

# BUSINESS ADMINISTRATION

## Syllabus

Program Code: UBA

2023 - Onwards



**MANNAR THIRUMALAI NAICKER COLLEGE**

(AUTONOMOUS)

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

**PASUMALAI, MADURAI – 625 004**

**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS),**

**MADURAI – 625 004**

**BUSINESS ADMINISTRATION CURRICULUM**

*(For the students admitted from the academic year 2023-2024 onwards)*

Course Code	Title of the Course	Hrs	Credits	Maximum Marks		
				Int	Ext	Total
<b>FIRST SEMESTER</b>						
<b>Part – I</b>	<b>Tamil / Hindi course</b>					
23UTAGT11 / 23UHIGH11	தமிழ் இலக்கிய வரலாறு - I / HINDI KA SAMANYA GYAN AUR NIBANDH	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Part – II</b>	<b>English</b>					
23UENGE11	GENERAL ENGLISH - I	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Part - III</b>	<b>Core courses</b>					
23UBACC11	PRINCIPLES OF MANAGEMENT	<b>5</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
23UBACC12	ACCOUNTING FOR MANAGERS - I	<b>5</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Part - III</b>	<b>Elective courses</b>					
23UBAEC11	MANAGERIAL ECONOMICS	<b>4</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
23UBAEC12	BUSINESS ORGANIZATION					
<b>Part - IV</b>	<b>Non Major Elective</b>					
23UBANM11	BASICS OF EVENT MANAGEMENT	<b>2</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Part - IV</b>	<b>Foundation course</b>					
23UBAFC11	MANAGERIAL COMMUNICATION	<b>2</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Total</b>		<b>30</b>	<b>23</b>	<b>175</b>	<b>525</b>	<b>700</b>
<b>SECOND SEMESTER</b>						
<b>Part – I</b>	<b>Tamil / Hindi course</b>					
23UTAGT21 / 23UHIGH21	தமிழ் இலக்கிய வரலாறு – II / KATHA SAHITYA AUR VYAKARAN	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Part – II</b>	<b>English</b>					
23UENGE21	GENERAL ENGLISH - II	<b>6</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Part - III</b>	<b>Core courses</b>					
23UBACC21	MARKETING MANAGEMENT	<b>5</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
23UBACC22	ACCOUNTING FOR MANAGERS - II	<b>5</b>	<b>5</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Part - III</b>	<b>Elective courses</b>					
23UBAEC21	INTERNATIONAL BUSINESS	<b>4</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
23UBAEC22	EXIM MANGEMENT					
<b>Part - IV</b>	<b>Non Major Elective</b>					
23UBANM21	MANAGERIAL SKILL DEVELOPMENT	<b>2</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Part - IV</b>	<b>Skill Enhancement course</b>					
23UBASC21	BUSINESS ETIQUETTE AND CORPORATE GROOMING	<b>2</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Total</b>		<b>30</b>	<b>23</b>	<b>175</b>	<b>525</b>	<b>700</b>

# FIRST SEMESTER

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	PRINCIPLES OF MANAGEMENT			
<b>Course Code</b>	23UBACC11	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	CORE	5	-	5
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To impart knowledge about evolution of management</li><li>➤ To provide understanding on planning process and importance of decision making in organization</li><li>➤ To learn the application of principles in organization</li><li>➤ To study the process of effective controlling in organization</li><li>➤ To familiarize students about significance of ethics in business and its implications.</li></ul>				
<b>UNIT - I MANAGEMENT</b>				<b>15</b>
Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.				
<b>UNIT - II PLANNING</b>				<b>15</b>
Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.				
<b>UNIT - III ORGANIZING</b>				<b>15</b>
Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.				
<b>UNIT - IV DIRECTION</b>				<b>15</b>
Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co- ordination – Controlling – Meaning and Importance – Control Process.				
<b>UNIT - V BUSINESS ETHICS</b>				<b>15</b>
Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business				
<b>Total Lecture Hours</b>				<b>75</b>

**BOOKS FOR STUDY:**

- JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
- Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
- .Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011
- Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
- Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

**BOOKS FOR REFERENCES:**

- P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
- L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.
- Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
- Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3rd Edition.

**WEB RESOURCES:**

- ❖ <https://www.toolshero.com/management/14-principles-of-management/>
- ❖ <https://open.umn.edu/opentextbooks/textbooks/693>
- ❖ <https://open.umn.edu/opentextbooks/textbooks/34>
- ❖ <https://openstax.org/subjects/business>
- ❖ <https://blog.hubspot.com/marketing/management-principles>

<b>Nature of Course</b>	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL	✓	GLOBAL	
<b>Changes Made in the Course</b>	Percentage of Change		50%	No Changes Made		New Course		

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

<b>COURSE OUTCOMES:</b>		<b>K LEVEL</b>
<b>After studying this course, the students will be able to:</b>		
<b>CO1</b>	Describe nature, scope, role, levels, functions and approaches of management	<b>K1 to K4</b>
<b>CO2</b>	Apply planning and decision making in management	<b>K1 to K4</b>
<b>CO3</b>	Identify organization structure and various organizing techniques	<b>K1 to K4</b>
<b>CO4</b>	Understand Direction, Co-ordination & Control mechanisms	<b>K1 to K4</b>
<b>CO5</b>	Relate and infer ethical practices of organization.	<b>K1 to K4</b>

<b>MAPPING WITH PROGRAM OUTCOMES:</b>								
<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO2</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>S</b>
<b>CO3</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO5</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>S- STRONG</b>			<b>M - MEDIUM</b>			<b>L - LOW</b>		

<b>CO / PO MAPPING:</b>						
<b>COS</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

<b>LESSON PLAN</b>			
<b>UNIT</b>	<b>COURSE NAME : Principles of Management</b>	<b>HRS</b>	<b>PEDAGOGY</b>
<b>I</b>	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.	<b>15</b>	<b>Lecture Method &amp; Video instruction</b>
<b>II</b>	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.	<b>15</b>	<b>Group Discussion and lecture method</b>
<b>III</b>	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference	<b>15</b>	<b>Lecture Method &amp; Role play</b>

	between Authority and Power – Responsibility.		
<b>IV</b>	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.	<b>15</b>	<b>Lecture Method</b>
<b>V</b>	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business	<b>15</b>	<b>Lecture Method and Case studies discussion</b>

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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K2,K2)
AI	CO2	K1 – K4	2	K1,K2	2(K2,K2)	2(K3,K4)
CI	CO3	K1 – K4	2	K1,K2	2(K2, K2)	2(K3,K3)
AII	CO4	K1 – K4	2	K1,K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	20	16	38	68	
	K3						
	K4			16	16	28.5	28.5
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	16	26	46.4	75
	K4			16	16	28.6	
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1,K2	K2,K2	K2,K2
2	CO2	K1-K4	2	K1,K2	K2,K2	K2,K2
3	CO3	K1-K4	2	K1,K2	K4,K4	K3,K3
4	CO4	K1-K4	2	K1,K2	K4,K4	K4,K4
5	CO5	K1-K4	2	K1,K2	K3,K3	K4,K4
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

<b>Distribution of Marks with K Level</b>						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
<b>Answer ALL the questions</b>				<b>PART – A</b>	
				<b>(10 x 1 = 10 Marks)</b>	
<b>1.</b>	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>2.</b>	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
				a)	b)
				c)	d)
<b>3.</b>	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>4.</b>	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
<b>5.</b>	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>6.</b>	<b>Unit - III</b>	<b>CO3</b>	<b>K2</b>		
				a)	b)
				c)	d)
<b>7.</b>	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>8.</b>	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
<b>9.</b>	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>10.</b>	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K4		
OR					
13. b)	Unit - III	CO3	K4		
14. a)	Unit - IV	CO4	K4		
OR					
14. b)	Unit - IV	CO4	K4		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K2		
OR					
17. b)	Unit - II	CO2	K2		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)**
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FOR THOSE WHO JOINED IN 2023-2024 AND AFTER**

<b>Course Name</b>	ACCOUNTING FOR MANAGERS – I			
<b>Course Code</b>	23UBACC12	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	CORE	5	-	5
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"> <li>➤ To impart knowledge about basic concepts of accounting its applications</li> <li>➤ To analyze and interpret financial reports of a company</li> <li>➤ To understand the gross profit and net profit earned by organization</li> <li>➤ To Foster knowledge on Hire Purchase system</li> <li>➤ To understand the procedures of Accounting under Single entry system.</li> </ul>				
<b>UNIT - I INTRODUCTION</b>				<b>15</b>
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting - Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance (Basic Problem Only)				
<b>UNIT - II SUBSIDIARY BOOKS, BANK RECONCILIATION, RECTIFICATION OF ERRORS</b>				<b>15</b>
Subsidiary book – Preparation of cash Book –Rectification of errors (Basic Problem Only)				
<b>UNIT - III FINAL ACCOUNTS</b>				<b>15</b>
Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital. (Basic Problem Only)				
<b>UNIT - IV HIRE PURCHASE SYSTEM</b>				<b>15</b>
Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System. (Basic Problem Only)				
<b>UNIT - V SINGLE AND DOUBLE ENTRY SYSTEM</b>				<b>15</b>
Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System - Statement of Affairs Method – Conversion Method. (Basic Problem Only)				
<b>Total Lecture Hours</b>				<b>75</b>

**BOOKS FOR STUDY:**

- Study Material will be provided by the Course Teacher.

**BOOKS FOR REFERENCES:**

- Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
- TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
- David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
- M N Arora; Accounting for Management- Himalaya Publications House 2019.
- SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
- T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

**WEB RESOURCES:**

- ❖ <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
- ❖ <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
- ❖ [https://en.wikipedia.org/wiki/Single-entry\\_bookkeeping\\_system](https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system)
- ❖ <https://www.profitbooks.net/what-is-depreciation>

<b>Nature of Course</b>	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓
<b>Changes Made in the Course</b>	Percentage of Change		20%	No Changes Made		-	New Course	-

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

COURSE OUTCOMES:								K LEVEL
<b>After studying this course, the students will be able to:</b>								
<b>CO1</b>	Prepare Journal, ledger, trial balance and cash book							<b>K1 to K4</b>
<b>CO2</b>	Classify errors and making rectification entries							<b>K1 to K4</b>
<b>CO3</b>	Prepare final accounts with adjustments							<b>K1 to K4</b>
<b>CO4</b>	To understand Hire Purchase system							<b>K1 to K4</b>
<b>CO5</b>	Prepare single and double entry system of accounting.							<b>K1 to K4</b>

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>
<b>CO2</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>
<b>S- STRONG</b>			<b>M - MEDIUM</b>			<b>L - LOW</b>		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

LESSON PLAN:			
UNIT	ACCOUNTING FOR MANAGERS - I	HRS	PEDAGOGY
<b>I</b>	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance (Basic Problem Only)	<b>15</b>	<b>Chalk and Exercise</b>
<b>II</b>	Subsidiary book – Preparation of cash Book –Rectification of errors (Basic Problem Only)	<b>15</b>	<b>Chalk and Exercise</b>
<b>III</b>	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital. (Basic Problem Only)	<b>15</b>	<b>Chalk and Exercise</b>
<b>IV</b>	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.	<b>15</b>	<b>Chalk and Exercise</b>

	(Basic Problem Only)		
<b>V</b>	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method. (Basic Problem Only)	<b>15</b>	<b>Chalk and Exercise</b>

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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1&K2	K1,K1	K2,K2
AI	CO2	K1 – K4	2	K1&K2	K2,K2	K3,K3
CI	CO3	K1 – K4	2	K1&K2	K1,K1	K2,K2
AII	CO4	K1 – K4	2	K1&K2	K2,K2	K3,K3
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	10		12	21.43	71.43
	K2	2	10	16	28	50	
	K3			16	16	28.57	28.57
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2	10		12	21.43	71.43
	K2	2	10	16	28	50	
	K3			16	16	28.57	28.57
	K4						
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1	K1,K1	K3,K3
2	CO2	K1-K4	2	K1	K2,K2	K3,K3
3	CO3	K1-K4	2	K1	K1,K1	K3,K3
4	CO4	K1-K4	2	K1	K2,K2	K2,K2
5	CO5	K1-K4	2	K1	K2,K2	K3,K3
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

<b>Distribution of Marks with K Level</b>						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	10			10	7	33
K2		20	16	36	26	
K3		30	64	94	67	67
K4						
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
<b>Answer ALL the questions</b>				<b>PART – A</b>	
				<b>(10 x 1 = 10 Marks)</b>	
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)



Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K1		
OR					
11. b)	Unit - I	CO1	K1		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K1		
OR					
13. b)	Unit - III	CO3	K1		
14. a)	Unit - IV	CO4	K2		
OR					
14. b)	Unit - IV	CO4	K2		
15. a)	Unit - V	CO5	K2		
OR					
15. b)	Unit - V	CO5	K2		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K3		
OR					
16. b)	Unit - I	CO1	K3		
17. a)	Unit - II	CO2	K3		
OR					
17. b)	Unit - II	CO2	K3		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K2		
OR					
19. b)	Unit - IV	CO4	K2		
20. a)	Unit - V	CO5	K3		
OR					
20. b)	Unit - V	CO5	K3		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	MANAGERIAL ECONOMICS			
<b>Course Code</b>	23UBAEC11	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	ELECTIVE	4	-	3
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario.</li><li>➤ To understand the applications &amp; implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.</li><li>➤ To understand the optimal point of cost analysis and production factors of the firm.</li><li>➤ To describe the pricing methods and strategies that are consistent with evolving marketing needs.</li><li>➤ To provide insights to the various market structures in an economy.</li></ul>				
<b>UNIT – I INTRODUCTION</b>				<b>12</b>
Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.				
<b>UNIT – II DEMAND ANALYSIS</b>				<b>12</b>
Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis – Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of Demand –Demand forecasting.				
<b>UNIT – III COST OF PRODUCTION</b>				<b>12</b>
Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.				
<b>UNIT - IV PRICING STRATEGIES</b>				<b>12</b>
Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination.				
<b>UNIT - V MARKET CLASSIFICATIONS</b>				<b>12</b>
Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly.				
<b>Total Lecture Hours</b>				<b>60</b>

**BOOKS FOR STUDY:**

- Journal of Economic Literature – American Economic Association
- Arthasastra Indian Journal of Economics & Research
- Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai.
- Indian Economic Journal/Sage Publications. Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

**BOOKS FOR REFERENCES:**

- Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
- Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
- D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
- H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016.

**WEB RESOURCES:**

- ❖ <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
- ❖ <https://www.intelligenteconomist.com/profit-maximization-rule>
- ❖ <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
- ❖ <http://www.simplynotes.in/e-notes/mbabba/managerial-economics>
- ❖ <https://businessjargons.com/determinants-of-elasticity-of-demand.html>

<b>Nature of Course</b>	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP			
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓	
<b>Changes Made in the Course</b>	Percentage of Change		70%	No Changes Made		-	New Course		-
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>									

<b>COURSE OUTCOMES:</b>		<b>K LEVEL</b>
<b>After studying this course, the students will be able to:</b>		
<b>CO1</b>	Analyze & apply the various managerial economic concepts in individual & business decisions.	<b>K1 to K4</b>
<b>CO2</b>	Explain demand concepts, underlying theories and identify demand forecasting techniques.	<b>K1 to K4</b>
<b>CO3</b>	Employ production, cost and supply analysis for business decision making	<b>K1 to K4</b>
<b>CO4</b>	Identify pricing strategies	<b>K1 to K4</b>
<b>CO5</b>	Classify market structures under competitive scenarios.	<b>K1 to K4</b>

<b>MAPPING WITH PROGRAM OUTCOMES:</b>								
<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>
<b>CO2</b>	<b>S</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>S- STRONG</b>			<b>M - MEDIUM</b>			<b>L - LOW</b>		

<b>CO / PO MAPPING:</b>						
<b>COS</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

<b>LESSON PLAN:</b>			
<b>UNIT</b>	<b>COURSE NAME : Managerial Economics</b>	<b>HRS</b>	<b>PEDAGOGY</b>
<b>I</b>	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.	<b>12</b>	<b>Chalk and Talk &amp; PPT</b>
<b>II</b>	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand- Determinants of demand – Elasticity of demand –Demand forecasting.	<b>12</b>	<b>Chalk and Talk &amp; PPT</b>
<b>III</b>	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost	<b>12</b>	<b>Chalk and Talk &amp; PPT</b>

	concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.		
<b>IV</b>	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination	<b>12</b>	<b>Chalk and Talk &amp; PPT</b>
<b>V</b>	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly	<b>12</b>	<b>Chalk and Talk &amp; PPT</b>

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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1	2(K2, K2)	2(K3, K3)
AI	CO2	K1 – K4	2	K1	2(K2, K2)	2(K4, K4)
CI	CO3	K1 – K4	2	K1	2(K2, K2)	2(K3, K3)
AII	CO4	K1 – K4	2	K2	2(K3, K3)	2(K4, K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	4			4	7	42
	K2		20		20	35	
	K3			16	16	29	29
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	4	25
	K2	2	10		12	21	
	K3		10	16	26	46	46
	K4			16	16		
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1	K2,k2	K3,K3
2	CO2	K1-K4	2	K1	K2,k2	K4,K4
3	CO3	K1-K4	2	K1	K2,k2	K3,K3
4	CO4	K1-K4	2	K2	K3,k3	K4,K4
5	CO5	K1-K4	2	K2	K3,k3	K4,K4
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

<b>Distribution of Marks with K Level</b>						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	6			6	4	28
K2	4	30		34	24	
K3		20	32	52	37.14	37
K4			48	48	34.28	35
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
<b>Answer ALL the questions</b>				<b>PART – A</b>	
				<b>(10 x 1 = 10 Marks)</b>	
<b>1.</b>	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>2.</b>	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>3.</b>	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>4.</b>	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>5.</b>	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>6.</b>	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>7.</b>	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
<b>8.</b>	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
<b>9.</b>	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)
<b>10.</b>	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K2		
OR					
13. b)	Unit - III	CO3	K2		
14. a)	Unit - IV	CO4	K3		
OR					
14. b)	Unit - IV	CO4	K3		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K3		
OR					
16. b)	Unit - I	CO1	K3		
17. a)	Unit - II	CO2	K4		
OR					
17. b)	Unit - II	CO2	K4		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		



# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	BUSINESS ORGANIZATION			
<b>Course Code</b>	23UBAEC12	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	ELECTIVE	4	-	3
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To understand the various forms of business organizations.</li><li>➤ To identify the types of companies and various types of company meetings.</li><li>➤ To learn the government, business interface.</li><li>➤ To know the various business combinations.</li><li>➤ To realize the contemporary issues of business organizations.</li></ul>				
<b>UNIT - I BUSINESS FORMS-INTRODUCTION</b>				<b>10</b>
Concept, Nature and Scope of Business; Concept of business as a system; Classification of Business Activities. Forms of Ownership: Sole Proprietorship, Joint Hindu Family Firm, Partnership Firm, Joint Stock Company, Co-operative Organization;				
<b>UNIT - II TYPES OF COMPANIES AND MEETINGS</b>				<b>15</b>
Organs of the company, company meetings-Types- Statutory Meeting, Annual General Meeting (AGM), Extraordinary General Meeting (EGM), Board of Directors Meeting & Resolutions-Concept, Types. Choice of form of Organization, Stages of formation & Establishment of a firm Public Sector: Concept, Rationale, Forms of Public Enterprises. Private Sector: Concept, Forms of Private enterprises.				
<b>UNIT - III GOVERNMENT &amp; BUSINESS INTERFACE</b>				<b>12</b>
Rationale, Forms of Government and Business Interface. Business Risk: Meaning, Nature, Causes, Types, Risk Management, Methods of Handling Risk.				
<b>UNIT - IV BUSINESS COMBINATIONS</b>				<b>11</b>
Concept & Causes, Types and various forms of business combinations; Business Associations: Chambers of Commerce and Industry in India, FICCI, CII, ASSOCHAM, AIMO etc.				
<b>UNIT - V CONTEMPORARY ISSUES OF BUSINESS ORGANIZATIONS</b>				<b>12</b>
Emerging Issues and Challenges; Innovation in Organizational Design; Learning Organizations, Workforce Diversity, Franchising, Outsourcing; Government and business interface; Sustainability; Digitalization and Technological innovations				
<b>Total Lecture Hours</b>				<b>60</b>

**BOOKS FOR STUDY:**

- Event Management & Public Relations by Savita Mohan - Enkay Publishing House

**BOOKS FOR REFERENCES:**

- Event Management By Chaudhary, Krishna, Bio-Green Publishers
- Successful Event Management By Anton Shone & Bryn Parry
- Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen, Wiley Publishers

**WEB RESOURCES:**

- ❖ <https://www.investopedia.com/terms/b/business.asp>
- ❖ <https://www.britannica.com/money/business-organization>
- ❖ <https://timespro.com/blog/what-are-the-different-forms-of-business-organisations>

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL	✓	GLOBAL	
Changes Made in the Course	Percentage of Change			No Changes Made		New Course		✓
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>								

