Eligibility for Admission

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

Duration of the course

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

Subjects of Study

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

Part II : English

Part III :

1. Core Subjects

2. Allied Subjects

3. Electives

Part IV

1. Non Major Electives (II Year)

2. Skill Based Subjects

3. Environmental Studies - Mandatory Subject

4. Value Education - Mandatory Subject

Part V

Extension Activities

Pattern of the question paper for the Continuous Internal Assessment

Note: Duration – 1 hour 30 minutes

(For Part I, Part II & Part III)

The components for continuous internal assessment are:

Part -A

Four multiple choice questions (answer all) $4 \times 01 = 04$ Marks

Part -B

Three short answers questions(answer all) $3 \times 02 = 06$ Marks

Part -C

Two questions ('either or 'type) 2 x 05=10 Marks

Part -D

Two questions out of three $2 \times 10 = 20 \text{ Marks}$

Total 40 Marks

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

The components for continuous internal assessment are:

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

Two tests and their average --15 marks
Seminar /Group discussion --5 marks
--5 marks

Total 25 Marks

Pattern of the question paper for the Summative Examinations:

Note: Duration- 3 hours

Part -A

Ten multiple choice questions

 $\frac{10 \text{ x}01}{10 \text{ marks}} = 10 \text{ Marks}$

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

Part -B

Short answer questions (one question from each unit) $5 \times 02 = 10$ Marks

Part –C

Five Paragraph questions ('either or 'type) $5 \times 05 = 25$ Marks

(One question from each Unit)

Part -D

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

(One question from each Unit)

Total 75 Marks

Part-IV- Skill Based and Non Major Elective Courses:

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

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

The components for continuous internal assessment are:

Two tests and their average --15 marks
Seminar /Group discussion --5 marks
Assignment --5 marks

Total 25 Marks

Summative Examination Pattern

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

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

(15MCQ's from each unit)

Part-IV- Environmental Studies and Value Education

The Scheme of Examination (Environmental Studies and Value Education)

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

Question Paper Pattern

(Internal Assessment)

Pattern of the Question Paper for Environmental Studies & Value Education only) (Internal)
45 MCQs will be asked for two internal assessment tests (45 x 1=45 Marks) and converted for 15 marks

Two tests and their average -- 15 marks
Project -- 10 marks

Total 25 Marks

Summative Examination Pattern

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

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

(15MCQ's from each unit)

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

PART V Extension Activities: (Maximum Marks: 100)

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

Minimum Marks for a Pass

40% of the aggregate (Internal +Summative Examinations).

No separate pass minimum for the Internal Examinations.

27 marks out of 75 is the pass minimum for the Summative Examinations.



VISION

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

MISSION

Our vision is accompanied by many-fold Mission statements

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

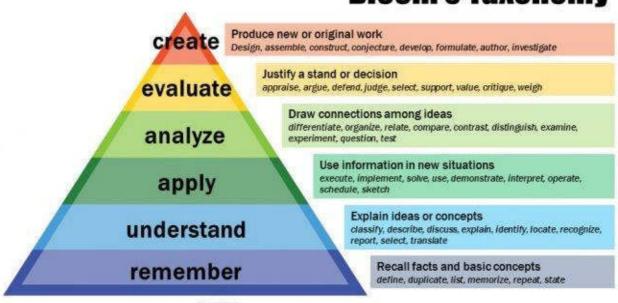
The 12 Graduate Attributes*:

- 1. (KB) A knowledge base for engineering: Demonstrated competence in university level mathematics, natural sciences, engineering fundamentals, and specialized engineering knowledge appropriate to the program.
- 2. (PA) Problem analysis: An ability to use appropriate knowledge and skills to identify, formulate, analyze, and solve complex engineering problems in order to reach substantiated conclusions
- 3. (Inv.) Investigation: An ability to conduct investigations of complex problems by methods that include appropriate experiments, analysis and interpretation of data and synthesis of information in order to reach valid conclusions.
- 4. (Des.) Design: An ability to design solutions for complex, open-ended engineering problems and to design systems, components or processes that meet specified needs with appropriate attention to health and safety risks, applicable standards, and economic, environmental, cultural and societal considerations.
- 5. (Tools) Use of engineering tools: An ability to create, select, apply, adapt, and extend appropriate techniques, resources, and modern engineering tools to a range of engineering activities, from simple to complex, with an understanding of the associated limitations.
- 6. (Team) Individual and teamwork: An ability to work effectively as a member and leader in teams, preferably in a multi-disciplinary setting.
- 7. (Comm.) Communication skills: An ability to communicate complex engineering concepts within the profession and with society at large. Such ability includes reading, writing, speaking and listening, and the ability to comprehend and write effective reports and design documentation, and to give and effectively respond to clear instructions.

- 8. (Prof.) Professionalism: An understanding of the roles and responsibilities of the professional engineer in society, especially the primary role of protection of the public and the public interest.
- 9. (Impacts) Impact of engineering on society and the environment: An ability to analyze social and environmental aspects of engineering activities. Such ability includes an understanding of the interactions that engineering has with the economic, social, health, safety, legal, and cultural aspects of society, the uncertainties in the prediction of such interactions; and the concepts of sustainable design and development and environmental stewardship.
- 10. (Ethics) Ethics and equity: An ability to apply professional ethics, accountability, and equity.
- 11. (Econ.) Economics and project management: An ability to appropriately incorporate economics and business practices including project, risk, and change management into the practice of engineering and to understand their limitations.
- 12. (LL) Life-long learning: An ability to identify and to address their own educational needs in a changing world in ways sufficient to maintain their competence and to allow them to contribute to the advancement of knowledge

	intribute to the advancement of knowledge	G 4:
WA	Graduate Attributes	Caption as
1	Demonstrated competence in university level mathematics,	Business
	natural sciences, engineering fundamentals, and specialized	Environment and
	engineering knowledge appropriate to the program.	Domain Knowledge.
2	An ability to use appropriate knowledge and skills to identify,	Critical Thinking,
		Business Analysis
	formulate, analyze, and solve complex engineering problems in	and Problem
	order to reach substantiated conclusions	Solving.
7	An ability to communicate complex engineering concepts within	Effective
	the profession and with society at large. Such ability includes	Communication.
	reading, writing, speaking and listening, and the ability to	
	comprehend and write effective reports and design	
	documentation, and to give and effectively respond to clear	
	instructions.	
6	An ability to work effectively as a member and leader in teams,	Teamwork and
	preferably in a multi-disciplinary setting.	Innovation
10	An ability to apply professional ethics, accountability, and	Ethics.
	equity.	
12	An ability to identify and to address their own educational needs	Life-long Learning
	in a changing world in ways sufficient to maintain their	
	competence and to allow them to contribute to the advancement	
	of knowledge	
	1	1

Bloom's Taxonomy



THE R. P.

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

PROGRAM SPECIFIC OUTCOME (PSOs)

PSO1: Business environment and Domain Knowledge

Students will be able to identify and analyse economic, socio – cultural, political and legal factors present in the national and global business environment which have an influence over the conduct of business with sustainable development and gain the knowledge of various domains relevant to business.

PSO2: Critical Thinking, Business Analysis and Problem Solving

Students will develop competencies in quantitative and qualitative analysis techniques along with the ability to think and analyze critically and apply the conclusions of rational decision making process to problem solving in functional areas of business.

PSO3: Effective Communication

Students will develop the ability to communicate effectively through oral as well as written modes using appropriate technology and logical reasoning to articulate ideas at a level which reflects competence.

PSO4: Teamwork and Innovation

Students can demonstrate the fundamentals of creating and managing innovation, new business development and high-growth business entities. And also demonstrate the ability to work in groups as member or leader in diverse teams.

PSO5: Ethics

Students will develop the ability to lead and build teams demonstrating ethical standards in business decision making with responsiveness to contemporary social issues. And develop an ethical practice and imbibe values for better corporate governance.

PSO6: Life-long learning

Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological advancement, cultural and concept changes.

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous), Pasumalai BBA., Curriculum

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

Course Code	Title of the Course	Hrs	Cred	Maxi	mum N	Iarks
			it	Int	Ext	Total
THIRD SEMI	ESTER					
Part - III	Core Courses					
21UBAC31	Business Law	5	4	25	75	100
21UBAC32	Marketing Management	5	4	25	75	100
21UBAC33	Entrepreneurship	5	4	25	75	100
21UBAC34	Organisational Behaviour	5	4	25	75	100
Part III	Allied Course	0.00				
21UBAA31	Business Statistics	6	4	25	75	100
Part IV	Skill Based Course	A .	(SA)			
21UBAS31	Personality Development Skill	2	2	25	75	100
Part IV	Non Major Elective Course	9	A res			
21UBAN31	Business Management	2	2	25	75	100
	Total	30	24	175	525	700
FOURTH SE	ME <mark>STER </mark>	JE.K	(A)		•	•
Part - III	Core Courses	TOTAL STATE		0		
21UBAC41	Basics of Intellectual Property	5	4	25	75	100
	Rights					
21UBAC42	Human Resource Management	5	4	25	75	100
21UBAC43	Data Analysis using Excel	5	4	25	75	100
21UBAC44	Research Methodology	5	4	25	75	100
Part III	Allied Course	N.	The same	1		
21UBAA41	Operations Research	6	4	25	75	100
Part IV	Skill Based Course		3)/			
21UBAS41	Body Language Skills	2	2	25	75	100
Part IV	Non Major Elective Course					
21UBAN41	Entrepreneurial Development	2	2	25	75	100
21UEAG40-	Part V Extension Activities	0 1		100	-	100
21UEAG49						
21UBEC41	Internship Report(Extra Credit)	0	1	40	60	100
	Total	30	25	315	585	900





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION

(For those who joined in 2021-2022 and after)

Course Code 21UBAC31 L P Category Core 5 - Nature of course: EMPLOYABILITY SKILL ORIENTED ENTREPRENEURSHIP Course Objectives: 1. To expose the students to the principles and law of contract.	C
Nature of course: EMPLOYABILITY SKILL ORIENTED ENTREPRENEURSHIP Course Objectives:	
Course Objectives:	4
)
1. To expose the students to the principles and law of contract	
2. To bring knowledge to the students about capacity of contract.	
3. To aware about the concepts of Bailment and agency.	
 To develop the skills to identify relationship towards sale of goods. To equip the students to find the partners relationship and its act of law. 	
Unit: I Indian Contract Act, 1872	
Definition - Essentials of Valid Contract - Types of Contract - Legal rules as to Offer, Acceptance	
and Consideration.	
Unit: II Capacity to Contract 15	5
Free consent – Coercion, Undue influence, Misrepresentation, Fraud and Mistakes. Quasi	i
Contracts - Wagering and Contingent Contracts. Discharge of Contract. Breach of Contract and	
Remedies for Breach of Contract	
Unit: III Contracts of Indemnity & Guarantee 15	5
Features, Differences between Indemnity and Guarantee, Kinds of Guarantee and Rights of Sur	-
Bailment – Duties of Bailor and Bailee and Differences between Pledge and Bailment. Agence	cy –
Creation, Rights and Duties of Agent and Principal and Termination of Agency.	
Unit: IV Sale of Goods Act 1930	5
Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an Unp	aid
Seller.	
Rights to Information Act 2005, meaning, objectives and significance of RTI act,-Recent	
Amendments- Procedures for obtaining information under RTI act 2005.	
Unit: V Indian Partnership Act 1932	5
Definition and Formation of Partnership, Types of Partners, Duties and Rights of Partners.	
Self Learning: key amendments to limited liability partnership bill 2021.	
Total Lecture Hours 75 H	Irs
Books for Study:	
1. Kapoor, N. D, Elements of Mercantile Law, Sultan Chand & Sons, New Delhi	
2. Garg. K.C, V.K.Sareen, Mukesh Sharma and R.C.Chawla, Business Law-I, Kaly	yani
Publishers, 3, Mahalakshmi Street, T.Nagar, 600 017, Chennai.	

Books for References:

- 1. Senthamarai Lakshmi. C and Muthulakshmi. I, **Business Law**, Limra Publications, 625 001, Madurai.
- 2. Maheshwari, S.N. and S.K. Maheshwari, A Manual of Business Law, Himalaya Publishing House, New Delhi.

Web Resources:

https://en.wikipedia.org/wiki/Indian Contract Act, 1872

https://www.vedantu.com/commerce/capacity-to-contract

 $\underline{https://wbconsumers.gov.in/writereaddata/ACT\%20\&\%20RULES/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20\&\%20Rules/Relevant\%20Act\%20$

<u>es/Sales%20of%20Goods%20Act,%201930.pdf</u>

https://www.toppr.com/guides/business-laws/the-indian-partnership-act/

Course	e Outcomes Control of the Control of	K Level
	- MAM . 2	
CO1:	Cite the basic concepts, essential elements of a contract and to point out the legal terminologies of Indian contract act.	Up to K2
CO2:	Categorize the rights and duties of Capacity to Contract.	Up to K3
CO3:	Distinguish between indemnity and guarantee and to indicate the key features of indemnity and guarantee	Up to k4
CO4:	Discover the duties and responsibilities and techniques of sale of goods act.	Up to k4
CO5:	Understand the need for implementing sale of goods act and thereby to defend Partner relationship act.	Up to k4

CO & PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	2	101	1.44	2	2	3
CO 2	3	1,	2	2	2	3
CO 3	2	V_{11JIII}	2	3	2	3
CO 4	3	1 1	2	2	2	3
CO 5	3	1	1	2	2	3

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

LESSON PLAN

Unit	Course Name	Hrs	Pedagogy
	Indian Contract Act, 1872:	15	Chalk and
_	Definition - Essentials of Valid Contract - Types of Contract -		talk,PPT
1	Legal rules as to Offer, Acceptance and Consideration		Discussion
			Assignments
II	Capacity to Contract :	15	Chalk and
II	Free consent – Coercion, Undue influence, Misrepresentation,		talk,PPT

	Fraud and Mistakes. Quasi Contracts - Wagering and Contingent		Discussion
	Contracts. Discharge of Contract. Breach of Contract and		Assignments
	Remedies for Breach of Contract		
	Contracts of Indemnity & Guarantee:	15	Chalk and
	Features, Differences between Indemnity and Guarantee, Kinds of		talk,PPT
	Guarantee and Rights of Surety. Bailment – Duties of Bailor and		Assignment
III	Bailee and Differences between Pledge and Bailment. Agency -		Exercises
	Creation, Rights and Duties of Agent and Principal and		
	Termination of Agency.		
	Sale of Goods Act 1930:	15	Chalk and
137	Meaning of Sale and Goods, Conditions and Warranties, Transfer		talk,PPT
IV	of Property, Rights of an Unpaid Seller.		Assignment
	D 00000 1		Exercises
	Indian Partnership Act 1932:	15	Chalk and talk
V	Definition and Formation of Partnership, Types of Partners,		PPT
	Duties and Rights of Partners.		Discussion
			Role play

