

# Master of Business Administration Integrated (5 Years)

## CURRICULUM AND SYLLABI

### I to IV Semesters

### Regulation - 2023



# 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

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**Master of Business Administration – Integrated (5 Years): R-2023**



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**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
<b>Theory Course(s)</b>									
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
<b>Practical Course(s)</b>									
23MIN106	Computer Skills	EEC	0	0	4	2	60	40	100
23MIN107	Communication Skills	EEC	0	0	4	2	60	40	100
<b>TOTAL</b>			<b>15</b>	<b>2</b>	<b>8</b>	<b>21</b>	<b>320</b>	<b>380</b>	<b>700</b>

SEMESTER - II									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
<b>Theory Course(s)</b>									
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	Computer Applications in Management	PC	3	0	0	3	40	60	100
<b>Practical Course(s)</b>									
23MIN206	Business Communication lab	EEC	0	0	4	2	60	40	100
23MIN207	Life Skill Education	EEC	0	0	4	2	60	40	100
<b>TOTAL</b>			<b>15</b>	<b>2</b>	<b>8</b>	<b>21</b>	<b>320</b>	<b>380</b>	<b>700</b>

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SEMESTER - III									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
<b>Theory Course(s)</b>									
23MIN301	Principles and Practices of Management	PC	3	0	0	3	40	60	100
23MIN302	Management Accounting	PC	3	0	0	3	40	60	100
23MIN303	Basics of Psychology	PC	3	0	0	3	40	60	100
23MIN304	Fundamentals of Business Law	PC	3	0	0	3	40	60	100
<b>Theory with Practical Course(s)</b>									
23PMA301	Statistics for Management	PC	2	0	2	3	50	50	100
23MBE301	Business Correspondence	PC	2	0	2	3	50	50	100
<b>Practical Course(s)</b>									
23MIN305	Organization Study	EEC	0	0	4	2	60	40	100
<b>Skill Development Course(s)</b>									
23BASD01	Leadership Camp	SD	One Week				100	-	100
<b>TOTAL</b>			<b>16</b>	<b>0</b>	<b>8</b>	<b>20</b>	<b>420</b>	<b>380</b>	<b>800</b>

SEMESTER - IV									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
<b>Theory Course(s)</b>									
23MIN401	Introduction to Industry 4.0	PC	3	0	0	3	40	60	100
23MIN402	Company Law	PC	3	0	0	3	40	60	100
23MIN403	Public Relations	PC	3	0	0	3	40	60	100
23MIN404	Cost Accounting	PC	3	0	0	3	40	60	100
<b>Theory with Practical Course(s)</b>									
23PMA401	Operations Research - I	PC	3	0	1	3	50	50	100
23MIN405	Banking Practices and Etiquette	PC	3	0	2	4	50	50	100
<b>Practical Course(s)</b>									
23MIN406	Personality Development	EEC	0	0	4	2	60	40	100
<b>TOTAL</b>			<b>18</b>	<b>0</b>	<b>7</b>	<b>21</b>	<b>320</b>	<b>380</b>	<b>700</b>

**#Entrepreneurial Internship (4 Weeks):** "Students need to undergo training to develop their entrepreneurial skill set. They have to choose one growing entrepreneurial business organization with the prior approval of their faculty supervisor and conduct an interview session. The interview should be converted into a report and submitted during the 5th semester. It will be evaluated by trained faculty members through periodical reviews and by an external examiner appointed by the CoE."

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SEMESTER - V									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
<b>Theory Course(s)</b>									
23MIN501	Management Information System	PC	3	0	0	3	40	60	100
23MIN502	Research Methodology	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
	Applied Operations Research - II	PC	3	0	0	3	40	60	100
<b>Practical Course(s)</b>									
23MIN506	Entrepreneurial Internship#	EEC	0	0	4	2	60	40	100
23MIN507	Industrial Visit	EEC	0	0	4	2	60	40	100
<b>One Credit Course(s)</b>									
23MIN508	Business Ethics	OCC	0	1	0	1	100	-	100
<b>TOTAL</b>			<b>15</b>	<b>2</b>	<b>8</b>	<b>21</b>	<b>420</b>	<b>380</b>	<b>800</b>

**#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.

SEMESTER - VI									
Code No.	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
<b>Theory Course(s)</b>									
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
<b>Practical Course(s)</b>									
23MIN606	Capstone Project#	EEC	0	0	4	2	60	40	100
23MIN607	Skill Certifications*	EEC	0	0	2	1	100	-	100
<b>TOTAL</b>			<b>15</b>	<b>2</b>	<b>6</b>	<b>20</b>	<b>360</b>	<b>340</b>	<b>700</b>



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**# 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
<b>Theory Course(s)</b>									
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
<b>Practical Course(s)</b>									
23MIN706	Soft Skill Laboratory	EEC	0	0	4	2	60	40	100
23MIN707	Share Trading	EEC	0	0	4	2	60	40	100
<b>One Credit Course(s)</b>									
23MIN708	Tally Certification*	OCC	0	1	0	1	100	-	100
<b>TOTAL</b>			<b>15</b>	<b>2</b>	<b>8</b>	<b>21</b>	<b>420</b>	<b>380</b>	<b>800</b>

**\*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
<b>Theory Course(s)</b>									
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
<b>Practical Course</b>									
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
<b>TOTAL</b>			<b>15</b>	<b>3</b>	<b>8</b>	<b>20</b>	<b>320</b>	<b>380</b>	<b>700</b>

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

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SEMESTER - IX										
Code No.	Course	Category	Periods / Week			C	Maximum Marks			
			L	T	P		IA	FE	Total	
<b>Theory Course(s)</b>										
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	
<b>Practical Course(s)</b>										
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	
<b>One Credit Course(s)</b>										
23MIN904	International Trade*	OCC	0	1	0	1	100	-	100	
<b>TOTAL</b>			<b>15</b>	<b>3</b>	<b>8</b>	<b>21</b>	<b>420</b>	<b>380</b>	<b>800</b>	

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

**\*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)**

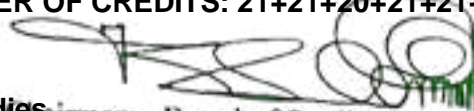
The students must form a team with the prior approval from the department, they need to identify communal issues (Eg: Road Safety Programme, Importance of tree plantation, Child Abasement, etc.,) and they need to address through conducting various awareness programmes. At the end of the 9<sup>th</sup> 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	
23MIN1001	Project Work#	EEC	3	0	24	12	40	15	45	100
<b>TOTAL</b>			<b>3</b>	<b>0</b>	<b>24</b>	<b>12</b>	<b>40</b>	<b>15</b>	<b>45</b>	<b>100</b>

**#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+20+21+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	<b>21</b>
	II	17	-	-	-	4	<b>21</b>
II	III	19	-	-	-	4	<b>23</b>
	IV	19	-	-	-	4	<b>23</b>
III	V	16	-	1	-	4	<b>21</b>
	VI	17	-	-	-	3	<b>20</b>
IV	VII	16	-	1	-	4	<b>21</b>
	VIII	4	-	-	12	4	<b>20</b>
V	IX	4	-	1	12	4	<b>21</b>
	X	-	-	-	-	12	<b>12</b>
Total Credits		<b>129</b>	-	<b>3</b>	<b>24</b>	<b>47</b>	<b>203</b>

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**FUNCTIONAL SPECIALISATIONS**

FINANCE									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23MINF001	Security Analysis and Portfolio Management	PE	3	0	0	3	40	60	100
23MINF002	Banking and Financial Services	PE	3	0	0	3	40	60	100
23MINF003	International Finance	PE	3	0	0	3	40	60	100
23MINF004	Behavioral Finance	PE	3	0	0	3	40	60	100
23MINF005	Financial Markets	PE	3	0	0	3	40	60	100
23MINF006	Financial Derivatives	PE	3	0	0	3	40	60	100
23MINF007	Risk Management and Insurance	PE	3	0	0	3	40	60	100

