

BUSINESS ADMINISTRATION

Syllabus

Program Code: UBA

2023 - Onwards



MANNAR THIRUMALAI NAICKER COLLEGE

(AUTONOMOUS)

Re-accredited with “A⁺” Grade by NAAC

PASUMALAI, MADURAI – 625 004

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS),**MADURAI – 625 004****BUSINESS ADMINISTRATION CURRICULUM***(For the students admitted from the academic year 2023-2024 onwards)*

Course Code	Title of the Course	Hrs	Credits	Maximum Marks		
				Int	Ext	Total
FIRST SEMESTER						
Part – I	Tamil / Hindi course					
23UTAGT11 / 23UHIGH11	தமிழ் இலக்கிய வரலாறு - I / Hindi Ka Samanya Gyan Aur Nibandh	6	3	25	75	100
Part – II	English					
23UENGE11	General English - I	6	3	25	75	100
Part - III	Core courses					
23UBACC11	Principles of Management	5	5	25	75	100
23UBACC12	Accounting for Managers - I	5	5	25	75	100
Part - III	Elective courses					
23UBAEC11	Managerial Economics	4	3	25	75	100
23UBAEC12	Business Organaization					
Part - IV	Non Major Elective					
23UBANM11	Basics of Event Management	2	2	25	75	100
Part - IV	Foundation course					
23UBAFC11	Managerial Communication	2	2	25	75	100
Total		30	23	175	525	700
SECOND SEMESTER						
Part – I	Tamil / Hindi course					
23UTAGT21 / 23UHIGH21	தமிழ் இலக்கிய வரலாறு – II / Katha Sahitya Aur Vyakaran	6	3	25	75	100
Part – II	English					
23UENGE21	General English - II	6	3	25	75	100
Part - III	Core courses					
23UBACC21	Marketing Management	5	5	25	75	100
23UBACC22	Accounting for Managers - II	5	5	25	75	100
Part - III	Elective courses					
23UBAEC21	International Business	4	3	25	75	100
23UBAEC22	Exim Mangement					
Part - IV	Non Major Elective					
23UBANM21	Managerial Skill Development	2	2	25	75	100
Part - IV	Skill Enhancement course					
23UBASC21	Business Etiquette and Corporate Grooming	2	2	25	75	100
Total		30	23	175	525	700

Course Code	Title of the Course	Hrs	Credits	Maximum Marks		
				Int	Ext	Total
THIRD SEMESTER						
Part – I	Tamil / Hindi Course					
23UTAGT31 / 23UHIGH31	தமிழக வரலாறும் பண்பாடும் / Patra Lekhan Aur Paribhashik Shabdavali	6	3	25	75	100
Part – II	English					
23UENGE31	General English - III	6	3	25	75	100
Part - III	Core courses					
23UBACC31	Organizational Behaviour	4	4	25	75	100
23UBACC32	Financial Management	4	4	25	75	100
Part - III	Elective courses					
23UBAEC31	Business Statistics	5	4	25	75	100
23UBAEC32	Retail Management					
23UBAEC33	Counseling Skills for Managers					
Part - IV	Skill Based courses					
23UBASP31	Computer Applications in Business	2	2	25	75	100
23UBASC31	Entrepreneurial Skill New Venture Management	2	2	25	75	100
Part - IV	Mandatory course					
23UEVSG41	Environmental Studies	1	-	-	-	-
Total		30	22	175	525	700
FOURTH SEMESTER						
Part – I	Tamil / Hindi course					
23UTAGT41 / 23UHIGH41	தமிழும் அறிவியலும் / Hindi Bhasha Aur Computer	6	3	25	75	100
Part – II	English					
23UENGE41	General English - IV	6	3	25	75	100
Part - III	Core courses					
23 UBACC41	Business Environment	4	4	25	75	100
23UBACC42	Business Regulatory Framework	5	5	25	75	100
Part - III	Elective courses					
23UBAEC41	Operations Research	4	3	25	75	100
23UBAEC42	Advertising Management					
23UBAEC43	Emotional Intelligence					
Part - IV	Skill Based courses					
23UBASP41	Tally	2	2	25	75	100
23UBASC41	Intellectual Property Rights	2	2	25	75	100
Part - IV	Mandatory course					
23UEVSG41	Environmental Studies	1	2	25	75	100
Total		30	24	200	600	800

Course Code	Title of the Course	Hrs	Credits	Maximum Marks		
				Int	Ext	Total
FIFTH SEMESTER						
Part - III	Core courses					
23UBACC51	Human Resource Management	5	4	25	75	100
23UBACC52	Research Methodology	5	4	25	75	100
23UBACC53	Business Taxation	5	4	25	75	100
23UBACC54	Management Information System	5	4	25	75	100
Part - III	Elective courses - I					
23UBAEC51	Digital Marketing	4	4	25	75	100
23UBAEC52	Industrial Relations					
23UBAEC53	Financial Services					
Part - III	Elective project					
23UBAPR51	Project with Viva -Voce	4	3	25	75	100
Part - IV	Mandatory course					
23UVLEG51	Value Education	2	2	25	75	100
23UBAIN51	Summer Internship	-	2	25	75	100
Total		30	27	200	600	800
SIXTH SEMESTER						
Part - III	Core courses					
23UBACC61	Entrepreneurship Development	6	4	25	75	100
23UBACC62	Services Marketing	6	4	25	75	100
23UBACC63	Production and Materials Management	6	4	25	75	100
Part - III	Elective courses – I Group A					
23UBAEC61	Consumer Behavior	5	3	25	75	100
23UBAEC62	Innovation Management					
23UBAEC63	Security Analysis and Portfolio Management					
Part - III	Elective courses – II Group B					
23UBAEC64	Fundamentals of Logistics	5	3	25	75	100
23UBAEC65	E - Business					
23UBAEC66	Strategic Management					
Part - IV	Skill course					
23UBASC61	Quantitative Aptitude – I & Quantitative Aptitude - II	2	2	25	75	100
Part-V	Extension Activities					
23UNCET61, 23UNSET61, 23UPEET61, 23URRET61 & 23UYRET61	N.C.C, N.S.S, Physical Education, R.R.C & Y.R.C	-	1	25	75	100
Total		30	21	175	525	700
Grand total		180	140	1100	3300	4400

FIFTH SEMESTER

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

Course Name	Human Resource Management			
Course Code	23UBACC51	L	P	C
Category	Core	5	-	4
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To explain the concepts, functions and process of HRM➤ To Examine the selection and placement process.➤ To Evaluate the training and performance.➤ To know the importance of employee engagement and compensation.➤ To Understand the recent trends in HR.				
UNIT - I	FUNDAMENTALS OF HRM			15
Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM –Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world.				
UNIT - II	HUMAN RESOURCE PLANNING & SELECTION			15
Human Resource Planning- meaning, process. Job Evaluation-methods-Job analysis- concept, process, & methods. Job description- Meaning, contents. Job specification-concept, meaning, difference between job description and job specification. Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement.				
UNIT -III	EMPLOYEE TRAINING & PERFORMANCE MANAGEMENT			15
Training and Development, Training Process, Methods, Training Need Assessment, Career Development-steps. Transfer-meaning, types and Promotion-meaning, bases for promotion. Performance Management – Meaning- Process- Performance appraisal methods-Performance Monitoring and review.				
UNIT - IV	EMPLOYEE ENGAGEMENT & COMPENSATION			15
Employee Engagement- Meaning- Importance- evaluation- measuring employee engagement- Employee Compensation- components- incentives- benefits- Employee welfare measures- Meaning, Agencies, types of welfare measures -Social security measures-meaning, types.				
UNIT - V	RECENT TRENDS IN HRM			15
Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS-functions, advantages. Recent trends in HRM: Green HRM-concept, practices& Virtual HRM -Concept, Practices, Global HRM-concept, key functions.				
Total Lecture Hours				75

BOOKS FOR STUDY:

- Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
- Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017
- Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition, 2018.
- Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall, 2nd Edition, 2015.
- Srinivas R Kandula, , Competency Based Human Resource Management, PHI Learning, 1st Edition, 2013

BOOKS FOR REFERENCES:

- V S P Rao, Human Resource Management: Text & Cases, Excel Books, 3rd Edition, 2010.
- K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition.
- Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017.
- L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014.
- Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010.

WEB RESOURCES:

- ❖ <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
- ❖ <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%20019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
- ❖ <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>.
- ❖ <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835>
- ❖ <http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf>

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

COURSE OUTCOMES:								K LEVEL
After studying this course, the students will be able to:								
CO1	Explain the concepts, functions and process of HRM							K1 to K4
CO2	Examine the selection and placement process							K1 to K4
CO3	Evaluate the training and performance appraisal							K1 to K4
CO4	Understand the employee engagement and compensation							K1 to K4
CO5	Understand the recent trends in HR							K1 to K4
MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	M	M
CO2	S	S	M	M	M	S	M	M
CO3	S	S	M	M	M	S	M	S
CO4	S	S	M	M	S	S	M	M
CO5	S	S	M	M	M	S	M	M
S- STRONG			M – MEDIUM			L - LOW		
CO / PO MAPPING:								
COS		PSO1	PSO2	PSO3		PSO4	PSO5	
CO 1		3	3	3		3	3	
CO 2		3	3	3		3	3	
CO 3		3	3	2		3	3	
CO 4		3	3	3		3	3	
CO 5		3	3	3		3	3	
WEIGHTAGE		15	15	14		15	15	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS		3.0	3.0	2.8		3.0	3.0	

LESSON PLAN

UNIT	Human Resource Management	HRS	PEDAGOGY
I	Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM – Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world.	15	Lecture Method & Video Instruction
II	Human Resource Planning- meaning, process. Job Evaluation-methods-Job analysis- concept, process, & methods. Job description- Meaning, contents. Job specification-concept, meaning, difference between job description and job specification. Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement.	15	Lecture Method& Mock Interview& Selection
III	Training and Development, Training Process, Methods, Training Need Assessment, Career Development-steps. Transfer-meaning, types and Promotion-meaning, bases for promotion. Performance Management – Meaning- Process- Performance appraisal methods- Performance Monitoring and review.	15	Lecture Method & Mock Training, Appraisal methods
IV	Employee Engagement- Meaning- Importance- evaluation-measuring employee engagement- Employee Compensation-components- incentives- benefits- Employee welfare measures-Meaning, Agencies, types of welfare measures -Social security measures-meaning, types.	15	Lecture Method & Group Discussion
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS-functions, advantages. Recent trends in HRM: Green HRM-concept, practices& Virtual HRM -Concept, Practices, Understanding People Analytics, Multigenerational workforce-meaning, advantages & disadvantages, Global HRM-concept, key functions	15	Video Instructions & Lecture method

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

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

Distribution of Marks with K Level CIA I & CIA II

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	20	16	38	68	
	K3						
	K4			16	16	28.5	28.5
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	16	26	46.4	75
	K4			16	16	28.6	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1, K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1, K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1, K2	2(K4)	2(K3)
4	CO4	K1 – K4	2	K1, K2	2(K4)	2(K4)
5	CO5	K1 – K4	2	K1, K2	2 (K3)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

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

Course Name	Research Methodology			
Course Code	23UBACC52	L	P	C
Category	Core	5	-	4

COURSE OBJECTIVES:

- To familiarize the students to the basic concepts of Research and operationalize research problem.
- To provide insights on research design and scaling.
- To throw light on data collection and presentation.
- To elucidate on Hypothesis Testing and other statistical Test.
- To summarize and present research results with focus on ethics and plagiarism.

UNIT – I	BASICS BUSINESS RESEARCH	15
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Introduction to Business Research - Research in Business – Types of Research, Research Process- Research need, formulating the problem, designing, sampling, pilot testing.

UNIT – II	RESEARCH DESIGN AND MEASUREMENT OF SCALING	15
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Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process- techniques

UNIT – III	DATA COLLECTION	15
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Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.

UNIT – IV	DATA -ANALYSIS AND INTERPRETATION	15
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Data. Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation& cross tabulation- presentation of data.