**COURSE OUTCOMES:****K LEVEL****After studying this course, the students will be able to:**

<b>CO1</b>	Describe concept of Business and forms of Organization.	<b>K1 to K4</b>
<b>CO2</b>	Understand the various types of company meetings	<b>K1 to K4</b>
<b>CO3</b>	Identify the risks involved in the Business	<b>K1 to K4</b>
<b>CO4</b>	Understand various Business combinations	<b>K1 to K4</b>
<b>CO5</b>	Relate and infer contemporary issues in Business	<b>K1 to K4</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO2</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>S</b>
<b>CO3</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO5</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>S- STRONG</b>			<b>M - MEDIUM</b>			<b>L - LOW</b>		

**CO / PO MAPPING:**

<b>COS</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

**LESSON PLAN:**

<b>UNIT</b>		<b>HRS</b>	<b>PEDAGOGY</b>
<b>I</b>	Concept, Nature and Scope of Business; Concept of business as a system; Classification of Business Activities. Forms of Ownership: Sole Proprietorship, Joint Hindu Family Firm, Partnership Firm, Joint Stock Company, Co-operative Organization;	<b>10</b>	<b>Lecture Method &amp; Video instruction</b>
<b>II</b>	Organs of the company, company meetings-Types- Statutory Meeting Annual General Meeting (AGM), Extraordinary General Meeting (EGM) Board of Directors Meeting & Resolutions-Concept, Types. Choice of form of Organization, Stages of formation & Establishment of a firm Public Sector: Concept, Rationale, Forms of Public Enterprises. Private Sector: Concept, Forms of Private enterprises.	<b>15</b>	<b>Group Discussion and lecture method</b>
<b>III</b>	Rationale, Forms of Government and Business Interface. Business Risk: Meaning, Nature, Causes, Types, Risk Management, Methods of Handling Risk.	<b>12</b>	<b>Lecture Method &amp; Role play</b>
<b>IV</b>	Concept & Causes, Types and various forms of business combinations; Business Associations: Chambers of Commerce and Industry in India, FICCI, CII, ASSOCHAM, AIMO etc.	<b>11</b>	<b>Lecture Method</b>
<b>V</b>	Emerging Issues and Challenges; Innovation in Organizational Design; Learning Organizations, Workforce Diversity, Franchising, Outsourcing; Government and business interface; Sustainability; Digitalization and Technological innovations	<b>12</b>	<b>Lecture Method and Case studies discussion</b>

**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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K2,K2)
AI	CO2	K1 – K4	2	K1,K2	2(K2,K2)	2(K4,K4)
CI	CO4	K1 – K4	2	K1,K2	2(K2, K2)	2(K4,K4)
AII	CO5	K1 – K4	2	K1,K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

**Distribution of Marks with K Level CIA I & CIA II**

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	20	16	38	68	
	K3						
	K4			16	16	28.5	
	Marks	4	20	32	56	100	
CIA II	K1	2			2	3.5	25
	K2	2	10		12	21.5	
	K3		10		10	18	
	K4			32	32	57	
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1-K4	2	K1,K2	2(K2)	2(K2)
3	CO3	K1-K4	2	K1,K2	2(K4)	2(K3)
4	CO4	K1-K4	2	K1,K2	2(K4)	2(K4)
5	CO5	K1-K4	2	K1,K2	2 (K4)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
<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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	-	16	16	11.42	55.7
K4	-	30	32	62	44.28	
Marks	<b>10</b>	<b>50</b>	<b>80</b>	<b>140</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

Q. No.	Unit	CO	K-level		
Answer ALL the questions			<b>PART – A</b>		<b>(10 x 1 = 10 Marks)</b>
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K2</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K4		
OR					
13. b)	Unit - III	CO3	K4		
14. a)	Unit - IV	CO4	K4		
OR					
14. b)	Unit - IV	CO4	K4		
15. a)	Unit - V	CO5	K4		
OR					
15. b)	Unit - V	CO5	K4		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K2		
OR					
17. b)	Unit - II	CO2	K2		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	BASICS OF EVENT MANAGEMENT			
<b>Course Code</b>	23UBANM11	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	NON MAJOR ELECTIVE	2	-	2
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To know the basic of event management its concepts</li><li>➤ To make an event design</li><li>➤ To make feasibility analysis for event.</li><li>➤ To understand the 5 Ps of Event Marketing</li><li>➤ To know the financial aspects of event management and its promotion</li></ul>				
<b>UNIT - I INTRODUCTION</b>				<b>06</b>
Introduction: Event Management – Definition, Need, Importance, Activities.				
<b>UNIT - II CONCEPT AND DESIGN OF EVENTS</b>				<b>06</b>
Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design				
<b>UNIT - III EVENT FEASIBILITY</b>				<b>06</b>
Event Feasibility: Resources – Feasibility, SWOT Analysis				
<b>UNIT - IV EVENT PLANNING AND PROMOTION</b>				<b>06</b>
Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.				
<b>UNIT - V EVENT BUDGET</b>				<b>06</b>
Event Budget – Financial Analysis – Event Cost – Event Sponsorship				
				<b>Total Lecture Hours</b>
				<b>30</b>
<b>BOOKS FOR STUDY:</b>				
<ul style="list-style-type: none"><li>➤ Event Management &amp; Public Relations by Savita Mohan - Enkay Publishing House</li></ul>				
<b>BOOKS FOR REFERENCES:</b>				
<ul style="list-style-type: none"><li>➤ Event Management By Chaudhary, Krishna, Bio-Green Publishers</li><li>➤ Successful Event Management By Anton Shone &amp; Bryn Parry</li><li>➤ Event management, an integrated &amp; practical approach By Razaq Raj, Paul Walters &amp; Tahir Rashid</li><li>➤ Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers</li></ul>				



**WEB RESOURCES:**

- ❖ [https://ebooks.lpude.in/management/bba/term\\_5/DMGT304\\_EVENT\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf)
- ❖ <https://www.emeraldgrouppublishing.com/journal/ijefm>
- ❖ <https://www.emeraldgrouppublishing.com/journal/ijefm>
- ❖ <https://www.eventbrite.com/blog/?s=roundup>

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓
Changes Made in the Course	Percentage of Change			No Changes Made		New Course		✓

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

**COURSE OUTCOMES:****K LEVEL****After studying this course, the students will be able to:**

<b>CO1</b>	To understand basics of event management	<b>K1 to K2</b>
<b>CO2</b>	To design events	<b>K1 to K2</b>
<b>CO3</b>	To study feasibility of organizing an event	<b>K1 to K2</b>
<b>CO4</b>	To gain Familiarity with marketing & promotion of event	<b>K1 to K2</b>
<b>CO5</b>	To develop event budget	<b>K1 to K2</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	S	M	S	S	S
CO2	M	S	S	S	M	S	S	S
CO3	S	M	S	S	S	S	S	M
CO4	S	M	S	S	S	S	S	S
CO5	M	S	S	S	M	S	S	S

**S- STRONG****M – MEDIUM****L - LOW****CO / PO MAPPING:**

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

<b>PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>					
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**LESSON PLAN:**

<b>UNIT</b>	<b>COURSE NAME : BASICS OF EVENT MANAGEMENT</b>	<b>HRS</b>	<b>PEDAGOGY</b>
<b>I</b>	BASICS OF EVENT MANAGEMENT	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>
<b>II</b>	Introduction: Event Management – Definition, Need, Importance, Activities.	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>
<b>III</b>	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>
<b>IV</b>	Event Feasibility: Resources – Feasibility, SWOT Analysis	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>
<b>V</b>	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>

<b>Learning Outcome Based Education &amp; Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)</b>				
<b>Internal</b>	<b>Cos</b>	<b>K Level</b>	<b>Section A</b>	
			<b>MCQs</b>	
			<b>No. of. Questions</b>	<b>K - Level</b>
<b>CI</b>	<b>CO1</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>AI</b>	<b>CO2</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>CI</b>	<b>CO3</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>AII</b>	<b>CO4</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>Question Pattern CIA I &amp; II</b>		<b>No. of Questions to be asked</b>	<b>50</b>	
		<b>No. of Questions to be answered</b>	<b>50</b>	
		<b>Marks for each question</b>	<b>1</b>	
		<b>Total Marks for each section</b>	<b>50</b>	

\* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (I<sup>st</sup> Test-2 CO's & II<sup>nd</sup> Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	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	Section A (MCQs)	
			No. of Questions	K – Level
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-K2	15	K1,K2
No. of Questions to be Asked			75	
No. of Questions to be answered			75	
Marks for each question			1	
Total Marks for each section			75	
(Figures in parenthesis denotes, questions should be asked with the given K level)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

<b>Distribution of Marks with K Level</b>				
<b>K Level</b>	<b>Section A (Multiple Choice Questions)</b>	<b>Total Marks</b>	<b>% of (Marks without choice)</b>	<b>Consolidated %</b>
<b>K1</b>	<b>40</b>	<b>40</b>	<b>53</b>	<b>100</b>
<b>K2</b>	<b>35</b>	<b>35</b>	<b>47</b>	
<b>K3</b>				
<b>K4</b>				
<b>Marks</b>		<b>75</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>				

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	MANAGERIAL COMMUNICATION			
<b>Course Code</b>	23UBAFC11	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	SKILL	2	-	2
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To educate students role &amp; importance of communication skills.</li><li>➤ To build their listening, reading, writing &amp; speaking communication skills.</li><li>➤ To introduce the modern communication for managers.</li><li>➤ To understand the skills required for facing interview.</li><li>➤ To facilitate the students to understand the concept of Communication.</li></ul>				
<b>UNIT - I COMMUNICATION AND ITS METHODS</b>				<b>06</b>
Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.				
<b>UNIT - II TYPES OF BUSINESS LETTERS</b>				<b>06</b>
Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.				
<b>UNIT - III INTERVIEW AND GROUP DISCUSSION</b>				<b>06</b>
Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language.				
<b>UNIT - IV REPORT AND RESUME WRITING</b>				<b>06</b>
Communication through Reports – Agenda- Minutes of Meeting - Resume Writing.				
<b>UNIT - V MODERN FORMS OF COMMUNICATION</b>				<b>06</b>
Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites.				
<b>Total Lecture Hours</b>				<b>30</b>
<b>BOOKS FOR STUDY:</b>				
<ul style="list-style-type: none"><li>➤ Managerial Skill Articles</li><li>➤ The Management Skills of SALL Managers - SiSAL Journal</li><li>➤ Managerial Skills by Dr.K.Alex S.CHAND</li><li>➤ Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP</li><li>➤ Gallagher (2010), Skills Development for Business &amp; Management Students, Oxford University Press.</li></ul> <p>PROF. SANJIV</p>				

**WEB RESOURCES:**

- ❖ <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
- ❖ [https://www.academia.edu/4358901/managerial\\_skill\\_development.pdf](https://www.academia.edu/4358901/managerial_skill_development.pdf)
- ❖ <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
- ❖ [https://www.aisectuniversityjarkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjarkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

Nature of Course	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓
Changes Made in the Course	Percentage of Change			No Changes Made			New Course	✓

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

**COURSE OUTCOMES:****K LEVEL**

**After studying this course, the students will be able to:**

<b>CO1</b>	Identify the personal qualities that are needed to sustain in the world of work.	<b>K1 to K2</b>
<b>CO2</b>	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	<b>K1 to K2</b>
<b>CO3</b>	Acquire practical management skills that are of immediate use in management or leadership positions.	<b>K1 to K2</b>
<b>CO4</b>	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	<b>K1 to K2</b>
<b>CO5</b>	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	<b>K1 to K2</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>
<b>CO2</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO5</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>

**S- STRONG****M - MEDIUM****L - LOW****CO / PO MAPPING:**

COS	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

**LESSON PLAN:**

<b>UNIT</b>	<b>COURSE NAME : MANAGERIAL COMMUNICATION</b>	<b>HRS</b>	<b>PEDAGOGY</b>
<b>I</b>	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>
<b>II</b>	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>
<b>III</b>	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>
<b>IV</b>	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.  Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>
<b>V</b>	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing. Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>

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

Internal	Cos	K Level	Section A	
			MCQs	
			No. of. Questions	K - Level
CI AI	CO1	K1 – K2	25	K1,K2
	CO2	K1 – K2	25	K1,K2
CI AII	CO3	K1 – K2	25	K1,K2
	CO4	K1 – K2	25	K1,K2
Question Pattern CIA I & II		No. of Questions to be asked	50	
		No. of Questions to be answered	50	
		Marks for each question	1	
		Total Marks for each section	50	

\* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (I<sup>st</sup> Test-2 CO's & II<sup>nd</sup> Test-2 CO's) in equal weightage

**Distribution of Marks with K Level CIA I & CIA II**

	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	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>				
<b>S. No</b>	<b>COs</b>	<b>K - Level</b>	<b>Section A (MCQs)</b>	
			<b>No. of Questions</b>	<b>K – Level</b>
<b>1</b>	<b>CO1</b>	<b>K1-K2</b>	<b>15</b>	<b>K1,K2</b>
<b>2</b>	<b>CO2</b>	<b>K1-K2</b>	<b>15</b>	<b>K1,K2</b>
<b>3</b>	<b>CO3</b>	<b>K1-K2</b>	<b>15</b>	<b>K1,K2</b>
<b>4</b>	<b>CO4</b>	<b>K1-K2</b>	<b>15</b>	<b>K1,K2</b>
<b>5</b>	<b>CO5</b>	<b>K1-K2</b>	<b>15</b>	<b>K1,K2</b>
<b>No. of Questions to be Asked</b>			<b>75</b>	
<b>No. of Questions to be answered</b>			<b>75</b>	
<b>Marks for each question</b>			<b>1</b>	
<b>Total Marks for each section</b>			<b>75</b>	
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

<b>Distribution of Marks with K Level</b>				
<b>K Level</b>	<b>Section A (Multiple Choice Questions)</b>	<b>Total Marks</b>	<b>% of (Marks without choice)</b>	<b>Consolidated %</b>
<b>K1</b>	<b>40</b>	<b>40</b>	<b>53</b>	<b>100</b>
<b>K2</b>	<b>35</b>	<b>35</b>	<b>47</b>	
<b>K3</b>				
<b>K4</b>				
<b>Marks</b>		<b>75</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>				

# SECOND SEMESTER

**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)**
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FOR THOSE WHO JOINED IN 2023-2024 AND AFTER**

<b>Course Name</b>	MARKETING MANAGEMENT			
<b>Course Code</b>	23UBACC21	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	CORE	5	-	5
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"> <li>➤ To understand the marketplace.</li> <li>➤ To identify the market segmentation and the Product mix</li> <li>➤ To select the different pricing methods and channels of distribution.</li> <li>➤ To know the communication mix and sales promotion tools</li> <li>➤ To prepare according to the latest trends in market.</li> </ul>				
<b>UNIT - I FUNDAMENTALS OF MARKETING</b>				<b>15</b>
Marketing – Meaning, Definition, Difference between sales and Marketing – Market Orientation – Role of Marketing – Relationship of Marketing with other Functional Areas – Concept of Marketing Mix — Various Environmental Factors Affecting the Marketing Functions.				
<b>UNIT - II SEGMENTATION AND PRODUCT</b>				<b>15</b>
Segmentation – Need and Basis of Segmentation -Targeting – Positioning.				
Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix – New Product Development Process – Product Life Cycle. Classification of Branding – Packaging and its Types.				
<b>UNIT - III PRICING AND PHYSICAL DISTRIBUTION</b>				<b>15</b>
Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.				
<b>UNIT - IV COMMUNICATION MIX</b>				<b>15</b>
A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance,				
<b>UNIT - V SALES FORCE MANAGEMENT &amp; DIGITAL MARKETING</b>				<b>15</b>
Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force. Digital Marketing: Introduction- Applications & Benefits.				
<b>Total Lecture Hours</b>				<b>75</b>

**BOOKS FOR STUDY:**

- Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
- Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
- L.Natarajan, Marketing, Margham Publications, 2017.
- J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
- K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.

**BOOKS FOR REFERENCES:**

- C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020
- V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
- Cranfield, Marketing Management, Palgrave Macmillan.
- Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
- Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016

**WEB RESOURCES:**

- ❖ [http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip\\_Kotler%5D\\_Marketing\\_Management\\_14th\\_Edition%28BookFi%29.pdf](http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf)
- ❖ <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
- ❖ <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
- ❖ [Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier](#)
- ❖ [Journal of Marketing Management | Taylor & Francis Online \(tandfonline.com\)](#)

<b>Nature of Course</b>	EMPLOYABILITY	✓	SKILL ORIENTED		ENTREPRENEURSHIP			
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL	✓	GLOBAL	
<b>Changes Made in the Course</b>	Percentage of Change	15%	No Changes Made	-	New Course	-		

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

COURSE OUTCOMES:								K LEVEL
<b>After studying this course, the students will be able to:</b>								
<b>CO1</b>	To list and identify the core concepts of Marketing and its Mix.							<b>K1 to K4</b>
<b>CO2</b>	To sketch the Market segmentation, nature of product, PLC.							<b>K1 to K4</b>
<b>CO3</b>	To analyze the appropriate pricing methods							<b>K1 to K4</b>
<b>CO4</b>	To determine the importance of various media							<b>K1 to K4</b>
<b>CO5</b>	To assess the sales force and applications of digital marketing							<b>K1 to K4</b>

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	M	M
CO2	S	S	M	S	M	S	M	S
CO3	S	S	M	M	M	S	M	S
CO4	S	S	M	M	M	S	M	M
CO5	S	S	M	M	M	S	M	S
<b>S- STRONG</b>			<b>M - MEDIUM</b>			<b>L - LOW</b>		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	3	3	3	3	
CO 2	3	3	3	3	3	
CO 3	2	3	3	3	3	
CO 4	3	3	3	3	3	
CO 5	3	3	3	2	3	
<b>WEITAGE</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>2.8</b>	<b>3.0</b>	<b>3.0</b>	<b>2.8</b>	<b>3.0</b>	

LESSON PLAN:			
UNIT	COURSE NAME : MARKETING MANAGEMENT	HRS	PEDAGOGY
<b>I</b>	Marketing – Meaning, Definition, Difference between sales and Marketing – Market Orientation – Role of Marketing – Relationship of Marketing with other Functional Areas – Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.	<b>15</b>	<b>Visual Aids, Class Debates.</b>
<b>II</b>	Segmentation – Need and Basis of Segmentation -Targeting – Positioning. Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix – New Product Development Process – Product Life Cycle. Classification of Branding – Packaging and its Types.	<b>15</b>	<b>Lecture and Discussion, Group Projects, Comparative Analysis, Packaging Design</b>

			<b>Project.</b>
<b>III</b>	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.	<b>15</b>	<b>Visual Presentations, Industry Insights.</b>
<b>IV</b>	A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.	<b>15</b>	<b>Interactive Workshops, Interactive Quizz's.</b>
<b>V</b>	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force. Digital Marketing: Introduction- Applications & Benefits.	<b>15</b>	<b>Active Learning, Peer Collaboration</b>

<b>Learning Outcome Based Education &amp; Assessment (LOBE)</b>						
<b>Formative Examination - Blue Print</b>						
<b>Articulation Mapping – K Levels with Course Outcomes (COs)</b>						
<b>Internal</b>	<b>Cos</b>	<b>K Level</b>	<b>Section A</b>		<b>Section B Either or Choice</b>	<b>Section C Either or Choice</b>
			<b>MCQs</b>			
			<b>No. of Questions</b>	<b>K - Level</b>		
<b>CI</b>	<b>CO1</b>	<b>K1 – K4</b>	2	K1	2 (K2, K2)	2(K3, K3)
<b>AI</b>	<b>CO2</b>	<b>K1 – K4</b>	2	K1	2 (K2, K2)	2(K4, K4)
<b>CI</b>	<b>CO3</b>	<b>K1 – K4</b>	2	K1	2 (K2, K2)	2(K3, K3)
<b>AII</b>	<b>CO4</b>	<b>K1 – K4</b>	2	K1	2 (K2, K2)	2(K4, K4)
<b>Question Pattern CIA I &amp; II</b>		<b>No. of Questions to be asked</b>	4		4	4
		<b>No. of Questions to be answered</b>	4		2	2
		<b>Marks for each question</b>	1		5	8
		<b>Total Marks for each section</b>	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	4			4	7	42
	K2		20		20	35	
	K3			16	16	29	29
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	4			4	7	42
	K2		20		20	35	
	K3			16	16	29	29
	K4			16	16	29	29
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1	K2,K2	K3,K3
2	CO2	K1-K4	2	K1	K2,K2	K4,K4
3	CO3	K1-K4	2	K1	K3,K3	K3,K3
4	CO4	K1-K4	2	K1	K2,K2	K4,K4
5	CO5	K1-K4	2	K2	K3,K3	K4,K4
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	8			8	6	6
K2	2	40		42	30	30
K3		10	32	42	30	30
K4			48	48	34	34
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer ALL the questions			<b>PART – A</b>		<b>(10 x 1 = 10 Marks)</b>
1.	Unit - I	CO1	K1	a)	b)
				c)	d)
2.	Unit - I	CO1	K1	a)	b)
				c)	d)
3.	Unit - II	CO1	K1	a)	b)
				c)	d)
4.	Unit - II	CO1	K1	a)	b)
				c)	d)
5.	Unit - III	CO1	K1	a)	b)
				c)	d)
6.	Unit - III	CO1	K1	a)	b)
				c)	d)
7.	Unit - IV	CO1	K1	a)	b)
				c)	d)
8.	Unit - IV	CO1	K1	a)	b)
				c)	d)
9.	Unit - V	CO1	K2	a)	b)
				c)	d)
10.	Unit - V	CO1	K2	a)	b)
				c)	d)



Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K3		
OR					
13. b)	Unit - III	CO3	K3		
14. a)	Unit - IV	CO4	K2		
OR					
14. b)	Unit - IV	CO4	K2		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K3		
OR					
16. b)	Unit - I	CO1	K3		
17. a)	Unit - II	CO2	K4		
OR					
17. b)	Unit - II	CO2	K4		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	ACCOUNTING FOR MANAGERS II			
<b>Course Code</b>	23UBACC22	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	CORE	5	-	5
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To provide basic understanding of cost concepts and classification.</li><li>➤ To develop skills in tools &amp; techniques and critically evaluate decision making in business.</li><li>➤ To understand various ratios and cash flow related to finance.</li><li>➤ To recognize the role of budgets and variance as a tool of planning and control.</li><li>➤ To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios.</li></ul>				
<b>UNIT - I INTRODUCTION TO COST ACCOUNTING</b>				<b>12</b>
Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets.				
<b>UNIT - II INTRODUCTION TO MANAGEMENT ACCOUNTING</b>				<b>12</b>
Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.				
<b>UNIT - III RATIO ANALYSIS</b>				<b>12</b>
Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement				
<b>UNIT - IV BUDGET AND BUDGETARY CONTROL</b>				<b>12</b>
Budgets and budgetary control – Meaning, objectives, merits and demerits – Production, flexible budgets and cash budget.				
<b>UNIT - V MARGINAL COSTING</b>				<b>12</b>
Marginal Costing – CVP analysis – Break even analysis.				
<b>Total Lecture Hours</b>				<b>60</b>

**BOOKS FOR STUDY:**

- Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
- T. S. and A. Murthy. Management Accounting. Chennai: Margham, 2007.
- Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007.
- Maheshwari S.N, Advanced Accountancy (Part I). Vikas, 2007.
- Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.

