

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 x 01= 04 Marks

Part –B

Three short answers questions(answer all) 3 x 02= 06 Marks

Part –C

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

Part –D

Two questions out of three 2 x 10 =20 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

Assignment --5 marks

Total 25 Marks

Pattern of the question paper for the Summative Examinations:

Note: Duration- 3 hours

Part –A

Ten multiple choice questions 10 x01 = 10 Marks

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

Part –B

Short answer questions (one question from each unit) 5 x02 = 10 Marks

Part –C

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

(One question from each Unit)

Part –D

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

(One question from each Unit)

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 x 1=75 Marks)

(15MCQ's from each unit)

Part-IV- Environmental Studies and Value Education

The Scheme of Examination (Environmental Studies and Value Education)

Two tests and their average --15 marks

Project Report --10 marks*

Total --25 marks

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

Question Paper Pattern

(Internal Assessment)

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

45 MCQs will be asked for 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)

PART V Extension Activities: (Maximum Marks: 100)

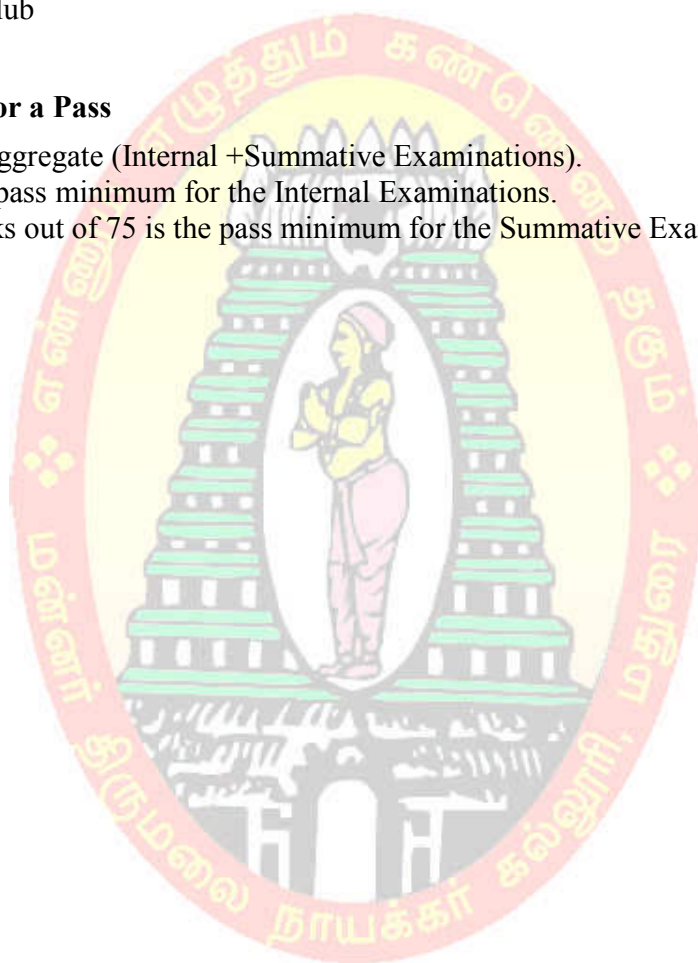
1. NCC
2. NSS
3. Physical Education
4. YRC
5. RRC
6. Health & Fitness Club
7. Eco Club
8. Human Rights Club
9. Consumer Club

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.

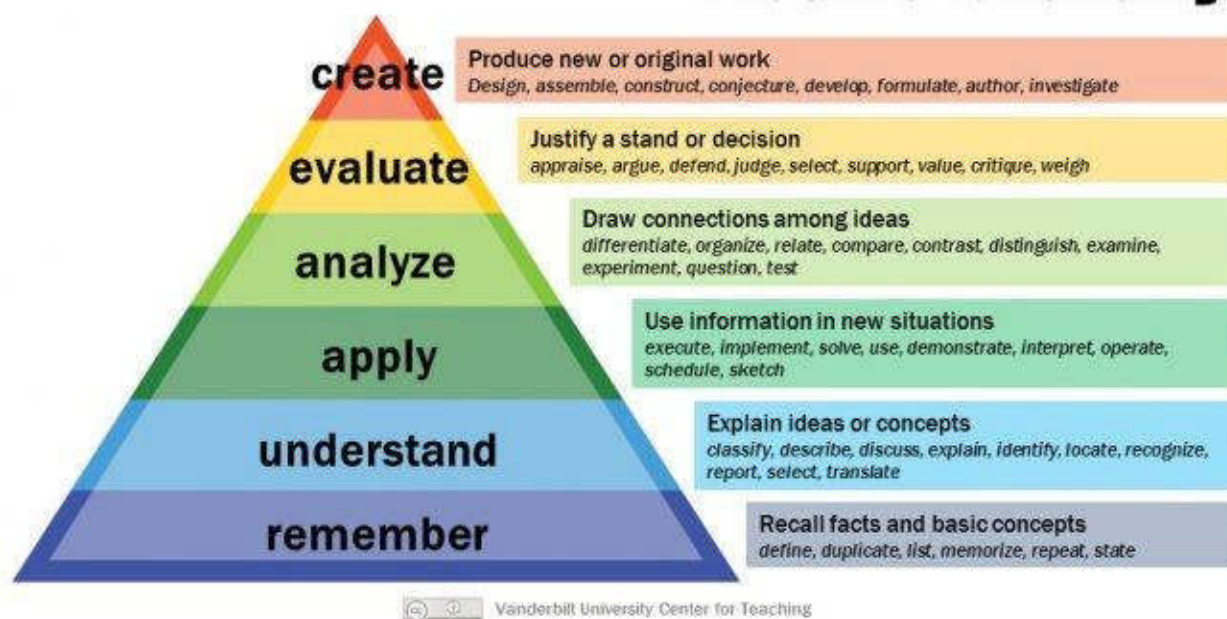
The 12 Graduate Attributes*:

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

WA	Graduate Attributes	Caption as
1	Demonstrated competence in university level mathematics, natural sciences, engineering fundamentals, and specialized engineering knowledge appropriate to the program.	Business Environment and Domain Knowledge.
2	An ability to use appropriate knowledge and skills to identify, formulate, analyze, and solve complex engineering problems in order to reach substantiated conclusions	Critical Thinking, Business Analysis and Problem Solving.
7	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.	Effective Communication.
6	An ability to work effectively as a member and leader in teams, preferably in a multi-disciplinary setting.	Teamwork and Innovation
10	An ability to apply professional ethics, accountability, and equity.	Ethics.
12	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	Life-long Learning

Bloom's Taxonomy



PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

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

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

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

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

Course Code	Title of the Course	Hrs	Cred it	Maximum Marks		
				Int	Ext	Total
THIRD SEMESTER						
Part - III	Core Courses					
21UBAC31	Business Law	5	4	25	75	100
21UBAC32	Marketing Management	5	4	25	75	100
21UBAC33	Entrepreneurship	5	4	25	75	100
21UBAC34	Organisational Behaviour	5	4	25	75	100
Part III	Allied Course					
21UBAA31	Business Statistics	6	4	25	75	100
Part IV	Skill Based Course					
21UBAS31	Personality Development Skill	2	2	25	75	100
Part IV	Non Major Elective Course					
21UBAN31	Business Management	2	2	25	75	100
	Total	30	24	175	525	700
FOURTH SEMESTER						
Part - III	Core Courses					
21UBAC41	Basics of Intellectual Property Rights	5	4	25	75	100
21UBAC42	Human Resource Management	5	4	25	75	100
21UBAC43	Data Analysis using Excel	5	4	25	75	100
21UBAC44	Research Methodology	5	4	25	75	100
Part III	Allied Course					
21UBAA41	Operations Research	6	4	25	75	100
Part IV	Skill Based Course					
21UBAS41	Body Language Skills	2	2	25	75	100
Part IV	Non Major Elective Course					
21UBAN41	Entrepreneurial Development	2	2	25	75	100
21UEAG40- 21UEAG49	Part V Extension Activities	0	1	100	-	100
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 Name	BUSINESS LAW				
Course Code	21UBAC31		L	P	C
Category	Core		5	-	4
Nature of course:	EMPLOYABILITY		SKILL ORIENTED	ENTREPRENEURSHIP	
Course Objectives:					
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. 4. To develop the skills to identify relationship towards sale of goods. 5. To equip the students to find the partners relationship and its act of law.					
Unit: I	Indian Contract Act, 1872				15
Definition - Essentials of Valid Contract - Types of Contract - Legal rules as to Offer, Acceptance and Consideration.					
Unit: II	Capacity to Contract				15
Free consent – Coercion, Undue influence, Misrepresentation, Fraud and Mistakes. Quasi Contracts - Wagering and Contingent Contracts. Discharge of Contract. Breach of Contract and Remedies for Breach of Contract					
Unit: III	Contracts of Indemnity & Guarantee				15
Features, Differences between Indemnity and Guarantee, Kinds of Guarantee and Rights of Surety. Bailment – Duties of Bailor and Bailee and Differences between Pledge and Bailment. Agency – Creation, Rights and Duties of Agent and Principal and Termination of Agency.					
Unit: IV	Sale of Goods Act 1930				15
Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an Unpaid Seller. Rights to Information Act 2005, meaning, objectives and significance of RTI act,-Recent Amendments- Procedures for obtaining information under RTI act 2005.					
Unit: V	Indian Partnership Act 1932				15
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 Hrs
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, Kalyani 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>