Course Designed by:

Dr. R.Venkatesa Narasimma Pandian, Assistant Professor,

Dr.M.Sakthivel, Associate Professor and Head

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

Inter	Cos	K Level	Section A	A LUL	Section B	5	Section C	Sectio
nal			MCQs		Short Answ	vers	Either or	n D
		19	No. of. Question	K - Level	No. of. Questions	K - Level	Choice	Open Choice
CI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)
ΑI	CO2	Up to k3	2	k1&k2	1	K2	2(k3&k3)	2(k3)
CI	CO3	Up to k4	2	k1&k2	2	К3	2(k4&k4)	2(k3)
AII	CO5	Up to k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)
Questi on Pattern	to be	of Questions Asked	4		3		4	3
CIA I & II		of Questions Answered	4		3		2	2
	Mark Ques	s for each	1		2		5	10

Total Marks for	4	6	10	20
each Section				

Disti	ribution	of Marks with	K Level CIA	I & CIA II				
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Mark s	% of (Marks without choice)	Consolida te of %
	K1	2	4	-		6	10	50
	K2	2	2	10	10	24	40	1
CIA I	K3	-	- 200	10	20	30	50	50
	K4	-	-/	~^^^	101	o.		
	Mark	4	6	20	30	60	100	100
	S		9/ (2)	(1/1/2/2)	M.			
	K1	2	- U		UHD)	2	3.3	10
CIA	K2	2	2	THE A CT		4	6.66	
II	K3	- 45	4	10	20	34	56.66	57
	K4	- (4	-	10	10	20	33.3	33
	Mar	4	6	20	30	60	100	100
	ks						H	

- K1- Remembering and recalling facts with specific answers
- **K2-** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Exercises
- K4- Examining, analyzing, presentation and make inferences with evidences

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

	Summative Exami <mark>nation – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)</mark>											
S.N	COs	K - Level	MCQs	-	Short Ans	wers	Section C	Section D				
0			No. of	K –	No. of	K –	(Either /	(Open				
			Questions	Level	Question	Level	or	Choice)				
					S		Choice)					
1	CO1	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)				
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)				
3	CO3	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k3)				
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)				
5	CO5	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)				
No. c	of Questic	ons to	10		5		10	5				
be As	sked											
No. c	of Questic	ons to be	10		5		5	3				
Ansv	vered											
Mark	s for eacl	n question	1		2		5	10				

Total Marks for	10		10		25	30
each section						
(Figures in parenthesis denot	es, questions	should be	asked with	the given	K level)	

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

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

Summative Examinations - Question Paper - Format

Castian	Section A (Multiple Choice Questions)								
Answe	r All Que		(10x1=10 marks)						
Q.No	CO	K Level	Questions						
1	CO1	K1							
2	CO1	K2							
3	CO2	K1							
4	CO2	K2							
5	CO3	K1							
6	CO3	K2	College Marine						
7	CO4	K1	30 Me 111/1/2 2						
8	CO4	K2	Control of the second						
9	CO5	K1							
10	CO5	K2							
Section	B (Short	t Answers							
Answe	r All Que	stions	(5x2=10 marks)						
Q.No	CO	K Level	Questions						
11	CO1	K1							
12	CO2	K1							
13	CO3	K2							
14	CO4	K2							
15	CO5	K2							
		er/Or Typ	e)						
Answe	r All Que	stions	$(5 \times 5 = 25 \text{ marks})$						
Q.No	CO	K	Questions						
210		Level	Questions						

16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K4	
18) b	CO3	K4	
19) a	CO4	К3	
19) b	CO4	К3	
20) a	CO5	К3	
20) b	CO5	K3	

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

Section D (Open Choice)

Answer Any Three questions

(3x10=30 marks)

Q.No	СО	K Level	Questions
21	CO1	K2	CHILL ACTION
22	CO2	К3	
23	CO3	K3	
24	CO4	K4	
25	CO5	K4	





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION

(For those who joined in 2021-2022 and after)

Course Name	MARKETING MANAGI	EMI	ENT					
Course Code	21UBAC32 L P							
Category	Core			5 -				
Nature of cours	se: EMPLOYABILITY		SKILL ORIENTED	ENTREPE	RENE	URSI	HIP	
Course Object	ives:	yhi	S 600					
 To understa outplay its of the successful description. To study the successful description. To acquire the successful description. To familiarity. 	e various pri <mark>cing strateg</mark> ies a listribution. The know <mark>ledge in Integr</mark> ated i	nd I dop mar ing,	Branding uses by firms to ted by firms and to know keting communications and to learn the social a	win the corver the factors is	influe	ncing keting	the	
	finition – Nature and Scope			Marketing N	1ix –		-	
	agem <mark>ent and its Evolution —</mark>	Coı	nsumers Behavi <mark>our – Bu</mark>	ying Motives	s – Co	nsum	ner	
Decision Makin				A				
	duct a <mark>nd Bran</mark> ding	t	HU E	2		10		
	ıct Cla <mark>ssification – Product</mark> F			elopment – P	roduc	t Mix	. —	
	cle – B <mark>randing</mark> , positioning	and	Packaging.	500				
	ing and <mark>Distri</mark> bution	Š.		7 /		15	5	
	g Objecti <mark>ves – K</mark> inds of Pric							
	nel Selecti <mark>on – Retailing and</mark>	l W	holesaling – Motivating	Channel Me	mbers			
	nmunicatio <mark>n in Ma</mark> rketing	r				20		
	Ieaning and I <mark>mportance – T</mark> y							
	Iedia – Media se <mark>lection – A</mark> c			sing Agency	– Evc	lutior	ı of	
	ectiveness-sales promotion -	Def	inition- its types.					
	ent marketing trends	Щ	THE PARTY OF THE P			15	5	
	ng-Definition-Importance-D							
U 1	Dimensions of Digital Mark							
Recent Marketin	ng Trends – Role of social m	redi				_		
			<u>Tota</u>	l Lecture Ho	ours	75 H	lrs	
Books for Stud	y:							
	Management, Dr.N.Rajan Na New Delhi-110 002	ir aı	nd Sanjith Nair, Sultan C	Chand & Sons	s, 23-			
Books for Refe								
1. Philip Kotle	er, Marketing management, F	ren	tice Hall of India Private	Limited.				

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

CO & PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	3	2	3	2	3
CO 2	3	3	3	2	3	3
CO 3	2	2	1	2	3	2
CO 4	3 6	2	3	2	3	3
CO 5	3	2	3	2	2	3

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

LESSON PLAN

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

Recent Marketing Trends – Role of social media in Marketing-Ethical	assignment on app
Practices in marketing.	

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

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blueprint **Articulation Mapping – K Levels with Course Outcomes (COs)** Section C **Section D** Inte Cos K Level **Section A Section B** rnal Either or Open **MCOs Short Answers** Choice Choice No. of. K -No. of. K -**Questions** Level Questions Level k1&k1 K2 CI CO₁ Up to k2 2(k2&k2)1(k2)ΑI CO2 Up to k3 2 k1&k1 K3 2(k3&k3) 2(k3) 1 CI Up to k3 2 K3 CO3 k1&k1 1 2(k2&k2)2(k3)AII Up to k4 2 K2 CO4 k1&k1 2 2(k4&k4) 1(k4)No. of 4 3 3 Question Pattern Ouestions to CIA I & II be asked No. of 2 2 Questions to be answered Marks for each 5 10 question Total Marks 10 20 6 for each

Distr	ibution of	Marks with I	K Level CIA 1	& CIA II				
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	4	-	-	-	4	6.6	47
	K2	-	4	10	10	24	40	
CIA	K3	-	2	10	20	32	53.3	53
1	K4	-	-	_	-	-	-	
	Marks	4	6	20	30	60	100	100
	K1	2	-	_	-	2	3.3	30
CIA	K2	2	4	10	-	16	26.6	
II	K3	_	2	-	20	22	36.6	37
	K4	-	-	10	10	20	33.3	33
	Marks	4	6	20	30	60	100	100

section

- K1- Remembering and recalling facts with specific answers
- **K2-** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

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

	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)											
S.No			MCQs		Short Answ	vers	Section C	Section D				
			No. of Questions	K – Level	No. of Questions	K – Level	(Either / or	(Open Choice)				
				MA	MA		Choice)					
1	CO1	Up to K 2	2	k1&k2	4	k2	2(k2&k2)	1(k2)				
2	CO2	Up to K3	2	k1&k2	-1	k2	2(k3&k3)	1(k3)				
3	CO3	Up to K3	2	k1&k2	AUUL	k3	2(k2&k2)	1(k3)				
4	CO4	Up to K4	2	k1&k2	1000	k2	2(k3&k3)	1(k4)				
5	CO5	Up to K 4	2	k1&k2	1,4,31,4	k2	2(k4&k4)	1(k4)				
No. of Asked	-	ons to be	10	MA	5	A E	10	5				
No. of answe		ons to be	10	9	5	1	5	3				
Mark	s for eac	h question	1	1	2		5	10				
Total section	Marks f n	or each	10	149	10		25	30				
(Figur	res in pa	renthes <mark>is den</mark>	otes, question	ıs should	be asked wi	th the gi	ven K level)					

	1,000		70 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1				
Distribution of Marks with K Level							
Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %	
5	-	- WILL	<u>e</u> 20 (1)	5	4.16	32	
5	8	10	10	33	27.5		
-	2	20	20	42	35	35	
-	-	20	20	40	33.3	33	
10	10	50	50	120	100	100	
	Section A (Multiple Choice Questions) 5 5 -	Section A (Multiple Choice Questions) 5 - 5 8 - 2	Section A (Multiple Choice Answer Questions) 5 5 8 10 - 2 20 20	Section A (Multiple Choice Answer Questions) 5	Section A (Multiple Choice Questions) Section B (Short Answer Questions) Section C (Either/ or Choice) Section D (Open Choice) Total Marks 5 - - - 5 5 8 10 10 33 - 2 20 20 42 - - 20 20 40	Section A (Multiple Choice Questions) Section B (Short Answer Questions) Section C (Either/ or Choice) Section D (Open Choice) Total Marks without choice) % of (Marks without choice) 5 - - - 5 4.16 5 8 10 10 33 27.5 - 2 20 20 42 35 - - 20 20 40 33.3	

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

${\bf Summative\ Examinations\ -\ Question\ Paper\ -\ Format}$

Section	A (Mul	tiple Choice	Questions)
Answer	All Qu		(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	2 8/10 0 6/2 C
10	CO5	K2	
Section	B (Shor	rt Answers)	D MAM 4
	All Qu		(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K2	
12	CO2	K2	
13	CO3	K3	TU nCp
14	CO4	K2	
15	CO5	K2	
		er/Or Type	
Answer	All Qu	estions	$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k3	
17) b	CO2	k3	
18) a	CO3	k4	
18) b	CO3	k4	
19) a	CO4	k3	J. 1444 LULAN
19) b	CO4	k3	SON THE PROPERTY OF THE PARTY O
20) a	CO5	k4	NO THE STATE OF TH
20) b	CO5	k4	7 (A)
NB: Hi	gher lev	el of perfori	mance of the students is to be assessed by attempting higher level of K
levels	-	•	
		n Choice)	BILLISH?
		nree questio	
Q.No	CO	K Level	Questions
21	CO1	K3	
22	CO2	K3	
	CO3	K3	
23			
23 24 25	CO4 CO5	K4 K4	



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION

(For those who joined in 2021-2022 and after)

Course Name	ENTREPRENEURSHIP	NTREPRENEURSHIP						
Course Code	21UBAC33	L P C						
Category	Core	Core 5 - 4						
Nature of cours	e: EMPLOYABILITY	SKILL ORIENTED	ENTREPRENU	JRSH	ΠP	✓		

Course Objectives:

- 1. To discuss the attitudes, values, characteristics, behaviour, and processes associated with possessing an entrepreneurial minds.
- 2. To outline the types of entrepreneurs and innovation from a theoretical perspective,
- 3. To describe the ways in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.
- 4. To select the institution that is opt for a kind of business.
- 5. To develop a plan for implementing entrepreneurial activities in a globalized and competitive environment being responsible for the social, ethical and culture issues.

Unit: I Introduction to Entrepreneurship

15

Entrepreneur - Meaning - Characteristics-functions-classification- Intrapreneur-characteristics-Entrepreneur vs Intrapreneur- Entrepreneurship- Definition-factors affecting entrepreneurship growth. Entrepreneurship Development in India- Entrepreneurship Development programme (EDP)- objectives-phases of EDP.

Unit: II Other types of Entrepreneur

15

Women Entrepreneurs-Definition-factors influencing women Entrepreneurs-problems of Women Entrepreneurs. Rural entrepreneurship-meaning-problems of rural entrepreneurship-development-NGO's and rural entrepreneurship. Social Entrepreneurship-Meaning-entrepreneurship and social entrepreneurship-characteristics-Agripreneurship-Meaning-need-opportunities for development—challenges

Unit: III | MSME's and Start-up's

15

MSMEs – concept-importance-problems-steps to start a MSME- Sickness in MSME-symptoms-causes-measures.

START-UP-meaning-initiatives-incubators-sources of finance for start-ups-failures of startups-strategies for success-start-up-innovations in India-startup eco system-steps to build local ecosystem-sustainopreneurship- Definition-various dimensions-Entrepreneurial Ethics

Unit: IV | **Institutions supporting Entrepreneurs**

15

Institutional support to entrepreneurs-Scheme for providing establishment of new institutions to strengthen the infrastructure for EDI's under ATI scheme- marketing support under marketing assistance scheme-credit guarantee scheme-credit linked capital subsidy scheme for technology up gradation-ISO 9000/ISO14001 certification reimburse ment scheme-Micro small enterprises cluster development programme-micro finance programme-MSME market development Assistance.