UNIT – V	REPORT WRITING	15
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Presenting results and writing the report: - The written research Report: Content of Report writing, Ethics in Research – Plagiarism

Total Lecture Hours	75
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BOOKS FOR STUDY:

- Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014
- Mark Saunders, Philip Lewis. AdrainThornhill” Research Methods for Business Students” 5th Edition Pearson India 2011,
- John W Creswell, Research Design: Qualitative, Quantitative and Mixed Method Approaches, Sage, 4th Edition, 2014
- 4. Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press6thEdition, 2022,
- Naresh K Malhotra, Marketing Research An Applied Orientation, Pearson, 7th Edition,2019

BOOKS FOR REFERENCES:

- C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
- Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.
- Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
- Richard L. Levin, Davis S. Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
- Dr.R.K. Jain, Research Methodology, Methods and Techniques, Vayu Education 2021

WEB RESOURCES:

- ❖ https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf
- ❖ <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>
- ❖ https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf.
- ❖ https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf.
- ❖ https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf

Nature of Course	EMPLOYABILITY				SKILL ORIENTED	✓	ENTREPRENEURSHIP		
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL			GLOBAL	✓
Changes Made in the Course	Percentage of Change			10%	No Changes Made			New Course	
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.									

COURSE OUTCOMES:								K LEVEL
After studying this course, the students will be able to:								
CO1	Understand the concepts and principles of Research.							K1 to K4
CO2	Comprehend and decide the usage of design and formulate hypothesis							K1 to K4
CO3	Analyze data collection sources and tools							K1 to K4
CO4	Summarize and establish solutions through data analysis							K1 to K4
CO5	Compare and justify the process of writing and organizing a research report.							K1 to K4
MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	S	S
CO2	S	S	M	M	M	S	S	S
CO3	S	S	M	M	M	S	S	S
CO4	S	S	M	M	M	S	S	S
CO5	S	S	S	S	S	S	S	M
S- STRONG			M – MEDIUM			L - LOW		
CO / PO MAPPING:								
COS		PSO1	PSO2	PSO3		PSO4	PSO5	
CO 1		3	3	3		3	3	
CO 2		3	3	3		3	3	
CO 3		3	3	2		3	3	
CO 4		3	3	3		3	3	
CO 5		3	3	3		3	3	
WEIGHTAGE		15	15	14		15	15	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS		3.0	3.0	2.8		3.0	3.0	

LESSON PLAN

UNIT	Research Methodology	HRS	PEDAGOGY
I	BASICS BUSINESS RESEARCH: Introduction to Business Research - Research in Business – Types of Research, Research Process- Research need, formulating the problem, designing, sampling, pilot testing.	15	Lecture Method, & Video sessions
II	RESEARCH DESIGN AND MEASUREMENT OF SCALING: Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling- characteristics- process- techniques	15	Lecture Method, & Guest lectures by professionals
III	DATA COLLECTION: Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.	15	Lecture method & Group activities
IV	DATA -ANALYSIS AND INTERPRETATION: Data. Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation& cross tabulation- presentation of data	15	Lecture method & Video sessions
V	REPORT WRITING: Presenting results and writing the report: - The written research Report: Content of Report writing, Ethics in Research – Plagiarism	15	Lecture method

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

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

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	43
	K2	2	20		22	39.5	
	K3			16	16	28.5	28.5
	K4			16	16	28.5	28.5
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.5	25
	K2	2	10		12	21.5	
	K3		10		10	18	75
	K4			32	32	57	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K – LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1, K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1, K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1, K2	2(K4)	2(K3)
4	CO4	K1 – K4	2	K1, K2	2(K4)	2(K4)
5	CO5	K1 – K4	2	K1, K2	2 (K4)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	-	16	16	11.42	55.7
K4	-	30	32	62	44.28	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



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

Course Name	Business Taxation			
Course Code	23UBACC53	L	P	C
Category	Core	5	-	4
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To understand the basic concepts of Taxes.➤ To provide insights on the Income Tax Act.➤ To evaluate the procedure for assessment and methods of valuation for customs.➤ To discuss on GST.➤ To analyze and apply the returns, Tax payment and Penalties under GST.				
UNIT - I INTRODUCTION				15
Objectives Of Taxation – Canons of Taxation – Tax System in India – Direct and Indirect Taxes – Meaning and Types. (Theory only)				
UNIT - II INCOME TAX ACT 1961				15
Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS – Meaning - Assessment Procedure. (Basic Problem Only)				
UNIT - III CUSTOMS ACT 1962				15
Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback. (Theory only)				
UNIT - IV FUNDAMENTALS OF GST				15
Definitions of GST – Overview of GST - GST Council - Remission of Tax / Duty - Registration Procedure – Registration of GST – person liable / not liable for registration- Amendments / Cancellation - revocation of cancellation of registration - How to make payment - Challan Generation & CPIN. Practical Exercise on GST (Basic Problem Only)				
UNIT - V TAX RATES & INCENTIVES				15
Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions. (Theory only)				
Total Lecture Hours				75
60% of the questions must be theory, 40% of the questions must be problems				

BOOKS FOR STUDY:

- V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.
- Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019.

BOOKS FOR REFERENCES:

- V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.
- Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019.
- Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2013
- Senthil and Senthil, Business Taxation, Himalaya Publication, 4th Edition.

WEB RESOURCES:

- ❖ <https://www.gst.gov.in/>
- ❖ <https://gstcouncil.gov.in/>
- ❖ <https://taxguru.in/custom-duty/types-duties-customs.html/>
- ❖ <https://www.aegonline.com/insurance-investment-knowledge/tax-structure-in-india-explained/>

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

COURSE OUTCOMES:								K LEVEL
After studying this course, the students will be able to:								
CO1	To define and understand the basic concepts of tax.							K1 to K4
CO2	To Examine and apply GST rules in real-time business situations.							K1 to K4
CO3	To analyze the elements of GST mechanism in India.							K1 to K4
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.							K1 to K4
CO5	To prepare the needed documents under GST Compliance.							K1 to K4
MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	M	S	M	M	M
CO2	S	M	M	M	M	M	M	M
CO3	S	M	M	M	S	M	M	M
CO4	S	M	M	M	S	M	M	M
CO5	M	M	M	M	S	M	M	M
S- STRONG			M – MEDIUM			L - LOW		

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

LESSON PLAN			
UNIT	Business Taxation	HRS	PEDAGOGY
I	Objectives Of Taxation – Canons of Taxation – Tax System in India – Direct and Indirect Taxes – Meaning and Types.	15	Chalk and Exercise Practical Demonstration
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS – Meaning - Assessment Procedure.	15	Chalk and Exercise Video, Demonstration
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.	15	Chalk and Exercise Video, Demonstration
IV	Definitions of GST – business related person's capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.	15	Chalk and Exercise Practical Demonstration
V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.	15	Chalk and Exercise Practical Demonstration

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

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

Distribution of Marks with K Level CIA I & CIA II

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	10		12	21	42
	K2	2	10		12	21	
	K3			16	16	29	58
	K4			16	16	29	
	Marks	4	20	32	56	100	100
CIA II	K1	2	10		12	21	42
	K2	2	10		12	21	
	K3			16	16	29	58
	K4			16	16	29	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	K1,K1	K3,K3
2	CO2	K1 – K4	2	K1,K2	K2,K2	K4,K4
3	CO3	K1 – K4	2	K1,K2	K1,K1	K3,K3
4	CO4	K1 – K4	2	K1,K2	K2,K2	K4,K4
5	CO5	K1 – K4	2	K1,K2	K1,K1	K3,K3
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	30		35	25	43
K2	5	20		25	18	
K3			48	48	34	57
K4			32	32	23	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



DEPARTMENT OF BUSINESS ADMINISTRATION

FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	Management Information System			
Course Code	23UBACC54	L	P	C
Category	Core	5	-	4

COURSE OBJECTIVES:

- Understand MIS in decision making
- Explain MIS, its structure and role in management functions
- Classify & discuss information system categories, Database Management systems
- Discuss SDLC and functional information system categories
- Outline functions of BPO, Data mining and the recent trends in information management

UNIT - I MANAGEMENT INFORMATION SYSTEMS AND ETHICS 10

Introduction: Definition, Characteristics, Evolution and Development, Role of MIS in Business Organizations

-Relationship between MIS and Business Functions. MIS support for planning, Organizing and controlling. Structure of MIS: Components, Types, MIS Development Life Cycle. Information for decision -making: Data, Information, and Knowledge Hierarchy, Decision-Making Process and MIS Support. Ethical issues: Privacy and Data Protection in MIS, Privacy and Data Protection in MIS, Cybersecurity Threats and Risk Management, Intellectual Property and Software Piracy Issues.

UNIT - II SYSTEMS AND INFORMATION SYSTEMS 11

Concept of System: Definition and Meaning of a System, System Components and Environment, Open and Closed Systems, System Thinking in Business. Characteristics of System: Input, Process, and Output, Feedback and Control Mechanisms, System Boundaries and Interfaces, Subsystems and System Integration. Systems classification: Physical vs. Abstract Systems, Deterministic vs. Probabilistic Systems, Adaptive and Non-Adaptive Systems. Categories of Information Systems: TPS, MIS, DSS, ERP, CRM, EIS. Strategic information system and competitive advantage: Concept, Role of IT in Business Strategy,

UNIT -III COMPUTERS, PROCESSING, AND DATABASE MANAGEMENT 11

Computers and Information Processing: Definition, Characteristics, Functions, Information Processing Cycle, Evolution of Computers. Classification of computer – Input, Output, Storage Devices: Input Devices, Output devices, Storage devices, Processing Methods: Batch Processing, Online processing, Difference between Batch and Online Processing. Hardware and Software: Components of Computer System, Types of Software. Database management Systems: Introduction, Types, Database Models, Features.

UNIT - IV SYSTEM ANALYSIS & DESIGN 13

System Analysis and design: Definition, Importance, Characteristics. System Development Life Cycle - Role of System Analyst: Responsibilities, skills required. Functional Information system - Personnel, production, material, marketing.

UNIT - V DSS, BPO, ANALYTICS, AND BIG DATA**15**

Decision Support Systems: Concept, Characteristics, Benefits -Difference Between DSS and MIS- Evolution, History. Business Process Outsourcing: Definition & Concept- Evolution and Growth - Key Drivers of BPO Growth- BPO vs. IT Outsourcing vs. KPO (Knowledge Process Outsourcing) - Types of BPO Services Introduction to business analytics: Definition and Importance of Business Analytics - Role of Business Analytics in Decision-Making- Relationship Between Business Intelligence and Business Analytics- Types of Analytics: Descriptive, Predictive, and Prescriptive Analytics-Components of Business Analytics-Introduction to big data.: Definition and Characteristics of Big Data- Differences Between Traditional Data and Big Data- Importance of Big Data in Business Analytics-AI Application in Bigdata.

Total Lecture Hours**60****BOOKS FOR STUDY:**

- Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.
- Management Information System by Concise study by Kelkhar S A.