HUMAN RESOURCE									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23MINF008	Strategic Human Resource Management	PE	3	0	0	3	40	60	100
23MINF009	Industrial Relations and Labor Legislations	PE	3	0	0	3	40	60	100
23MINF010	Performance and Talent Management	PE	3	0	0	3	40	60	100
23MINF011	International Human Resource Management	PE	3	0	0	3	40	60	100
23MINF012	Human Resource Counseling	PE	3	0	0	3	40	60	100
23MINF013	Competency Mapping & Human Resource Planning	PE	3	0	0	3	40	60	100
23MINF014	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
23MINF015	Brand Management	PE	3	0	0	3	40	60	100
23MINF016	Retail Management	PE	3	0	0	3	40	60	100
23MINF017	Services Marketing	PE	3	0	0	3	40	60	100
23MINF018	Customer Relationship Management	PE	3	0	0	3	40	60	100
23MINF019	Consumer Behavior	PE	3	0	0	3	40	60	100
23MINF020	Event Management	PE	3	0	0	3	40	60	100
23MINF021	Social Media Marketing	PE	3	0	0	3	40	60	100



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<b>OPERATIONS</b>									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23MINF022	Supply Chain Management	PE	3	0	0	3	40	60	100
23MINF023	Quality Management	PE	3	0	0	3	40	60	100
23MINF024	Materials Management	PE	3	0	0	3	40	60	100
23MINF025	Services Operations Management	PE	3	0	0	3	40	60	100
23MINF026	Supply Chain Analytics	PE	3	0	0	3	40	60	100
23MINF027	Project Management	PE	3	0	0	3	40	60	100
23MINF028	Logistics Management	PE	3	0	0	3	40	60	100

<b>SYSTEMS</b>									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23MINF029	Software Project Management	PE	3	0	0	3	40	60	100
23MINF030	Enterprise Resource Planning	PE	3	0	0	3	40	60	100
23MINF031	Knowledge Management	PE	3	0	0	3	40	60	100
23MINF032	Decision Support Systems	PE	3	0	0	3	40	60	100
23MINF033	IT for Business Applications	PE	3	0	0	3	40	60	100
23MINF034	Database Management Systems	PE	3	0	0	3	40	60	100
23MINF035	E-Commerce and Digital Marketing	PE	3	0	0	3	40	60	100

<b>DATA SCIENCE</b>									
Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
23MINF036	Data Mining for Business Decision	PE	3	0	0	3	40	60	100
23MINF037	Data Science for Managers	PE	3	0	0	3	40	60	100
23MINF038	Data Visualization for Business	PE	3	0	0	3	40	60	100
23MINF039	Data Security	PE	3	0	0	3	40	60	100
23MINF040	Big Data Analytics	PE	3	0	0	3	40	60	100
23MINF041	AI for Business	PE	3	0	0	3	40	60	100
23MINF042	Web and Social Media Analytics	PE	3	0	0	3	40	60	100



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<b>BUSINESS ANALYTICS</b>									
<b>Code No</b>	<b>Course</b>	<b>Category</b>	<b>Periods / Week</b>			<b>C</b>	<b>Maximum Marks</b>		
			<b>L</b>	<b>T</b>	<b>P</b>		<b>CA</b>	<b>FE</b>	<b>Total</b>
23MINF043	Financial Reporting and Business Analysis	PE	3	0	0	3	40	60	100
23MINF044	Data Science for Finance	PE	3	0	0	3	40	60	100
23MINF045	Healthcare Data & Analytics	PE	3	0	0	3	40	60	100
23MINF046	Data and Analysis for Marketing	PE	3	0	0	3	40	60	100
23MINF047	People Analytics	PE	3	0	0	3	40	60	100
23MINF048	Predictive Analytics for Business	PE	3	0	0	3	40	60	100
23MINF049	Strategy for Analytics	PE	3	0	0	3	40	60	100



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<b>23MIN101</b>	<b>BUSINESS ORGANIZATION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Prerequisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Learn the concept, nature, and scope of business.
2. Gain knowledge about the characteristics and legal aspects of each form.
3. Outline the process of setting up a business enterprise.
4. Study the relationship between government policies and business operations.
5. Learn the impact of digital economy on business strategies.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Define and explain the concept of business comprehensively.	Understand
<b>CO 2</b>	Identify and describe the features of sole proprietorship, partnership, and joint stock companies.	Apply
<b>CO 3</b>	Identify entrepreneurial opportunities and assess their viability.	Apply
<b>CO 4</b>	Critically examine the regulatory environment for business in India.	Analyze
<b>CO 5</b>	Predict future trends in international business organization and their implications.	Analyze
<b>CO 6</b>	Formulate a business plan for a chosen form of business organization.	Create

**Course Content**

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

**REFERENCES**

1. P. Subba Rao, Business Organisation and Management, Himalaya Publishing House, 2020.
2. N. D. Kapoor, Business Law, Sultan Chand & Sons, 2023.
3. S. S. Khanka, Entrepreneurship Development, S. Chand Publishing, 2021.
4. Francis Cherunilam, Business Environment, Himalaya Publishing House, 2022.

  
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Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2	3	1	1	1		2	1		
CO 2	3	2									
CO 3			2	1	1		1	2	1		
CO 4	3	2	3	1	1	2					
CO 5	3							2		1	
CO 6		1	2		1		2	2	1		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10	8	
Understand	22	18	8	20
Apply		22	18	20
Analyse			16	20
Evaluate				20
Create				20



Chairman – Board of Studies

**CHAIRMAN - BOARD OF STUDIES**

<b>23MIN102</b>	<b>BUSINESS ENGLISH</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Foundation Course				
<b>Prerequisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Introduce students to the basics of phonetics.
2. Teach various types of nouns, pronouns, verbs, adjectives, and adverbs.
3. Provide guidelines for correct usage in sentences.
4. Practice forming sentences using various tense structures.
5. Learn idioms, phrases, and phrasal verbs in context.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Identify and pronounce phonetic symbols accurately.	Understand
<b>CO 2</b>	Classify nouns, pronouns, verbs, adjectives, and adverbs into their respective types.	Understand
<b>CO 3</b>	Use prepositions, conjunctions, articles, and interjections correctly in sentences.	Apply
<b>CO 4</b>	Construct grammatically accurate sentences using past, present, and future tenses.	Apply
<b>CO 5</b>	Identify and rewrite sentences from active voice to passive voice and vice versa.	Understand
<b>CO 6</b>	Proficient in English language usage, enhancing their academic performance and communication skills beyond the classroom.	Apply

**Course Content**

<b>MODULE - I</b>	<b>INTRODUCTION TO PHONETICS</b>	<b>9</b>
Introduction to phonetics – Application of phonetics Direct translation of words and essential phrases to English Language, Short conversations.		
<b>MODULE - II</b>	<b>GRAMMAR AND USAGE SENTENCES</b>	<b>9</b>
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		
<b>MODULE - III</b>	<b>PREPOSITION TYPES &amp; USAGE</b>	<b>9</b>
Conjunction types & Usage interjection, Articles, usage in sentences, Punctuation		
<b>MODULE - IV</b>	<b>TENSES</b>	<b>9</b>
Tenses: Recognize sentence elements, patterns, and types. Framing sentences using tenses.		
<b>MODULE - V</b>	<b>ACTIVE VOICE AND PASSIVE VOICE</b>	<b>9</b>
Direct speech and indirect speech - Idioms and Phrases – Frequently and phrasal verbs.		
<b>Total: 45 Periods</b>		

**REFERENCES**

1. Wren and Martin, English Grammar and Composition, S. Chand & Co, 2020.
2. A.J. Thomson and A.V. Martinet, A Practical English Grammar, Oxford University Press, 2019.
3. Ramesh Chandra Bose, English Phonetics and Phonology, Oxford University Press, 2019.
4. Sunita Mishra, Basic Grammar for English Language Learners, Macmillan Publishers India Ltd, 2020.