<https://wbconsumers.gov.in/writereaddata/ACT%20&%20RULES/Relevant%20Act%20&%20Rules/Sales%20of%20Goods%20Act,%201930.pdf>

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

Course Outcomes		K Level
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	1	1	2	2	3
CO 2	3	1	2	2	2	3
CO 3	2	1	2	3	2	3
CO 4	3	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
I	Indian Contract Act, 1872: Definition - Essentials of Valid Contract - Types of Contract - Legal rules as to Offer, Acceptance and Consideration	15	Chalk and talk,PPT Discussion Assignments
II	Capacity to Contract : Free consent – Coercion, Undue influence, Misrepresentation,	15	Chalk and talk,PPT

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

Course Designed by:

Dr. R.Venkatesa Narasimma Pandian, Assistant Professor,

Dr.M.Sakthivel, Associate Professor and Head

Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CIAI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)
	CO2	Up to k3	2	k1&k2	1	K2	2(k3&k3)	2(k3)
CIAII	CO3	Up to k4	2	k1&k2	2	K3	2(k4&k4)	2(k3)
	CO5	Up to k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)
Question Pattern CIA I & II	No. of Questions to be Asked		4		3		4	3
	No. of Questions to be Answered		4		3		2	2
	Marks for each Question		1		2		5	10

	Total Marks for each Section	4		6		10	20
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Distribution of Marks with K Level CIA I & CIA II								
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	4	-		6	10	50
	K2	2	2	10	10	24	40	
	K3	-	-	10	20	30	50	50
	K4	-	-	-				
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3.3	10
	K2	2	2	-	-	4	6.66	
	K3	-	4	10	20	34	56.66	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- Exercises

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
1	CO1	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)
3	CO3	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
5	CO5	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be Answered			10		5		5	3
Marks for each question			1		2		5	10

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

Distribution of Marks with K Level							
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	4	-	-	09	7.5	42
K2	5	6	20	10	41	34.16	
K3	-	-	20	20	40	33.3	33
K4	-	-	10	20	30	25	25
Marks	10	10	50	50	120	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.							

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All Questions		(10x1=10 marks)	
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions		(5x2=10 marks)	
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions		(5 x 5 = 25 marks)	
Q.No	CO	K Level	Questions

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

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

Section D (Open Choice)

Answer Any Three questions

(3x10=30 marks)

Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K3	
23	CO3	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 MANAGEMENT					
Course Code	21UBAC32			L	P	C
Category	Core			5	-	4
Nature of course:		EMPLOYABILITY		SKILL ORIENTED	ENTREPRENEURSHIP	
Course Objectives:						
1. To outline key marketing concepts and its application to different markets						
2. To understand the concepts of product and Branding uses by firms to win the consumer and outplay its competitors.						
3. To study the various pricing strategies adopted by firms and to know the factors influencing the successful distribution.						
4. To acquire the knowledge in Integrated marketing communications and its role in marketing /firms' success.						
5. To familiarize with the trends of Marketing, and to learn the social and ethical practices of firms.						
Unit: I	Marketing -Basics and its Concepts					10
Marketing – Definition – Nature and Scope of Marketing – Concepts of Marketing Mix – Marketing Management and its Evolution – Consumers Behaviour – Buying Motives – Consumer Decision Making.						
Unit: II	Product and Branding					10
Product – Product Classification – Product Policies – New product Development – Product Mix – Product Life Cycle – Branding, positioning and Packaging.						
Unit: III	Pricing and Distribution					15
Pricing – Pricing Objectives – Kinds of Pricing – New Product Pricing. Channels Function – Factors in Channel Selection – Retailing and Wholesaling – Motivating Channel Members.						
Unit: IV	Communication in Marketing					20
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.						
Unit: V	Recent marketing trends					15
Digital marketing-Definition-Importance-Developing a digital marketing plan-Dimensions of Digital Marketing-Mobile Marketing-Recent Marketing Trends – Role of social media in Marketing-Ethical practices in marketing.						
	Total Lecture Hours					75 Hrs
Books for Study:						
1. Marketing Management, Dr.N.Rajan Nair and Sanjith Nair, Sultan Chand & Sons, 23-Daryaganj, New Delhi-110 002						
Books for References:						
1. Philip Kotler, Marketing management, Prentice Hall of India Private Limited, New Delhi – 110 001.						

2. Marketing Management by C.B.Gupta and Rajannair-Sultan Chand and sons-NewDelhi-2

Web Resources:<https://nptel.ac.in/courses/110/104/110104070/><https://www.coursera.org/courses?query=marketing%20management>**Course Outcomes****K Level**

CO1:	Describe the major factors that influence consumer purchasing decisions	Up to K 2
CO2:	Explain what a product is and the importance of products in the marketing mix	Up to K3
CO3:	Explain the primary factors to consider in pricing and Explain what channels of distribution are and why organizations use them	Up to K3
CO4:	Apply techniques of promotion for building a brand.	Up to K4
CO5:	Analyze Digital Marketing techniques and apply them in business.	Up to K 4

CO & PO Mapping:

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	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
II	Product – Product Classification – Product Policies – New product Development – Product Mix – Product Life Cycle – Branding, positioning and Packaging	10	Lecture, Marketing Games, live case Discussion
III	Pricing – Pricing Objectives – Kinds of Pricing – New Product Pricing. Channels Function – Factors in Channel Selection – Retailing and Wholesaling – Motivating Channel Members.	15	Lecture-video clippings
IV	Advertising – Meaning and Importance – Types of Advertising – Objectives – Advertisement Copy – Advertising Media – Media selection – Advertising Budget – Advertising Agency – Evolution of Advertising Effectiveness-sales promotion -Definition- its types.	20	Lecture- Exercise -copy development-contest on framing sales promotion
V	Digital marketing-Definition-Importance-Developing a digital marketing plan-Dimensions of Digital Marketing-Mobile Marketing-	15	Lecture, presentation-

	Recent Marketing Trends – Role of social media in Marketing-Ethical Practices in marketing.		assignment on app
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**Course Designed by Dr.M.Sakthivel-Associate professor and Head
Dr.R.Meenakshi Devi, Assistant professor**

Learning Outcome Based Education & Assessment (LOBE)

Formative Examination - Blueprint

Articulation Mapping – K Levels with Course Outcomes (COs)

Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CI	CO1	Up to k2	2	k1&k1	2	K2	2(k2&k2)	1(k2)
AI	CO2	Up to k3	2	k1&k1	1	K3	2(k3&k3)	2(k3)
CI	CO3	Up to k3	2	k1&k1	1	K3	2(k2&k2)	2(k3)
AI	CO4	Up to k4	2	k1&k1	2	K2	2(k4&k4)	1(k4)
Question Pattern CIA I & II		No. of Questions to be asked	4		3		4	3
		No. of Questions to be answered	4		3		2	2
		Marks for each question	1		2		5	10
		Total Marks for each section	4		6		10	20

Distribution of Marks with K Level CIA I & CIA II

	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	4	-	-	-	4	6.6	47
	K2	-	4	10	10	24	40	
	K3	-	2	10	20	32	53.3	53
	K4	-	-	-	-	-	-	
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3.3	30
	K2	2	4	10	-	16	26.6	
	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 the CIA component.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
1	CO1	Up to K 2	2	k1&k2	1	k2	2(k2&k2)	1(k2)
2	CO2	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
3	CO3	Up to K3	2	k1&k2	1	k3	2(k2&k2)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k4&k4)	1(k4)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30
(Figures in parenthesis denotes, questions should be asked with the given K level)								

Distribution of Marks with K Level							
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	-	5	4.16	32
K2	5	8	10	10	33	27.5	
K3	-	2	20	20	42	35	35
K4	-	-	20	20	40	33.3	33
Marks	10	10	50	50	120	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.							