BOOKS FOR REFERENCES:

- Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.
- Management Information System by Concise study by Kelkhar S A
- CSV Murthy - "Management Information Systems" Himalaya publishing House.
- Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
- Management Information System by Oka MM

WEB RESOURCES:

- ❖ https://www.tutorialspoint.com/management_information_system/management_information_system.htm
- ❖ http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
- ❖ [JMIS - Journal of Management Information Systems \(jmis-web.org\)](http://jmis-web.org)
- ❖ [Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems \(aisnet.org\)](http://aisnet.org)
- ❖ <https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes>

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

COURSE OUTCOMES:								K LEVEL
After studying this course, the students will be able to:								
CO1	Understand MIS in decision making							K1 to K4
CO2	Explain MIS, its structure and role in management functions							K1 to K4
CO3	Classify & discuss information system categories, Database Management systems							K1 to K4
CO4	Discuss SDLC and functional information system categories							K1 to K4
CO5	Outline functions of BPO, Data mining and the recent trends in information management							K1 to K4
MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	M	M	S	S	S	M
CO2	S	M	M	M	S	S	S	M
CO3	M	M	M	M	M	M	S	M
CO4	S	S	M	M	M	S	S	M
CO5	S	M	M	M	S	S	S	M
S- STRONG			M – MEDIUM			L - LOW		
CO / PO MAPPING:								
COS		PSO1	PSO2	PSO3		PSO4	PSO5	
CO 1		3	3	3		3	3	
CO 2		3	3	2		3	3	
CO 3		3	3	3		3	3	
CO 4		2	3	3		3	3	
CO 5		3	3	3		3	3	
WEIGHTAGE		14	15	14		15	15	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS		2.8	3.0	2.8		3	3.0	

LESSON PLAN			
UNIT	Management Information System	HRS	PEDAGOGY
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues	10	Lecture Method
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage	11	Lecture Method, Concept Mapping
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.	11	Visual Aids and Infographics, Mind Mapping
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.	13	Brainstorming Sessions, Role-Playing Simulations
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.	15	Lecture Method

Learning Outcome Based Education & Assessment (LOBE)						
Formative Examination - Blue Print						
Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A		Section B Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1, K2	K1, K1	K2, K2
AI	CO2	K1 – K4	2	K1, K2	K2, K2	K3, K3
CI	CO3	K1 – K4	2	K1, K2	K3, K3	K2, K2
AII	CO5	K1 – K4	2	K1, K2	K2, K2	K3, K3
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	10		12	21.42	71.42
	K2	2	10	16	28	50.00	
	K3			16	16	28.57	28.57
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.57	53.57
	K2	2	10	16	28	50	
	K3		10	16	26	46.42	46.42
	K4						
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1	K1, K1	K2, K2
2	CO2	K1 – K4	2	K2	K2, K2	K3, K3
3	CO3	K1 – K4	2	K1	K3, K3	K2, K2
4	CO4	K1 – K4	2	K2	K3, K3	K3, K3
5	CO5	K1 – K4	2	K1	K2, K2	K3, K3
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	10		15	10.71	10.71
K2	5	20	32	57	40.71	40.71
K3		20	48	68	48.57	48.57
K4						
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

Answer ALL the questions			PART – B		(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K1		
OR					
11. b)	Unit - I	CO1	K1		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K3		
OR					
13. b)	Unit - III	CO3	K3		
14. a)	Unit - IV	CO4	K3		
OR					
14. b)	Unit - IV	CO4	K3		
15. a)	Unit - V	CO5	K2		
OR					
15. b)	Unit - V	CO5	K2		

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

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

Course Name	Digital Marketing			
Course Code	23UBAEC51	L	P	C
Category	Elective	4	-	4
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To provide basic knowledge about digital marketing.➤ To understand and develop various digital marketing tools used for business.➤ To know the digital analytics and measurement tools used for digital marketing.➤ To familiarize online and social media marketing.➤ To Understand various data analytics and measurement tools in digital marketing				
UNIT - I	Digital Marketing –Origin and Development			10
Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.				
UNIT - II	Content Marketing and SEO			12
Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.				
UNIT -III	Social Media Digital Strategy			12
Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing – Lead generation & sales in social media.				
UNIT - IV	Online Reputation Management			10
Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.				
UNIT-V	Digital Analytics			16
Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks.				
Total Lecture Hours				60

BOOKS FOR STUDY:

- Digital Marketing current trends, vandanahuja, 7th edition 2015 Oxford University press, Chennai

BOOKS FOR REFERENCES:

- Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
- Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.
- Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017
- Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.
- Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.

WEB RESOURCES:

- ❖ <https://www.soravjain.com/ebook/ebook.pdf>
- ❖ <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners>
- ❖ <https://www.optron.in/blog/digital-marketing>
- ❖ <https://www.tutorialsduniya.com/notes/digital-marketing-notes>
- ❖ <https://digitalmarketinginstitute.com/resources/ebooks>

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

COURSE OUTCOMES:**K LEVEL**

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

CO1	Discuss digital marketing and its framework	K1 to K4
CO2	Identify, use appropriately and explain digital marketing tools	K1 to K4
CO3	Explain social media marketing and crowd sourcing	K1 to K4
CO4	Discuss online reputation management and its influence	K1 to K4
CO5	Identify the various data analytics and measurement.	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

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

S- STRONG

M – MEDIUM

L - LOW

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
WEIGHTAGE	15	15	15	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0

LESSON PLAN

UNIT	Digital Marketing	HRS	PEDAGOGY
I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.	10	Lecture method /PPT presentation
II	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.	12	Lecture method, Exercise on content creation
III	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing – Lead generation & sales in social media.	12	Lecture method/Assignment/
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.	10	Lecture method/ video clipping
V	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks.	16	Lecture method/Exercise on Measurement

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

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

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	10		12	21.5	
	K3		10	16	26	46.5	28.5
	K4			16	16	28.5	
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3			16	16	46.4	75
	K4		10	16	26	28.6	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1,K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1,K2	2(K4)	2(K3)
4	CO4	K1 – K4	2	K1,K2	2(K4)	2(K4)
5	CO5	K1 – K4	2	K1,K2	2 (K3)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

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

Course Name	Industrial Relations			
Course Code	23UBAEC52	L	P	C
Category	Elective	4	-	4

COURSE OBJECTIVES:

- To educate about the Industrial legislation in India.
- To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,
- To know about Labor Legislation.
- To provide knowledge about the Councils and Collective Bargaining.
- To educate about Trade Unions.

UNIT – I	INTRODUCTION TO INDUSTRIAL RELATIONS	10
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Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India. Recent Amendments in Women Empowerment.

UNIT - II	INDUSTRIAL DISPUTES, SETTLEMENT MECHANISMS, AND GRIEVANCE REDRESSAL PROCEDURES	10
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Industrial Dispute: Causes and Consequences, strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure -Settlement of Disputes – Machinery – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders

UNIT -III	LABOR LEGISLATION IN INDIA -I	15
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Labor Legislation: Factories Act 1948, Employee Compensation act 1923, Payment of wages act,1936,

UNIT - IV	LABOR LEGISLATION IN INDIA -II	15
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Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952 , Payment of Gratuity act,1972.

UNIT - V	TRADE UNIONS: GROWTH, STRUCTURE, FUNCTIONS, AND OBJECTIVES	10
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Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures, Types and Functions.

Total Lecture Hours	60
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BOOKS FOR STUDY:

- Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018.
- Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.

BOOKS FOR REFERENCES:

- Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018.
- Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.
- Chris Hall; Trade Union and its State, Princeton University, 2017
- S C Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing, 2022
- R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt Ltd, 2016.

WEB RESOURCES:

- ❖ <https://labour.gov.in/industrial-relations>
- ❖ https://www.srcc.edu/e-resources?field_e_resources_tid=447
- ❖ <https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union>
- ❖ <https://theintactone.com/2022/08/17/joint-management-councils/>
- ❖ <https://labourlawreporter.com/>

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

COURSE OUTCOMES:**K LEVEL**

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

CO1	Understand the role and importance of Industrial Relations	K1 to K4
CO2	Understanding the concepts of industrial Disputes and settlement.	K1 to K4
CO3	Understanding the concepts of Labour legislation.	K1 to K4
CO4	Identifying the concepts of Workers Participation in Management	K1 to K4
CO5	Understanding the concepts of Trade Union	K1 to K4

Mapping with Program Outcomes:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	M	M	M
CO2	S	S	M	M	S	M	M	S
CO3	M	M	S	M	M	S	S	M
CO4	S	S	S	M	S	M	M	S
CO5	S	M	M	M	S	S	M	S
S- STRONG			M – MEDIUM			L - LOW		
CO / PO Mapping:								
COS		PSO1	PSO2	PSO3		PSO4	PSO5	
CO 1		3	3	3		3	3	
CO 2		3	3	3		3	3	
CO 3		3	3	2		3	3	
CO 4		3	3	3		3	3	
CO 5		3	3	3		3	3	
Weightage		15	15	14		15	15	
Weighted Percentage of Course Contribution to POS		3.0	3.0	2.8		3.0	3.0	

LESSON PLAN			
UNIT	Industrial Relations	HRS	PEDAGOGY
I	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India. Recent Amendments in Women Empowerment	10	Lecture Method & Multimedia Presentations
II	Industrial Dispute: Causes and Consequences, strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure -Settlement of Disputes – Machinery – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders.	10	Lecture Method & Multimedia Presentations
III	Labor Legislation: Factories Act 1948, Employee Compensation act 1923, Payment of wages act,1936,	15	Lecture Method & Multimedia Presentations
IV	Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952 , Payment of Gratuity act,1972.	15	Lecture Method & Multimedia Presentations
V	Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures,Types and Functions.	10	Lecture Method & Multimedia Presentations

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

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	20	16	38	68	
	K3						
	K4			16	16	28.5	28.5
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	16	26	46.4	75
	K4			16	16	28.6	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1, K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1, K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1, K2	2(K4)	2(K3)
4	CO4	K1 – K4	2	K1, K2	2(K4)	2(K4)
5	CO5	K1 – K4	2	K1, K2	2 (K3)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

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

Course Name	Financial Services			
Course Code	23UBAEC53	L	P	C
Category	Elective	4	-	4
COURSE OBJECTIVES:				
<ul style="list-style-type: none"> ➤ Understand the types of financial services and its environment. ➤ Recognize role and functions of merchant banker and capital market. ➤ Compare and contrast factoring, leasing, hire purchase and consumer Finance. ➤ Understand Consumer Finance, Venture capital and credit rating. ➤ Understand mutual funds and its functions. 				
UNIT - I OVERVIEW OF FINANCIAL SERVICES				12
Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs).				
UNIT - II MERCHANT BANKING AND CAPITAL MARKETS				12
Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI.				
UNIT -III LEASING, HIRE PURCHASE, AND FACTORING SERVICES				12
Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring –Types - Functions of Factor.				
UNIT - IV VENTURE CAPITAL AND CONSUMER FINANCE				12
Venture Capital – Meaning – Various Agencies of Venture Capital (Accel India, Blume Ventures, Matrix Partners India, Kalaari Capital, Stellaris Venture Partners Nexus Venture Partners, SAIF Partners, Ventur East) Credit Rating – Meaning -Evaluation – Types & Credit Score - Consumer Finance – Meaning Classifications and Benefits.				
UNIT - V MUTUAL FUNDS AND DIGITAL PAYMENTS				12
Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency and Black chain.				
Total Lecture Hours				60

BOOKS FOR STUDY:

- Financial Services –M.Y. Khan
- Financial Services –B. Santhanam

BOOKS FOR REFERENCES:

- Financial Services –M.Y. Khan
- Financial Services –B. Santhanam
- Law of Insurance – Dr. M. N. Mishra
- Indian Financial System – H. r. Machiraju.
- A Review of current Banking Theory and Practice – S. K. Basu.

WEB RESOURCES:

- ❖ <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
- ❖ <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
- ❖ <https://academyfinancial.org/journal>.
- ❖ [Financial Remedies Journal](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf)
- ❖ https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

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

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	List types of financial services and their role.	K1 to K4
CO2	Recognize role and functions of merchant banker and capital market.	K1 to K4
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance.	K1 to K4
CO4	Understand Consumer Finance, Venture capital and credit rating.	K1 to K4
CO5	Understand mutual funds and its functions.	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	M	S	S	M	M
CO2	M	M	M	M	M	S	M	S
CO3	S	S	M	M	M	M	M	S
CO4	S	S	M	M	S	M	M	M
CO5	S	S	M	M	M	M	M	M
S- STRONG			M – MEDIUM			L - LOW		
CO / PO MAPPING:								
COS		PSO1	PSO2	PSO3		PSO4	PSO5	
CO 1		3	3	3		3	3	
CO 2		3	3	3		3	2	
CO 3		3	3	3		3	3	
CO 4		3	3	3		3	3	
CO 5		3	3	3		3	3	
WEIGHTAGE		15	15	15		15	14	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS		3.0	3.0	3.0		3.0	2.8	
LESSON PLAN:								
UNIT	Financial Services					HRS	PEDAGOGY	
I	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs).					12	Lecture Method , & Video Demonstrati on	
II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI.					12	Lecture Method, & Video Demonstrati on	
III	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring –Types - Functions of Factor.					12	Lecture Method, & Video Demonstrati on	
IV	Venture Capital – Meaning – Various Agencies of Venture Capital (Accel India , Blume Ventures, Matrix Partners India, Kalaari					12	Lecture Method & Video	

	Capital, Stellaris Venture Partners Nexus Venture Partners, SAIF Partners, VenturEast) Credit Rating – Meaning -Evaluation – Types & Credit Score - Consumer Finance – Meaning Classifications and Benefits.		Demonstration
V	Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency and Black chain.	12	Lecture Method & Video Demonstration

Learning Outcome Based Education & Assessment (LOBE)						
Formative Examination - Blue Print						
Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A		Section B Either or Choice	Section C Either or Choice
			MCQs			
			No. of Question s	K - Level		
CI AI	CO1	Up to K2	2	K1&K2	2 (K2,K2)	2(K2,K2)
	CO2	Up to K3	2	K1&K2	2 (K2,K2)	2(K3,K4)
CI AII	CO3	Up to K3	2	K1&K2	2 (K2,K2)	2(K3,K3)
	CO5	Up to K4	2	K1&K2	2(K3,K3)	2(K4,K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	1		2	2
		Marks for each question	4		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	20	16	38	68	
	K3						
	K4			16	16	28.5	28.5
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	16	36	46.4	75
	K4			16	16	28.6	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,k2	K2,k2	K2,k2
2	CO2	K1 – K4	2	K1,k2	K2,k2	K2,k2
3	CO3	K1 – K4	2	K1,k2	K4,k4	K3,k3
4	CO4	K1 – K4	2	K1,k2	K4,k4	K4,k4
5	CO5	K1 – K4	2	K1,k2	K3,k3	K4,k4
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-		5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

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

Course Name	Project with Viva - Voce			
Course Code	23UBAPR51	L	P	C
Category	Elective	4	-	3
COURSE OBJECTIVES:				
<ul style="list-style-type: none"> ➤ To Give Idea about Research Project ➤ To identify the research problem ➤ To review Literature ➤ To give knowledge on Data Collection and Analysis ➤ To Learn Project Preparation 				
UNIT - I				15
Introduction -project-objectives-types- (Organization profile, Research problem, objectives of the study, etc.)				
UNIT - II				15
Review of literature-methods to find the research Gap				
UNIT -III				15
Research methodology-sampling-methods-Research instruments				
UNIT - IV				15
Data Analysis and Data interpretations.				
UNIT - V				15
Summary, Findings and Recommendations.				
Total Lecture Hours				75

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

COURSE DESCRIPTION

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from time to time.