Chairman – Board of Studies

**CHAIRMAN - BOARD OF STUDIES**

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3	1	1	1		2	1		
CO 2	2	3									
CO 3			2	3	1		1	2	1		
CO 4	2	1	3	1	1	2					
CO 5	1							2		1	
CO 6		1	2		1		2	2	1		
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Apply	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10	10	26
Understand	22	18	18	40
Apply		22	22	34
Analyse				
Evaluate				
Create				

<b>23MIN103</b>	<b>PRINCIPLES OF ACCOUNTING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Nature of Course</b>	Professional Core				
<b>Prerequisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Learn the fundamental concepts and principles of accounting, including its historical development and relevance in modern business.
2. Familiarize students with international accounting standards and the underlying principles that govern financial reporting globally and specifically in India.
3. Comprehend the complete accounting cycle from journal entries to trial balance, emphasizing the rules of debit and credit and the relationship between journal and ledger.
4. Gain proficiency in preparing final accounts including manufacturing, trading, profit and loss accounts, and balance sheets, with an understanding of adjustment entries.
5. Learn the concept and methods of depreciation, its significance in financial accounting, and the different approaches to calculating depreciation.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Explain the need and development of accounting, differentiate between bookkeeping and accounting.	Understand
<b>CO 2</b>	Outline key international accounting standards and compare them with Indian accounting principles, demonstrating understanding of their application in different contexts.	Apply
<b>CO 3</b>	Perform journal entries, post transactions to ledger accounts, and prepare a trial balance, ensuring accuracy in recording financial transactions.	Analyze
<b>CO 4</b>	Prepare comprehensive final accounts, interpret financial statements, and analyze the financial performance of an organization using the information provided.	Evaluate
<b>CO 5</b>	Calculate depreciation using Straight Line Method and Written Down Value Method and apply these methods to different assets.	Analyze
<b>CO 6</b>	Develop a strong foundation in financial accounting, which is crucial for careers in accounting, finance, auditing, and other related fields.	Evaluate

**Course Content**

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



Chairman – Board of Studies

**CHAIRMAN - BOARD OF STUDIES**



**REFERENCES**

1. T.S. Grewal, S.C. Gupta, Introduction to Accountancy, S. Chand Publishing, 2024.
2. Dr. Jitendra Kumar Saxena Dr. S. K. Singh Mohd. Asif Khan, Principles of Accounting, SBPD Publications, 2020.
3. R L Gupta & V K Gupta, Principles & Practice of Accounting, Sultan Chand and Sons, 2019.
4. T. Horngren Charles, L. Sundern Gary, A. Elliott John, Introduction to Financial Accounting, Pearson Education, 2017.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3	1	1	1	2	2	1		
CO 2	2	3			2	2					
CO 3	2		2	3	1		1	2	1		
CO 4	2	1	3	1	1	2					
CO 5	1						1	2		1	
CO 6	1	1	2		1		2	2	1		
	3 = High			2 – Medium				1 - Low			

<b>Formative Assessment</b>			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Analyze/ Evaluate	Assignment/ Case Study	5	
	Attendance	5	

<b>Summative Assessment</b>				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10		4
Understand	22	18	6	20
Apply		22	6	20
Analyse			20	20
Evaluate			18	36
Create				

  
 Chairman – Board of Studies

<b>23MIN104</b>	<b>MANAGERIAL ECONOMICS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Prerequisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Learn the fundamental concepts and theories of economics.
2. Familiarize students with the classification and characteristics of wants and goods.
3. Develop a thorough understanding of demand theory, including demand schedules, elasticities, and consumer surplus, and to explore the factors influencing demand.
4. Explore the principles of supply, supply curves, and market equilibrium, and to examine theories related to distribution and factor incomes.
5. Learn the mechanisms of price determination in different market structures, and to introduce students to the basics of forecasting and national income estimation.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Differentiate various economic systems and approaches.	Understand
<b>CO 2</b>	Investigate the consumer behavior using indifference curves, and determine consumer equilibrium under different market conditions.	Analyze
<b>CO 3</b>	Construct demand curves, calculate price, income, and cross elasticities.	Evaluate
<b>CO 4</b>	Inspect supply schedules and curves, evaluate the elasticities of supply, and understand the determinants of market equilibrium and the distribution of factor incomes.	Evaluate
<b>CO 5</b>	Formulate the process of price determination in perfect competition, monopoly, oligopoly, and monopolistic competition, and apply forecasting techniques to predict market trends and national income levels.	Create
<b>CO 6</b>	Develop and implement the policies and strategies that align with economic conditions and organizational goals.	Create

**Course Content**

<b>MODULE - I</b>	<b>INTRODUCTION</b>	<b>9</b>
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.		
<b>MODULE - II</b>	<b>CLASSIFICATION OF GOODS</b>	<b>9</b>
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.		
<b>MODULE - III</b>	<b>THEORY OF DEMAND</b>	<b>9</b>
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.		
<b>MODULE - IV</b>	<b>LAW OF SUPPLY</b>	<b>9</b>
Supply schedule and curve elasticities. Market equilibrium, distribution – theories of rent, wage, interest and profit.		
<b>MODULE - V</b>	<b>PRICE DETERMINATION</b>	<b>9</b>
Price determination and forecasting under various market structures, and introduction to national income.		
		<b>Total: 45 Periods</b>



Chairman – Board of Studies

**CHAIRMAN - BOARD OF STUDIES**

**REFERENCES**

1. D N Dwivedi, Managerial Economics, Vikas Publishing House, 2022.
2. N. Gregory Mankiw, “Principles of Economics”, 8th Edition, Cengage Learning, 2021.
3. Dominick Salvatore , Siddhartha Rastogi, Managerial Economics: Principles and Worldwide Applications, Oxford University Press, 2020.
4. Piyali Ghosh Geetika, Purba Roy Chowdhury, Managerial Economics, McGraw Hill Education, 2017.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3	1	1	1	2	2	1		
CO 2	1	3			2	2					
CO 3	3		3	3	1		2	2	1		
CO 4	2	2	3	1	3	2					
CO 5	3						1	2		1	
CO 6	1	1	2		1		2	2	1		
	3 - High			2 – Medium				1 - Low			

<b>Formative Assessment</b>			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

<b>Summative Assessment</b>				
Bloom’s Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28			
Understand	22	6	4	20
Apply		6	4	20
Analyse		20	10	20
Evaluate		18	16	20
Create			16	20



Chairman – Board of Studies

**CHAIRMAN - BOARD OF STUDIES**

<b>23MIN105</b>	<b>BUSINESS MATHEMATICS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Nature of Course</b>	Foundation Course				
<b>Prerequisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Learn the concepts and properties of different types of progressions, sequences, and series.
2. Grasp the fundamental operations on vectors, matrices, and determinants.
3. Familiarize students with set theory, including operations on sets and Venn diagrams.
4. Provide a comprehensive understanding of differentiation, including techniques and applications.
5. Introduce standard integration techniques and their applications.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Solve problems involving arithmetic, geometric, and harmonic progressions.	Apply
<b>CO 2</b>	Proficient in performing matrix operations, evaluating determinants of order two and three	Analyze
<b>CO 3</b>	Perform operations on sets, interpret Venn diagrams	Analyze
<b>CO 4</b>	Differentiate various types of functions, applying rules of differentiation.	Apply
<b>CO 5</b>	Perform integration using various methods, including algebraic substitution and trigonometric integrals	Evaluate
<b>CO 6</b>	Proficient in using mathematical and statistical software tools commonly used in business analysis.	Analyze

