



EXCEL ENGINEERING COLLEGE

(Autonomous)

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
Accredited by NBA and NAAC with "A+" and Recognized by UGC (2f&12B)

KOMARAPALAYAM – 637303

M.B.A Integrated (5 Years)

Choice based credit system

I to X Semesters (Full Time)


Curriculum

SEMESTER - I										
Code No.	Course	Category	Periods / Week			C	Maximum Marks			
			L	T	P		IA	FE	Total	
Theory Course(s)										
23MIN101	Business Organization	PC	3	0	0	3	40	60	100	
23MIN102	Business English	FC	3	0	0	3	40	60	100	
23MIN103	Principles of Accounting	PC	3	1	0	4	40	60	100	
23MIN104	Managerial Economics	PC	3	0	0	3	40	60	100	
23MIN105	Business Mathematics	FC	3	1	0	4	40	60	100	
Practical Course										
23MIN106	Computer Skills	EEC	0	0	4	2	60	40	100	
23MIN107	Communication Skills	EEC	0	0	4	2	60	40	100	
	TOTAL		15	2	8	21	320	380	700	

SEMESTER - II										
Code No.	Course	Category	Periods / Week			C	Maximum Marks			
			L	T	P		IA	FE	Total	
Theory Course(s)										
23MIN201	Business Communication	PC	3	0	0	3	40	60	100	
23MIN202	Human Rights	PC	3	0	0	3	40	60	100	
23MIN203	Insurance Management	PC	3	1	0	4	40	60	100	
23MIN204	Business Statistics	FC	3	1	0	4	40	60	100	
23MIN205	Fundamentals of Computers	PC	3	0	0	3	40	60	100	
Practical Course(s)										
23MIN206	Life Skill Education	EEC	0	0	4	2	60	40	100	
23MIN207	Tally with GST	EEC	0	0	4	2	60	40	100	
	TOTAL		15	2	8	21	320	380	700	

#Organizational Study (4 weeks): Students need to undergo training to any Organization with the prior approval of faculty supervisor and submit a report individually during 3rd Semester. It will be evaluated by internally through reviews and by External Examiner appointed by CoE.


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SEMESTER - III										
Code No.	Course	Category	Periods / Week			C	Maximum Marks			
			L	T	P		IA	FE	Total	
Theory Course(s)										
23MIN301	Cost Accounting	PC	3	1	0	4	40	60	100	
23MIN302	Business Law	PC	3	0	0	3	40	60	100	
23MIN303	Business Environment	PC	3	0	0	3	40	60	100	
23MIN304	Basics of Psychology	PC	3	0	0	3	40	60	100	
23MIN305	Disaster Management	PC	3	0	0	3	40	60	100	
Practical Course(s)										
23MIN306	Entrepreneurial Skill Set#	EEC	0	0	4	2	60	40	100	
23MIN307	Organization Study	EEC	0	0	4	2	60	40	100	
One Credit Course(s)										
23MIN307	Team Skills*	OCC	0	1	0	1	100	-	100	
	TOTAL		15	2	8	21	420	380	800	

Entrepreneurial Skill Set: It must be a business that is entrepreneurial in nature. Provide significant work that will enhance the intern's professional and educational development. Provide the intern the opportunity to work a minimum of 15 hours. It must be approved by the Faculty supervisor. It will be evaluated by internally through reviews and by External Examiner appointed by CoE.

***Team Skills** –This training course help individuals to understand the significance of the responsibilities of a team leader and how teamwork includes building relationships. It will be offered for minimum of 15 lecture hours. It will be offered fully by our institution and evaluated internally for 100 Marks.

SEMESTER - IV										
Code No.	Course	Category	Periods / Week			C	Maximum Marks			
			L	T	P		IA	FE	Total	
Theory Course(s)										
23MIN401	Indian Banking System	PC	3	0	0	3	40	60	100	
23MIN402	Office Administrative Management	PC	3	0	0	3	40	60	100	
23MIN403	Management Accounting	PC	3	1	0	4	40	60	100	
23MIN404	Social Entrepreneurship	PC	3	0	0	3	40	60	100	
23MIN405	Research Methodology	PC	3	1	0	4	40	60	100	
Practical Course										
23MIN406	Personality development*	EEC	0	0	4	2	60	40	100	
23MIN407	Bank Etiquette#	EEC	0	0	2	1	100	-	100	
	TOTAL		15	2	6	20	360	340	700	


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***Personality Development: (15 Hours)** Student shall be permitted to visit, identify a familiar personality in their locality, collect their success & failures and they need to submit a report. It will be evaluated by internally through reviews and by External Examiner appointed by CoE.

#Bank Etiquette: (2 Weeks) Student must visit a bank in their locality with the prior approval from the faculty supervisor, they need to observe the day-to-day activities and prepare a report along with bank's attendance certificate. It will be evaluated by internally through reviews and by External Examiner appointed by CoE.