Unit: V Business Model Canvas-Project Report preparation

15

Business Model Canvas-exercise-Project Report -meaning-contents of project report-exercise-

Model project report-Project appraisal-meaning- feasibility analysis- Market-Technical-Financial

Total Lecture Hours | 75 Hrs

Books for Study:

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

Books for References:

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

Web Resources:

 $\underline{https://onlinecourses.swayam2.ac.in/cec20_mg19/preview}$

https://www.edx.org/learn/entrepreneurship

Course	Course Outcomes						
	D 000000 A						
CO1:	Understand the basic concepts of entrepreneurship and entreprene.urshilopment programmesp deve	Up to K2					
COI:	entreprene.urshilopment programmesp deve						
CO2:	Visualising the key characteristics of different entrepreneurs and ventures.	Up to K2					
CO3 :	Utilise the concepts of MSME and startup to initiate their ventures.	Up to K3					
CO4:	Identify the institutions which give financial and other assistance to the	Up to K3					
CO4:	entrepreneur.	_					
CO5 :	Locate and Plan for a business project appraisal.	Up to K4					

CO & PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	2	3	2	3
CO 2	3	1	3	2	2	3
CO 3	2	2		3	2	2
CO 4	2	3	2	2	1	3
CO 5	3	100	2	2	2	3

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

LESSON PLAN

UNIT	SUBJECT NAME	Hrs	Mode
Ι	Entrepreneur - Meaning - Characteristics-functions-classification-	15	Lecture
	Intrapreneur-characteristics- Entrepreneur vs. Intrapreneur-		method &
	Entrepreneurship- Definition-factors affecting entrepreneurship		Video
	growth. Entrepreneurship Development in India- Entrepreneurship		sessions
	Development programme (EDP)- objectives-phases of EDP.		
II	Women Entrepreneurs-Definition-factors influencing women	15	Lecture
	Entrepreneurs-problems of Women Entrepreneurs. Rural		Method &
	entrepreneurship-meaning-problems of rural entrepreneurship-		Assignments
	development-NGOs and rural entrepreneurship. Social		
	Entrepreneurship-Meaning-entrepreneurship and social		
	entrepreneurship-characteristics-Agripreneurship-Meaning-need-		
	opportunities for development—challenges		

Ш	MSMEs – concept-importance-problems-steps to start a MSME-Sickness in MSME-symptoms-causes-measures. START-UP-meaning-initiatives-incubators-sources of finance for start-ups-failures of startups-strategies for success-start-up-innovations in India-startup ecosystem-steps to build local ecosystem-sustainopreneurship- Definition-various dimensions-Entrepreneurial Ethics	15	Lecture Method & Group activity
IV	Institutional support to entrepreneurs-Scheme for providing establishment of new institutions to strengthen the infrastructure for EDI's under ATI scheme- marketing support under marketing assistance scheme-credit guarantee scheme-credit linked capital subsidy scheme for technology up gradation-ISO 9000/ISO14001 certification reimbursement scheme-Micro small enterprises cluster development programme-micro finance programme-MSME market development Assistance.	15	Lecture method, video session and assignments
V	Business Model Canvas-exercise-Project Report —meaning-contents of project report-exercise-Model project report-Project appraisal-meaning- feasibility analysis- Market-Technical-Financial	15	Lecture method

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

Learr	ning O	utcome Bas <mark>ed Edu</mark>	cation & Asses	ssment (LO	OBE)			
Form	ative	Examination - Blue	Print	157				
Artic	ulatio	n Mapping – <mark>K Lev</mark>	els with Cours	se Outcom	es (COs)		li de la companya de	
Inte	Cos	K Level	Section A	137	Section B		Section C	Section D
rnal			MCQs		Short Answ	vers	Either or Choice	Open Choice
		10	No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice
CI	CO	Up to K2	2	k1&k2	1	K1	2(k2&k2)	1(k2)
ΑI	CO	3 Up to K3	2	k1&k2	2	K2	2(k3&k3)	2(k3)
CI	CO ₄	Up to K3	2	k1&k2	1	K3	2(k2&k2)	2(k2)
AII	CO:	5 Up to K4	2	k1&k2	2	K2	2(k4&k4)	1(k4)
Ques	tio	No. of Questions	4		3		4	3
n		to be asked						
Patte	rn	No. of Questions	4		3		2	2
CIA I & to be answered		to be answered						
II		Marks for each	1		2		5	10
		question						
	-	Total Marks for each section	4		6		10	20

	Distribu	tion of Mar	ks with K Le	vel CIA I &	CIA II			
	K Level	Section A (Multipl e Choice Questio ns)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	-	-	4	6.67	50
	K2	2	4	10	10	26	43.33	
CIA	К3	-	-	10	20	30	50.00	50
I	K4	-	- 45	$\mathfrak{E}/\mathbb{I}_D$ \mathfrak{S}	Ome			
	Marks	4	6	20	30	60	100	100
	K1	2	- // -	NAAA	1- 11031	2	3.3	30
CIA	K2	2	4	10	491	16	26.6	1
II	К3	- 9	2	10	10	22	36.6	37
	K4	- //	3	$\Pi(\Lambda(C))$	20	20	33.3	33
	Marks	4	6	20	30	60	100	100

- K1- Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- K4- Examining, analyzing, presentation and make inferences with evidences
- CO2 will be allotted for individual Assignment which carries five marks as part of CIA component.

S.No	S.No COs	K - Level	MCQs		Short Ans	wers	Section C	Section D (Open Choice)
	10	No. of Questio	K – Level	No. of Question	K – Level	(Either / or Choice)		
1	CO1	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2)
2	CO2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2)
3	CO3	Up to K3	2	K1&K2	1	К3	2(K3&K3)	1(k3)
4	CO4	Up to K3	2	K1&K2	1	K3	2(K2&K2)	1(K2)
5	CO5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(k4)
No. of Asked	Questio	ns to be	10		5		10	5
No.of Questions to be		10		5		5	3	
answered								
Marks for each question		1		2		5	10	
Total :	Marks fo	r each section	10		10		25	30

l	Distribution of Marks with K Level								
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %		
K1	5	-	-	-	5	4.16	55		
K2	5	6	20	30	61	50.8			
K3	-	2	30	10	42	35	35		
K4	-	2	-	10	12	10	10		
K5	-	-	-6110	63 a 4	-	-	-		
Marks	10	10	50	50	120	100	100		

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

Summative Examinations - Question Paper - Format

Section	Section A (Multiple Choice Questions)						
Answe	r All Q	uestions	(10x1=10 marks)				
Q.No	CO	K Level	Questions				
1	CO1	K1					
2	CO1	K2					
3	CO2	K1					
4	CO2	K2					
5	CO3	K1					
6	CO3	K2					
7	CO4	K1					
8	CO4	K2					
9	CO5	K1					
10	CO5	K2	J. Mallet Later a les a				
		ort Answei	's)				
Answe	r All Q	uestions	(5x2=1 <mark>0 mar</mark> ks)				
Q.No	CO	K Level	Questions				
11	CO1	K2					
12	CO2	K2					
13	CO3	K3	DIIIIOY				
14	CO4	K4					
15	CO5	K2					
		her/Or Ty	,				
		uestions	$(5 \times 5 = 25 \text{ marks})$				
Q.No	CO	K Level	Questions				
16) a	CO1	K2					
16) b	CO1	K2					
17) a	CO2	K2					
17) b	CO2	K2					
18) a	CO3	K3					

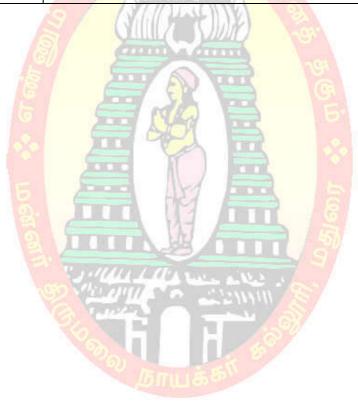
18) b	CO3	K3
19) a	CO4	K2
19) b	CO4	K2
20) a	CO5	K4
20) b	CO5	K4

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

Section	D (Oper	n Choice)

Answer Any Three questions	(3x10=30 marks)
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11115	i ixiiy i	mice ques	(SATO SO Marks)
Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K2	ENLD STON
23	CO3	K3	() () () () () () () () () ()
24	CO4	K2	~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~
25	CO5	K4	A COLOUR STATE OF THE STATE OF





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION

(For those who joined in 2021-2022 and after)

Course Name	ORGANIZATIONAL I	BEHAVIOUR							
Course Code	Course Code 21UBAC34 Cotegory Core								
Category	5	-	4						
Nature of course: EMPLOYABILITY / SKILL ORIENTED ENTREPRENE									
Course Object	ives:	and the second							
1. To know the	e importance of human be	haviour as the determinants	of Organization	nal B	ehavio	our			
		a <mark>lu</mark> es , Attitud <mark>es & Learnin</mark> g							
		l johari window as the medi	um of perceptio	n and	l to				
	the role of <mark>Emotional In</mark> tel								
		theories and to app <mark>rehend m</mark>	<mark>oral</mark> e and its co	nnect	ion w	ith			
productivity			CH V						
		ynamics, its norms <mark>, Cohesiv</mark>	reness and to lea	arn th	ie leve	els			
	nandlin <mark>g strategies.</mark>			C1					
		dership, its styles to learn va	arious theories of	of lea					
	oduct <mark>ion to Organization</mark>		1.01		15	,			
		ture – Determinants of Orga							
		ues – Sources of Values. At				es			
		ning – Meaning – Theories of		issica	ıl				
		l learning – only 4 Theories	G		14-				
Unit: II Per	ception and Personality:				15				
		tors affecting Perception –							
		cept – role of Emotional l							
	tivation and Morale:	onality, personality traits int	nuencing numa	n ben					
		Activation History of	Maada Akaami	Mak	15				
		Motivation – Hierarchy of			ivano	n –			
		, – Financial and Non-finar		l					
		nt – Morale and Productivity	'		15				
	oup Dynamics and Confli		Cassa Esames	4:					
		of Groups – Theories of							
		ess-factors influencing group		_		æ.			
	•	of Conflict – Individual, Gre	oup and Organi	zatio	11 —				
Conflict Handli	<u> </u>				1.5				
	dership:	in Theories of Leadership	Twait Theory	Mia	15				
		rip – Theories of Leadership							
	s. Transformational Leade	proaches to Leadership –Cha	irisiliatic Leade	ısınp	uicoi	у,			
Transactional V	s. 11ansionnauonai Leaue	1	tal Lecture Ho	II PG	75 H	rc			
<u> </u>		10	tai Lecture Au	u1 5	13 H	13			

Books for Study:

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

Books for References:

- 1. Stephen P. Robins, **Organizational Behavior**, Pearson Education, New Delhi.
- 2. L.M.Prasad, Organizational Behavior, Sultan Chand and Sons, New Delhi.
- 3. Fred Luthans, Organizational Behavior. McGraw Hill Publishers, New Delhi.

Web Resources:

- 1. https://www.marketing91.com/organizational-behaviour/
- 2. https://open.umn.edu/opentextbooks/textbooks/30
- 3. https://www.coursera.org/learn/managing-people-iese

Course	Outcomes	K Level						
After studying this course, the students will be able to:								
CO1:	Explain the nature, determinants, models of Organizational Behaviour and to							
	narrate the concepts of Values, Attitudes and their sources, types and to							
	elaborate the various theories of Learning.							
CO2:	Describe the process and factors affecting perception and to relate it with	Up to K3						
	Johari window and to detail the role of Emotional Intelligence in							
	organizations.							
CO3:	Apply the various theories of Motivation and relate it with financial and Non-	Up to K3						
	financial motivation and to interpret the concept of Morale, and its							
	measurement.							
CO4:	Explain the nature, types, features of Groups and to compare the group	Up to K4						
	behavior, norms and cohesiveness and to outline the levels of conflict handling							
	strategies.							
CO5 :	Appraise the Leadership concept and to highlight the styles of Leadership and	Up to K 4						
	to explain the important theories of Leadership							

CO & PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	2	3	3	3
CO 2	3	2	2	3	3	2
CO 3	3	2	2	3	2	3
CO 4	2	2	3	3	3	2
CO 5	3	2	3	3	3	3

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

FOOT NOTES:

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

LESSON PLAN

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

Course Designed by:

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

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print

Articulation Mapping - K Levels with Course Outcomes (COs)

Inte	Co	S	K Level	Section A		Section B		Section C	Section D	
rnal				MCQs		Short Answers		Either or Choice	Open Choice	
				No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice	
CI	CC)1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)	
ΑI	CC)2	Up to k3	2	k1&k2	1	K3	2(k3&k3)	2(k3)	
CI	CC)3	Up to k3	2	k1&k2	1	K3	2(k2&k2)	2(k3)	
AII	CC)4	Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)	
Quest			of Questions to	4	MA	3		4	3	
Patter CIA I	Pattern No. of Questions to			4		3		2	2	
& II			rks for each stion	1 2		2	50	5	10	
			al Marks for h section	4	7	6	G	10	20	

Distr	ibution o	f Marks with	K Level CIA	I & CIA II			H	
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate
	Level	(Multiple	(Short	(Either /	(Open	Marks	(Marks	of %
		Choice	Answer	Or	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	2	4	177		6	10	47
	K2	2		10	_10	22	36.6	
CIA	K3	-	2	10	20	32	53.3	53
1	K4	-	To Viewall	7		35	•	1
	Marks	4	6	20	30	60	100	100
	K1	2	-		46	2	3.3	30
CIA	K2	2	4	10		16	26.6	
II	K3	-	2		20	22	36.6	37
	K4	-	-	10	10	20	33.3	33
	Marks	4	6	20	30	60	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									
S.No	Outcomes (COs) S.No COs K - Level		MCQs		Short Answers		Section C	Section D	
			No. of Questions	K – Level	No. of Question	K – Level	(Either / or	(Open Choice)	
					S		Choice)	,	
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k2&k2)	1(k2)	
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)	
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)	
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)	
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)	
No. of Asked	_	ons to be	10	11-0	5006		10	5	
No. of Questions to be answered			10	0000	5	A	5	3	
Marks for each question			1/		2	Call.	5	10	
Total Marks for each section			10		10	TON !	25	30	
(Figur	es in nar	enthesis denot	es questions s	should be	asked with t	ne given	K level)	•	

I	Distribution of Marks with K Level											
K	Section A	Section B	Section C	Section D	Total	% of	Consolidated					
Level	(Multiple	(Short	(Either/ or	(Open	Marks	(Marks	%					
	Choice	Answer	Choice)	Choice)		without						
	Questions)	Questions)	13:			choice)						
K1	5	4		7010	9	7.5	58					
K2	5	6	30	20	61	50.83]					
K3	-	- Neso 1/2	10	20	30	25	25					
K4	-	- CA 1	Line Con	20	20	16.66	17					
Marks	10	10	50	50	120	100	100					