**Course Content**

<b>MODULE - I</b>	<b>SEQUENCE AND SERIES</b>	<b>12</b>
Progressions: Arithmetic, Geometric and Harmonic progressions - Means of two positive realnumbers - 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.		
<b>MODULE - II</b>	<b>VECTORS, MATRICES AND DETERMINANTS</b>	<b>12</b>
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.		
<b>MODULE - III</b>	<b>SETS AND FUNCTIONS</b>	<b>12</b>
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.		
<b>MODULE - IV</b>	<b>DIFFERENTIAL CALCULUS</b>	<b>12</b>
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.		
<b>MODULE - V</b>	<b>INTEGRAL CALCULUS</b>	<b>12</b>
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.		
<b>Total: 60 Periods</b>		



Chairman – Board of Studies

**CHAIRMAN - BOARD OF STUDIES**

**REFERENCES**

1. Dr. P. Mariappan, Business Mathematics and Statistics, Pearson Education, 2022.
2. J. K. Sharma, Business Mathematics, Vikas Publishing House, 2021.
3. Qazi Zameeruddin, Vijay K. Khanna, S. K. Bhambri, Business Mathematics, Vikas Publishing House, 2020.
4. M. Raghavachari, Business Mathematics, Tata McGraw Hill Education, 2019.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3	1	1	1	2	2	1		
CO 2	1	3			2	2					
CO 3	3		3	3	1		2	2	1		
CO 4	2	2	3	1	3	2					
CO 5	3						1	2		1	
CO 6	1	1	2		1		2	2	1		
	3 - High			2 – Medium				1 - Low			

<b>Formative Assessment</b>			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Apply/ Analyze/ Evaluate	Assignment/ Case Study	5	
	Attendance	5	

<b>Summative Assessment</b>				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	10	8		20
Understand	18	8	6	20
Apply	22	16	6	20
Analyse		18	20	20
Evaluate			18	20
Create				



Chairman – Board of Studies

**CHAIRMAN - BOARD OF STUDIES**

<b>23MIN106</b>	<b>COMPUTER SKILLS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
<b>Nature of Course</b>	Employability Enhancement Course				
<b>Prerequisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Gain proficiency in selecting cells and navigating worksheets using both the mouse and keyboard.
2. Familiarize with the basics of creating, saving, and printing documents.
3. Learn to customize a presentation without predefined templates.
4. Teach techniques for sorting and searching emails to maintain an organized inbox.
5. Identify and utilize shortcuts and advanced features to streamline tasks.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Generate new worksheets and navigate them efficiently using both mouse and keyboard shortcuts.	Apply
<b>CO 2</b>	Develop proficiency in typing, selecting, deleting, and checking the spelling of text in a document.	Apply
<b>CO 3</b>	proficient in customizing slides to meet the presentation's objectives.	Apply
<b>CO 4</b>	Setting up and managing an email account effectively.	Apply
<b>CO 5</b>	Develop a foundational understanding of spreadsheet, word processing, presentation software, and email applications.	Apply
<b>CO 6</b>	Develop a systematic approach to managing digital tasks and communications.	Apply

**Practical Components**

<b>MODULE - I</b>	<b>PRACTICALS ON SPREADSHEET</b>	<b>15</b>
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.		
<b>MODULE - II</b>	<b>PRACTICALS ON WORD PROCESSORS</b>	<b>15</b>
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.		
<b>MODULE - III</b>	<b>PRACTICALS ON PRESENTATIONS</b>	<b>15</b>
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.		
<b>MODULE - IV</b>	<b>PRACTICALS ON E-MAIL</b>	<b>15</b>
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.		
<b>Total: 60 Periods</b>		



Chairman – Board of Studies

**CHAIRMAN - BOARD OF STUDIES**

**REFERENCES**

1. Darrell W Hajek, Introduction to Office Software: Word - Excel – PowerPoint, Independently Published, 2020.
2. Pat Coleman, MBA's Guide to Microsoft Office XP, New Age International Private Limited, 2020.
3. Kumar Bittu, Mastering MS Office, V&S Publishers, 2018.
4. S.S. Shrivastava, MS-Office, Laxmi Publications, 2017.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3	2	3	3	2	3	2		
CO 2	2	2	2	1	3	2	2	2		3	
CO 3	2		3	2	2	2	3	2	2		
CO 4		2	2		1	1	3	2		3	
CO 5	3	3		1	3	1		1	2	1	
CO 6	3	2	2	1		1	3	2		3	
	3 - High			2 – Medium				1 - Low			

<b>Summative assessment</b>					
Bloom's Level	Continuous Assessment (IAE) – 60 Marks				Final Examination (40 Marks)
	Preparatory Test / Activity & Attendance			Practical	
	Preparatory Test / Activity – I (15 Marks)	Preparatory Test / Activity – II (20 Marks)	Attendance (5 Marks)	Rubric Based (20 Marks)	
Remember					
Understand	20	20		20	20
Apply	30	30		20	20
Analyse				20	20
Evaluate				20	20
Create				20	20

  
 Chairman – Board of Studies



<b>23MIN107</b>	<b>COMPUTER SKILLS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
<b>Nature of Course</b>	Employability Enhancement Course				
<b>Prerequisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Introduce students to the basics of phonetics, including speech sounds, vowels, and consonants, enabling them to identify and articulate them correctly.
2. Familiarize students with the distinctions between spoken and written language through practical activities such as ice-breaking sessions, situational dialogues, and introductions.
3. Teach students the rules of word accent, stress shifts, and the use of weak and strong forms in sentences, enhancing their overall pronunciation and speaking fluency.
4. Equip students with the skills needed for effective conversation, including role-playing, making requests, seeking permissions, and mastering telephone etiquette.
5. Raise awareness of common pronunciation errors among Indian speakers and teach the differences between British and American pronunciation standards.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Identify and produce various speech sounds, including vowels and consonants, and understand minimal pairs and consonant clusters.	Understand
<b>CO 2</b>	Participate in ice-breaking activities, situational dialogues, and introduce themselves and others in various social contexts.	Apply
<b>CO 3</b>	Use basic rules of word accent, stress shifts, and use weak and strong forms appropriately in sentences.	Apply
<b>CO 4</b>	Engage in role-playing exercises, handle situational dialogues effectively, and exhibit proper etiquette in making requests, seeking permissions, and during telephone conversations.	Apply
<b>CO 5</b>	Recognize and correct common Indian pronunciation variants and distinguish between British and American pronunciation styles.	Apply
<b>CO 6</b>	Integrate their listening skills with speaking practices to achieve clearer and more accurate pronunciation, leading to better overall communication.	Apply

**Practical Components**

<b>MODULE - I</b>	<b>LISTENING SKILLS</b>	<b>12</b>
Practice: Introduction to Phonetics – Speech Sounds – Vowels and Consonants – Minimal Pairs-Consonant Clusters- Past Tense Marker and Plural Marker.		
<b>MODULE - II</b>	<b>SPOKEN VS. WRITTEN LANGUAGE</b>	<b>12</b>
Practice: Ice-Breaking Activity and JAM Session- Situational Dialogues – Greetings – Taking Leave – Introducing Oneself and Others		
<b>MODULE - III</b>	<b>INTONATION</b>	<b>12</b>
Practice: Basic Rules of Word Accent - Stress Shift - Weak Forms and Strong Forms- Sentence Stress.		
<b>MODULE - IV</b>	<b>FEATURES OF GOOD CONVERSATION</b>	<b>12</b>
Practice: Situational Dialogues – Role-Play- Expressions in Various Situations – Making Requests and Seeking Permissions - Telephone Etiquette.		
<b>MODULE - V</b>	<b>ERRORS IN PRONUNCIATION</b>	<b>12</b>
Practice: Common Indian Variants in Pronunciation – Differences between British and American Pronunciation.		
<b>Total: 60 Periods</b>		