**BOOKS FOR REFERENCES:**

- Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai
- T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
- Antony Atkinson, Robert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
- Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
- Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019
- Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015

**WEB RESOURCES:**

- ❖ <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
- ❖ <https://efinancemanagement.com/financial-accounting/management-accounting>
- ❖ <http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859>
- ❖ <https://www.wallstreetmojo.com/ratio-analysis/>
- ❖ <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-variance-analysis-cost-accounting/10656>

<b>Nature of Course</b>	EMPLOYABILITY	✓	SKILL ORIENTED		ENTREPRENEURSHIP	
<b>Curriculum Relevance</b>	LOCAL	REGIONAL	NATIONAL		GLOBAL	✓
<b>Changes Made in the Course</b>	Percentage of Change		No Changes Made	-	New Course	✓

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

COURSE OUTCOMES:								K LEVEL
<b>After studying this course, the students will be able to:</b>								
<b>CO1</b>	Interpret cost sheet & write comments.							<b>K1 to K4</b>
<b>CO2</b>	Compare cost, management & financial accounting							<b>K1 to K4</b>
<b>CO3</b>	Analyze the various ratio and compare it with standards to assess deviations							<b>K1 to K4</b>
<b>CO4</b>	Estimate budget and use budgetary control							<b>K1 to K4</b>
<b>CO5</b>	Evaluate marginal costing and its components							<b>K1 to K4</b>

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>
<b>CO2</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>
<b>S- STRONG</b>			<b>M - MEDIUM</b>			<b>L - LOW</b>		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

LESSON PLAN:			
UNIT	ACCOUNTING FOR MANAGERS - II	HRS	PEDAGOGY
<b>I</b>	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation	<b>12</b>	<b>Chalk and Talk &amp; PPT</b>
<b>II</b>	Management accounting – Meaning, nature, scope and functions, need, importance and limitations –Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.	<b>12</b>	<b>Chalk and Talk &amp; PPT</b>
<b>III</b>	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement	<b>12</b>	<b>Chalk and Talk &amp; PPT</b>

<b>IV</b>	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget	<b>12</b>	<b>Chalk and Talk &amp; PPT</b>
<b>V</b>	Marginal Costing – CVP analysis – Break even analysis	<b>12</b>	<b>Chalk and Talk &amp; PPT</b>

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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1	2(K2,K2)	2(K4&K4)
AI	CO2	K1 – K4	2	K2	2(K2,K2)	2(K3&K3)
CI	CO3	K1 – K4	2	K1	2(K3,K3)	2(K4&K4)
AII	CO4	K1 – K4	2	K2	2(K3,K3)	2(K4&K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3	42
	K2	2	20		22	39	
	K3			16	16	29	29
	K4			16	16	29	29
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	4	8
	K2	2			2	4	
	K3		20		20	35	35
	K4			32	32	57	57
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1	(K2,K2)	(K4,K4)
2	CO2	K1 – K4	2	K2	(K2,K2)	(K3,K3)
3	CO3	K1 – K4	2	K1	(K3,K3)	(K4,K4)
4	CO4	K1 – K4	2	K2	(K3,K3)	(K4,K4)
5	CO5	K1 – K4	2	K1	(K3,K3)	(K4,K4)
<b>No. of Questions to be Asked</b>			10		10	10
<b>No. of Questions to be answered</b>			10		5	5
<b>Marks for each question</b>			1		5	8
<b>Total Marks for each section</b>			10		25	40
<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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	6			6	4	4
K2	4	4		24	17	17
K3		6	2	46	33	33
K4			8	64	46	46
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
<b>Answer ALL the questions</b>				<b>PART – A</b>	
				<b>(10 x 1 = 10 Marks)</b>	
<b>1.</b>	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>2.</b>	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>3.</b>	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
<b>4.</b>	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
<b>5.</b>	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>6.</b>	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>7.</b>	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
<b>8.</b>	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
<b>9.</b>	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
<b>10.</b>	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K3		
OR					
13. b)	Unit - III	CO3	K3		
14. a)	Unit - IV	CO4	K3		
OR					
14. b)	Unit - IV	CO4	K3		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K4		
OR					
16. b)	Unit - I	CO1	K4		
17. a)	Unit - II	CO2	K3		
OR					
17. b)	Unit - II	CO2	K3		
18. a)	Unit - III	CO3	K4		
OR					
18. b)	Unit - III	CO3	K4		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		



# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	INTERNATIONAL BUSINESS			
<b>Course Code</b>	23UBAEC21	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	ELECTIVE	4	-	3
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To familiarize students with basic concepts of International Business</li><li>➤ To impart knowledge about theories of international trade</li><li>➤ To know the concepts of foreign exchange market and foreign direct investment</li><li>➤ To understand the global environment</li><li>➤ To gain knowledge on the Contemporary Issues of International Business</li></ul>				
<b>UNIT - I INTRODUCTION TO INTERNATIONAL BUSINESS</b>				<b>12</b>
Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.				
<b>UNIT - II INTRODUCTION OF TRADE THEORIES</b>				<b>12</b>
Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher - Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.				
<b>UNIT - III FOREIGN INVESTMENTS</b>				<b>12</b>
Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.				
<b>UNIT - IV DRIVERS IN GLOBALISATION</b>				<b>12</b>
Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. — Major trends and developments- World trade and protectionism — concept, For and against Protectionism. Tariff and non-tariff barriers-concept,types.				
<b>UNIT - V REGIONAL ECONOMIC GROUPINGS</b>				<b>12</b>
Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- concept, difference.Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like IMF and World Bank.				
<b>Total Lecture Hours</b>				<b>60</b>

**BOOKS FOR STUDY:**

➤ **STUDY MATERIAL WILL BE PROVIDED BY THE COURSE TEACHER**

**BOOKS FOR REFERENCES:**

- Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
- Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
- Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017
- Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
- Subba Rao P,International Business, (Text and Cases), Himalaya Publishing House, 2016

**WEB RESOURCES:**

- ❖ <https://online.hbs.edu/blog/post/international-business-examples>
- ❖ [https://saylordotorg.github.io/text\\_international-business](https://saylordotorg.github.io/text_international-business)
- ❖ <https://www.imf.org/en/home>
- ❖ <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
- ❖ <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

<b>Nature of Course</b>	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓
<b>Changes Made in the Course</b>	Percentage of Change			No Changes Made			New Course	✓
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>								

COURSE OUTCOMES:								K LEVEL
<b>After studying this course, the students will be able to:</b>								
<b>CO1</b>	Discuss the modes of entry to International Business							<b>K1 to K4</b>
<b>CO2</b>	Explain international trade theories							<b>K1 to K4</b>
<b>CO3</b>	Understand Foreign exchange market and FDI							<b>K1 to K4</b>
<b>CO4</b>	Outline the Global Business Environment							<b>K1 to K4</b>
<b>CO5</b>	Identify the relevance of international institutions and trading blocs.							<b>K1 to K4</b>

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO2</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO5</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>
<b>S- STRONG</b>			<b>M - MEDIUM</b>			<b>L - LOW</b>		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>14</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>2.8</b>

LESSON PLAN:			
UNIT	INTERNATIONAL BUSINESS	HRS	PEDAGOGY
<b>I</b>	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.	<b>12</b>	<b>Lecture method</b>
<b>II</b>	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.	<b>12</b>	<b>Power point &amp; lecture method</b>
<b>III</b>	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.	<b>12</b>	<b>Explanation with Videos &amp; Lecture method</b>

<b>IV</b>	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.	<b>12</b>	<b>Lecture method</b>
<b>V</b>	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.	<b>12</b>	<b>Explanation with Videos &amp; Lecture method</b>

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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI AI	CO1	K1 – K4	2	K1,K2	2 K2,K2	2 K2,K2
	CO2	K1 – K4	2	K1,K2	2 K3,K3	2 K4,K4
CI AII	CO3	K1 – K4	2	K1,K2	2 K2,K2	2 K3,K3
	CO4	K1 – K4	2	K1,K2	2 K3,K3	2 K4,K4
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	4	54
	K2	2	10	16	28	50	
	K3		10		10	18	
	K4			16	16	28	46
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	16	26	46.4	75
	K4			16	16	28.6	
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1,K2	2 K2,k2	2 K2,k2
2	CO2	K1-K4	2	K1,K2	2 K3,k3	2 K4,k4
3	CO3	K1-K4	2	K1,K2	2 K4,k4	2 K3,k3
4	CO4	K1-K4	2	K1,K2	2 K4,k4	2 K4,k4
5	CO5	K1-K4	2	K1,K2	2 K3,k3	2 K4,k4
<b>No. of Questions to be Asked</b>			10	-	10	10
<b>No. of Questions to be answered</b>			10	-	5	5
<b>Marks for each question</b>			1	-	5	8
<b>Total Marks for each section</b>			10	-	25	40

(Figures in parenthesis denotes, questions should be asked with the given K level)

<b>Distribution of Marks with K Level</b>						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	26
K2	5	10	16	31	22.14	
K3	-	20	16	36	25.71	74
K4	-	20	48	68	48.57	
<b>Marks</b>	<b>10</b>	<b>50</b>	<b>80</b>	<b>140</b>	<b>100</b>	<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

Q. No.	Unit	CO	K-level		
<b>Answer ALL the questions</b>				<b>PART – A</b>	
<b>(10 x 1 = 10 Marks)</b>					
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K2</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)

<b>Answer ALL the questions</b>				<b>PART – B</b>	<b>(5 x 5 = 25 Marks)</b>
11. a)	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
<b>OR</b>					
11. b)	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
12. a)	<b>Unit - II</b>	<b>CO2</b>	<b>K3</b>		
<b>OR</b>					
12. b)	<b>Unit - II</b>	<b>CO2</b>	<b>K3</b>		
13. a)	<b>Unit - III</b>	<b>CO3</b>	<b>K4</b>		
<b>OR</b>					
13. b)	<b>Unit - III</b>	<b>CO3</b>	<b>K4</b>		
14. a)	<b>Unit - IV</b>	<b>CO4</b>	<b>K4</b>		
<b>OR</b>					
14. b)	<b>Unit - IV</b>	<b>CO4</b>	<b>K4</b>		
15. a)	<b>Unit - V</b>	<b>CO5</b>	<b>K3</b>		
<b>OR</b>					
15. b)	<b>Unit - V</b>	<b>CO5</b>	<b>K3</b>		

<b>Answer ALL the questions</b>				<b>PART – C</b>	<b>(5 x 8 = 40 Marks)</b>
16. a)	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
<b>OR</b>					
16. b)	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
17. a)	<b>Unit - II</b>	<b>CO2</b>	<b>K4</b>		
<b>OR</b>					
17. b)	<b>Unit - II</b>	<b>CO2</b>	<b>K4</b>		
18. a)	<b>Unit - III</b>	<b>CO3</b>	<b>K3</b>		
<b>OR</b>					
18. b)	<b>Unit - III</b>	<b>CO3</b>	<b>K3</b>		
19. a)	<b>Unit - IV</b>	<b>CO4</b>	<b>K4</b>		
<b>OR</b>					
19. b)	<b>Unit - IV</b>	<b>CO4</b>	<b>K4</b>		
20. a)	<b>Unit - V</b>	<b>CO5</b>	<b>K4</b>		
<b>OR</b>					
20. b)	<b>Unit - V</b>	<b>CO5</b>	<b>K4</b>		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION

### FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	EXIM MANAGEMENT			
<b>Course Code</b>	23UBAEC22	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	ELECTIVE	4	-	3

#### COURSE OBJECTIVES:

- Gain a comprehensive understanding of the role of import and export trade in shaping the economy, including the functions and responsibilities of the Director General of Foreign Trade and Commerce, the objectives outlined in the EXIM Policy, and the application of INCOTERMS 2010 in international trade transactions.
- Develop proficiency in navigating the legal and procedural intricacies involved in establishing and registering a business firm for import/export operations, ensuring compliance with regulatory requirements.
- Master the principles and practices of an aligned documentation system to ensure efficiency, accuracy and compliance in import and export documentation processes.
- Develop a comprehensive understanding of the various methods of payment in international trade and acquire the skills to negotiate and implement favorable terms of payment to mitigate financial risks effectively
- Understand how India supports exports and the organizations involved, helping you navigate and utilize resources to boost export competitiveness and facilitate international trade growth.

#### **UNIT – I FUNDAMENTALS OF IMPORT AND EXPORT 12**

Role of Import and Export Trade in an Economy - -Role of Director General of Foreign Trade and Commerce - Objectives of EXIM Policy - INCOTERMS 2010.

#### **UNIT - II OVERVIEW OF EXPORT AND IMPORT PRELIMINARIES 12**

Introduction-Establishing A Business Firm – Selection of Name of Firm –Approval to Name of Firm -RegistrationofOrganisation-

OpeningofBankAccount=ObtainingPermanentAccountNumber – Registration with Sales Tax Authorities

Importer-Exporter Code Number – Registration Cum Membership Certificate  
RegistrationwithECGC-RegistrationUnderCentralExciseLaw-  
RegistrationwithOtherAuthorities –Export Licensing.



**UNIT - III Documentation Frame work – aligned Documentation System 12**

Aligned Documentation System(Ads) – Objective –Advantages of Aligned Documentation System-Situation today

Commercial documents-Principal Export-Documents –Auxiliary Export Documents

Regulatory Documents – Classification of Commercial and Regulatory Documents – Documents Related to Goods -DocumentsRelatedtoShipment-DocumentsRelatedtoPayment- DocumentsRelatingtoInspection- Documents Related to Excisable Goods -Documents Related to Foreign Exchange Regulations.

**UNIT - IV Terms of Payments 12**

Introduction –What Factors Determine Terms of Payment – Methods of Receiving Payment – Payment in Advance – Documentary Bills-Documentary Credit Under Letters of Credit – Open Account with Periodic Settlement – Shipment on Consignment Basis.

**UNIT – V Export Assistance of India and Export Promotion Organization 12**

**Export Assistance of India:** Introduction, Importance of Export Assistance, Export Promotion Measure in India, Export Processing Zones (EPZ); Export Oriented Units (EOU); Special Economic Zones (SEZs); Electronic Hardware Technology Parks (EHITP) and Software Technology Park Units (STP);

**Export Promotion Organization** Export Promotion Organization; its Objectives; Importance of Institutional Infrastructure; Trade Promotion Organization (ITPO); Indian Institute of Foreign Trade (IIFT); Indian Institute of Packaging (IIP); Indian Counsel of Arbitration (ICA); Federation of Indian Export Organization (FIEO); Marine Products Exports Development Authority (MPEDA); Chamber of Commerce (COC) .

**Total Lecture Hours 60**

**BOOKS FOR STUDY:**

- The Study Material will be Provided

**BOOKS FOR REFERENCES:**

- Justin Pauland Rajiv Aserkar, Export Import Management, Second Edition, Oxford University Press, 2013.
- UshaKiranRai, Export - Import and Logistics Management, Second Edition, PHI Learning, 2010.
- Director General of Foreign Trade, Foreign Trade Policy and Handbook of Procedures, 2015
- Coyle et.al, Management Of Transportation, 7th Edition, Cengage Learning, 2011

**WEB RESOURCES:**

- ❖ <https://www.india-briefing.com/news/import-export-procedures-india-19125.html/>
- ❖ <https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,44https://ipindia.gov.in/>
- ❖ <https://www.ibef.org/research/export-import->

<b>Nature of Course</b>	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP			
<b>Curriculum Relevance</b>	LOCAL		REGIONAL			NATIONAL		GLOBAL	✓
<b>Changes Made in the Course</b>	Percentage of Change			No Changes Made			New Course		✓

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

COURSE OUTCOMES:	K LEVEL
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<b>After studying this course, the students will be able to:</b>		
<b>CO1</b>	Students will demonstrate a comprehensive understanding of the principles, processes, and significance of import and export trade in the global economy.	<b>K1 to K4</b>
<b>CO2</b>	Students will acquire the legal and procedural competence necessary to navigate the complexities of establishing and registering a business firm for import/export operations, ensuring compliance with regulatory requirements.	<b>K1 to K4</b>
<b>CO3</b>	Students will develop proficiency in preparing, managing, and interpreting a wide range of commercial and regulatory documents essential for conducting smooth import and export transactions.	<b>K1 to K4</b>
<b>CO4</b>	Students will develop the skills to effectively manage payment terms and methods in international trade, minimizing financial risks and maximizing profitability for import/export businesses.	<b>K1 to K4</b>
<b>CO5</b>	Students will gain awareness of various export promotion measures, organizations, and infrastructure in India, enabling them to contribute effectively to the country's export growth and competitiveness on the global stage.	<b>K1 to K4</b>

MAPPING WITH PROGRAM OUTCOMES:								
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CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	S	M	M	M	M
CO2	M	S	M	M	S	M	S	M
CO3	M	S	S	S	M	S	S	M
CO4	M	M	M	M	M	M	M	M
CO5	M	M	M	M	S	M	S	M

**S- STRONG**

**M – MEDIUM**

**L - LOW**

CO / PO MAPPING:						
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COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

<b>OF COURSE CONTRIBUTION TO POS</b>				
<b>LESSON PLAN:</b>				
<b>UNIT</b>	<b>EXIM MANAGEMENT</b>	<b>HRS</b>	<b>PEDAGOGY</b>	
<b>I</b>	Fundamentals of Import and Export-Role of Import and Export Trade in an Economy - -Role of Director General of Foreign Trade and Commerce - Objectives of EXIM Policy - INCOTERMS 2010 .	<b>12</b>	<b>Power point &amp; lecture method</b>	
<b>II</b>	Overview of Export and Import Preliminaries -Introduction- EstablishingABusinessFirm - SelectionofNameofFirm - ApprovaltoNameofFirm -RegistrationofOrganisation- OpeningofBankAccount=ObtainingPermanentAccountNumber - RegistrationwithSalesTaxAuthorities Importer-ExporterCodeNumber - RegistrationCumMembershipCertificate RegistrationwithECGC- RegistrationUnderCentralExciseLaw=RegistrationwithOtherA uthorities -ExportLicensing	<b>12</b>	<b>Power point &amp; lecture method</b>	
<b>III</b>	Documentation Frame work – aligned Documentation System- AlignedDocumentationSystem(Ads) – Objective - AdvantagesofAlignedDocumentationSystem-Situationtoday Commercial documents-Principal Export-Documents - AuxiliaryExportDocuments RegulatoryDocuments - ClassificationOfCommercialAndRegulatoryDocuments - DocumentsRelatedToGoods -DocumentsRelatedToShipment- DocumentsRelatedToPayment- DocumentsRelatingToInspection- DocumentsRelatedToExcisableGoods -Documents Related To Foreign ExchangeRegulations	<b>12</b>	<b>Power point &amp; lecture method</b>	
<b>IV</b>	Terms of Payments-Introduction - WhatFactorsDetermineTermsofPayment- MethodsofReceivingPayment - PaymentinAdvance - DocumentaryBills-DocumentaryCreditUnderLettersofCredit -	<b>12</b>	<b>Power point &amp; lecture method</b>	