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

Summative Examinations - Question Paper - Format

	Section A (Multiple Choice Questions)						
Answer All Questions				(10x1=10 marks)			
Q.No	CO	K Level	Questions				
1	CO1	K1					
2	CO1	K2					
3	CO2	K1					
4	CO2	K2					

5	CO3	K1				
6	CO3	K2				
7	CO4	K1				
8	CO4	K2				
9	CO5	K1				
10	CO5	K2				
Section	B (Sho	ort Answer	rs)			
Answe	r All Q	uestions	(5x2=10 marks)			
Q.No	CO	K Level	Questions			
11	CO1	K1				
12	CO2	K1				
13	CO3	K2	END SO			
14	CO4	K2				
15	CO5	K2	22 22 22			
Section	C (Eit	her/Or Ty	pe)			
		uestions	$(5 \times 5 = 25 \text{ marks})$			
Q.No	CO	K Level	Questions			
16) a	CO1	k2	CHILL A CHILL			
16) b	CO1	k2	101			
17) a	CO2	k2				
17) b	CO2	k2				
18) a	CO3	K3				
18) b	CO3	K3				
19) a	CO4	k3				
19) b	CO4	k3				
20) a	CO5	k2				
20) b	CO5	k2				
NB: Hi	gher le	vel of perf	ormance of the students is to be assessed by attempting higher level			
of K le						
Section	D (Op	en Choice)	" J. MALL LALL CARD			
Answer Any Three questions (3x10=30 marks)						
Q.No	CO	K Level	Questions			
21	CO1	k2				
22	CO2	k2				
23	CO3	k3				
24	CO4	k4	BILL 5 9			
25	CO5	k4				



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION

(For those who joined in 2021-2022 and after)

Course Nar	ne BUSINESS STATISITICS							
Course Cod	e 21UBAA31	L	P	C				
Category	ry Allied							
Nature of co	Nature of course: EMPLOYABILITY SKILL ORIENTED ENTREPRENURSHIP							
Course Obj	ectives:							
• To	acquire knowledge on the concept of statistics, graphical and o	liagra	mma	tical				
prese	ntation.							
• To g	ain knowledge on application of measures of central tendency.							
• To a	equaint know <mark>ledge with me</mark> asures of variations.							
• To se	olve problems relating to correlation.							
• To a	equire skills towards solving problems in regression analysis.							
	ntroduction to statistics		10	6				
and graphs.								
	The second second	. * *						
	Types - Arithmetic Mean- simple Mean only, Median, Mode, quar seometric Mean, Harmonic Mean - Merits and Limitations – (Simple Properties)							
Unit: III	Measures of Variation		19	9				
Introduction –Objectives – Properties of a good measures of variation – methods of variation - Range, Interquartile Range, and Quartile Deviation, Mean Deviation, Standard Deviation, Variance. (Simple Problems only)								
Unit: IV	Correlation		19	9				
Meaning – utility of the study of correlation – types of correlation –methods - Karl Pearson's coefficient of correlation, Rank Method,. (simple problems only-Application of correlation in Business (Examples)								
Unit: V 1	Regression Analysis		1'	7				

Regression Analysis – Meaning – Regression Equations (simple problems only)

Application of regression in Business (Examples)

Total Lecture Hours 90 Hrs

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

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

Books for References:

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

Course Outcomes							
After	After studying this course, the students will be able to:						
CO1	Relate the concept of statistics and its applicability through data with diagrammatical and graphical presentation.	K1					
CO2	Use and apply various types of averages.	К3					
CO3	Understand the applications of measures of variations.	K2					
CO4	Analyse the usage of correlation .	K4					
CO5	Illustrate regression.	k2					

CO & PO Mappings:

CO & 1 O Mappings.							
COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	2	-1111	2	1	1	3
CO 2	3	2	1	2	1	1	3
CO 3	3	3	1	2	1	1	3
CO 4	3	3	2	2	1	1	3
CO 5	3	3	2	2	1	1	3

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

LESSON PLAN

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

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

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print											
	Articulation Mapping – K Levels with Course Outcomes (COs)											
Inter	Cos	K Level	Section A		Section B		Section C	Section D				
nal			MCQs		Short Answ	rers	Either or Choice	Open Choice				
			No. of. Questions	K - Level	No. of. Questions	K - Level						
CI	CO1	K1	2	K1&K1	2	K1	2(K1&K1)	1(K1)				
AI	CO2	Up to K3	2	K2&K2	1	K3	2(K3&K3)	2(K3&K3)				
CI	CO3	Up to K2	2	K2&K2	1	1 K2		2(K2&K2)				
AII	CO4	Up to K4	2	K2&K2	2	2 K4		1(K4)				
Quest Patter CIA I	rn	No. of Questions to be asked	4	0000	3	3	4	3				
		No. of Questions to be answered	4		3	194 194	2	2				
		Marks for each question	1	49	2		5	10				
		Total Marks for each section	4	H	6	1000	10	20				

Distr	ibution o	f Marks with	K Level CIA	I & CIA II		187		
2 1301	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	4	10	10	26	44	47
	K2	2	-	A THE PARTY	1	2	3	
CIA	К3	-	2	10	20	32	53	53
I	K4	-	-	-	-	-		
	Marks	4	6	20	30	60	100	100
	K1	-	-	-	-	-	-	60
CIA	K2	4	2	10	20	36	60	
II	K3	-	-	-	-	-	-	-
	K4	_	4	10	10	24	40	40
	Marks	4	6	20	30	60	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

K4- Examining, analyzing, presentation and make inferences with evidences CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summ		amination -	- Blue Print	Articulatio	n Mapping	– K Leve	el with Course	e		
Outcomes (COs)										
S.No	COs	K - Level	MOQs		Short Ans	wers	Section C	Section D		
			No. of	K –	No. of	K –	(Either /	(Open		
			Questions	Level	Question	Level	or Choice)	Choice)		
1	CO 1	K1	2	K1&K1	1	K1	2(K1&K1)	1(K1)		
2	CO 2	Up to K3	2	K2&K2	1	K3	2(K3&K3)	1(K3)		
3	CO 3	Up to K2	2	K2&K2	1	K2	2(K2&K2)	1(K2)		
4	CO 4	Up to K4	2	K3&K3	1000	K4	2(K4&K4)	1(K4)		
5	CO 5	Up to K2	2	K2&K2	1	K2	2(K2&k2)	1(K2)		
No. of	Question	is to be	10	~ 000	5	R.	10	5		
Asked					THE	6				
No. of	Question	is to be	10		5	The same	5	3		
answe	red	18			MINIT P	J. Carl				
Marks	Marks for each question		1		2	703	5	10		
Total I	Total Marks for each		10		10	1	25	30		
section										
(Figur	es in par	enthesis de	notes, questi	ons <mark>should</mark>	be asked w	ith the gi	ven K level)	•		

I	Distribution of Marks with K Level										
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %				
K1	2	2	10	10	24	20	62				
K2	6	4	20	20	50	42					
K3	2	2	10	10	24	20	20				
K4	-	2	10	10	22	18	18				
Marks	10	10	50	50	120	100	100				

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

${\bf Summative\ Examinations\ -\ Question\ Paper\ -\ Format}$

Section	1 A (M1		oice Questions)
	•	uestions	(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	Questions
2	CO1	K1	
3	CO2	K2	
4	CO2	K2	
5	CO3	K2	
6	CO3	K2	
7	CO4	K3	
8	CO4	K3	5/10 G
9	CO5	K2	(98)
10	CO5	K2	20 4 4 4 4
		ort Answei	rs)
		uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	CHINA CTIVIL
12	CO2	K3	
13	CO3	K2	
14	CO4	K4	
15	CO5	K2	
Section	C (Eit	her/Or Ty	pe)
Answe	r All Q	uestions	$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K3	
17) b	CO2	K3	
18) a	CO3	K2	J. Mille Lilly was all a state of
18) b	CO3	K2	
19) a	CO4	K4	A LIVE OF THE REAL PROPERTY AND ADDRESS OF THE PARTY AND ADDRESS OF THE
19) b	CO4	K4	TO 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1
20) a	CO5	K2	90
20) b	CO5	K2	13 Co
			ormance of t <mark>he students is to</mark> be assessed by attempting higher
	f K leve		
		en Choice	
			tions(3x10=30 marks)
Q.No	CO	K Level	Questions
• •	CO1	K1	
21		77.0	
22	CO2	K3	
22 23	CO2 CO3	K2	
22	CO2		



(For those who joined in 2021-2022 and after)

Course Name	PERSONALITY DEVELOPMENT SKILL				
Course Code	21UBAS31		L	P	C
Category	Skill		2	-	2
Nature of cours	e: EMPLOYABILITY SKILL ORIENTED 🗸 E	ENTREPREN	URS	HIP	
Course Objecti	ves:				
 Classify the Understand Examine co Measure the 	characteristics of personality and its theories affecting to Importance of personality types, traits and attributes. The concept of attitude and the art of goal setting. Imponents of interpersonal skills and techniques to impropriate of Time management and value of time oduction to personality			kills.	
•	Explanation-Characteristic of Personality-Importance of	of Personality	Cata		e of
Personality. Fa	extors Affecting Personality Development. Importante's Psychoanalytic Theory, Erikson's Theory and Shelo	Theories of	f Pe	rsona	lity.
	SON <mark>ALITY TYPES & TRAITS:</mark>			6	
	ality-Major Personality Traits and Attributes.	h.		-	
	ITUDE AND GOAL SETTING			6	
	g -Definition-Factors influencing Attitude-Challenges				
	e and its Advantages-Negative Attitude and its disa				_
	tting fr <mark>amew</mark> ork- Blueprint for success, Short Term, -Lo ERPERSONAL SKILLS AND ITS COMPONENTS		eliiii	6	ais.
	Ils-Meaning- Need to develop interpersonal skills-comp		rner		
	s to improve interpersonal skills-Johari window model	onems of mic	прсп	3011 a 1	
	E MANAGEMENT			6	
	Emportance of Time-Causes for Wastage of Time; Met	thods for Man	aging		ie
	e of time, Diagnosing Time Management, Tools for Tim			5	
	x. A Stitch in Time Saves Nine: Concept and application			nent.	
		l Lecture Ho		30 H	
Books for Stud	7:				
1. In house stu	ly material will be supplied.				
Books for Refe	rences:				
	Development and Soft Skills Paperback – by Barun Mitr	` /			
	3 (2006). Personality Development, 28th Reprint. New I	Delhi: Tata M	cGra	w Hi	11
Web Resources					
	llsyouneed.com/				
https://www.su	perprof.co.in/lessons/personal-development/india/				

Course	e Outcomes	K Level
CO1:	Classify the types of personality and Factors Affecting Personality	Up to K 2
COI.	Development	
CO2:	Explain the concept of personality types and attributes.	Up to K2
CO3 :	Prepare Short Term, Long Term, Life Time Goals	Up to K4
CO4:	Make use of the benefits of effective interpersonal skills	Up to K3
CO5:	Analyze the Causes for Wastage of Time and Classify the Methods for	Up to K4
COS:	Managing Time Efficiently	

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	3	1	3
CO 2	3	2	2	2	1	2
CO 3	3	3	34100	2	3	2
CO 4	3	2	3/1/10	3	2	3
CO 5	3	2	2	2	3	3

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

LESSON PLAN

Unit	Course Name- Personality Development and Skills	Hrs	Pedagogy
I	Introduction to Personality-An Explanation-Characteristic of	6	Lecture Method,
	Personality-Importance of Personality-Categories of Personality.	2	Exercises on
	Factors Affecting Personality Development. Important Theories of		theories of
	Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's	9	personality
	Theory and Sheldon's Physiognomy Theory only)	ij.	
II	PERSONALITY TRAITS AND TYPES: Types of Personality-	6	Lecture Method,
	Major Personality Traits and Attributes.		quiz on Traits and
			attributes
	ر دیا م حسا فیاللہ اللہ اللہ اللہ اللہ اللہ اللہ اللہ		identification
III	ATTITUDE AND GOAL SETTING: Factors influencing	6	Lecture method,
	Attitude-Challenges and Lessons from Attitude-Etiquette- SMART		Games on goal
	Goals, Blueprint for success, Short Term, Long Term, Lifetime		setting and attitude
	Goals.		formation.
IV	INTERPERSONAL RELATIONS AND TRANSACTIONAL	6	Lecture method
	ANALYSIS: Interpersonal Behaviour: Understand Self – Different		Self-analysis test,
	Categories; Diagnosis of Type of Self Identifying own type of self;		Exercise on Johari
	Effect of Interpersonal Behaviour of Interpersonal Relationship;		window
	Transactional Analysis.		
V	TIME MANAGEMENT: Recognizing the Importance of Time-	6	Lecture methods,
	Causes for Wastage of Time; Methods for Managing Time		Time management
	Efficiently-Value of time, Diagnosing Time Management, Tools for		games- case
	Time Management, Prioritizing work. A Stitch in Time Saves Nine:		discussion
	Concept and applications of time management.		