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**REFERENCES**

1. J. Sethi and P.V. Dhamija, A Course in Phonetics and Spoken English, PHI Learning Pvt. Ltd, 2022.
2. K. Sadanand and Susheela Punitha, Speak English Like A Star: Phonetics and Spoken English, Orient BlackSwan, 2021.
3. Peter Roach, English Phonetics and Phonology: A Practical Course, Cambridge University Press, 2019.
4. Ann Baker and Sharon Goldstein, Pronunciation Pairs: An Introductory Course for Students of English, Cambridge University Press, 2018.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	1	3	2	1	3	2	3	2		
CO 2	2	2	3	1	2	3	2	1		3	
CO 3	3		1	2	2	3	1	2	2		
CO 4		3	2		1	1	1	2		3	
CO 5	1	3		1	3	2		1	2	1	
CO 6	3	2	2	1		1	3	2		3	
	3 - High			2 – Medium				1 - Low			

<b>Summative assessment</b>					
Bloom's Level	Continuous Assessment (IAE) – 60 Marks				Final Examination (40 Marks)
	Preparatory Test / Activity & Attendance			Practical	
	Preparatory Test / Activity – I (15 Marks)	Preparatory Test / Activity – II (20 Marks)	Attendance (5 Marks)	Rubric Based (20 Marks)	
Remember					
Understand	20	20		20	20
Apply	30	30		20	20
Analyse				20	20
Evaluate				20	20
Create				20	20



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<b>23MIN201</b>	<b>BUSINESS COMMUNICATION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Learn the fundamental concepts of communication and its significance in management, including types, channels, and barriers to effective communication.
2. Gain skills in corporate correspondence, mastering norms and techniques for writing various business letters suited to different situations.
3. Explore and practice non-verbal communication techniques, including personal appearance, posture, body language, and the use of visual aids.
4. Learn the structure and norms of report writing, covering both formal and informal reports, including research and technical reports.
5. Acquire the skills necessary for conducting meetings, seminars, and conferences, including preparing agendas, minutes, resolutions, and enhancing negotiation skills.

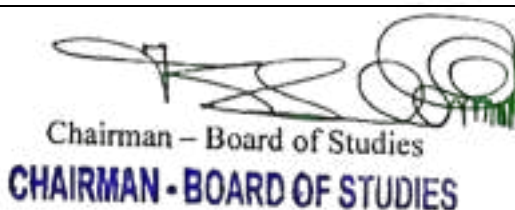
**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Demonstrate an understanding of the meaning, significance, types, and principles of effective communication.	Understand
<b>CO 2</b>	Apply appropriate norms and techniques for business correspondence, including writing personalized and standardized letters for various business situations.	Apply
<b>CO 3</b>	Utilize non-verbal communication skills effectively in professional settings, including the use of charts, diagrams, and audio-visual aids for communication.	Apply
<b>CO 4</b>	Prepare structured and well-organized reports, including long and short, formal and informal, and technical reports.	Create
<b>CO 5</b>	Conduct meetings, seminars, and conferences efficiently, including the preparation of agendas, minutes, and resolutions, and evaluating oral presentations.	Create
<b>CO 6</b>	Proficient in various forms of business communication, including drafting business letters, preparing detailed reports, conducting professional meetings, and effectively utilizing non-verbal communication tools.	Create

**Course Content**

<b>MODULE- I</b>	<b>INTRODUCTION</b>	<b>9</b>
Communication – Meaning and Significance for Management – Types of Communication – Channels of Communication – Barriers to Communication – Principles of Effective Communication.		
<b>MODULE - II</b>	<b>CORPORATE CORRESPONDENCE</b>	<b>9</b>
Correspondence – Norms for Business Letters – Letter for different kinds of situations – Personalized stand letters, enquiries, customers’ complaints, collection letters – Sales promotion letters, Application letters.		
<b>MODULE - III</b>	<b>NON-VERBAL COMMUNICATION</b>	<b>9</b>
Non-verbal communication – Personal Appearance Posture – Body Language – Use of Charts, Diagrams & Tables – Visual & Audio-Visual Aids for communication – Dyadic communication: Face to Face Communication – Telephonic Conversation. Listening: Meaning, Importance, Types of listening, Tips for effective listening, Barriers for listening.		
<b>MODULE - IV</b>	<b>REPORT PREPARATION</b>	<b>9</b>
Report Writing – Structure of Reports – Long & Short Reports – Formal & Informal Reports – Writing Research Reports, Technical Reports – Norms for including Exhibits & Appendices.		



<b>MODULE - V</b>	<b>CONDUCTING MEETINGS</b>	<b>9</b>
Conducting Meetings: Procedure – Preparing agenda, Minutes and Resolutions Conducting Seminars & Conferences: Procedure of Regulating Speech Evaluating Oral Presentation – Group Discussion: Drafting Speech – Negotiation Skills.		
		<b>Total: 45 Periods</b>

**REFERENCES**

1. Priyadarshi Patnaik, Business Communication and Soft Skills: Laboratory Manual, Cambridge University Press, 2021.
2. P.D. Chaturvedi and Mukesh Chaturvedi, Business Communication: Concepts, Cases, and Applications, Pearson Education, 2021.
3. Meenakshi Raman and Sangeeta Sharma, Technical Communication: Principles and Practice, Oxford University Press, 2020.
4. Ashish Pandey, Nonverbal Communication: Science and Applications, Sage Publications, 2019.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3	1	1	1	3	2	1		
CO 2	2	3	2							1	
CO 3			2	3	1		1	2	1		
CO 4	3	1	3	1	1	2					
CO 5	1			3			3	2		1	
CO 6	3	1	2		1		2	2	1		
	<b>3 - High</b>			<b>2 – Medium</b>				<b>1 - Low</b>			

<b>Formative Assessment</b>			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

<b>Summative Assessment</b>				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10		
Understand	22	18	4	20
Apply		22	8	20
Analyse			20	20
Evaluate				20
Create			18	20

  
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<b>23MIN202</b>	<b>HUMAN RIGHTS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Trace the origin and growth of Human Rights globally.
2. Learn the different types of Human Rights including civil, political, economic, social, and cultural rights.
3. Gain knowledge about the specific rights guaranteed to women under national and international laws.
4. Learn the fundamental rights of children under national and international laws.
5. Explore grievance redressal mechanisms at national and international levels.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Demonstrate the historical evolution of Human Rights.	Understand
<b>CO 2</b>	Categorize Human Rights based on their nature and scope.	Apply
<b>CO 3</b>	Propose strategies for addressing challenges like domestic violence and workplace harassment.	Create
<b>CO 4</b>	Formulate strategies for promoting child welfare and development.	Create
<b>CO 5</b>	Identify the impact of legislative measures on Human Rights protection.	Evaluate
<b>CO 6</b>	Develop strategies for promoting human rights awareness.	Create