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All Questions			(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions			(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K2	
12	CO2	K2	
13	CO3	K3	
14	CO4	K2	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions			(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k3	
17) b	CO2	k3	
18) a	CO3	k4	
18) b	CO3	k4	
19) a	CO4	k3	
19) b	CO4	k3	
20) a	CO5	k4	
20) b	CO5	k4	
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	K3	
22	CO2	K3	
23	CO3	K3	
24	CO4	K4	
25	CO5	K4	



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

Course Name	ENTREPRENEURSHIP			
Course Code	21UBAC33	L	P	C
Category	Core	5	-	4
Nature of course:	EMPLOYABILITY	SKILL ORIENTED	ENTREPRENURSHIP	✓
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:	
https://onlinecourses.swayam2.ac.in/cec20_mg19/preview	
https://www.edx.org/learn/entrepreneurship	
Course Outcomes	K Level
CO1:	Understand the basic concepts of entrepreneurship and entrepreneurship programmes development
CO2:	Visualising the key characteristics of different entrepreneurs and ventures.
CO3:	Utilise the concepts of MSME and startup to initiate their ventures.
CO4:	Identify the institutions which give financial and other assistance to the entrepreneur.
CO5:	Locate and Plan for a business project appraisal.

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	1	3	2	2
CO 4	2	3	2	2	1	3
CO 5	3	1	2	2	2	3

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

LESSON PLAN

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

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

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

Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CIA I	CO1	Up to K2	2	k1&k2	1	K1	2(k2&k2)	1(k2)
	CO3	Up to K3	2	k1&k2	2	K2	2(k3&k3)	2(k3)
CIA II	CO4	Up to K3	2	k1&k2	1	K3	2(k2&k2)	2(k2)
	CO5	Up to K4	2	k1&k2	2	K2	2(k4&k4)	1(k4)
Question Pattern CIA I & II		No. of Questions to be asked	4		3		4	3
		No. of Questions to be answered	4		3		2	2
		Marks for each question	1		2		5	10
		Total Marks for each section	4		6		10	20

Distribution of Marks with K Level CIA I & CIA II								
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	2	-	-	4	6.67	50
	K2	2	4	10	10	26	43.33	
	K3	-	-	10	20	30	50.00	50
	K4	-	-	-	-			
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3.3	30
	K2	2	4	10	-	16	26.6	
	K3	-	2	10	10	22	36.6	37
	K4	-	-	-	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
1	CO1	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2)
2	CO2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2)
3	CO3	Up to K3	2	K1&K2	1	K3	2(K3&K3)	1(k3)
4	CO4	Up to K3	2	K1&K2	1	K3	2(K2&K2)	1(K2)
5	CO5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(k4)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30
(Figures in parenthesis denotes, questions should be asked with the given K level)								

Distribution of Marks with K Level							
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	-	5	4.16	55
K2	5	6	20	30	61	50.8	
K3	-	2	30	10	42	35	35
K4	-	2	-	10	12	10	10
K5	-	-	-	-	-	-	-
Marks	10	10	50	50	120	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.							

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All Questions (10x1=10 marks)			
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions (5x2=10 marks)			
Q.No	CO	K Level	Questions
11	CO1	K2	
12	CO2	K2	
13	CO3	K3	
14	CO4	K4	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions (5 x 5 = 25 marks)			
Q.No	CO	K Level	Questions
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	

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

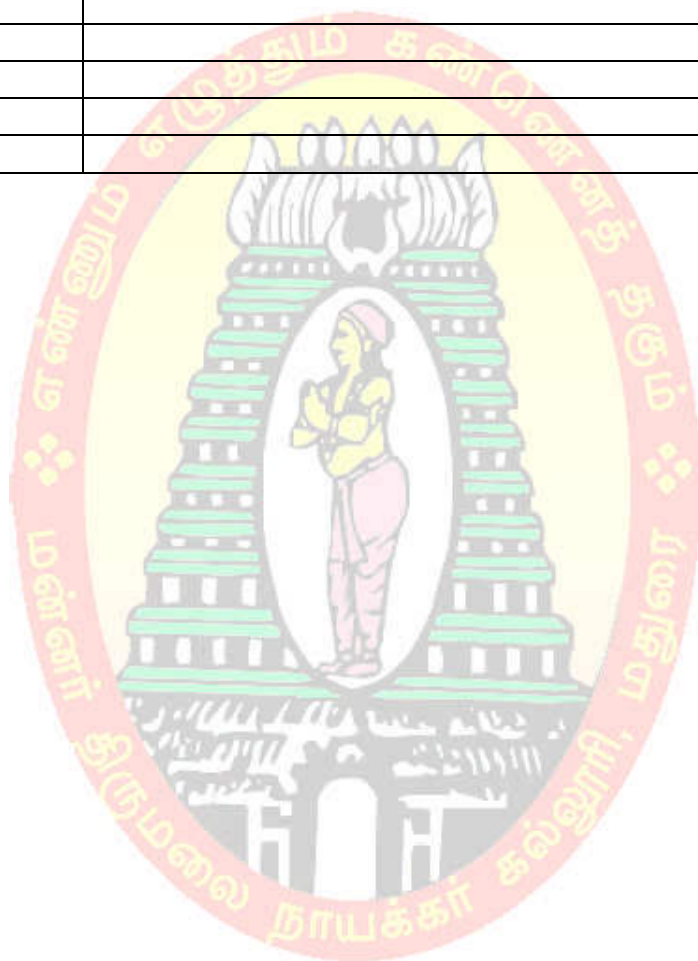
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

Answer Any Three questions

(3x10=30 marks)

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





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

Course Name	ORGANIZATIONAL BEHAVIOUR			
Course Code	21UBAC34	L	P	C
Category	Core	5	-	4
Nature of course:	EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPRENEURSHIP
Course Objectives:				
1. To know the importance of human behaviour as the determinants of Organizational Behaviour , and to understand the concepts of Values , Attitudes & Learning				
2. To learn the concept of perception and johari window as the medium of perception and to understand the role of Emotional Intelligence in organizations.				
3. To study the concept of Motivational theories and to apprehend morale and its connection with productivity.				
4. To acquire the conception of Group Dynamics, its norms, Cohesiveness and to learn the levels of conflict handling strategies.				
5. To familiarize with the concept of Leadership, its styles to learn various theories of leadership.				
Unit: I	Introduction to Organizational Behaviour			15
Organisational Behaviour – Concept – Nature – Determinants of Organisational Behaviour – Models- Values – Meaning, Types of Values – Sources of Values. Attitudes – Meaning – Sources of attitudes- Formation of Attitudes. Learning – Meaning – Theories of Learning.(Classical conditioning, operant, cognitive and social learning – only 4 Theories)				
Unit: II	Perception and Personality:			15
Perception – Meaning – Process – Factors affecting Perception — Perceptual errors - Johari Window. Emotional Intelligence – concept – role of Emotional Intelligence in organizations. Personality-concept, Determinants of personality, personality traits influencing human behavior.				
Unit: III	Motivation and Morale:			15
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				
Unit: IV	Group Dynamics and Conflict:			15
Group – Concept – Nature – Types of Groups – Theories of Group Formation – Group Behaviour – Norms – Group Cohesiveness-factors influencing group cohesiveness, significance. Conflict – Nature – Dysfunction – Levels of Conflict – Individual, Group and Organization – Conflict Handling Strategies.				
Unit: V	Leadership:			15
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.				
	Total Lecture Hours			75 Hrs