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



(For those who joined in 2021-2022 and after)

Course Name	BUSINESS MANAGEN	MEN	NT					
Course Code	21UBAN31		L	P	C			
Category	Non Major Elective				2	-	2	
Nature of cours	course: EMPLOYABILITY SKILL ORIENTED ENTREPRENUE							
Course Object	ives:							
	basic functions of manager							
	types of organization and i							
	d the types of staffing and							
	nowledge on direction and							
	need for control, supervis			g techniques.				
	Introduction to Management and Planning: 6							
	Definiti <mark>on of business</mark> adm			t – nature –Adı	minis	tratio	n Vs	
	functions Vs Functional are							
	inition- Characteristics- Ac	dvan	tages and Limitations –	Steps in Planni	ng.			
	ganizin <mark>g:</mark>	. 0			2 .	6		
	rmal <mark>Vs Informal o</mark> rganiza			s -Delegation c	of Aut	thority	y -	
	res- Centralization- Decent	tralız	zation-Meaning.	ALC: NO.		1 -		
	ffing:	<u> </u>				6		
	ecruitm <mark>ent – Meaning-Sou</mark>		, Selection –Meaning- P	rocess, Trainin	g Me	thods	,	
	ppraisal and its Importance	e		1511				
	ecting:			7 7 1	1 '	6		
	ements of Direction – Mot						4:	
	s and Impo <mark>rtance. Commu</mark>	inicai	tion – Meaning – Proces	ss-Barriers in C	omm	unica	tion	
and Ways to Ov	itrolling:	n.		7				
Unit: V	itroning:	7	H 600			6		
Meaning- Steps	s in Controlling- Qualities	of a	Good Control System-	Benefits of Cont	rollin	g.		
		Uni		tal Lecture Ho		30 H	Irs	
Books for Stud	ly:							
1. Ramasamy. 7	Γ, Principles of Managem	ient,	Himalaya Publishing H	louse, 'Ramdoo	ot'			
Dr.BhaleraoMa	rg, Gurgaon, Mumbai – 40	00 00	04.First Edition 1998. Re	eprint 2014.				
Books for Refe	erences:							
1. Stoner and	Freeman, Management, P	renti	ice Hall of India, Reprin	t 2007, New D	elhi.			
2. Gilbert, Pri	nciples of Management,	McG	Graw Hill, Reprint 2011,	New Delhi.				
3. Tripathi. P.	.C and Reddy. P.N, Prin	ncip	les of Management, I	McGraw Hill,	Repr	int 2	006,	
New Delhi.	<u>-</u>							
Web Resource	s:							
https://www.ie	dunote.com/14-managem	<u>1ent-</u>	-principles-henri-fayol					

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

CO & PO Mapping:

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

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

LESSON PLAN

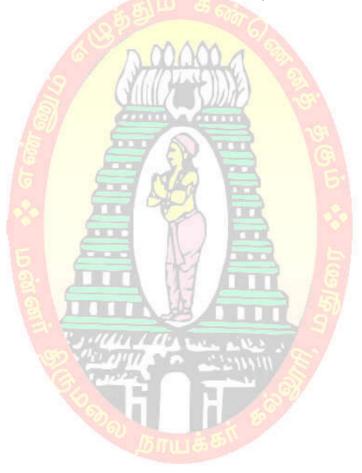
UNIT	COURSE NAME – Business Management	Hrs	Mode
I	Introduction to Management and Planning:	6	Chalk and
	Management – definition of business administration and Management		talk,PPT
	– nature –Administration Vs Management; Functions and Functional		Videos
	areas of management. Planning – Definition, Characteristics,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

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	Communication – Meaning – Process- Barriers in Communication and Ways to Overcome.		solving Exercises
V	Controlling: — Meaning, Steps in Controlling. Qualities of a Good Control System. Benefits of Controlling.	6	Chalk and talk PPT Discussion Role play

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

Dr. R. Venkatesa Narasimma Pandian, Assistant Professor







(For those who joined in 2021-2022 and after)

	Course N	ame	BASICS OF INTELLECT	ΓUA	L PROPERTY RIGHT	ΓS						
Nature of course: EMPLOYABILITY	Course C	ode	21UBAC41 L P									
Course Objectives: 1. To know what is meant by intellectual property and its types. 2. To understand the Registration process of IPR. 3. To know the various acts associated with IPR. 4. The study the relationship between unfair competition and IP laws. 5. To make the students aware of their rights for the protection of their invention done in their project work. Unit: I Introduction to IPR. 20 Introduction to IPRs, Basic concepts and need for Intellectual Property - Patents, Copyrights, Geographical Indications, IPR in India and Abroad – Genesis and Development - Nature of Intellectual Property, Industrial Property- Inventions and Innovations – Important examples of IPR. Unit: II REGISTRATION OF IPRs 10 Meaning and practical aspects of registration of Copy Rights, Trademarks, Patents, Geographical Indications, Trade Secrets and Industrial Design registration in India and Abroad Unit: III AGREEMENTS AND LEGISLATIONS 15 International Treaties and Conventions on IPRs, TRIPS Agreement, Patent Act of India, Design Act, Trademark Act, Geographical Indication Act. Unit: IV DIGITAL PRODUCTS AND LAW 20 Digital Innovations, Developments as Knowledge Assets – IP Laws, Cyber Law and Digital Content Protection – Unfair Competition – Meaning and Relationship between Unfair Competition and IP Laws. Unit: V ENFORCEMENT OF IPRs 10 Infringement of IPRs- Enforcement Measures- Emerging issues. Total Lecture Hours 75 Hrs Books for Study: 1. An Introduction to Intellectual Property Rights by Venkataraman M Books for References: 1. Intellectual Property Rights In India Hardcover – 1 January 2015 by V.K. Ahuja (Author) 2. Introduction To Intellectual Property Rights (Pb 2020) Paperback – 1 January 2020 by	Category		Core	Core 5 -								
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Web Resources:

https://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf

https://www.wipo.int/portal/en/index.html

https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf

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

CO & PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	2	2	3	3
CO 2	3	3	3	2	3	3
CO 3	3	2	2	2	3 🗧	3
CO 4	3	1	2	3	2	3
CO 5	3	2	2	3	3	2

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

LESSON PLAN

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

Course Designed by:

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

Forma	tive !	outcome Ba <mark>sed E</mark> Examinatio <mark>n - Bl</mark> n Mapping <mark>– K L</mark>	ue Print	FA		69/68		
Inter	Cos	K Level	Section A	10000	Section B	V 9	Section C	Section D
nal			MCQs		Short Answ	vers	Either or	Open
		1	No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice
CI	CO	1 Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)
ΑI	CO	2 Up to k3	2	k1&k2	1	K3	2(k3&k3)	2(k3)
CI	CO	3 Up to k3	2	k1&k2	1	K3	2(k2&k2)	2(k3)
AII	CO	4 Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)
Questi	io	No. of Questions	4		3		4	3
n	1	to be asked						
Patter	n i	No. of Questions	4		3		2	2
CIA I	&	to be answered						
II		Marks for each	1		2		5	10
		question						
	,	Total Marks for	4		6		10	20
	(each section						

Distri	bution of	Marks with K	Level CIA I &	& CIA II				
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	4	-	-	6	10	47
GT.	K2	2	-	10	10	22	36.6	
CIA	K3	-	2	10	20	32	53.3	53
1	K4	-	-	-	=	-	-	-
	Marks	4	6	20	30	60	100	100
	K1	2	-	-	-	2	3.3	30
CIA	K2	2	4	10	-	16	26.6	
II	K3	-	2	8/m a	20	22	36.6	37
	K4	-	- 100	10	10	20	33.3	33
	Marks	4	6	20	30	60	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			MCQs	MCOs		Short Answers		Section D	
		1 2 3 .	No. of Questio	K – Level	No. of Question	K – Level	(Either / or	(Open Choice)	
		6	ns		S		Choice)		
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k2&k2)	1(k2)	
2	CO2	Up to K3	2 -/////	k1&k2	1	k1	2(k2&k2)	1(k2)	
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)	
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)	
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)	
No. of Asked	Questio	ons to be	10		5		10	5	
	No. of Questions to be 10 5 3							3	
Mark	Marks for each question		1		2		5	10	
Total	Marks f	or each	10		10		25	30	
section	section								
(Figur	es in par	enthesis denot	es, question	s should be	asked with t	he given	K level)		

1	Distribution	of Marks wi	th K Level				
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	4	-	-	9	7	58
K2	5	6	30	20	61	51	
K3	-	-	20	10	30	25	25
K4	-	-	-	20	20	17	17
Marks	10	10	50	50	120	100	100

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

Summative Examinations - Question Paper - Format

Section	A (Mu		ice Questions)
		uestions /	(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	ng.
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	B I B (E) I I (G
10	CO5	K2	
Section	B (Sho	ort Ans <mark>we</mark> r	(s)
Answe	r All Q	uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	4.6)
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	あfill あや
		her/Or Ty	pe)
	_	uestions	$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	k3	

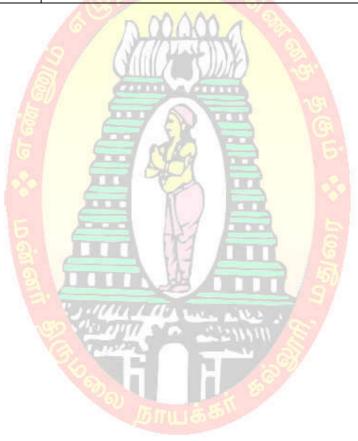
19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	

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

Section D	(Open	Choice)
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Answe	r Any 🛚	Three ques	tions (3x10=30 marks)	
Q.No	CO	K Level	Questions	
21	CO1	k2		

Q.110	CO	IX LCVCI	Questions
21	CO1	k2	
22	CO2	k2	
23	CO3	K3	
24	CO4	k4	元 所口 おの
25	CO5	k4	(0) E (0) C





(For those who joined in 2021-2022 and after)

Course Nam	HUMAN RESOURCE M	IANA	AGEMENT							
Course Code	21UBAC42				L	P	C			
Category	Core				5	-	4			
Nature of course: EMPLOYABILITY SKILL ORIENTED ENTREPR										
Course Obje	tives:									
	ne importance and functions of	of Hu	<mark>man Resource Ma</mark> nager	ment, and to	recog	nize 1	the			
	policies of organizations.	LAI								
	and Human Resource Plannin			ts of Job anal	lysis,	Job				
	n, Job specif <mark>ication and J</mark> ob d									
	ne recruitment process in orga			1	4. 11.	4:C	41			
	various t <mark>raining methods and ich abangas</mark>	a peri	formance evaluation tec	nniques and	to ide	enury	tne			
	job chan <mark>ges.</mark> rize with the compensation m	atha	de and to know the impo	ortance of inte	agrati	ion				
	ike Coll <mark>ective bargaining. Gri</mark>		The same of the sa		_	1011				
managem		icvaii	ce nanding and worker	s participatio)11 111					
	roduct <mark>ion to Human Resou</mark>	rce N	// Janagement	0.0		15	<u> </u>			
	Importance, scope and object			ons of a huma	n res					
	sonnel policies – Concept – n									
Trends- HR			3.5.8			8	-			
	man Resource Planning	1	7			15	5			
	Concept – Objectives –proce	ess. Jo	ob analysis – Concept,	Process & N	Metho	ods –	Job			
	Ieaning, contents- Job Specia									
and job specif	cation. Job design – concept,	meth	ods of job design.	7		-				
Unit: III R	cruitment, <mark>Selecti</mark> on And In	ntervi	iew Techniques			15	5			
Recruitment:	Sources – Sele <mark>ction p</mark> rocess: t	ypes	of tests, Interviews and	its types.						
Unit: IV T	aining And Development					15	5			
Employee	raining –concept, need and I	mnor	tance - Types of traini	ng Performa	nce e	walua	ition			
	nportance - methods of perfo									
	Separation – Implications of				· · · · · ·	01110	,			
		jee								
Unit: V C	mpensation And Reward M	Tanag	gement:			15	5			
	ry administration – objectives			nd methods of	fwag					
-	finition and Meaning of Griev	_			_					
	edure. Collective bargaining		_	*						
•	cipation in Management- cor									
			Tota	l Lecture Ho	urs	75 H	Irs			
Books for St	dy:									

1. Dr.J.Jayashankar, Human Resource Management, Margham Publications, Chennai.

Books for References:

- 1. C.B.Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi.
- Prasad L.M., Human Resource Management, 2nd edition, Sultan Chand, New Delhi, 2001.
 Personnel Management & Industrial Relations Tripati & Reddy, Himalaya Publishing house,
- 4. Manmohan Joshi, Human Resource Management, bookboon.com.

Web Resources:

- 1. https://www.academia.edu/31368081/E BOOK ON HUMAN RESOURCE MANAGEMEN T HRM pdf
- 2. https://bookboon.com/en/hrm-ebooks

Course	Outcomes	K Level					
After studying this course, the students will be able to:							
CO1:	Explain the concept, importance and scope of HRM and to discuss the role,						
	qualities and functions of a HR manager and to identify the HR policies and						
	emerging trends in HR.						
CO2:	Describe the HR planning concept and process and to distinguish between Job	Up to K2					
	analysis, Job description, Job specification and Job design and.						
CO3:	Interpret Recruitment process, Selection process, Job tests and Interview.	Up to K3					
CO4:	Explain Employee training, concept, need importance and types and to infer	Up to K4					
	Performance evaluation concept, importance, methods and to classify the						
	types of Job changes.						
CO5:	Appraise the wage and salary concept and to correlate the need for Grievance	Up to K 4					
	handling, Collective bargaining and worker's participation in organizations.						

CO & PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	2	3	2	2
CO 2	2	2	2	3	3	2
CO 3	3	2	3	3	3	2
CO 4	2	2	3	3	3	3
CO 5	2	3	3	3	2	3

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

LESSON PLAN

Unit	Course Name	Hrs	Pedagogy
	Introduction to Human Resource Management: HRM-Nature,	15	Lecture
т	Importance, scope and objectives - Qualities, role, Functions of a human		Method,&
1	resource manager – Personnel policies – Concept – nature – need &		Video sessions
	Significance – Types - Emerging HR Trends.		
П	Human Resource Planning: HR Planning Concept – Objectives –process.	15	Lecture
II	Job analysis – Concept, Process & Methods – Job description- Meaning,		Method,&

Volume – III Arts Syllabus/ 2022-2023

	contents- Job Specification – Meaning, Difference between job description and job specification. Job design – concept, methods of job design.		Group activity
III	Recruitment, Selection And Interview Techniques: Recruitment: Sources – Selection process: types of tests, Interviews and its types.	20	Lecture method& Group Activity
IV	Training And Development: Training process —concept, need and Importance — Types of training. Performance evaluation Meaning — importance — methods of performance evaluation. Job changes-Promotion, Demotion, Transfer and Separation — Implications of job change.	15	Lecture method & Video sessions
V	Compensation And Reward Management: Wage and salary administration – objectives, principles - components and methods of wage payments –Definition and Meaning of Grievances – sources of grievance, essentials of sound grievance procedure. Collective bargaining – meaning, objectives, importance – CB in India. Worker's Participation in Management- concept & objectives, importance.	10	Lecture method

Course Designed by:

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

Lear	ning	Ou	tcome Based E	ducation & A	ssess <mark>me</mark> n	t (LOBE)	(Ge		
Form	ativ	e E	xaminatio <mark>n - Bl</mark>	ue Print	000	TOTAL STREET			
Artic	ulat	ion	Mapping – K L	evels with Co	ou <mark>rse Ou</mark> t	comes (C <mark>Os)</mark>			
Inte	Co	S	K Level	Section A	- Con	Section B	90	Section C	Section D
rnal				MCQs	Ž\.	Short Answ	ers	Either or	Open
				No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice
CI	CC)1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	2(k2)
ΑI	CC)2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
CI	CC)4	Up to k4	2	k1&k2	1	K3	2(k4&k4)	1(k4)
AII	CC)5	Up to k4	2	k1&k2	2	K2	2(k4&k4)	2(k4)
Quest	tio		o. of Questions be asked	4	1 1	3	92	4	3
			o. of Questions be answered	4	நாயக்	3		2	2
II	Marks for each question		1		2		5	10	
			tal Marks for ch section	4		6		10	20

Distr	ibution o	f Marks with	K Level CIA	I & CIA II				
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate
	Level	(Multiple	(Short	(Either /	(Open	Marks	(Marks	of %
		Choice	Answer	Or	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	2	4	-	-	6	10	100
	K2	2	2	20	30	54	90	
CIA	K3	-	-	-	-	-	-	-
1	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
	K1	2	-	-	_	2	3.33	13.33
CIA	K2	2	4	$\mathfrak{S}(\mathbb{D}) \ll$	Grand Control	6	10	
II	K3	-	2			2	3.33	3.33
	K4	-	- / 3	20	30	50	83.33	83.33
	Marks	4	6	20	30	60	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.