**Course Content**

<b>MODULE- I</b>	<b>INTRODUCTION</b>	<b>9</b>
Human Rights: Meaning Definitions – Origin and Growth of Human Rights in World – Need and types of Human Rights – Constitutional Provision for Protection of Human Rights – UNHRC (United Nations Human Rights Commission).		
<b>MODULE - II</b>	<b>CLASSIFICATION OF HUMAN RIGHTS</b>	<b>9</b>
Right to Liberty – Right to life – Right to Equality – Rights to Dignity – Right against Exploitation – Right to work – Right to Personal Freedom – Right to Freedom of Expression – Right to Education – Right to information – Right to Clean Environment.		
<b>MODULE - III</b>	<b>RIGHTS OF WOMEN AND EMPOWERMENT</b>	<b>9</b>
Rights of Women – Gender Equity – Female Feticide and Infanticide and Sex Selective Abortion – Physical Assault and Sexual Harassment – Domestic Violence – Violence at Work Place – Right for Equal Pay – Remedial Measures.		
<b>MODULE - IV</b>	<b>RIGHTS OF CHILDREN</b>	<b>9</b>
Rights to Children – Protection of Rights – Survival Rights – Participation Rights – Development Rights – Role of UN Convention on Rights of Children.		
<b>MODULE - V</b>	<b>GRIEVANCE AND REDRESSAL MECHANISM</b>	<b>9</b>
Redressal Mechanisms at National and International Levels – Structure and Functions of National and State level Human Rights Commission – Rights to Information Act, 2005 – Formation of UNO, Universal Declaration of Human Rights, 1948 – Human Rights Act, 1993 – Constitutional Remedies and Directives Principles of State Policy.		
<b>Total: 45 Periods</b>		

**REFERENCES**

1. Prof. U. Chandra, Human Rights: Text and Context, Allahabad Law Agency, 2023.
2. Dr. S. R. Myneni, Human Rights and the Constitution, Asia Law House, 2023.
3. Chiranjivi J. Nirmal, Human Rights in India: Historical, Social and Political Perspectives, Oxford University Press, 2022.
4. R. D. Agarwal, Gender Justice and Human Rights, Central Law Publications, 2023.

  
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Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2		1	1	1	1	2	1			
CO 2	1	2	2	1	1	1	3	1			
CO 3		2	2	1	1	1	3	1	1	1	
CO 4	2		2	1	1		2	1			
CO 5	2	3	2	1	3		2	1			
CO 6	1										
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28			
Understand	22	4	4	20
Apply		8	8	20
Analyse		20	20	20
Evaluate				20
Create		18	18	20



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**CHAIRMAN - BOARD OF STUDIES**



<b>23MIN203</b>	<b>INSURANCE MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Learn the fundamental concepts, nature, and principles of insurance.
2. Gain knowledge of life insurance, including the features of life insurance contracts, types of policies, risk selection, premium calculation, and policy conditions.
3. Comprehend fire insurance, its nature, and uses, including the various types of policies.
4. Explore marine insurance, its nature and the classification of policies.
5. Learn about various other types of insurance, such as personal accident, motor, burglary, health, liability, and bancassurance, with a focus on social and rural insurance prospects in India.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Explain the meaning, definition, functions, nature, and principles of insurance and its importance to different sectors.	Understand
<b>CO 2</b>	Assess the life insurance contracts, classify policies, and understand the processes involved in risk selection, premium calculation, and investment of funds.	Analyse
<b>CO 3</b>	Identify fire insurance policies, their conditions, and the processes of claims payment, reinsurance, and double insurance.	Evaluate
<b>CO 4</b>	Describe marine insurance policies, their classifications, and the procedures for premium calculation, handling marine losses, and claims payment.	Understand
<b>CO 5</b>	Discuss various forms of personal, motor, burglary, health, liability, and bancassurance, along with the prospects of social and rural insurance in India.	Apply
<b>CO 6</b>	Design an innovative insurance policy that addresses the needs of an underprivileged community, incorporating principles of risk management, premium calculation, and policy conditions.	Create

**Course Content**

<b>MODULE- I</b>	<b>INTRODUCTION</b>	<b>9</b>
Insurance - Meaning, Definition, Functions, Nature and Principles of Insurance – Insurance Contract - Importance of Insurance to Society, Individuals, Business and Government.		
<b>MODULE - II</b>	<b>LIFE INSURANCE</b>	<b>9</b>
Life Insurance - Meaning and Features of Life Insurance Contract – Classification of policies – Annuities – Selection of risk – Measurement of risk – Calculation of premium – Investment of funds – Surrender Value – Policy conditions –Life Insurance for the Under Privileged.		
<b>MODULE - III</b>	<b>FIRE INSURANCE</b>	<b>9</b>
Fire Insurance – Meaning, Nature and Use of Fire Insurance- Fire Insurance Contract- Kinds of policies – Policy conditions – Payment of claim – Reinsurance – Double insurance- Progress of Fire Insurance.		
<b>MODULE - IV</b>	<b>MARINE INSURANCE</b>	<b>9</b>
Marine Insurance - Meaning and Nature of Marine Insurance – Classification of policies – Policy conditions – Premium calculation – Marine Losses – Payment of Claims- Progress of Marine Insurance Business in India.		
<b>MODULE - V</b>	<b>OTHER INSURANCES</b>	<b>9</b>

  
 Chairman – Board of Studies



Personal Accident Insurance – Motor Insurance – Burglary Insurance – Miscellaneous Forms of Insurance including Social Insurance – Rural Insurance and Prospects of Agriculture Insurance in India – Health Insurance – Liability Insurance - Bancassurance.

**Total: 45 Periods**

**REFERENCES**

1. Periasamy, P, Principles and Practics of Insurance. Himalaya Publishing House Pvt. Ltd, 2022.
2. Sahoo, S., & Das, S. Insurance Management- Text and Cases (I ed.). New Delhi: Himalaya Publishing House, 2020.
3. Mishra, M., & Mishra, S, Insurance Principles and Practices. New Delhi: S. Chand and Comapny Ltd, 2019.
4. Nasreen, R, Insurance and Risk Management (I ed.). Lucknow: Word Press, 2019.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	1	1	1	1	1	2	1			
CO 2	1	2	2	1	1	1	3	1			
CO 3	2	2	2	1	1	1	3	1	1	1	
CO 4	2	1	2	1	1		2	1			
CO 5	2	3	2	1	2		2	1			
CO 6	1										
	3 - High			2 – Medium				1 - Low			

<b>Formative Assessment</b>			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

<b>Summative Assessment</b>				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	4	10	
Understand	22	4	18	20
Apply		10	22	20
Analyse		16		20
Evaluate		16		20
Create				20



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**CHAIRMAN - BOARD OF STUDIES**

<b>23MIN204</b>	<b>BUSINESS STATISTICS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Nature of Course</b>	Foundation Course				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Learn the basic concepts and need for statistics in business, including data types, population, sample, and sampling methods.
2. Learn how to organize and summarize data using measures of central tendency, variability, and graphical representations.
3. Grasp the principles of probability theory probability concepts, including axioms, theorems, and various probability distributions.
4. Teach and use appropriate probability distributions for analyzing discrete and continuous data.
5. Develop skills in statistical inference to make informed decisions and draw conclusions from business data.


**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Describe the importance and application of statistics in business, differentiating between data types, population, and sample.	Understand
<b>CO 2</b>	Use measures such as mean, median, mode, standard deviation, and variance to summarize and interpret data.	Apply
<b>CO 3</b>	Construct and interpret histograms, frequency polygons, ogives, and pie charts to visualize data distributions.	Analyse
<b>CO 4</b>	Implement basic probability rules, including conditional probability, the multiplicative law, and Bayes' theorem, to solve business-related problems.	Apply
<b>CO 5</b>	Use binomial, Poisson, hypergeometric, exponential, uniform, and normal distributions to model and analyze business scenarios.	Apply
<b>CO 6</b>	Design and produce detailed statistical reports integrating descriptive and inferential statistics, probability theory, and graphical displays to support business decision-making.	Apply