	OpenAccountwithPeriodicSettlement- ShipmentonConsignementBasis.		
<b>V</b>	<p>Export Assistance of India and Export Promotion Organization</p> <p><b>Export Assistance of India:</b> Introduction, Meaning,- Functions - Export Promotion Measure in India, Export Processing Zones (EPZ); Export Oriented Units (EOU); Special Economic Zones (SEZs); Electronic Hardware Technology Parks (EHITP) and Software Technology Park Units (STP);</p> <p><b>Export Promotion Organization</b> Meaning,- Functions – objectives</p> <p>Export Promotion Organization - Trade Promotion Organization (ITPO); Indian Institute of Foreign Trade (IIFT); Indian Institute of Packaging (IIP); Indian Counsel of Arbitration (ICA); Federation of Indian Export Organization (FIEO); Marine Products Exports Development Authority (MPEDA); Chamber of Commerce (COC)</p>	<b>12</b>	<b>Power point &amp; lecture method</b>

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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K2,K2)
AI	CO2	K1 – K4	2	K1,K2	2(K3,K3)	2(K4,K4)
CI	CO3	K1 – K4	2	K1,K2	2(K2, K2)	2(K3,K3)
AII	CO4	K1 – K4	2	K1,K2	2(K3,K3)	2(K4,K4)
<b>Question Pattern CIA I &amp; II</b>		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	4	54
	K2	2	10	16	28	50	
	K3		10		10	18	46
	K4			16	16	28	
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	16	26	46.4	75
	K4			16	16	28.6	
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1-K4	2	K1,K2	2(K3)	2(K4)
3	CO3	K1-K4	2	K1,K2	2(K4)	2(K3)
4	CO4	K1-K4	2	K1,K2	2(K4)	2(K4)
5	CO5	K1-K4	2	K1,K2	2(K3)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
<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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	26
K2	5	10	16	31	22.14	
K3	-	20	16	36	25.71	74
K4	-	20	48	68	48.57	
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer ALL the questions				PART – A (10 x 1 = 10 Marks)	
1.	Unit - I	CO1	K1	a)	b)
				c)	d)
2.	Unit - I	CO1	K2	a)	b)
				c)	d)
3.	Unit - II	CO2	K1	a)	b)
				c)	d)
4.	Unit - II	CO2	K2	a)	b)
				c)	d)
5.	Unit - III	CO3	K1	a)	b)
				c)	d)
6.	Unit - III	CO3	K2	a)	b)
				c)	d)
7.	Unit - IV	CO4	K1	a)	b)
				c)	d)
8.	Unit - IV	CO4	K2	a)	b)
				c)	d)
9.	Unit - V	CO5	K1	a)	b)
				c)	d)
10.	Unit - V	CO5	K2	a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K3		
OR					
12. b)	Unit - II	CO2	K3		
13. a)	Unit - III	CO3	K4		
OR					
13. b)	Unit - III	CO3	K4		
14. a)	Unit - IV	CO4	K4		
OR					
14. b)	Unit - IV	CO4	K4		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K4		
OR					
17. b)	Unit - II	CO2	K4		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	MANAGERIAL SKILL DEVELOPMENT			
<b>Course Code</b>	23UBANM21	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	NON MAJOR ELECTIVE	2	-	2
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To improve the self-confidence, groom the personality and build emotional competence</li><li>➤ To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.</li><li>➤ To assess the Emotional intelligence</li><li>➤ To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions</li><li>➤ To improve professional etiquettes</li></ul>				
<b>UNIT – I SELF</b>				<b>06</b>
Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills.				
<b>UNIT - II SELF ESTEEM</b>				<b>06</b>
Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.				
<b>UNIT - III BUILDING EMOTIONAL COMPETENCE</b>				<b>06</b>
Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.				
<b>UNIT - IV THINKING SKILLS</b>				<b>06</b>
Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.				
<b>UNIT – V COMMUNICATION RELATED TO COURSE</b>				<b>06</b>
Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing. Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.				
<b>Total Lecture Hours</b>				<b>30</b>



**BOOKS FOR STUDY:**

- Managerial Skill Articles
- The Management Skills of SALL Managers - SiSAL Journal
- Managerial Skills by Dr.K.Alex S.CHAND
- Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
- Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

**BOOKS FOR REFERENCES:**

- Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
- McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
- Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
- P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
- EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

**WEB RESOURCES:**

- ❖ <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
- ❖ [https://www.academia.edu/4358901/managerial\\_skill\\_development.pdf](https://www.academia.edu/4358901/managerial_skill_development.pdf)
- ❖ <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
- ❖ [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

<b>Nature of Course</b>	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENEURSHIP		
<b>Curriculum Relevance</b>	LOCAL	REGIONAL	NATIONAL			GLOBAL	✓	
<b>Changes Made in the Course</b>	Percentage of Change		No Changes Made			New Course	✓	
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>								

<b>COURSE OUTCOMES:</b>		<b>K LEVEL</b>
<b>After studying this course, the students will be able to:</b>		
<b>CO1</b>	Identify the personal qualities that are needed to sustain in the world of work.	<b>K1 to K2</b>
<b>CO2</b>	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	<b>K1 to K2</b>
<b>CO3</b>	Acquire practical management skills that are of immediate use in management or leadership positions.	<b>K1 to K2</b>
<b>CO4</b>	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	<b>K1 to K2</b>
<b>CO5</b>	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	<b>K1 to K2</b>

<b>MAPPING WITH PROGRAM OUTCOMES:</b>								
<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>
<b>CO2</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO5</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>
<b>S- STRONG</b>			<b>M – MEDIUM</b>			<b>L - LOW</b>		

<b>CO / PO MAPPING:</b>						
<b>COS</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

<b>LESSON PLAN:</b>			
<b>UNIT</b>	<b>COURSE NAME : MANAGERIAL SKILL DEVELOPMENT</b>	<b>HRS</b>	<b>PEDAGOGY</b>
<b>I</b>	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>
<b>II</b>	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>
<b>III</b>	Building Emotional Competence: Emotional Intelligence — Meaning,	<b>06</b>	<b>Chalk and</b>

	Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.		<b>Talk &amp; PPT</b>
<b>IV</b>	Thinking skills: The Mind/Brain/ Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.  Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>
<b>V</b>	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing. Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.	<b>06</b>	<b>Chalk and Talk &amp; PPT</b>

<b>Learning Outcome Based Education &amp; Assessment (LOBE)</b>				
<b>Formative Examination - Blue Print</b>				
<b>Articulation Mapping – K Levels with Course Outcomes (COs)</b>				
<b>Internal</b>	<b>Cos</b>	<b>K Level</b>	<b>Section A</b>	
			<b>MCQs</b>	
			<b>No. of. Questions</b>	<b>K - Level</b>
<b>CI</b>	<b>CO1</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>AI</b>	<b>CO2</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>CI</b>	<b>CO3</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>AII</b>	<b>CO4</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>Question Pattern CIA I &amp; II</b>		<b>No. of Questions to be asked</b>	<b>50</b>	
		<b>No. of Questions to be answered</b>	<b>50</b>	
		<b>Marks for each question</b>	<b>1</b>	
		<b>Total Marks for each section</b>	<b>50</b>	

\* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (I<sup>st</sup> Test-2 CO's & II<sup>nd</sup> Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	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	Section A (MCQs)	
			No. of Questions	K – Level
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-K2	15	K1,K2
No. of Questions to be Asked			75	
No. of Questions to be answered			75	
Marks for each question			1	
Total Marks for each section			75	
(Figures in parenthesis denotes, questions should be asked with the given K level)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

<b>Distribution of Marks with K Level</b>				
<b>K Level</b>	<b>Section A (Multiple Choice Questions)</b>	<b>Total Marks</b>	<b>% of (Marks without choice)</b>	<b>Consolidated %</b>
<b>K1</b>	<b>40</b>	<b>40</b>	<b>53</b>	<b>100</b>
<b>K2</b>	<b>35</b>	<b>35</b>	<b>47</b>	
<b>K3</b>				
<b>K4</b>				
<b>Marks</b>		<b>75</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>				

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	BUSINESS ETIQUETTE AND CORPORATE GROOMING			
<b>Course Code</b>	23UBASC21	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	SKILL	2	-	2
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To impart knowledge about basic etiquettes in professional conduct.</li><li>➤ To provide understanding about the workplace courtesy and ethical issues involved.</li><li>➤ To suggest on guidelines in managing rude and impatient clients.</li><li>➤ To familiarize students about significance of cultural sensitivity and the relative business attire.</li><li>➤ To stress on the importance of attire.</li></ul>				
<b>UNIT - I INTRODUCTION TO BUSINESS ETIQUETTE</b>				<b>06</b>
Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greetings scenarios- principles of exceptional work behavior-role of good manners in business-professional conduct and personal spacing				
<b>UNIT - II WORKPLACE COURTESY AND BUSINESS ETHICS</b>				<b>06</b>
Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies-Choosing appropriate gift in the business environment-real life work place scenarios –company policy for Business etiquette.				
<b>UNIT - III TELEPHONE ETIQUETTE, EMAIL ETIQUETTE</b>				<b>06</b>
Telephone Etiquette, Email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines - Basic disability Etiquette practice.				
<b>UNIT - IV DIVERSITY AND CULTURAL AWARENESS</b>				<b>06</b>
Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication.				
<b>UNIT - V BUSINESS ATTIRE AND PROFESSIONALISM</b>				<b>06</b>
Business Attire and Professionalism Business style and professional image-dress code-guidelines for appropriate business attire-grooming for success.				
<b>Total Lecture Hours</b>				<b>30</b>

**BOOKS FOR STUDY:**

- Journal of Computer Mediated Communication By ICA
- Business and Professional Communication by Sage Journals
- Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
- Emily Post's the Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
- ShitalKakkar  
Mehra, "BusinessEtiquette:AguidefortheIndianProfessional", HarperCollinsPublisher(2012)

**BOOKS FOR REFERENCES:**

- Indian Business Etiquette, Raghu Palat, JAICO Publishers
- Nina Kochhar, "At Ease with Etiquette", B.jain Publisher, 2011
- NimeranSahukar, PremP.Bhalla, "TheBookofEtiquetteandmanners", PustakMahipublishers, 2004
- Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
- The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, McGraw Hill Education

**WEB RESOURCES:**

- ❖ <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
- ❖ [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20\(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf)
- ❖ <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf>
- ❖ [https://www.tutorialspoint.com/business\\_etiquette/grooming\\_etiquettes.htm](https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm)
- ❖ [https://wikieducator.org/Business\\_etiquette\\_and\\_grooming](https://wikieducator.org/Business_etiquette_and_grooming)

<b>Nature of Course</b>	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENEURSHIP		
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓
<b>Changes Made in the Course</b>	Percentage of Change		No Changes Made			New Course		✓
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>								

<b>COURSE OUTCOMES:</b>	<b>K LEVEL</b>
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**After studying this course, the students will be able to:**

<b>CO1</b>	Describe basic concepts of business etiquette and corporate grooming.	<b>K1 to K2</b>
<b>CO2</b>	Outline the etiquette and grooming standards followed in business environment and the significance of communication	<b>K1 to K2</b>
<b>CO3</b>	Create cultural awareness and moral practices in real life workplace scenarios	<b>K1 to K2</b>
<b>CO4</b>	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	<b>K1 to K2</b>
<b>CO5</b>	Apply the professionalism in the workplace considering diversity and courtesy	<b>K1 to K2</b>

<b>MAPPING WITH PROGRAM OUTCOMES</b>								
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CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	M	M	S
CO2	M	M	S	S	S	M	M	S
CO3	M	M	S	S	S	M	M	S
CO4	M	M	S	S	S	S	M	S
CO5	M	M	M	S	S	S	M	S

**S- STRONG**

**M – MEDIUM**

**L - LOW**

<b>CO / PO MAPPING:</b>						
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COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	-	3	3	3	3
<b>WEITAGE</b>	<b>12</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>2.4</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

<b>LESSON PLAN:</b>			
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<b>UNIT</b>	<b>COURSE NAME : BUSINESS ETIQUETTE AND CORPORATE GROOMING</b>	<b>HRS</b>	<b>PEDAGOGY</b>
<b>I</b>	Introduction to Business Etiquette: Introduction- ABCs of etiquette-meeting and greetings scenarios-principles of exceptional work behavior-role of good manners in business-professional conduct and personal spacing.	<b>06</b>	<b>Lecture Method, Management Game, Role Play</b>
<b>II</b>	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-	<b>06</b>	<b>Lecturing using PPT, Case Study Method</b>



	conflict resolution strategies- Choosing appropriate gift in the business environment-real life work place scenarios –company policy for Business etiquette.		
<b>III</b>	Telephone Etiquette, Email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices	<b>06</b>	<b>Lecture Method, class room Exercise, Activities on Different Gadget Practices.</b>
<b>IV</b>	Telephone Etiquette, Email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices	<b>06</b>	<b>Lecture Method, Writing Practices, Role Play.</b>
<b>V</b>	Business Attire and Professionalism Business style and professional image-dress code-guidelines for appropriate business attire-grooming for success.	<b>06</b>	<b>Lecture Method, Video Clippings on Business</b>

<b>Learning Outcome Based Education &amp; Assessment (LOBE)</b>				
<b>Formative Examination - Blue Print</b>				
<b>Articulation Mapping – K Levels with Course Outcomes (COs)</b>				
<b>Internal</b>	<b>Cos</b>	<b>K Level</b>	<b>Section A</b>	
			<b>MCQs</b>	
			<b>No. of. Questions</b>	<b>K - Level</b>
<b>CI</b>	<b>CO1</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>AI</b>	<b>CO2</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>CI</b>	<b>CO3</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>AII</b>	<b>CO4</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>Question Pattern CIA I &amp; II</b>		<b>No. of Questions to be asked</b>	<b>50</b>	
		<b>No. of Questions to be answered</b>	<b>50</b>	
		<b>Marks for each question</b>	<b>1</b>	
		<b>Total Marks for each section</b>	<b>50</b>	

\* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (I<sup>st</sup> Test-2 CO's & II<sup>nd</sup> Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	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	Section A (MCQs)	
			No. of Questions	K – Level
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-K2	15	K1,K2
No. of Questions to be Asked			75	
No. of Questions to be answered			75	
Marks for each question			1	
Total Marks for each section			75	
(Figures in parenthesis denotes, questions should be asked with the given K level)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

<b>Distribution of Marks with K Level</b>				
<b>K Level</b>	<b>Section A (Multiple Choice Questions)</b>	<b>Total Marks</b>	<b>% of (Marks without choice)</b>	<b>Consolidated %</b>
<b>K1</b>	<b>40</b>	<b>40</b>	<b>53</b>	<b>100</b>
<b>K2</b>	<b>35</b>	<b>35</b>	<b>47</b>	
<b>K3</b>				
<b>K4</b>				
<b>Marks</b>		<b>75</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>				

# BUSINESS ADMINISTRATION

## Syllabus

Program Code: UBA

2023 - Onwards



**MANNAR THIRUMALAI NAICKER COLLEGE**

(AUTONOMOUS)

**Re-accredited with “A” Grade by NAAC**

**PASUMALAI, MADURAI – 625 004**

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS),

MADURAI – 625 004

**BUSINESS ADMINISTRATION CURRICULUM**

(For the students admitted from the academic year 2023-2024 onwards)

Course Code	Title of the Course	Hrs	Credits	Maximum Marks		
				Int	Ext	Total
<b>THIRD SEMESTER</b>						
<b>Part – I</b>	<b>Tamil / Hindi Course</b>					
23UTAGT31 / 23UHIGH31	தமிழக வரலாறும் பண்பாடும் / PATRA LEKHAN AUR PARIBHASHIK SHABDAVALI	6	3	25	75	100
<b>Part – II</b>	<b>English</b>					
23UENGE31	GENERAL ENGLISH - III	6	3	25	75	100
<b>Part - III</b>	<b>Core courses</b>					
23UBACC31	ORGANIZATIONAL BEHAVIOUR	4	4	25	75	100
23UBACC32	FINANCIAL MANAGEMENT	4	4	25	75	100
<b>Part - III</b>	<b>Elective courses</b>					
23UBAEC31	BUSINESS STATISTICS	5	4	25	75	100
23UBAEC32	RETAIL MANAGEMENT					
23UBAEC33	COUNSELING SKILLS FOR MANAGERS					
<b>Part - IV</b>	<b>Skill Based courses</b>					
23UBASP31	COMPUTER APPLICATIONS IN BUSINESS	2	2	25	75	100
23UBASC31	ENTREPRENEURIAL SKILL NEW VENTURE MANAGEMENT	2	2	25	75	100
<b>Part - IV</b>	<b>Mandatory course</b>					
23UEVSG41	ENVIRONMENTAL STUDIES	1	-	-	-	-
<b>Total</b>		<b>30</b>	<b>22</b>	<b>175</b>	<b>525</b>	<b>700</b>
<b>FOURTH SEMESTER</b>						
<b>Part – I</b>	<b>Tamil / Hindi course</b>					
23UTAGT41 / 23UHIGH41	தமிழும் அறிவியலும் / HINDI BHASHA AUR COMPUTER	6	3	25	75	100
<b>Part – II</b>	<b>English</b>					
23UENGE41	GENERAL ENGLISH - IV	6	3	25	75	100
<b>Part - III</b>	<b>Core courses</b>					
23 UBACC41	BUSINESS ENVIRONMENT	4	4	25	75	100
23UBACC42	BUSINESS REGULATORY FRAMEWORK	5	5	25	75	100
<b>Part - III</b>	<b>Elective courses</b>					
23UBAEC41	OPERATIONS RESEARCH	4	3	25	75	100
23UBAEC42	ADVERTISING MANAGEMENT					
23UBAEC43	EMOTIONAL INTELLIGENCE					
<b>Part - IV</b>	<b>Skill Based courses</b>					
23UBASP41	TALLY	2	2	25	75	100
23UBASC41	INTELLECTUAL PROPERTY RIGHTS	2	2	25	75	100
<b>Part - IV</b>	<b>Mandatory course</b>					
23UEVSG41	ENVIRONMENTAL STUDIES	1	2	25	75	100
<b>Total</b>		<b>30</b>	<b>24</b>	<b>200</b>	<b>600</b>	<b>800</b>

# THIRD SEMESTER

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	ORGANIZATIONAL BEHAVIOUR			
<b>Course Code</b>	23UBACC31	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	CORE	4	-	4
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"> <li>➤ To have extensive knowledge on OB and the scope of OB.</li> <li>➤ To create awareness of Individual Behaviour.</li> <li>➤ To enhance the understanding of Group Behaviour</li> <li>➤ To know the basics of Organizational Culture and Organizational Structure</li> <li>➤ To understand Organizational Change, Conflict and Power</li> </ul>				
<b>UNIT - I INTRODUCTION</b>				<b>12</b>
Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)				
<b>UNIT - II INDIVIDUAL BEHAVIOR</b>				<b>16</b>
<p><b>Learning, attitude and Job satisfaction:</b> Concept of learning, Classical conditioning, operant theories. Reinforcement-concept, positive and negative reinforcements. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on the workplace.</p> <p><b>Motivation:</b> Concept; Theories (Hierarchy of needs, X and Y, Two factors, McClelland, Job characteristics model; Redesigning jobs-concept, process.</p> <p><b>Personality and Values:</b> Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Values-concept, sources; Linking personality and values to the workplace (person-job fit, person-organization fit)</p> <p><b>Perception – Meaning – Process – Factors affecting Perception.</b></p>				
<b>UNIT -III GROUP BEHAVIOUR</b>				<b>12</b>
<p><b>Groups and Work Teams :</b> Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift-concept, techniques to eliminate groupthink and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW)</p> <p><b>Leadership :</b> Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard)</p>				
<b>UNIT - IV ORGANIZATIONAL CULTURE AND STRUCTURE</b>				<b>08</b>
Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options.				
<b>UNIT - V ORGANIZATIONAL CHANGE, CONFLICT AND POWER</b>				<b>12</b>
Forces of change; Planned change- concept -Lewin's model; Resistance-concept-types, Organizational development-concept; Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.				
<b>Total Lecture Hours</b>				<b>60</b>

**BOOKS FOR STUDY:**

- Study Material will be provided by the Course Teacher

**BOOKS FOR REFERENCES:**

- Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
- Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition
- S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
- J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
- John Newstrom, Organizational Behaviour: Human Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017)

**WEB RESOURCES:**

- ❖ <https://www.iedunote.com/organizational-behavior>
- ❖ <https://www.london.edu/faculty-and-research/organisational-behaviour>
- ❖ [Journal of Organizational Behavior on JSTOR](#)
- ❖ [International Journal of Organization Theory & Behavior | Emerald Publishing](#)
- ❖ <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>

<b>Nature of Course</b>	EMPLOYABILITY	✓	SKILL ORIENTED		ENTREPRENEURSHIP	
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL	GLOBAL ✓
<b>Changes Made in the Course</b>	Percentage of Change	45	No Changes Made		New Course	