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.	Up to K 2
CO2:	Describe the process and factors affecting perception and to relate it with Johari window and to detail the role of Emotional Intelligence in organizations.	Up to K3
CO3:	Apply the various theories of Motivation and relate it with financial and Non-financial motivation and to interpret the concept of Morale, and its measurement.	Up to K3
CO4:	Explain the nature, types, features of Groups and to compare the group behavior, norms and cohesiveness and to outline the levels of conflict handling strategies.	Up to K4
CO5:	Appraise the Leadership concept and to highlight the styles of Leadership and to explain the important theories of Leadership	Up to K 4

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

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

Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CIA I	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)
	CO2	Up to k3	2	k1&k2	1	K3	2(k3&k3)	2(k3)
CIA II	CO3	Up to k3	2	k1&k2	1	K3	2(k2&k2)	2(k3)
	CO4	Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		3		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		4		6		10	20

Distribution of Marks with K Level CIA I & CIA II

	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	4	-	-	6	10	47
	K2	2	-	10	10	22	36.6	
	K3	-	2	10	20	32	53.3	53
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3.3	30
	K2	2	4	10	-	16	26.6	
	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 Outcomes (COs)

S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30

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

Distribution of Marks with K Level

K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	4	-		9	7.5	58
K2	5	6	30	20	61	50.83	
K3	-	-	10	20	30	25	25
K4	-	-	-	20	20	16.66	17
Marks	10	10	50	50	120	100	100

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.**Summative Examinations - Question Paper – Format**

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

5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	

Section B (Short Answers)**Answer All Questions****(5x2=10 marks)**

Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	

Section C (Either/Or Type)**Answer All Questions****(5 x 5 = 25 marks)**

Q.No	CO	K Level	Questions
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	k3	
19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	

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

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

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



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

Course Name	BUSINESS STATISTICS					
Course Code	21UBAA31			L	P	C
Category	Allied			6	-	4
Nature of course:	EMPLOYABILITY	SKILL ORIENTED		ENTREPRENURSHIP		
Course Objectives:						
<ul style="list-style-type: none">To acquire knowledge on the concept of statistics, graphical and diagrammatical presentation.To gain knowledge on application of measures of central tendency.To acquaint knowledge with measures of variations.To solve problems relating to correlation.To acquire skills towards solving problems in regression analysis.						
Unit: I	Introduction to statistics					16
Meaning –Characteristics of Statistics, Scope and limitation-Classification – Formulation of Frequency Distribution - Tabulation – general rules of tabulation. Diagrammatic and graphic presentation - meaning–significance of diagrams and graphs-general rules for constructing diagrams – types of diagrams. Graphs – graphs of frequency distribution –Limitations of diagrams and graphs.						
Unit: II	Measures of Central Tendency					19
Meaning – Types - Arithmetic Mean- simple Mean only, Median, Mode, quartile , Decile , Percentile, Geometric Mean , Harmonic Mean - Merits and Limitations –(Simple Problems only)						
Unit: III	Measures of Variation					19
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
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	Regression Analysis					17

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 Delhi 110055. 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		K Level
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.	K3
CO3	Understand the applications of measures of variations.	K2
CO4	Analyse the usage of correlation .	K4
CO5	Illustrate regression.	k2

CO & PO Mappings:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	2	1	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 Meaning –Characteristics of Statistics, Scope and limitation- Classification – Formulation of Frequency Distribution - Tabulation – general rules of tabulation. Diagrammatic and graphic presentation - meaning–significance of diagrams and graphs-general rules for constructing diagrams – types of diagrams. Graphs – graphs of frequency distribution –Limitations of diagrams and graphs.	16	Chalk &Talk,PPT
II	Measures of Central Tendency Meaning – Types - Arithmetic Mean- simple Mean only, Median, Mode, quartile , Decile , Percentile, Geometric Mean , Harmonic Mean - Merits and Limitations –(Simple Problems only)	18	Chalk &Talk,PPT
III	Measures of Variation Introduction –Objectives – Properties of a good measures of variation – methods of variation -Range, Interquartile Range, and Quartile Deviation, Mean Deviation, Standard Deviation, Variance. (Simple Problems only)	18	Chalk &Talk,PPT
IV	Correlation Meaning – utility of the study of correlation – types of correlation – methods - Karl Pearson's coefficient of correlation, Rank Method,. (simple problems only-Application of correlation in Business (Examples)	18	Chalk &Talk, PPT
V	Regression Analysis Regression Analysis – Meaning –Regression Equations (simple problems only)Application of regression in Business (Examples)	20	Chalk &Talk, PPT

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

Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
Inter nal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K - Level	No. of Questions	K - Level		
CI	CO1	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	K2	2(K2&K2)	2(K2&K2)
AII	CO4	Up to K4	2	K2&K2	2	K4	2(K4&K4)	1(K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		3		4	3
		No. of Questions to be answered	4		3		2	2
		Marks for each question	1		2		5	10
		Total Marks for each section	4		6		10	20

Distribution of Marks with K Level CIA I & CIA II								
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	4	10	10	26	44	47
	K2	2	-	-	-	2	3	
	K3	-	2	10	20	32	53	53
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	-	-	-	-	-	-	60
	K2	4	2	10	20	36	60	
	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.

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

S.No	COs	K - Level	MOQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
1	CO 1	K1	2	K1&K1	1	K1	2(K1&K1)	1(K1)
2	CO 2	Up to K3	2	K2&K2	1	K3	2(K3&K3)	1(K3)
3	CO 3	Up to K2	2	K2&K2	1	K2	2(K2&K2)	1(K2)
4	CO 4	Up to K4	2	K3&K3	1	K4	2(K4&K4)	1(K4)
5	CO 5	Up to K2	2	K2&K2	1	K2	2(K2&k2)	1(K2)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30

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

Distribution of Marks with K Level

K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	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.

Summative Examinations - Question Paper – Format

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



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

Course Name	PERSONALITY DEVELOPMENT SKILL					
Course Code	21UBAS31			L	P	C
Category	Skill			2	-	2
Nature of course:	EMPLOYABILITY	SKILL ORIENTED	✓	ENTREPRENURSHIP		
Course Objectives:						
1. To study the characteristics of personality and its theories affecting the personality.						
2. Classify the Importance of personality types, traits and attributes.						
3. Understand the concept of attitude and the art of goal setting.						
4. Examine components of interpersonal skills and techniques to improve interpersonal skills.						
5. Measure the importance of Time management and value of time						
Unit: I	Introduction to personality					6
Personality-An Explanation-Characteristic of Personality-Importance of Personality-Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only)						
Unit: II	PERSONALITY TYPES & TRAITS:					6
Types of Personality-Major Personality Traits and Attributes.						
Unit: III	ATTITUDE AND GOAL SETTING					6
Attitude-meaning -Definition-Factors influencing Attitude-Challenges and Lessons from Attitude-Positive Attitude and its Advantages-Negative Attitude and its disadvantages – Goal setting-SMART Goal setting framework- Blueprint for success, Short Term, -Long Term- Lifetime Goals.						
Unit: IV	INTERPERSONAL SKILLS AND ITS COMPONENTS					6
Interpersonal skills-Meaning- Need to develop interpersonal skills-components of interpersonal skills-Techniques to improve interpersonal skills-Johari window model						
Unit: V	TIME MANAGEMENT					6
Recognizing the Importance of Time-Causes for Wastage of Time; Methods for Managing Time Efficiently-Value of time, Diagnosing Time Management, Tools for Time Management, Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management.						
					Total Lecture Hours	30 Hrs
Books for Study:						
1. In house study material will be supplied.						
Books for References:						
1. personality Development and Soft Skills Paperback – by Barun Mitra (Author)						
2. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill						
Web Resources:						
https://www.skillsyouneed.com/						
https://www.superprof.co.in/lessons/personal-development/india/						