Outcomes (CO S.No COs		K - Level	MCQs	137	Short Ans	wers	Section C	Section D
241 (0		all conf	No. of Questions	K – Level	No. of Question	K – Level	(Either / or Choice)	(Open Choice)
1	CO1	Up to K2	2 3 - / (/ / /)	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
3	CO3	Up to K3	2	k1&k2		k2	2(k3&k3)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k4)
5	CO5	Up to K4	2	k1&k2	1	k2	2(k2&k2)	1(k4)
No. of Asked	_	ons to be	10	5 musé	5		10	5
No. of answe	-	ons to be	10		5		5	3
Marks for each question		1		2		5	10	
Total Marks for each section		10		10		25	30	

I	Distribution of Marks with K Level											
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %					
K1	5	4	-	-	9	7.5	58					
K2	5	6	30	20	61	50.8						
K3	-	-	10	10	20	16.66	17					
K4	-	-	10	20	30	25	25					
Marks	10	10	50	50	120	100	100					

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

Summative Examinations - Question Paper - Format

Section	A (Mul	tiple Choice	e Questions)
Answer			(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
		rt Answe <mark>rs)</mark>	
Answer			(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	S Julian Communication of the
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	\mathcal{D} II(I) \mathcal{D} \mathcal{V}
		er/Or Type	
Answer			$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	k3	
18) b	CO3	k3	
19) a	CO4	k4	
19) b	CO4	k4	

20) a	CO5	k2	
20) b	CO5	k2	
NB: Hi	gher lev	el of perfor	mance of the students is to be assessed by attempting higher level of K
levels		_	
Section	D (Ope	n Choice)	
Answe	r Any T	hree questi	ons (3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	k2	
22	CO2	k2	
23	CO3	k3	
24	CO4	k4	
25	CO5	k4	





(For those who joined in 2021-2022 and after)

Course Name	DATA ANALYSIS USING EXCEL			
Course Code	21UBAC43	L	P	C
Category	Core	5	0	4

Nature of course: **EMPLOYABILITY** | SKILL ORIENTED | ENTREPRENURSHIP

Course Objectives:

- 1. To define the concept of Data Analysis and introduce various basic data functions of Excel.
- 2. To describe how to creating formulas and using functions in data sheet.
- 3. To demonstrate various statistical functions with tools.
- 4. To familiarize the concept of Pivot Tables, Data Analysis Tools and Techniques.
- 5. To develop the Data charting Skill.

Unit: I Introduction to Data Analysis and Excel

10

Data Analysis – Definition-Types - Process.

Introduction to Excel: About Excel-Uses - Window Pane-Title Bar-Menu Bar-Standard Toolbar-Formatting Tool Bar-The Ribbon- File Tab and Backstage View-Formula Bar-Workbook Window-Status Bar-Task Pane. Workbook and Sheets Columns and Rows: Selecting Columns and Rows-Changing Column Width and Row Height - Auto Fitting Columns and Rows-Hiding/Un Hiding Columns and Rows-Inserting & Deleting Columns and Rows-Cell-Address of a Cell-Components of a Cell-Format-Value-Formula – Use of Paste and Paste Special.

Unit: II Formulas and Functions of Excel

20

Creating Formulas: Understanding Formulas-Calculate with an Operator, Function and Cell Addresses-Create an Array formula-Using the sum, Average, Count, Min and Max Functions-Create a Formula that refers to Another worksheet- Relative and Absolute Cell Addresses-Edit Formulas-Name Cells and Ranges-Define and Display constants-Create Formulas that Includes Names-Check formulas for Errors-Trace Precedents and Dependents.

Using Functions: Function Wizard-Round a Number-Conditional Formula- Conditional sum-conditional Count-Find the Square root-Relative Column and Row Numbers- VLOOKUP-Determine the Location of a value-Using Index- Date and Time Calculations.

Unit: III | Statistical Functions and organizing worksheet Data

20

Using Statistical Functions and Tools: Calculate An Average, Conditional Average ,Median or Mode, Rank,-Determine the Nth Largest Value- Calculate Frequency, Variance and standard Deviation-correlation-Install excel Add-Ins-Moving Average-Compare Variances- to determine Rank and Percentile- Descriptive Statistics. Organizing worksheet Data: Enter Data with a Form-simple sorts and filters, Multilevel sorts, Custom Sort-Sort by Color, font Color or Cell Iconcomplex Filters- Criteria to Find Records- Advanced Filtering Techniques-Filter Duplicate Records-Count Filtered Records-Subtotal Records- Auto Outline-Define Data as a Table-Modify a Table style- Database Functions With a Table.

Unit: IV Pivot Tables and Data Analysis tools and Techniques

20

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

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

Unit: V Charting Data

05

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

Total Lecture Hours | 75 Hrs

Books for Study:

1. Study Material Provided By the Department.

Books for References:

- 1. Denise Etheridge, "Excel Data Analysis", Wiley India Pvt Ltd, 2018.
- 2. Stephen L.Nelson, "Excel Data Analysis for Dummies", Wiley India Pvt Ltd, 2020

Web Resources:

https://www.tutorialspoint.com/excel_data_analysis/index.htm

https://www.excel-easy.com/data-analysis.html

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

CO & PO Mapping:

	11 0					
CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	0 1	1	2	3
CO 2	3	3	1	2	2	3
CO 3	3	3	1	2	2	3
CO 4	3	3	1	3	2	3
CO 5	3	3	1	2	2	3

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

LESSON PLAN

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

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

Course Designed by:

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

Format	ive Exa	mination –E			` ,			
			Levels with	<u>Course Ou</u>		<u>s)</u>	T	T
Internal	Cos	K Level	Section A	PATE OF	Section B		Section C	Section D
			MCQs	121	Short Answ	ers	Either or	Open
			No. of.	K -	No. of.	K -	Choice	Choice
			Questions	Level	Questions	Level		
CIA I	CO1	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K2)
	CO2	Up to K2	2	K1&K2	(1))/()	K1	2(K2&K2)	2(K2&K2)
CIA II	CO3	Up to K4	2	K1&K2	1	K2	2(K3&K3)	2(K3&K3)
	CO4	Up to K4	2	K1&K2	2	К3	2(K4&K4)	1(K4)
Questio	n No.	of	7 20		(BEEF)	174	à	
Pattern	Que	estions to	4		3	10	4	3
CIA I &	~	sked		MARIA			53	
II	l l	No. of	Contract of the Contract of th		MED.		L'AH.	
		estions to	4		3	4	2	2
	_	nswered	KKK	A.) lant		41	
	Mar	ks for each	1000				-	10
		estion	1	A MY	2		5	10
	Tota	al Marks		147	/		9	
	for	each	4	The Late	6	1 4 5	10	20
	Sec	tion	The same of the sa			18	6	

Distr	ibution o	f Marks with	K Level CIA	I & CIA II	- 0	844		
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consol idate of %
	K1	2	2	5ாயுக்க	-	4	6.66	100
	K2	2	4	20	30	56	93.3	100
CIA	К3	-	-	-	-	-	-	-
-	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
	K1	2	-	-	-	2	3.3	10
CIA	K2	2	2	-	-	4	6.66	10
II	К3	-	4	10	20	34	56.6	57
	K4	-	-	10	10	20	33.3	33
	Marks	4	6	20	30	60	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.

		Examination						
Blu	e Print A	rticulation 1	Mapping – k	Level wi	th Course O	utcomes	(COs)	
S.No	COs	K - Level	MCQs		Short Ansv	wers	Section C	Section D
			No. of	K –	No. of	K –	(Either /	(Open
			Questions	Level	Question	Level	or Choice)	Choice)
1	CO 1	Up to K2	2	K1&K2	1 000	K2	2(K2&K2)	1(K2)
2.	CO 2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)
3	CO 3	Up to K4	2	K1&K2	1) /	K3	2(K3&K3)	1(K3)
4	CO 4	Up to K4	2	K1&K2	1	K4	2(K4&K4)	1(K4)
5	CO 5	Up to K3	2	K1&K2	1////	K3	2(K3&K3)	1(K3)
No. of	Question	is to be	10	2000	5	1	10	5
Asked	l		5		TITLE	16	V.	
No. of	Question	is to be	10	A ER	5	N.C.	5	3
answe	red			14/4		113	100	
Marks	for each	question	1	au	2		5	10
Total 1	Marks for	each	10	1	10		25	30
section	n					4.0	-3	
(Figur	res in nai	enthesis de	notes questio	ons should	he asked wi	th the gi	ven K level)	-1

		Di	istribution of	Marks with	K Level	20	
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Mark s	% of (Marks without choice)	Consolidate d %
K1	5	-	7	- 00	5	4.16	45
K2	5	4	20	20	49	40.83	
K3	-	4	20	20	44	36.66	37
K4	-	2	10	10	22	18.33	18
Marks	10	10	50	50	120	100	100

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

Summative Examinations-Question Paper-Format

	. A (Mult : All Que	iple Choice C stions	(10x1=10 marks)
Q.No	СО	K Level	Questions
1	CO1	K1	Control
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	5 5 D S S
9	CO5	K1	000
10	CO5	K2	- MAM . 2
Section	B (Shor	t Answers)	
	· All Que		(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K2	CHILL ACTION
12	CO2	K2	
13	CO3	K3	
	~ ~ 4	TZ A	
14	CO4	K4	
14 15	CO4 CO5	K4 K3	
15 Section	CO5	K3 er/Or Type)	
15 Section Answer	CO5 C (Either All Que	K3 er/Or Type) estions	$(5 \times 5 = 25 \text{ marks})$
15 Section Answer Q.No	CO5 C (Either All Que	K3 er/Or Type) estions K Level	(5 x 5 = 25 marks) Questions
Section Answer Q.No	CO5 C (Either All Que	K3 er/Or Type) estions K Level K2	
Section Answer Q.No 16) a 16) b	CO5 C (Either All Que CO CO1 CO1	K3 er/Or Type) estions K Level K2 K2	
15 Section Answer Q.No 16) a 16) b	CO5 C (Either All Queen CO) CO1 CO1 CO2	K3 er/Or Type) estions K Level K2 K2 K2	
15 Section Answer Q.No 16) a 16) b 17) a 17) b	CO5 C (Either All Que CO CO1 CO1 CO2 CO2	K3 er/Or Type) estions K Level K2 K2 K2 K2 K2	
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a	CO5 C (Either All Que CO CO1 CO1 CO2 CO2 CO2 CO3	K3 er/Or Type) estions K Level K2 K2 K2 K2 K2 K3	
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b	CO5 C (Either All Queen CO) CO1 CO1 CO2 CO2 CO2 CO3 CO3	K3 er/Or Type) estions K Level K2 K2 K2 K2 K3 K3	
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a	CO5 C (Either All Que CO CO1 CO1 CO2 CO2 CO3 CO3 CO4	K3 er/Or Type) estions K Level K2 K2 K2 K2 K3 K3 K3	
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b	CO5 C (Either-All Queen CO) CO1 CO1 CO2 CO2 CO3 CO3 CO4 CO4	K3 er/Or Type) estions K Level K2 K2 K2 K2 K3 K3 K4 K4	
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a	CO5 C (Either All Queen CO1 CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5	K3 er/Or Type) estions K Level K2 K2 K2 K3 K3 K4 K4 K3	
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b	CO5 C (Either All Que CO CO1 CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5	K3 er/Or Type) estions K Level K2 K2 K2 K3 K3 K4 K4 K4 K3 K3	
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b Section	CO5 C (Either-All Queen CO1 CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 D (Open	K3 er/Or Type) estions K Level K2 K2 K2 K3 K3 K4 K4 K3 K3 Choice)	Questions
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b Section Answer	CO5 C (Either All Queen CO1 CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 CO5 CO5 CO5 CO6 CO7	K3 er/Or Type) estions K Level K2 K2 K2 K3 K3 K4 K4 K4 K3 Choice) ree questions	Questions (3x10=30 marks)
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b Section Answer	CO5 C (Either All Que CO CO1 CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 D (Oper Any Th	K3 er/Or Type) estions K Level K2 K2 K2 K3 K3 K4 K4 K4 K3 Choice) ree questions	Questions
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b Section Answer Q.No 21	CO5 C (Either All Queen CO1 CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 CO5 D (Open Any The CO)	K3 er/Or Type) estions K Level K2 K2 K2 K3 K3 K4 K4 K4 K3 K3 Choice) ree questions K Level K2	Questions (3x10=30 marks)
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b Section Answer Q.No 21 22	CO5 C (Either All Queen CO1 CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 D (Open Any The CO1 CO2	K3 er/Or Type) estions K Level K2 K2 K2 K3 K3 K4 K4 K4 K3 K3 Choice) ree questions K Level K2	Questions (3x10=30 marks)
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b Section Answer Q.No 21 22 23	CO5 C (Either All Queen CO1 CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 D (Oper Any The CO1 CO2 CO2 CO3	K3 er/Or Type) estions K Level K2 K2 K2 K3 K3 K4 K4 K4 K3 K3 Choice) ree questions K Level K2 K2	Questions (3x10=30 marks)
15 Section Answer Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b Section Answer Q.No 21 22	CO5 C (Either All Queen CO1 CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 D (Open Any The CO1 CO2	K3 er/Or Type) estions K Level K2 K2 K2 K3 K3 K4 K4 K4 K3 K3 Choice) ree questions K Level K2 K2	Questions (3x10=30 marks)



(For those who joined in 2021-2022 and after)

Course Name	RESEARCH METHOI	OOLOGY					
Course Code	21UBAC44				L	P	C
Category	Core		5 -				
Nature of cour	se: EMPLOYABILITY SKILL ORIENTED						
Course Object	ives:	Show of Marie					
 To explain To distingu To make us To develop Unit: I INT Research Meth 	the sampling and scaling to ish between primary and so see of collected data and to use research report. FRODUCTION TO RESING COLORS An introduction	econdary data and to classif	Y Sypes-	types Significa			lem
concepts relatir	ng to R <mark>esearch Desig</mark> n-Mea	nin <mark>g-Typ</mark> es.	Rese	alch Pioc	ess-		
	MPLI <mark>NG AND SCALIN</mark>					1	
meaning-types- questionnaire-	scalin <mark>g techniqu</mark> es. Qu	ed qu <mark>estionnaire-features o</mark>	ule-p	<mark>rer</mark> equisite	s fo		ısin
Unit: III DA	TA CO <mark>LLECTION</mark>	A WAR				1:	5
		ta – Meaning-Methods of p	rimar	y data coll	ection	n.	
	TA PRE <mark>PARA</mark> TION AN	The second secon	- 47			1:	
		tabulation methods-analys	is an	d interpre	tation	of o	data
techniques of in	*		7				
	PORT WRITING		<u> </u>	<u>,</u>	1	1:	5
Kesearch repor	t – meaning-types – Conte	nts of report - precautions of				77	T
D 1 2 2		01111120	otal L	ecture Ho	ours	75 H	irs
Books for Stud	<u> </u>						
		y, Margham Publications.20					
1. C.R.Kothar	i. GauravGarg, Research M	Iethodology, 4 th Edition, No	ew ag	ge Internati	onal	(p)	

Books for References:

Limited Publishers.