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**



COURSE OUTCOMES:								K LEVEL
After studying this course, the students will be able to:								
<b>CO1</b>	To define Organisational Behaviour, Understand the opportunity through OB.							<b>K1 to K4</b>
<b>CO2</b>	To apply self-awareness, motivation, leadership and learning theories at the workplace.							<b>K1 to K4</b>
<b>CO3</b>	To analyze the complexities and solutions of group behavior.							<b>K1 to K4</b>
<b>CO4</b>	To impact and bring positive change in the culture of the organization.							<b>K1 to K4</b>
<b>CO5</b>	To create a congenial climate in the organization.							<b>K1 to K4</b>
MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>S- STRONG</b>			<b>M – MEDIUM</b>			<b>L - LOW</b>		
CO / PO MAPPING:								
COS	PSO1	PSO2	PSO3	PSO4	PSO5			
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>			
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>			
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>			
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>			
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>			
<b>WEIGHTAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>			
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>			
LESSON PLAN:								
UNIT	ORGANISATIONAL BEHAVIOR					HRS	PEDAGOGY	
<b>I</b>	<b>Introduction:</b> Concept of Organizational Behavior (OB): Nature, Scope and Role of OB; Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations,					<b>12</b>	<b>Lecture Method &amp; Video instruction</b>	

	work-life balance, people skills, positive work environment, ethics)		
<b>II</b>	<p><b>INDIVIDUAL BEHAVIOR: Learning, attitude and Job satisfaction:</b> Concept of learning, Classical conditioning, operant theories. Reinforcement-concept, positive and negative reinforcements. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on the workplace.</p> <p><b>Motivation:</b> Concept; Theories (Hierarchy of needs, X and Y, Two factors, McClelland, Job characteristics model; Redesigning jobs-concept, process.</p> <p><b>Personality and Values:</b> Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Values-concept, sources; Linking personality and values to the workplace (person-job fit, person-organization fit)</p> <p><b>Perception</b> – Meaning – Process – Factors affecting Perception.</p>	<b>16</b>	<b>Group Discussion and lecture method</b>
<b>III</b>	<p><b>GROUP BEHAVIOUR : Groups and Work Teams :</b> Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift-concept, techniques to eliminate groupthink and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW)</p> <p><b>Leadership :</b> Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard)</p>	<b>12</b>	<b>Lecture Method &amp; Role play</b>
<b>IV</b>	<p><b>ORGANISATIONAL CULTURE AND STRUCTURE:</b> Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options.</p>	<b>08</b>	<b>Lecture Method</b>
<b>V</b>	<p><b>ORGANISATIONAL CHANGE, CONFLICT AND POWER:</b> Forces of change; Planned change- concept -Lewin's model; Resistance-concept-types, Organizational development-concept; Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.</p>	<b>12</b>	<b>Lecture Method and Case studies discussion</b>

**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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K3,K3)
AI	CO2	K1 – K4	2	K1,K2	2(K3,K3)	2(K4,K4)
CI	CO3	K1 – K4	2	K1,K2	2(K2, K2)	2(K3,K3)
AII	CO5	K1 – K4	2	K1,K2	2(K4,K4)	2(K4,K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

**Distribution of Marks with K Level CIA I & CIA II**

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	10		12	21.5	
	K3		10	16	26	46.5	
	K4			16	16	28.5	
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3			16	16	46.4	75
	K4		10	16	26	28.6	
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1,K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1,K2	2(K4)	2(K3)
4	CO4	K1 – K4	2	K1,K2	2(K4)	2(K4)
5	CO5	K1 – K4	2	K1,K2	2 (K3)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer ALL the questions				<b>PART – A</b>	
<b>(10 x 1 = 10 Marks)</b>					
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1,K2</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K1,K2</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1,K2</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K1,K2</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1,K2</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K1,K2</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1,K2</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1,K2</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1,K2</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K1,K2</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K4		
OR					
13. b)	Unit - III	CO3	K4		
14. a)	Unit - IV	CO4	K4		
OR					
14. b)	Unit - IV	CO4	K4		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K2		
OR					
17. b)	Unit - II	CO2	K2		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	FINANCIAL MANAGEMENT			
<b>Course Code</b>	23UBACC32	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	CORE	4	-	4
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To understand the basics of finance and roles of finance manager</li><li>➤ To Evaluate Capital structure &amp; Cost of capital</li><li>➤ To Evaluate Capital budgeting</li><li>➤ To Assess dividends</li><li>➤ To Appraise Working Capital</li></ul>				
<b>UNIT - I INTRODUCTION</b>				<b>12</b>
Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management. (Theory only)				
<b>UNIT - II CAPITAL STRUCTURES AND COST OF CAPITAL</b>				<b>12</b>
Capital structures - planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC) (Simple Problem Only)				
<b>UNIT - III CAPITAL BUDGETING</b>				<b>12</b>
Capital Budgeting: Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.				
<b>UNIT - IV DIVIDEND POLICIES</b>				<b>12</b>
Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis). (Theory only)				
<b>UNIT - V WORKING CAPITAL</b>				<b>12</b>
Working capital – Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.				
<b>Total Lecture Hours</b>				<b>60</b>
<b>40% of the questions must be theory,60% of the questions must be problems</b>				

**BOOKS FOR STUDY:**

- Study Material will be provided by the course teacher.

**BOOKS FOR REFERENCES:**

- Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai.
- Financial Management - I.M.Pandey, 2009 Vikas Publishing
- Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi
- Financial Management – S.N.Maheswari
- Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons
- Financial Management – A. Murthy

**WEB RESOURCES:**

- ❖ <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
- ❖ [https://images.topperlearning.com/topper/revisionnotes/8006\\_Topper\\_21\\_101\\_504\\_553\\_10201\\_Financial\\_Management\\_up201904181129\\_1555567170\\_5654.pdf](https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf)
- ❖ [Journal of Financial Management \(esciencepress.net\)](http://esciencepress.net)
- ❖ [Financial Management Wiley online library](#)

<b>Nature of Course</b>	EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPRENEURSHIP
<b>Curriculum Relevance</b>	LOCAL	REGIONAL	NATIONAL	✓ GLOBAL
<b>Changes Made in the Course</b>	Percentage of Change	No Changes Made	✓	New Course
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>				

**COURSE OUTCOMES:****K LEVEL****After studying this course, the students will be able to:**

<b>CO1</b>	Prepare the net earnings statement	<b>K1 to K4</b>
<b>CO2</b>	Making Capital structure and Classify the cost of capital	<b>K1 to K4</b>
<b>CO3</b>	Prepare capital budgeting with certain methods	<b>K1 to K4</b>
<b>CO4</b>	To understand different rate of dividend policies	<b>K1 to K4</b>
<b>CO5</b>	Prepare working capital with requirements.	<b>K1 to K4</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>



CO5	S	S	M	M	M	S	L	M
<b>S- STRONG</b>			<b>M – MEDIUM</b>			<b>L - LOW</b>		
<b>CO / PO MAPPING:</b>								
COS	PSO1	PSO2	PSO3	PSO4	PSO5			
CO 1	3	3	3	3	3			
CO 2	3	3	3	3	3			
CO 3	3	3	2	3	3			
CO 4	3	3	3	3	3			
CO 5	3	3	3	3	3			
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>15</b>			
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>			
<b>LESSON PLAN</b>								
UNIT	FINANCIAL MANAGEMENT					HRS	PEDAGOGY	
<b>I</b>	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management. (Theory only)					<b>12</b>	<b>Chalk and Exercise</b>	
<b>II</b>	Capital structures - planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC) (Simple Problem Only)					<b>12</b>	<b>Chalk and Exercise</b>	
<b>III</b>	Capital Budgeting: Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.					<b>12</b>	<b>Chalk and Exercise</b>	
<b>IV</b>	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis). (Theory only)					<b>12</b>	<b>Chalk and Exercise</b>	
<b>V</b>	Working capital – Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.					<b>12</b>	<b>Chalk and Exercise</b>	

**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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1&K2	K1,K1	K2,K2
AI	CO2	K1 – K4	2	K1&K2	K2,K2	K3,K3
CI	CO3	K1 – K4	2	K1&K2	K1,K1	K4,K4
AII	CO4	K1 – K4	2	K1&K2	K2,K2	K3,K3
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

**Distribution of Marks with K Level CIA I & CIA II**

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	10		12	21.42	71.43
	K2	2	10	16	28	50	
	K3			8	8	14.28	28.57
	K4			8	8	14.28	
	Marks	4	20	32	56	100	100
CIA II	K1	2	10		12	21.42	71.43
	K2	2	10	16	28	50	
	K3			8	8	14.28	28.57
	K4			8	8	14.28	
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1	K1,K1	K3,K3
2	CO2	K1 – K4	2	K1	K2,K2	K3,K3
3	CO3	K1 – K4	2	K1	K1,K1	K3,K3
4	CO4	K1 – K4	2	K1	K2,K2	K4,K4
5	CO5	K1 – K4	2	K1	K2,K2	K3,K3
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	10			10	7	33
K2		20	16	36	26	
K3		30	48	78	56	67
K4			16	16	11	
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer ALL the questions				<b>PART – A</b>	
<b>(10 x 1 = 10 Marks)</b>					
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K1		
OR					
11. b)	Unit - I	CO1	K1		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K1		
OR					
13. b)	Unit - III	CO3	K1		
14. a)	Unit - IV	CO4	K2		
OR					
14. b)	Unit - IV	CO4	K2		
15. a)	Unit - V	CO5	K2		
OR					
15. b)	Unit - V	CO5	K2		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K3		
OR					
16. b)	Unit - I	CO1	K3		
17. a)	Unit - II	CO2	K3		
OR					
17. b)	Unit - II	CO2	K3		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K3		
OR					
20. b)	Unit - V	CO5	K3		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	BUSINESS STATISTICS			
<b>Course Code</b>	23UBAEC31	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	ELECTIVE	<b>5</b>	<b>-</b>	<b>4</b>
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ Apply the Measures of Central Tendency in business.</li><li>➤ Understanding the Measures of Variation</li><li>➤ Analyze of Time Series</li><li>➤ Understand Index Numbers and Statistical quality control</li><li>➤ Testing of hypothesis</li></ul>				
<b>UNIT - I Measures of Central Tendency</b>				<b>15</b>
Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean. (Simple Problems only)				
<b>UNIT – II Measures of Variation</b>				<b>15</b>
Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve (Simple Problems only) – Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation (Simple Problems only) – Regression Equation $X \text{ on } Y$ , $Y \text{ on } X$ (Simple Problems only)				
<b>UNIT - III Analyze of Time Series</b>				<b>15</b>
Analysis of Time Series – Methods of Measuring Trend (Graphical Method, The Semi Average Method, Method of Least Square) (Simple Problems only) and Seasonal Variations - Method of simple Average (Simple Problems only)				
<b>UNIT - IV Understand Index Numbers</b>				<b>15</b>
Index Numbers – Un weighted Index Number and Weighted Index Number – Consumer Price Index – And Cost of Living Indices. (Simple Problems only)				
<b>UNIT – V Test Hypothesis</b>				<b>15</b>
Testing of hypothesis – Student T Test, Chi-Square test (Simple Problems only)				
<b>Total Lecture Hours</b>				<b>75</b>

**BOOKS FOR STUDY:**

- Study material will be provided by the Course Teacher

**BOOKS FOR REFERENCES:**

- David M. Levine, David F. Stephan et al. Business Statistics : A first Course, 7<sup>th</sup> edition.
- Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation.
- Hazarika Padmalochan, A textbook of Business Statistics , S.Chand Publications.
- Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021.
- Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12<sup>th</sup> Media Services, 2017.

**WEB RESOURCES:**

- ❖ <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
- ❖ <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- ❖ <http://www.statisticshowto.com>
- ❖ <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
- ❖ <https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>

<b>Nature of Course</b>	EMPLOYABILITY	✓	SKILL ORIENTED	✓	ENTREPRENEURSHIP	
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL	GLOBAL ✓
<b>Changes Made in the Course</b>	Percentage of Change	60%	No Changes Made		New Course	
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>						

COURSE OUTCOMES:								K LEVEL
<b>After studying this course, the students will be able to:</b>								
<b>CO1</b>	Measures of Central Tendency							<b>K1 to K4</b>
<b>CO2</b>	Measures of Variation							<b>K1 to K4</b>
<b>CO3</b>	Analyze of Time Series							<b>K1 to K4</b>
<b>CO4</b>	Understand Index Numbers							<b>K1 to K4</b>
<b>CO5</b>	Test Hypothesis							<b>K1 to K4</b>

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>S- STRONG</b>			<b>M - MEDIUM</b>			<b>L - LOW</b>		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

LESSON PLAN			
UNIT	BUSINESS STATISTICS	HRS	PEDAGOGY
<b>I</b>	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data –Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.	<b>15</b>	<b>Chalk and Exercise</b>
<b>II</b>	Measures of Variation – Standard Deviation –Mean deviation – Quartiledeviation- Skewness and kurtosis – Lorenz Curve. Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation, Regression Equation XonY, YonX	<b>15</b>	<b>Chalk and Exercise</b>
<b>III</b>	Analysis of Time Series – Methods of Measuring Trend (Graphical Method, The Semi Average Method, Method of Least Square), Seasonal Variations - Method of simple Average.	<b>15</b>	<b>Chalk and Exercise</b>
<b>IV</b>	Index Numbers – Un weighted Index Number and Weighted Index	<b>15</b>	<b>Chalk and</b>



	Number – Consumer Price Index – And Cost of Living Indices.		<b>Exercise</b>
<b>V</b>	Testing of hypothesis – Student T Test, Chi-Square test	<b>15</b>	<b>Chalk and Exercise</b>

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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1&K2	K2,K2	K3, K3
AI	CO2	K1 – K4	2	K1&K2	K3, K3	K4, K4
CI	CO3	K1 – K4	2	K1&K2	K3, K3	K3, K3
AI	CO4	K1 – K4	2	K1&K2	K3, K3	K4, K4
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	16	26	46.4	75
	K4			16	16	28.6	
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	7.2
	K2	2			2	3.6	
	K3		20	16	36	64.3	92.8
	K4			16	16	28.5	
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1, k2	K2, K2	K3, K3
2	CO2	K1 – K4	2	K1, k2	K3, K3	K4, K4
3	CO3	K1 – K4	2	K1, k2	K4, K4	K3, K3
4	CO4	K1 – K4	2	K1, k2	K3, K3	K4, K4
5	CO5	K1 – K4	2	K1, k2	K3, K3	K4, K4
<b>No. of Questions to be Asked</b>			10		10	10
<b>No. of Questions to be answered</b>			10		5	5
<b>Marks for each question</b>			1		5	8
<b>Total Marks for each section</b>			<b>10</b>		<b>25</b>	<b>40</b>
(Figures in parenthesis denotes, questions should be asked with the given K level)						

<b>Distribution of Marks with K Level</b>						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5			5	3.6	14.3
K2	5	10		15	10.7	
K3		30	32	62	44.3	85.7
K4		10	48	58	41.4	
Marks	<b>10</b>	<b>50</b>	<b>80</b>	<b>140</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

Q. No.	Unit	CO	K-level		
Answer ALL the questions				<b>PART – A</b>	
				<b>(10 x 1 = 10 Marks)</b>	
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K2</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K3		
OR					
12. b)	Unit - II	CO2	K3		
13. a)	Unit - III	CO3	K4		
OR					
13. b)	Unit - III	CO3	K4		
14. a)	Unit - IV	CO4	K3		
OR					
14. b)	Unit - IV	CO4	K3		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K3		
OR					
16. b)	Unit - I	CO1	K3		
17. a)	Unit - II	CO2	K4		
OR					
17. b)	Unit - II	CO2	K4		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	RETAIL MANAGEMENT			
<b>Course Code</b>	23UBAEC32	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	ELECTIVE	5	-	4
<b>COURSE OBJECTIVES:</b>				
<ul 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.</li></ul>				
<b>UNIT - I Introduction To Retailing</b>				<b>15</b>
Retailing-Definition Scope and Importance- Retail evolution theories- Retail formats and its evolution- Ethical and legal issues in retailing.				
<b>UNIT - II 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.				
<b>UNIT - III Merchandise Management:</b>				<b>15</b>
Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying.				
<b>UNIT - IV 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- Retail Communication Mix and POP Displays.				
<b>UNIT - V Consumer Behaviour and E-tailing:</b>				<b>15</b>
Consumer Behaviour -concept-consumer decision making process-buying behaviour patterns-factors influencing retail customer-E-tailing-concept-types-advantages and challenges.				
<b>Total Lecture Hours</b>				<b>75</b>

**BOOKS FOR STUDY:**

- Study Material will be provided by the Course Teacher.

**BOOKS FOR REFERENCES:**

- Retail Marketing, B.N.Mishra, Manit Mishra, Vrinda Publications, Delhi.
- Retail Mangement, Gibson G.Vedamani, Pearson publications, U.P
- Retail Management, Michael Levy & Baston a. Weitz Pvt Ltd. Delhi
- Retail Management, Petes Fleming, Jaico Publication.

**WEB RESOURCES:**

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

<b>Nature of Course</b>	EMPLOYABILITY	✓	SKILL ORIENTED		ENTREPRENEURSHIP	
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL	GLOBAL ✓
<b>Changes Made in the Course</b>	Percentage of Change	5%	No Changes Made		New Course	

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

**COURSE OUTCOMES:****K LEVEL**

**After studying this course, the students will be able to:**

<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>K1 to K4</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>K1 to K4</b>
<b>CO3</b>	Identify the concept of merchandising, factors influencing merchandising and relate it with merchandise planning, buying and merchandising performance.	<b>K1 to K4</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>K1 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>K1 to K4</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	M	S	S	M	M
CO2	S	S	M	S	S	S	M	S
CO3	S	M	M	M	S	S	M	S

CO4	S	S	M	M	S	S	M	M
CO5	S	S	M	M	S	S	M	M
<b>S- STRONG</b>			<b>M – MEDIUM</b>			<b>L - LOW</b>		
<b>CO / PO MAPPING:</b>								
<b>COS</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>			
CO 1	3	3	3	3	3			
CO 2	3	3	3	3	3			
CO 3	3	3	3	3	3			
CO 4	3	3	3	3	3			
CO 5	3	3	3	3	3			
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>		
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>		
<b>LESSON PLAN</b>								
<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>	<b>Lecture Method &amp; Video instruction</b>		
<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>	<b>Group Discussion and lecture method</b>		
<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>15</b>	<b>Lecture Method &amp; Role play</b>		
<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>	<b>Lecture Method</b>		
<b>V</b>	<b>Consumer Behaviour</b> -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>15</b>	<b>Lecture Method and Case studies discussion</b>		

**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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K3,K3)
AI	CO2	K1 – K4	2	K1,K2	2(K3,K3)	2(K2,K2)
CI	CO3	K1 – K4	2	K1,K2	2(K2, K2)	2(K3,K3)
AII	CO4	K1 – K4	2	K1,K2	2(K3,K3)	2(K3,K3)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

**Distribution of Marks with K Level CIA I & CIA II**

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	25
	K2	2	10		12	21.5	
	K3		10	32	42	75.0	75
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	32	42	75	75
	K4						
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1,K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1,K2	2(K3)	2(K3)
4	CO4	K1 – K4	2	K1,K2	2(K3)	2(K3)
5	CO5	K1 – K4	2	K1,K2	2 (K3)	2(K3)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	30	48	78	55.7	55.7
K4	-	-	-	-	-	
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer ALL the questions				<b>PART – A</b>	
<b>(10 x 1 = 10 Marks)</b>					
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K2</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K3		
OR					
13. b)	Unit - III	CO3	K3		
14. a)	Unit - IV	CO4	K3		
OR					
14. b)	Unit - IV	CO4	K3		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K2		
OR					
17. b)	Unit - II	CO2	K2		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K3		
OR					
19. b)	Unit - IV	CO4	K3		
20. a)	Unit - V	CO5	K3		
OR					
20. b)	Unit - V	CO5	K3		

**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)**
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FOR THOSE WHO JOINED IN 2023-2024 AND AFTER**

<b>Course Name</b>	COUNSELLING SKILLS FOR MANAGERS			
<b>Course Code</b>	23UBAEC33	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	ELECTIVE	5	-	4
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"> <li>➤ To understand the concept of counseling, need, and approaches to counseling.</li> <li>➤ To comprehend the goals of counseling and to learn the counseling process.</li> <li>➤ To study the counseling skills and to understand the barriers in listening.</li> <li>➤ To acquire the general principles, techniques of counseling and to know about dealing with problem subordinates.</li> <li>➤ To know about ethical violations in counseling and the making ethical decisions.</li> </ul>				
<b>UNIT - I INTRODUCTION TO COUNSELING</b>				<b>15</b>
Definition – Evolution - Need – Distinction between Counseling and Psychotherapy and Instruction. Approaches to Counseling: Psychoanalytic Approach - Behavioristic Approach – Humanistic approach				
<b>UNIT - II 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 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 BEHAVIOURAL CHANGES THROUGH COUNSELING:</b>				<b>15</b>
General Principles of Counseling. Specific techniques to change client Behavior. Identifying problem subordinates-Types of Problem subordinates-Dealing with problem subordinates.				
<b>UNIT - V 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</b>

**BOOKS FOR STUDY:**

- Study Material will be provided by the Course Teacher.