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

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	3	1	3
CO 2	3	2	2	2	1	2
CO 3	3	3	3	2	3	2
CO 4	3	2	3	3	2	3
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 Personality-Importance of Personality-Categories of Personality. Factors Affecting Personality Development. Important Theories of Personality. (Sigmund Freud's Psychoanalytic Theory, Erikson's Theory and Sheldon's Physiognomy Theory only)	6	Lecture Method, Exercises on theories of personality
II	PERSONALITY TRAITS AND TYPES: Types of Personality-Major Personality Traits and Attributes.	6	Lecture Method, quiz on Traits and attributes identification
III	ATTITUDE AND GOAL SETTING: Factors influencing Attitude-Challenges and Lessons from Attitude-Etiquette- SMART Goals, Blueprint for success, Short Term, Long Term, Lifetime Goals.	6	Lecture method, Games on goal setting and attitude formation.
IV	INTERPERSONAL RELATIONS AND TRANSACTIONAL ANALYSIS: Interpersonal Behaviour: Understand Self – Different Categories; Diagnosis of Type of Self Identifying own type of self; Effect of Interpersonal Behaviour of Interpersonal Relationship; Transactional Analysis.	6	Lecture method Self-analysis test, Exercise on Johari window
V	TIME MANAGEMENT: Recognizing the Importance of Time-Causes for Wastage of Time; Methods for Managing Time Efficiently-Value of time, Diagnosing Time Management, Tools for Time Management, Prioritizing work. A Stitch in Time Saves Nine: Concept and applications of time management.	6	Lecture methods, Time management games- case discussion

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



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

<https://businessjargons.com/organizing.html>

https://www.managementstudyguide.com/management_functions.htm

Course 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 to K2
CO3:	Construct coherent oral and written forms of communication and present them in a professional context.	Up to K2
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

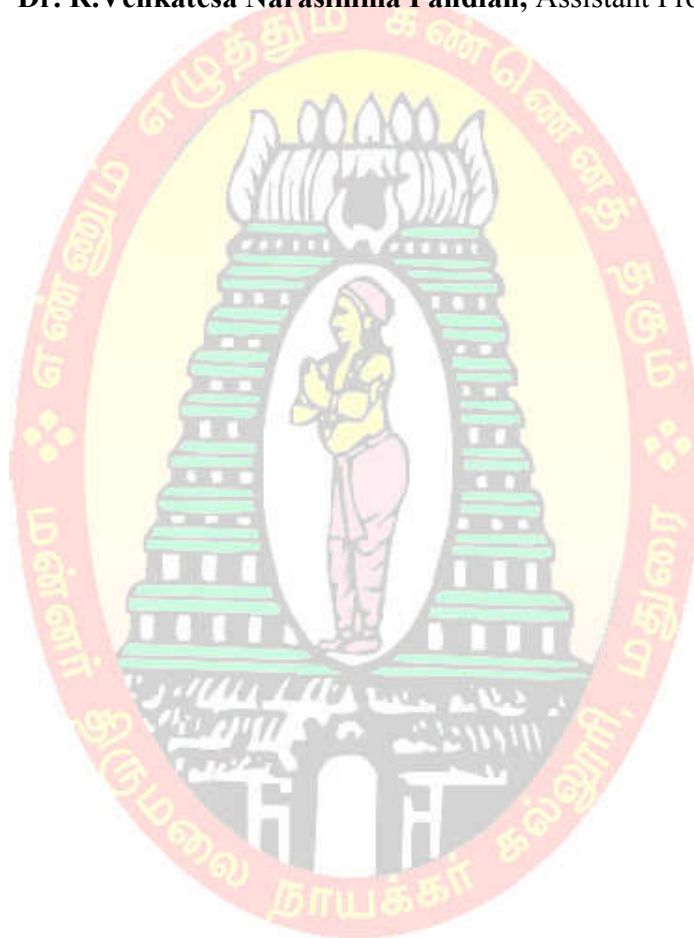
LESSON PLAN

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

	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







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

Course Name	BASICS OF INTELLECTUAL PROPERTY RIGHTS					
Course Code	21UBAC41			L	P	C
Category	Core			5	-	4
Nature of course:	EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPRENURSHIP		
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 CHAWLA H S (Author)						

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

CO & PO Mapping:

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.	20	Chalk and talk
II	REGISTRATION OF IPRs Meaning and practical aspects of registration of Copy Rights, Trademarks, Patents, Geographical Indications, Trade Secrets and Industrial Design registration in India and Abroad	10	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**Learning Outcome Based Education & Assessment (LOBE)****Formative Examination - Blue Print****Articulation Mapping – K Levels with Course Outcomes (COs)**

Articulation Mapping - K Levels with Course Outcomes (COs)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CI AI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)
	CO2	Up to k3	2	k1&k2	1	K3	2(k3&k3)	2(k3)
CI AII	CO3	Up to k3	2	k1&k2	1	K3	2(k2&k2)	2(k3)
	CO4	Up to k4	2	k1&k2	2	K2	2(k4&k4)	1(k4)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		3		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		4		6		10	20

Distribution of Marks with K Level CIA I & CIA II								
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	4	-	-	6	10	47
	K2	2	-	10	10	22	36.6	
	K3	-	2	10	20	32	53.3	53
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3.3	30
	K2	2	4	10	-	16	26.6	
	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 Outcomes (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k2)
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k4)
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30
(Figures in parenthesis denotes, questions should be asked with the given K level)								

Distribution of Marks with K Level

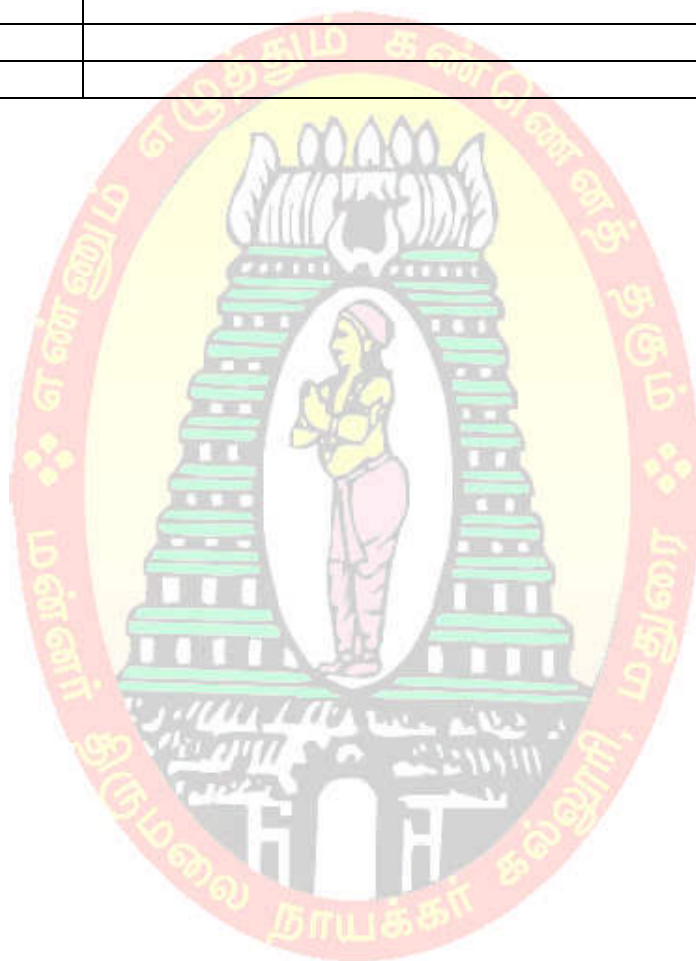
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	4	-	-	9	7	58
K2	5	6	30	20	61	51	
K3	-	-	20	10	30	25	25
K4	-	-	-	20	20	17	17
Marks	10	10	50	50	120	100	100

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

Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All Questions (10x1=10 marks)			
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions (5x2=10 marks)			
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions (5 x 5 = 25 marks)			
Q.No	CO	K Level	Questions
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	k3	

19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels			
Section D (Open Choice)			
Answer Any Three questions		(3x10=30 marks)	
Q.No	CO	K Level	Questions
21	CO1	k2	
22	CO2	k2	
23	CO3	K3	
24	CO4	k4	
25	CO5	k4	