SEMESTER - V										
Code No.	Course	Category	Periods / Week			C	Maximum Marks			
			L	T	P		IA	FE	Total	
Theory Course(s)										
23MIN501	Management Information System	PC	3	0	0	3	40	60	100	
23MIN502	Business Law and Practices	PC	3	0	0	3	40	60	100	
23MIN503	Auditing	PC	3	1	0	4	40	60	100	
23MIN504	Business Analytics	PC	3	0	0	3	40	60	100	
23MIN505	Indian Economy	PC	3	0	0	3	40	60	100	
Practical Course(s)										
23MIN506	Summer Internship#	EEC	0	0	4	2	60	40	100	
23MIN507	Industrial Visit*	EEC	0	0	4	2	60	40	100	
One Credit Course(s)										
23MIN508	Business Ethics\$	OCC	0	1	0	1	100	-	100	
	TOTAL		15	2	8	21	420	380	800	

#Summer Internship: (4 weeks): The training report along with the company certificate should be submitted around 40 pages which containing the details of training undergone within the four weeks of the reopening date of 5th semester. It will be evaluated by internally through reviews and by External Examiner appointed by CoE and the same should be sent to the Controller of Examinations.

***Industrial Visit:** Students have to visit 4 organizations and submit individual reports. It will be evaluated by internally through reviews and External Examiner appointed by CoE and the same should be sent to the Controller of Examinations.

\$ Business Ethics: This course serves as a comprehensive introduction to business ethics with an emphasis on modern issues that organization face and ethical decision making. It will be offered for minimum of 15 lecture hours. It will be offered fully by our institution and evaluated internally for 100 Marks.


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SEMESTER - VI									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
Theory Course(s)									
23MIN601	Business Plan and Ethics	PC	3	0	0	3	40	60	100
23MIN602	Corporate Social Responsibility	PC	3	0	0	3	40	60	100
23MIN603	Managing Diversity	PC	3	1	0	4	40	60	100
23MIN604	Innovation and Sustainable Enterprise	PC	3	0	0	3	40	60	100
23MIN605	Information Technology and E-Commerce	PC	3	1	0	4	40	60	100
Practical Course(s)									
23MIN606	Capstone Project#	EEC	0	0	4	2	60	40	100
23MIN607	Skill Certifications*	EEC	0	0	2	1	100	-	100
	TOTAL		15	2	6	20	360	340	700

Capstone Project (15 days): Entrepreneurship Experience provides students with the opportunity to develop the skills needed to establish a business. Capstone project I, the students will be finding a pitch deck for a new venture, including the key deliverables (e.g., customer needs, concept description, financials, and so forth). It should be completed within 20 days without affecting regular classes. The report should be evaluated by External Examiner and sent to the Controller of Examinations by the HOD through the Principal.

***Skill Certifications:** Students must get prior approval from the department to participate in activities beyond classroom learning and attend skill development workshops, seminars and training offered by the institute or other institutions or agencies and must receive certifications.

SEMESTER - VII									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
Theory Course(s)									
23MIN701	Financial Management	PC	3	0	0	3	40	60	100
23MIN702	Human Resource Management	PC	3	0	0	3	40	60	100
23MIN703	Marketing Management	PC	3	0	0	3	40	60	100
23MIN704	Production and Operation Management	PC	3	0	0	3	40	60	100
23MIN705	Strategic Management	PC	3	1	0	4	40	60	100
Practical Course(s)									
23MIN706	Soft Skill Laboratory	EEC	0	0	4	2	60	40	100
23MIN707	Share Trading	EEC	0	0	4	2	60	40	100
One Credit Course(s)									
23MIN708	Tally Certification*	OCC	0	1	0	1	100	-	100
	TOTAL		15	2	8	21	420	380	800


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***Tally Certification:** Tally certification courses are short-term, specialized training programs designed to provide students with a comprehensive understanding of Tally and the business industry. It will be offered for minimum of 15 lecture hours. It will be offered fully by our institution and evaluated internally for 100 Marks.

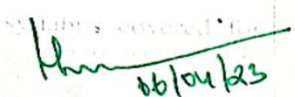
SEMESTER - VIII									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
Theory Course(s)									
23MIN801	Entrepreneurship and Startup	PC	3	1	0	4	40	60	100
	Professional Elective 1 (Stream – I)	PE	3	0	0	3	40	60	100
	Professional Elective 2 (Stream – I)	PE	3	0	0	3	40	60	100
	Professional Elective 3 (Stream – II)	PE	3	0	0	3	40	60	100
	Professional Elective 4 (Stream – II)	PE	3	0	0	3	40	60	100
Practical Course									
23MIN802	Professional Skill development	EEC	0	0	4	2	60	40	100
23MIN803	Data Analysis and Report Preparation	EEC	0	0	4	2	60	40	100
	TOTAL		15	3	8	20	320	380	700