**BOOKS FOR REFERENCES:**

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

**WEB RESOURCES:**

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

<b>Nature of Course</b>	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENEURSHIP	
<b>Curriculum Relevance</b>	LOCAL	REGIONAL		NATIONAL		✓	GLOBAL
<b>Changes Made in the Course</b>	Percentage of Change		No Changes Made		✓	New Course	

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

**COURSE OUTCOMES:****K LEVEL****After studying this course, the students will be able to:**

<b>CO1</b>	Explain the concept, evolution, need and approaches to Counseling.	<b>K1 to K4</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>K1 to K4</b>
<b>CO3</b>	Describe the verbal and non-verbal communication skills and to identify the listening barriers , tips to enhance listening	<b>K1 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>K1 to K4</b>
<b>CO5</b>	Explain ethical decisions in counseling and to appraise the common ethical violations by counselors	<b>K1 to K4</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	L	S	S	S	S	M	S
CO2	M	S	S	S	M	M	L	S
CO3	M	S	S	M	S	S	M	S
CO4	S	M	S	S	S	S	L	S
CO5	M	S	S	S	S	S	M	S
<b>S- STRONG</b>			<b>M – MEDIUM</b>			<b>L - LOW</b>		

**CO / PO MAPPING:**

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

**LESSON PLAN**

UNIT	COUNSELLING SKILLS FOR MANAGERS	HRS	PEDAGOGY
<b>I</b>	<b>INTRODUCTION TO COUNSELING:</b> Definition – Evolution - Need – Distinction between Counseling and Psychotherapy and Instruction. Approaches to Counseling: Psychoanalytic Approach - Behaviouristic Approach – Humanistic approach	<b>15</b>	<b>Lecture Method, &amp; Video sessions</b>
<b>II</b>	<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.	<b>15</b>	<b>Lecture Method, &amp; Guest lectures by professionals</b>
<b>III</b>	<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	<b>15</b>	<b>Lecture method &amp; Group activities</b>
<b>IV</b>	<b>BEHAVIOURAL CHANGES THROUGH COUNSELING:</b> General Principles of Counseling. Specific techniques to change client Behaviour. Identifying problem subordinates-Types of Problemsubordinates-Dealing with problem subordinates.	<b>15</b>	<b>Lecture method &amp; Video sessions</b>
<b>V</b>	<b>ETHICS IN COUNSELING:</b> Making Ethical decisions – Beneficence – Non-maleficence – Justice – Fidelity – Common Ethical Violations by Professionals	<b>15</b>	<b>Lecture method</b>

**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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K2,K2)
AI	CO2	K1 – K4	2	K1,K2	2(K2,K2)	2(K4,K4)
CI	CO3	K1 – K4	2	K1,K2	2(K2, K2)	2(K4,K4)
AII	CO4	K1 – K4	2	K1,K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

**Distribution of Marks with K Level CIA I & CIA II**

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	20	16	38	68	
	K3						
	K4			16	16	28.5	28.5
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.5	25
	K2	2	10		12	21.5	
	K3		10		10	18	75
	K4			32	32	57	
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1,K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1,K2	2(K4)	2(K3)
4	CO4	K1 – K4	2	K1,K2	2(K4)	2(K4)
5	CO5	K1 – K4	2	K1,K2	2 (K4)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	-	16	16	11.42	55.7
K4	-	30	32	62	44.28	
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer ALL the questions				<b>PART – A</b>	
				<b>(10 x 1 = 10 Marks)</b>	
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K2</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K4		
OR					
13. b)	Unit - III	CO3	K4		
14. a)	Unit - IV	CO4	K4		
OR					
14. b)	Unit - IV	CO4	K4		
15. a)	Unit - V	CO5	K4		
OR					
15. b)	Unit - V	CO5	K4		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K2		
OR					
17. b)	Unit - II	CO2	K2		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	COMPUTER APPLICATION IN BUSINESS			
<b>Course Code</b>	23UBASP31	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	SKILL COURSE	-	2	2

### COURSE OBJECTIVES:

- To Build Skills in MS-Word
- To Build Skills in MS-Excel
- To Build skills in MS-PowerPoint
- To understand Basics of Tally
- To familiarize students with google forms for students with relevance in business scenario and its applications.

### UNIT - I INTRODUCTION TO MS-WORD 6

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .

### UNIT - II INTRODUCTION TO MS-EXCEL 6

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet-Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization

### UNIT - III INTRODUCTION TO MS-POWERPOINT 6

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.

### UNIT - IV FUNDAMENTALS OF TALLY 6

Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet

**UNIT - V BASICS OF GOOGLE FORMS****6**

Use Google forms to develop &amp; share questionnaire.

**Total Lecture Hours****30****List of Programs****Unit – I**

1. Text Manipulation: Write a paragraph about your institution and change the font size and type, Spell check, Aligning and justification of Text
2. Bio data: Prepare a Bio-data.
3. Find and Replace: Write a paragraph about yourself and do the following. Find and Replace - Use Numbering Bullets, Footer and Headers.
4. Tables and manipulation: Creation, Insertion, Deletion (Columns and Rows). Create a mark sheet.
5. Mail Merge: Prepare an invitation to invite your friends to your birthday party. Prepare at least five letters.

**Unit – II**

1. Data Sorting-Ascending and Descending (both numbers and alphabets)
2. Mark list preparation for a student
3. Individual Pay Bill preparation.
4. Invoice Report preparation.
5. Drawing Graphs

**Unit-III**

1. Create a slide show presentation for a seminar.
2. Preparation of Organization Charts
3. Create a slide show presentation to display percentage of marks in each semester for all Students
4. Use bar chart (X-axis: Semester, Y-axis: % marks).
5. Use different presentation template different transition effect for each slide

**Unit – IV**

1. Write a Tally program to create a company.
2. Write a Tally program to create a group.
3. Write a Tally program to create a Ledger.

**Unit- V**

1. Google form Creation.

**BOOKS FOR STUDY:**

- Study Material will be provided by the Course Teacher

**BOOKS FOR REFERENCES:**

- P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019
- Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman.
- Bittu Kumar, Mastering Ms-Office, V&S Publishers, 2017.
- Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.

➤ S.S. Srivastava; Ms-Office, First Edition, Laxmi Publications, 2015.

**WEB RESOURCES:**

- ❖ <https://www.microsoft.com/en-us/microsoft-365/blog>
- ❖ <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18>
- ❖ <https://byjus.com/govt-exams/microsoft-word/>
- ❖ <https://edu.gcfglobal.org/en/google-forms/>
- ❖ <https://www.tutorialkart.com/tally/tally-tutorial/>

<b>Nature of Course</b>	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENEURSHIP	
<b>Curriculum Relevance</b>	LOCAL	REGIONAL		NATIONAL		✓	GLOBAL
<b>Changes Made in the Course</b>	Percentage of Change		No Changes Made		New Course		✓

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

**COURSE OUTCOMES:**

**K LEVEL**

**After studying this course, the students will be able to:**

<b>CO1</b>	Demonstrate hands on experience with Ms-word for business activities.	<b>K1 to K4</b>
<b>CO2</b>	Demonstrate hands on experience with Ms-Excel for business activities.	<b>K1 to K4</b>
<b>CO3</b>	Demonstrate hands on experience with Ms-power point for business activities.	<b>K1 to K4</b>
<b>CO4</b>	Demonstrate hands on experience with Tally for business activities.	<b>K1 to K4</b>
<b>CO5</b>	Demonstrate hands on experience with Tally for reporting in business.	<b>K1 to K4</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO2</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>

**S- STRONG**

**M – MEDIUM**

**L - LOW**

**CO / PO MAPPING:**

COS	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>3</b>

<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>-</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>-</b>	<b>3.0</b>	<b>3.0</b>

### LESSON PLAN

<b>UNIT</b>	<b>COMPUTER APPLICATIONS IN BUSINESS</b>	<b>HRS</b>	<b>PEDAGOGY</b>
<b>I</b>	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .	<b>6</b>	<b>HANDS ON TRAINING</b>
<b>II</b>	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization	<b>6</b>	
<b>III</b>	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	<b>6</b>	
<b>IV</b>	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	<b>6</b>	
<b>V</b>	Use Google forms to develop & share questionnaire.	<b>6</b>	

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

<b>Internal</b>	<b>COs</b>	<b>K Level</b>	<b>Syntax &amp; Semantics</b>	<b>Programming principles</b>	<b>Concept Applications</b>	<b>Coding &amp; Implementation</b>	<b>Debugging &amp; Output</b>
<b>CI AI</b>	<b>CO1</b>	<b>K1</b>	<b>5</b>				
	<b>CO2</b>	<b>K2</b>		<b>5</b>			
	<b>CO3</b>	<b>K3</b>			<b>5</b>		
	<b>CO4</b>	<b>K3</b>				<b>5</b>	
	<b>CO5</b>	<b>K4</b>					<b>5</b>
<b>Question Pattern CIA</b>	<b>No. of Questions to be asked</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
	<b>No. of Questions to be answered</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
	<b>Marks for each question</b>		<b>2.5</b>	<b>2.5</b>	<b>2.5</b>	<b>2.5</b>	<b>2.5</b>
	<b>Total Marks for each section</b>		<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>

**Distribution of Marks with K Level CIA**

	<b>K Level</b>	<b>Syntax &amp; Semantics</b>	<b>Programming principles</b>	<b>Concept Applications</b>	<b>Implementation</b>	<b>Output</b>	<b>Total Marks</b>	<b>% of (Marks without choice)</b>	<b>Consolidate of %</b>
<b>CI A</b>	<b>K1</b>	<b>5</b>					<b>5</b>	<b>20</b>	<b>20</b>
	<b>K2</b>		<b>5</b>				<b>5</b>	<b>20</b>	<b>20</b>
	<b>K3</b>			<b>5</b>	<b>5</b>		<b>10</b>	<b>40</b>	<b>40</b>
	<b>K4</b>					<b>5</b>	<b>5</b>	<b>20</b>	<b>20</b>
	<b>Marks</b>						<b>25</b>	<b>100</b>	<b>100</b>

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

S. No.	Cos	K Level	Syntax & Semantics	Programming principles	Concept Applications	Coding & Implementation	Debugging & Output
1	CO1	K1	15				
2	CO2	K2		15			
3	CO3	K3			15		
4	CO4	K3				15	
5	CO5	K4					15
<b>Question Pattern</b>	No. of Questions to be asked		2	2	2	2	2
	No. of Questions to be answered		2	2	2	2	2
	Marks for each question		7.5	7.5	7.5	7.5	7.5
	Total Marks for each section		15	15	15	15	15

**Distribution of Marks with K Level**

K Level	Syntax & Semantics	Programming principles	Concept Applications	Coding	Debugging & Output	Total Marks	% of (Marks without choice)	Consolidated %
K1	15					15	20	20
K2		15				15	20	20
K3			15	15		30	40	40
K4					15	15	20	20
<b>Marks</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>75</b>	<b>100</b>	<b>100</b>



# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	ENTREPRENEURIAL SKILL NEW VENTURE MANAGEMENT			
<b>Course Code</b>	23UBASC31	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	SKILL	2	-	2
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To Learn to Generate and Evaluate New Business Ideas.</li><li>➤ To Learn About a Business Model that Generates Money.</li><li>➤ To Understand how to Find, Evaluate and Buy a Business</li><li>➤ To Evaluate the Feasibility of Idea in to a Venture</li><li>➤ To Understand Sources Who Lend for New Ventures</li></ul>				
<b>UNIT - I CONCEPT OF ENTREPRENEURSHIP</b>				<b>6</b>
Evolution – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.				
<b>UNIT - II DEVELOPING SUCCESSFUL BUSINESS IDEAS</b>				<b>6</b>
Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.				
<b>UNIT - III FEASIBILITY ANALYSIS</b>				<b>6</b>
Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability				
<b>UNIT - IV MOVING FROM AN IDEA TO A NEW VENTURE</b>				<b>6</b>
Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.				
<b>UNIT - V FINANCING THE NEW VENTURE</b>				<b>6</b>
Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing -SISI-DIC-NSIC - Alternate Source of Funding – SIDC-SFC- Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.				
<b>Total Lecture Hours</b>				<b>30</b>

**BOOKS FOR STUDY:**

- Study Material will be provided by the course Teacher

**BOOKS FOR REFERENCES:**

- New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
- Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
- Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication
- Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.

**WEB RESOURCES:**

- ❖ <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217>
- ❖ <https://core.ac.uk/download/pdf/98660713.pdf>
- ❖ <https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>
- ❖ <https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

<b>Nature of Course</b>	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENEURSHIP	
<b>Curriculum Relevance</b>	LOCAL	REGIONAL	NATIONAL		✓	GLOBAL	
<b>Changes Made in the Course</b>	Percentage of Change		No Changes Made			New Course	✓

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

**COURSE OUTCOMES:****K LEVEL****After studying this course, the students will be able to:**

<b>CO1</b>	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	<b>K1 &amp; K2</b>
<b>CO2</b>	Assess new venture opportunities & analyze strategic choices in relation to new ventures	<b>K1 &amp; K2</b>
<b>CO3</b>	Develop a credible business plan for real life situations.	<b>K1 &amp; K2</b>
<b>CO4</b>	Coordinate a team to develop and launch and manage the new venture through effective leadership.	<b>K1 &amp; K2</b>
<b>CO5</b>	Evaluate different sources for financing new ventures.	<b>K1 &amp; K2</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>

CO5	S	S	M	M	S	S	M	M
<b>S- STRONG</b>			<b>M – MEDIUM</b>			<b>L - LOW</b>		
<b>CO / PO MAPPING:</b>								
COS	PSO1	PSO2	PSO3	PSO4	PSO5			
CO 1	3	3	3	3	3			
CO 2	3	3	3	3	3			
CO 3	3	3	3	3	3			
CO 4	3	3	3	3	3			
CO 5	3	3	3	3	3			
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>			
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>			
<b>LESSON PLAN</b>								
UNIT	<b>ENTREPRENEURIAL SKILL NEW VENTURE MANAGEMENT</b>				HRS	PEDAGOGY		
<b>I</b>	<b>Concept of Entrepreneurship</b> – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.				<b>6</b>	<b>Lecture Method &amp; Video instruction</b>		
<b>II</b>	<b>Developing Successful Business Ideas:</b> Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.				<b>6</b>	<b>Group Discussion and lecture method</b>		
<b>III</b>	<b>Feasibility Analysis:</b> Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability				<b>6</b>	<b>Lecture Method &amp; Role play</b>		
<b>IV</b>	<b>Moving from an Idea to a New Venture:</b> Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.				<b>6</b>	<b>Lecture Method</b>		
<b>V</b>	<b>Financing the New Venture:</b> Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.				<b>6</b>	<b>Lecture Method and Case studies discussion</b>		

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

Internal	Cos	K Level	Section A	
			MCQs	
			No. of. Questions	K - Level
CI AI	CO1	K1 – K2	25	K1,K2
	CO2	K1 – K2	25	K1,K2
CI AII	CO3	K1 – K2	25	K1,K2
	CO4	K1 – K2	25	K1,K2
Question Pattern CIA I & II		No. of Questions to be asked	50	
		No. of Questions to be answered	50	
		Marks for each question	1	
		Total Marks for each section	50	

\* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (I<sup>st</sup> Test-2 CO's & II<sup>nd</sup> Test-2 CO's) in equal weightage

**Distribution of Marks with K Level CIA I & CIA II**

	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	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>				
<b>S. No</b>	<b>COs</b>	<b>K - Level</b>	<b>Section A (MCQs)</b>	
			<b>No. of Questions</b>	<b>K – Level</b>
<b>1</b>	<b>CO1</b>	<b>K1-K2</b>	<b>15</b>	<b>K1,K2</b>
<b>2</b>	<b>CO2</b>	<b>K1-K2</b>	<b>15</b>	<b>K1,K2</b>
<b>3</b>	<b>CO3</b>	<b>K1-K2</b>	<b>15</b>	<b>K1,K2</b>
<b>4</b>	<b>CO4</b>	<b>K1-K2</b>	<b>15</b>	<b>K1,K2</b>
<b>5</b>	<b>CO5</b>	<b>K1-K2</b>	<b>15</b>	<b>K1,K2</b>
<b>No. of Questions to be Asked</b>			<b>75</b>	
<b>No. of Questions to be answered</b>			<b>75</b>	
<b>Marks for each question</b>			<b>1</b>	
<b>Total Marks for each section</b>			<b>75</b>	
<b>(Figures in parenthesis denotes, questions should be asked with the given K level)</b>				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

<b>Distribution of Marks with K Level</b>				
<b>K Level</b>	<b>Section A (Multiple Choice Questions)</b>	<b>Total Marks</b>	<b>% of (Marks without choice)</b>	<b>Consolidated %</b>
<b>K1</b>	<b>40</b>	<b>40</b>	<b>53</b>	<b>100</b>
<b>K2</b>	<b>35</b>	<b>35</b>	<b>47</b>	
<b>K3</b>				
<b>K4</b>				
<b>Marks</b>		<b>75</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>				

# FOURTH SEMESTER

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	BUSINESS ENVIRONMENT			
<b>Course Code</b>	23UBACC41	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	CORE	4	-	4
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To impart knowledge on the concept of business environment &amp; its significance.</li><li>➤ To know the political environmental factors and its impact on business.</li><li>➤ To know the Economic environmental factors and its impact on business</li><li>➤ To throw light on the importance of the types of Social Organization.</li><li>➤ To create awareness of industrial-technological advancements.</li></ul>				
<b>UNIT - I INTRODUCTION</b>				<b>12</b>
The concept of Business Environment: its nature and significance- Types Environment-A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions				
<b>UNIT - II POLITICAL ENVIRONMENT</b>				<b>12</b>
Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention				
<b>UNIT - III ECONOMIC ENVIRONMENT</b>				<b>12</b>
Economic Environment: Basic Concepts of Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); Basic Concepts of 1991 New Economic Policy; business liberalization, privatization, and globalization				
<b>UNIT - IV SOCIAL ENVIRONMENT</b>				<b>12</b>
Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organization				
<b>UNIT - V TECHNOLOGICAL ENVIRONMENT</b>				<b>12</b>
Technology environment –Meaning -Features- basic Applications and Uses- Block chain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics				
<b>Total Lecture Hours</b>				<b>60</b>

**BOOKS FOR STUDY:**

- Study Material will be provided by the course Teacher

**BOOKS FOR REFERENCES:**

- Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition
- Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition
- K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6<sup>th</sup> Edition, India
- Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

**WEB RESOURCES:**

- ❖ <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>
- ❖ <https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences>
- ❖ <https://pestleanalysis.com/political-factors-affecting-business/>
- ❖ <https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercalknowledgechapter2.pdf>

<b>Nature of Course</b>	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENEURSHIP		✓
<b>Curriculum Relevance</b>	LOCAL	REGIONAL		NATIONAL		✓	GLOBAL	
<b>Changes Made in the Course</b>	Percentage of Change		65 %	No Changes Made			New Course	

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

**COURSE OUTCOMES:****K LEVEL**

**After studying this course, the students will be able to:**

<b>CO1</b>	To understand the concepts of Business Environment.	<b>K1 to K4</b>
<b>CO2</b>	To apply knowledge in business and strategic decisions.	<b>K1 to K4</b>
<b>CO3</b>	To analyze the importance of business in various social groups.	<b>K1 to K4</b>
<b>CO4</b>	To evaluate the types of economic environment and its impact on business.	<b>K1 to K4</b>
<b>CO5</b>	To construct and assess the environment for real-time business	<b>K1 to K4</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>



<b>S- STRONG</b>		<b>M – MEDIUM</b>			<b>L - LOW</b>	
<b>CO / PO MAPPING:</b>						
<b>COS</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	
<b>LESSON PLAN</b>						
<b>UNIT</b>	<b>BUSINESS ENVIRONMENT</b>			<b>HRS</b>	<b>PEDAGOGY</b>	
<b>I</b>	The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions			<b>12</b>	<b>Lecture Method &amp; Video instruction</b>	
<b>II</b>	Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention			<b>12</b>	<b>Group Discussion and lecture method</b>	
<b>III</b>	Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization			<b>12</b>	<b>Lecture Method &amp; Role play</b>	
<b>IV</b>	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organization			<b>12</b>	<b>Lecture Method</b>	
<b>V</b>	Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics			<b>12</b>	<b>Lecture Method and Case studies discussion</b>	

**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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K3,K3)
AI	CO2	K1 – K4	2	K1,K2	2(K3,K3)	2(K2,K2)
CI	CO3	K1 – K4	2	K1,K2	2(K2, K2)	2(K2,K2)
AII	CO4	K1 – K4	2	K1,K2	2(K2,K2)	2(K4,K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

**Distribution of Marks with K Level CIA I & CIA II**

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	53.5
	K2	2	10	16	28	50	
	K3		10	16	26	46.5	46.5
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.5	71.4
	K2	2	20	16	38	67.9	
	K3						28.6
	K4			16	16	28.6	
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1,K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1,K2	2(K3)	2(K3)
4	CO4	K1 – K4	2	K1,K2	2(K3)	2(K3)
5	CO5	K1 – K4	2	K1,K2	2 (K2)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	51.42
K2	5	30	32	67	47.85	
K3	-	20	32	52	37.14	48.58
K4	-		16	16	11.44	
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer ALL the questions				<b>PART – A</b>	
<b>(10 x 1 = 10 Marks)</b>					
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K2</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K3		
OR					
13. b)	Unit - III	CO3	K3		
14. a)	Unit - IV	CO4	K3		
OR					
14. b)	Unit - IV	CO4	K3		
15. a)	Unit - V	CO5	K2		
OR					
15. b)	Unit - V	CO5	K2		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K2		
OR					
17. b)	Unit - II	CO2	K2		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K3		
OR					
19. b)	Unit - IV	CO4	K3		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	BUSINESS REGULATORY FRAME WORK			
<b>Course Code</b>	23UBACC42	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	CORE	5	-	5
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ Explain Indian Contracts Act</li><li>➤ Understand Sales of goods act contract of agency</li><li>➤ Understand Indian Companies Act 1956</li><li>➤ Understand Consumer Protection Act – RTI.</li><li>➤ Understand Cyber law</li></ul>				
<b>UNIT - I Indian Contracts Act</b>		<b>15</b>		
Brief outline of Indian Contracts Act - Special contracts Act; Definition - Essentials of Valid Contract - Types of Contract - Legal rules as to Offer, Acceptance and Consideration 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 - II Sales of goods act</b>		<b>15</b>		
Sale of goods Act - Contract of Agency ;Sale of goods Act - Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an Unpaid Seller. Contract of Agency- Agency – Creation, Rights and Duties of Agent and Principal and Termination of Agency.				
<b>UNIT - III Indian Companies Act</b>		<b>15</b>		
Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up				
<b>UNIT - IV Consumer Protection Act</b>		<b>15</b>		
Consumer Protection Act – RTI ; Consumer Protection Act – RTI, 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 Cyber laws</b>		<b>15</b>		
Cyber laws -Concept,Features – IT Act 2000 & 2008 – Meaning, Functions and Challenges				
<b>Total Lecture Hours</b>				<b>75</b>

**BOOKS FOR STUDY:**

- Study Material will be provided by the Course Teacher.