- 1. N.Thanulingom, Research Methodology, Himalaya Publishing House, 2010.
- 2. Uma Sekaran, Research methods for Business, Wiley India, New Delhi, 2006.
- 3. K. N. Krishnaswamy, AppalyerSivakumar and M. Mathirajan, Management Research Methodology, Pearson Education, New Delhi, 2006.

Web Resources:

www.newagepublishers.com

https://libguides.wits.ac.za/research-support

https://libguides.wits.ac.za/c.php?g=693518&p=4914913

https://www.intechopen.com/books/cyberspace/research-design-and-methodology

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

CO & PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2		1	2	3
CO 2	3	3	1 1	1	2	3
CO 3	3	2	3	1	2	3
CO 4	3	3	2	2	2	3
CO 5	3	2	3	2	2	3

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

LESSON PLAN

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

writing report.. Assignments

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

Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print

Articulation Mapping – K Levels with Course Outcomes (COs)

		K Level	Section A		Section B		Section	C 4 D	
Interna	Cos		MCQs	ம க	Short Ansv	vers	C	Section D Open	
1	Cus	I Level	No. of. Questions	K - Level	No. of. Questions	K - Level	Either or Choice	Choice	
CI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)	
AI	CO2	Up to k2	2	k1&k2		K2	2(k2&k2)	2(k2)	
CI	CO3	Up to k4	2	k1&k2	2	K3	2(k4&k4)	2(k4)	
AII	CO4	Up to k3	2	k1&k2	15	K2	2(k3&k3)	1(k3)	
0 4:	No. of be aske	Questions to	4	SK 1	3	(G)	4	3	
Questio n	No. of be answ	Questions to wered	4		3	000	2	2	
Pattern CIA I	Marks questic	for each	1	M	2	1/2-5	5	10	
& II	Total N	Marks for ection	4	W.	6	8	10	20	

	Distrib	ution of Mar	ks with K Le	vel CIA I &	CIA II	181		
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	4	-	100	6	10	100
	K2	2	2	20	30	54	90	
CIA	K3	-	-			-	-	-
I	K4	-	-	-	-	-	-	-
1	Marks	4	6	20	30	60	100	100
	K1	2	-	-		2	3	10
	K2	2	2	-	-	4	7	
CIA	К3	-	4	10	10	24	40	40
II	K4	-	-	10	20	30	50	50
	Marks	4	6	20	30	60	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)								
			MCQs	MCQs		Short Answers		G 4: D	
S.No	COs	K - Level	No. of Questions	K – Level	No. of Question	K – Level	(Either / or Choice)	Section D (Open Choice)	
1	CO1	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)	
2	CO2	Up to K2	2	k1&k2	1000	k1	2(k2&k2)	1(k3)	
3	CO3	Up to K4	2	k1&k2	1 6	k2	2(k4&k4)	1(k3)	
4	CO4	Up to K3	2	k1&k2	II a	k2	2(k3&k3)	1(k2)	
5	CO5	Up to K3	2	k1&k2	1	k2	2(k2&k2)	1(k3)	
No. of	Question	ns to be	10	7/8/	5		10	5	
Asked			QL.			1200			
No. of Questions to be answered		10		5	134	5	3		
Marks for each question			1	(E)	2		5	10	
Total I	Marks fo	r each section	10	MA	10	ME	25	30	
(Figur	es in pa	renthe <mark>sis den</mark>	otes, question	is <mark>should</mark>	be asked wi	th the gi	ven K level)		

	Distribution of Marks with K Level								
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %		
K1	5	4 .00	771177 05		9	7	59		
K2	5	6	30	20	61	50.83			
K3	-	- 62	10	30	40	33.33	33		
K4	-	- 10	10		10	8.3	8		
Marks	10	10	50	50	120	100	100		

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

${\bf Summative\ Examinations\ -\ Question\ Paper\ -\ Format}$

Section	A (Multi	inle Choice	Questions)
	· All Que		(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	Questions
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	710 4
9	CO5	K1	8 9 000
10	CO5	K2	
Section	B (Short	Answers)	
	· All Que		(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	CATHER ATTEN
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section	C (Eithe	r/Or Type)	
Answer	· All Que	stions	$(5 \times 5 = 25 \text{ marks})$
	1111 6 410	Strong	(o A o Bo mai no)
Q.No	CO	K Level	Questions
Q.No 16) a	CO CO1	K Level K2	Questions
Q.No 16) a 16) b	CO CO1 CO1	K Level K2 K2	
Q.No 16) a 16) b 17) a	CO1 CO1 CO2	K Level K2 K2 k2	Questions
Q.No 16) a 16) b 17) a 17) b	CO1 CO1 CO2 CO2	K Level K2 K2 k2 k2	Questions
Q.No 16) a 16) b 17) a 17) b 18) a	CO CO1 CO1 CO2 CO2 CO3	K Level K2 K2 k2 k2 k4	Questions
Q.No 16) a 16) b 17) a 17) b 18) a 18) b	CO CO1 CO2 CO2 CO3 CO3	K Level K2 K2 k2 k2 k4 k4	Questions
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a	CO CO1 CO2 CO2 CO3 CO3 CO4	K Level K2 K2 k2 k2 k4 k4 k3	Questions
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b	CO CO1 CO2 CO2 CO3 CO3 CO4 CO4	K Level K2 K2 k2 k2 k4 k4 k3 k3	Questions
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a	CO CO1 CO2 CO2 CO3 CO3 CO4 CO4	K Level K2 K2 k2 k2 k4 k4 k4 k3 k3	Questions
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b	CO CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5	K Level K2 K2 k2 k4 k4 k3 k3 k2 k2	Questions
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b NB: High	CO CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5	K Level K2 K2 k2 k4 k4 k3 k3 k2 k2	Questions
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b NB: Higherels	CO CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 gher leve	K Level K2 K2 k2 k4 k4 k3 k3 k2 k2 l of perform	Questions
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b NB: Higher the section	CO	K Level K2 K2 k2 k4 k4 k3 k3 k2 k2 l of perform	Questions ance of the students is to be assessed by attempting higher level of K
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b NB: Higher the section Answer	CO CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 gher leve	K Level K2 K2 k2 k4 k4 k3 k3 k2 k2 l of perform	Questions nance of the students is to be assessed by attempting higher level of K (3x10=30 marks)
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b NB: Higher Section Answer Q.No	CO CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 gher leve D (Open	K Level K2 K2 k2 k4 k4 k3 k3 k2 k2 l Of perform Choice) ree question K Level	Questions ance of the students is to be assessed by attempting higher level of K
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b NB: Higher levels Section Answer Q.No 21	CO CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 gher leve D (Open Any The	K Level K2 K2 k2 k4 k4 k4 k3 k3 k2 k2 l of perform Choice) ree question K Level K2	Questions nance of the students is to be assessed by attempting higher level of K (3x10=30 marks)
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b NB: Higher the section Answer Q.No 21 22	CO CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 gher leve D (Open Any Thi CO CO1	K Level K2 K2 k2 k4 k4 k3 k3 k2 k2 l of perform Choice) ree question K Level K2 k3	Questions nance of the students is to be assessed by attempting higher level of K (3x10=30 marks)
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b NB: Higher the section Answer Q.No 21 22 23	CO CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 gher leve D (Open Any Thi CO CO1 CO2 CO3	K Level K2 K2 k2 k4 k4 k3 k3 k2 k2 l of perform Choice) ree question K Level K2 k3 k3	Questions nance of the students is to be assessed by attempting higher level of K (3x10=30 marks)
Q.No 16) a 16) b 17) a 17) b 18) a 18) b 19) a 19) b 20) a 20) b NB: Higher the section Answer Q.No 21 22	CO CO1 CO2 CO2 CO3 CO3 CO4 CO4 CO5 CO5 gher leve D (Open Any Thi CO CO1	K Level K2 K2 k2 k4 k4 k3 k3 k2 k2 l of perform Choice) ree question K Level K2 k3	Questions nance of the students is to be assessed by attempting higher level of K (3x10=30 marks)



(For those who joined in 2021-2022 and after)

Course Name	OPERATIONS RESE	ARCH				
Course Code	21UBAA41			L	P	C
Category	Allied			6	-	4
Nature of cours	e: EMPLOYABILITY	SKILL ORIENTED	ENTREPR	ENU	RSH	IP
Course Object	ives:	51 1D 5 0m				
• The stu	dents get knowledge ab	out the scope and applicat	ion of operation	ns re	searc	h in
	and industry	D MAM 4				
	duce the basic concepts of					
		udents with transp <mark>ortation</mark>	problem along	with	real	life
applicati		THILL YOUR A				
* *		em techniques con <mark>structivel</mark>	y to make effe	ctive	busi	ness
decision	M F-LOW			1 .		
		epts for scientific study of str	ategic decision	makir		4
	oduction	nition, Nature Of Operations	Dagaarah Man	a aram	14	+
		Scope Of Operations Research				
	cision Making - Limitation		ii, Role Of Ope	Tatioi	.15	
	ear Pr <mark>ogrammin</mark> g	ms of or.			19	9
		ogramming Models-Applica	tion Of Linear P	rogra		
		r Programming -Mathematic				-5
	od (sim <mark>ple problems on</mark>		450			
	nsportation Problem		97		19	9
Introduction – A	Assumpti <mark>ons-In</mark> itial Basic	Feasible Solution - NWC N	<mark>//eth</mark> od – Least	Cost 1	Meth	od –
Vogel's Metho	d – (simp <mark>le pro</mark> blems)	only).Optimal solution – M	ODI Method, S	Stepp	ing s	tone
	eracy Prob <mark>lems to</mark> be E	xclude).	9			
	gnment Prob <mark>lem</mark>				19	
Introduction – I	Difference between Trans	sportation and Assignment P	roblems- Hunga	irian 1	Meth	od –
Solving Balance	ed and Un Balanced Ass	ignment Problems - Maxim	ization Assignn	nent I	Proble	em -
(Simple Proble	ms only), Travelling Sal	esman (<mark>Simple Problems o</mark> n	ıly),			
Unit: V Gan	ne Theory				19	9
	· ·	- Basic Terms of Game Th	neory- Two Pers	son- Z	Zero	Sum
		Zero Sum Game Without Sa	-			
only).			(1		
· /				1	0.0	
N			otal Lecture Ho		90 H	lrs
Note: The Que Books for Stud		n the ratio of 80% Problen	ns and 20 % Th	eory		
	•	usiness Statistics & Operation	ons Research. S	ultan	Chan	d &

Sons, New Delhi- 110002, Fifth Edition, Reprint 2020.

Books for References:

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

Web Resources:

- 1. https://www.tutorialspoint.com/industrial engineering operations research/index.asp
- 2. https://www.tutorialspoint.com/linear_programming/index.asp

Course	e Outcomes	K Level
CO1:	Demonstrating and understanding the concepts of Operations Research	Upto K2
CO2:	Analyse Linear Programming technique in Manufacturing and Marketing in	Upto K4
CO2:	Business	
CO3:	Able to Apply transportation model to minimize the cost of transportation and	Upto K3
CO3:	increase profit of sales.	
CO4:	Understand the usage of Assignment techniques for Decision Making.	Upto K2
CO5 :	Examine the usage of game theory and Simulation for Solving Business Problems.	Upto K4

CO & PO Mappings:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	2	1	3
CO 2	3	2	TA	2	1	3
CO 3	3	1	71	2	1.	3
CO 4	3	2	1	2	1	3
CO5	3	2	1	2	1	3

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

LESSON PLAN

Unit	OPERATIONS RESEARCH	Hrs	Pedagogy
	Introduction -Characteristics Of Games - Basic Terms of Game	14	Chalk
	Theory- Two Person- Zero Sum Game With Saddle Point- Two		&Talk,PPT
I	Person Zero Sum Game Without Saddle Point. (Simple Problems		
	only).		
	Lincov Duoguamming	10	Challe
	Linear Programming Introduction – Assumptions In Linear Programming Models-	19	Chalk
П	Application Of Linear Programming Method - Areas of Application		&Talk,PPT
11	Of Linear Programming -Mathematical Formulation of LPP –		
	Graphical method (simple problems only).		
	Transportation Problem	19	Chalk
	Introduction – Assumptions-Initial Basic Feasible Solution - NWC		&Talk,PPT
III	Method – Least Cost Method – Vogel's Method – (simple problems		
	only).Optimal solution – MODI Method, Stepping stone method		
	(Degeneracy Problems to be Exclude).		