PROFESSIONAL ELECTIVES (PE) Students can take **TWO** electives courses from any **TWO** **FUNCTIONAL SPECIALIZATIONS**

SEMESTER - IX									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
Theory Course(s)									
23MIN901	International Business	PC	3	1	0	4	40	60	100
	Professional Elective 5 (Stream – I)	PE	3	0	0	3	40	60	100
	Professional Elective 6 (Stream – I)	PE	3	1	0	3	40	60	100
	Professional Elective 7 (Stream – II)	PE	3	0	0	3	40	60	100
	Professional Elective 8 (Stream – II)	PE	3	1	0	3	40	60	100
Practical Course(s)									
23MIN902	Campus to Corporate Readiness	EEC	0	0	4	2	60	40	100
23MIN903	Community Immersion Project#	EEC	0	0	4	2	60	40	100
One Credit Course(s)									
23MIN904	International Trade*	OCC	0	1	0	1	100	-	100
	TOTAL		15	3	8	21	420	380	800

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***International Trade:** Understanding the international business environment is key to success in global commerce. . It will be offered for minimum of 15 lecture hours. It will be offered fully by our institution and evaluated internally for 100 Marks.

#Community Immersion Project: (10 Days)


The students must form a team with the prior approval from the department, they need to identify communal issues (Eg: Road Safety Programme, Importance of tree plantation, Child Abasement, etc.,) and they need to address through conducting various awareness programmes. At the end of the 9th semester they need to submit a report and it will be evaluated by external examiner.

SEMESTER - X										
Code No.	Course	Category	Periods / Week			C	Maximum Marks			
			L	T	P		CA	FE		Total
								R	VV	
Practical Course(s)										
23MIN1001	Project Work#	EEC	3	0	24	12	40	15	45	100
	TOTAL		3	0	24	12	40	15	45	100

#Project Work (16 Weeks): A student shall be permitted to work on projects individually in an Industrial/Research Organization in India / Abroad. Each student must have independent project on the recommendations of the Faculty Supervisor. The student shall be instructed to meet the supervisor periodically and attend the review committee meetings for evaluating the progress. At the time of report submission, the student must publish his/her research work in Peer Reviewed Journals and Present the same in National/International Conferences.

TOTAL NUMBER OF CREDITS: 21+21+21+20+21+20+21+20+21+12=198


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Distribution of Credits

Year	Semester	Professional Core(s)	Non Functional Elective(s)	One Credit Courses(s)	Professional Elective Course(s)	Employability Enhancement Course(s) (Practical)	Total Credits
I	I	17	-	-	-	4	21
	II	17	-	-	-	4	21
II	III	16	-	1	-	4	21
	IV	17	-	-	-	3	20
III	V	16	-	1	-	4	21
	VI	17	-	-	-	3	20
IV	VII	16	-	1	-	4	21
	VIII	4	-	-	12	4	20
V	IX	4	-	1	12	4	21
	X	-	-	-	-	12	12
Total Credits		124	-	4	24	46	198

FUNCTIONAL SPECIALISATIONS

FINANCE									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF001	Security Analysis and Portfolio Management	PE	3	0	0	3	40	60	100
23PBAF002	Banking and Financial Services	PE	3	0	0	3	40	60	100
23PBAF003	International Finance	PE	3	0	0	3	40	60	100
23PBAF004	Behavioral Finance	PE	3	0	0	3	40	60	100
23PBAF005	Financial Markets	PE	3	0	0	3	40	60	100
23PBAF006	Financial Derivatives	PE	3	0	0	3	40	60	100
23PBAF007	Risk Management and Insurance	PE	3	0	0	3	40	60	100


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HUMAN RESOURCE									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF008	Strategic Human Resource Management	PE	3	0	0	3	40	60	100
23PBAF009	Industrial Relations and Labor Legislations	PE	3	0	0	3	40	60	100
23PBAF010	Performance and Talent Management	PE	3	0	0	3	40	60	100
23PBAF011	International Human Resource Management	PE	3	0	0	3	40	60	100
23PBAF012	Human Resource Counseling	PE	3	0	0	3	40	60	100
23PBAF013	Competency Mapping & Human Resource Planning	PE	3	0	0	3	40	60	100
23PBAF014	Compensation Management	PE	3	0	0	3	40	60	100

MARKETING									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF015	Brand Management	PE	3	0	0	3	40	60	100
23PBAF016	Retail Management	PE	3	0	0	3	40	60	100
23PBAF017	Services Marketing	PE	3	0	0	3	40	60	100
23PBAF018	Customer Relationship Management	PE	3	0	0	3	40	60	100
23PBAF019	Consumer Behavior	PE	3	0	0	3	40	60	100
23PBAF020	Event Management	PE	3	0	0	3	40	60	100
23PBAF021	Social Media Marketing	PE	3	0	0	3	40	60	100