GUIDELINES

1. Project report is to bridge theory and practice.
2. The Project Report should be only based on Field Survey only.
3. The data collection period should be minimum four weeks (i.e. minimum 28 working days)
4. There will be one Faculty Guide to prepare the Project Report
5. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
6. Paper Size should be A4
7. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
8. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
9. The candidate should submit periodical report of the project to the supervisor.
10. Two reviews will be conducted before the Viva Voce
11. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

THE COURSE TEACHER WILL ASSIST THE STUDENTS IN FOLLOWING

RESPECTS:

We will train the students to cover the stated area to prepare the project report.

Report will be prepared individually and this report will consist of importance and relevance of innovative idea, its feasibilities and detail descriptions

CONTENTS OF THE PROJECT REPORT:

- (a) Introduction about the Study
- (b) Objectives of the Study
- (c) Scope of the Study
- (d) Limitations of the Study
- (e) Analysis and Interpretation
- (f) Findings, Suggestions and Recommendations
- (g) Conclusion

METHODS OF EVALUATION

Internal Evaluation	Review I	25 Marks
	Review II	
External Evaluation	Project Report Viva Voce	75 Marks
	Total	100 Marks

METHOD OF ASSESSMENT

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	Gain knowledge about Research Project	K1 to K4
CO2	Increase knowledge on research problem	K1 to K4
CO3	Improve practice in review of literature	K1 to K4
CO4	Gain knowledge on Data Collection and Analysis	K1 to K4
CO5	Be Proficient in Project Preparation	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

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

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
WEIGHTAGE	15	15	15	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



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

Course Name	Summer Internship			
Course Code	23UBAIN51	L	P	C
Category	Summer Internship	-	-	2

COURSE AIMS:

The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

Process: Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. A group not exceeding three, shall undergo a four-week [28working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training. in their fourth semester vacation i.e. before starting their fifth semester after completing their fourth semester examinations. The report preparation, presentation and viva-voce will be conducted during the fifth semester and the marks will be entered in their fifth semester. The following guidelines to be strictly followed:

1. The internship period should be minimum four weeks (i.e. minimum 28 working days)
2. Each group 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).
5. The Marks for Internship Training will be awarded only on the basis of the Internship Training Report.
6. Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.
7. Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period.
8. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].
9. Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period.

A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

Reporting Proforma: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital & share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

CONTENT OF THE REPORT:

- (a) Introduction about the Training including profile.
- (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

Outcome: Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for award of two credits and report the same to the university.

Evaluation/assessment of student intern

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

Internal Evaluation	Internship Format & Presentation	25 Marks
External Evaluation	Internship Report	40 Marks
	Viva Voce	35 Marks
Total		100 Marks

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

COURSE OUTCOMES:	K LEVEL
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After studying 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	K1 to K4
CO2	Able to develop work habits and attitudes necessary for job success. Build a record of work experience	K1 to K4
CO3	Explore career alternatives by Integrating theory and practice and learn to appreciate work and its function in the economy.	K1 to K4
CO4	Expose the student to professional role models by developing communication, interpersonal and other critical skills	K1 to K4
CO5	Examine employer-valued skills such as teamwork, communications and attention to detail.	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

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

S- STRONG

M – MEDIUM

L - LOW

CO / PO MAPPING:

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
WEIGHTAGE	15	15	15	15	15
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0

SIXTH SEMESTER

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

Course Name	Entrepreneurship Development			
Course Code	23UBACC61	L	P	C
Category	Core	6	-	4

COURSE OBJECTIVES:

- To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
- To know the various types of Entrepreneurs and Government schemes .
- To discuss the role of Government in developing Start-up's
- To throw light on importance of the Business analysis and evaluation.
- To understand the problems and remedies of Entrepreneurial failure.

UNIT - I	Introduction	15
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Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Phases of entrepreneurship. Entrepreneur- Meaning & definition, Role of Entrepreneurs in Economic Development. Difference between entrepreneur and entrepreneurship.

UNIT - II	Dimensions of Entrepreneurs	20
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Conventional Types-Social entrepreneurship – Meaning and types, Rural Entrepreneurship- Meaning, Need, Types, Agripreneurship – Meaning, Scope, Need, Role of MSME, SSI, SIDO, EDI and MDI. Women Entrepreneurship-Meaning, Types, Problems. Schemes for Women Entrepreneurs-Annapurna scheme, Dena Shakthi Scheme, Mudra Loan for Women, Stree Shakthi Scheme. Serial Entrepreneurship-Meaning, Characteristics, pros and cons, Examples of Serial entrepreneur, Serial Entrepreneur Vs Entrepreneur-Passionpreneur

UNIT -III	Start-up's	10
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Start-ups- Meaning, Sources of finance for start-ups- Reasons for failure of Start-ups- Strategies for Success of Start-ups Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA.

UNIT - IV	Project Appraisal and Project Report	15
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Project Appraisal -Meaning-Feasibility Analysis-Market Analysis-Technical Analysis-Business Model Canvas-Project report-meaning-contents of Project report

UNIT - V	Industrial Sickness and remedial Measures	15
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Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business.

Total Lecture Hours	75
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BOOKS FOR STUDY:

- Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.
- Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010.

BOOKS FOR REFERENCES:

- Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.
- Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010
- Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker

WEB RESOURCES:

- ❖ <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf>
- ❖ https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf
- ❖ <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sai%20laja.pdf>
- ❖ http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf

Nature of Course	EMPLOYABILITY			SKILL ORIENTED			ENTREPRENEURSHIP		✓
Curriculum Relevance	LOCAL		REGIONAL		NATIONAL			GLOBAL	✓
Changes Made in the Course	Percentage of Change			37%	No Changes Made			New Course	
* Treat 20% as each unit (20*5=100%) and calculate the percentage of change for the course.									

COURSE OUTCOMES:**K LEVEL**

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

CO1	To understand the concepts of Entrepreneurship development.	K1 to K4
CO2	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	K1 to K4
CO3	To create awareness on start-up's and Government schemes	K1 to K4
CO4	To apply knowledge in the business plans and implementation	K1 to K4
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

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

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

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
WEIGHTAGE	15	14	15	14	14
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	2.8	3.0	2.8	2.8

LESSON PLAN:

UNIT	Entrepreneurship Development	HRS	PEDAGOGY
I	Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Phases of entrepreneurship. Entrepreneur-Meaning & definition, Role of Entrepreneurs in Economic Development. Difference between entrepreneur and entrepreneurship.	15	Lecture Method and Video Instruction
II	Conventional Types-Social entrepreneurship – Meaning and types, Rural Entrepreneurship- Meaning, Need, Types, Agripreneurship – Meaning, Scope, Need, Role of MSME, SSI, SIDO, EDI and MDI. Women Entrepreneurship-Meaning, Types, Problems. Schemes for Women Entrepreneurs-Annapurna scheme, Dena Shakthi Scheme, Mudra Loan for Women, Stree Shakthi Scheme. Serial Entrepreneurship-Meaning, Characteristics, pros and cons, Examples of Serial entrepreneur, Serial Entrepreneur Vs Entrepreneur-Passionpreneur	20	Group Discussion and Lecture Method

III	Start-ups- Meaning, Sources of finance for start-ups- Reasons for failure of Start-ups- Strategies for Success of Start-ups Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA.	10	Lecture Method
IV	Project Appraisal -Meaning-Feasibility Analysis-Market Analysis- Technical Analysis-Business Model Canvas-Project report-meaning-contents of Project report	15	Lecture Method
V	Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business.	15	Lecture Method and Case study discussion

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

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	10	16	28	50	50
	K2	2	10	16	28	50	50
	K3						
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	53.6
	K2	2	10	16	28	50	
	K3		10	16	26	46.4	46.4
	K4						
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	K2,K2	K2,K2
2	CO2	K1 – K4	2	K1,K2	K2,K2	K3,K3
3	CO3	K1 – K4	2	K1,K2	K2,K2	K2,K2
4	CO4	K1 – K4	2	K1,K2	K3,K3	K3,K3
5	CO5	K1 – K4	2	K1,K2	K3,K3	K3,K3
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5			5	3.6	51.4
K2	5	30	32	67	47.8	
K3		20	48	68	48.6	48.6
K4						
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

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

Course Name	Services Marketing			
Course Code	23UBACC62	L	P	C
Category	Core	6	-	4
COURSE OBJECTIVES:				
<ul style="list-style-type: none"> ➤ To understand the concept of services marketing, difference between goods & services and to know about service marketing mix. ➤ To find out the concepts of service product, pricing and promotion. ➤ To study the concepts of service people, process, physical evidence and its role in service marketing ➤ To obtain the conception of service demand and capacity management and also to identify the services triangle. ➤ To comprehend the concept of service quality management and to identify the service excellence in various service industries. 				
UNIT - I FUNDAMENTALS OF SERVICES MARKETING:				15
Services-concept-scope, importance. Characteristics of services, Differentiating goods and Services, Reasons for the growth in the service sector, Role of service sector in the Indian economy. Service marketing mix-An overview.				
UNIT - II TRADITIONAL P's IN SERVICES MARKETING MIX				20
The Service Product- conceptualization of service concept, Analysis of the service offer, Steps in the development of new services. The Pricing of Services – Objectives of Pricing, Factors influencing the pricing of services, Methods of Pricing. Service Promotion – Designing a Communication campaign, Introduction to the Promotion mix for services - Place in Service– Service Locations, Channels for Service Distribution				
UNIT -III ADVANCED P's IN SERVICES MARKETING MIX				15
Classification of Service personnel, Role of frontline Service Employees. Service Process – Service process design, Service blue print. Physical Evidence – The concept of a Services cape (Physical environment). Role of evidence in Services marketing.				
UNIT - IV SERVICE DEMAND AND CAPACITY MANAGEMENT:				20
Service demand patterns, Strategies for Demand management, Service Capacity Management – Strategies for Capacity management, Service marketing Strategy – The Service Triangle, Internal marketing, External marketing, Interactive marketing				
UNIT - V SERVICE QUALITY MANAGEMENT:				20
Total perceived Quality, SERVQUAL & SERVPEF -Models of Service Quality, Zero Defections. Service Excellence in the marketing of Banking, Healthcare, Tourism, and Media Services.				
Total Lecture Hours				90

BOOKS FOR STUDY:

- Reddy P.N. (2011)– Services Marketing – Himalaya Publication
- Christopher Lovelock, Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher
- The Journal of Services Marketing
- Valarie A Zeithmal and Mary JO Bitner, Services Marketing: Integrating Customer Focus across the firm, Tata Mc Graw Hill New Delhi
- C.Bhattacharjee, Services Marketing, Excel Books, New Delhi

BOOKS FOR REFERENCES:

- Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
- S.M. Jha, Services marketing, Himalaya Publishers, India
- Baron, Services Marketing, Second Edition. Palgrave Macmillan
- Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
- Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, Kalyani Publishers, Ludhianna.