	Assignment Problem	19	Chalk
	Introduction - Difference between Transportation and Assignment		&Talk,PPT
	Problems- Hungarian Method – Solving Balanced and Un Balanced		
IV	Assignment Problems - Maximization Assignment Problem - (Simple		
	Problems only),		
	Travelling Salesman (Simple Problems only),		
	Game Theory	19	Chalk
	Introduction -Characteristics Of Games - Basic Terms of Game		&Talk,PPT
\mathbf{V}	Theory- Two Person- Zero Sum Game With Saddle Point- Two		
	Person Zero Sum Game Without Saddle Point. (Simple Problems		
	only).		

Course Designed by:

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

Learn	Learning Outcome Based Education & Assessment (LOBE)									
	Formative Examination - Blue Print									
Articu	Articulation Mapping - K Levels with Course Outcomes (COs)									
Inte	Cos	8	K Le	vel	Section A		Section B	100	Section C	Section D
rnal					MCQs	The state of the s	Short An	swers	Either or	Open
					No. of.	K-	No. of.	K -	Choice	Choice
					Questions	Level	Questio	Level	9	
					NAME OF TAXABLE PARTY.	A.	ns			
CI	CO	1	Up to	K2	2	K1&K2	2	k2	2(K2&K2)	1(K2)
AI	CO	2	Up to	K4	2	K1&K2	1	K3	2(K4&K4)	2(K4&K4)
CI	CO	3	Up to	K3	2	K1&K2	1/	K2	2(K3&K3)	2(K3&K3)
AII	CO	4	Up to	K2	2	K1&K2	2	K2	2(K2&K2)	1(K2)
Quest	ion	No.	of	1=	4		3		4	3
Patter	'n	Que	estions	to	Son Water	77		A 6000		
CIA I	&	be a	asked	1						
II		No.	of		4		3		2	2
		Que	estions	to						
	be answered		200		20					
		Ma	rks for	each	1	Barry	2		5	10
		que	stion							
		Tot	al Mar	ks	4		6		10	20
		for	each							
		sect	tion							

	Distrib	ution of Mar	ks with K Le	vel CIA I &	CIA II			
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	-	-		2	3.33	47
	K2	2	4	10	10	26	43.33	
CIA	К3	-	2	-	-	2	3.33	3
I	K4	-	-	10	20	30	50.00	50
1	Marks	4	6	20	30	60	100	100
	K1	2	- 80 B		400	2	3	
~~·	K2	2	6	10	10	28	47	_50
CIA	К3	-	5/6	10	20	30	50	50
II	K4	- /	3 0	HUIZ		91.	-	-
	Marks	4	6	20	30	60	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.

Sumn	Summative Examina <mark>tion – Blu</mark> e Print Articulation Mapping <mark>– K Level w</mark> ith Course								
Outco	mes (CC	Os)		A 127					
S.No	S.No COs K-Lev		MCQs	THE REPORT OF	Short Answers		Section C	Section D	
		13	No. of	K –	No. of	K -	(Either /	(Open	
			Questions	Level	Question	Level	or Choice)	Choice)	
1	CO 1	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)	
2	CO 2	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(K4)	
3	CO 3	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(K3)	
4	CO 4	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)	
5	CO 5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(K4)	
No. of	Question	ns to be	10		5		10	5	
Asked	l								
No. of	No. of Questions to be		10		5		5	3	
answe	red								
Marks	Marks for each question		1		2		5	10	
Total	Marks for	r each	10		10		25	30	
section	n								
(Figui	res in pai	renthesis de	notes, questi	ons should	be asked w	ith the gi	ven K level)	•	

I	Distribution of Marks with K Level										
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %				
K1	5	-	-	-	5	4.16	50				
K2	5	10	20	20	55	45.83					
K3	-	-	10	10	20	16.66	17				
K4	-	-	20	20	40	33.33	33				
Marks	10	10	50	50	120	100	100				

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

Summative Examinations - Question Paper - Format

Section	A (Mu	ıltiple Cho	ice Questions)
Answe	r All Q	uestions	(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	E NO E
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	TABLE CO.
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	J'Minde his all !
		ort Answei	's)
Answe	r All Q	uestions	(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K2	
12	CO2	K2	15 mu 15 35
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
		her/Or Ty	= · f
		uestions	$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K4	
17) b	CO2	K4	
18) a	CO3	K3	

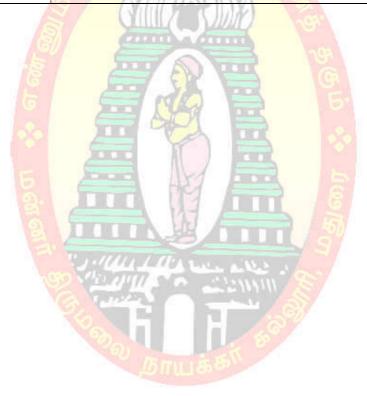
18) b	CO3	K3	
19) a	CO4	K2	
19) b	CO4	K2	
20) a	CO5	K4	
20) b	CO5	K4	

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

Section D (Open Choice)

Answer Any Three questions(3x10=30 marks)

			(
Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K4	THE GOODS
23	CO3	K3	6
24	CO4	K2	
25	CO5	K4	





(For those who joined in 2021-2022 and after)

Course Code Category Skill Skill ORIENTED ENTREPRENURSHIP Course Objectives: 1. To know the basics of Verbal and Non-verbal communication, and to recognize the root of body language as a part of non-verbal communication. 2. To learn the concept of body language, interpretations and advantages of body language. 3. To study the various gestures of body language and its implications. 4. To acquire the types and traits of body language. 5. To familiarize with the concept of business body language skills. Unit: I Introduction -Non-verbal Communication Body Language-Meaning-Definition, Types-Non -verbal communication-important non-verbal areas-Similarities & Differences between Verbal Language and Non-verbal Language-Main aspects of Body Language Unit: II Characteristics of Body Language 6
Nature of course: EMPLOYABILITY SKILL ORIENTED ENTREPRENURSHIP Course Objectives: 1. To know the basics of Verbal and Non-verbal communication, and to recognize the root of body language as a part of non-verbal communication. 2. To learn the concept of body language, interpretations and advantages of body language. 3. To study the various gestures of body language and its implications. 4. To acquire the types and traits of body language. 5. To familiarize with the concept of business body language skills. Unit: I Introduction -Non-verbal Communication 6 Body Language-Meaning-Definition, Types-Non -verbal communication-important non-verbal areas-Similarities & Differences between Verbal Language and Non-verbal Language-Main aspects of Body Language
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Body Language-Meaning-Definition, Types-Non -verbal communication-important non-verbal areas-Similarities & Differences between Verbal Language and Non-verbal Language-Main aspects of Body Language
areas-Similarities & Differences between Verbal Language and Non-verbal Language-Main aspects of Body Language
aspects of Body Language
Unit: II Characteristics of Pody Language
Body Language as Communication- Approaches to the interpretation of Body Language
Advantages of Body Language-Reading Positive and negative body language. Cultural difference
in Body Language
Unit: III Gestures and their meanings 6
Palm Gestures and smiling gestures. Hand and arm gestures, Hand to face gestures. Leg Gesture
Pointers, courtship gestures and territorial gestures
Unit: IV Traits and Attitudes of Body Language 6
Body Types in Body Language- Range of Traits and Attitudes-understanding attitudes by body
gestures.
Unit: V Body language in Business 6
Negotiation skills-Planning and how to negotiate. Business body language-posture, handshakes,
eye contact and smiles. Effective body language during business meetings. Effective body language
in handling customers.
Total Lecture Hours 30 Hrs
Books for Study: 1. VinayMohan, Understanding Body Language, Pustak Mahal Publications.

Books for References:

- 1. Allan Pease "How to read others thoughts", Sudha Publication, New Delhi.
- 2. ShaliniVarma "Art of reading gestures and posture", S.Chand & Co.
- 3. Hedwig Lewis "Body Language", Response Books Pvt. Ltd.-2011

Web Resources:

- 1. https://www.marketing91.com/organizational-behaviour/
- 2. https://open.umn.edu/opentextbooks/textbooks/30
- 3. https://www.coursera.org/learn/managing-people-iese

- 4. https://www.managementstudyguide.com/what-is-etiquette.htm
- 5. https://toggl.com/track/business-etiquette-rules/

5.	https://toggi.com/track/business-etiquette-rules/						
Course Outcomes K Lo							
After	studying this course, the students will be able to:						
CO ₁	Describe the difference between verbal and non-verbal communication and to	Up to K2					
	identify the main aspects of body language.						
CO ₂	Explain the characteristics of body language and to identify the approaches to	Up to K2					
	the interpretation of Body Language.						
CO ₃	Interpret the various gestures of body language.	Up to K2					
CO4	Experiment various body types in body language and to show the attitudes by	Up to K2					
	body language.						
CO5	Analyze the business negotiation skills and to categorize various body	Up to K 2					
	language skills during business meetings and customer handling.						

CO & PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	3))//t)	2	3
CO 2	3	2 1	3	11	2	2
CO 3	2	1	3	2	2	3
CO 4	3	2	3	2	2	3
CO 5	3	1 2	3	2	2	3

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

<u>LESSON PLAN</u>

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

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



(For those who joined in 2020-2021 and after)

Course Name	ENTREPRENEURIAL	DEVELOPMENT				
Course Code	21UBAN41			L	P	C
Category	Non Major Elective			2	-	2
Nature of cour	se: EMPLOYABILITY	SKILL ORIENTED	ENTREPRENU	RSHI	P	
COURSE OB	JECTIVES:	5) D & Om				
1. To understa	and the key characteristics	of successful entreprene	urs and their ventu	ıres.		
	ne sources of help and supp					
	the necessary managerial s	_		-		
	to communicate clearly and	*	11011 50010 1110.01511	•		
	a broad vision about the b	•				
	troducti <mark>on to Entrepr</mark> ene					5
Entrepreneur	- Meaning - Characteris	tics-functions-classifica	tion- Intrapreneur	-chara	cteri	stics
•	Vs Intrapreneur- Entrepre					
growth.	AO.		0	•		
Entrepreneur:	ship D <mark>evelopment</mark> in Ind	lia- Entrepreneurship I	Development progr	amme	e (El	DP)
objectives-phas						
Unit: II Cl	assifica <mark>tion of E</mark> ntreprene	eurs (19)	8			5
Women Entre	preneu <mark>rs-Defin</mark> ition-factor	rs infl <mark>uen</mark> cing women E	<mark>ntrepreneu</mark> rs.			
Rural entrepr	<mark>eneurship-mea</mark> ning-proble	ems of rural entrepreneu	rs <mark>hip-dev</mark> elopment	•		
Social Ent	t <mark>repreneu<mark>rship-</mark>Meaning-e</mark>	entrepreneurship and	d social er	ntrepr	eneu	rship
Agripreneursl	hip -Meanin <mark>g-nee</mark> d.					
Unit: III M	icro Small a <mark>nd Me</mark> dium E	Enterprises- An outlool	C		(5
MSMEs – cor	ncept-importance-problems	-steps to start a MSME	E- Sickness in MS	ME-s	ymp	toms
causes-measure	es.					
Unit: IV Ins	stitutional Assistance to En	trepreneurs			(5
Institutional su	pport to entrepreneurs-Sch	neme for providing esta	blishment of new	instit	utio	ns to
_	infrastructure for EDI's u		0 11			_
	me-credit guarantee schem		-		_	-
	9000/ISO14001 certifica					
	opment programme-micro	o finance programme	e-MSME market	dev	elopi	ment
Assistance						
Unit: V Pro	oject Report preparation					5
	t –meaning-contents of pro	piect report-exercise-Mo	del project report			
J	contents of pro	J-11-14p 011 011010100 1110	Total Lecture	Ноп	rs '	30
			Total Lecture	1100		

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

Book for References:

Gordon. E and Natarajan. K, Entrepreneurship Development, Himalaya Publishing House, No: 8/2 Madley Street, Ground Floor, T.Nagar, Chennai – 600 017.

Web Resources:

 $\underline{https://nptel.ac.in/courses/110/106/110106141/}$

https://www.udemy.com/topic/entrepreneurship/

COURSE OUTCOME			
	8.91		
CO1	Locate the ability to determine distinct entrepreneurial traits.	Up to K2	
CO2	Find different opportunities and successful growth stories.	Up to K2	
CO3	Make use of the steps to start an enterprise and design business plans.	Up to K2	
CO4	Plan and Write a project report.	Up to K2	
CO5	Categorize the schemes of government and non-government institutions	Up to K2	
	which are suitable for funding by considering all dimensions of business.		

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	3	3	3	3
CO 2	3	2	3	2	2	3
CO 3	2	3	2	3	2	2
CO 4	2	3	344	2	2	3
CO5	2	2	3	3	3	3

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

LESSON PLAN

UNIT	SUBJECT NAME	Hrs	Mode
Ι	Entrepreneur - Meaning - Characteristics-functions-classification-	9	Lecture
	Intrapreneur-characteristics- Entrepreneur vs. intrapreneur-		method &
	Entrepreneurship- Definition-factors affecting entrepreneurship		Video
	growth. Entrepreneurship Development in India- Entrepreneurship		sessions
	Development programme (EDP) - objectives-phases of EDP.		
II	Women Entrepreneurs-Definition-factors influencing women	9	Lecture
	Entrepreneurs. Rural entrepreneurship-meaning-problems of rural		Method &
	entrepreneurship-development. Social Entrepreneurship-Meaning-		Assignments
	entrepreneurship and social entrepreneurship. Agripreneurship-		

	Meaning-need.		
III	MSMEs – concept-importance-problems-steps to start a MSME-Sickness in MSME-symptoms-causes-measures.	9	Lecture Method & Group activity
IV	Institutional support to entrepreneurs-Scheme for providing establishment of new institutions to strengthen the infrastructure for EDI's under ATI scheme- marketing support under marketing assistance scheme-credit guarantee scheme-credit linked capital subsidy scheme for technology up gradation-ISO 9000/ISO14001 certification reimbursement scheme-Micro small enterprises cluster development programme-micro finance programme-MSME market development Assistance	9	Lecture method, video session
V	Project Report - Meaning-contents of project report- Model project report	9	Lecture method and Assignments

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

Professor



(For those who joined in 2020-2021 and after)

Course Name	Int	Internship Report (Extra Credit)					
Course Code	210	21UBEC41					
Category	Ext	tra Credit			0	-	1
Nature of course:		EMPLOYABILITY	SKILL ORIENTED	ENTREPRENU	JRSH	IP	✓

INTERNSHIP TRAINING REPORT

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

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

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

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

Evaluation/assessment of student intern

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

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

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