OPERATIONS									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF022	Supply Chain Management	PE	3	0	0	3	40	60	100
23PBAF023	Quality Management	PE	3	0	0	3	40	60	100
23PBAF024	Materials Management	PE	3	0	0	3	40	60	100
23PBAF025	Services Operations Management	PE	3	0	0	3	40	60	100
23PBAF026	Supply Chain Analytics	PE	3	0	0	3	40	60	100
23PBAF027	Project Management	PE	3	0	0	3	40	60	100
23PBAF028	Logistics Management	PE	3	0	0	3	40	60	100

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SYSTEMS									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF029	Software Project Management	PE	3	0	0	3	40	60	100
23PBAF030	Enterprise Resource Planning	PE	3	0	0	3	40	60	100
23PBAF031	Knowledge Management	PE	3	0	0	3	40	60	100
23PBAF032	Decision Support Systems	PE	3	0	0	3	40	60	100
23PBAF033	IT for Business Applications	PE	3	0	0	3	40	60	100
23PBAF034	Database Management Systems	PE	3	0	0	3	40	60	100
23PBAF035	E-Commerce and Digital Marketing	PE	3	0	0	3	40	60	100

DATA SCIENCE									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF036	Data Mining for Business Decision	PE	3	0	0	3	40	60	100
23PBAF037	Data Science for Managers	PE	3	0	0	3	40	60	100
23PBAF038	Data Visualization for Business	PE	3	0	0	3	40	60	100
23PBAF039	Data Security	PE	3	0	0	3	40	60	100
23PBAF040	Big Data Analytics	PE	3	0	0	3	40	60	100
23PBAF041	AI for Business	PE	3	0	0	3	40	60	100
23PBAF042	Web and Social Media Analytics	PE	3	0	0	3	40	60	100

BUSINESS ANALYTICS									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23PBAF043	Financial Reporting and Business Analysis	PE	3	0	0	3	40	60	100
23PBAF044	Data Science for Finance	PE	3	0	0	3	40	60	100
23PBAF045	Healthcare Data & Analytics	PE	3	0	0	3	40	60	100
23PBAF046	Data and Analysis for Marketing	PE	3	0	0	3	40	60	100
23PBAF047	People Analytics	PE	3	0	0	3	40	60	100
23PBAF048	Predictive Analytics for Business	PE	3	0	0	3	40	60	100
23PBAF049	Strategy for Analytics	PE	3	0	0	3	40	60	100


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23MIN101	BUSINESS ORGANIZATION	L	T	P	C
		3	0	0	3
Nature of Course	PROFESSIONAL CORE				
Prerequisites	Nil				

Course Objectives

The course is intended to

1. Recognize the concept of Business Organization along with the basic laws and norms of Business Organization.
2. Recognize the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.
3. Identify the appropriate types and functioning of Business Organization for solving different problems.
4. Implement basic Business Organization principles to solve business and industry related problems.
5. Recognize the terminologies associated with the field of Business Organization along with their relevance.

Course Outcomes


On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Can be able to handle with the basic concepts of Business organization.	Understand
CO 2	Distinguish between for-profit and non-profit businesses	Analyze
CO 3	Identify the primary functional areas within a business and describe their contribution to the organization	Analyze
CO 4	Describe how nations measure global trade	Analyze
CO 5	Able to deal with recent trends of business organization	Apply

Course Contents

MODULE - I	BUSINESS CONCEPTS	9
Business – Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade		
MODULE - II	FORMS OF BUSINESS ORGANIZATION	9
Forms of business organization – Sole proprietorship, partnership, joint stock company, types of company cooperative societies; multinational corporations		
MODULE - III	ENTREPRENEURSHIP	9
Entrepreneurship – Concept and nature; entrepreneurial opportunity Modules in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization, feasibility and preparation business plan		
MODULE - IV	GOVERNMENT AND BUSINESS INTERFACE	9
Government and business interface; stock exchange in India; business combination – concept and causes; chambers of commerce and industries in India – FICCI, CII Association		
MODULE - V	RECENT TRENDS IN BUSINESS ORGANISATION	9
E-Commerce - M-Commerce Network Marketing – Franchising- Digital Economy - BPO- KPO- KMS. Emerging Trends in International Business Organisation		
		Total: 45 Hours


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Reference Books

1. Vasissth, Neeru, Business Organisation, Taxmann, New Delhi, 2014
2. Talloo, Thelman J., Business Organisational and Management, TMH, New Delhi, 2016.
3. Tulsian, P.C., Business Organisation, Pearson Education, New Delhi, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)														
COs	POs												PSOs	
	1	2	3	4	5	6	7	8	9	10	11	12	1	2
CO 1	1	-	-											
CO 2	3	3	3											
CO 3	3	3	3											
CO 4	3	3	3											
CO 5	3	2	1											
	3-High			2-Medium				1-Low						