WEB RESOURCES:

- ❖ <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
- ❖ <https://www.economicsdiscussion.net/marketing-2/what-is-service-marketing/31875>
- ❖ <https://www.marketingtutor.net/service-marketing/>
- ❖ <https://www.marketing91.com/service-marketing/>
- ❖ <https://www.marketing91.com/service-marketing-mix/>

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

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	To define and understand the concepts of Services Marketing.	K1 to K4
CO2	To Examine and apply Marketing Mix in Service Marketing.	K1 to K4
CO3	To analyze and design various strategies in the field of Services Marketing.	K1 to K4
CO4	To evaluate the role of delivering Quality Service.	K1 to K4
CO5	To design the tools of Marketing	K1 to K4

Mapping with Program Outcomes:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	M	S	M
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	M	M	M	S	S
CO4	S	M	S	S	S	S	M	S
CO5	M	S	M	S	M	S	S	M
S- STRONG			M – MEDIUM			L - LOW		
CO / PO Mapping:								
COS	PSO1	PSO2	PSO3		PSO4		PSO5	
CO 1	3	3	3		3		3	
CO 2	3	3	3		3		3	
CO 3	3	3	3		3		3	
CO 4	3	3	3		3		3	
CO 5	3	3	3		3		3	
WEIGHTAGE	15	15	15		15		15	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0		3.0		3.0	

LESSON PLAN			
UNIT	Services Marketing	HRS	PEDAGOGY
I	INTRODUCTION TO SERVICES MARKETING Services-concept-scope, importance. Characteristics of services, Differentiating goods and Services, Reasons for the growth in the service sector, Role of service sector in the Indian economy. Service marketing mix-An overview.	15	Lecture Method & Video Instruction
II	TRADITIONAL P's IN SERVICES MARKETING MIX The Service Product- conceptualization of service concept, Analysis of the service offer, Steps in the development of new services. The Pricing of Services – Objectives of Pricing, Factors influencing the pricing of services, Methods of Pricing. Service Promotion – Designing a Communication campaign, Introduction to the Promotion mix for services - Place in Service– Service Locations, Channels for Service Distribution	20	Lecture Method & Video Instruction

III	ADVANCED P's IN SERVICES MARKETING MIX Classification of Service personnel, Role of frontline Service Employees. Service Process – Service process design, Service blue print-stages in blue print preparation, uses. Physical Evidence – The concept of a Services cape (Physical environment). Role of evidence in Services marketing.	15	Lecture Method
IV	SERVICE DEMAND AND CAPACITY MANAGEMENT Service demand patterns, Strategies for Demand management, Service Capacity Management – Strategies for Capacity management, Service marketing Strategy – The Service Triangle, Internal marketing, External marketing, Interactive marketing	20	Lecture Method
V	SERVICE QUALITY MANAGEMENT Total perceived Quality, SERVQUAL & SERVPEF -Models of Service Quality, Zero Defections. Service Excellence in the marketing of Banking, Healthcare, Tourism, and Media Services.	20	Lecture Method & case study

Learning Outcome Based Education & Assessment (LOBE)						
Formative Examination - Blue Print						
Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A		Section B Either or Choice	Section C Either or Choice
			MCQs			
			No. of Question ns	K - Level		
CI	CO1	K1 – K4	2	K1` & K2	2(k2&k2)	2(k2)
AI	CO2	K1 – K4	2	K1` & K2	2(k2&k2)	2(k2)
CI	CO3	K1 – K4	2	K1` & K2	2(k3&k3)	2(k4)
AII	CO4	K1 – K4	2	K1` & K2	2(k4&k4)	2(k4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	-	-	2	4	100
	K2	2	20	32	54	96	
	K3	-	-	-	-		
	K4	-	-	-			
	Marks	4	20	32	56	100	100
CIA II	K1	2	-	-	2	3.5	7
	K2	2	-	-	2	3.5	
	K3	-	10	-	10	18	18
	K4	-	10	32	42	75	75
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	COs	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K – LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1-K4	2	K1,K2	2(K2)	2(K2)
3	CO3	K1-K4	2	K1,K2	2(K4)	2(K3)
4	CO4	K1-K4	2	K1,K2	2(K4)	2(K4)
5	CO5	K1-K4	2	K1,K2	2 (K3)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

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

Course Name	Production & Materials Management			
Course Code	23UBACC63	L	P	C
Category	Core	6	-	4
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To provide comprehensive outlook on basic concepts and practices of production.➤ To understand types of layout facilities➤ To analyse work study methods and quality control➤ To enable the students to gain knowledge on Inventory control and Vendor rating➤ To give an insight to Purchase management				
UNIT - I	Introduction			15
Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems: Plant location: Factors to be considered in Plant Location – Plant Location- Theories: Weber’s Theory, Sargent Florance Theory.				
UNIT - II	Product Layout			10
Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Process, Product, Fixed and combined				
UNIT -III	Work Measurement			20
Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Work study- Definition, Objectives, Steps				
UNIT - IV	Basics of Materials Management			15
Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC- VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions				
UNIT - V	Purchase Management			15
Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management				
Total Lecture Hours				75

BOOKS FOR STUDY:

- P. Saravanavel and Sumathi; Production and Materials Management, Margham Publications, 2015
- P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.

BOOKS FOR REFERENCES:

- P. Saravanavel and Sumathi; Production and Materials Management, Margham Publications, 2015
- P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
- P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.

WEB RESOURCES:

- ❖ https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
- ❖ https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
- ❖ https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf

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

COURSE OUTCOMES:**K LEVEL**

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

CO1	Provide comprehensive outlook on basic concepts, and practices of production	K1 to K4
CO2	Identify right plant location and plant layout of factory	K1 to K4
CO3	Know work study & method study, its procedure & quality control techniques in production.	K1 to K4
CO4	Outline inventory control concepts and its replenishment to manage inventory	K1 to K4
CO5	Discuss purchase management procedure and identify vendor rating mechanisms	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

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

S- STRONG**M – MEDIUM****L - LOW**

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

LESSON PLAN			
UNIT	Production and Materials Management	HRS	PEDAGOGY
I	Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems: Plant location: Factors to be considered in Plant Location – Plant Location- Theories: Weber’s Theory, Sargent Florance Theory.	15	Lecture Method and Video Instruction
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Process, Product, Fixed and combined	10	Group Discussion and Lecture Method
III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Work study- Definition, Objectives, Steps	20	Lecture Method
IV	Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions	15	Lecture Method
V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management	15	Lecture Method and Video Instruction

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

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

Distribution of Marks with K Level CIA I & CIA II

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.6	100
	K2	2	20	32	54	96.4	
	K3						
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	7.2
	K2	2			2	3.6	
	K3		20	32	52	92.8	92.8
	K4						
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1, K2	K2,K2	K2,K2
2	CO2	K1 – K4	2	K1, K2	K2,K2	K2,K2
3	CO3	K1 – K4	2	K1, K2	K3,K3	K3,K3
4	CO4	K1 – K4	2	K1, K2	K3,K3	K3,K3
5	CO5	K1 – K4	2	K1, K2	K3,K3	K3,K3
No. of Questions to be Asked			10		10	10
No. of Questions to be answered						
Marks for each question						
Total Marks for each section						
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5			5	3.6	44.3
K2	5	20	32	57	40.7	
K3		30	48	78	55.7	55.7
K4						
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

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

Course Name	Consumer Behaviour			
Course Code	23UBAEC61	L	P	C
Category	Elective	5	-	3
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ Understand the different concepts relating to nature, scope and application of consumer behavior➤ Understand the various internal influences on consumer behavior➤ Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.➤ Learn about the various external influences on consumer behavior.➤ Understand the process of human decision making in a marketing context.				
UNIT - I	FUNDAMENTALS OF CONSUMER BEHAVIOR			15
Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; Introduction to Industrial Buying Behavior; E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying.				
UNIT-II	CONSUMER PERSONALITY, LEARNING AND ATTITUDE			15
Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness.				
Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory.				
Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model				
UNIT -III	INTERNAL INFLUENCES ON CONSUMER BEHAVIOR			15
Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation- McClelland’s APA theory. Consumer involvement-concept, importance and its types.				
UNIT - IV	EXTERNAL INFLUENCES ON CONSUMER BEHAVIOR			15
Group Dynamics & consumer reference groups: Different types of reference groups;				
Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle.				
Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.				
UNIT - V	CONSUMER DECISION MAKING PROCESS			15
Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation				
Total Lecture Hours				75

BOOKS FOR STUDY:

- Consumer Behaviour – Satish K Batra, S H H Kazmi
- Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
- Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006
- Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning
- Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015

BOOKS FOR REFERENCES:

- Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.
- Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited
- Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi
- Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
- David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.

WEB RESOURCES:

- ❖ <https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457>
- ❖ https://issuu.com/thenappanganesen/docs/e-book__consumer_behaviour_11th_edition
- ❖ <https://www.youtube.com/watch?v=ssexXwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr>
- ❖ https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf
- ❖ <https://www.iedunote.com/attitude-and-consumer-behavior>

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

COURSE OUTCOMES:**K LEVEL**

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

CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	K1 to K4
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	K1 to K4
CO3	Analyze the consumer decision process.	K1 to K4
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	K1 to K4
CO5	Determine customer satisfaction and consequent post purchase behavior	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	M	S	M	M	M	M
CO2	M	S	S	S	M	S	M	M
CO3	M	S	M	M	M	S	M	S
CO4	M	M	M	M	M	S	M	S
CO5	S	S	S	M	M	M	M	M
S- STRONG			M – MEDIUM			L - LOW		
CO / PO MAPPING:								
COS		PSO1	PSO2	PSO3		PSO4	PSO5	
CO 1		3	3	3		3	3	
CO 2		3	3	3		3	3	
CO 3		3	3	3		3	3	
CO 4		3	3	3		3	3	
CO 5		3	3	3		3	3	
WEIGHTAGE		15	15	15		15	15	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS		3.0	3.0	3.0		3.0	3.0	
LESSON PLAN								
UNIT	Consumer Behaviour					HRS	PEDAGOGY	
I	INTRODUCTION TO CONSUMER BEHAVIOR Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; Introduction to Industrial Buying Behavior; E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying.					15	Lecture method/Idea generation exercises	
II	CONSUMER PERSONALITY, LEARNING AND ATTITUDE Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model					15	Lecture method/ Assignment on creative techniques	
III	INTERNAL INFLUENCES ON CONSUMER BEHAVIOR Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation- McClelland’s					15	Lecture method/case discussion/As	

	APA theory. Consumer involvement-concept, importance and its types.		signmenton positioning
IV	EXTERNAL INFLUENCES ON CONSUMER BEHAVIOR Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.	15	Lecture method/ ppt presentation
V	CONSUMER DECISION MAKING PROCESS Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation	15	Lecture method/grou p exercise

Learning Outcome Based Education & Assessment (LOBE)						
Formative Examination - Blue Print						
Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A		Section B Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1, K2	2 (K2, K2)	2(K2, K2)
AI	CO2	K1 – K4	2	K1, K2	2(K2, K2)	2(K4, K4)
CI	CO3	K1 – K4	2	K1, K2	2(K2, K2)	2(K3, K3)
AII	CO5	K1 – K4	2	K1, K2	2(K4, K4)	2(K4, K4)
Question Pattern CIA I & II		No. of Questions to be asked		4	4	4
		No. of Questions to be answered		4	2	2
		Marks for each question		1	5	8
		Total Marks for each section		4	10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	20	16	38	68	
	K3						
	K4			16	16	28.5	28.5
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3			16	16	28.6	75
	K4		10	16	26	46.4	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1, K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1, K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1, K2	2(K4)	2(K3)
4	CO4	K1 – K4	2	K1, K2	2(K4)	2(K4)
5	CO5	K1 – K4	2	K1, K2	2 (K3)	2(K4)
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

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

Course Name	Innovation Management			
Course Code	23UBAEC62	L	P	C
Category	Elective	5	-	3
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ To have a broad understanding on the concept innovation management.➤ To familiarize the students about the creativity and innovation in product development➤ To have a broad understanding of the innovation strategy and its competitive advantage➤ To provide the knowledge about the technical innovation and its need and importance.➤ To understand the business strategy and objectives in current scenario.				
UNIT – I	Evolution of Innovation Management			14
Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges, and barriers of Innovation.				
UNIT - II	Tools for Innovation			18
Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking &Thinking Hats Method				
UNIT -III	Innovation Process			18
Areas of Innovation- Product Innovation: Concept, New product development, Packaging and Positioning Innovation Process: Concept, Requirement -Types: Benchmarking-TQM-Business Process Reengineering				
UNIT - IV	Create customer value			14
Create customer value, grow market share, entering new markets, increasing profitability ratio, competitive marketing strategy- Innovation and IPR protection tools and strategies.				
UNIT - V	Technical innovation and productivity			11
Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.				
Total Lecture Hours				75

BOOKS FOR STUDY:

- Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House.
- James A Christiansen, “Competitive Innovation Management”, published by Macmillan Business, 2000.