**Course Content**

<b>MODULE- I</b>	<b>FUNDAMENTALS OF STATISTICS AND GRAPHICAL DISPLAYS</b>	<b>12</b>
Fundamentals of statistics: What is statistics? - Need for statistics in business – Data and information - Population and sample - Sampling - Sampling methods - data types - Frequency - relative frequency - frequency tables - Cross tabulation - Graphical representation of frequency distribution: histogram, frequency polygon, ogive pie-chart.		
<b>MODULE - II</b>	<b>DESCRIPTIVE AND INFERENTIAL STATISTICS</b>	<b>12</b>
Descriptive statistics: descriptive and inferential statistics - grouped and ungrouped data-measures of central tendency, variability, dispersion: arithmetic mean, median, mode, quartiles, percentiles, deciles, interquartile, range, standard deviation, variance Application in business scenario.		
<b>MODULE - III</b>	<b>PROBABILITY</b>	<b>12</b>
Probability: Basic concepts - axiomatic approach - classical definition - basic theorems - complements, union and intersection - venn diagrams - conditional probability, multiplicativelaw, independence event - total probability - Baye's theorem.		
<b>MODULE - IV</b>	<b>PROBABILITY DISTRIBUTION FOR DISCRETE RANDOM VARIABLES</b>	<b>12</b>



Chairman – Board of Studies

**CHAIRMAN - BOARD OF STUDIES**

Discrete random variable - Probability distribution for discrete random variable – Cumulative distribution function - Moments and variation - special distributions: Binomial, Poisson and Hypergeometric distributions		
<b>MODULE - V</b>	<b>PROBABILITY DISTRIBUTION FOR CONTINUOUS RANDOM VARIABLES</b>	<b>12</b>
Continuous random variable - Probability density function for continuous random variable - Cumulative distribution function - moments and variation - Special distribution: Exponential, uniform and normal distribution.		
<b>Total: 60 Periods</b>		

**REFERENCES:**

1. Prem S. Mann, 'Introductory Statistics' Wiley Publications, 2023.
2. David M. Levine, 'Business Statistics - A first course' Person Publication, 2020.
3. Navai Bajpai, 'Business Statistics' Pearson Education, 2019.
4. Sanjiv Jaggia and Alison Kelly, 'Business Statistics' - Communicating with numbers, Tata McGraw Hill, 2018.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3	1	1	1	3	2	1		
CO 2	2	1	2							1	
CO 3			2	3	1		1	2	1		
CO 4	1	1	3	1	1	2					
CO 5	1			3			3	2		1	
CO 6	3	1	2		1		2	2	1		
	<b>3 - High</b>			<b>2 – Medium</b>				<b>1 - Low</b>			

<b>Formative Assessment</b>			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Apply/ Analyse	Assignment/ Case Study	5	
	Attendance	5	

<b>Summative Assessment</b>				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10	18	20
Understand	22	8	16	36
Apply		16	16	22
Analyse		16		22
Evaluate				
Create				

<b>23MIN205</b>	<b>COMPUTER APPLICATIONS IN MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Provide knowledge on fundamental concepts of computers, including their evolution, classification, and applications in various fields.
2. Learn the basic components and operations of computers, including input/output devices, primary and secondary memory, and computer software.
3. Introduce the key concepts and functions of operating systems, and their types and roles in computer systems.
4. Familiarize with the basics of database management systems.
5. Impart knowledge on internet concepts, applications, online communication, and ensuring online security and privacy.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Describe the basic concepts of computers, their history, evolution, and classification (Mini, Micro, etc.).	Understand
<b>CO 2</b>	Identify and explain the functions of common input/output devices.	Apply
<b>CO 3</b>	Demonstrate an understanding of the different types of operating systems	Apply
<b>CO 4</b>	Explain the fundamental concepts of DBMS, including entity, attributes, keys, relationships, and the advantages of using a DBMS in managing data.	Understand
<b>CO 5</b>	Connect to the internet, navigate the World Wide Web, and utilize search engines effectively.	Apply
<b>CO 6</b>	Develop a comprehensive plan to ensure online security and privacy for personal and professional use	Create

**Course Content**

<b>MODULE- I</b>	<b>INTRODUCTION OF COMPUTERS</b>	<b>9</b>
Introduction to computers, Advantages, Disadvantages and Applications of computers, Block diagram- Evolution (Generations) and classification of computers (Mini, Micro etc), Common I/O devices and their characteristics. Primary and secondary memory: RAM and ROM, Hard Disk, Magnetic Tape, Optical devices, Flash memories. Computer software: Classification and Types, Generations of computer languages.		
<b>MODULE - II</b>	<b>OPERATING SYSTEM CONCEPTS</b>	<b>9</b>
Operating System: Functions, types- Multiprogramming, Multiprocessing, Timesharing, Real time, Online and Batch Systems, Booting process. Windows environment basics: - Desktop, Common Start menu options. DBMS Basic Concepts: Entity, Attributes, Keys, Relationship, Association, Database, DBMS, Data Independence, Three Level Architecture, Functions, Advantages and Disadvantages of DBMS.		
<b>MODULE - III</b>	<b>COMMUNICATION USING THE INTERNET</b>	<b>9</b>
Concept of Internet, Applications of internet, connecting to the internet, troubleshooting, Local Area Network, Wide Area Network, World Wide Web (WWW), search engine, understanding URL.		
<b>MODULE - IV</b>	<b>ONLINE SECURITY AND PRIVACY</b>	<b>9</b>
Threats to computer, Virus and its types, Anti-Virus software and Examples, Firewall and its use, Hackers and Crackers, Cyber-crime and Computer ethics, Cyber law and Importance, Backup and Restore		



Chairman – Board of Studies

**CHAIRMAN - BOARD OF STUDIES**

<b>MODULE - V</b>	<b>SMART PHONE USES</b>	<b>9</b>
Introduction, Popular Uses, Important Features, Designs and Trends, iPhone Vs Android.		
<b>Total: 45 Periods</b>		

**REFERENCES:**

1. Abraham Silberschatz, Greg Gagne, and Peter B. Galvin, "Operating System Concepts", Wiley, 2018.
2. Mukhi, Vijay, "Working with UNIX". New Delhi: BPB Publications, 2017.
3. B. A. Forouzan: "Data Communications and Networking", THM 2017.
4. Yuri Diogenes Erdal, "Cyber Security: Attack and Defense Strategies", Infrastructure security with Red Team and Blue Team tactics, 2017.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	2	3	1	1	1	2	2	1		
CO 2	1	3			2	2					
CO 3	3		3	3	1		2	2	1		
CO 4	2	2	3	1	3	2					
CO 5	3						1	2		1	
CO 6	1	1	2		1		2	2	1		
	<b>3 - High</b>			<b>2 – Medium</b>				<b>1 - Low</b>			

<b>Formative Assessment</b>			
Blooms Taxonomy	Assessment Component	Marks	Total Marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment/ Case Study	5	
	Attendance	5	

<b>Summative Assessment</b>				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	10	10	
Understand	28	18	18	20
Apply		22	22	20
Analyse				20
Evaluate				20
Create				20



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**CHAIRMAN - BOARD OF STUDIES**

<b>23MIN206</b>	<b>BUSINESS COMMUNICATION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
<b>Nature of Course</b>	Employability Enhancement Course				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Familiarize students with contemporary communication challenges and the importance of effective communication in a business environment.
2. Enhance students' ability to write clearly, concisely, and persuasively for various business audiences.
3. Provide students with practical techniques for improving their business writing, including revising and proofreading.
4. Equip students with the skills to write effective e-mails, memorandums, routine letters, goodwill messages, persuasive messages, and negative messages.
5. Develop students' ability to create well-structured informal reports, proposals, and formal business reports.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Identify and analyze current communication challenges in the business environment.	Apply
<b>CO 2</b>	Demonstrate the ability to apply effective writing techniques, including revising and proofreading.	Understand
<b>CO 3</b>	Compose various types of business correspondence, such as e-mails, memorandums, routine letters, and goodwill messages, with professionalism and appropriateness.	Apply
<b>CO 4</b>	Craft persuasive messages and deliver negative messages tactfully and effectively.	Apply
<b>CO 5</b>	Prepare concise and informative informal reports that meet organizational standards and objectives.	Apply
<b>CO 6</b>	Demonstrate advanced proficiency in business writing.	Apply