**BOOKS FOR REFERENCES:**

- Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.
- Business Regulatory Framework, [Garg K.C., Sareen V.K., Sharma Mukesh](#), 2013
- Business Regulatory Framework Pearson Education India, 2011
- Bare Acts- RTI, Consumer Protection Act.
- Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015.

**WEB RESOURCES:**

- ❖ <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html> <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
- ❖ <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661>
- ❖ [International Journal of Law \(lawjournals.org\)](http://www.internationaljournaloflaw.com)
- ❖ [https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book\\_TitleM=%20Business%20Regulatory%20Framework](https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework)

<b>Nature of Course</b>	EMPLOYABILITY	✓	SKILL ORIENTED		ENTREPRENEURSHIP	
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL	✓ GLOBAL
<b>Changes Made in the Course</b>	Percentage of Change	60 %	No Changes Made		New Course	
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>						

**COURSE OUTCOMES:****K LEVEL****After studying this course, the students will be able to:**

<b>CO1</b>	Explain Indian Contracts Act	<b>K1 to K4</b>
<b>CO2</b>	Understand Sales of goods act and Contract of Agency	<b>K1 to K4</b>
<b>CO3</b>	Understand Indian Companies Act 1956	<b>K1 to K4</b>
<b>CO4</b>	Understand Consumer Protection Act – RTI	<b>K1 to K4</b>
<b>CO5</b>	Understand Cyber law	<b>K1 to K4</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>S</b>

CO5	S	M	M	M	S	S	L	S
<b>S- STRONG</b>			<b>M – MEDIUM</b>			<b>L - LOW</b>		
<b>CO / PO MAPPING:</b>								
COS	PSO1	PSO2	PSO3	PSO4	PSO5			
CO 1	3	3	2	3	3			
CO 2	3	3	3	3	3			
CO 3	3	3	2	3	3			
CO 4	3	3	3	3	3			
CO 5	3	3	3	3	3			
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>13</b>	<b>15</b>	<b>15</b>			
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>2.6</b>	<b>3.0</b>	<b>3.0</b>			
<b>LESSON PLAN</b>								
UNIT	<b>BUSINESS REGULATORY FRAME WORK</b>				HRS	<b>PEDAGOGY</b>		
<b>I</b>	<b>Indian Contracts Act:</b> Brief outline of Indian Contracts Act - Special contracts Act; Definition - Essentials of Valid Contract - Types of Contract - Legal rules as to Offer, Acceptance and Consideration 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>	<b>Lecture Method &amp; Video instruction</b>		
<b>II</b>	<b>Sales of goods act:</b> Sale of goods Act - Contract of Agency; Sale of goods Act - Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an Unpaid Seller. Contract of Agency- Agency – Creation, Rights and Duties of Agent and Principal and Termination of Agency.				<b>15</b>	<b>Group Discussion and lecture method</b>		
<b>III</b>	<b>Sales of goods act:</b> Sale of goods Act - Contract of Agency; Sale of goods Act - Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an Unpaid Seller. Contract of Agency- Agency – Creation, Rights and Duties of Agent and Principal and Termination of Agency.				<b>15</b>	<b>Lecture Method &amp; Role play</b>		
<b>IV</b>	<b>Consumer Protection Act:</b> Consumer Protection Act – RTI ; Consumer Protection Act – RTI, Rights to Information Act 2005, meaning, objectives and significance of RTI act,-Recent Amendments- Procedures for obtaining information under RTI act 2005.				<b>15</b>	<b>Lecture Method</b>		
<b>V</b>	<b>Cyber laws</b> -Concept,Features – IT Act 2000 & 2008 – Meaning, Functions and Challenges				<b>15</b>	<b>Lecture Method and Case studies discussion</b>		



**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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K3,K3)
AI	CO2	K1 – K4	2	K1,K2	2(K3,K3)	2(K4,K4)
CI	CO3	K1 – K4	2	K1,K2	2(K2, K2)	2(K3,K3)
AII	CO5	K1 – K4	2	K1,K2	2(K4,K4)	2(K4,K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

**Distribution of Marks with K Level CIA I & CIA II**

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.6	71.4
	K2	2	10		12	21.4	
	K3		10	16	26	46.4	
	K4			16	16	28.6	
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3			16	16	46.4	
	K4		10	16	26	28.6	
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1-K4	2	K1,K2	2(K2)	2(K2)
3	CO3	K1-K4	2	K1,K2	2(K4)	2(K3)
4	CO4	K1-K4	2	K1,K2	2(K4)	2(K4)
5	CO5	K1-K4	2	K1,K2	2 (K3)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer ALL the questions				<b>PART – A</b>	
<b>(10 x 1 = 10 Marks)</b>					
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K2</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K4		
OR					
13. b)	Unit - III	CO3	K4		
14. a)	Unit - IV	CO4	K4		
OR					
14. b)	Unit - IV	CO4	K4		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K2		
OR					
17. b)	Unit - II	CO2	K2		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)****DEPARTMENT OF BUSINESS ADMINISTRATION****FOR THOSE WHO JOINED IN 2023-2024 AND AFTER**

<b>Course Name</b>	OPERATIONS RESEARCH			
<b>Course Code</b>	23UBAEC41	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	ELECTIVE	<b>4</b>	<b>-</b>	<b>3</b>
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"> <li>➤ Introduction to Operations Research definition and concept Essential features of LPP.</li> <li>➤ Formulation of Transportation problem and finding an initial basic feasible solution.</li> <li>➤ Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.</li> <li>➤ Analyse Network models</li> <li>➤ Analyse Game Theory.</li> </ul>				
<b>UNIT - I Linear Programming</b>				<b>12</b>
Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- (Simple Problems only)				
<b>UNIT - II Transportation problem</b>				<b>12</b>
Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, least cost entry method-Vogel's approximation method to find the optimal solution. (Simple Problems only)				
<b>UNIT - III Assignment problem</b>				<b>12</b>
Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. (Simple Problems only)				
<b>UNIT - IV Network models</b>				<b>12</b>
Network – Minimal Spanning Tree – Shortest route Problem (Simple Problems only)				
<b>UNIT - V Game Theory</b>				<b>12</b>
Game Theory- Maximin- Minmax criterion, Saddle point, Games without saddle points – Mixed Strategies, (Simple Problems only)				
<b>Total Lecture Hours</b>				<b>60</b>
<b>Note: The Questions should be asked in the ratio of 80% Problems and 20 % Theory</b>				

**BOOKS FOR STUDY:**

- Study Material Will Be Provided by the course Teacher.

**BOOKS FOR REFERENCES:**

- P.R. Vittal & V. Malini, Operative Research – Margham Publications – Chennai – 17.
- P.K. Gupta & Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
- V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi
- Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi
- P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

**WEB RESOURCES:**

- ❖ [chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf](https://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf)
- ❖ [chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf](https://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf)
- ❖ [https://www.onlinemathlearning.com › linear-programming-example](https://www.onlinemathlearning.com/linear-programming-example)
- ❖ [https://www.kellogg.northwestern.edu › weber › Notes\\_6\\_Decision\\_trees](https://www.kellogg.northwestern.edu/weber/Notes_6_Decision_trees)

<b>Nature of Course</b>	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENEURSHIP	
<b>Curriculum Relevance</b>	LOCAL	REGIONAL	NATIONAL			GLOBAL	✓
<b>Changes Made in the Course</b>	Percentage of Change		20%	No Changes Made		New Course	

**\* Treat 20% as each unit (20\*5=100%) and calculate the percentage of change for the course.**

COURSE OUTCOMES:								K LEVEL
<b>After studying this course, the students will be able to:</b>								
<b>CO1</b>	Analyse Linear Programming							<b>K1 to K4</b>
<b>CO2</b>	Analyse Transportation problem							<b>K1 to K4</b>
<b>CO3</b>	Analyse Assignment problem							<b>K1 to K4</b>
<b>CO4</b>	Analyse Network models							<b>K1 to K4</b>
<b>CO5</b>	Analyse Game Theory							<b>K1 to K4</b>

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>S- STRONG</b>			<b>M - MEDIUM</b>			<b>L - LOW</b>		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

LESSON PLAN			
UNIT	OPERATIONS RESEARCH	HRS	PEDAGOGY
<b>I</b>	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- (Simple Problems only)	<b>12</b>	<b>Chalk and Exercise</b>
<b>II</b>	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, least cost entry method-Vogel's approximation method to find the optimal solution. (Simple Problems only)	<b>12</b>	<b>Chalk and Exercise</b>
<b>III</b>	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. (Simple Problems only)	<b>12</b>	<b>Chalk and Exercise</b>
<b>IV</b>	Network – Minimal Spanning Tree – Shortest route Problem (Simple Problems only)	<b>12</b>	<b>Chalk and Exercise</b>

<b>V</b>	Game Theory- Maximin- Minmax criterion, Saddle point, Games without saddle points – Mixed Strategies (Simple Problems only)	<b>12</b>	<b>Chalk and Exercise</b>
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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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1&K2	K2,K2	K3, K3
AI	CO2	K1 – K4	2	K1&K2	K3, K3	K4, K4
CI	CO3	K1 – K4	2	K1&K2	K3, K3	K3, K3
AII	CO4	K1 – K4	2	K1&K2	K3, K3	K4, K4
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	10		12	21.43	71.43
	K2	2	10	16	28	50	
	K3			16	16	28.57	28.57
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2	10		12	21.43	71.43
	K2	2	10	16	28	50	
	K3			16	16	28.57	28.57
	K4						
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1, k2	K2, K2	K3, K3
2	CO2	K1 – K4	2	K1, k2	K3, K3	K4, K4
3	CO3	K1 – K4	2	K1, k2	K4, K4	K3, K3
4	CO4	K1 – K4	2	K1, k2	K3, K3	K4, K4
5	CO5	K1 – K4	2	K1, k2	K3, K3	K4, K4
<b>No. of Questions to be Asked</b>			10		10	10
<b>No. of Questions to be answered</b>			10		5	5
<b>Marks for each question</b>			1		5	8
<b>Total Marks for each section</b>			<b>10</b>		<b>25</b>	<b>40</b>
(Figures in parenthesis denotes, questions should be asked with the given K level)						

<b>Distribution of Marks with K Level</b>						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	10			10	7	33
K2		20	16	36	26	
K3		30	64	94	67	67
K4						
Marks	<b>10</b>	<b>50</b>	<b>80</b>	<b>140</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

Q. No.	Unit	CO	K-level		
Answer ALL the questions				PART – A	
				(10 x 1 = 10 Marks)	
1.	<b>Unit – I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit – I</b>	<b>CO1</b>	<b>K2</b>		
				a)	b)
				c)	d)
3.	<b>Unit – II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit – II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K2</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)

<b>Answer ALL the questions</b>				<b>PART – B</b>	<b>(5 x 5 = 25 Marks)</b>
11. a)	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
<b>OR</b>					
11. b)	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
12. a)	<b>Unit - II</b>	<b>CO2</b>	<b>K3</b>		
<b>OR</b>					
12. b)	<b>Unit - II</b>	<b>CO2</b>	<b>K3</b>		
13. a)	<b>Unit - III</b>	<b>CO3</b>	<b>K4</b>		
<b>OR</b>					
13. b)	<b>Unit - III</b>	<b>CO3</b>	<b>K4</b>		
14. a)	<b>Unit - IV</b>	<b>CO4</b>	<b>K3</b>		
<b>OR</b>					
14. b)	<b>Unit - IV</b>	<b>CO4</b>	<b>K3</b>		
15. a)	<b>Unit - V</b>	<b>CO5</b>	<b>K3</b>		
<b>OR</b>					
15. b)	<b>Unit - V</b>	<b>CO5</b>	<b>K3</b>		

<b>Answer ALL the questions</b>				<b>PART – C</b>	<b>(5 x 8 = 40 Marks)</b>
16. a)	<b>Unit - I</b>	<b>CO1</b>	<b>K3</b>		
<b>OR</b>					
16. b)	<b>Unit - I</b>	<b>CO1</b>	<b>K3</b>		
17. a)	<b>Unit - II</b>	<b>CO2</b>	<b>K4</b>		
<b>OR</b>					
17. b)	<b>Unit - II</b>	<b>CO2</b>	<b>K4</b>		
18. a)	<b>Unit - III</b>	<b>CO3</b>	<b>K3</b>		
<b>OR</b>					
18. b)	<b>Unit - III</b>	<b>CO3</b>	<b>K3</b>		
19. a)	<b>Unit - IV</b>	<b>CO4</b>	<b>K4</b>		
<b>OR</b>					
19. b)	<b>Unit - IV</b>	<b>CO4</b>	<b>K4</b>		
20. a)	<b>Unit - V</b>	<b>CO5</b>	<b>K4</b>		
<b>OR</b>					
20. b)	<b>Unit - V</b>	<b>CO5</b>	<b>K4</b>		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	ADVERTISING MANAGEMENT			
<b>Course Code</b>	23UBAEC42	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	ELECTIVE	<b>4</b>	<b>-</b>	<b>3</b>
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ Enhance the knowledge in advertising management</li><li>➤ Explain use of advertising and its types.</li><li>➤ Describe the copy and layout</li><li>➤ Import knowledge on appropriate selection of media</li><li>➤ To explore the recent trends in advertising</li></ul>				
<b>UNIT - I Introduction</b>				<b>12</b>
Advertising- Meaning, Definition, Nature and Scope of advertising, Functions--Role of Advertising in social and economic development-Difference between Advertising and publicity.				
<b>UNIT - II ICM and Types of Advertising</b>				<b>12</b>
ICM-meaning and importance-Types of advertising- on the basis of prospects, products, objective based advertising, Sponsorship-Scientific advertising and its stages- Consumer advertising-Business to Business Advertising- Retail advertising- Recruitment advertising.				
<b>UNIT - III Advertising copy, copy layout and advertising effectiveness</b>				<b>12</b>
Advertising copy-meaning- components and importance of copy- Advertising Layout- Meaning, essentials of good layout, Steps involved in preparation of layout-Principles of effective design and layout-advertising effectiveness-pre and post copy methods.				
<b>UNIT - IV Media, media planning and types of media</b>				<b>12</b>
Media-Meaning, Steps in Media planning- Indoor Media-News paper, Press, Radio, Television, Cinema, Outdoor Media-vehicles, Merits and Demerits-Direct mail advertising-Display media advertising-Forms of Display, Window display, Showroom, Trade shows-Exhibitions and trade fairs.				
<b>UNIT - V Advertising Agency &amp; Budget</b>				<b>12</b>
Advertising agency-Meaning, Importance of advertising agency, Functional Departments of Advertising Agency-Selection and evaluation of advertising agency-Advertising Budget-setting objectives-DAGMAR-Meaning, preparation and execution of advertising budget- Methods of determining the advertising budget appropriation.				
<b>Total Lecture Hours</b>				<b>60</b>

**BOOKS FOR STUDY:**

- Study Material will be provided by the Course Teacher

**BOOKS FOR REFERENCES:**

- C.N.Sontaki, Advertising, Kalyani Publishers.
- P.Saravanel & S.Sumathi, Advertising and Salesmanship, Margham Publication
- George E. Belch & Michael A belch, Advertising & Promotion. Mc Graw Hill Publishing.

**WEB RESOURCES:**

- ❖ <https://www.managementstudyguide.com/advertising-ethics.html>
- ❖ <https://www.managementstudyguide.com/classification-of-advertising.htm>
- ❖ <https://www.slideshare.net/siddhalinevrekar98/ethical-issues-in-advertising-64518074>

<b>Nature of Course</b>	EMPLOYABILITY		✓	SKILL ORIENTED		ENTREPRENEURSHIP		
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL		GLOBAL	✓
<b>Changes Made in the Course</b>	Percentage of Change		45%	No Changes Made		New Course		
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>								

**COURSE OUTCOMES:****K LEVEL****After studying this course, the students will be able to:**

<b>CO1</b>	Understand the basic concepts of advertisements	<b>K1 to K4</b>
<b>CO2</b>	Develop the ethics to be practiced in advertising	<b>K1 to K4</b>
<b>CO3</b>	Develop the process of copy and layout	<b>K1 to K4</b>
<b>CO4</b>	Infer knowledge about the type of media used	<b>K1 to K4</b>
<b>CO5</b>	Will explore the current trends in advertising	<b>K1 to K4</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>S- STRONG</b>			<b>M - MEDIUM</b>			<b>L - LOW</b>		

**CO / PO MAPPING:**

<b>COS</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

**LESSON PLAN**

<b>UNIT</b>	<b>ADVERTISING MANAGEMENT</b>	<b>HRS</b>	<b>PEDAGOGY</b>
<b>I</b>	<b>Introduction-Advertising- Meaning, Definition, Nature and Scope of advertising, Functions--Role of Advertising in social and economic development-Difference between Advertising and publicity.</b>	<b>12</b>	<b>Lecture Method &amp; Video instruction</b>
<b>II</b>	<b>ICM and Types of Advertising-ICM-meaning and importance-Types of advertising- on the basis of prospects, products, objective based advertising, Sponsorship-Scientific advertising and its stages- Consumer advertising-Business to Business Advertising- Retail advertising- Recruitment advertising.</b>	<b>12</b>	<b>Group Discussion and lecture method</b>
<b>III</b>	<b>Advertising copy, copy layout and advertising effectiveness- Advertising copy-meaning- components and importance of copy- Advertising Layout- Meaning, essentials of good layout, Steps involved in preparation of layout-Principles of effective design and layout- advertising effectiveness-pre and post copy methods.</b>	<b>12</b>	<b>Lecture Method &amp; Role play</b>
<b>IV</b>	<b>Media, media planning and types of media Media-Meaning, Steps in Media planning- Indoor Media-News paper, Press, Radio, Television, Cinema, Outdoor Media-vehicles, Merits and Demerits-Direct mail advertising-Display media advertising-Forms of Display, Window display, Showroom, Trade shows-Exhibitions and trade fairs.</b>	<b>12</b>	<b>Lecture Method</b>
<b>V</b>	<b>Advertising Agency &amp; Budget Advertising agency-Meaning, Importance of advertising agency, Functional Departments of Advertising Agency-Selection and evaluation of advertising agency-Advertising Budget-setting objectives-DAGMAR-Meaning, preparation and execution of advertising budget- Methods of determining the advertising budget appropriation.</b>	<b>12</b>	<b>Lecture Method and Case studies discussion</b>

**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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K3,K3)
AI	CO2	K1 – K4	2	K1,K2	2(K3,K3)	2(K2,K2)
CI	CO3	K1 – K4	2	K1,K2	2(K2, K2)	2(K3,K3)
AII	CO4	K1 – K4	2	K1,K2	2(K3,K3)	2(K3,K3)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

**Distribution of Marks with K Level CIA I & CIA II**

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	25
	K2	2	10		12	21.5	
	K3		10	32	42	75.0	75
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	32	42	75	75
	K4						
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1,K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1,K2	2(K3)	2(K3)
4	CO4	K1 – K4	2	K1,K2	2(K3)	2(K3)
5	CO5	K1 – K4	2	K1,K2	2 (K3)	2(K3)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	30	48	78	55.7	55.7
K4	-	-	-	-	-	
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer ALL the questions				<b>PART – A</b>	
<b>(10 x 1 = 10 Marks)</b>					
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K2</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K3		
OR					
13. b)	Unit - III	CO3	K3		
14. a)	Unit - IV	CO4	K3		
OR					
14. b)	Unit - IV	CO4	K3		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K2		
OR					
17. b)	Unit - II	CO2	K2		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K3		
OR					
19. b)	Unit - IV	CO4	K3		
20. a)	Unit - V	CO5	K3		
OR					
20. b)	Unit - V	CO5	K3		

**MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)**
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FOR THOSE WHO JOINED IN 2023-2024 AND AFTER**