BOOKS FOR REFERENCES:

- Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House.
- James A Christiansen, “Competitive Innovation Management”, published by Macmillan Business, 2000
- Paul Trott, “Innovation Management & New Product Development”, published by Pitman, 2000.
- Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.
- Kelley, Tom, Jonathon Littman, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm. New York: Doubleday, 2001

WEB RESOURCES:

- ❖ <https://www.coursera.org/learn/innovation-management>.
- ❖ <https://sloanreview.mit.edu/tag/innovation-management>
- ❖ <https://www.worldscientific.com/worldscinet/ijim>
- ❖ <https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf>
- ❖ <https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials>

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

COURSE OUTCOMES:**K LEVEL**

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

CO1	To understand the concepts of Innovation management.	K1 to K4
CO2	To apply knowledge new business plans and strategy.	K1 to K4
CO3	To demonstrate the value of customers in increasing the profitability ratio	K1 to K4
CO4	To impart knowledge about the need and importance of technical innovation	K1 to K4
CO5	In short the goal of this study is to understand the current state of your business.	K1 to K4

Mapping with Program Outcomes:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	M	S
CO2	S	S	M	M	S	S	M	S
CO3	S	S	S	M	S	M	M	M
CO4	S	S	M	M	S	S	M	S
CO5	S	S	M	M	M	M	M	M
S- STRONG			M – MEDIUM			L - LOW		
CO / PO Mapping:								
COS		PSO1	PSO2	PSO3		PSO4	PSO5	
CO 1		3	3	3		3	3	
CO 2		3	3	3		3	3	
CO 3		3	3	3		3	3	
CO 4		3	3	3		3	3	
CO 5		3	3	3		3	3	
WEIGHTAGE		15	15	15		15	15	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS		3.0	3.0	3.0		3.0	3.0	
Lesson Plan								
Unit	Innovation Management					HRS	Pedagogy	
I	Evolution of Innovation Management Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.					14	Lecture method/ Idea generation exercises	
II	Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking &Thinking Hats Method.					18	Lecture method/ Assignment on creative techniques	
III	Innovation Process Areas of Innovation Product Innovation :Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering					18	Lecture method/ case discussion/ Assignment on positioning	

IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.	14	Lecture method/ ppt presentation
V	Productivity and efficiency Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.	11	Lecture method/ group exercise

Learning Outcome Based Education & Assessment (LOBE)						
Formative Examination - Blue Print						
Articulation Mapping – K Levels with Course Outcomes (COs)						
Internal	Cos	K Level	Section A		Section B Either or Choice	Section C Either or Choice
			MCQs			
			No. of Questions	K - Level		
CI	CO1	K1 – K4	2	K1,K2	2 (K2,K2)	2(K3,K3)
AI	CO2	K1 – K4	2	K1,K2	2(K3,K3)	2(K4,K4)
CI	CO3	K1 – K4	2	K1,K2	2(K2, K2)	2(K3,K3)
AII	CO5	K1 – K4	2	K1,K2	2(K4,K4)	2(K4,K4)
Question Pattern CIA I & II		No. of Questions to be asked	4		4	4
		No. of Questions to be answered	4		2	2
		Marks for each question	1		5	8
		Total Marks for each section	4		10	16

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	10		12	21.5	
	K3		10	16	26	46.5	
	K4			16	16	28.5	28.5
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3			16	16	46.4	75
	K4		10	16	26	28.6	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,K2	2(K2)	2(K2)
2	CO2	K1 – K4	2	K1,K2	2(K2)	2(K2)
3	CO3	K1 – K4	2	K1,K2	2(K4)	2(K3)
4	CO4	K1 – K4	2	K1,K2	2(K4)	2(K4)
5	CO5	K1 – K4	2	K1,K2	2 (K3)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



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

Course Name	Security Analysis and Portfolio Management			
Course Code	23UBAEC63	L	P	C
Category	Elective	5	-	3
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ Understand the basic concepts and terminologies relating to stock market.➤ Evaluate the value of different equity and debt instruments.➤ Comprehend the different methods of performing fundamental and technical analysis.➤ Evaluate portfolio based on different portfolio theories.➤ Possess a basic knowledge of derivatives, its types and characteristics.				
UNIT - I	INVESTMENT ANALYSIS: UNDERSTANDING RISK, RETURN, AND THE STRUCTURE OF FINANCIAL MARKETS"			15
<p>Theory: Meaning, objectives, classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges-BSE, NSE, OTCEI. SEBI –functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk.</p> <p>Problem: Measurement of risk and return</p>				
UNIT - II	EQUITY AND BOND VALUATION			15
<p>Theory: Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity.</p> <p>Problem: Equity valuation models -Walter model, Gordon’s model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return.</p>				
UNIT -III	SECURITY ANALYSIS			15
<p>Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels.</p> <p>Problems: Relative Strength Analysis, Moving Averages, breadth of market.</p>				
UNIT - IV	PORTFOLIO MANAGEMENT			15
<p>Theory: steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory</p> <p>Problems: Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model</p>				
UNIT - V	DERIVATIVES			15
<p>Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.</p>				
Total Lecture Hours				75

BOOKS FOR STUDY:

- Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
- Bodi, Kane, Markus, Mohanty, Investments, 8th edition, Tata McGraw Hill, 2011.

BOOKS FOR REFERENCES:

- Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
- Bodi, Kane, Markus, Mohanty, Investments, 8th edition, Tata McGraw Hill, 2011.
- V.A. Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2013.
- V.K.Bhalla, Investment Management, S.Chand & Company Ltd., 2012.
- Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press.

WEB RESOURCES:

- ❖ www.stock-trading-infocentre.com
- ❖ www.sebi.gov.in
- ❖ <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/>
- ❖ <https://www.investopedia.com/terms/t/technicalanalysis.asp>
- ❖ <https://groww.in/p/portfolio-management>
- ❖ www.stock-trading-infocentre.com.

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

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

CO1	Recall the meaning of the basic terminologies used in stock market.	K1 to K4
CO2	Explain and infer the final worth of various investment processes	K1 to K4
CO3	Solve problems relating to various investment decisions	K1 to K4
CO4	Analyze theories and problems relating to stock market	K1 to K4
CO5	Interpret the various investment models that aid in investment decision making	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

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

S- STRONG		M – MEDIUM			L - LOW	
CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	3	3	3	3	
CO 2	3	3	3	3	3	
CO 3	3	3	3	3	3	
CO 4	3	3	3	3	3	
CO 5	3	3	3	3	3	
WEIGHTAGE	15	15	15	15	15	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0	

LESSON PLAN			
UNIT	Security Analysis and Portfolio Management	HRS	PEDAGOGY
I	Theory: Meaning ,objectives ,classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY.Stock exchanges- BSE, NSE, OTCEI. SEBI –functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk. Problem: Measurement of risk and return	15	Lecture Method &Video Demonstration
II	EQUITY AND BOND VALUATION Theory: Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity Problem: Equity valuation models -Walter model, Gordon’s model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return	15	Lecture Method &Video Demonstration
III	SECURITY ANALYSIS Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels Problems : Relative Strength Analysis, Moving Averages, breadth of market	15	Lecture Method &Video Demonstration
IV	PORTFOLIO MANAGEMENT Theory: steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory Problems: Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model	15	Lecture Method &Video Demonstration
V	DERIVATIVES Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.	15	Lecture Method &Video Demonstration

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

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

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	71.5
	K2	2	20	16	38	68	
	K3						
	K4			16	16	28.5	28.5
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	25
	K2	2	10		12	21.4	
	K3		10	16	36	46.4	75
	K4			16	16	28.6	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1,k2	K2,k2	K2,k2
2	CO2	K1 – K4	2	K1,k2	K2,k2	K2,k2
3	CO3	K1 – K4	2	K1,k2	K4,k4	K3,k3
4	CO4	K1 – K4	2	K1,k2	K4,k4	K4,k4
5	CO5	K1 – K4	2	K1,k2	K3,k3	K4,k4
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-		5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-	10	16	26	18.57	55.7
K4	-	20	32	52	37.14	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

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

Course Name	Fundamentals of Logistics			
Course Code	23UBAEC64	L	P	C
Category	Elective	5	-	3
COURSE OBJECTIVES:				
<ul style="list-style-type: none">➤ Understand the various basic concepts and terms relating to Logistics➤ Comprehend the importance of customer service and outsourcing relevant to logistics➤ Evaluate the importance and issues in global logistics➤ Possess an overall knowledge about the services and factors allied to logistics➤ Understand the technological impact of logistics				
UNIT - I	INTRODUCTION			15
Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy				
UNIT - II	CUSTOMER SERVICE AND OUTSOURCING			15
Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing.				
UNIT -III	GLOBAL LOGISTICS			15
Global Logistics Global Supply Chain. Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization - Barriers to Global Logistics -Financial Issues in Logistics Performance, Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM				
UNIT - IV	KEY LOGISTICS ACTIVITIES			15
Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits, Modes of Transportation in Global Logistics. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.				
UNIT - V	TECHNOLOGY &LOGISTICS			15
Technology &Logistics: Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits.				
Total Lecture Hours				75

BOOKS FOR STUDY:

- Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5th edition, 2012.
- Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, Mc Graw-hill/Irwin, First Edition, 1998

BOOKS FOR REFERENCES:

- Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5th edition, 2012.
- Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, Mc Graw-hill/Irwin, First Edition, 1998

WEB RESOURCES:

- ❖ <https://www.techtarget.com/searcherp/definition/logistics-management>
- ❖ <https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/>
- ❖ <https://www.track-pod.com/blog/functions-of-logistics/>

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

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

CO1	Explain the basic concepts relating to logistics	K1 to K4
CO2	Analyse the role of outsourcing and customer service in logistics	K1 to K4
CO3	Appraise the needs, modes and issues relating to global logistics	K1 to K4
CO4	Describe about the different activities allied to logistics	K1 to K4
CO5	Identify the various areas of logistics where technology can be applied	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

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

S- STRONG		M – MEDIUM			L - LOW	
CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
CO 1	3	3	3	3	3	
CO 2	3	3	3	3	3	
CO 3	3	3	3	3	3	
CO 4	3	3	3	3	3	
CO 5	3	3	3	3	3	
WEIGHTAGE	15	15	15	15	15	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0	
LESSON PLAN:						
UNIT	Fundamentals of Logistics Management			HRS	PEDAGOGY	
I	Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy			15	Lecture Method and Video Instruction	
II	Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing			15	Lecture Method	
III	Global Logistics Global Supply Chain. Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization - Barriers to Global Logistics -Financial Issues in Logistics Performance, Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM			15	Group Discussion and Lecture Method	
IV	Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.			15	Lecture Method	
V	Technology &Logistics: Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits			15	Lecture Method and Video Instruction	

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

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

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.6	53.6
	K2	2	10	16	28	50	
	K3		10	16	26	46.4	46.4
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.6	53.6
	K2	2	10	16	28	50	
	K3		10	16	26	46.4	46.4
	K4						
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1&K2	K2,K2	K2,K2
2	CO2	K1 – K4	2	K1&K2	K3,K3	K3,K3
3	CO3	K1 – K4	2	K1&K2	K3,K3	K3,K3
4	CO4	K1 – K4	2	K1&K2	K2,K2	K2,K2
5	CO5	K1 – K4	2	K1&K2	K2,K2	K2,K2
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5			5	3.6	62.9
K2	5	30	48	83	59.3	
K3		20	32	52	37.1	37.1
K4						
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



DEPARTMENT OF BUSINESS ADMINISTRATION

FOR THOSE WHO JOINED IN 2023-2024 AND AFTER

Course Name	E - Business			
Course Code	23UBAEC65	L	P	C
Category	ELECTIVE	5	-	3

COURSE OBJECTIVES:

- To understand the basic concepts of electronic business.
- To identify web-based tools.
- To examine the security threats to e-business.
- To discuss the strategies on marketing.
- To analyze the business plan for e-business.