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

Course Name	HUMAN RESOURCE MANAGEMENT					
Course Code	21UBAC42			L	P	C
Category	Core			5	-	4
Nature of course:		EMPLOYABILITY		SKILL ORIENTED	ENTREPRENURSHIP	
Course Objectives:						
1. To know the importance and functions of Human Resource Management, and to recognize the personnel policies of organizations.						
2. To understand Human Resource Planning and to identify the concepts of Job analysis, Job Description, Job specification and Job design.						
3. To study the recruitment process in organizations.						
4. To classify various training methods and performance evaluation techniques and to identify the concept of job changes.						
5. To familiarize with the compensation methods and to know the importance of integration activities like Collective bargaining. Grievance handling and worker's participation in management.						
Unit: I	Introduction to Human Resource Management					15
HRM-Nature, Importance, scope and objectives - Qualities, role, Functions of a human resource manager – Personnel policies – Concept – nature – need & Significance – Types - Emerging HR Trends- HR Auditing.						
Unit: II	Human Resource Planning					15
HR Planning Concept – Objectives –process. Job analysis – Concept, Process & Methods – Job description- Meaning, contents- Job Specification –Meaning, Difference between job description and job specification. Job design – concept, methods of job design.						
Unit: III	Recruitment, Selection And Interview Techniques					15
Recruitment: Sources – Selection process: types of tests, Interviews and its types.						
Unit: IV	Training And Development					15
Employee Training –concept, need and Importance – Types of training. Performance evaluation Meaning – importance - methods of performance evaluation. Job changes-Promotion, Demotion, Transfer and Separation – Implications of job change.						
Unit: V	Compensation And Reward Management:					15
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						
	Total Lecture Hours					75 Hrs
Books for Study:						

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.
2. Prasad L.M., Human Resource Management, 2nd edition, Sultan Chand, New Delhi, 2001.
3. Personnel Management & Industrial Relations – Tripathi & Reddy , Himalaya Publishing house, Chennai.
4. Manmohan Joshi, Human Resource Management, bookboon.com.

Web Resources:

1. https://www.academia.edu/31368081/E_BOOK_ON_HUMAN_RESOURCE_MANAGEMENT_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.	Up to K 2
CO2:	Describe the HR planning concept and process and to distinguish between Job analysis, Job description, Job specification and Job design and.	Up to K2
CO3:	Interpret Recruitment process, Selection process, Job tests and Interview.	Up to K3
CO4:	Explain Employee training, concept, need importance and types and to infer Performance evaluation concept, importance, methods and to classify the types of Job changes.	Up to K4
CO5:	Appraise the wage and salary concept and to correlate the need for Grievance handling, Collective bargaining and worker's participation in organizations.	Up to K 4

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

	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

Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	2(k2)
AI	CO2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	1(k2)
CI	CO4	Up to k4	2	k1&k2	1	K3	2(k4&k4)	1(k4)
AII	CO5	Up to k4	2	k1&k2	2	K2	2(k4&k4)	2(k4)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		3		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		4		6		10	20

Distribution of Marks with K Level CIA I & CIA II								
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	4	-	-	6	10	100
	K2	2	2	20	30	54	90	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3.33	13.33
	K2	2	4	-	-	6	10	
	K3	-	2	-	-	2	3.33	3.33
	K4	-	-	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
1	CO1	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
3	CO3	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k3)
4	CO4	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k4)
5	CO5	Up to K4	2	k1&k2	1	k2	2(k2&k2)	1(k4)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30

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

Distribution of Marks with K Level

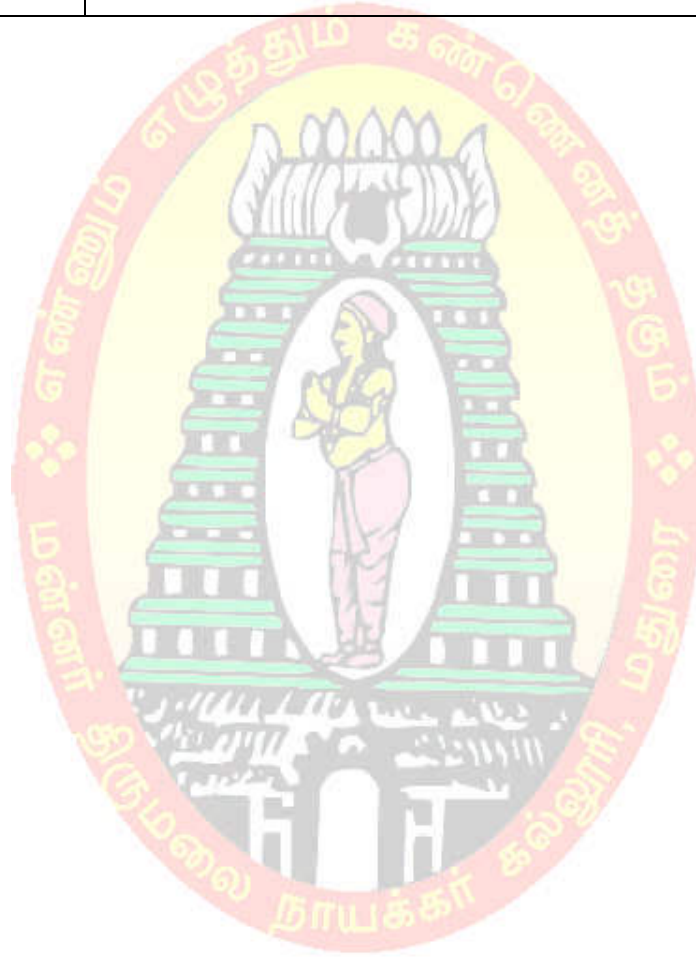
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	4	-	-	9	7.5	58
K2	5	6	30	20	61	50.8	
K3	-	-	10	10	20	16.66	17
K4	-	-	10	20	30	25	25
Marks	10	10	50	50	120	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 (Multiple Choice Questions)			
Answer All Questions (10x1=10 marks)			
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions (5x2=10 marks)			
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions (5 x 5 = 25 marks)			
Q.No	CO	K Level	Questions
16) a	CO1	k2	
16) b	CO1	k2	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	k3	
18) b	CO3	k3	
19) a	CO4	k4	
19) b	CO4	k4	

20) a	CO5	k2	
20) b	CO5	k2	
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels			
Section D (Open Choice)			
Answer Any Three questions		(3x10=30 marks)	
Q.No	CO	K Level	Questions
21	CO1	k2	
22	CO2	k2	
23	CO3	k3	
24	CO4	k4	
25	CO5	k4	





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

Course Name	DATA ANALYSIS USING EXCEL			
Course Code	21UBAC43	L	P	C
Category	Core	5	0	4
Nature of course:	EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPRENURSHIP
Course Objectives:				
<div>1. To define the concept of Data Analysis and introduce various basic data functions of Excel.</div> <div>2. To describe how to creating formulas and using functions in data sheet.</div> <div>3. To demonstrate various statistical functions with tools.</div> <div>4. To familiarize the concept of Pivot Tables, Data Analysis Tools and Techniques.</div> <div>5. To develop the Data charting Skill.</div>				
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 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.				
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 **K Level**

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

CO & PO Mapping:

CO's	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	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	Pedagogy
I	Data Analysis –Definition-Types - Process. Introduction to Excel: About Excel-Uses - Window Pane-Title Bar-Menu Bar-Standard Toolbar-Formatting Tool Bar-The Ribbon- File Tab and Backstage View-Formula Bar-Workbook Window-Status Bar-Task Pane. Workbook and Sheets Columns and Rows: Selecting Columns and Rows- Changing Column Width and Row Height – Auto Fitting Columns and Rows-Hiding/Un Hiding Columns and Rows-Inserting & Deleting Columns and Rows-Cell-Address of a Cell-Components of a Cell-Format-Value-Formula – Use of Paste and Paste Special.	10	PPT,
II	Creating Formulas: Understanding Formulas-Calculate with an Operator, Function and Cell Addresses-Create an Array formula-Using the SUM, Average, Count, Min and Max Functions-Create a Formula that refers to Another worksheet- Relative and Absolute Cell Addresses-Edit Formulas-Name Cells and Ranges-Define and Display constants-Create Formulas that Includes Names-Check formulas for Errors-Trace Precedents and Dependents. Using Functions: Function Wizard-Round a Number-Conditional Formula-Conditional sum- conditional Count-Find the Square root-Relative Column and Row Numbers- VLOOKUP-Determine the Location of a value-Using Index- Date and Time Calculations.	20	PPT, chalk and talk
III	Using Statistical Functions and Tools: Calculate An Average, Conditional Average ,Median or Mode, Rank,-Determine the Nth Largest Value- Calculate Frequency, Variance and standard Deviation-correlation-Install excel Add-Ins-Moving Average-Compare Variances- to determine Rank and Percentile- Descriptive Statistics. Organizing worksheet Data: Enter Data with a Form- simple sorts and filters, Multilevel sorts, Custom Sort-Sort by Color, font Color or Cell Icon- complex Filters- Criteria to Find Records- Advanced Filtering Techniques-Filter Duplicate Records-Count Filtered Records-Subtotal Records- Auto Outline-Define Data as a Table-Modify a Table style- Database Functions With a Table.	20	PPT
IV	Working with Pivot Tables: Create a Pivot Table-Modify a Pivot Table Layout-Summarize Pivot Table Values-Create a Pivot Table Calculated Field-Group the Rows and Columns - Style -Filter -Sort-Retrieve Values from a Pivot Table- slicer. Using Data Analysis Tools and Techniques: Perform What-If Analysis-Optimize a result with goal Seek- Solver-Solve a Formula with a Data Table- Auto Fill-Join Text-Add a Calculator-Consolidate Worksheets-Highlight Cells that Meet Criteria- Highest and Lowest Ranked Values-Add Data Bars and Icon Sets- conditional Formatting Rules-Remove, Change -Paste with paste special.	20	PPT

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

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

Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination –Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
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	K3	2(K4&K4)	1(K4)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		3		2	2
	Marks for each Question		1		2		5	10
	Total Marks for each Section		4		6		10	20

Distribution of Marks with K Level CIA I & CIA II								
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consol idate of %
CIA	K1	2	2	-	-	4	6.66	100
	K2	2	4	20	30	56	93.3	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3.3	10
	K2	2	2	-	-	4	6.66	
	K3	-	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.

Summative Examination –

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

S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
1	CO 1	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)
2.	CO 2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)
3	CO 3	Up to K4	2	K1&K2	1	K3	2(K3&K3)	1(K3)
4	CO 4	Up to K4	2	K1&K2	1	K4	2(K4&K4)	1(K4)
5	CO 5	Up to K3	2	K1&K2	1	K3	2(K3&K3)	1(K3)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30
(Figures in parenthesis denotes, questions should be asked with the given K level)								

Distribution of Marks with K Level

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

Summative Examinations-Question Paper-Format

Section A (Multiple Choice Questions)			
Answer All Questions			(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions			(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K2	
12	CO2	K2	
13	CO3	K3	
14	CO4	K4	
15	CO5	K3	
Section C (Either/Or Type)			
Answer All Questions			(5 x 5 = 25 marks)
Q.No	CO	K Level	Questions
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K4	
19) b	CO4	K4	
20) a	CO5	K3	
20) b	CO5	K3	
Section D (Open Choice)			
Answer Any Three questions			(3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	K2	
22	CO2	K2	
23	CO3	K3	
24	CO4	K4	
25	CO5	K3	



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

Course Name	RESEARCH METHODOLOGY							
Course Code	21UBAC44					L	P	C
Category	Core					5	-	4
Nature of course:	EMPLOYABILITY		SKILL ORIENTED		✓	ENTREPRENURSHIP		
Course Objectives:								
1. To understand the concept of research methodology and research design.								
2. To explain the sampling and scaling techniques of research.								
3. To distinguish between primary and secondary data and to classify its types..								
4. To make use of collected data and to utilize it for analysis..								
5. To develop a research report.								
Unit: I	INTRODUCTION TO RESEARCH METHODOLOGY						15	
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.								
Unit: II	SAMPLING AND SCALING TECHNIQUES						15	
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.								
Unit: III	DATA COLLECTION						15	
Types of data – Primary Vs Secondary data – Meaning-Methods of primary data collection.								
Unit: IV	DATA PREPARATION AND ANALYSIS						15	
Data Preparation – editing – Coding –tabulation methods-analysis and interpretation of data-techniques of interpretation.								
Unit: V	REPORT WRITING						15	
Research report – meaning-types – Contents of report - precautions of writing report.								
						Total Lecture Hours	75 Hrs	
Books for Study:								
1. P.Ravilochanan, Research Methodology, Margham Publications.2016								
1. C.R.Kothari. GauravGarg, Research Methodology, 4 th Edition, New age International (p) Limited Publishers.								
Books for References:								
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 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	1	2	3
CO 2	3	3	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
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Course Designed by: **Dr.R.Sofia** Assistant Professor, **Dr.R.Meenakshi Devi** Assistant Professor

Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CIAI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)
	CO2	Up to k2	2	k1&k2	1	K2	2(k2&k2)	2(k2)
CIAII	CO3	Up to k4	2	k1&k2	2	K3	2(k4&k4)	2(k4)
	CO4	Up to k3	2	k1&k2	1	K2	2(k3&k3)	1(k3)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		3		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		4		6		10	20

Distribution of Marks with K Level CIA I & CIA II								
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	4	-	-	6	10	100
	K2	2	2	20	30	54	90	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3	10
	K2	2	2	-	-	4	7	
	K3	-	4	10	10	24	40	40
	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)

S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
1	CO1	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k2)
2	CO2	Up to K2	2	k1&k2	1	k1	2(k2&k2)	1(k3)
3	CO3	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k3)
4	CO4	Up to K3	2	k1&k2	1	k2	2(k3&k3)	1(k2)
5	CO5	Up to K3	2	k1&k2	1	k2	2(k2&k2)	1(k3)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30
(Figures in parenthesis denotes, questions should be asked with the given K level)								

Distribution of Marks with K Level

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

Summative Examinations - Question Paper – Format

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



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

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

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 Outcomes		K Level
CO1:	Demonstrating and understanding the concepts of Operations Research	Upto K2
CO2:	Analyse Linear Programming technique in Manufacturing and Marketing in Business	Upto K4
CO3:	Able to Apply transportation model to minimize the cost of transportation and increase profit of sales.	Upto K3
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	1	2	1	3
CO 3	3	1	1	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
I	Introduction –Characteristics Of Games – Basic Terms of Game Theory- Two Person- Zero Sum Game With Saddle Point- Two Person Zero Sum Game Without Saddle Point. (Simple Problems only).	14	Chalk &Talk,PPT
II	Linear Programming Introduction – Assumptions In Linear Programming Models- Application Of Linear Programming Method - Areas of Application Of Linear Programming -Mathematical Formulation of LPP – Graphical method (simple problems only).	19	Chalk &Talk,PPT
III	Transportation Problem Introduction – Assumptions-Initial Basic Feasible Solution - NWC Method – Least Cost Method – Vogel's Method – (simple problems only).Optimal solution – MODI Method, Stepping stone method (Degeneracy Problems to be Exclude).	19	Chalk &Talk,PPT

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

Course Designed by:

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

Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CIAI	CO1	Up to K2	2	K1&K2	2	k2	2(K2&K2)	1(K2)
	CO2	Up to K4	2	K1&K2	1	K3	2(K4&K4)	2(K4&K4)
CIAII	CO3	Up to K3	2	K1&K2	1	K2	2(K3&K3)	2(K3&K3)
	CO4	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K2)
Question Pattern CIA I & II	No. of Questions to be asked		4		3		4	3
	No. of Questions to be answered		4		3		2	2
	Marks for each question		1		2		5	10
	Total Marks for each section		4		6		10	20

Distribution of Marks with K Level CIA I & CIA II								
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	-	-		2	3.33	47
	K2	2	4	10	10	26	43.33	
	K3	-	2	-	-	2	3.33	3
	K4	-	-	10	20	30	50.00	50
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3	50
	K2	2	6	10	10	28	47	
	K3	-	-	10	20	30	50	50
	K4	-	-	-	-	-	-	-
	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	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
1	CO 1	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)
2	CO 2	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(K4)
3	CO 3	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(K3)
4	CO 4	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(K2)
5	CO 5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(K4)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30