<b>Course Name</b>	EMOTIONAL INTELLIGENCE			
<b>Course Code</b>	23UBAEC43	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	ELECTIVE	<b>4</b>	<b>-</b>	<b>3</b>
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"> <li>➤ To recognize the importance of Emotional Intelligence in personal and professional contexts.</li> <li>➤ To identify and understand one's own emotions, strengths, weaknesses, and values.</li> <li>➤ Develop empathy and understanding of others' emotions, perspectives, and needs.</li> <li>➤ To ascertain the strategies to manage and regulate one's emotions.</li> <li>➤ To learn the models to manage and regulate one's emotions effectively.</li> </ul>				
<b>UNIT - I Fundamentals of Emotional Intelligence</b>				<b>13</b>
Nature and significance-Models of emotional intelligence: ability, trait and mixed -Building blocks of emotional intelligence: self-awareness, self-management, social awareness and relationship management.				
<b>UNIT - II Personal Qualification</b>				<b>13</b>
Self-awareness: observing and recognizing one's emotions, knowing one's strengths and areas for development. Self-management: managing emotions, anxiety, fear and anger.				
<b>UNIT - III Social Competence</b>				<b>13</b>
Social Awareness: Perspectives of others, empathy and compassion. Relationship management: effective communication, collaboration, teamwork, and conflict management.				
<b>UNIT - IV Emotional Intelligence: Measurement and Development</b>				<b>10</b>
Measures of emotional intelligence. Strategies to develop and enhance emotional intelligence.				
<b>UNIT - V Integration and Application of EI</b>				<b>11</b>
Integrating EI into daily life and Work- - Importance of Emotional Intelligence in personal life, Importance of Emotional Intelligence in work place-Reflection on personal and professional development.				
<b>Total Lecture Hours</b>				<b>60</b>

**BOOKS FOR STUDY:**

- Study Material will be provided by the Course Teacher

**BOOKS FOR REFERENCES:**

- Emotional Intelligence By Daniel Goleman
- Emotional Intelligence By Travis Bradberry
- Emotional intelligence By Mangal.S.K and Mangal, Shubra

**WEB RESOURCES:**

- ❖ <https://www.psychologytoday.com/us/basics/emotional-intelligence>
- ❖ <https://mhanational.org/what-emotional-intelligence-and-how-does-it-apply-workplace>
- ❖ <https://www.ihhp.com/meaning-of-emotional-intelligence/>

<b>Nature of Course</b>	EMPLOYABILITY	✓	SKILL ORIENTED		ENTREPRENEURSHIP		
<b>Curriculum Relevance</b>	LOCAL	REGIONAL	NATIONAL		GLOBAL	✓	
<b>Changes Made in the Course</b>	Percentage of Change		No Changes Made		New Course		✓
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>							

**COURSE OUTCOMES:****K LEVEL****After studying this course, the students will be able to:**

<b>CO1</b>	Develop an understanding of their own emotions, including the ability to recognize and label their feelings accurately.	<b>K1 to K4</b>
<b>CO2</b>	Identify techniques for managing their emotions effectively, to control impulses, managing stress, and maintaining a positive outlook.	<b>K1 to K4</b>
<b>CO3</b>	Find out skills such as effective communication, conflict resolution, and teamwork, to build strong relationships.	<b>K1 to K4</b>
<b>CO4</b>	Explore the strategies to measure how emotional intelligence contributes to effective leadership.	<b>K1 to K4</b>
<b>CO5</b>	Reflect on applying emotional intelligence skills in various aspects of their personal and professional lives.	<b>K1 to K4</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>L</b>
<b>CO2</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>S</b>	<b>L</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>L</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>
<b>CO5</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>S</b>

<b>S- STRONG</b>		<b>M – MEDIUM</b>			<b>L - LOW</b>	
<b>CO / PO MAPPING:</b>						
<b>COS</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	
<b>LESSON PLAN</b>						
<b>UNIT</b>	<b>EMOTIONAL INTELLIGENCE</b>			<b>HRS</b>	<b>PEDAGOGY</b>	
<b>I</b>	Nature and significance-Models of emotional intelligence: ability, trait and mixed-Building blocks of emotional intelligence: self-awareness, self-management, social awareness and relationship management.			<b>13</b>	<b>Lecture method and case studies discussion</b>	
<b>II</b>	Self-awareness: observing and recognizing one's emotions, knowing one's strengths and areas for development. Self-management: managing emotions, anxiety, fear and anger.			<b>13</b>	<b>Lecture Method and Role-playing scenarios to practice emotional regulation</b>	
<b>III</b>	Social Awareness: Perspectives of others, empathy and compassion. Relationship management: effective communication, collaboration, teamwork, and conflict management.			<b>13</b>	<b>Lecture method and using non-verbal cues to explain social issues</b>	
<b>IV</b>	Concept, Need for measurement of E.I, Measures of emotional intelligence-benefits- Strategies to develop emotional intelligence in the work place- ways to enhance E.I			<b>10</b>	<b>Lecture method and case studies discussion.</b>	
<b>V</b>	Integrating EI into daily life and Work- - Importance of Emotional Intelligence in personal life, Importance of Emotional Intelligence in work place-Reflection on personal and professional development.			<b>11</b>	<b>Lecture method</b>	

**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 Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K2,K2)
AI	CO2	K1 – K4	2	K1,K2	2(K2,K2)	2(K3,K3)
CI	CO3	K1 – K4	2	K1,K2	2(K2,K2)	2(K3,K3)
AII	CO5	K1 – K4	2	K1,K2	2(K3,K3)	2 (K4,K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

**Distribution of Marks with K Level CIA I & CIA II**

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	20	16	38	68	
	K3			16	16	28.5	28.5
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	16	26	46.4	75
	K4			16	16	28.6	
	Marks	4	20	32	56	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	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1,K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1,K2	2(K4)	2(K3)
4	CO4	K1 – K4	2	K1,K2	2(K4)	2(K4)
5	CO5	K1 – K4	2	K1,K2	2 (K3)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(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 (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	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

Q. No.	Unit	CO	K-level		
Answer ALL the questions				<b>PART – A</b>	
<b>(10 x 1 = 10 Marks)</b>					
1.	<b>Unit - I</b>	<b>CO1</b>	<b>K1</b>		
				a)	b)
				c)	d)
2.	<b>Unit - I</b>	<b>CO1</b>	<b>K2</b>		
				a)	b)
				c)	d)
3.	<b>Unit - II</b>	<b>CO2</b>	<b>K1</b>		
				a)	b)
				c)	d)
4.	<b>Unit - II</b>	<b>CO2</b>	<b>K2</b>		
				a)	b)
				c)	d)
5.	<b>Unit - III</b>	<b>CO3</b>	<b>K1</b>		
				a)	b)
				c)	d)
6.	<b>Unit - III</b>	<b>CO3</b>	<b>K2</b>		
				a)	b)
				c)	d)
7.	<b>Unit - IV</b>	<b>CO4</b>	<b>K1</b>		
				a)	b)
				c)	d)
8.	<b>Unit - IV</b>	<b>CO4</b>	<b>K2</b>		
				a)	b)
				c)	d)
9.	<b>Unit - V</b>	<b>CO5</b>	<b>K1</b>		
				a)	b)
				c)	d)
10.	<b>Unit - V</b>	<b>CO5</b>	<b>K2</b>		
				a)	b)
				c)	d)



Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K2		
OR					
11. b)	Unit - I	CO1	K2		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit – III	CO3	K4		
OR					
13. b)	Unit – III	CO3	K4		
14. a)	Unit – IV	CO4	K4		
OR					
14. b)	Unit – IV	CO4	K4		
15. a)	Unit - V	CO5	K3		
OR					
15. b)	Unit - V	CO5	K3		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K2		
OR					
16. b)	Unit - I	CO1	K2		
17. a)	Unit - II	CO2	K2		
OR					
17. b)	Unit - II	CO2	K2		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K4		
OR					
19. b)	Unit - IV	CO4	K4		
20. a)	Unit - V	CO5	K4		
OR					
20. b)	Unit - V	CO5	K4		

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	TALLY			
<b>Course Code</b>	23UBASP41	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	SKILL COURSE	-	2	2
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To impart knowledge about basic use of Tally and its functions.</li><li>➤ To understand the creation of groups and Ledgers.</li><li>➤ To provide understanding about Data Management in Tally.</li><li>➤ To understand the process of GST, EPF etc.</li><li>➤ To familiarize students about significance of Tally in implications in the Organizations.</li></ul>				
<b>UNIT - I BASICS OF ACCOUNTING AND FUNDAMENTALS OF TALLY</b>				<b>6</b>
Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.				
<b>UNIT - II ACCOUNTING MASTER &amp; INVENTORY MASTER</b>				<b>6</b>
<b>Accounting Master in Tally. ERP 9: Groups &amp; Ledgers Creation</b> Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.				
<b>UNIT - III VOUCHER ENTRIES &amp; ADVANCE ACCOUNTING</b>				<b>6</b>
Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.				
<b>UNIT - IV ADVANCE INVENTORY &amp; TAXES</b>				<b>6</b>
Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.				
<b>UNIT - V REPORT PREPARATION</b>				<b>6</b>
Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9				
<b>Total Lecture Hours</b>				<b>30</b>
<b>List of Programs</b>				
Write a Tally program to create a company.				
Write a Tally program to shut or delete a company.				
Write a Tally program to create a group.				
Write a Tally program to create a Ledger.				
Write a Tally program to create an Accounting Voucher.				
Write a Tally program to create a stock group and categories.				
Write a Tally program to create a purchase order processing.				
Write a Tally program to create a sales order processing.				
Write a Tally program to create a bank reconciliation statement.				
Write a Tally program to create a budget control.				

**BOOKS FOR STUDY:**

- Study Material will be provided by the Course Teacher

**BOOKS FOR REFERENCES:**

- Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
- Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications
- Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education
- Bimlendu Shekhar, Tally Practical Work Book -1, 2nd Edition
- Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020

**WEB RESOURCES:**

- ❖ <https://tallysolutions.com/learning-hub/>
- ❖ <https://www.tutorialkart.com/tally/tally-tutorial/>
- ❖ <https://sscstudy.com/tally-erp-9-book-pdf-free-download/>
- ❖ <https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/>
- ❖ <https://www.javatpoint.com/tally>

<b>Nature of Course</b>	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENEURSHIP		
<b>Curriculum Relevance</b>	LOCAL	REGIONAL		NATIONAL		✓	GLOBAL	
<b>Changes Made in the Course</b>	Percentage of Change		No Changes Made			New Course		✓
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>								

**COURSE OUTCOMES:****K LEVEL**

**After studying this course, the students will be able to:**

<b>CO1</b>	To understand about the basic accounting and Tally. ERP 9	<b>K1 to K4</b>
<b>CO2</b>	Identify the maintained of Ledger and inventory system	<b>K1 to K4</b>
<b>CO3</b>	Creation of various vouchers and bill wise details	<b>K1 to K4</b>
<b>CO4</b>	Understand various taxes returns and filing	<b>K1 to K4</b>
<b>CO5</b>	Relate and infer various reports generated in Tally. ERP 9	<b>K1 to K4</b>

**MAPPING WITH PROGRAM OUTCOMES:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	M	M	M	S	S	M
CO2	S	M	M	M	M	S	S	S
CO3	S	M	M	M	M	S	S	S
CO4	M	M	M	M	M	M	S	M
CO5	M	S	M	M	S	M	S	M

**S- STRONG**

**M – MEDIUM**

**L - LOW**

**CO / PO MAPPING:**

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>-</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>-</b>	<b>3.0</b>	<b>3.0</b>

**LESSON PLAN**

UNIT	TALLY	HRS	PEDAGOGY
<b>I</b>	Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.	<b>6</b>	<b>HANDS ON TRAINING</b>
<b>II</b>	<b>Accounting Master in Tally. ERP 9: Groups &amp; Ledgers Creation</b> Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.	<b>6</b>	
<b>III</b>	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.	<b>6</b>	
<b>IV</b>	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.	<b>6</b>	
<b>V</b>	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9	<b>6</b>	

Learning Outcome Based Education & Assessment (LOBE)							
Formative Examination - Blue Print							
Articulation Mapping – K Levels with Course Outcomes (COs)							
Internal	COs	K Level	Syntax & Semantics	Programming principles	Concept Applications	Coding & Implementation	Debugging & Output
CIAI	CO1	K1	5				
	CO2	K2		5			
	CO3	K3			5		
	CO4	K3				5	
	CO5	K4					5
Question Pattern CIA		No. of Questions to be asked	2	2	2	2	2
		No. of Questions to be answered	2	2	2	2	2
		Marks for each question	2.5	2.5	2.5	2.5	2.5
		Total Marks for each section	5	5	5	5	5

Distribution of Marks with K Level CIA									
	K Level	Syntax & Semantics	Programming principles	Concept Applications	Implementation	Output	Total Marks	% of (Marks without choice)	Consolidate of %
CIA	K1	5					5	20	20
	K2		5				5	20	20
	K3			5	5		10	40	40
	K4					5	5	20	20
	Marks						25	100	100

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

S. No.	Cos	K Level	Syntax & Semantics	Programming principles	Concept Applications	Coding & Implementation	Debugging & Output
1	CO1	K1	15				
2	CO2	K2		15			
3	CO3	K3			15		
4	CO4	K3				15	
5	CO5	K4					15
<b>Question Pattern</b>	No. of Questions to be asked		2	2	2	2	2
	No. of Questions to be answered		2	2	2	2	2
	Marks for each question		7.5	7.5	7.5	7.5	7.5
	Total Marks for each section		15	15	15	15	15

**Distribution of Marks with K Level**

K Level	Syntax & Semantics	Programming principles	Concept Applications	Coding	Debugging & Output	Total Marks	% of (Marks without choice)	Consolidated %
K1	15					15	20	20
K2		15				15	20	20
K3			15	15		30	40	40
K4					15	15	20	20
<b>Marks</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>75</b>	<b>100</b>	<b>100</b>

# MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



## DEPARTMENT OF BUSINESS ADMINISTRATION FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

<b>Course Name</b>	INTELLECTUAL PROPERTY RIGHTS			
<b>Course Code</b>	23UBASC41	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	SKILL	2	-	2
<b>COURSE OBJECTIVES:</b>				
<ul style="list-style-type: none"><li>➤ To learn aspects of Intellectual property Rights To students who are going to play a major role in development and management of innovative projects in industries.</li><li>➤ To Disseminate Knowledge on Patents, patent regime in India and abroad and registration aspects.</li><li>➤ To evaluate the copyright law.</li><li>➤ To disseminate knowledge on copyrights and its related rights and registration aspects.</li><li>➤ To understand about Geographical Indicators.</li></ul>				
<b>UNIT - I IPR- Introduction</b>				<b>07</b>
IPR Introduction and the need for intellectual property right – IPR in India –Different Classifications – Commercialization of Intellectual Property Right By Licensing-TRIPS-agreement-Emerging issues in IPR.				
<b>UNIT - II Patent and its classification</b>				<b>05</b>
Patent-Meaning–Classification–Importance–Types of Patent Applications in India – Patentable Invention– Not Patentable Invention.				
<b>UNIT - III Trademarks and Registration of Trade Marks</b>				<b>06</b>
Trade Marks-Meaning–Fundamentals–kinds of TM-Functions—Guidelines For Registration of Trade Mark – Protection of TM – Non-Registrable Trademarks -Industrial Designs –Need for Protection Of Industrial Designs.				
<b>UNIT - IV Copyright and Infringement</b>				<b>05</b>
Introduction to Copyright– Conceptual Basis –Copyright and Related Rights–Author & Ownership of Copyright - Registration – Transfer –Infringement–Copyright pertaining to Software/Internet and other Digital media-concept of cyber law and its challenges.				
<b>UNIT - V Geographical Indication and its significance</b>				<b>04</b>
Geographical Indication: Concept, Protection & Significance.				
<b>Total Lecture Hours</b>				<b>30</b>

**BOOKS FOR STUDY:**

- The Study Material Will Be Provided by the course teacher

**BOOKS FOR REFERENCES:**

- Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing.
- Intellectual Property Rights in India by V.k.Ahuja, LexisNexis.
- Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House.
- Introduction to Intellectual property rights by chawkam H.S. Oxford &Ibh.
- Intellectual Property - Patents, Copyright, TradeMarks and Allied Rights by W Cornish and D Llewelyn and T Pai.

**WEB RESOURCES:**

- ❖ <https://nptel.ac.in/courses/110/105/110105139/>
- ❖ [https://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_450\\_2020.pdf](https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf)
- ❖ <https://ipindia.gov.in/>
- ❖ <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>
- ❖ [https://www.icsi.edu/media/webmodules/FINAL\\_IPR&LP\\_BOOK\\_10022020.pdf](https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf)

<b>Nature of Course</b>	EMPLOYABILITY	✓	SKILL ORIENTED	✓	ENTREPRENEURSHIP	
<b>Curriculum Relevance</b>	LOCAL		REGIONAL		NATIONAL	GLOBAL ✓
<b>Changes Made in the Course</b>	Percentage of Change	47 %	No Changes Made		New Course	
<b>* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.</b>						



COURSE OUTCOMES:		K LEVEL
<b>After studying this course, the students will be able to:</b>		
<b>CO1</b>	Imbibe the knowledge of IPR through various laws.	<b>K1 &amp; K2</b>
<b>CO2</b>	Apply the knowledge of patents.	<b>K1 &amp; K2</b>
<b>CO3</b>	Understand the process of acquiring a trademark.	<b>K1 &amp; K2</b>
<b>CO4</b>	Create an awareness about copyrights.	<b>K1 &amp; K2</b>
<b>CO5</b>	Understand geographical indicators.	<b>K1 &amp; K2</b>

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	S	M	M	M	M
CO2	M	S	M	M	S	M	S	M
CO3	M	S	S	S	M	S	S	M
CO4	M	M	M	M	M	M	M	M
CO5	M	M	M	M	S	M	S	M
<b>S- STRONG</b>			<b>M - MEDIUM</b>			<b>L - LOW</b>		

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	3	3
CO 3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3
CO 5	3	3	3	3	3	3
<b>WEITAGE</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

LESSON PLAN			
UNIT	INTELLECTUAL PROPERTY RIGHTS	HRS	PEDAGOGY
<b>I</b>	IPR Introduction: and the need for intellectual property right – IPR in India –Classifications of IPR–Commercialization of Intellectual Property Right by Licensing-TRIPS Agreement-Emerging issues in IPR.	<b>7</b>	Using PPT for lecturing/Quiz
<b>II</b>	Patent-Meaning–Classification–Importance–Types of Patent Applications in India – Patentable Invention– Not Patentable Invention.	<b>5</b>	Lecture method using live examples
<b>III</b>	Trade Marks-Meaning–Fundamentals–kinds of TM-Functions— Guidelines - for Registration of Trade Mark – Protection of TM – Non-Registrable Trademarks -Industrial Designs –Need for Protection of Industrial Designs.	<b>6</b>	Lecture method/open book assignment
<b>IV</b>	Introduction to Copyright–Basics of copyright–Copyright and Related Rights–Author & Ownership of Copyright - Registration – Transfer –	<b>8</b>	Lecture method/self-

	Infringement–Copyright pertaining to software/internet and other Digital media-concept of cyber law and its challenges.		learning assignment on copyright
<b>V</b>	Geographical Indication: Concept, Protection & Significance.	<b>4</b>	Lecture method/Group discussion

<b>Learning Outcome Based Education &amp; Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)</b>				
<b>Internal</b>	<b>Cos</b>	<b>K Level</b>	<b>Section A</b>	
			<b>MCQs</b>	
			<b>No. of. Questions</b>	<b>K - Level</b>
<b>CI</b>	<b>CO1</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>AI</b>	<b>CO2</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>CI</b>	<b>CO3</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>AII</b>	<b>CO4</b>	<b>K1 – K2</b>	<b>25</b>	<b>K1,K2</b>
<b>Question Pattern CIA I &amp; II</b>		<b>No. of Questions to be asked</b>	<b>50</b>	
		<b>No. of Questions to be answered</b>	<b>50</b>	
		<b>Marks for each question</b>	<b>1</b>	
		<b>Total Marks for each section</b>	<b>50</b>	

\* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (I<sup>st</sup> Test-2 CO's & II<sup>nd</sup> Test-2 CO's) in equal weightage

Distribution of Marks with K Level CIA I & CIA II					
	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	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	Section A (MCQs)	
			No. of Questions	K – Level
1	CO1	K1-K2	15	K1,K2
2	CO2	K1-K2	15	K1,K2
3	CO3	K1-K2	15	K1,K2
4	CO4	K1-K2	15	K1,K2
5	CO5	K1-K2	15	K1,K2
No. of Questions to be Asked			75	
No. of Questions to be answered			75	
Marks for each question			1	
Total Marks for each section			75	
(Figures in parenthesis denotes, questions should be asked with the given K level)				

In summative examinations, 75 MCQ's will be asked [75X1=75 marks] from all 5 CO's in equal weightage.

<b>Distribution of Marks with K Level</b>				
<b>K Level</b>	<b>Section A (Multiple Choice Questions)</b>	<b>Total Marks</b>	<b>% of (Marks without choice)</b>	<b>Consolidated %</b>
<b>K1</b>	<b>40</b>	<b>40</b>	<b>53</b>	<b>100</b>
<b>K2</b>	<b>35</b>	<b>35</b>	<b>47</b>	
<b>K3</b>				
<b>K4</b>				
<b>Marks</b>		<b>75</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>				