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Assignment / Seminar	5	15
Apply/Analyse	Case Study	5	
	Attendance	5	

Summative Assessment			
Bloom's Category	Internal Assessment Examinations (IAE)		Final Examinations (FE)
	IAE – I (10)	IAE – II (15)	60
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			


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23MIN102	BUSINESS ENGLISH	L	T	P	C
		3	0	0	3
Nature of Course	PROFESSIONAL CORE				
Prerequisites	Nil				

Course Objectives**The course is intended to**

1. Communicate efficiently with other people and understand social roles of other participants.
2. Use business vocabulary appropriately.
3. Helps learners to frame and structure complex sentences.
4. Write a correct sentence or wish to say anything to anyone.
5. Emphasize the object instead of the subject.
6. On successful completion of the course the students will be able to do.

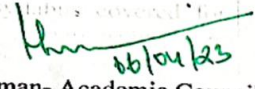
Course Outcomes

CO. No	Course Outcome	Bloom's Level
CO 1	Helps the learners to understand sounds of various alphabets.	Understand
CO 2	Helps is to formulate in sentence construction and grammar building	Apply
CO 3	Learners can be used to denote the position or location of an object in the sentence.	Analyze
CO 4	Used to denote a characteristic of the verb in a sentence	Analyze
CO 5	Voice refers to the form of a verb that indicates when a grammatical subject performs the action.	Apply

Course Content

MODULE - I	INTRODUCTION TO PHONETICS	9
Introduction to phonetics – Application of phonetics Direct translation of words and essential phrases to English Language, Short conversations.		
MODULE - II	GRAMMAR AND USAGE SENTENCES	9
Types, Noun, Noun gender, Number types, Pronouns Types, Verbs Types, Adjectives types and Adverbs types, usage in sentence .Create the plural form of a noun. Create the possessive form of a noun or pronoun. Utilize the correct pronoun form in a sentence		
MODULE - III	PREPOSITION TYPES & USAGE	9
Conjunction types & Usage interjection, Articles, usage in sentences, Punctuation		
MODULE - IV	TENSES	9
Tenses: Recognize sentence elements, patterns, and types. Framing sentences using tenses.		
MODULE - V	ACTIVE VOICE AND PASSIVE VOICE	9
Direct speech and indirect speech - Idioms and Phrases – Frequently and phrasal verbs.		
Total: 45 Hours		


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Reference Books

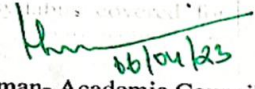
1. Philippova, M.M. Business English: a textbook for undergraduate students (B1-C1) / M.M. Philippova — Moscow: Urait Publusers, 2019.
2. Yakusheva, I.V. Business English. Introduction into professional English: a coursebook for undergraduate students / I.V. Yakusheva, Demchenkova O.A. — Moscow: Urait Publishers, 2019.
3. Chikaleva, L.S. English for public speaking / Chikaleva L.S. — Moscow: Urait Publishers, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)														
COs	POs												PSOs	
	1	2	3	4	5	6	7	8	9	10	11	12	1	2
CO 1	1	-	-											
CO 2	3	2	1											
CO 3	3	3	3											
CO 4	3	3	3											
CO 5	3	2	1											
	3-High			2-Medium					1-Low					

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Assignment / Seminar	5	15
Apply/Analyse	Case Study	5	
	Attendance	5	

Summative Assessment			
Bloom's Category	Internal Assessment Examinations (IAE)		Final Examinations (FE)
	IAE – I (10)	IAE – II (15)	60
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			


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23MIN103	PRINCIPLES OF ACCOUNTING	L	T	P	C
		3	1	0	4
Nature of Course	PROFESSIONAL CORE				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Help the students to develop cognizance of the importance of accounting in organization.
2. Ensure that a company's financial statements are complete, consistent, and comparable.
3. Ensure that all the money coming into or going out of a business is accounted for.
4. Provide a clear picture of the financial position of the organization.
5. Calculate the true profit and provide funds for replacement of fixed assets.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	List the appropriate theories, principles, and concepts relevant to financial accounting.	Understand
CO 2	Demonstrate the principles of accrual accounting.	Apply
CO 3	Display how to change within the external and internal accounting environment.	Analyse
CO 4	Determine profit or loss incurred by a company in each financial period.	Apply
CO 5	Explain the need and factors affecting depreciation.	Understand