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

Distribution of Marks with K Level							
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	-	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 (Multiple Choice Questions)			
Answer All Questions (10x1=10 marks)			
Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions (5x2=10 marks)			
Q.No	CO	K Level	Questions
11	CO1	K2	
12	CO2	K2	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions (5 x 5 = 25 marks)			
Q.No	CO	K Level	Questions
16) a	CO1	K2	
16) b	CO1	K2	
17) a	CO2	K4	
17) b	CO2	K4	
18) a	CO3	K3	

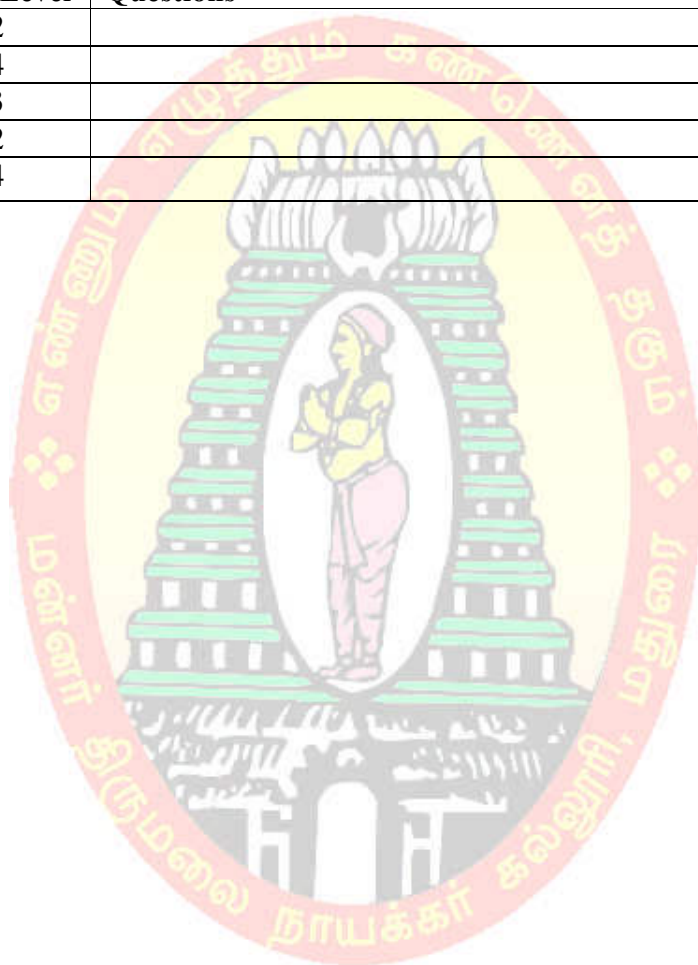
18) b	CO3	K3	
19) a	CO4	K2	
19) b	CO4	K2	
20) a	CO5	K4	
20) b	CO5	K4	

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	
23	CO3	K3	
24	CO4	K2	
25	CO5	K4	





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

Course Name	BODY LANGUAGE SKILLS			
Course Code	21UBAS41	L	P	C
Category	Skill	2	-	2
Nature of course:	EMPLOYABILITY	SKILL ORIENTED		ENTREPRENURSHIP
Course Objectives:				
<div>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.</div> <div>2. To learn the concept of body language, interpretations and advantages of body language.</div> <div>3. To study the various gestures of body language and its implications.</div> <div>4. To acquire the types and traits of body language.</div> <div>5. To familiarize with the concept of business body language skills.</div>				
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				
Unit: II	Characteristics of Body Language			6
Body Language as Communication- Approaches to the interpretation of Body Language-Advantages of Body Language- Reading Positive and negative body language. Cultural differences in Body Language				
Unit: III	Gestures and their meanings			6
Palm Gestures and smiling gestures. Hand and arm gestures, Hand to face gestures. Leg Gestures, 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/>

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

CO & PO Mapping:

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

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

LESSON PLAN

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

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



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)
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Course Name	ENTREPRENEURIAL DEVELOPMENT					
Course Code	21UBAN41			L	P	C
Category	Non Major Elective			2	-	2
Nature of course:		EMPLOYABILITY	SKILL ORIENTED	ENTREPRENURSHIP		
COURSE OBJECTIVES:						
1. To understand the key characteristics of successful entrepreneurs and their ventures. 2. To know the sources of help and support available for starting a small scale industry. 3. To acquire the necessary managerial skills required to run a small-scale industry. 4. To enable to communicate clearly and effectively. 5. To develop a broad vision about the business.						
Unit: I	Introduction to Entrepreneurship					6
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	Classification of Entrepreneurs					6
Women Entrepreneurs -Definition-factors influencing women Entrepreneurs. Rural entrepreneurship -meaning-problems of rural entrepreneurship-development. Social Entrepreneurship -Meaning-entrepreneurship and social entrepreneurship. Agripreneurship -Meaning-need.						
Unit: III	Micro Small and Medium Enterprises- An outlook					6
MSMEs – concept-importance-problems-steps to start a MSME- Sickness in MSME-symptoms-causes-measures.						
Unit: IV	Institutional Assistance to Entrepreneurs					6
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						
Unit: V	Project Report preparation					6
Project Report –meaning-contents of project report-exercise-Model project report						
	Total Lecture Hours					30

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:

<https://nptel.ac.in/courses/110/106/110106141/>

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

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

CO & PO Mappings:

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

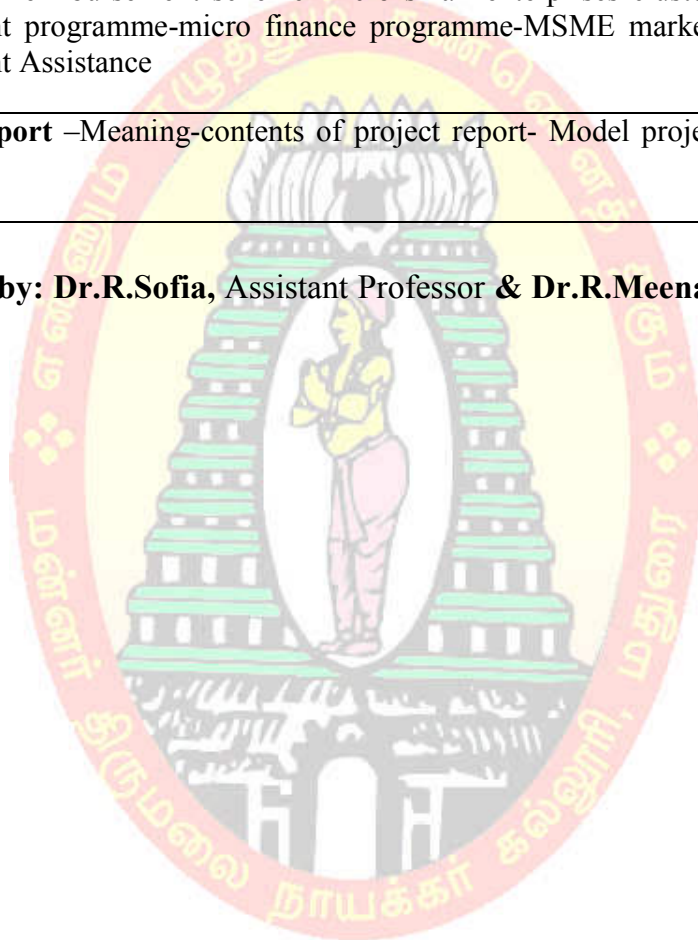
*3 – Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

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

	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





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

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

INTERNSHIP TRAINING REPORT

COURSE OUTCOMES	PO Level
After completing this course, the students will be able to	
CO1: Explain the student to the environment and expectations of performance on the part of private/public companies or government entities	PO1
CO2: Able to develop work habits and attitudes necessary for job success. Build a record of work experience	PO2
CO3: Explore career alternatives by Integrating theory and practice and Learn to appreciate work and its function in the economy.	PO3
CO4: Expose the student to professional role models by developing communication, interpersonal and other critical skills	PO4
CO5: Examine employer-valued skills such as teamwork, communications and attention to detail.	PO6
<p>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:</p> <ol style="list-style-type: none"> 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). <p>The Marks for Internship Training will be awarded only on the basis of the Internship Training Report.</p> <p>Evaluation/assessment of student intern</p> <p>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.</p>	

Internal**Internship format****External**

Presentation } 40

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.