UNIT – I INTRODUCTION TO E-BUSINESS 15

Introduction to electronic business: Definition, Meaning, Evolution of E-Business and E-Commerce, Difference between E-Business and E-Commerce, Benefits, Challenges. **Types of E-Business models:** B2B, B2C, C2C, C2B, B2G. **Value Chains in E-Business: Concept of Value Chain** in Traditional and Digital Businesses. **The Internet and the Web in E-Business:** Role of the Internet in E-Business, **Web-Based Business Models** (E-Marketplaces, Subscription Services, Aggregators). **Infrastructure for E-Business:** Technological Infrastructure, E-Payment Systems, E-Supply Chain Management (E-SCM).

UNIT - II WEB-BASED TOOLS AND SOFTWARE FOR E-BUSINESS 15

Introduction to Web-Based Tools for E-Business: Definition and Importance of Web-Based Tools in E-Business, Types of Web-Based Tools: Cloud Computing, CRM, CMS, Digital Marketing Tools, Key Functionalities of Web-Based Business Tools. **Web-Based Tools for E-Business Operations: Customer Relationship Management (CRM) Tools:** Salesforce, HubSpot, Zoho CRM, **Content Management Systems (CMS):** WordPress, Joomla, Drupal, **E-Commerce Platforms:** Shopify, WooCommerce, Magento, BigCommerce, **Digital Marketing Tools:** Google Analytics, SEMrush, Mailchimp, Hootsuite. **E-Business Software:** ERP, SCM, Accounting and Finance Software, Collaboration and Communication Tools.

UNIT -III SECURITY THREATS & SOLUTIONS FOR E-BUSINESS AND E-COMMERCE 15

Types of Security Threats: Hacking, Phishing, and Identity Theft, **Malware:** Viruses, Ransomware, Spyware, Trojan Horses, Denial of Service (DoS) and Distributed Denial of Service (DDoS) Attacks, SQL Injection, Cross-Site Scripting (XSS), Man-in-the-Middle (MITM) Attacks. **Security Measures for E-Commerce Websites: SSL/TLS Encryption** for Secure Transactions, Firewalls and Intrusion Detection Systems (IDS), Role-Based Access Control (RBAC) and User Authentication, Two-Factor Authentication (2FA) and Multi-Factor Authentication (MFA).

UNIT - IV WEB AUCTIONS AND VIRTUAL MARKETPLACES 15

Digital Marketing Strategies for B2C Businesses: Definition and Characteristics of B2C E-Business, Digital Marketing Strategies for B2C: SEO, SEM, SMM, Email and Content Marketing, Affiliate Marketing and Influencer Marketing. **Sales and Promotion Strategies in E-Business (B2C):** Online Sales Channels, **Advertising Strategies:** Customer Relationship Management (CRM) and Personalization, Loyalty Programs and Customer Retention Strategies. **Concept of Web Auctions and Their Business Models:** Types of Web Auctions, Platforms. **Virtual Marketplaces and Aggregator Business Models:** B2B Marketplaces, B2C Marketplaces. **Web Portals in E-Business:** Definition, Evolution, Key Components, Types, Challenges

UNIT – V GLOBAL ENVIRONMENT OF E-BUSINESS**15**

The International Environment of E-Business: Globalization and Its Impact on E-Business, Cross-Border Trade and E-Commerce: Challenges, Opportunities, International Regulations Affecting E-Business: Data Protection Laws, Cross-Border Payment Regulations, Export-Import Policies for Digital Goods. Legal Issues in E-Business: Intellectual Property Rights (IPR) in E-Business, Cyber Laws and Consumer Protection: E-Contracts and Digital Signatures, Consumer Rights in Online Transactions, Dispute Resolution in E-Business, Ethical Issues in E-Business: Privacy and Data Security. Taxation Issues in E-Business: Tax Compliance for Online Businesses.

Total Lecture Hours**75****BOOKS FOR STUDY:**

- Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
- Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.

BOOKS FOR REFERENCES:

- Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
- Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
- Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
- David Whitely, E Commerce Strategy, Technology and Applications, TMH
- J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press

WEB RESOURCES:

- ❖ https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
- ❖ <https://www.techtarget.com/searchcio/definition/e-business>
- ❖ <https://www.britannica.com/technology/e-commerce>
- ❖ <https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/>
- ❖ <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

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

COURSE OUTCOMES:		K LEVEL
After studying this course, the students will be able to:		
CO1	To define and understand the basic concepts of business done through web	K1 to K4
CO2	To Examine and apply web tools in real-time business situations.	K1 to K4
CO3	To analyze the security threats in e-business.	K1 to K4
CO4	To evaluate strategies for marketing.	K1 to K4
CO5	To prepare the environment for e-business.	K1 to K4

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

S- STRONG

M – MEDIUM

L - LOW

CO / PO MAPPING:						
COS	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	
CO2	3	3	3	3	3	
CO3	3	3	3	3	3	
CO4	3	3	3	3	3	
CO5	3	3	3	3	3	
WEIGHTAGE	15	15	15	15	15	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS	3.0	3.0	3.0	3.0	3.0	

LESSON PLAN			
UNIT	E - Business	HRS	PEDAGOGY
I	Introduction to electronic business: Definition, Meaning, Evolution of E-Business and E-Commerce, Difference between E-Business and E-Commerce, Benefits, Challenges. Types of E-Business models: B2B, B2C, C2C, C2B, B2G. Value Chains in E-Business: Concept of Value Chain in Traditional and Digital Businesses. The Internet and the Web in E-Business: Role of the Internet in E-Business, Web-Based Business Models (E-Marketplaces,	15	Lecture with Visual Aids

	Subscription Services, Aggregators). Infrastructure for E-Business: Technological Infrastructure, E-Payment Systems, E-Supply Chain Management (E-SCM).		
II	Introduction to Web-Based Tools for E-Business: Definition and Importance of Web-Based Tools in E-Business, Types of Web-Based Tools: Cloud Computing, CRM, CMS, Digital Marketing Tools, Key Functionalities of Web-Based Business Tools. Web-Based Tools for E-Business Operations: Customer Relationship Management (CRM) Tools: Salesforce, Hub Spot, Zoho CRM, Content Management Systems (CMS): WordPress, Joomla, Drupal, E-Commerce Platforms: Shopify, Woo Commerce, Magento, Big Commerce, Digital Marketing Tools: Google Analytics, SEMrush, Mail chimp, Hootsuite. E-Business Software: ERP, SCM, Accounting and Finance Software, Collaboration and Communication Tools.	15	Lecture with Visual Aids
III	Types of Security Threads: Hacking, Phishing, and Identity Theft, Malware: Viruses, Ransomware, Spyware, Trojan Horses, Denial of Service (DoS) and Distributed Denial of Service (DDoS) Attacks, SQL Injection, Cross-Site Scripting (XSS), Man-in-the-Middle (MITM) Attacks. Security Measures for E-Commerce Websites: SSL/TLS Encryption for Secure Transactions, Firewalls and Intrusion Detection Systems (IDS), Role-Based Access Control (RBAC) and User Authentication, Two-Factor Authentication (2FA) and Multi-Factor Authentication (MFA).	15	Lecture with Visual Aids
IV	Digital Marketing Strategies for B2C Businesses: Definition and Characteristics of B2C E-Business, Digital Marketing Strategies for B2C: SEO, SEM, SMM, Email and Content Marketing, Affiliate Marketing and Influencer Marketing. Sales and Promotion Strategies in E-Business (B2C): Online Sales Channels, Advertising Strategies: Customer Relationship Management (CRM) and Personalization, Loyalty Programs and Customer Retention Strategies. Concept of Web Auctions and Their Business Models: Types of Web Auctions, Platforms. Virtual Marketplaces and Aggregator Business Models: B2B Marketplaces, B2C Marketplaces. Web Portals in E-Business: Definition, Evolution, Key Components, Types, Challenges	15	Lecture with Visual Aids
V	The International Environment of E-Business: Globalization and Its Impact on E-Business, Cross-Border Trade and E-Commerce: Challenges, Opportunities, International Regulations Affecting E-Business: Data Protection Laws, Cross-Border Payment Regulations, Export-Import Policies for Digital Goods. Legal Issues in E-Business: Intellectual Property Rights (IPR) in E-Business, Cyber Laws and Consumer Protection: E-Contracts and Digital Signatures, Consumer Rights in Online Transactions, Dispute Resolution in E-Business, Ethical Issues in E-Business: Privacy and Data Security. Taxation Issues in E-Business: Tax Compliance for Online Businesses.	15	Lecture with Visual Aids

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

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

Distribution of Marks with K Level CIA I & CIA II

	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2	10	16	28	50	100
	K2	2	10	16	28	50	
	K3						
	K4						
	Marks	4	20	32	56	100	100
CIA II	K1	2	10		12	21.42	71.42
	K2	2	10	16	28	50	
	K3			16	16	28.57	
	K4						
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K - LEVEL
			No. of Questions	K – Level		
1	CO1	K1 – K4	2	K1, k2	K1, K1	K1, K1
2	CO2	K1 – K4	2	K1, k2	K2, K2	K2, K2
3	CO3	K1 – K4	2	K1, k2	K1, K1	K3, K3
4	CO4	K1 – K4	2	K1, k2	K3, K3	K2, K2
5	CO5	K1 – K4	2	K1, k2	K2, K2	K2, K2
No. of Questions to be Asked			10		10	10
No. of Questions to be answered			10		5	5
Marks for each question			1		5	8
Total Marks for each section			10		25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	20	16	41	37.27	37.27
K2	5	20	18	43	39.09	39.09
K3		10	16	26	23.63	23.63
K4						
Marks	10	50	50	110	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

Answer ALL the questions				PART – B	(5 x 5 = 25 Marks)
11. a)	Unit - I	CO1	K1		
OR					
11. b)	Unit - I	CO1	K1		
12. a)	Unit - II	CO2	K2		
OR					
12. b)	Unit - II	CO2	K2		
13. a)	Unit - III	CO3	K1		
OR					
13. b)	Unit - III	CO3	K1		
14. a)	Unit - IV	CO4	K3		
OR					
14. b)	Unit - IV	CO4	K3		
15. a)	Unit - V	CO5	K2		
OR					
15. b)	Unit - V	CO5	K2		

Answer ALL the questions				PART – C	(5 x 8 = 40 Marks)
16. a)	Unit - I	CO1	K1		
OR					
16. b)	Unit - I	CO1	K1		
17. a)	Unit - II	CO2	K2		
OR					
17. b)	Unit - II	CO2	K2		
18. a)	Unit - III	CO3	K3		
OR					
18. b)	Unit - III	CO3	K3		
19. a)	Unit - IV	CO4	K2		
OR					
19. b)	Unit - IV	CO4	K2		
20. a)	Unit - V	CO5	K2		
OR					
20. b)	Unit - V	CO5	K2		

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

Course Name	Strategic Management			
Course Code	23UBAEC66	L	P	C
Category	Elective	5	-	3
COURSE OBJECTIVES:				
<div><div>➤</div>To understand the concept of strategy and strategic management process.</div> <div><div>➤</div>To create awareness of evolving business environment.</div> <div><div>➤</div>To understand strategic alternatives and make appropriate strategic choice</div> <div><div>➤</div>To know the basics of strategic implementation</div> <div><div>➤</div>To understand recent trends for competitive advantage.</div>				
UNIT – I	BASICS OF STRATEGIC MANAGEMENT			12
Introduction to Strategic Management -Overview of Strategic Management Process, Levels of Strategy- Strategic Intent-Vision and Mission Business Definition				
UNIT – II	EXTERNAL ENVIRONMENT APPRAISAL			16
External Environment Appraisal using PESTEL Competitor Analysis using Porter’s 5-Forces model - Environmental Threat and Opportunity Profile (ETOP) - Value chain Analysis - Strategic Advantage Profile (SAP) - Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) - SWOT Analysis.				
UNIT – III	STRATEGIC ALTERNATIVES AT CORPORATE LEVEL			16
Strategic alternatives at corporate level: concept of grand strategies - Strategic choice models - BCG, GE Nine Cell Matrix, Hofer’s Matrix - Strategic alternatives at business level: Michael Porter’s Generic competitive strategies.				
UNIT – IV	STRATEGIC IMPLEMENTATION			16
Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards - Structural Implementation: an overview of Structural Considerations - Behavioral Implementation: an overview of Leadership and Corporate Culture - Mc Kinsey 7-S Framework Establishing Strategic Control.				
UNIT – V	CONCEPT OF BALANCED SCORECARD APPROACH			15
Concept of Balanced Scorecard approach - Use of Big data for Balanced score card -Importance of Corporate Social Responsibility & Business Ethics - Corporate Sustainability : definition and its types.				
Total Lecture Hours				75

BOOKS FOR STUDY:

- Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
- AzharKazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition (2012)
- Jauch, Glueck& Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)
- Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)
- Hitt, Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition (2012)

BOOKS FOR REFERENCES:

- Thomson & Strickland, (2008), Crafting and Executing Strategy, McGraw Hill. - Sixteenth Edition (2011).
- N. Chandrasekaran, Ananthanarayanan (2011), Strategic Management, Oxford University Press – First 3. Edition – Second Impression (2012).
- Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition (2012).
- .LM. Prasad, Strategic Management, Sultan Chand & Sons.
- Kenneth Carrig, Scott A Snell. Strategic Execution: Driving Breakthrough performance in business, Stanford University Press (2019).