Course Contents

MODULE - I	MEANING AND SCOPE OF ACCOUNTING	12
Need, development, and definition of accounting; Bookkeeping and accounting; Persons interested in accounting; Disclosures; Branches of accounting; Objectives of accounting		
MODULE - II	ACCOUNTING PRINCIPLES	12
International Accounting Standards (only outlines); Accounting principles; Accounting Standards in India		
MODULE - III	ACCOUNTING CYCLE	12
Accounting Cycle; Journal; Rules of debit and credit; Compound journal entry; Opening entry; Relationships between Journal and Ledger; Rules regarding posting; Trial balance.		
MODULE - IV	FINAL ACCOUNTS	12
Final Accounts; Manufacturing account; Trading account; Profit and loss account; Balance Sheet; Adjustment entries.		
MODULE - V	DEPRECIATION	12
Concept of depreciation; Causes of depreciation; Depreciation, depletion, amortization, and dilapidation; Depreciation accounting; Methods for providing depreciation. Straight Line Method- Written Down Value Method		
Total: 60 Hours		

REFERENCES

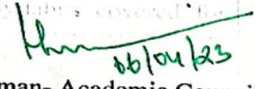
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2. Anthony, RN. and Reece. J.S.: Accounting Principles: Richard Irwin Inc.2020.
3. Gupta. R.L.and Radhaswamy. M: Financial Accounting; Sultan Chand and Sons, New Delhi.,2021.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)															
COs	POs												PSOs		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	
CO 1	1	-	-												
CO 2	3	2	1												
CO 3	3	3	3												
CO 4	3	2	1												
CO 5	1	-	-												
	3-High			2-Medium				1-Low							

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Assignment / Seminar	5	15
Apply/Analyse	Case Study	5	
	Attendance	5	

Summative Assessment			
Bloom's Category	Internal Assessment Examinations (IAE)		Final Examinations (FE)
	IAE – I (10)	IAE – II (15)	60
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			


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23MIN104	MANAGERIAL ECONOMICS	L	T	P	C
		3	0	0	3
Nature of Course	PROFESSIONAL CORE				
Prerequisites	Nil				

Course Objectives

The course is intended to

1. Students will demonstrate their knowledge of the fundamental and technical concepts of economics.
2. Explain consumer's behaviour in terms of ordinal utility theory, the Hicks-Allen approach.
3. Recognize the relationship between pricing and quantity demanded of a good.
4. Explore the determinants of supply and the ways in which changes in these determinants affect equilibrium price and output.
5. Decompose price effect into substitution effect and income effect.

Course Outcomes

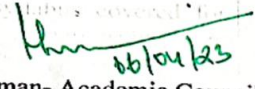
On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Develop the ability to explain core economic terms, concepts, and theories.	Understand
CO 2	Students will demonstrate ability to provide economic principles and theories to a range of economic and social problems and issues.	Apply
CO 3	Explain the behaviour of economic and financial indicators and the effect of policy on the aggregate economy	Understand
CO 4	Identify additional resources to aid in economic development.	Analyze
CO 5	Realize the concepts of surpluses and shortages and the pressures on price they generate.	Apply

Course Contents

MODULE - I	INTRODUCTION	9
Nature and scope of economics, definition and concepts, divisions of economics, economic systems, approaches to the study of economics. Consumption – theory of consumer behaviour, laws of consumption		
MODULE - II	CLASSIFICATION OF GOODS	9
Wants – their characteristics and classification, utility and its measurement, cardinal and ordinal, law of diminishing marginal utility, law of equi-marginal utility, indifference curve and its properties, consumer equilibrium.		
MODULE - III	THEORY OF DEMAND	9
Demand schedule and curve, market demand. Price, income and cross elasticities, Engil's law of family expenditure – consumer's surplus. Theory of firm, factors of production – land and its characteristics, labour and division of labour, Capital and its characteristics – classification and capital formation.		
MODULE - IV	LAW OF SUPPLY	9
Supply schedule and curve elasticities. Market equilibrium, distribution – theories of rent, wage, interest and profit.		
MODULE - V	PRICE DETERMINATION	9
Price determination and forecasting under various market structures, and introduction to national income.		
Total: 45 Hours		


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REFERENCES:

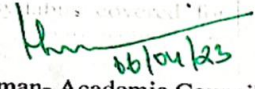
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COs	POs												PSOs	
	1	2	3	4	5	6	7	8	9	10	11	12	1	2
CO 1	1	-	-											
CO 2	3	2	1											
CO 3	1	-	-											
CO 4	3	3	3											
CO 5	3	2	1											
	3-High				2-Medium				1-Low					

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Assignment / Seminar	5	15
Apply/Analyse	Case Study	5	
	Attendance	5	

Summative Assessment			
Bloom's Category	Internal Assessment Examinations (IAE)		Final Examinations (FE)
	IAE – I (10)	IAE – II (15)	60
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			


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23MIN105	BUSINESS MATHEMATICS	L	T	P	C
		3	1	0	4
Nature of Course	PROFESSIONAL CORE				
Prerequisites	Nil				

Course Objectives**The course is intended to**

1. Know the mathematical concepts and principles of calculus.
2. Teach the mathematical concepts and principles of vector calculus.
3. Present their mathematical work both in oral and written.
4. Pertain their mathematical skills in various business problems.
5. Teach the mathematical concepts and principles of mathematical applications.

Course Outcomes

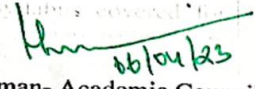
On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Know basic terminology and concepts of Mathematics.	Understand
CO 2	Students will be able to solve mathematical problems.	Analyze
CO 3	Students able to present their mathematical work.	Apply
CO 4	Demonstrate business calibre online Communications participation in group discussion forums	Apply
CO 5	Students will be able to solve mathematical problems, precisely define clear conclusion.	Analyze

Course Contents

MODULE - I	SEQUENCE AND SERIES	12
Progressions: Arithmetic, Geometric and Harmonic progressions - Means of two positive real numbers - Relation between A.M., G.M., and H.M. - Sequences in general - Specifying a sequence by a rule and by a recursive relation - Binomial expansion - Compound interest.		
MODULE - II	VECTORS, MATRICES AND DETERMINANTS	12
Vectors: Operations on vectors - Matrices: Types of matrices - Matrices operations: Addition, Subtraction and Product of matrices, Determinants: Evaluation of determinants of order two and three - Properties of determinants - Product of two determinants - Rank of the matrix.		
MODULE - III	SETS AND FUNCTIONS	12
Sets: Set and sub-sets, Venn diagram and its applications - Operations on sets: Cartesian product of sets, Application - Functions: Algebraic functions (polynomial - linear), transcendental functions (exponential, log and trigonometric functions with identities) and inverse function.		
MODULE - IV	DIFFERENTIAL CALCULUS	12
Differentiation: Differentiation using first principles - Rules of differential - Chain rule - Logarithmic differentiation of implicit function - Parametric functions - Second order derivatives - Application of derivatives: Maxima and Minima.		
MODULE - V	INTEGRAL CALCULUS	12
Standard Integration - Method of integrations: Integration of rational functions - Integration using algebraic substitution - Trigonometric integrals - Trigonometric substitution - Integration by parts - Definite integral - Properties of definite integrals.		
Total: 60 Hours		


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REFERENCES:

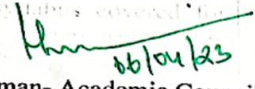
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Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)														
COs	POs												PSOs	
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CO 1	1	-	-											
CO 2	3	3	3											
CO 3	3	2	1											
CO 4	3	2	1											
CO 5	3	3	3											
	3-High				2-Medium				1-Low					

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Assignment / Seminar	5	15
Apply/Analyse	Case Study	5	
	Attendance	5	

Summative Assessment			
Bloom's Category	Internal Assessment Examinations (IAE)		Final Examinations (FE)
	IAE – I (10)	IAE – II (15)	60
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			


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23PBA108	COMPUTER SKILLS	L	T	P	C
		0	0	4	2
Nature of Course	EMPLOYABILITY ENHANCEMENT COURSES (PRACTICAL)				
Prerequisites	Nil				

Course Objectives

The course is intended to

1. Aim at imparting a basic level programme for the individual.
2. Use the computer for basic purposes of preparing his personnel/business letters.
3. Translate complex ideas, facts, or figures into easily digestible visuals.
4. Maintain their small account using the computers and enjoy in the world of Information Technology
5. Be a part of computer users list by making them digitally literate.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Can be able to do a variety of calculations, produce graphs and charts, and for sorting data	Analyze
CO 2	MS word in daily life and business to create professional-looking documents.	Understand
CO 3	Making presentation more interesting with multimedia.	Apply
CO 4	It makes the work easy with less clutter and is environment friendly.	Understand
CO 5	Present conclusions effectively, orally, and in writing.	Apply

Course Contents

EXPERIMENTS

PRACTICALS ON SPREADSHEET

Creating new worksheet, Selecting cells, navigating with mouse and keyboard , Entering, editing text and checking spelling, Saving the worksheet, Open the existing worksheet, Moving cells, copying cells, sorting cell data, referencing cells, Inserting columns, inserting rows and inserting cells, Filtering cell data Deleting parts of a worksheet, Parts of a function, Basic functions – sum, average, percentage, creating charts using chart wizard, creating charts on separate worksheets

PRACTICALS ON WORD PROCESSORS

Creating new document, Typing text, selecting text, deleting text and checking spelling, Inserting text, replacing text, formatting text, open the existing document, Cut, copy, paste, saving and printing document, Auto format, Line and paragraph spacing, Margins, Borders and Shading, Definition of headers and footers, creating basic headers and footers, Creating different headers, Creating Resume, Creating Business Letters.

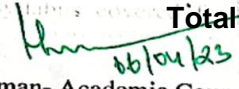
PRACTICALS ON PRESENTATIONS

Creating Presentations: Using blank presentation option, Creating Presentations: Using template option, Adding Slides, Deleting a slide, numbering a Slide, Saving and Printing Presentation, Creating Company Profile Presentation, creating Project Presentation.

PRACTICALS ON E-MAIL

Basics of E-mail, What is an Electronic Mail, Email Addressing, Using E-mails, Opening Email account, Mailbox: Inbox and Outbox, Creating and Sending a new E-mail, Replying to an E-mail message, Forwarding an E-mail message, Sorting and Searching emails


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Total: 30 Hours

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)														
COs	POs												PSOs	
	1	2	3	4	5	6	7	8	9	10	11	12	1	2
CO 1	3	3	3											
CO 2	1	-	-											
CO 3	3	2	1											
CO 4	1	-	-											
CO 5	3	2	1											
	3-High			2-Medium					1-Low					

Formative Assessment			
Blooms Taxonomy	Continues Assessment Component	Marks	Total marks
Apply	Experiment	20	60
Apply	Observation	10	
Apply	Record book	15	
Apply	Preparation	10	
	Attendance	5	

Summative Assessment		
Bloom's Category	Continuous Assessment	Final Examinations (FE)
		40
Remember		
Understand		
Apply	60	40
Analyse		
Evaluate		
Create		


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23PBA109	COMMUNICATION SKILLS	L 0	T 0	P 4	C 2
Nature of Course	EMPLOYABILITY ENHANCEMENT COURSES (PRACTICAL)				
Prerequisites	Nil				

Course Objectives

The course is intended to

1. Facilitate computer-assisted multi-media instruction enabling individualized and independent language learning.
2. Sensitize the students to the nuances of English speech sounds, word accent, intonation, and rhythm.
3. Bring about a consistent accent and intelligibility in students' pronunciation of English.
4. Improve the fluency of students in spoken English and neutralize their mother tongue influence.
5. Train students to use language appropriately for public speaking, group discussions and interviews.

Course Outcomes

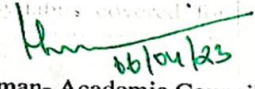
On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Better knowledge in nuances of English language through audio-visual experience and group activities	Understand
CO 2	Students express themselves fluently and appropriately in social and professional contexts	Apply
CO 3	Neutralization of accent for intelligibility.	Analyze
CO 4	Translate the importance of critical reading to get information from the context with the help of root words and contextual clues.	Apply
CO 5	Learners can comprehend the speech of people of different backgrounds and regions.	Analyze

Course Contents

MODULE - I	LISTENING SKILLS	6
Practice: Introduction to Phonetics – Speech Sounds – Vowels and Consonants – Minimal Pairs- Consonant Clusters- Past Tense Marker and Plural Marker.		
MODULE - II	SPOKEN VS. WRITTEN LANGUAGE	6
Practice: Ice-Breaking Activity and JAM Session- Situational Dialogues – Greetings – Taking Leave – Introducing Oneself and Others		
MODULE - III	INTONATION.	6
Practice: Basic Rules of Word Accent - Stress Shift - Weak Forms and Strong Forms- Sentence Stress –		
MODULE - IV	FEATURES OF GOOD CONVERSATION	6
Practice: Situational Dialogues – Role-Play- Expressions in Various Situations –Making Requests and Seeking Permissions - Telephone Etiquette.		
MODULE - V	ERRORS IN PRONUNCIATION	6
Practice: Common Indian Variants in Pronunciation – Differences between British and American Pronunciation.		
		Total: 30 Hours


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Minimum Requirement of infrastructural facilities for ELCS

Lab: 1. Computer Assisted Language Learning (CALL) Lab: The Computer Assisted Language Learning Lab has to accommodate 40 students with 40 systems, with one Master Console, LAN facility and English language learning software for self- study by students.

System Requirement (Hardware component):

Computer network with LAN facility (minimum 40 systems with multimedia) with the following specifications:

- i) Computers with Suitable Configuration
- ii) High Fidelity Headphones

2. Interactive Communication Skills (ICS) Lab: The Interactive Communication Skills Lab: A Spacious room with movable chairs and audio-visual aids with a Public-Address System, a LCD and a projector etc.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)														
COs	POs												PSOs	
	1	2	3	4	5	6	7	8	9	10	11	12	1	2
CO 1	1	-	-											
CO 2	3	2	1											
CO 3	3	3	3											
CO 4	3	2	1											
CO 5	3	3	3											
	3-High			2-Medium				1-Low						

Formative Assessment			
Blooms Taxonomy	Continues Assessment Component	Marks	Total marks
Apply	Speaking & Writing Skills	20	60
Apply	Body Language	10	
Apply	GD/ Debate	15	
Apply	Interview Preparation	10	
	Attendance	5	

Summative Assessment		
Bloom's Category	Continuous Assessment	Final Examinations (FE)
		40
Remember		
Understand		
Apply	60	40
Analyse		
Evaluate		
Create		