**Course Content**

<b>EXP.NO</b>	<b>LIST OF EXPRIEMENTS</b>
Exercise 1	Facing Today's Communication Challenges
Exercise 2	Writing for Business Audiences
Exercise 3	Improving Writing Techniques
Exercise 4	Revising and Proofreading Business Messages
Exercise 5	E-Mail and Memorandums
Exercise 6	Routine Letters and Goodwill Messages
Exercise 7	Persuasive Messages
Exercise 8	Negative Messages
Exercise 9	Informal Reports
Exercise 10	Proposals and Report Writing
<b>Total : 60 Periods</b>	

  
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**REFERENCES:**

1. C. S. Rayadu , Communication by, HPH, 2019
2. R. C. Sharma , Krishna Mohan ,Business Correspondence & Report Writing , Tata McGraw Hill, 5th Edition, 2019
3. Rajendra Pal, J.S. Korlahalli ,Essentials of Business Communication by, Sultan Chand & Sons, 13<sup>th</sup> Edition
4. Malcolm Goodale, Developing Communication Skills, 2<sup>nd</sup> Edition Professional Presentations, Cambridge University Press,2020.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	1		1				2	1		
CO 2	1	2	1	2	1	1	1				
CO 3	3	2	1			1	1		1	1	
CO 4	1		2	2	1			1			
CO 5	2	1		2		1	1		1		
CO 6											
	3 - High			2 – Medium				1 - Low			

<b>Summative assessment</b>					
Bloom's Level	Continuous Assessment (IAE) – 60 Marks				Final Examination (40 Marks)
	Preparatory Test / Activity & Attendance			Practical	
	Preparatory Test / Activity – I (15 Marks)	Preparatory Test / Activity – II (20 Marks)	Attendance (5 Marks)	Rubric Based (20 Marks)	
Remember					
Understand	20	20		50	50
Apply	30	30		50	50
Analyse					
Evaluate					
Create					

  
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**CHAIRMAN - BOARD OF STUDIES**



<b>23MIN207</b>	<b>LIFE SKILL EDUCATION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
<b>Nature of Course</b>	Employability Enhancement Course				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Learn the concept and definition of Life Skill Education and its significance in personal and professional development.
2. Grasp skills to explore the ten core life skills and their applications in everyday life.
3. Develop practical knowledge of various methods of teaching life skills, including project-based learning, demonstrations, and experiments.
4. Enhance students' ability to apply life skills such as problem-solving, decision-making, and communication in real-life scenarios.
5. Foster a collaborative learning environment where students can share experiences and learn from community members and educators.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Explain the concept and objectives of Life Skill Education and its importance in modern education systems.	Understand
<b>CO 2</b>	Identify and describe the ten core life skills and their relevance in personal and professional contexts.	Apply
<b>CO 3</b>	Analyze different methods of teaching life skills, including projects, demonstrations, and experiments, and their effectiveness in various educational settings.	Apply
<b>CO 4</b>	Demonstrate proficiency in key life skills such as problem-solving, decision-making, and communication through practical exercises and role-playing activities.	Apply
<b>CO 5</b>	Collaborate effectively with peers and community members to design and implement life skill education projects.	Apply
<b>CO 6</b>	Demonstrate a comprehensive understanding and application of life skill education principles	Apply

**Course Content**

<b>MODULE- I</b>	<b>INTRODUCTION</b>	<b>15</b>
Concept and definition of Life Skill Education. Objectives of Life Skill Education. Importance of Life Skill Education.		
<b>MODULE - II</b>	<b>TEN CORE LIFE SKILLS</b>	<b>30</b>
Problem solving skills. - Decision making skills. - Creative thinking skills. - Critical thinking skills. - Communication skills. - Inter-personal skills. - Empathy. - Self-awareness. - Coping with emotion. - Coping stress.		
<b>MODULE - III</b>	<b>METHODS OF TEACHING LIFE SKILLS</b>	<b>15</b>
Project, Demonstration, Observation, Experiment and Integrated method - Role of teachers and community members in Life skill education.		
<b>Total: 60 Periods</b>		

**REFERENCES**

1. Dr. Ashok G. and Dr. Neeta S. Deshpande, Handbook of Life Skills, Himalaya Publishing House, 2020.
2. Dr. Neeru Kapoor, Life Skills Education: Empowering Youth with Life Skills, Global Vision Publishing House, 2019.
3. Dr. Mangal S.K. and Dr. Mangal Uma, Teaching Life Skills: A Sourcebook, PHI Learning Pvt. Ltd., 2015.
4. Dr. Rajendra Singh and Dr. Vijayalakshmi Pande, Life Skills for Success, Sage Publications India Pvt Ltd, 2018.

  
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**CHAIRMAN - BOARD OF STUDIES**

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	1		1	2			2	1		
CO 2	1	2	1	2	1	1	1				
CO 3	3	2	1			1	1		1	1	
CO 4	1		2	2	1			1			
CO 5	2	1		2		1	1		1		
CO 6		1		1		2		2			
	3 - High			2 – Medium				1 - Low			

Summative assessment					
Bloom's Level	Continuous Assessment (IAE) – 60 Marks				Final Examination (40 Marks)
	Preparatory Test / Activity & Attendance			Practical	
	Preparatory Test / Activity – I (15 Marks)	Preparatory Test / Activity – II (20 Marks)	Attendance (5 Marks)	Rubric Based (20 Marks)	
Remember					
Understand	20	20		50	50
Apply	30	30		50	50
Analyse					
Evaluate					



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**CHAIRMAN - BOARD OF STUDIES**

<b>23MIN301</b>	<b>PRINCIPLES AND PRACTICES OF MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Learn the contributions of F.W. Taylor, Henry Fayol, and Peter F. Drucker to management.
2. Study the concepts of objectives, policies, procedures, and strategy in planning.
3. Gain skills about the concepts of departmentation, delegation, and decentralization.
4. Learn the process of manpower planning, selection, and training.
5. Gain insights on control as a feedback system and feedforward control.

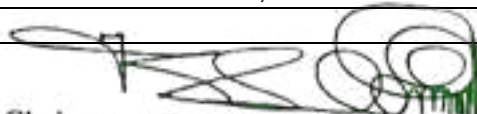
**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Summarize the key contributions of F.W. Taylor, Henry Fayol, and Peter F. Drucker to the field of management.	Understand
<b>CO 2</b>	Identify and differentiate between various types of plans (strategic, tactical, operational).	Analyze
<b>CO 3</b>	Compare different types of organization structures and analyze their advantages and disadvantages.	Apply
<b>CO 4</b>	Summarize key leadership theories and apply them to different management scenarios.	Apply
<b>CO 5</b>	Discuss the human aspects of control and their impact on organizational effectiveness.	Analyze
<b>CO 6</b>	Design and develop innovative management strategies and solutions by integrating fundamental principles of management with contemporary business practices.	Create

**Course Content**

<b>MODULE- I</b>	<b>CONCEPT OF MANAGEMENT</b>	<b>9</b>
Management: Meaning – Definitions – Features – Functions of management – Administration Vs. Management; Profession – Role of manager – Contributions of F.W. Taylor, Henry Fayol and Peter. F. Drucker.		
<b>MODULE - II</b>	<b>PLANNING</b>	<b>9</b>
Planning – Process, importance, nature and scope, types, steps in planning. Objectives, Policies, Procedures, Strategy. Decision Making – Types of Decisions, difficulties in decision making- Management by Objectives (MBO).		
<b>MODULE - III</b>	<b>ORGANIZING</b>	<b>9</b>
Organization – Meaning, Nature and Importance – Process of Organization – Principles of Sound Organization – Organization Structure – Span of Control – Organization Chart- Departmentation – Delegation and Decentralization- Authority relationship line, Functional and staff. