accounting, Sultan Chand and Sons, New Delhi 2. Sharma & Shashi. K Gupta (2012) Cost & Management Accounting Kalyani Publishers 3. Kishore. M. Ravi. (2014) Business Strategy and Strategic Cost Management, 1st Edition, Taxmann Publications, New Delhi					
<b>Web Resources:</b>					



1. [https://www.tutorialspoint.com/accounting\\_basics/cost\\_accounting\\_introduction.htm](https://www.tutorialspoint.com/accounting_basics/cost_accounting_introduction.htm)  
 2. <https://www.accountingtools.com/articles/cost-accounting-basics.html>

Course Outcomes		K Level
CO1:	Familiarize the concept of cost accounting and Helps to gather knowledge on preparation of cost sheet.	Up to K2
CO2:	Compute Material Cost like EOQ, Stores ledger and Stock level FIFO, LIFO	Up to K3
CO3:	Develop the knowledge about remuneration and incentives	Up to K3
CO4:	Apply overhead and apportionment of Overhead based on primary and secondary overhead.	Up to K3
CO5:	Use cost-sheet to compute unit cost of product	Up to K4

### CO & PO Mapping:

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

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

### LESSON PLAN

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

Course Designed by:

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

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

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	1	K1	2(K1&K1)	1(K1)
AI	CO2	Up to K3	2	K1&K2	2	K2	2(K2&K2)	1(K3)
CI	CO3	Up to K3	2	K1&K2	2	K2	2(K1&K1)	1(K3)
AII	CO4	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K3)
<b>Question Pattern CIA I &amp; II</b>		No. of Questions to be asked	4		3		4	3
		No. of Questions to be answered	4		3		2	2
		Marks for each question	1		2		5	10
		Total Marks for each section	4		6		10	20

**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	10	24	48	80
	K2	2	4	10	-	16	32	
	K3	-	-	-	10	10	20	20
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	2	10	-	14	28	60
	K2	2	4	10	-	16	32	
	K3	-	-	-	20	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 K3	2	K1&K2	1	K2	2(K3&K3)	1(K2)
3	CO 3	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(K2)
4	CO 4	Up to K3	2	K1&K2	1	K3	2(K3&K3)	1(K3)
5	CO 5	Up to K4	2	K1&K2	1	K3	2(K4&K4)	1(K4)
No. of 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	2	10	10	27	22	55
K2	5	4	10	20	39	33	
K3	-	4	20	10	34	28	28
K4	-	-	10	10	20	17	17
Marks	10	10	50	50	120	100	100

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

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K2	
13	CO3	K2	
14	CO4	K3	
15	CO5	K3	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K3	
17) b	CO2	K3	
18) a	CO3	K2	
18) b	CO3	K2	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K4	
20) b	CO5	K4	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K1	
22	CO2	K2	
23	CO3	K2	
24	CO4	K3	
25	CO5	K4	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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<b>Course Name</b>	<b>BUSINESS COMMUNICATION</b>			
<b>Course Code</b>	<b>21UBAA21</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	Core	5	-	4
<b>Nature of course:</b>	EMPLOYABILITY	<b>SKILL ORIENTED</b>	✓	ENTREPRENEURSHIP
<b>Course Objectives:</b>				
<ol style="list-style-type: none"> <li>1. To understand the basic concepts and principles of communication and its barriers.</li> <li>2. To learn the functions and effectiveness of Business letters and its forms.</li> <li>3. To gain knowledge about complaints and adjustment letters in sales field.</li> <li>4. To know how to correspond with public authorities and to prepare Job applications &amp; resumes.</li> <li>5. To study the making of business reports and proposals</li> </ol>				
<b>Unit: I</b>	<b>Introduction</b>			<b>15</b>
Communication – Meaning & Definition – importance of effective communication - Objectives – Principles –Types of communication- Various Media of communication – Barriers to communication-Communication ethics-common ethical pitfalls in communication, Ethical communication				
<b>Unit: II</b>	<b>Business Letters - I</b>			<b>15</b>
Need, functions and kinds of a Business letter– Essentials of an Effective Business letter - Enquiries – types- Replies-Offers and Quotations – Important terms in offers & quotations (Specimen letters) Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)				
<b>Unit: III</b>	<b>Business Letters – II</b>			<b>15</b>
Complaints and Adjustments- Sources of mistakes giving rise to complaints-Adjustment policy- Collection letters-collection series. Sales letters- Advantages, Objectives, Three p's important for a sales correspondent.				
<b>Unit: IV</b>	<b>Correspondence with public authorities &amp; Job application letters / Resumes:</b>			<b>15</b>
Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the head office, with other banks. Job application letter-form and content of an effective application letter-Resume/C.V-content, types of resumes, specimen application letter & Resume-Creation of Blogs				
<b>Unit: V</b>	<b>Report Writing &amp; Proposals</b>			<b>15</b>
Report – meaning, importance- types of business reports – Oral and written reports- Characteristics of a good report -Drafting of Business Reports – Proposals-Types of proposals, parts of a short proposal and long proposal				
<b>Total Lecture Hours</b>				<b>75Hrs</b>
<b>Books for Study:</b>				
1. Essential of Business Communication - Rajendra Pal & T.S. Korlahalli, Sulthan Chand & Sons Publishers, New Delhi.-2014				
<b>Books for References:</b>				
1. Communication skills by Dr.NageshwarRao&Dr.RajendraP.Das-Himalaya Publishing House-2011				

<b>Web Resources:</b>	
<a href="http://booksgoogle.co.in/business%20communication">1. http://booksgoogle.co.in/business communication,</a> <a href="http://www.managementstudyguide.com/business%20communication.htm">2. www.managementstudyguide.com/business communication.htm,</a> <a href="http://study.com/academy/lesson/what-is-effective-business-communication">3.study.com/academy/lesson/what-is-effective-business-communication</a> <a href="http://thebalancecareers.com">4.thebalancecareers.com</a>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	<b>Define</b> the concept of Business Communication and to <b>classify</b> the types, media of communication and to <b>discuss</b> the barriers and ethics in communication. <b>Up to K2</b>
<b>CO2:</b>	<b>Describe</b> the functions, kinds, essentials of Business letters and to <b>write</b> enquiries, replies, offers & quotations and to <b>prepare</b> order letters. <b>Up to K3</b>
<b>CO3:</b>	<b>Practice</b> Complaint, Adjustment letters and to <b>write</b> Collection letters and to <b>relate</b> it with sales correspondence. <b>Up to K3</b>
<b>CO4:</b>	<b>Outline</b> the correspondence with various public authorities and to <b>prepare</b> job application & resume. <b>Up to K3</b>
<b>CO5:</b>	<b>Discuss</b> the concept , types of business reports and to <b>infer</b> the report drafting and to <b>prepare</b> various types of proposals <b>Up to K4</b>

**CO & PO Mapping:**

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

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

**LESSON PLAN**

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

**Course Designed By**

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

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

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 Questi ons	K - Level		
CI	CO1	Up to K2	2	K1&k2	1	K1	2(K2&K2)	1(K2)
AI	CO2	Up to K3	2	K1&k2	2	K3	2(K3&K3)	1(K3)
CI	CO3	Up to K3	2	K1&k2	1	K2	2(K2&K2)	1(K4)
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	-	-	4	8	<b>60</b>
	K2	2	4	10	10	26	52	
	K3	-	-	10	10	20	40	<b>40</b>
	K4	-	-	-	-	-	-	-
	Marks	<b>4</b>	<b>6</b>	<b>20</b>	<b>20</b>	<b>50</b>	<b>100</b>	<b>100</b>
CIA II	K1	2	2			4	8	<b>40</b>
	K2	2	4	10		16	32	
	K3			10	10	20	40	<b>40</b>
	K4				10	10	20	<b>20</b>
	Marks	<b>4</b>	<b>6</b>	<b>20</b>	<b>20</b>	<b>50</b>	<b>100</b>	<b>100</b>

**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	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(k2&k2)
2	CO2	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(k3&k3)
3	CO3	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(k3&k3)
4	CO4	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(k4&k4)
5	CO5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(k3&k3)
No. of 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 %
<b>K1</b>	5	2	10		17	14	42
<b>K2</b>	5	8	10	10	33	28	
<b>K3</b>			20	30	50	42	42
<b>K4</b>			10	10	20	16	16
<b>Marks</b>	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

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K4	
20) b	CO5	K4	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K2	
22	CO2	K3	
23	CO3	K3	
24	CO4	K4	
25	CO5	K3	



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

<b>Course Name</b>	<b>Employability Skills</b>				
<b>Course Code</b>	<b>21UBAS21</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Skill</b>	2	-	2	
<b>Nature of course:</b>	EMPLOYABILITY	<b>SKILL ORIENTED</b>	✓	ENTREPRENEURSHIP	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>To help the students to gain knowledge on employability Skills.</li> <li>To Gain the knowledge on workplace skills and to know the techniques to develop it.</li> <li>To Familiarize the core skills for work development framework.</li> <li>To Explore into the concept of work Integrated learning.</li> <li>To Inculcate selection and interview procedures of both government and private organizations</li> </ol>					
<b>Unit: I</b>	Employability Skills – Meaning – Definition – Hard & Soft skills – Vocational Skills – Employability Attributes.				<b>6</b>
<b>Unit: II</b>	Common Employability Skills – People Skills – Personal Skills – Applied Knowledge – Workplace Skills.				<b>6</b>
<b>Unit: III</b>	Core Skills for work development Framework.				<b>6</b>
<b>Unit: IV</b>	Employability Skills in delivery at Assessment – Concept of Work Integrated Learning (WIL)				<b>6</b>
<b>Unit: V</b>	Job Application Letters writing - Resume Preparation – Mock Interview				<b>6</b>
<b>Total Lecture Hours</b>					<b>30</b>
<b>Book for Study:</b>					
1. Study Material, <b>Employability Skills</b> , Department of Business Administration.					
<b>Books for Reference:</b>					
1. <b>Government of India, Ministry of Labor &amp; Employment</b> , DGE & T, 2011.					
2. A BartetzKo, <b>Employability Skills and the new training Organization</b> , Key Competencies, 2004.					
<b>COURSE OUTCOMES</b>					<b>K Level</b>
<b>CO1:</b>	Differentiate the concept of employability skills and graduate attributes.				<b>Up to K2</b>
<b>CO2:</b>	Identify the most influential proven skills for seeking employment.				<b>Up to K3</b>
<b>CO3:</b>	Developing keen interest to build core skills for work development framework for a better career.				<b>Up to K3</b>
<b>CO4:</b>	Examine the applications of work integrated learning to hone their employability skills.				<b>Up to K4</b>
<b>CO5:</b>	Analyses the different Interview techniques and learn those techniques to enhance its winning possibilities.				<b>Up to K4</b>

**CO & PO Mapping:**

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

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

**LESSON PLAN**

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

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

# THIRD SEMESTER



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

<b>Course Name</b>	<b>BUSINESS LAW</b>			
<b>Course Code</b>	<b>21UBAC31</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Core</b>	5	-	4
<b>Nature of course:</b>	<b>EMPLOYABILITY</b> ✓	SKILL ORIENTED	ENTREPRENEURSHIP	
<b>Course Objectives:</b>				
<ol style="list-style-type: none"> <li>1. To expose the students to the principles and law of contract.</li> <li>2. To bring knowledge to the students about capacity of contract.</li> <li>3. To aware about the concepts of Bailment and agency.</li> <li>4. To develop the skills to identify relationship towards sale of goods.</li> <li>5. To equip the students to find the partners relationship and its act of law.</li> </ol>				
<b>Unit: I</b>	<b>Indian Contract Act, 1872</b>			<b>15</b>
Definition - Essentials of Valid Contract - Types of Contract - Legal rules as to Offer, Acceptance and Consideration.				
<b>Unit: II</b>	<b>Capacity to Contract</b>			<b>15</b>
Free consent – Coercion, Undue influence, Misrepresentation, Fraud and Mistakes. Quasi Contracts - Wagering and Contingent Contracts. Discharge of Contract. Breach of Contract and Remedies for Breach of Contract				
<b>Unit: III</b>	<b>Contracts of Indemnity &amp; Guarantee</b>			<b>15</b>
Features, Differences between Indemnity and Guarantee, Kinds of Guarantee and Rights of Surety. Bailment – Duties of Bailor and Bailee and Differences between Pledge and Bailment. Agency – Creation, Rights and Duties of Agent and Principal and Termination of Agency.				
<b>Unit: IV</b>	<b>Sale of Goods Act 1930</b>			<b>15</b>
Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an Unpaid Seller. Rights to Information Act 2005, meaning, objectives and significance of RTI act,-Recent Amendments- Procedures for obtaining information under RTI act 2005.				
<b>Unit: V</b>	<b>Indian Partnership Act 1932</b>			<b>15</b>
Definition and Formation of Partnership, Types of Partners, Duties and Rights of Partners. Self Learning: key amendments to limited liability partnership bill 2021.				
<b>Total Lecture Hours</b>				<b>75 Hrs</b>
<b>Books for Study:</b>				
<ol style="list-style-type: none"> <li>1. Kapoor, N. D, <b>Elements of Mercantile Law</b>, Sultan Chand &amp; Sons, New Delhi</li> <li>2. Garg. K.C, V.K.Sareen, Mukesh Sharma and R.C.Chawla, <b>Business Law-I</b>, Kalyani Publishers, 3, Mahalakshmi Street, T.Nagar, 600 017, Chennai.</li> </ol>				
<b>Books for References:</b>				
1. Senthamarai Lakshmi. C and Muthulakshmi. I, <b>Business Law</b> , Limra Publications, 625 001,				

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

**CO & PO Mapping:**

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

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

**LESSON PLAN**

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

Course Designed by:

**Dr. R.Venkatesa Narasimma Pandian**, Assistant Professor,

**Dr.M.Sakthivel**, Associate Professor and Head



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

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	K1	2(k2&k2)	1(k2)
	CO2	Up to k3	2	k1&k2	1	K2	2(k3&k3)	1(k3)
CIA II	CO3	Up to k4	2	k1&k2	2	K3	2(k4&k4)	1(k3)
	CO5	Up to 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	3
	No. of Questions to be Answered		4		3		2	2
	Marks for each Question		1		2		5	10
	Total Marks for each Section		4		6		10	20

**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 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 K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)
3	CO3	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
5	CO5	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
No. of 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	-	-	09	7.5	42
K2	5	6	20	10	41	34.16	
K3	-	-	20	20	40	33.3	33
K4	-	-	10	20	30	25	25
Marks	10	10	50	50	120	100	100

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

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K4	
18) b	CO3	K4	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K3	
20) b	CO5	K3	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K2	
22	CO2	K3	
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)

<b>Course Name</b>	<b>MARKETING MANAGEMENT</b>				
<b>Course Code</b>	<b>21UBAC32</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	Core	5	-	4	
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	✓	SKILL ORIENTED	ENTREPRENEURSHIP	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To outline key marketing concepts and its application to different markets</li> <li>2. To understand the concepts of product and Branding uses by firms to win the consumer and outplay its competitors.</li> <li>3. To study the various pricing strategies adopted by firms and to know the factors influencing the successful distribution.</li> <li>4. To acquire the knowledge in Integrated marketing communications and its role in marketing /firms' success.</li> <li>5. To familiarize with the trends of Marketing, and to learn the social and ethical practices of firms.</li> </ol>					
<b>Unit: I</b>	<b>Marketing -Basics and its Concepts</b>				<b>10</b>
Marketing – Definition – Nature and Scope of Marketing – Concepts of Marketing Mix – Marketing Management and its Evolution – Consumers Behaviour – Buying Motives – Consumer Decision Making.					
<b>Unit: II</b>	<b>Product and Branding</b>				<b>10</b>
Product – Product Classification – Product Policies – New product Development – Product Mix – Product Life Cycle – Branding, positioning and Packaging.					
<b>Unit: III</b>	<b>Pricing and Distribution</b>				<b>15</b>
Pricing – Pricing Objectives – Kinds of Pricing – New Product Pricing. Channels Function – Factors in Channel Selection – Retailing and Wholesaling – Motivating Channel Members.					
<b>Unit: IV</b>	<b>Communication in Marketing</b>				<b>20</b>
Advertising – Meaning and Importance – Types of Advertising – Objectives – Advertisement Copy – Advertising Media – Media selection – Advertising Budget – Advertising Agency – Evolution of Advertising Effectiveness-sales promotion -Definition- its types.					
<b>Unit: V</b>	<b>Recent marketing trends</b>				<b>15</b>
Digital marketing-Definition-Importance-Developing a digital marketing plan-Dimensions of Digital Marketing-Mobile Marketing-Recent Marketing Trends – Role of social media in Marketing-Ethical practices in marketing.					
<b>Total Lecture Hours</b>					<b>75 Hrs</b>
<b>Books for Study:</b>					
1. Marketing Management, Dr.N.Rajan Nair and Sanjith Nair, Sultan Chand & Sons, 23-Daryaganj, New Delhi-110 002					
<b>Books for References:</b>					
1. Philip Kotler, Marketing management, Prentice Hall of India Private Limited, New Delhi – 110 001.					
2. Marketing Management by C.B.Gupta and Rajannair-Sultan Chand and sons-NewDelhi-2					
<b>Web Resources:</b>					

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

**CO & PO Mapping:**

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

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

**LESSON PLAN**

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

**Course Designed by Dr.M.Sakthivel-Associate professor and Head  
Dr.R.Meenakshi Devi, Assistant professor**

**Learning Outcome Based Education & Assessment (LOBE)  
Formative Examination - Blueprint  
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&k1	2	K2	2(k2&k2)	1(k2)
AI	CO2	Up to k3	2	k1&k1	1	K3	2(k3&k3)	1(k3)
CI	CO3	Up to k3	2	k1&k1	1	K3	2(k2&k2)	1(k3)
AII	CO4	Up to k4	2	k1&k1	2	K2	2(k4&k4)	1(k4)
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	4	-	-	-	4	8	56
	K2	-	4	10	10	24	48	
	K3	-	2	10	10	22	44	44
	K4	-	-	-	-	-	-	-
	K5							
	Marks	4	6	20	20	50	100	100
CIA II	K1	2				2	4	60
	K2	2	4	10		16	32	
	K3		2		10	12	24	
	K4			10	10	20	40	40
	K5							
	Marks	4	6	20	20	50	100	100

**K1-** Remembering and recalling facts with specific answers

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

**K3-** Application oriented- Solving Problems

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

CO5 will be allotted for individual Assignment which carries five marks as part of the 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	k2	2(k2&k2)	1(k2)
2	CO2	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
3	CO3	Up to K3	2	k1&k2	1	k3	2(k2&k2)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k4&k4)	1(k4)
<b>No. of Questions to be Asked</b>			10		5		10	5
<b>No. of Questions to be answered</b>			10		5		5	3
<b>Marks for each question</b>			1		2		5	10
<b>Total Marks for each section</b>			10		10		25	30
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>								

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	-	-	-	5	4.16	32
K2	5	8	10	10	33	27.5	
K3	-	2	20	20	42	35	35
K4	-	-	20	20	40	33.3	33
Marks	10	10	50	50	120	100	100
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K2	
12	CO2	K2	
13	CO3	K3	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k3	
17) b	CO2	k3	
18) a	CO3	k4	
18) b	CO3	k4	
19) a	CO4	k3	
19) b	CO4	k3	
20) a	CO5	k4	
20) b	CO5	k4	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	<b>K3</b>	
22	CO2	<b>K3</b>	
23	CO3	<b>K3</b>	
24	CO4	<b>K4</b>	
25	CO5	<b>K4</b>	





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

<b>Course Name</b>	<b>ENTREPRENEURSHIP</b>			
<b>Course Code</b>	<b>21UBAC33</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Core</b>	5	-	4
<b>Nature of course:</b>	EMPLOYABILITY	SKILL ORIENTED	<b>ENTREPRENEURSHIP</b>	✓
<b>Course Objectives:</b>				
1. To discuss the attitudes, values, characteristics, behaviour, and processes associated with possessing an entrepreneurial minds. 2. To outline the types of entrepreneurs and innovation from a theoretical perspective, 3. To describe the ways in which entrepreneurs perceive opportunity, manage risk, organize resources and add value. 4. To select the institution that is opt for a kind of business. 5. To develop a plan for implementing entrepreneurial activities in a globalized and competitive environment being responsible for the social, ethical and culture issues.				
<b>Unit: I</b>	<b>Introduction to Entrepreneurship</b>			<b>15</b>
Entrepreneur - Meaning – Characteristics-functions-classification- Intrapreneur-characteristics- Entrepreneur vs Intrapreneur- <b>Entrepreneurship</b> - Definition-factors affecting entrepreneurship growth. <b>Entrepreneurship Development in India</b> - Entrepreneurship Development programme (EDP)- objectives-phases of EDP.				
<b>Unit: II</b>	<b>Other types of Entrepreneur</b>			<b>15</b>
<b>Women Entrepreneurs</b> -Definition-factors influencing women Entrepreneurs-problems of Women Entrepreneurs. <b>Rural entrepreneurship</b> -meaning-problems of rural entrepreneurship-development-NGO's and rural entrepreneurship. <b>Social Entrepreneurship</b> -Meaning-entrepreneurship and social entrepreneurship-characteristics- <b>Agripreneurship</b> -Meaning-need-opportunities for development—challenges				
<b>Unit: III</b>	<b>MSME's and Start-up's</b>			<b>15</b>
<b>MSMEs</b> – concept-importance-problems-steps to start a MSME- Sickness in MSME-symptoms-causes-measures. <b>START-UP</b> -meaning-initiatives-incubators-sources of finance for start-ups-failures of startups-strategies for success-start-up-innovations in India-startup eco system-steps to build local ecosystem- <b>sustainopreneurship</b> - Definition-various dimensions-Entrepreneurial Ethics				
<b>Unit: IV</b>	<b>Institutions supporting Entrepreneurs</b>			<b>15</b>
Institutional support to entrepreneurs-Scheme for providing establishment of new institutions to strengthen the infrastructure for EDI's under ATI scheme- marketing support under marketing assistance scheme-credit guarantee scheme-credit linked capital subsidy scheme for technology up gradation-ISO 9000/ISO14001 certification reimburse ment scheme-Micro small enterprises cluster development programme-micro finance programme-MSME market development Assistance.				
<b>Unit: V</b>	<b>Business Model Canvas-Project Report preparation</b>			<b>15</b>
Business Model Canvas-exercise-Project Report –meaning-contents of project report-exercise-Model project report-Project appraisal-meaning- feasibility analysis- Market-Technical-Financial				
<b>Total Lecture Hours</b>				<b>75 Hrs</b>

<b>Books for Study:</b>	
1.Khanka. S.S, <b>Entrepreneurial Development</b> , S.Chand& Company Ltd. New Delhi.	
<b>Books for References:</b>	
1. Gordon. E and Natarajan. K, Entrepreneurship Development, Himalaya Publishing House, No: 8/2 Madley Street, Ground Floor, T.Nagar, Chennai – 600 017.	
2. N.P.Srinivasan & G.P.Gupta, Entrepreneurial Development, Sultan Chand and sons Pvt Ltd.,New Delhi.	
<b>Web Resources:</b>	
<a href="https://onlinecourses.swayam2.ac.in/cec20_mg19/preview">https://onlinecourses.swayam2.ac.in/cec20_mg19/preview</a>	
<a href="https://www.edx.org/learn/entrepreneurship">https://www.edx.org/learn/entrepreneurship</a>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>CO1:</b>	Understand the basic concepts of entrepreneurship and entrepreneurial development programmes
	<b>Up to K2</b>
<b>CO2:</b>	Visualising the key characteristics of different entrepreneurs and ventures.
	<b>Up to K2</b>
<b>CO3:</b>	Utilise the concepts of MSME and startup to initiate their ventures.
	<b>Up to K3</b>
<b>CO4:</b>	Identify the institutions which give financial and other assistance to the entrepreneur.
	<b>Up to K3</b>
<b>CO5:</b>	Locate and Plan for a business project appraisal.
	<b>Up to K4</b>

**CO & PO Mapping:**

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

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

**LESSON PLAN**

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

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

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

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	1	K1	2(k2&k2)	1(k2)
AI	CO3	Up to K3	2	k1&k2	2	K2	2(k3&k3)	1(k3)
CI	CO4	Up to K4	2	k1&k2	1	K3	2(k3&k3)	1(k4)
AII	CO5	Up to K3	2	k1&k2	2	K2	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	4	-	-	6	12	<b>60</b>
	K2	2	2	10	10	24	48	
	K3	-	-	10	10	20	40.00	<b>40</b>
	K4	-	-	-	-			
	Marks	<b>4</b>	<b>6</b>	<b>20</b>	<b>20</b>	<b>50</b>	<b>100</b>	<b>100</b>
CIA II	K1	2	-	-	-	2	4	<b>36</b>
	K2	2	4	10	-	16	32	
	K3	-	2	10	10	22	44	<b>44</b>
	K4	-	-	-	10	10	20	<b>20</b>
	Marks	<b>4</b>	<b>6</b>	<b>20</b>	<b>20</b>	<b>50</b>	<b>100</b>	<b>100</b>

**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	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
1	CO1	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2)
2	CO2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2)
3	CO3	Up to K3	2	K1&K2	1	K3	2(K3&K3)	1(k3)
4	CO4	Up to K3	2	K1&K2	1	K3	2(K2&K2)	1(K2)
5	CO5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(k4)
No. of 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
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>								

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	-	-	-	5	4.16	55
K2	5	6	20	30	61	50.8	
K3	-	2	30	10	42	35	35
K4	-	2	-	10	12	10	10
K5	-	-	-	-	-	-	-
Marks	10	10	50	50	120	100	100
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K2	
12	CO2	K2	
13	CO3	K3	
14	CO4	K4	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K2	
19) b	CO4	K2	
20) a	CO5	K4	
20) b	CO5	K4	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K2	
22	CO2	K2	
23	CO3	K3	
24	CO4	K2	
25	CO5	K4	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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<b>Course Name</b>	<b>ORGANIZATIONAL BEHAVIOUR</b>				
<b>Course Code</b>	<b>21UBAC34</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Core</b>	<b>5</b>	<b>-</b>	<b>4</b>	
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	<input checked="" type="checkbox"/>	<b>SKILL ORIENTED</b>	<b>ENTREPRENEURSHIP</b>	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>To know the importance of human behaviour as the determinants of Organizational Behaviour , and to understand the concepts of Values , Attitudes &amp; Learning</li> <li>To learn the concept of perception and johari window as the medium of perception and to understand the role of Emotional Intelligence in organizations.</li> <li>To study the concept of Motivational theories and to apprehend morale and its connection with productivity.</li> <li>To acquire the conception of Group Dynamics, its norms, Cohesiveness and to learn the levels of conflict handling strategies.</li> <li>To familiarize with the concept of Leadership, its styles to learn various theories of leadership.</li> </ol>					
<b>Unit: I</b>	<b>Introduction to Organizational Behaviour</b>				<b>15</b>
Organisational Behaviour – Concept – Nature – Determinants of Organisational Behaviour – Models- Values – Meaning, Types of Values – Sources of Values. Attitudes – Meaning – Sources of attitudes- Formation of Attitudes. Learning – Meaning – Theories of Learning.(Classical conditioning, operant, cognitive and social learning – only 4 Theories)					
<b>Unit: II</b>	<b>Perception and Personality:</b>				<b>15</b>
Perception – Meaning – Process – Factors affecting Perception — Perceptual errors - Johari Window. Emotional Intelligence – concept – role of Emotional Intelligence in organizations. Personality-concept, Determinants of personality, personality traits influencing human behavior.					
<b>Unit: III</b>	<b>Motivation and Morale:</b>				<b>15</b>
Motivation - Concept –Theories of Motivation – Hierarchy of Needs theory, Motivation – Hygiene theory, Theory X and Theory Y, – Financial and Non-financial motivation. . Morale – Concept – Nature – Measurement – Morale and Productivity					
<b>Unit: IV</b>	<b>Group Dynamics and Conflict:</b>				<b>15</b>
Group – Concept – Nature – Types of Groups – Theories of Group Formation – Group Behaviour – Norms – Group Cohesiveness-factors influencing group cohesiveness, significance. Conflict – Nature – Dysfunction – Levels of Conflict – Individual, Group and Organization – Conflict Handling Strategies.					
<b>Unit: V</b>	<b>Leadership:</b>				<b>15</b>
Leadership – Concept – Styles of leadership – Theories of Leadership – Trait Theory, Michigan Studies, and Managerial Grid– Recent approaches to Leadership –Charismatic Leadership theory, Transactional vs. Transformational Leadership.					
<b>Total Lecture Hours</b>					<b>75 Hrs</b>
<b>Books for Study:</b>					
1. Dr.C.D.Balaji,Organizational Behaviour , Margham Publications, Chennai.					

<b>Books for References:</b>	
<ol style="list-style-type: none"> <li>1. Stephen P. Robins, <b>Organizational Behavior</b>, Pearson Education, New Delhi.</li> <li>2. L.M.Prasad, <b>Organizational Behavior</b>, Sultan Chand and Sons, New Delhi.</li> <li>3. Fred Luthans, <b>Organizational Behavior</b>. McGraw Hill Publishers, New Delhi.</li> </ol>	
<b>Web Resources:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://www.marketing91.com/organizational-behaviour/">https://www.marketing91.com/organizational-behaviour/</a></li> <li>2. <a href="https://open.umn.edu/opentextbooks/textbooks/30">https://open.umn.edu/opentextbooks/textbooks/30</a></li> <li>3. <a href="https://www.coursera.org/learn/managing-people-iese">https://www.coursera.org/learn/managing-people-iese</a></li> </ol>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	Explain the nature, determinants, models of Organizational Behaviour and to narrate the concepts of Values, Attitudes and their sources, types and to elaborate the various theories of Learning.
<b>CO2:</b>	Describe the process and factors affecting perception and to relate it with Johari window and to detail the role of Emotional Intelligence in organizations.
<b>CO3:</b>	Apply the various theories of Motivation and relate it with financial and Non-financial motivation and to interpret the concept of Morale, and its measurement.
<b>CO4:</b>	Explain the nature, types, features of Groups and to compare the group behavior, norms and cohesiveness and to outline the levels of conflict handling strategies.
<b>CO5:</b>	Appraise the Leadership concept and to highlight the styles of Leadership and to explain the important theories of Leadership
	<b>Up to K 2</b>
	<b>Up to K3</b>
	<b>Up to K3</b>
	<b>Up to K4</b>
	<b>Up to K 4</b>

**CO & PO Mapping:**

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

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

**FOOT NOTES:**

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



**LESSON PLAN**

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

**Course Designed by:**

**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		
CI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)
AI	CO2	Up to k3	2	k1&k2	1	K3	2(k3&k3)	1(k3)
CI	CO3	Up to k3	2	k1&k2	1	K3	2(k2&k2)	1(k3)
AII	CO4	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	4	-	-	6	12	56
	K2	2	-	10	10	22	44	
	K3	-	2	10	10	22	44	44
	K4	-	-	-	-	-	-	-
	<b>Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>20</b>	<b>50</b>	<b>100</b>	<b>100</b>
CIA II	K1	2	-	-	-	2	4	36
	K2	2	4	10	-	16	32	
	K3	-	2	-	10	12	24	24
	K4	-	-	10	10	20	40	40
	<b>Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>20</b>	<b>50</b>	<b>100</b>	<b>100</b>

**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 K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)
<b>No. of Questions to be Asked</b>			10		5		10	5
<b>No. of Questions to be answered</b>			10		5		5	3
<b>Marks for each question</b>			1		2		5	10
<b>Total Marks for each section</b>			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
K2	5	6	30	20	61	50.83	
K3	-	-	10	20	30	25	25
K4	-	-	-	20	20	16.66	17
Marks	10	10	50	50	120	100	100
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>BUSINESS STATISTICS</b>			
<b>Course Code</b>	<b>21UBAA31</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	Allied	6	-	4
<b>Nature of course:</b>	EMPLOYABILITY	<b>SKILL ORIENTED</b>	✓	ENTREPRENEURSHIP
<b>Course Objectives:</b>				
<ul style="list-style-type: none"> <li>❖ To acquire knowledge on the concept of statistics, graphical and diagrammatical presentation.</li> <li>❖ To gain knowledge on application of measures of central tendency.</li> <li>❖ To acquaint knowledge with measures of variations.</li> <li>❖ To solve problems relating to correlation.</li> <li>❖ To acquire skills towards solving problems in regression analysis.</li> </ul>				
<b>Unit: I</b>	<b>Introduction to statistics</b>			<b>16</b>
Meaning –Characteristics of Statistics, Scope and limitation-Classification – Formulation of Frequency Distribution - Tabulation – general rules of tabulation. Diagrammatic and graphic presentation - meaning–significance of diagrams and graphs-general rules for constructing diagrams – types of diagrams. Graphs – graphs of frequency distribution –Limitations of diagrams and graphs.				
<b>Unit: II</b>	<b>Measures of Central Tendency</b>			<b>19</b>
Meaning – Types - Arithmetic Mean- simple Mean only, Median, Mode, quartile , Decile , Percentile, Geometric Mean , Harmonic Mean - Merits and Limitations – <b>(Simple Problems only)</b>				
<b>Unit: III</b>	<b>Measures of Variation</b>			<b>19</b>
Introduction –Objectives – Properties of a good measures of variation – methods of variation - Range, Interquartile Range, and Quartile Deviation, Mean Deviation, Standard Deviation, Variance. <b>(Simple Problems only)</b>				
<b>Unit: IV</b>	<b>Correlation</b>			<b>19</b>
Meaning – utility of the study of correlation – types of correlation –methods - Karl Pearson's coefficient of correlation, Rank Method,. <b>(simple problems only)</b> -Application of correlation in Business (Examples)				
<b>Unit: V</b>	<b>Regression Analysis</b>			<b>17</b>
Regression Analysis – Meaning –Regression Equations <b>(simple problems only)</b>				
Application of regression in Business (Examples)				
<b>Total Lecture Hours</b>				<b>90 Hrs</b>

**Note: The Questions should be asked in the ratio of 80% Problems and 20 % Theory**

**Books for Study:**

S.P.Gupta, P. K. Gupta, ManMohan, Business Statistics & Operations Research, Sultan Chand & Sons, New Delhi- 110002, Fifth Edition, Reprint 2020.

**Books for References:**

1. Pillai. R.S.N and Bagavathi.V, Statistics, S. Chand & Company Ltd. New Delhi110055.
2. Navanitham. PA, Business Statistics, Jai Publishers, Trichy – 21.
3. Sivakumar. T.R.N and Sadasivam. K, Business Statistics, Kalyani Publishers, 1, Mahalakshmi Street, T.Nagar, Chennai – 600 017.
4. Gupta S.P, Statistical Methods, Sultan Chand & Sons Publishers, 23 Daryaganj, New Delhi-110002.

<b>Course Outcomes</b>		<b>K Level</b>
<b>After studying this course, the students will be able to:</b>		
<b>CO1</b>	Relate the concept of statistics and its applicability through data with diagrammatical and graphical presentation.	<b>K1</b>
<b>CO2</b>	Use and apply various types of averages.	<b>K3</b>
<b>CO3</b>	Understand the applications of measures of variations.	<b>K2</b>
<b>CO4</b>	Analyse the usage of correlation .	<b>K4</b>
<b>CO5</b>	Illustrate regression.	<b>k2</b>

**CO & PO Mappings:**

<b>COs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>
<b>CO 1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>

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

**LESSON PLAN**

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

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

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

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		
<b>CI</b>	<b>CO1</b>	K1	2	K1&K1	2	K1	2(K1&K1)	1(K1)
<b>AI</b>	<b>CO2</b>	Up to K3	2	K2&K2	1	K3	2(K3&K3)	1(K3)
<b>CI</b>	<b>CO3</b>	Up to K2	2	K2&K2	1	K2	2(K2&K2)	1(K2)
<b>AII</b>	<b>CO4</b>	Up to K4	2	K2&K2	2	K4	2(K4&K4)	1(K4)
<b>Question Pattern CIA I &amp; II</b>		<b>No. of Questions to be asked</b>	4		3		4	2
		<b>No. of Questions to be answered</b>	4		3		2	1
		<b>Marks for each question</b>	1		2		5	10
		<b>Total Marks for each section</b>	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 %
<b>CIA I</b>	<b>K1</b>	2	4	10	10	26	52	<b>56</b>
	<b>K2</b>	2	-	-	-	2	4	
	<b>K3</b>	-	2	10	10	22	44	<b>44</b>
	<b>K4</b>	-	-	-	-	-	-	-
	<b>Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>20</b>	<b>50</b>	<b>100</b>	<b>100</b>
<b>CIA II</b>	<b>K1</b>	-	-	-	-	-	-	<b>52</b>
	<b>K2</b>	4	2	10	10	26	52	
	<b>K3</b>	-	-	-	-	-	-	-
	<b>K4</b>	-	4	10	10	24	48	<b>48</b>
	<b>Marks</b>	<b>4</b>	<b>6</b>	<b>20</b>	<b>20</b>	<b>50</b>	<b>100</b>	<b>100</b>

**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	MOQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
1	CO 1	K1	2	K1&K1	1	K1	2(K1&K1)	1(K1)
2	CO 2	Up to K3	2	K2&K2	1	K3	2(K3&K3)	1(K3)
3	CO 3	Up to K2	2	K2&K2	1	K2	2(K2&K2)	1(K2)
4	CO 4	Up to K4	2	K3&K3	1	K4	2(K4&K4)	1(K4)
5	CO 5	Up to K2	2	K2&K2	1	K2	2(K2&k2)	1(K2)
No. of 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
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>								

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	2	2	10	10	24	20	62
K2	6	4	20	20	50	42	
K3	2	2	10	10	24	20	20
K4	-	2	10	10	22	18	18
Marks	10	10	50	50	120	100	100
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
1	CO1	K1	
2	CO1	K1	
3	CO2	K2	
4	CO2	K2	
5	CO3	K2	
6	CO3	K2	
7	CO4	K3	
8	CO4	K3	
9	CO5	K2	
10	CO5	K2	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K3	
13	CO3	K2	
14	CO4	K4	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K3	
17) b	CO2	K3	
18) a	CO3	K2	
18) b	CO3	K2	
19) a	CO4	K4	
19) b	CO4	K4	
20) a	CO5	K2	
20) b	CO5	K2	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K1	
22	CO2	K3	
23	CO3	K2	
24	CO4	K4	
25	CO5	K2	



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

<b>Course Name</b>	<b>PERSONALITY DEVELOPMENT SKILL</b>				
<b>Course Code</b>	<b>21UBAS31</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Skill</b>	2	-	2	
<b>Nature of course:</b>	EMPLOYABILITY	<b>SKILL ORIENTED</b>	✓	ENTREPRENURSHIP	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>To study the characteristics of personality and its theories affecting the personality.</li> <li>Classify the Importance of personality types, traits and attributes.</li> <li>Understand the concept of attitude and the art of goal setting.</li> <li>Examine components of interpersonal skills and techniques to improve interpersonal skills.</li> <li>Measure the importance of Time management and value of time</li> </ol>					
<b>Unit: I</b>	<b>Introduction to personality</b>				<b>6</b>
Personality-An Explanation-Characteristic of Personality-Importance of Personality-Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only)					
<b>Unit: II</b>	<b>PERSONALITY TYPES &amp; TRAITS:</b>				<b>6</b>
Types of Personality-Major Personality Traits and Attributes.					
<b>Unit: III</b>	<b>ATTITUDE AND GOAL SETTING</b>				<b>6</b>
Attitude-meaning -Definition-Factors influencing Attitude-Challenges and Lessons from Attitude-Positive Attitude and its Advantages-Negative Attitude and its disadvantages – Goal setting-SMART Goal setting framework- Blueprint for success, Short Term, -Long Term- Lifetime Goals.					
<b>Unit: IV</b>	<b>INTERPERSONAL SKILLS AND ITS COMPONENTS</b>				<b>6</b>
Interpersonal skills-Meaning- Need to develop interpersonal skills-components of interpersonal skills-Techniques to improve interpersonal skills-Johari window model					
<b>Unit: V</b>	<b>TIME MANAGEMENT</b>				<b>6</b>
Recognizing the Importance of Time-Causes for Wastage of Time; Methods for Managing Time Efficiently-Value of time, Diagnosing Time Management, Tools for Time Management, Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management.					
					<b>Total Lecture Hours</b>
					<b>30 Hrs</b>
<b>Books for Study:</b>					
1. In house study material will be supplied.					
<b>Books for References:</b>					
1. personality Development and Soft Skills Paperback – by Barun Mitra (Author)					
2. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill					
<b>Web Resources:</b>					
<a href="https://www.skillsyouneed.com/">https://www.skillsyouneed.com/</a>					
<a href="https://www.superprof.co.in/lessons/personal-development/india/">https://www.superprof.co.in/lessons/personal-development/india/</a>					
<b>Course Outcomes</b>					<b>K Level</b>
<b>CO1:</b>	Classify the types of personality and Factors Affecting Personality Development				<b>Up to K 2</b>

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

**CO & PO Mapping:**

<b>COs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>
<b>CO 1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>CO 4</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>

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

**LESSON PLAN**

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

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



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

<b>Course Name</b>	<b>BUSINESS MANAGEMENT</b>			
<b>Course Code</b>	<b>21UBAN31</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Non Major Elective</b>	2	-	2
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	✓	<b>SKILL ORIENTED</b>	<b>ENTREPRENURSHIP</b>
<b>Course Objectives:</b>				
1. To learn the basic functions of management. 2. To study the types of organization and its practices 3. To understand the types of staffing and recruitment activities. 4. To gain the knowledge on direction and motivational aspects. 5. To enrich the need for control, supervision and to use the controlling techniques.				
<b>Unit: I</b>	<b>Introduction to Management and Planning:</b>			<b>6</b>
Management – Definition of business administration and Management – nature –Administration Vs Management; Functions Vs Functional areas of management. Planning – Definition- Characteristics- Advantages and Limitations – Steps in Planning.				
<b>Unit: II</b>	<b>Organizing:</b>			<b>6</b>
Definition – Formal Vs Informal organization structure-Characteristics -Delegation of Authority-Meaning-Features- Centralization- Decentralization-Meaning.				
<b>Unit: III</b>	<b>Staffing:</b>			<b>6</b>
Definition – Recruitment – Meaning-Sources, Selection –Meaning- Process, Training Methods, Performance Appraisal and its Importance.				
<b>Unit: IV</b>	<b>Directing:</b>			<b>6</b>
Definition – Elements of Direction – Motivation – Meaning and Importance. Leadership – Meaning, Styles and Importance. Communication – Meaning – Process-Barriers in Communication and Ways to Overcome.				
<b>Unit: V</b>	<b>Controlling:</b>			<b>6</b>
Meaning- Steps in Controlling- Qualities of a Good Control System- Benefits of Controlling.				
<b>Total Lecture Hours</b>				<b>30 Hrs</b>
<b>Books for Study:</b>				
1. Ramasamy. T, <b>Principles of Management</b> , Himalaya Publishing House, ‘Ramdoot’ Dr.BhaleraoMarg, Gurgaon, Mumbai – 400 004.First Edition 1998. Reprint 2014.				
<b>Books for References:</b>				
1. Stoner and Freeman, <b>Management</b> , Prentice Hall of India, Reprint 2007, New Delhi. 2. Gilbert, <b>Principles of Management</b> , McGraw Hill, Reprint 2011, New Delhi. 3. Tripathi. P.C and Reddy. P.N, <b>Principles of Management</b> , McGraw Hill, Reprint 2006, New Delhi.				
<b>Web Resources:</b>				
<a href="https://www.iedunote.com/14-management-principles-henri-fayol">https://www.iedunote.com/14-management-principles-henri-fayol</a> <a href="https://businessjargons.com/organizing.html">https://businessjargons.com/organizing.html</a> <a href="https://www.managementstudyguide.com/management_functions.htm">https://www.managementstudyguide.com/management_functions.htm</a>				

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

**CO & PO Mapping:**

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
<b>CO 1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>CO 2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>CO5</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>

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

**LESSON PLAN**

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

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

**Dr. R.Venkatesa Narasimma Pandian**, Assistant Professor



# FOURTH SEMESTER



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

<b>Course Name</b>	<b>BASICS OF INTELLECTUAL PROPERTY RIGHTS</b>			
<b>Course Code</b>	<b>2IUBAC41</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Core</b>	<b>5</b>	<b>-</b>	<b>4</b>
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	<b>✓</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENURSHIP</b>
<b>Course Objectives:</b>				
1. To know what is meant by intellectual property and its types. 2. To understand the Registration process of IPR. 3. To know the various acts associated with IPR 4. The study the relationship between unfair competition and IP laws. 5. To make the students aware of their rights for the protection of their invention done in their project work.				
<b>Unit: I</b>	<b>Introduction to IPR</b>			<b>20</b>
Introduction to IPRs, Basic concepts and need for Intellectual Property - Patents, Copyrights, Geographical Indications, IPR in India and Abroad – Genesis and Development - Nature of Intellectual Property, Industrial Property- Inventions and Innovations – Important examples of IPR.				
<b>Unit: II</b>	<b>REGISTRATION OF IPRs</b>			<b>10</b>
Meaning and practical aspects of registration of Copy Rights, Trademarks, Patents, Geographical Indications, Trade Secrets and Industrial Design registration in India and Abroad				
<b>Unit: III</b>	<b>AGREEMENTS AND LEGISLATIONS</b>			<b>15</b>
International Treaties and Conventions on IPRs, TRIPS Agreement, Patent Act of India, Design Act, Trademark Act, Geographical Indication Act.				
<b>Unit: IV</b>	<b>DIGITAL PRODUCTS AND LAW</b>			<b>20</b>
Digital Innovations, Developments as Knowledge Assets – IP Laws, Cyber Law and Digital Content Protection – Unfair Competition – Meaning and Relationship between Unfair Competition and IP Laws.				
<b>Unit: V</b>	<b>ENFORCEMENT OF IPRs</b>			<b>10</b>
Infringement of IPRs- Enforcement Measures- Emerging issues.				
<b>Total Lecture Hours</b>				<b>75 Hrs</b>
<b>Books for Study:</b>				
<b>1. An Introduction to Intellectual Property Rights</b> by <u>Venkataraman M</u>				
<b>Books for References:</b>				
1. Intellectual Property Rights In India Hardcover – 1 January 2015 by V.K. Ahuja (Author)				
2. Introduction To Intellectual Property Rights (Pb 2020) Paperback – 1 January 2020 by CHAWLA H S (Author)				
<b>Web Resources:</b>				
<a href="https://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf">https://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf</a>				

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

**CO & PO Mapping:**

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

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

**LESSON PLAN**

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

Course Designed by:

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

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

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	K1	2(k2&k2)	1(k2)
AI	CO2	Up to k3	2	k1&k2	1	K3	2(k3&k3)	1(k3)
CI	CO3	Up to k3	2	k1&k2	1	K3	2(k2&k2)	1(k3)
AII	CO4	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 Mark s	% of (Marks withou t choice)	Consolidat e of %
CIA I	K1	2	4	-	-	6	12	56
	K2	2	-	10	10	22	44	
	K3	-	2	10	10	22	44	44
	K4	-	-	-	-	-	-	-
	K5	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	-	-	-	2	4	60
	K2	2	4	10	-	16	32	
	K3		2	-	10	12	24	
	K4	-	-	10	10	20	40	40
	K5	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100

**K1-** Remembering and recalling facts with specific answers

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

**K3-** Application oriented- Solving Problems

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

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 K3	2	k1&k2	1	k1	2(k2&k2)	1(k2)
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)
No. of 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
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

**Summative Examinations - Question Paper – Format**

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	k2	
22	CO2	k2	
23	CO3	K3	
24	CO4	k4	
25	CO5	k4	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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<b>Course Name</b>	<b>HUMAN RESOURCE MANAGEMENT</b>				
<b>Course Code</b>	<b>21UBAC42</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	Core	5	-	4	
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	✓	SKILL ORIENTED	ENTREPRENURSHIP	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>To know the importance and functions of Human Resource Management, and to recognize the personnel policies of organizations.</li> <li>To understand Human Resource Planning and to identify the concepts of Job analysis, Job Description, Job specification and Job design.</li> <li>To study the recruitment process in organizations.</li> <li>To classify various training methods and performance evaluation techniques and to identify the concept of job changes.</li> <li>To familiarize with the compensation methods and to know the importance of integration activities like Collective bargaining, Grievance handling and worker's participation in management.</li> </ol>					
<b>Unit: I</b>	<b>Introduction to Human Resource Management</b>				<b>15</b>
HRM-Nature, Importance, scope and objectives - Qualities, role, Functions of a human resource manager – Personnel policies – Concept – nature – need & Significance – Types - Emerging HR Trends- HR Auditing.					
<b>Unit: II</b>	<b>Human Resource Planning</b>				<b>15</b>
HR Planning Concept – Objectives –process. Job analysis – Concept, Process & Methods – Job description- Meaning, contents- Job Specification –Meaning, Difference between job description and job specification. Job design – concept, methods of job design.					
<b>Unit: III</b>	<b>Recruitment, Selection And Interview Techniques</b>				<b>15</b>
Recruitment: Sources – Selection process: types of tests, Interviews and its types.					
<b>Unit: IV</b>	<b>Training And Development</b>				<b>15</b>
Employee Training –concept, need and Importance – Types of training. Performance evaluation Meaning – importance - methods of performance evaluation. Job changes-Promotion, Demotion, Transfer and Separation – Implications of job change.					
<b>Unit: V</b>	<b>Compensation And Reward Management:</b>				<b>15</b>
Wage and salary administration – objectives, principles - components and methods of wage payments –Definition and Meaning of Grievances – sources of grievance, essentials of sound grievance procedure. Collective bargaining – meaning, objectives, importance– CB in India. Worker’s Participation in Management- concept & objectives, importance					
<b>Total Lecture Hours</b>					<b>75 Hrs</b>
<b>Books for Study:</b>					
1. Dr.J.Jayashankar, Human Resource Management, Margham Publications, Chennai.					
<b>Books for References:</b>					
1. C.B.Gupta , Human Resource Management, Sultan Chand & Sons, New Delhi.					



2. Prasad L.M., Human Resource Management, 2 <sup>nd</sup> edition, Sultan Chand, New Delhi, 2001.	
3. Personnel Management & Industrial Relations – Tripathi & Reddy , Himalaya Publishing house, Chennai.	
4. Manmohan Joshi, Human Resource Management, bookboon.com.	
<b>Web Resources:</b>	
1. <a href="https://www.academia.edu/31368081/E_BOOK_ON_HUMAN_RESOURCE_MANAGEMENT_HRM_pdf">https://www.academia.edu/31368081/E_BOOK_ON_HUMAN_RESOURCE_MANAGEMENT_HRM_pdf</a>	
2. <a href="https://bookboon.com/en/hrm-ebooks">https://bookboon.com/en/hrm-ebooks</a>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	Explain the concept, importance and scope of HRM and to discuss the role, qualities and functions of a HR manager and to identify the HR policies and emerging trends in HR.
<b>CO2:</b>	Describe the HR planning concept and process and to distinguish between Job analysis, Job description, Job specification and Job design and.
<b>CO3:</b>	Interpret Recruitment process, Selection process, Job tests and Interview.
<b>CO4:</b>	Explain Employee training, concept, need importance and types and to infer Performance evaluation concept, importance, methods and to classify the types of Job changes.
<b>CO5:</b>	Appraise the wage and salary concept and to correlate the need for Grievance handling, Collective bargaining and worker’s participation in organizations.
	<b>Up to K 2</b>
	<b>Up to K2</b>
	<b>Up to K3</b>
	<b>Up to K4</b>
	<b>Up to K 4</b>

**CO & PO Mapping:**

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

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

**LESSON PLAN**

<b>Unit</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>Hrs</b>	<b>Pedagogy</b>
<b>I</b>	<b>Introduction to Human Resource Management:</b> HRM-Nature, Importance, scope and objectives - Qualities, role, Functions of a human resource manager – Personnel policies – Concept – nature – need & Significance – Types - Emerging HR Trends.	<b>15</b>	Lecture Method,& Video sessions
<b>II</b>	<b>Human Resource Planning:</b> HR Planning Concept – Objectives –process. Job analysis – Concept, Process & Methods – Job description- Meaning, contents- Job Specification –Meaning, Difference between job description and job specification. Job design – concept, methods of job design.	<b>15</b>	Lecture Method,& Group activity
<b>III</b>	<b>Recruitment, Selection And Interview Techniques:</b> Recruitment: Sources – Selection process: types of tests, Interviews and its types.	<b>20</b>	Lecture method& Group Activity
<b>IV</b>	<b>Training And Development:</b> Training process –concept, need and Importance – Types of training. Performance evaluation Meaning – importance - methods of performance evaluation. Job changes- Promotion, Demotion, Transfer and Separation – Implications of job change.	<b>15</b>	Lecture method & Video sessions
<b>V</b>	<b>Compensation And Reward Management:</b> Wage and salary administration – objectives, principles - components and methods of wage payments –Definition and Meaning of Grievances – sources of grievance, essentials of sound grievance procedure. Collective bargaining – meaning, objectives, importance– CB in India. Worker’s Participation in Management- concept & objectives, importance.	<b>10</b>	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	K1	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	K3	2(k4&k4)	1(k4)
All	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	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	4	16
	K2	2	4	-	-	6	12	
	K3	-	2	-	-	2	4	4
	K4	-	-	20	20	40	80	80
	Marks	4	6	20	20	50	100	100

**K1-** Remembering and recalling facts with specific answers

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

**K3-** Application oriented- Solving Problems

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

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

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 K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k4)
5	CO5	Up to K4	2	k1&k2	1	k2	2(k2&k2)	1(k4)
<b>No. of Questions to be Asked</b>			10		5		10	5
<b>No. of Questions to be answered</b>			10		5		5	3
<b>Marks for each question</b>			1		2		5	10
<b>Total Marks for each section</b>			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
K2	5	6	30	20	61	50.8	
K3	-	-	10	10	20	16.66	17
K4	-	-	10	20	30	25	25
Marks	10	10	50	50	120	100	100
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	k3	
18) b	CO3	k3	
19) a	CO4	k4	
19) b	CO4	k4	
20) a	CO5	k2	
20) b	CO5	k2	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>DATA ANALYSIS USING EXCEL</b>			
<b>Course Code</b>	<b>21UBAC43</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	Core	5	-	4
<b>Nature of course:</b>	<b>EMPLOYABILITY</b> ✓	SKILL ORIENTED	ENTREPRENURSHIP	
<b>Course Objectives:</b>				
<ol style="list-style-type: none"> <li>1. To define the concept of Data Analysis and introduce various basic data functions of Excel.</li> <li>2. To describe how to creating formulas and using functions in data sheet.</li> <li>3. To demonstrate various statistical functions with tools.</li> <li>4. To familiarize the concept of Pivot Tables, Data Analysis Tools and Techniques.</li> <li>5. To develop the Data charting Skill.</li> </ol>				
<b>Unit: I</b>	Introduction to Data Analysis and Excel			<b>10</b>
Data Analysis –Definition-Types - Process. Introduction to Excel: About Excel-Uses - Window Pane-Title Bar-Menu Bar-Standard Toolbar-Formatting Tool Bar-The Ribbon- File Tab and Backstage View-Formula Bar-Workbook Window-Status Bar-Task Pane. Workbook and Sheets Columns and Rows: Selecting Columns and Rows-Changing Column Width and Row Height – Auto Fitting Columns and Rows-Hiding/Un Hiding Columns and Rows-Inserting & Deleting Columns and Rows-Cell-Address of a Cell-Components of a Cell-Format-Value-Formula – Use of Paste and Paste Special.				
<b>Unit: II</b>	Formulas and Functions of Excel			<b>20</b>
Creating Formulas: Understanding Formulas-Calculate with an Operator, Function and Cell Addresses-Create an Array formula-Using the sum, Average, Count, Min and Max Functions-Create a Formula that refers to Another worksheet- Relative and Absolute Cell Addresses-Edit Formulas-Name Cells and Ranges-Define and Display constants-Create Formulas that Includes Names-Check formulas for Errors-Trace Precedents and Dependents. Using Functions: Function Wizard-Round a Number-Conditional Formula- Conditional sum-conditional Count-Find the Square root-Relative Column and Row Numbers- VLOOKUP-Determine the Location of a value-Using Index- Date and Time Calculations.				
<b>Unit: III</b>	Statistical Functions and organizing worksheet Data			<b>20</b>
Using Statistical Functions and Tools: Calculate An Average, Conditional Average ,Median or Mode, Rank,-Determine the Nth Largest Value- Calculate Frequency, Variance and standard Deviation-correlation-Install excel Add-Ins-Moving Average-Compare Variances- to determine Rank and Percentile- Descriptive Statistics. Organizing worksheet Data: Enter Data with a Form-simple sorts and filters, Multilevel sorts, Custom Sort-Sort by Color, font Color or Cell Icon-complex Filters- Criteria to Find Records- Advanced Filtering Techniques-Filter Duplicate Records-Count Filtered Records-Subtotal Records- Auto Outline-Define Data as a Table-Modify a Table style- Database Functions With a Table.				
<b>Unit: IV</b>	Pivot Tables and Data Analysis tools and Techniques			<b>20</b>

Working with Pivot Tables: Create a Pivot Table-Modify a Pivot Table Layout-Summarize Pivot Table Values-Create a Pivot Table Calculated Field-Group the Rows and Columns - Style -Filter - Sort-Retrieve Values from a Pivot Table- slicer.		
Using Data Analysis Tools and Techniques: Perform What-If Analysis-Optimize a result with goal Seek- Solver-Solve a Formula with a Data Table- Auto Fill-Join Text-Add a Calculator- Consolidate Worksheets-Highlight Cells that Meet Criteria- Highest and Lowest Ranked Values- Add Data Bars and Icon Sets- conditional Formatting Rules-Remove,Change -Paste with paste special.		
<b>Unit: V</b>	Charting Data	<b>05</b>
Charting Data: Create a Chart-add chart Details-combination Chart-Chart Type-Spark Lines- Trend Line- Error Bars- Histogram- Filtered Data- Pivot Chart- Pivot Chart.		
		<b>Total Lecture Hours</b>
		<b>75 Hrs</b>
<b>Books for Study:</b>		
1. Study Material Provided By the Department.		
<b>Books for References:</b>		
1. Denise Etheridge, “Excel Data Analysis”, Wiley India Pvt Ltd, 2018.		
2. Stephen L.Nelson, “Excel Data Analysis for Dummies”, Wiley India Pvt Ltd, 2020		
<b>Web Resources:</b>		
<a href="https://www.tutorialspoint.com/excel_data_analysis/index.htm">https://www.tutorialspoint.com/excel_data_analysis/index.htm</a>		
<a href="https://www.excel-easy.com/data-analysis.html">https://www.excel-easy.com/data-analysis.html</a>		
<b>Course Outcomes</b>		<b>K Level</b>
<b>CO1:</b>	Able to explain the data analysis process and gain basic knowledge of excel.	<b>Up to K2</b>
<b>CO2:</b>	Familiarize the basic formulas and functions of spreadsheet.	<b>Up to K2</b>
<b>CO3:</b>	Compare and generate the aggregate reports by using statistical functions and tools	<b>Up to K4</b>
<b>CO4:</b>	Analyze the data using pivot tables and data analysis tools	<b>Up to K4</b>
<b>CO5:</b>	Classify the data using chart and graphs	<b>Up to K3</b>

**CO & PO Mapping:**

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>

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

**LESSON PLAN**

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

Course Designed by:

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



Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination –Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
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		
<b>CIA I</b>	<b>CO1</b>	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K2)
	<b>CO2</b>	Up to K2	2	K1&K2	1	K1	2(K2&K2)	1(K2)
<b>CIA II</b>	<b>CO3</b>	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K3)
	<b>CO4</b>	Up to K4	2	K1&K2	2	K3	2(K4&K4)	1(K4)
<b>Question Pattern CIA I &amp; II</b>	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	20

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)	Consol idate of %
<b>CIA I</b>	<b>K1</b>	2	2	-	-	4	8	100
	<b>K2</b>	2	4	20	20	46	92	
	<b>K3</b>	-	-	-	-	-	-	-
	<b>K4</b>	-	-	-	-	-	-	-
	<b>Marks</b>	4	6	20	20	50	100	100
<b>CIA II</b>	<b>K1</b>	2	-	-	-	2	4	12
	<b>K2</b>	2	2	-	-	4	8	
	<b>K3</b>	-	4	10	10	24	48	48
	<b>K4</b>	-	-	10	10	20	40	40
	<b>Marks</b>	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	K2	2(K2&K2)	1(K2)
2.	CO 2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)
3	CO 3	Up to K4	2	K1&K2	1	K3	2(K3&K3)	1(K3)
4	CO 4	Up to K4	2	K1&K2	1	K4	2(K4&K4)	1(K4)
5	CO 5	Up to K3	2	K1&K2	1	K3	2(K3&K3)	1(K3)
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
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>								

Distribution of Marks with K Level							
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Mark s	% of (Marks without choice)	Consolidate d %
K1	5	-	-	-	5	4.16	45
K2	5	4	20	20	49	40.83	
K3	-	4	20	20	44	36.66	37
K4	-	2	10	10	22	18.33	18
Marks	10	10	50	50	120	100	100
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations-Question Paper-Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K2	
12	CO2	K2	
13	CO3	K3	
14	CO4	K4	
15	CO5	K3	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K4	
19) b	CO4	K4	
20) a	CO5	K3	
20) b	CO5	K3	
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K2	
22	CO2	K2	
23	CO3	K3	
24	CO4	K4	
25	CO5	K3	



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

<b>Course Name</b>	<b>RESEARCH METHODOLOGY</b>				
<b>Course Code</b>	<b>21UBAC44</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	Core	5	-	4	
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	<b>SKILL ORIENTED</b>	✓	<b>ENTREPRENURSHIP</b>	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the concept of research methodology and research design.</li> <li>2. To explain the sampling and scaling techniques of research.</li> <li>3. To distinguish between primary and secondary data and to classify its types..</li> <li>4. To make use of collected data and to utilize it for analysis..</li> <li>5. To develop a research report.</li> </ol>					
<b>Unit: I</b>	<b>INTRODUCTION TO RESEARCH METHODOLOGY</b>				<b>15</b>
Research Methodology- An introduction- Meaning- Objectives- Types- Significance- Problems encountered by researchers in India- Criteria of Good Research. Research Process- Important concepts relating to Research Design-Meaning-Types.					
<b>Unit: II</b>	<b>SAMPLING AND SCALING TECHNIQUES</b>				<b>15</b>
Sampling-meaning-Merits- limitations-probability sampling and non-probability sampling-meaning-types-scaling techniques. Questionnaire and schedule-prerequisites for using questionnaire- structured and unstructured questionnaire-features of a good questionnaire-use of schedules-questionnaire framing –exercise.					
<b>Unit: III</b>	<b>DATA COLLECTION</b>				<b>15</b>
Types of data – Primary Vs Secondary data – Meaning-Methods of primary data collection.					
<b>Unit: IV</b>	<b>DATA PREPARATION AND ANALYSIS</b>				<b>15</b>
Data Preparation – editing – Coding –tabulation methods-analysis and interpretation of data-techniques of interpretation.					
<b>Unit: V</b>	<b>REPORT WRITING</b>				<b>15</b>
Research report – meaning-types – Contents of report - precautions of writing report.					
<b>Total Lecture Hours</b>					<b>75 Hrs</b>
<b>Books for Study:</b>					
<ol style="list-style-type: none"> <li>1. P.Ravilochanan, Research Methodology, Margham Publications.2016</li> <li>1. C.R.Kothari. GauravGarg, Research Methodology, 4<sup>th</sup> Edition, New age International (p) Limited Publishers.</li> </ol>					
<b>Books for References:</b>					
<ol style="list-style-type: none"> <li>1. N.Thanulingom, Research Methodology, Himalaya Publishing House,2010.</li> <li>2. Uma Sekaran, Research methods for Business, Wiley India, New Delhi, 2006.</li> <li>3. K. N. Krishnaswamy, AppaIyerSivakumar and M. Mathirajan, Management Research Methodology, Pearson Education, New Delhi, 2006.</li> </ol>					
<b>Web Resources:</b>					
<a href="http://www.newagepublishers.com">www.newagepublishers.com</a> <a href="https://libguides.wits.ac.za/research-support">https://libguides.wits.ac.za/research-support</a> <a href="https://libguides.wits.ac.za/c.php?g=693518&amp;p=4914913">https://libguides.wits.ac.za/c.php?g=693518&amp;p=4914913</a> <a href="https://www.intechopen.com/books/cyberspace/research-design-and-methodology">https://www.intechopen.com/books/cyberspace/research-design-and-methodology</a>					

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

**CO & PO Mapping:**

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

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

**LESSON PLAN**

Unit	RESEARCH METHODOLOGY	Hrs	Pedagogy
<b>I</b>	<b>INTRODUCTION TO RESEARCH METHODOLOGY</b> Research Methodology- An introduction- Meaning- Objectives- Types- Significance- Problems encountered by researchers in India- Criteria of Good Research. Research Process- Important concepts relating to Research Design-Meaning-Types.	<b>15</b>	Lecture method & Video sessions
<b>II</b>	<b>SAMPLING AND SCALING TECHNIQUES</b> Sampling-meaning-Merits- limitations-probability sampling and non-probability sampling- meaning-types-scaling techniques. Questionnaire and schedule-prerequisites for using questionnaire- structured and unstructured questionnaire-features of a good questionnaire-use of schedules-questionnaire framing -exercise	<b>15</b>	Lecture Method & Assignments
<b>III</b>	<b>DATA COLLECTION</b> Types of data – Primary Vs Secondary data – Meaning-Methods of primary data collection	<b>15</b>	Lecture Method & Group activity
<b>IV</b>	<b>DATA PREPARATION AND ANALYSIS</b> Data Preparation – editing – Coding –tabulation methods-analysis and interpretation of data-techniques of interpretation.	<b>15</b>	Lecture method , video session and role play
<b>V</b>	<b>REPORT WRITING</b> Research report – meaning-types – Contents of report - precautions of writing report..	<b>15</b>	Lecture method and Assignments

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

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

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	K1	2(k2&k2)	1(k2)
	CO2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
CIA II	CO3	Up to k4	2	k1&k2	2	K3	2(k4&k4)	1(k4)
	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	100
	K2	2	2	20	20	44	88	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
CIA II	K1	2	-	-	-	2	4	12
	K2	2	2	-	-	4	8	
	K3	-	4	10	10	24	48	48
	K4	-	-	10	10	20	40	40
	Marks	4	6	20	20	50	100	100

**K1-** Remembering and recalling facts with specific answers

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

**K3-** Application oriented- Solving Problems

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

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

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	CO1	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k3)
3	CO3	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k3)
4	CO4	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k2)
5	CO5	Up to K3	2	k1&k2	1	k2	2(k2&k2)	1(k3)
No. of 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
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>								

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	<b>59</b>
K2	5	6	30	20	61	50.83	
K3	-	-	10	30	40	33.33	<b>33</b>
K4	-	-	10	-	10	8.3	<b>8</b>
Marks	<b>10</b>	<b>10</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>100</b>	<b>100</b>
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	k4	
18) b	CO3	k4	
19) a	CO4	k3	
19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K2	
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)

<b>Course Name</b>	<b>OPERATIONS RESEARCH</b>				
<b>Course Code</b>	<b>21UBAA41</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Allied</b>	6	-	4	
<b>Nature of course:</b>	EMPLOYABILITY	<b>SKILL ORIENTED</b>	✓	ENTREPRENEURSHIP	
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>❖ The students get knowledge about the scope and application of operations research in business and industry</li> <li>❖ To introduce the basic concepts of Linear Programming.</li> <li>❖ To enrich the knowledge of students with transportation problem along with real life applications.</li> <li>❖ To apply the assignment problem techniques constructively to make effective business decisions</li> <li>❖ To introduce Game Theory concepts for scientific study of strategic decision making.</li> </ul>					
<b>Unit: I</b>	<b>Introduction</b>				<b>14</b>
Operation Research –Meaning and Definition , Nature Of Operations Research, Management Applications Of Operations Research - Scope Of Operations Research, Role Of Operations Research in Decision Making - Limitations Of OR.					
<b>Unit: II</b>	<b>Linear Programming</b>				<b>19</b>
Introduction – Assumptions In Linear Programming Models-Application Of Linear Programming Method - Areas of Application Of Linear Programming -Mathematical Formulation of LPP – Graphical method ( <b>simple problems only</b> ).					
<b>Unit: III</b>	<b>Transportation Problem</b>				<b>19</b>
Introduction – Assumptions-Initial Basic Feasible Solution - NWC Method – Least Cost Method – Vogel’s Method – ( <b>simple problems only</b> ).Optimal solution – MODI Method, Stepping stone method ( <b>Degeneracy Problems to be Exclude</b> ).					
<b>Unit: IV</b>	<b>Assignment Problem</b>				<b>19</b>
Introduction – Difference between Transportation and Assignment Problems- Hungarian Method – Solving Balanced and Un Balanced Assignment Problems - Maximization Assignment Problem - ( <b>Simple Problems only</b> ), Travelling Salesman ( <b>Simple Problems only</b> ),					
<b>Unit: V</b>	<b>Game Theory</b>				<b>19</b>
Introduction –Characteristics Of Games – Basic Terms of Game Theory- Two Person- Zero Sum Game With Saddle Point- Two Person Zero Sum Game Without Saddle Point. ( <b>Simple Problems only</b> ).					
<b>Total Lecture Hours</b>					<b>90 Hrs</b>
<b>Note: The Questions should be asked in the ratio of 80% Problems and 20 % Theory</b>					
<b>Books for Study:</b>					
S.P.Gupta, P. K. Gupta, Man Mohan, Business Statistics & Operations Research, Sultan Chand & Sons, New Delhi- 110002, Fifth Edition, Reprint 2020.					
<b>Books for References:</b>					

Premkumar Gupta, D S Hira, Operations Research, S. Chand & Company Limited, New Delhi-110 055. Seventh Edition, Reprint 2018.	
<b>Web Resources:</b>	
1. <a href="https://www.tutorialspoint.com/industrial_engineering_operations_research/index.asp">https://www.tutorialspoint.com/industrial_engineering_operations_research/index.asp</a>	
2. <a href="https://www.tutorialspoint.com/linear_programming/index.asp">https://www.tutorialspoint.com/linear_programming/index.asp</a>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>CO1:</b>	Demonstrating and understanding the concepts of Operations Research <b>Upto K2</b>
<b>CO2:</b>	Analyse Linear Programming technique in Manufacturing and Marketing in Business <b>Upto K4</b>
<b>CO3:</b>	Able to Apply transportation model to minimize the cost of transportation and increase profit of sales. <b>Upto K3</b>
<b>CO4:</b>	Understand the usage of Assignment techniques for Decision Making. <b>Upto K2</b>
<b>CO5:</b>	Examine the usage of game theory and Simulation for Solving Business Problems. <b>Upto K4</b>

**CO & PO Mappings:**

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

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

**LESSON PLAN**

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

Course Designed by:

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

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

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	K1	2(k2&k2)	1(k2)
AI	CO2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
CI	CO3	Up to k4	2	k1&k2	2	K3	2(k4&k4)	1(k4)
AII	CO4	Up to k3	2	k1&k2	1	K2	2(k3&k3)	1(k3)
<b>Question Pattern CIA I &amp; II</b>	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 %
<b>CIA I</b>	K1	2	4	-	-	6	12	<b>100</b>
	K2	2	2	20	20	44	88	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	20	50	100	100
<b>CIA II</b>	K1	2	-	-	-	2	4	<b>12</b>
	K2	2	2	-	-	4	8	
	K3	-	4	10	10	24	48	48
	K4	-	-	10	10	20	40	40
	Marks	4	6	20	20	50	100	100

**K1-** Remembering and recalling facts with specific answers

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

**K3-** Application oriented- Solving Problems

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

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

**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	K2	2(K2&K2)	1(K2)
2	CO 2	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(K4)
3	CO 3	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(K3)
4	CO 4	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)
5	CO 5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(K4)
No. of 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
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>								

**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	-	-	-	5	4.16	<b>50</b>
K2	5	10	20	20	55	45.83	
K3	-	-	10	10	20	16.66	<b>17</b>
K4	-	-	20	20	40	33.33	<b>33</b>
Marks	10	10	50	50	120	100	<b>100</b>

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

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K2	
12	CO2	K2	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K4	
17) b	CO2	K4	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K2	
19) b	CO4	K2	
20) a	CO5	K4	
20) b	CO5	K4	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K2	
22	CO2	K4	
23	CO3	K3	
24	CO4	K2	
25	CO5	K4	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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<b>Course Name</b>	<b>BODY LANGUAGE SKILLS</b>				
<b>Course Code</b>	<b>21UBAS41</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Skill</b>	2	-	2	
<b>Nature of course:</b>	EMPLOYABILITY	<b>SKILL ORIENTED</b>	✓	ENTREPRENURSHIP	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>To know the basics of Verbal and Non-verbal communication, and to recognize the root of body language as a part of non-verbal communication.</li> <li>To learn the concept of body language, interpretations and advantages of body language.</li> <li>To study the various gestures of body language and its implications.</li> <li>To acquire the types and traits of body language.</li> <li>To familiarize with the concept of business body language skills.</li> </ol>					
<b>Unit: I</b>	<b>Introduction -Non-verbal Communication</b>				<b>6</b>
Body Language-Meaning-Definition, Types-Non -verbal communication-important non-verbal areas-Similarities & Differences between Verbal Language and Non-verbal Language-Main aspects of Body Language					
<b>Unit: II</b>	<b>Characteristics of Body Language</b>				<b>6</b>
Body Language as Communication- Approaches to the interpretation of Body Language-Advantages of Body Language- Reading Positive and negative body language. Cultural differences in Body Language					
<b>Unit: III</b>	<b>Gestures and their meanings</b>				<b>6</b>
Palm Gestures and smiling gestures. Hand and arm gestures, Hand to face gestures. Leg Gestures, Pointers, courtship gestures and territorial gestures					
<b>Unit: IV</b>	<b>Traits and Attitudes of Body Language</b>				<b>6</b>
Body Types in Body Language- Range of Traits and Attitudes-understanding attitudes by body gestures.					
<b>Unit: V</b>	<b>Body language in Business</b>				<b>6</b>
Negotiation skills-Planning and how to negotiate. Business body language-posture, handshakes, eye contact and smiles. Effective body language during business meetings. Effective body language in handling customers.					
<b>Total Lecture Hours</b>					<b>30 Hrs</b>
<b>Books for Study:</b>					
1. VinayMohan, Understanding <b>Body Language</b> , Pustak Mahal Publications.					
<b>Books for References:</b>					
<ol style="list-style-type: none"> <li>Allan Pease – “How to read others thoughts”, Sudha Publication, New Delhi.</li> <li>ShaliniVarma – “Art of reading gestures and posture” , S.Chand &amp; Co.</li> <li>Hedwig Lewis – “Body Language “, Response Books Pvt. Ltd.-2011</li> </ol>					
<b>Web Resources:</b>					
<ol style="list-style-type: none"> <li><a href="https://www.marketing91.com/organizational-behaviour/">https://www.marketing91.com/organizational-behaviour/</a></li> <li><a href="https://open.umn.edu/opentextbooks/textbooks/30">https://open.umn.edu/opentextbooks/textbooks/30</a></li> <li><a href="https://www.coursera.org/learn/managing-people-iese">https://www.coursera.org/learn/managing-people-iese</a></li> <li><a href="https://www.managementstudyguide.com/what-is-etiquette.htm">https://www.managementstudyguide.com/what-is-etiquette.htm</a></li> <li><a href="https://toggl.com/track/business-etiquette-rules/">https://toggl.com/track/business-etiquette-rules/</a></li> </ol>					

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

**CO & PO Mapping:**

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
<b>CO 1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>CO 3</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>

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

**LESSON PLAN**

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

**Course Designed by: Dr.R.Meenakshi Devi, Assistant Professor & Dr.M.Sakthivel,**  
Associate Professor and Head





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

<b>Course Name</b>	<b>ENTREPRENEURIAL DEVELOPMENT</b>			
<b>Course Code</b>	<b>21UBAN41</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Non Major Elective</b>	2	-	2
<b>Nature of course:</b>	EMPLOYABILITY	SKILL ORIENTED	<b>ENTREPRENEURSHIP</b>	✓
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. To understand the key characteristics of successful entrepreneurs and their ventures.</li> <li>2. To know the sources of help and support available for starting a small scale industry.</li> <li>3. To acquire the necessary managerial skills required to run a small-scale industry.</li> <li>4. To enable to communicate clearly and effectively.</li> <li>5. To develop a broad vision about the business.</li> </ol>				
<b>Unit: I</b>	<b>Introduction to Entrepreneurship</b>			<b>6</b>
Entrepreneur - Meaning – Characteristics-functions-classification- Intrapreneur-characteristics- Entrepreneur Vs Intrapreneur- <b>Entrepreneurship</b> - Definition-factors affecting entrepreneurship growth. <b>Entrepreneurship Development in India</b> - Entrepreneurship Development programme (EDP) - objectives-phases of EDP.				
<b>Unit: II</b>	<b>Classification of Entrepreneurs</b>			<b>6</b>
<b>Women Entrepreneurs</b> -Definition-factors influencing women Entrepreneurs. <b>Rural entrepreneurship</b> -meaning-problems of rural entrepreneurship-development. <b>Social Entrepreneurship</b> -Meaning-entrepreneurship and social entrepreneurship. <b>Agripreneurship</b> -Meaning-need.				
<b>Unit: III</b>	<b>Micro Small and Medium Enterprises- An outlook</b>			<b>6</b>
<b>MSMEs</b> – concept-importance-problems-steps to start a MSME- Sickness in MSME-symptoms-causes-measures.				
<b>Unit: IV</b>	<b>Institutional Assistance to Entrepreneurs</b>			<b>6</b>
Institutional support to entrepreneurs-Scheme for providing establishment of new institutions to strengthen the infrastructure for EDI's under ATI scheme- marketing support under marketing assistance scheme-credit guarantee scheme-credit linked capital subsidy scheme for technology up gradation-ISO 9000/ISO14001 certification reimbursement scheme-Micro small enterprises cluster development programme-micro finance programme-MSME market development Assistance				
<b>Unit: V</b>	<b>Project Report preparation</b>			<b>6</b>
<b>Project Report</b> –meaning-contents of project report-exercise-Model project report				
<b>Total Lecture Hours</b>				<b>30</b>
<b>Book for Study:</b> Khanka. S.S, <b>Entrepreneurial Development</b> , S.Chand & Company Ltd. New				

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

**CO & PO Mappings:**

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

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

**LESSON PLAN**

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

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



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

<b>Course Name</b>	<b>Internship Report (Extra Credit)</b>			
<b>Course Code</b>	<b>21UBEC41</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Extra Credit</b>	<b>0</b>	<b>-</b>	<b>1</b>
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENURSHIP</b>	<b>✓</b>

### INTERNSHIP TRAINING REPORT

<b>COURSE OUTCOMES</b>	<b>PO Level</b>
<b>After completing this course, the students will be able to</b>	
<b>CO1:</b> Explain the student to the environment and expectations of performance on the part of private/public companies or government entities	<b>PO1</b>
<b>CO2:</b> Able to develop work habits and attitudes necessary for job success. Build a record of work experience	<b>PO2</b>
<b>CO3:</b> Explore career alternatives by Integrating theory and practice and Learn to appreciate work and its function in the economy.	<b>PO3</b>
<b>CO4:</b> Expose the student to professional role models by developing communication, interpersonal and other critical skills	<b>PO4</b>
<b>CO5:</b> Examine employer-valued skills such as teamwork, communications and attention to detail.	<b>PO6</b>

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

1. The internship period should be minimum four weeks (i.e. minimum 28 working days)
2. The students should produce permission letter as well as the attendance certificate.
3. There will be two supervisors to guide the students one is Faculty Guide and other one is Factory Guide.
4. The students should submit an Internship Training Report (Maximum 50 Pages).

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

#### **Evaluation/assessment of student intern**

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

**Internal**

**Internship format**

Presentation } **40**

**External**

Internship Report } 40

Viva Voce } **20**

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**Total - 100**

5. The Internship Training Report should contain
  - (a) Introduction about the Training
  - (b) Objectives of the Training
  - (c) Scope of the Training
  - (d) Limitations of the Training
  - (e) About the Organization
  - (f) About functioning of various Departments the Organization
  - (g) Inferences
  - (h) Conclusion
6. The evaluation of the Internship Training Report will be purely internal.
  - a) Report will be valued by both the Faculty guide and factory manager/Hod to 40 marks each and Average it.
  - b) The Viva voce will be conducted by the three panels of Expert, and the first one is Faculty guide and the second one is HOD and the third person will be an expert from the outside college for 20 marks each and Average it.

# FIFTH SEMESTER



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

<b>Course Name</b>	<b>OPERATIONS MANAGEMENT</b>				
<b>Course Code</b>	<b>21UBAC51</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Core</b>	6	-	4	
<b>Nature of Course:</b>	<b>EMPLOYABILITY</b>	✓	<b>SKILLORIENTED</b>	<b>ENTREPRENURSHIP</b>	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>To learn the meaning, scope, functions and problems in operations management.</li> <li>To Identify different types of production systems, suitable plant locations and design a plant layout.</li> <li>To develop procedure for Maintenance and work study.</li> <li>To know the functions of purchase department and inventory control techniques</li> <li>To control the quality and know the disposal ways for waste.</li> </ol>					
<b>Unit: I</b>	<b>INTRODUCTION</b>				<b>20</b>
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.					
<b>Unit:II</b>	<b>PLANT LOCATION AND PLANT LAYOUT</b>				<b>20</b>
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					
<b>Unit:III</b>	<b>PRODUCTION PLANNING AND CONTROL , MAINTENANCE</b>				<b>20</b>
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.					
<b>Unit:IV</b>	<b>PURCHASING AND INVENTORY CONTROL</b>				<b>15</b>
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.					
<b>Unit:V</b>	<b>QUALITY CONTROL &amp; WASTE MANAGEMENT</b>				<b>15</b>

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.	<b>Total Lecture Hours</b>	<b>75Hrs</b>
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<b>Books for Study:</b>	
1. K. Aswathappa, Essentials of Production Management, Himalaya Publishing House, New Delhi, 2012.	
<b>Books for Books for References:</b>	
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	
<b>Web Resources:</b>	
1. <a href="https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf">https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf</a>	
2. <a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf</a>	
<b>Course Outcomes</b>	<b>KLevel</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	Describe the types of production and their difference. <span style="float: right;"><b>Upto K2</b></span>
<b>CO2:</b>	Identify the Plant Location and classify the production system. Sketch the plant layout and prepare the maintenance procedure <span style="float: right;"><b>Upto K2</b></span>
<b>CO3:</b>	Able to find out the plant location and examine the plant layout. <span style="float: right;"><b>Upto K3</b></span>
<b>CO4:</b>	Examine the stock level by using inventory control techniques and able to define the work measurement. <span style="float: right;"><b>Upto K4</b></span>
<b>CO5:</b>	Prepare the quality chart by using quality control techniques and categorize the waste. <span style="float: right;"><b>Upto K4</b></span>

**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**

<b>Unit</b>	<b>Operations Management</b>	<b>Hrs</b>	<b>Pedagogy</b>
<b>I</b>	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.	<b>15</b>	Lecture Method & Video Lessons
<b>II</b>	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	<b>15</b>	Lecture Method & Video Lessons
<b>III</b>	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.	<b>15</b>	Lecture Method & PPT
<b>IV</b>	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	<b>15</b>	Lecture Method & PPT
<b>V</b>	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.	<b>15</b>	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	
CIA II	K1	2	-	-	-	2	04	100
	K2	2	6	-	10	18	36	
	K3	-	-	20	-	20	40	
	K4	-	-	-	10	10	20	
	Marks	4	6	20	20	50	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)
<b>No. of Questions to be Asked</b>			10		5		10	5
<b>No.of Questions to be Answered</b>			10		5		5	3
<b>Marks for each question</b>			1		2		5	10
<b>Total Marks for each section</b>			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

<b>Section A(Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 Marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 Marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C(Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5x5=25 Marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D(Open Choice)</b>			
<b>Answer Any Three Questions</b>			<b>(3x10=30 Marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>KLevel</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>FINANCIAL MANAGEMENT</b>			
<b>Course Code</b>	<b>21UBAC52</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Core</b>	<b>6</b>	<b>-</b>	<b>4</b>
<b>NATURE OF COURSE:</b>	<b>EMPLOYABILITY</b>	<b>SKILLORIENTED</b>	<b>ENTREPRENURSHIP</b>	
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. Provide an in-depth view of the process in financial management of the firm.</li> <li>2. Develop knowledge on the allocation, management and funding of financial resources.</li> <li>3. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.</li> <li>4. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision.</li> <li>5. Estimate the Dividend policy.</li> </ol>				
<b>Unit: I</b>	<b>FINANCIAL MANAGEMENT:</b> Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions. (Theory Only)			<b>10</b>
<b>Unit: II</b>	<b>SOURCE OF FINANCE WITH COST OF CAPITAL:</b> Types of securities:-Capital Structure, Leverage – types, cost of capital – types – equity – preference – debt – retained earnings. (Basic problems only)			<b>25</b>
<b>Unit: III</b>	<b>CAPITAL BUDGETING:</b> 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)			<b>23</b>
<b>Unit: IV</b>	<b>Management of Working Capital:</b> Concepts, components, Determinants and need of Working Capital. Computation of Working Capital for a Company – operation of operating cycle. (Basic problems only)			<b>22</b>
<b>Unit: V</b>	<b>DIVIDEND DECISION</b> –Meaning–Definition-Factors affecting dividend decision–alternative forms of dividends.(Theory Only)			<b>10</b>
	<b>Total Lecture Hours</b>			<b>90</b>
<b>40% of the questions must be theory,60% of the questions must be problems</b>				
<b>Books for Study:</b>				
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.lsbf.org.uk/blog/news/importance-of-financial-management/117410>

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

**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**

<b>Unit</b>	<b>Course Name-Financial Management</b>	<b>Hrs</b>	<b>Pedagogy</b>
<b>I</b>	FINANCIAL MANAGEMENT: Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions. (Theory Only)	<b>10</b>	Chalk and Talk, PPT.
<b>II</b>	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)	<b>25</b>	Chalk and Talk, Exercise
<b>III</b>	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)	<b>23</b>	Chalk and Talk, Exercise.
<b>IV</b>	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)	<b>22</b>	Chalk and Talk, Exercise.
<b>V</b>	DIVIDEND DECISION–Meaning–Definition- Factors affecting dividend decision– alternative forms of dividends.(Theory Only)	<b>10</b>	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)	Consolidat e of %
CIA I	K1	2	2	-	10	14	28	60
	K2	2	4	10	-	16	32	
	K3	-	-	10	10	20	40	40
	K4	-	-	-	-	-	-	-
	Mark s	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	-	-	-	-	-	-	-
	Mark s	4	6	20	20	50	100	100

**K1**-Remembering and recalling facts with specific answers

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

**K3**-Application oriented-Solving Problems

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

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



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

<b>Section A(Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10marks)</b>
<b>Q .No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K1	
<b>Section C(Either/ Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x5 =25 marks)</b>
<b>Q. No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30marks)</b>
<b>Q. No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K1	
22	CO2	K2	
23	CO3	K3	
24	CO4	K4	
25	CO5	K4	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)**  
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<b>Course Name</b>	<b>TOTAL QUALITY MANAGEMENT</b>			
<b>Course Code</b>	<b>21UBAC53</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Core</b>	<b>6</b>	<b>-</b>	<b>4</b>
<b>NATURE OF COURSE:</b>	<b>EMPLOYABILITY</b>	<b>SKILLORIENTED</b>	<b>ENTREPRENEURSHIP</b>	
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. To understand the various principles, practices of TQM to achieve quality.</li> <li>2. To Study the various Principles and approaches for Quality control.</li> <li>3. To know the application oriented quality development programs.</li> <li>4. To get knowledge on the TQM tools for continuous process improvement.</li> <li>5. To learn the importance of ISO and Quality systems</li> </ol>				
<b>Unit: I</b>	<b>INTRODUCTION</b> 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.			<b>16</b>
<b>Unit: II</b>	<b>TQM PRINCIPLES</b> 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.			<b>20</b>
<b>Unit: III</b>	<b>TQM TOOLS &amp; TECHNIQUES I</b> The seven traditional tools of quality – New management tools – Types – Performance measures Six-sigma: Concepts, methodology, applications to manufacturing, service sector.			<b>18</b>
<b>Unit: IV</b>	<b>TQM TOOLS &amp; TECHNIQUES II</b> Quality circles – Bench marking – Reason to bench mark, Bench marking process, - FMEA – Stages, 5'S' Concept, Kaizen , POKA YOKE.			<b>18</b>
<b>Unit: V</b>	<b>QUALITY SYSTEMS</b> 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.			<b>18</b>
	<b>Total Lecture Hours</b>			<b>90</b>
<b>Books for Study:</b>				
1. Dale H. Besterfield, et al., "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](http://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
<b>After studying this course, the students will be able to:</b>		
<b>CO1:</b>	Provides comprehensive knowledge about the principles and practices of TQM.	<b>Upto K2</b>
<b>CO2:</b>	Acquired analytical knowledge on tools and techniques of Total quality management.	<b>Upto K3</b>
<b>CO3:</b>	Make inference and identify the gap and practicing to bench mark.	<b>Upto K3</b>
<b>CO4:</b>	Idea to apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.	<b>Upto K4</b>
<b>CO5:</b>	Finding evidence and describes the ISO auditing and Certification procedure.	<b>Upto K4</b>

**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**

<b>Unit</b>	<b>TOTAL QUALITY MANAGEMENT</b>	<b>Hrs</b>	<b>Pedagogy</b>
<b>I</b>	<b>INTRODUCTION</b> 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.	<b>16</b>	Lecture method, Video sessions
<b>II</b>	<b>TQM PRINCIPLES</b> 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.	<b>20</b>	Lecture Method , Assignments
<b>III</b>	<b>TQM TOOLS &amp; TECHNIQUES I</b> The seven traditional tools of quality – New management tools – Types – Performance measures Six-sigma: Concepts, methodology, applications to manufacturing, service sector.	<b>18</b>	Lecture Method, Group activity
<b>IV</b>	<b>TQM TOOLS &amp; TECHNIQUES II</b> Quality circles – Bench marking – Reason to bench mark, Bench marking process, - FMEA – Stages, 5’S’ Concept, Kaizen , POKA YOKE.	<b>18</b>	Lecture Method, video session and role play
<b>V</b>	<b>QUALITY SYSTEMS</b> 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.	<b>18</b>	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	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 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
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations –Question Paper –Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	k1	
22	CO2	k3	
23	CO3	k3	
24	CO4	k2	
25	CO5	k4	





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<b>Course Name</b>	<b>RETAIL MANAGEMENT</b>			
<b>Course Code</b>	<b>21UBAE51</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Core</b>	5	-	5
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENEURSHIP</b>	
<b>Course Objectives:</b>				
<ol style="list-style-type: none"> <li>To know the concept of Retailing, its evolution theories, and to know about the retail formats and store formats.</li> <li>To learn the concept of categories of retail formats and to understand the ideas of service retailing and E-tailing..</li> <li>To study the concept of Merchandising and to apprehend planning, buying and analysing merchandise.</li> <li>To acquire the conception of Retail store layout and to learn visual merchandising and retail communication mix.</li> <li>To familiarize with the concept of Consumer behaviour in retail industry and to learn ethical issues in Retailing.</li> </ol>				
<b>Unit: I</b>	<b>Introduction To Retailing:</b>			<b>15</b>
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.				
<b>Unit: II</b>	<b>Retail Organisation And Formats:</b>			<b>15</b>
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.				
<b>Unit: III</b>	<b>Merchandise Management:</b>			<b>15</b>
Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance.				
<b>Unit: IV</b>	<b>Retail Store Design:</b>			<b>15</b>
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.				
<b>Unit: V</b>	<b>: Consumer Behaviour And Ethical Issues:</b>			<b>15</b>
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).				
<b>Total Lecture Hours</b>				<b>75 Hrs</b>

<b>Books for Study:</b>	
Study material provided by the department.	
<b>Books for Books for References:</b>	
<ol style="list-style-type: none"> <li>1. Retail Marketing, B.N.Mishra, Manit Mishra, Vrinda Publications, Delhi.</li> <li>2. Retail Mangement, Gibson G.Vedamani, Pearson publications, U.P</li> <li>3. Retail Management, Michael Levy &amp; Baston a. Weitz Pvt Ltd. Delhi</li> <li>4. Retail Management, Petes Fleming, Jaico Publication.</li> </ol>	
<b>Web Resources:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://businessjargons.com/retailing.html">https://businessjargons.com/retailing.html</a></li> <li>2. <a href="https://www.retaildoc.com/retail-101/retail-merchandising">https://www.retaildoc.com/retail-101/retail-merchandising</a></li> <li>3. <a href="https://www.marketing91.com/formats-of-retailing/">https://www.marketing91.com/formats-of-retailing/</a></li> <li>4. <a href="https://egyankosh.ac.in/bitstream/123456789/15038/1/Unit-1.pdf">https://egyankosh.ac.in/bitstream/123456789/15038/1/Unit-1.pdf</a></li> </ol>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	Explain the concept, evolution theories, key drivers, growth of Retailing and to narrate the evolution of retail formats and store formats. <b>Up to K 2</b>
<b>CO2:</b>	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. <b>Up to K2</b>
<b>CO3:</b>	Identify the concept of merchandising, factors influencing merchandising and relate it with merchandise planning, buying and merchandising performance. <b>Up to K3</b>
<b>CO4:</b>	Explain the concept, significance, types, selection of store layouts and to outline the concepts of Visual merchandising, retail communication mix and POP displays. <b>Up to K4</b>
<b>CO5:</b>	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. <b>Up to K 4</b>

**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**

<b>Unit</b>	<b>Retail Management</b>	<b>Hrs</b>	<b>Pedagogy</b>
<b>I</b>	<b>Introduction To Retailing:</b> 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	<b>15</b>	Lecture Method, & Video sessions
<b>II</b>	<b>Retail Organisation And Formats:</b> 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.	<b>15</b>	Lecture Method,& Video sessions
<b>III</b>	<b>Merchandise Management:</b> Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance.	<b>20</b>	Lecture method & Industrial visit
<b>IV</b>	<b>Retail Store Design:</b> 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.	<b>15</b>	Lecture method & Video sessions
<b>V</b>	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).	<b>10</b>	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		
CI AI	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)
CI AII	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)
<b>No. of Questions to be Asked</b>			10		5		10	5
<b>No. of Questions to be answered</b>			10		5		5	3
<b>Marks for each question</b>			1		2		5	10
<b>Total Marks for each section</b>			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
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>			
<b>Course Code</b>	<b>21UBAE52</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Core</b>	5	-	5
<b>NATURE OF COURSE:</b>	<b>EMPLOYABILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENURSHIP</b>	
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. To understand the basic concepts and role of logistics in business.</li> <li>2. To develop the knowledge and skills in the development and operation of transportation &amp; packaging in logistics.</li> <li>3. To make utilize the current trends in logistics.</li> <li>4. To understand fundamental supply chain concepts</li> <li>5. To categorize the emerging technology in supply chain management.</li> </ol>				
<b>Unit: I</b>	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			<b>15</b>
<b>Unit: II</b>	Transportation-meaning-importance-modes of transportation-packaging-meaning-types-functions-packaging cost-difference between consumer and industrial packaging			<b>15</b>
<b>Unit: III</b>	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			<b>15</b>
<b>Unit: IV</b>	Supply Chain Management-principles-Importance-drivers- Supply chain relationship			<b>15</b>
<b>Unit: V</b>	Impact of forecasting on SCM-Bullwhip effect-Integrated IT solutions for SCM-Benefits of IT integration-Emerging technology in SCM-Benchmarking			<b>15</b>
<b>Total Lecture Hours</b>				<b>75</b>
<b>Books for Study::</b> saikumari v,S.Purushothaman, Logistics and Supply Chain Management,Sulthan Chand & Sons.				
<b>Books for References:</b> Dr.L.Natarajan, Logistics and Supply Chain Management,Margham Publications				
<b>Web Resources:</b>				
<ol style="list-style-type: none"> <li>1. <a href="https://onlinecourses.swayam2.ac.in/cec20_ge02/preview">https://onlinecourses.swayam2.ac.in/cec20_ge02/preview</a></li> <li>2. <a href="https://www.managementstudyguide.com/advertising-ethics.htm">https://www.managementstudyguide.com/advertising-ethics.htm</a></li> <li>3. <a href="https://www.managementstudyguide.com/classification-of-advertising.htm">https://www.managementstudyguide.com/classification-of-advertising.htm</a></li> </ol>				
<b>Course Outcomes</b>				<b>K Level</b>
<b>After studying this course, the students will be able to:</b>				
<b>CO1:</b>	Understand the fundamentals of logistics.			<b>K2</b>
<b>CO2:</b>	Build the knowledge in the operations of transportation and packaging.			<b>K3</b>
<b>CO3:</b>	To construct the increasing significance of logistics and its impact in business			<b>K3</b>
<b>CO4:</b>	To infer the importance of supply chain management to achieve success in business.			<b>K4</b>
<b>CO5:</b>	Supply chain strategies can create value generations utilize IT applications.			<b>K3</b>

**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	LOGISTICS AND SUPPLY CHAIN 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

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>				
<b>Course Code</b>	<b>21UBAE53</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Elective</b>	<b>5</b>	<b>-</b>	<b>5</b>	
<b>Nature of Course:</b>	<b>EMPLOYABILITY</b> ✓	<b>SKILLORIENTED</b>		<b>ENTREPRENURSHIP</b>	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To have understanding on investment and avenues of investment.</li> <li>2. Develop knowledge about Risk and Return.</li> <li>3. Improving students' understanding of the Security Valuation.</li> <li>4. Enhancing student's ability in Fundamental and Technical Analysis.</li> </ol> <p>To know how to select Portfolio.</p>					
<b>Unit: I</b>	<b>Introduction</b>				<b>15</b>
Introduction - Investment Management: Investment:-Meaning and process of Investment Management – Speculation Investment Avenues in India					
<b>Unit:II</b>	<b>Risk and Return</b>				<b>15</b>
Risk and Return: Historical and Expected return – Measurement – Risk and its measurement – Systematic and Unsystematic risk – Types.					
<b>Unit:III</b>	<b>Security Valuation</b>				<b>15</b>
Security Valuation: Bond, Equity and preference share valuation – Yield to maturity- Bond value theorems					
<b>Unit:IV</b>	<b>Fundamental and Technical Analysis</b>				<b>15</b>
Fundamental and Technical Analysis: Economy, Industry and Company analysis – Tools for technical analysis.					
<b>Unit:V</b>	<b>Portfolio Selection</b>				<b>15</b>
Portfolio Selection: Markowitz Models – Sharpe Index Model.					
<b>Total Lecture Hours</b>					<b>75Hrs</b>

<b>Books for Study:</b>	
1. Punithavathy Pandian, Security analysis and Portfolio Management, Vikas Publishing House Private Ltd, New Delhi, 2018,	
<b>Books for Books for References:</b>	
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.	
<b>Web Resources:</b>	
1. <a href="https://www.investopedia.com/terms/i/investment-management.asp">https://www.investopedia.com/terms/i/investment-management.asp</a>	
2. <a href="https://ddu.collegedu.ac.in/Datafiles/cms/ecourse%20content/Risk%20and%20Return-BMS.pdf">https://ddu.collegedu.ac.in/Datafiles/cms/ecourse%20content/Risk%20and%20Return-BMS.pdf</a>	
3. <a href="https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7002.pdf">https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7002.pdf</a>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	Discuss the fundamental concepts of Investment Management. <b>Up to K2</b>
<b>CO2:</b>	Classify various types of Risk and Return. <b>Up to K4</b>
<b>CO3:</b>	Equip with the knowledge of Security Valuation. <b>Up to K3</b>
<b>CO4:</b>	Analyze Fundamental and Technical Analysis. <b>Up to K4</b>
<b>CO5:</b>	Explain Portfolio Selection Model. <b>Up to K4</b>

**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**

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

**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		
CIA I	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)
CIA II	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

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K1	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>MICRO FINANCE AND INSURANCE</b>			
<b>Course Code</b>	<b>21UBAE54</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Elective</b>	5	-	5
<b>NATURE OF COURSE:</b>	<b>EMPLOYABILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENURSHIP</b>	
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. To know the basics of microfinance</li> <li>2. Develop knowledge about the models of microfinance.</li> <li>3. To understand the concept of insurance and its principles.</li> <li>4. Enhancing student's ability in rate making and claim management.</li> <li>5. To enrich the knowledge in group insurance and its risk.</li> </ol>				
<b>MICRO FINANCE</b>				
<b>Unit: I</b>	Microfinance -An Introduction– Lessons from international exposure – Development and History of Microfinance in India - Microfinance Perspectives Poverty, Rural Credit and Financial Inclusion.			<b>15</b>
<b>MODELS OF MICRO FINANCE</b>				
<b>Unit: II</b>	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.			<b>15</b>
<b>INTRODUCTION TO INSURANCE</b>				
<b>Unit: III</b>	Introduction to Insurance – Principles of Insurance – Insurance contract and Provisions -Insurance in India & Legal Framework-Primary Insurance Laws – IRDA and its functions.			<b>15</b>
<b>RATE MAKING AND CLAIM MANAGEMENT</b>				
<b>Unit: IV</b>	Rate making and claim management - Underwriting – Rating and Rate Making - Marketing of Insurance Products – Claim Management – Insurance Intermediaries – Risk Management - Reinsurance			<b>15</b>
<b>FUNDAMENTALS OF LIFE INSURANCE</b>				
<b>Unit: V</b>	Fundamentals of Life Insurance - Life Insurance Contracts and Policy Provisions –Types – Claim Management of Life Insurance – Group Insurance- Introduction to general insurance.			<b>15</b>
<b>Total Lecture Hours</b>				<b>75</b>

<b>Books for Study:</b> Introduction To Microfinance Paperback – 1 January 2020 by Todd A Watkins .	
<b>Books for References:</b> Banker to the Poor: Micro-Lending and the Battle Against World Poverty Paperback – 16 October 2003	
<b>Web Resources:</b> <ol style="list-style-type: none"> <li><a href="https://www.bankbazaar.com/personal-loan/microfinance.html">1. https://www.bankbazaar.com/personal-loan/microfinance.html</a></li> <li><a href="https://www.rbi.org.in/Scripts/PublicationsView.aspx?id=20377">2. https://www.rbi.org.in/Scripts/PublicationsView.aspx?id=20377</a></li> <li><a href="https://www.investopedia.com/terms/m/microfinance.asp">3. https://www.investopedia.com/terms/m/microfinance.asp</a></li> </ol>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b> Explain the development of microfinance and provisions in an insurance contract	<b>K2</b>
<b>CO2:</b> Examine various lending models of microfinance	<b>K4</b>
<b>CO3:</b> Analyze the operational aspects of microfinance and insurance companies	<b>K3</b>
<b>CO4:</b> Explain the linkage between SHG and microfinance	<b>K4</b>
<b>CO5:</b> Identify the players in the insurance sector	<b>K3</b>

**CO & PO Mappings:**

<b>COS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>
<b>CO 1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>

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

**LESSON PLAN**

<b>UNIT</b>	<b>Course Name: Microfinance and Insurance</b>	<b>Hrs</b>	<b>Mode</b>
<b>I</b>	<b>Microfinance -An Introduction:</b> Microfinance - An Introduction – Lessons from international exposure – Development and History of Microfinance in India - Microfinance Perspectives Poverty, Rural Credit and Financial Inclusion	<b>15</b>	Lecturing Case discussion
<b>II</b>	<b>Models of Microfinance:</b> 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.	<b>15</b>	PPT/ Guest /live case
<b>III</b>	<b>Introduction to Insurance</b> – Principles of Insurance – Insurance contract and Provisions -Insurance in India & Legal Framework-Primary Insurance Laws – IRDA and its functions	<b>15</b>	Lecturing/ assignment
<b>IV</b>	<b>Rate Making and Claim Management</b> – Underwriting – Rating and Rate Making – Marketing of Insurance Products – Claim Management – Insurance Intermediaries – Risk Management – Reinsurance.	<b>15</b>	Lecturing Case discussion
<b>V</b>	<b>Fundamentals of Life Insurance</b> - Life Insurance Contracts and Policy Provisions –Types – Claim Management of Life Insurance – Group Insurance-Introduction to general insurance.	<b>15</b>	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		
<b>CI</b>	<b>CO1</b>	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)
<b>AI</b>	<b>CO2</b>	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K3)
<b>CI</b>	<b>CO3</b>	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K2)
<b>AII</b>	<b>CO4</b>	Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K3)
<b>Question Pattern CIA I &amp; II</b>	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 %
<b>CIA I</b>	<b>K1</b>	2	2	-	10	14	28	60
	<b>K2</b>	2	4	10	-	16	32	
	<b>K3</b>	-	-	10	10	20	40	40
	<b>K4</b>	-	-	-	-	-	-	-
	<b>Marks</b>	4	6	20	20	50	100	100
<b>CIA II</b>	<b>K1</b>	2	2	-	-	4	8	60
	<b>K2</b>	2	4	10	10	26	52	
	<b>K3</b>	-	-	10	10	20	40	40
	<b>K4</b>	-	-	-	-	-	-	-
	<b>Marks</b>	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
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>								

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

## 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	K	
25	CO5	K4	



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

<b>Course Name</b>	<b>HUMAN RESOURCE MANAGEMENT- A GLOBAL PERSPECTIVE</b>				
<b>Course Code</b>	<b>21UBAE55</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Elective</b>	<b>5</b>	<b>-</b>	<b>5</b>	
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENEURSHIP</b>		
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the concept of HR impact of national culture.</li> <li>2. To have a knowledge about global recruitment.</li> <li>3. Provide the insights on role of technology in global HRM.</li> <li>4. Familiarize the students about the implications of the Women in International Management.</li> <li>5. To explore into IHRM challenges and trends.</li> </ol>					
<b>Unit: I</b>	<b>International HRM:</b>				<b>15</b>
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					
<b>Unit: II</b>	<b>: Global recruitment selection</b>				<b>15</b>
Global HRM – Competitive HR strategies of MNCs – Global HRP – Global staffing – Global training and development –Global performance management – Global compensation management.					
<b>Unit: III</b>	<b>Role of technology in global HRM:</b>				<b>15</b>
Technological advancements and Global HRM – Impacts of demographic changes and migration – Offshore sourcing – Managing international assignments including career planning.					
<b>Unit:IV</b>	<b>Women in international Management:</b>				<b>15</b>
Flexibility and Work Life Balance – Diversity management of International Organizations–Women in International Management – implications of international working on work life balance.					
<b>Unit: V</b>	<b>Global trends in HRM:</b>				<b>15</b>
Cultural convergence and divergence in Global HRM – Hofstede’s cultural dimensions – Grievance handling in Global HRM - Global employee relations -Global HRM challenges and trends.					<b>75 Hrs</b>
<b>Books for Study:</b>					
Chris Brewster, Paul Sparrow, and Guy Vernon (2008). International Human Resource Management, Hyderabad: Universities Press					
<b>Books for Books for References:</b>					
<ol style="list-style-type: none"> <li>1. Charles M. Vance and Yongsun Paik (2009), Managing a Global Workforce, PHI, New Delhi.</li> <li>2. Biswajeet Pattanayak (2004), Human Resource Management, PHI, New Delhi.</li> <li>3. Amitabh DeoKodwani and Senthil Kumar, S. (2006), Global Human Resource Management, ICFAI University Press</li> <li>4. Hugh Scullion and David G. Collings (2011), Global Talent Management, Routledge</li> <li>5. Peter J. Dowling, Marion Festing, and Sr. Allen D. Engle (2008), International</li> </ol>					

<b>Web Resources:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://www.hr.com/">https://www.hr.com/</a></li> <li>2. <a href="http://www.hrhero.com/">http://www.hrhero.com/</a></li> <li>3. <a href="https://www.hrbartender.com/">https://www.hrbartender.com/</a></li> <li>4. <a href="https://www.classcentral.com/course/introduction-to-international-human-resources-man-20381">https://www.classcentral.com/course/introduction-to-international-human-resources-man-20381</a></li> </ol>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	Ability to recall the basic concepts and terms related to International Human Resource Management
<b>CO2:</b>	Enable the incumbents to understand comprehensively the Concepts of global human resource strategies and practices.
<b>CO3:</b>	Discover the role of technology in human resource practices to explore and establish relationships in the areas of human resource decisions.
<b>CO4:</b>	Examine the skills to analyze work life balance in human resource practices.
<b>CO5:</b>	Generate new ideas and create human resource plans and proposals for overall business expansion and developments.
	<b>Up to K 2</b>
	<b>Up to K2</b>
	<b>Up to K3</b>
	<b>Up to K4</b>
	<b>Up to K 4</b>

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**

<b>Unit</b>	<b>HUMAN RESOURCE MANAGEMENT- A GLOBAL PERSPECTIVE</b>	<b>Hrs</b>	<b>Pedagogy</b>
<b>I</b>	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	<b>15</b>	Lecture Method, & expert talk
<b>II</b>	Global HRM – Competitive HR strategies of MNCs – Global HRP – Global staffing – Global training and development – Global performance management – Global compensation management.	<b>15</b>	Lecture Method, & Case discussion
<b>III</b>	Technological advancements and Global HRM – Impacts of demographic changes and migration – Offshore sourcing – Managing international assignments including career planning.	<b>15</b>	Lecture method & Video conferencing
<b>IV</b>	Flexibility and Work Life Balance – Diversity management of International Organizations – Women in International Management – implications of international working on work life balance.	<b>15</b>	Lecture method & Case discussions
<b>V</b>	Cultural convergence and divergence in Global HRM – Hofstede's cultural dimensions – Grievance handling in Global HRM - Global employee relations - Global HRM challenges and trends.	<b>15</b>	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		
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

**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)
<b>No. of Questions to be Asked</b>			10		5		10	5
<b>No. of Questions to be answered</b>			10		5		5	3
<b>Marks for each question</b>			1		2		5	10
<b>Total Marks for each section</b>			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
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

**Summative Examinations - Question Paper – Format**

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(5x5=25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>ORGANISATIONAL CHANGE AND DEVELOPMENT</b>			
<b>Course Code</b>	<b>21UBAE56</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Elective</b>	<b>5</b>	<b>-</b>	<b>5</b>
<b>NATURE OF COURSE:</b>	<b>EMPLOYABILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENURSHIP</b>	
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. To Gain knowledge about organisational change.</li> <li>2. To comprehend the main derives and approaches of the change.</li> <li>3. To Practice the usage of tools and techniques required for organisational Development.</li> <li>4. To analyse the implementation of OD intervention in organization.</li> <li>5. To Understand the mechanics of change management and the importance of covering all the necessary bases.</li> </ol>				
<b>ORGANISATIONAL CHANGE</b>				
<b>Unit: I</b>	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.			<b>15</b>
<b>ORGANISATIONAL CHANGE AND ITS IMPACT</b>				
<b>Unit: II</b>	Organisational change and its impact-Effects of change-operational-psychological, social-behaviours towards change-resistance of change-individuals & organisations-overcoming & minimising resistance to change.			<b>15</b>
<b>ORGANISATIONAL DEVELOPMENT</b>				
<b>Unit: III</b>	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			<b>15</b>
<b>OD INTERVENTION</b>				
<b>Unit: IV</b>	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.			<b>15</b>
<b>ORGANISATIONAL TRANSFORMATION</b>				
<b>Unit: V</b>	Organisational transformation- Meaning-process-organisational culture transformation-analysing the approach to cultural change-Initiation of cultural change.			<b>15</b>
<b>Total Lecture Hours</b>				<b>75</b>
<b>Books for Study:</b>				
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](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
<b>After studying this course, the students will be able to:</b>		
<b>CO1:</b>	Understand the fundamentals of change management.	<b>K2</b>
<b>CO2:</b>	To make use of the main derives and approaches of the change	<b>K3</b>
<b>CO3:</b>	To utilise the stages of the organisational development process.	<b>K3</b>
<b>CO4:</b>	To categorize the working knowledge of all aspects of the OD intervention Process	<b>K4</b>
<b>CO5:</b>	To utilise insights on organisation transformation.	<b>K3</b>

**CO & PO Mappings:**

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
<b>CO 1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>
<b>CO 2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>CO 3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>CO 4</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>
<b>CO 5</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>

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

**LESSON PLAN**

<b>Unit</b>	<b>ORGANISATIONAL CHANGE AND DEVELOPMENT</b>	<b>Hrs</b>	<b>Pedagogy</b>
<b>I</b>	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.	<b>15</b>	Lecture method & Video sessions
<b>II</b>	Organisational change and its impact-Effects of change-operational-psychological, social-behaviours towards change-resistance of change-individuals & organisations-overcoming & minimising resistance to change.	<b>15</b>	Lecture Method & Assignments
<b>III</b>	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	<b>15</b>	Lecture Method & Group activity
<b>IV</b>	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.	<b>15</b>	Lecture method , video session and role play
<b>V</b>	Organisational transformation- Meaning-process-organisational culture transformation-analysing the approach to cultural change-Initiation of cultural change.	<b>15</b>	Lecture method and Assignments

**CourseDesigned by:**

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

Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
Internals	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)
AI	CO4	Up to K3	2	K2	2	K2	2(K2&K2)	1 (K2)
		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

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	K2	
22	CO2	K3	
23	CO3	K3	
24	CO4	K2	
25	CO5	K3	



**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
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<b>Course Name</b>	<b>GROUP DISCUSSION AND INTERVIEW SKILLS</b>				
<b>Course Code</b>	<b>21UBAS51</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Skill</b>	<b>2</b>	<b>-</b>	<b>2</b>	
<b>Nature of course:</b>	EMPLOYABILITY	<b>SKILL ORIENTED</b>		ENTREPRENURSHIP	
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the concept of group discussion.</li> <li>2. To know the winning tactics and etiquettes of GD.</li> <li>3. Explore into different stages of interview.</li> <li>4. To equip the students to face an Interview confidently.</li> <li>5. To comprehend the process of covering letter and resume preparation.</li> </ol>					
<b>Unit: I</b>	<b>Group Discussion and guidelines</b>				<b>06</b>
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.					
<b>Unit: II</b>	<b>Do's and Don'ts of GD</b>				<b>06</b>
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.					
<b>Unit: III</b>	<b>Interview and its stages</b>				<b>06</b>
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.					
<b>Unit: IV</b>	<b>Preparing for interview</b>				<b>06</b>
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.					
<b>Unit: V</b>	<b>Hands on Resume preparation/mock interview</b>				<b>06</b>
Exercises on covering letter preparation-Resume preparation-two mock-GD- and Personal Interview- sources for applying job/career.					
<b>Total Lecture Hours</b>					<b>30 Hrs.</b>

<b>Books for Study:</b>	
1. Study Material Provided by the Department	
<b>Books for Books for References:</b>	
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)	
<b>Web Resources:</b>	
1. <a href="https://www.mygreatlearning.com/blog/group-discussion-in-interviews/">https://www.mygreatlearning.com/blog/group-discussion-in-interviews/</a> 2. <a href="http://www.actiondna.com/training_programs/gd_and_interview_skills.html">http://www.actiondna.com/training_programs/gd_and_interview_skills.html</a> . 3. <a href="https://manavrachna.edu.in/blog/group-discussion-tips/">https://manavrachna.edu.in/blog/group-discussion-tips/</a>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	Understand the systematic and purposeful interactive oral process. <b>Up to K2</b>
<b>CO2:</b>	Develop the winning formula and the ideas takes place in a systematic and structured way. <b>Up to K2</b>
<b>CO3:</b>	Comprehend the dos and don'ts of group discussion and personal interview while exhibit leadership skills. <b>Up to K2</b>
<b>CO4:</b>	Prepare to face an interview confidently or any oral process. <b>Up to K2</b>
<b>CO5:</b>	Familiarize the different types of resumes and covering letter preparation. <b>Up to K2</b>

**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	PO 6
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

# SIXTH SEMESTER



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

<b>Course Name</b>	<b>MANAGEMENT ACCOUNTING</b>			
<b>Course Code</b>	<b>21UBAC61</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Core</b>	6	-	4
<b>NATURE OF COURSE:</b>	<b>EMPLOYABILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENURSHIP</b>	
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. To understand the concept of Management Accounting.</li> <li>2. Familiarize the techniques of Budget and Budgetary control.</li> <li>3. Equip the students with various ratios.</li> <li>4. To educate them in preparation of fund flow.</li> <li>5. To Prepare Cash Flow Statement.</li> </ol>				
<b>Unit: I</b>	<b>Management Accounting</b> – Meaning – Definition – Objectives and Scope of Management Accounting – Difference between Management Accounting, Cost Accounting and Financial Accounting. <b>(Theory Only)</b>			<b>10</b>
<b>Unit: II</b>	<b>Budget and Budgetary Control-</b> Meaning of budget and Budgetary Control - Advantages and Limitations of Budgetary Control - Types of Budgets – Flexible, Cash and Production Budgets only <b>(Simple Problems only)</b>			<b>25</b>
<b>Unit: III</b>	<b>Ratio Analysis</b> – Introduction – Advantages of Ratio Analysis – Limitations of Ratio analysis – Classification of Ratios- Solvency Ratio-Profitability Ratio-Activity Ratio - Problems on Ratio Analysis. <b>(simple problems only)</b>			<b>23</b>
<b>Unit: IV</b>	<b>Fund flow statement</b> - Meaning – Advantages and Limitations of Fund flow Statement- Preparation of fund from operation – fund flow statement. <b>(Simple Problems only)</b>			<b>22</b>
<b>Unit: V</b>	<b>Cash flow Statement</b> – Meaning–Advantages and Limitations of Cash flow Statement – Preparation of Cash from Operation – cash flow statement. <b>(Simple problems only)</b>			<b>10</b>
<b>Total Lecture Hours</b>				<b>90</b>
<b>20% of the questions must be theory, 80% of the questions must be problems</b>				

<b>Books for Study:</b>	
1. Study Material will be provided.	
<b>Books for References:</b>	
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.	
<b>Web Resources:l.</b>	
<a href="https://www.dynamictutorialsandservices.org/2018/10/management-accounting-notes.html">1.https://www.dynamictutorialsandservices.org/2018/10/management-accounting-notes.html</a>	
<a href="https://www.umeschandracollege.ac.in/pdf/study-material/accountancy/Budget-Budgetary-Control-Sem-IV.pdf">2.https://www.umeschandracollege.ac.in/pdf/study-material/accountancy/Budget-Budgetary-Control-Sem-IV.pdf</a>	
<a href="https://www.accountingnotes.net/accounting/ratio-analysis-accounting/ratio-analysis-problems-and-solutions-accounting/13433">3. https://www.accountingnotes.net/accounting/ratio-analysis-accounting/ratio-analysis-problems-and-solutions-accounting/13433</a>	
<a href="https://www.dynamictutorialsandservices.org/2018/10/management-accounting-notes-funds-flow.html">4. https://www.dynamictutorialsandservices.org/2018/10/management-accounting-notes-funds-flow.html</a>	
<a href="https://ncert.nic.in/textbook/pdf/leac206.pdf">5. https://ncert.nic.in/textbook/pdf/leac206.pdf</a>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	Describe about management accounting. <b>K2</b>
<b>CO2:</b>	Acquaint themselves with different types of budgets. <b>K4</b>
<b>CO3:</b>	Solve the different techniques of ratio analysis. <b>K3</b>
<b>CO4:</b>	Analyse the fund flow statement. <b>K4</b>
<b>CO5:</b>	Explain the cash flow statement <b>K4</b>

**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**

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

**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		
<b>CI</b>	<b>CO1</b>	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)
<b>AI</b>	<b>CO2</b>	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K3)
<b>CI</b>	<b>CO3</b>	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K2)
<b>AII</b>	<b>CO4</b>	Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K3)
<b>Question Pattern CIA I &amp; II</b>	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 %
<b>CIA I</b>	<b>K1</b>	2	2	-	10	14	28	60
	<b>K2</b>	2	4	10	-	16	32	
	<b>K3</b>	-	-	10	10	20	40	40
	<b>K4</b>	-	-	-	-	-	-	-
	<b>Marks</b>	4	6	20	20	50	100	100
<b>CIA II</b>	<b>K1</b>	2	2	-	-	4	8	60
	<b>K2</b>	2	4	10	10	26	52	
	<b>K3</b>	-	-	10	10	20	40	40
	<b>K4</b>	-	-	-	-	-	-	-
	<b>Marks</b>	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

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K1	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>CASE ANALYSIS</b>			
<b>Course Code</b>	<b>21UBAC62</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Core</b>	6	-	4
<b>NATURE OF COURSE:</b>	<b>EMPLOYABILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENURSHIP</b>	
<b>COURSE OBJECTIVES:</b>				
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.				

<b>Unit: I</b>	Introduction -case study method-types-Applications.	<b>15</b>
<b>Unit: II</b>	<ol style="list-style-type: none"> <li>1. Common case elements-Problem solving</li> <li>2. Analytical tools, quantitative and/or qualitative, depending onthe case</li> <li>3. Decision making in complex situations</li> <li>4. Coping with ambiguities</li> </ol>	<b>20</b>
<b>Unit: III</b>	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.	<b>15</b>
<b>Unit: IV</b>	Case study from1- 5	<b>20</b>
<b>Unit: V</b>	Case study from 6-10	<b>20</b>
	<b>Total Lecture Hours</b>	<b>90</b>

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

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

**Dr.R.Meenakshi Devi**, Assistant Professor

**CO & PO Mappings:**

<b>COS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>
<b>CO 1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>CO 3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>CO 4</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>CO 5</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>

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



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<b>Course Name</b>	<b>PROJECT AND VIVA – VOCE</b>			
<b>Course Code</b>	<b>21UBAPR1</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Core</b>	6	-	4
<b>NATURE OF COURSE:</b>	<b>EMPLOYBILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENURSHIP</b>	
<ul style="list-style-type: none"> <li>❖ To choose methods appropriate to research aims and objectives</li> <li>❖ To Understand the limitations of research methods</li> <li>❖ To enhance the skills in qualitative and quantitative data analysis and presentation</li> <li>❖ Develop advanced critical thinking skills to resolve the research problems.</li> <li>❖ Demonstrate enhanced writing skills</li> </ul>				
<b>Unit: I</b>	Introduction -project-objectives-types- (Organization profile, Research problem, objectives of the study, etc.)			<b>20</b>
<b>Unit: II</b>	Review of literature-methods to find the research Gap-			<b>15</b>
<b>Unit: III</b>	Research methodology-sampling-methods-Research instruments			<b>15</b>
<b>Unit: IV</b>	Data Analysis and Data interpretations.			<b>20</b>
<b>Unit: V</b>	Summary, Findings and Recommendations.			<b>20</b>
	<b>Total Lecture Hours</b>			<b>90</b>
<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          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"> <li>1. The Project Report should be only based on Field Survey only.</li> <li>2. The data collection period should be minimum four weeks (i.e. minimum 28 working days)</li> <li>3. There will be one Faculty Guide to prepare the Project Report</li> <li>4. The students should submit the Project Report (Minimum 50 Pages).</li> <li>5. The Marks for Project Report will be awarded only based on the Project Report External – 60 Marks and Internal – 40 Marks.</li> <li>6. The Project Report should contain             <ol style="list-style-type: none"> <li>(a) Introduction about the Study</li> <li>(b) Objectives of the Study</li> </ol> </li> </ol>				

- (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.jist.ac.in/sites/default/files/projectinternship/Internship>

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

**CO & PO Mappings:**

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
<b>CO 1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>CO 2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>CO 3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 4</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>

\*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**  
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<b>Course Name</b>	<b>SERVICES MARKETING</b>				
<b>Course Code</b>	<b>21UBAE61</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Elective</b>	<b>5</b>	<b>-</b>	<b>5</b>	
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENEURSHIP</b>		
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the concept of services marketing, difference between goods &amp; services and to know about service marketing mix.</li> <li>2. To find out the concepts of service product, pricing and promotion.</li> <li>3. To study the concepts of service people, process, physical evidence and its role in service marketing</li> <li>4. To obtain the conception of service demand and capacity management and also to identify the services triangle.</li> <li>5. To comprehend the concept of service quality management and to identify the service excellence in various service industries.</li> </ol>					
<b>Unit: I</b>	<b>INTRODUCTION TO SERVICES MARKETING:</b>				<b>15</b>
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.					
<b>Unit: II</b>	<b>TRADITIONAL P's</b>				<b>15</b>
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					
<b>Unit: III</b>	<b>ADVANCED P's</b>				<b>15</b>
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.					
<b>Unit: IV</b>	<b>SERVICE DEMAND AND CAPACITY MANAGEMENT:</b>				<b>15</b>
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					
<b>Unit: V</b>	<b>SERVICE QUALITY MANAGEMENT:</b>				<b>15</b>
Total perceived Quality, SERVQUAL, The GAP Model of Service Quality, Zero Defections. Service Excellence in the marketing of Banking, Healthcare, Tourism, and Media Services.					
<b>Total Lecture Hours</b>					<b>75 Hrs</b>



<b>Books for Study:</b>	
Services Marketing, Dr.L.Natarajan, Margham Publications, Chennai	
<b>Books for Books for References:</b>	
<ol style="list-style-type: none"> <li>1. Services Marketing”, Vasanthi Venugopal &amp; Raghu V.N., Himalaya Publishing House.</li> <li>2. Services Marketing – S.M. Jha . Himalaya Publishing House</li> <li>3. Services Marketing - Appaniah, Reddy, Himalaya Publishing House.</li> </ol>	
<b>Web Resources:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://www.analyticssteps.com/blogs/what-service-marketing-features-and-types">https://www.analyticssteps.com/blogs/what-service-marketing-features-and-types</a></li> <li>2. <a href="https://www.marketingtutor.net/service-marketing/">https://www.marketingtutor.net/service-marketing/</a></li> <li>3. <a href="https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/11201-service-marketing.html">https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/11201-service-marketing.html</a></li> <li>4. <a href="https://www.toolshero.com/marketing/service-marketing-mix-7ps/">https://www.toolshero.com/marketing/service-marketing-mix-7ps/</a></li> <li>5. <a href="https://www.qualitygurus.com/the-servqual-model-the-gap-model-of-service-quality/">https://www.qualitygurus.com/the-servqual-model-the-gap-model-of-service-quality/</a></li> </ol>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	Explain the concept, scope, importance, characteristics of services and to infer the role of service sector, service marketing mix. <b>Up to K 2</b>
<b>CO2:</b>	Summarize the 4 marketing variables product, pricing, promotion, place with reference to services. <b>Up to K2</b>
<b>CO3:</b>	Discover the role , classification of service employees and to interpret the service process design, blue print and to identify the concept of physical evidence. <b>Up to K3</b>
<b>CO4:</b>	Elucidate the service demand, capacity management concept, and to outline the concepts of service marketing strategies-internal, external and interactive marketing. <b>Up to K4</b>
<b>CO5:</b>	Analyse the concept of service quality management, the GAP model and to highlight the service excellence in various service industries. <b>Up to K 4</b>

**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**

<b>Unit</b>	<b>Course Name: Services Marketing</b>	<b>Hrs</b>	<b>Pedagogy</b>
<b>I</b>	<b>INTRODUCTION TO SERVICES MARKETING:</b> 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.	<b>15</b>	Lecture Method, & Video sessions
<b>II</b>	<b>SERVICE PRODUCT, PRICING, PROMOTION &amp; PLACE:</b> 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.	<b>15</b>	Lecture Method,& Group Activities
<b>III</b>	<b>PEOPLE, PROCESS &amp; PHYSICAL EVIDENCE IN SERVICES:</b> 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	<b>20</b>	Lecture method & Guest Lectures
<b>IV</b>	<b>SERVICE DEMAND AND CAPACITY MANAGEMENT:</b> 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	<b>15</b>	Lecture method & Video sessions
<b>V</b>	<b>SERVICE QUALITY MANAGEMENT:</b> Total perceived Quality, SERVQUAL, The GAP Model of Service Quality, Zero Defections. Service Excellence in the marketing of Banking, Healthcare, Tourism, and Media Services.	<b>10</b>	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		
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		-	-	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)
<b>No. of Questions to be Asked</b>			10		5		10	5
<b>No. of Questions to be answered</b>			10		5		5	3
<b>Marks for each question</b>			1		2		5	10
<b>Total Marks for each section</b>			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
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>ADVERTISING AND SALES MANAGEMENT</b>			
<b>Course Code</b>	<b>21UBAE62</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Elective</b>	5	-	5
<b>NATURE OF COURSE:</b>	<b>EMPLOYABILITY</b>	SKILL ORIENTED	ENTREPRENURSHIP	
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. Enhance the knowledge in advertising &amp; sales management</li> <li>2. Explain use of advertising and sales promotion as a marketing tool.</li> <li>3. Import knowledge on appropriate selection of media</li> <li>4. Explain the basic principles of sales management.</li> <li>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</li> </ol>				
<b>INTRODUCTION TO ADVERTISING</b>				
<b>Unit: I</b>	<b>Advertising:</b> Meaning – characteristics-Types of Advertising- Based on Prospects-Based on Products-Based on Objectives of Advertising-Scientific Advertising- Consumer Advertising-Trade- Retail.			<b>15</b>
<b>ADVERTISING AGENCIES</b>				
<b>Unit: II</b>	<b>Advertising Agencies:</b> 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.			<b>15</b>
<b>ADVERTISING MEDIA</b>				
<b>Unit: III</b>	<b>Advertising Media-</b> Characteristics –Steps in Preparation of Layout – Advertising Media- Indoor Media- Meaning- Types: Newspaper-Magazine-Radio-Television – Outdoor Media- Meaning –Merits And Demerits-Types- <b>Digital tools in Advertising.</b>			<b>15</b>
<b>SALES MANAGEMENT</b>				
<b>Unit: IV</b>	<b>Sales Management-</b> Definition- characteristics- functions-sales organization: Definition- objectives-types-sales planning and control- sales forecasting- Definition- types-sales territory-sales budget.			<b>15</b>
<b>SELLING PROCESS</b>				
<b>Unit: V</b>	<b>Selling process-</b> pre approach-approach-presentation and demonstration-sales quota-definition-methods of setting the sales quotas-types-sales force motivation-definition-process-methods.			<b>15</b>
<b>Total Lecture Hours</b>				<b>75</b>

**Books for Study::**

1. C.N.Sontaki, Advertising, Kalyani Publishers.
2. P.Saravanel & 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
<b>CO1:</b>	Understand the basic concepts of advertisements	<b>K2</b>
<b>CO2:</b>	Develop the ethics to be practiced in advertising	<b>K3</b>
<b>CO3:</b>	Infer knowledge about the type of media used	<b>K4</b>
<b>CO4:</b>	Identify the concept and scope of sales management	<b>K3</b>
<b>CO5:</b>	will be able to identify how the corporation take centralization or non-centralization decision which carried out activities in sales force organization	<b>K3</b>

**CO & PO Mappings:**

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
<b>CO 1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>
<b>CO 2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>
<b>CO 3</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>
<b>CO 4</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>
<b>CO 5</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>

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

**LESSON PLAN**

<b>UNIT</b>	<b>ADVERTISING AND SALES MANAGEMENT</b>	<b>Hrs</b>	<b>Mode</b>
<b>I</b>	<b>Advertising:</b> Meaning – Characteristics-Types of Advertising- Based on Prospects-Based on Products-Based on Objectives of Advertising- Scientific Advertising- Consumer Advertising-Trade- Retail.	<b>15</b>	Lecture method & Video sessions
<b>II</b>	<b>Advertising Agencies:</b> 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.	<b>15</b>	Lecture Method & Assignments
<b>III</b>	<b>Advertising Layout-</b> Characteristics –Steps in Preparation of Layout – Advertising Media- Indoor Media- Meaning- Types: Newspaper-Magazine-Radio- Television – Outdoor Media- Meaning –Merits And Demerits-Types.	<b>15</b>	Lecture Method & Group activity
<b>IV</b>	<b>Sales Management-</b> Definition-Characteristics-Functions-Sales Organization: Definition-Objectives-Types-Sales Planning and Control-Meaning-Significance-Process-Sales Forecasting- Definition-Types-Sales Budget-Definition-Purpose.	<b>15</b>	Lecture method , video session and role play
<b>V</b>	<b>Selling Process-</b> 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.	<b>15</b>	Lecture method and Assignments

**Course Designed by:**

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



Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
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	CO4	Up to K3	2	K1	1	K2	2(K2&K2)	1(K2)
AII	CO5	Up to K3	2	K2	2	K3	2(K2&K2)	1 (K3)
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

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>EXPORT AND IMPORT: PROCEDURES AND DOCUMENTATION</b>				
<b>Course Code</b>	<b>21UBAE63</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Elective</b>	<b>5</b>	<b>-</b>	<b>5</b>	
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	<input checked="" type="checkbox"/>	<b>SKILL ORIENTED</b>	<input type="checkbox"/>	<b>ENTREPRENURSHIP</b>
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the basic concepts of Import and Export.</li> <li>2. To gain knowledge about export sales and currencies.</li> <li>3. To develop the documentation for Preshipment and claiming for export benefits</li> <li>4. To construct shipment and Negotiation of shipping documents</li> <li>5. To aware about customs formalities and import licenses</li> </ol>					
<b>Unit: I</b>	<b>INTRODUCTION</b>				<b>15</b>
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.					
<b>Unit: II</b>	<b>SALES</b>				<b>15</b>
Export Sales – Selling and Purchasing - Consignment - Leases - Marine and Air Causality Insurances - Export Finance – Forex - Major currencies, Exchange rates, relations & impact.					
<b>Unit: III</b>	<b>PACKAGING AND TRANSPORTATION</b>				<b>15</b>
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.					
<b>Unit: IV</b>	<b>SHIPMENT AND SHIPPING DOCUMENTS</b>				<b>15</b>
Complicated problems in shipment & Negotiation of shipping Documents – 100 % EOU & Free trade Zone – Deemed Export -Isolated Sales Transactions.					
<b>Unit: V</b>	<b>ACTS FOR EXPORT/IMPORT</b>				<b>15</b>
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.					
<b>Total Lecture Hours</b>					<b>75 Hrs</b>
<b>Books for Study:</b>					
1. Export/Import Procedures and Documentation, Thomas E. Johnson, Amazon.in					

<b>Books for Books for References:</b>	
<ol style="list-style-type: none"> <li>1. C. Rama Gopal, Export Import Procedures- Documentation and Logistics, New Age International.</li> <li>2. P K Khurana, Export Management</li> <li>3. Thomas E Johnson and Donna L, Export Import Management, Export and Import Procedures and Documentations.</li> </ol>	
<b>Web Resources:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://www.tutorialspoint.com/adobe_indesign_cc/adobe_indesign_cc_export_documents_as_pdfs.htm">https://www.tutorialspoint.com/adobe_indesign_cc/adobe_indesign_cc_export_documents_as_pdfs.htm</a></li> <li>2. <a href="https://www.tutorialspoint.com/sap_hana/sap_hana_export_import.htm">https://www.tutorialspoint.com/sap_hana/sap_hana_export_import.htm</a></li> </ol>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	Understand the procedure for export and import international commercial terms and the concepts in custom clearance in international business. <b>Up to K2</b>
<b>CO2:</b>	Classify the concept of various incentives, benefits & risk involved in shipping process. <b>Up to K4</b>
<b>CO3:</b>	Evaluate the principle of international business and strategies adopted by firms to for exporting products globally. <b>Up to K4</b>
<b>CO4:</b>	Construct documents like quotation, export order and applications for import and export license required for completing export and import transactions. <b>Up to K3</b>
<b>CO5:</b>	Develop new strategies for getting success in Import business <b>Up to K4</b>

**CO & PO Mapping:**

<b>COS</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>
<b>CO 1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>CO 2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>CO 4</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>CO 5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>

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

**LESSON PLAN**

<b>Unit</b>	<b>Course Name-</b> Export And Import: Procedures And Documentation	<b>Hrs</b>	<b>Pedagogy</b>
<b>I</b>	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.	<b>15</b>	Lecture Method, & Video sessions
<b>II</b>	Sales : Export Sales – Selling and Purchasing - Consignment - Leases - Marine and Air Causality Insurances - Export Finance – Forex - Major currencies, Exchange rates, relations & impact.	<b>15</b>	Lecture Method,& Video lessons
<b>III</b>	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.	<b>15</b>	Lecture method& PPT
<b>IV</b>	Shipment and Shipping Documents: Complicated problems in shipment & Negotiation of shipping Documents – 100 % EOU & Free trade Zone – Deemed Export -Isolated Sales Transactions.	<b>15</b>	Lecture method& PPT
<b>V</b>	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.	<b>15</b>	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 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	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

CO -5 is 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)
<b>No. of Questions to be Asked</b>			10		5		10	5
<b>No. of Questions to be answered</b>			10		5		5	3
<b>Marks for each question</b>			1		2		5	10
<b>Total Marks for each section</b>			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

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higherlevel of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>FOREX MANAGEMENT</b>			
<b>Course Code</b>	<b>21UBAE64</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Elective</b>	5	-	5
<b>NATURE OF COURSE:</b>	<b>EMPLOYABILITY</b>	SKILL ORIENTED	ENTREPRENURSHIP	
<b>COURSE OBJECTIVES:</b>				
<ol style="list-style-type: none"> <li>1. To have understanding on Forex Management.</li> <li>2. Enlarge knowledge about International Financial Markets and Instruments.</li> <li>3. Possess the knowledge on Foreign Exchange Market.</li> <li>4. Upgrade student's ability in Foreign exchange rates and its determinations. Perceive</li> <li>5. ForeignExchange Risk Hedging techniques</li> </ol>				
<b>INTRODUCTION TO FOREX MANAGEMENT</b>				
<b>Unit: I</b>	<b>Introduction to Forex Management:</b> 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.			<b>15</b>
<b>INTERNATIONAL FINANCIAL MARKETS AND INSTRUMENTS</b>				
<b>Unit: II</b>	<b>International Financial Markets And Instruments:</b> 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.			<b>15</b>
<b>FOREIGN EXCHANGE MARKET</b>				
<b>Unit: III</b>	<b>Foreign Exchange Market:</b> Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.			<b>15</b>
<b>FOREIGN EXCHANGE RATES AND ITS DETERMINATIONS</b>				
<b>Unit: IV</b>	<b>Foreign exchange rates and its determinations:</b> exchange rate, spot, forward and cross exchange rates, Forex trading and financing of international trade.			<b>15</b>
<b>FOREIGN EXCHANGE RISK HEDGING TECHNIQUES</b>				
<b>Unit: V</b>	<b>Foreign Exchange Risk Hedging techniques:</b> Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, Bill of exchange, documents and financing techniques.			<b>15</b>
<b>Total Lecture Hours</b>				<b>75</b>

**Books for Study:**

1. Foreign Exchange and Risk Management – C. Jeevanandham, Sultan Chand Sons, New Delhi, 2017

**Books for References:**

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

**Web Resources:**

1. <https://jkshahclasses.com/images/FX-Theorydocx.pdf>
2. <https://egyankosh.ac.in/bitstream/123456789/12151/1/Unit-2.pdf>
3. [https://backup.pondiuni.edu.in/storage/dde/downloads/ibiv\\_forex.pdf](https://backup.pondiuni.edu.in/storage/dde/downloads/ibiv_forex.pdf)

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

**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**

<b>Unit</b>	<b>Course Name- Forex Manageemnt</b>	<b>Hrs</b>	<b>Pedagogy</b>
<b>I</b>	<b>Introduction to Forex Management:</b> 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.	<b>15</b>	<b>Chalk and Talk</b>
<b>II</b>	<b>International Financial Markets And Instruments:</b> 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.	<b>15</b>	<b>Chalk and Talk</b>
<b>III</b>	<b>Foreign Exchange Market:</b> Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.	<b>15</b>	<b>Chalk and Talk</b>
<b>IV</b>	<b>Foreign exchange rates and its determinations:</b> exchange rate, spot, forward and cross exchange rates, Forex trading and financing of international trade.	<b>15</b>	<b>Chalk and Talk</b>
<b>V</b>	<b>Foreign Exchange Risk Hedging techniques:</b> Swaps, Options, offshorebanking, payment terms, i.e., Commercial Invoice, Letter of credit, Bill of exchange, documents and financing techniques.	<b>15</b>	<b>Chalk and Talk</b>

**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
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>								

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 %
<b>K1</b>	5	6	10	10	31	26	50
<b>K2</b>	5	4	10	10	29	24	
<b>K3</b>	-	-	30	10	40	33	33
<b>K4</b>	-	-	-	20	20	17	17
<b>Marks</b>	10	10	50	50	120	100	100
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## Summative Examinations - Question Paper – Format

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K1	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
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)

<b>Course Name</b>	<b>INDUSTRIAL RELATIONS</b>			
<b>Course Code</b>	<b>21UBAE65</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>Elective</b>	5	-	5
<b>NATURE OF COURSE:</b>	<b>EMPLOYBILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENURSHIP</b>	
<b>COURSE OBJECTIVES:.</b>				
<ol style="list-style-type: none"> <li>1. To expose Concepts and Importance of industrial Relations</li> <li>2. To bring knowledge Trade Unionism its Duties and Liabilities</li> <li>3. To aware about Payment of Wages Act and employees rights.</li> <li>4. To develop the skills of Collective Bargaining and Negotiation Procedure</li> <li>5. To equip the students understanding about different facts and the entire machinery of industrial relations disputes.</li> </ol>				
<b>Unit: I</b>	<b>Industrial Relation:</b> Concepts – Factors Affecting Industrial Relation – Importance – Approaches; National Commission for Labour & Industrial Relation Policy.			<b>15</b>
<b>Unit: II</b>	<b>Industrial Disputes Act 1947:</b> Introduction of the Industrial Dispute Act- Conciliation – Arbitration – Adjudication –Strikes or lockouts– Retrenchment closure – Unfair Labour Practices– Current trends of Lay off.			<b>15</b>
<b>Unit: III</b>	<b>Collective Bargaining and Negotiation:</b> Definition, Meaning, Nature , Essential conditions for the success of collective bargaining, functions of collective bargaining , importance of collective bargaining , collective bargaining process and methods.			<b>15</b>
<b>Unit: IV</b>	<b>Payment of Wages Act 1936:</b> Meaning, Definitions – Responsibilities for Payment – Time for Wage Payment – Mode of Wage Payment – Authorized Deduction – Rights of Employers – Rights of Employees.			<b>15</b>
<b>Unit: V</b>	<b>Trade Unionism:</b> Recommendation of National commission on Labour 1969 for strengthening Trade Unions; Trade Union Act 1926: Definitions – Registration –Cancellation – Duties and Liabilities.			<b>15</b>
<b>Total Lecture Hours</b>				<b>75</b>
<b>Books for Study:.</b>				
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://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
<b>After studying this course, the students will be able to:</b>		
<b>CO1:</b>	Apply the industrial relation of current scenario with the approaches of Industrial relation and outline factors influencing industrial relations.	<b>Up to K2</b>
<b>CO2:</b>	Inspect the recommendations of National commission on labor 1969 for strengthening Trade union and to assess the duties and liabilities	<b>Up to K3</b>
<b>CO3:</b>	Recognize provisions in wages act, provident fund act, maternity benefit and gratuity act..	<b>Up to K4</b>
<b>CO4:</b>	Discuss & Discover Collective Bargaining and Negotiation skills and its handling procedure.	<b>Up to K4</b>
<b>CO5:</b>	Analyze the causes of industrial dispute and explore the machineries for settlement of dispute.	<b>Up to K4</b>

**CO & PO Mappings:**

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
<b>CO 1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>

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



## LESSON PLAN

Unit	Course Name- Industrail Relations	Hrs	Pedagogy
I	<b>Industrial Relation:</b> Concepts – Factors Affecting Industrial Relation - Importance – Approaches; National Commission for Labour& Industrial Relation Policy.	15	Chalk and talk,PPT Discussion Assignments
II	<b>Trade Unionism:</b> 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	<b>Payment of Wages Act 1936:</b> 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	<b>Collective Bargaining and Negotiation:</b> 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	<b>Industrial Disputes Act 1947:</b> 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) Formative Examination - BluePrint Articulation Mapping – K Levels with Course Outcomes (COs)								
Internal	Cos	KLevel	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	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 I & II		No. of Questions 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 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(k1)
2	CO2	Upto K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)
3	CO3	Upto K4	2	k1&k2	1	k2	2(k4&k4)	1(k3)
4	CO4	Upto K4	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 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	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
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.</b>							

## SUMMATIVE EXAMINATIONS – QUESTION PAPER – FORMAT

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>KLevel</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>KLevel</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5x5=25marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>KLevel</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>KLevel</b>	<b>Questions</b>
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)

<b>Course Name</b>	<b>COUNSELLING SKILLS FOR MANAGERS</b>				
<b>Course Code</b>	<b>21UBAE66</b>	<b>L</b>	<b>P</b>	<b>C</b>	
<b>Category</b>	<b>Elective</b>	<b>5</b>	<b>-</b>	<b>5</b>	
<b>Nature of course:</b>	<b>EMPLOYABILITY</b>	<b>SKILL ORIENTED</b>	<b>ENTREPRENEURSHIP</b>		
<b>Course Objectives:</b>					
<ol style="list-style-type: none"> <li>1. To understand the concept of counseling, need, and approaches to counseling.</li> <li>2. To comprehend the goals of counseling and to learn the counseling process.</li> <li>3. To study the counseling skills and to understand the barriers in listening.</li> <li>4. To acquire the general principles, techniques of counseling and to know about dealing with problem subordinates</li> <li>5. To know about ethical violations in counseling and the making ethical decisions.</li> </ol>					
<b>Unit: I</b>	<b>INTRODUCTION TO COUNSELING</b>				<b>15</b>
Definition – Evolution - Need – Distinction between Counseling and Psychotherapy and Instruction. Approaches to Counseling: Psychoanalytic Approach - Behaviouristic Approach – Humanistic approach					
<b>Unit: II</b>	<b>GOALS &amp; THE PROCESS OF COUNSELING:</b>				<b>15</b>
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					
<b>Unit: III</b>	<b>COUNSELING SKILLS:</b>				<b>15</b>
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.					
<b>Unit: IV</b>	<b>BEHAVIOURAL CHANGES THROUGH COUNSELING:</b>				<b>15</b>
General Principles of Counseling. Specific techniques to change client Behaviour. Identifying problem subordinates-Types of Problem subordinates-Dealing with problem subordinates.					
<b>Unit: V</b>	<b>ETHICS IN COUNSELING:</b>				<b>15</b>
Making Ethical decisions – Beneficence – Non-maleficence – Justice – Fidelity – Common Ethical Violations by Professionals					
<b>Total Lecture Hours</b>					<b>75 Hrs</b>

**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
<b>After studying this course, the students will be able to:</b>		
<b>CO1:</b>	Explain the concept, evolution, need and approaches to Counseling.	<b>Up to K2</b>
<b>CO2:</b>	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.	<b>Up to K2</b>
<b>CO3:</b>	Describe the verbal and non-verbal communication skills and to identify the listening barriers , tips to enhance listening.	<b>Up to K4</b>
<b>CO4:</b>	Show the general counseling principles, specific techniques to behavioural changes and to identify the problem subordinates, types and the ways to deal them.	<b>Up to K3</b>
<b>CO5:</b>	Explain ethical decisions in counseling and to appraise the common ethical violations by counselors.	<b>Up to K 4</b>

**CO & PO Mapping:**

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

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

Unit	Course Name- Counseling Skills for managers	Hrs	Pedagogy
I	<b>INTRODUCTION TO COUNSELING:</b> 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	<b>GOALS &amp; THE PROCESS OF COUNSELING:</b> 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	<b>COUNSELING SKILLS:</b> 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	<b>BEHAVIOURAL CHANGES THROUGH COUNSELING:</b> 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	<b>ETHICS IN COUNSELING:</b> 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		
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	CO3	Up to k4	2	k1&k2	1	K2	2(k4&k4)	1(k4)
AII	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	100
	K2	2	6	20	20	48	96	
	K3	-	-	-	-	-	-	
	K4	-	-	-	-	-	-	
	Marks	4	6	20	20	50	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	

**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

<b>Section A (Multiple Choice Questions)</b>			
<b>Answer All Questions</b>			<b>(10x1=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>Section B (Short Answers)</b>			
<b>Answer All Questions</b>			<b>(5x2=10 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
<b>Section C (Either/Or Type)</b>			
<b>Answer All Questions</b>			<b>(5 x 5 = 25 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
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	
<b>NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels</b>			
<b>Section D (Open Choice)</b>			
<b>Answer Any Three questions</b>			<b>(3x10=30 marks)</b>
<b>Q.No</b>	<b>CO</b>	<b>K Level</b>	<b>Questions</b>
21	CO1	k2	
22	CO2	k2	
23	CO3	k3	
24	CO4	k4	
25	CO5	k4	



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<b>Course Name</b>	<b>NUMERICAL APTITUDE AND REASONING ABILITY</b>					
<b>Course Code</b>	21UBAS61			<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	Skill			2	-	2
<b>Nature of course:</b>	EMPLOYABILITY		<b>SKILL ORIENTED</b>		ENTREPRENURSHIP	
<b>Course Objectives:</b>						
<ol style="list-style-type: none"> <li>1. To Enhance the Aptitude Round Clearing ability in interview process</li> <li>2. To Solve the real-time problems for performing job functions easily</li> <li>3. To Interpret the concepts of Logical Reasoning Skills</li> <li>4. To Acquire adequate competency in use of Verbal Reasoning</li> <li>5. To Obtain knowledge on Non Verbal Reasoning</li> </ol>						
<b>Unit: I</b>	<b>NUMERICAL SKILLS</b>					<b>06</b>
Numerical Additions, Subtractions and Multiplications. LCM and HCF, Decimal Fractions, Square Roots and Cube Roots, Average, Percentages, Problems on Ages.						
<b>Unit: II</b>	<b>BUSINESS SKILLS</b>					<b>06</b>
Probability – Profit and Loss – Simple and Compound Interest – Time, Speed and Distance – Time and Work –Area– Volume and Surfaces.						
<b>Unit: III</b>	<b>DATA INTERPRETATION SKILLS</b>					<b>06</b>
Data Interpretation – Tables – Column Graphs – Bar Graphs – Line Charts – Pie Chart – Venn Diagrams						
<b>Unit: IV</b>	<b>LOGICAL REASONING SKILLS - VERBAL</b>					<b>06</b>
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						
<b>Unit: V</b>	<b>LOGICAL REASONING SKILLS – NON VERBAL</b>					<b>06</b>
Image Series – Construction of Shapes – Picture Analogies – Rule Detection.						
					<b>Total Lecture Hours</b>	<b>30 Hrs.</b>

<b>Books for Study:</b>	
1. Study Material Provided by the Department	
<b>Books for Books for References:</b>	
<ol style="list-style-type: none"> <li>1. R. S. Aggarwal, Quantitative Aptitude (Fully solved), Reprint 2016, S. Chand.</li> <li>2. R.V.Praveen, Quantitative Aptitude and Reasoning, 2nd Revised Edition 2013, Prentice-Hall of India Pvt.Ltd.</li> <li>3. G. K. Ranganath, C. S. Sampangiram and Y. Rajaram, A Books for Study: of business Mathematics, 2008, Himalaya Publishing House.</li> </ol>	
<b>Web Resources:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://www.tutorialspoint.com/quantitative_apptitude/index.htm">https://www.tutorialspoint.com/quantitative_apptitude/index.htm</a></li> <li>2. <a href="https://www.javatpoint.com/apptitude/quantitative">https://www.javatpoint.com/apptitude/quantitative</a></li> </ol>	
<b>Course Outcomes</b>	<b>K Level</b>
<b>After studying this course, the students will be able to:</b>	
<b>CO1:</b>	Demonstrate procedural fluency with real number arithmetic operations and use those operations to represent real-world scenarios and to solve stated problems. <b>Up to K2</b>
<b>CO2:</b>	Able to solve business related problems. <b>Up to K2</b>
<b>CO3:</b>	Demonstrate a basic understanding of displays of univariate data such as bar graphs, histograms, dot plots, and circle graphs, including appropriate labeling. <b>Up to K2</b>
<b>CO4:</b>	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. <b>Up to K2</b>
<b>CO5:</b>	Compete in various competitive exams like CAT, TNPSC, UPSC, etc. <b>Up to K2</b>

**CO & PO Mappings:**

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

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

**Course Designed by**

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