WEB RESOURCES:

- ❖ Strategic management journal <https://onlinelibrary.wiley.com/journal/10970266>
- ❖ <https://str.aom.org/teaching/all-levels>
- ❖ <https://online.hbs.edu/courses/business-strategy/>
- ❖ <https://study.sagepub.com/parnell4e>
- ❖ <https://www.strategicmanagement.net/>

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

COURSE OUTCOMES:								K LEVEL
After studying this course, the students will be able to:								
CO1	To develop an understanding of the strategic management process and the complexities of business environment.							K1 to K4
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.							K1 to K4
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.							K1 to K4
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.							K1 to K4
CO5	To familiarize with current developments							K1 to K4
MAPPING WITH PROGRAM OUTCOMES:								
CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	M	M	M	S	M	S
CO2	S	S	S	M	S	S	M	S
CO3	M	S	M	M	S	M	M	M
CO4	S	S	M	M	S	S	M	S
CO5	M	M	S	M	M	M	M	M
S- STRONG			M – MEDIUM			L - LOW		
CO / PO MAPPING:								
COS		PSO1	PSO2	PSO3		PSO4	PSO5	
CO1		3	3	3		3	3	
CO2		3	3	3		3	3	
CO3		3	3	3		3	3	
CO4		3	3	3		3	3	
CO5		3	3	3		3	3	
WEIGHTAGE		15	15	15		15	15	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS		3.0	3.0	3.0		3.0	3.0	
LESSON PLAN								
UNIT	Strategic Management					HRS	PEDAGOGY	
I	BASICS OF STRATEGIC MANAGEMENT: Introduction to Strategic Management -Overview of Strategic Management Process, Levels of Strategy- Strategic Intent-Vision and Mission Business Definition.					12	Lecture Method, &Video sessions	
II	EXTERNAL ENVIRONMENT APPRAISAL: External					16	Lecture	

	Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model - Environmental Threat and Opportunity Profile (ETOP) - Value chain Analysis - Strategic Advantage Profile (SAP) - Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) - SWOT Analysis.		Method, & Guest lectures by professionals
III	STRATEGIC ALTERNATIVES AT CORPORATE LEVEL: Strategic alternatives at corporate level: concept of grand strategies - Strategic choice models - BCG, GE Nine Cell Matrix, Hofer's Matrix - Strategic alternatives at business level: Michael Porter's Generic competitive strategies.	16	Lecture method & Group activities
IV	STRATEGIC IMPLEMENTATION: Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards - Structural Implementation: an overview of Structural Considerations - Behavioral Implementation: an overview of Leadership and Corporate Culture - Mc Kinsey 7-S Framework Establishing Strategic Control	16	Lecture method & Video sessions
V	CONCEPT OF BALANCED SCORECARD APPROACH: Concept of Balanced Scorecard approach - Use of Big data for Balanced score card -Importance of Corporate Social Responsibility & Business Ethics - Corporate Sustainability: definition and its types	15	Lecture method

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

Distribution of Marks with K Level CIA I & CIA II							
	K Level	Section A (Multiple Choice Questions)	Section B (Either / Or Choice)	Section C (Either / Or Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	2			2	3.5	43
	K2	2	20		22	39.5	
	K3			16	16	28.5	28.5
	K4			16	16	28.5	28.5
	Marks	4	20	32	56	100	100
CIA II	K1	2			2	3.5	25
	K2	2	10		12	21.5	
	K3		10		10	18	75
	K4			32	32	57	
	Marks	4	20	32	56	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)						
S. No	Cos	K - Level	Section A (MCQs)		Section B (Either / or Choice) With K - LEVEL	Section C (Either / or Choice) With K – LEVEL
			No. of Questions	K – Level		
1	CO1	K1-K4	2	K1, K2	2(K2)	2(K2)
2	CO2	K1-K4	2	K1, K2	2(K2)	2(K2)
3	CO3	K1-K4	2	K1, K2	2(K4)	2(K3)
4	CO4	K1-K4	2	K1, K2	2(K4)	2(K4)
5	CO5	K1-K4	2	K1, K2	2 (K4)	2(K4)
No. of Questions to be Asked			10	-	10	10
No. of Questions to be answered			10	-	5	5
Marks for each question			1	-	5	8
Total Marks for each section			10	-	25	40
(Figures in parenthesis denotes, questions should be asked with the given K level)						

Distribution of Marks with K Level						
K Level	Section A (Multiple Choice Questions)	Section B (Either or Choice)	Section C (Either/ or Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	-	-	5	3.57	44.3
K2	5	20	32	57	40.71	
K3	-		16	16	11.42	55.7
K4	-	30	32	62	44.28	
Marks	10	50	80	140	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.						

Summative Examinations - Question Paper – Format

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

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

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

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

Course Name	Quantitative Aptitude – I & Quantitative Aptitude - II			
Course Code	23UBASC61	L	P	C
Category	Skill	2	-	2
COURSE OBJECTIVES:				
<ul style="list-style-type: none"> ➤ To categorize, apply and use thought process to distinguish between concepts of Quantitative methods and reasoning. ➤ To prepare and explain the fundamentals related to various possibilities and probabilities related to time and quantitative aptitude. ➤ To be able to solve questions relating to percentages, Profit and loss and interpret data sufficiency ➤ To analyze data in Charts and the applications of Base system ➤ To understand the application Geometry and mensuration and critically evaluate numerous possibilities related to puzzles. 				
UNIT - I APPLIED REASONING AND NUMERICAL ANALYSIS				6
Applications based on Numbers, Chain Rule, Ratio Proportion, Problems related to Number series, Analogy of numbers, Classification of numbers, Letter series, Seating arrangements, Directions, blood relations and puzzle test.				
UNIT - II TECHNIQUES FOR DECISION MAKING				6
Applications Based on Time and work, Time and Distance, Counting techniques, Permutations, Combinations and Probability				
UNIT -III FINANCIAL MATHEMETICS AND BUSINESS APPLICATIONS				6
Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends.				
UNIT - IV DATA INTERPRETATION				6
Data interpretation related to Averages, Mixtures And allegations, Bar charts, Pie charts, Venn diagrams,				
UNIT - V ADVANCED LOGICAL REASONING AND SPATIAL ANALYSIS				6
Clocks (Base24), Calendars (Base7), Cutting of Cubes and cuboids. Syllogisms and data sufficiency				
Total Lecture Hours				30

BOOKS FOR STUDY:

- Barron's by Sharon Welner Green and IraK Wolf (Galgotia Publications pvt. Ltd.)
- Quantitative Aptitude by U Mohan Rao Sci tech publications.

BOOKS FOR REFERENCES:

- Barron's by Sharon Welner Green and IraK Wolf (Galgotia Publications pvt. Ltd.)
- Quantitative Aptitude by U Mohan Rao Sci tech publications
- Quantitative Aptitude by Arun Sharma Mc Graw hill publications
- Quantitative Aptitude by Abhijit Guha
- Quantitative Aptitude by Pearson publications

WEB RESOURCES:

- ❖ www.m4maths.com
- ❖ www.Indiabix.com
- ❖ <https://www.123test.com/numerical-reasoning-test/>
- ❖ <https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html>
- ❖ <https://playquiz2win.com/reasoning.html>

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

COURSE OUTCOMES:**K LEVEL**

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

CO1	Use their logical thinking and analytical abilities to solve reasoning questions	K1 to K4
CO2	Solve questions related to time, distance, time and work, Combinations	K1 to K4
CO3	Apply concept of percentages, Profit and loss, discount and Solve questions based on syllogisms	K1 to K4
CO4	Interpret data using bar charts and diagrams and Solve questions based on clocks, calendars	K1 to K4
CO5	Solve questions relating to Geometry, Mensuration and Puzzles	K1 to K4

MAPPING WITH PROGRAM OUTCOMES:

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

CO5	S	M	M	M	M	S	M	M
S- STRONG			M – MEDIUM				L - LOW	
CO / PO MAPPING:								
COS		PSO1	PSO2	PSO3		PSO4	PSO5	
CO 1		3	-	3		3	-	
CO 2		3	-	3		3	-	
CO 3		3	-	3		3	-	
CO 4		3	-	3		3	-	
CO 5		3	-	3		3	-	
WEIGHTAGE		15	-	15		15	-	
WEIGHTED PERCENTAGE OF COURSE CONTRIBUTION TO POS		3.0	-	3.0		3.0	-	
LESSON PLAN:								
UNIT	Quantitative Aptitude – I & Quantitative Aptitude - II					HRS	PEDAGOGY	
I	Applications based on Numbers, Chain Rule, Ratio Proportion, Problems related to Number series, Analogy of numbers, Classification of numbers, Letter series, Seating arrangements, Directions, blood relations and puzzle test.					6	Chalk & Talk	
II	Applications Based on Time and work, Time and Distance, Counting techniques, Permutations, Combinations and Probability					6	Chalk & Talk	
III	Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends, Syllogisms and data sufficiency					6	Chalk & Talk	
IV	Data interpretation related to Averages, Mixtures And allegations, Bar charts, Pie charts, Venn diagrams, Clocks (Base24), Calendars (Base7), Cutting of Cubes and cuboids					6	Chalk & Talk	
V	Application to industry in Geometry and Mensuration, Puzzle Solving & Time Management using various problems solving tools and techniques					6	Chalk & Talk	

Internal	Cos	K Level	Section A	
			MCQs	
			No. of Questions	K - Level
CI	CO1	K1 – K4	25	K1, K2
AI	CO2	K1 – K4	25	K1, K2
CI	CO3	K1 – K4	25	K1, K2
AII	CO5	K1 – K4	25	K1, K2
Question Pattern CIA I & II		No. of Questions to be asked	50	
		No. of Questions to be answered	50	
		Marks for each question	1	
		Total Marks for each section	50	

* Two Formative examinations will be conducted as a part of Continuous Internal Assessment under which, 50 MCQ's will be asked [50X1=50 marks] from any 4 CO's. (1st Test-2 CO's & IInd Test-2 CO's) in equal weightage

	K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidate of %
CIA I	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100
CIA II	K1	30	30	60	100
	K2	20	20	40	
	K3				
	K4				
	Marks	50	50	100	100

K1- Remembering and recalling facts with specific answers

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

K3- Application oriented- Solving Problems

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

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		
			No. of Questions	K – Level
1	CO1	K1 – K2	15	K1, K2
2	CO2	K1 – K2	15	K1, K2
3	CO3	K1 – K2	15	K1, K2
4	CO4	K1 – K2	15	K1, K2
5	CO5	K1 – K2	15	K1, K2
No. of Questions to be Asked			75	
No. of Questions to be answered			75	
Marks for each question			1	
Total Marks for each section			75	
(Figures in parenthesis denotes, questions should be asked with the given K level)				

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

Distribution of Marks with K Level				
K Level	Section A (Multiple Choice Questions)	Total Marks	% of (Marks without choice)	Consolidated %
K1	40	40	53	100
K2	35	35	47	
K3				
K4				
Marks	75	75	100	100
NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.				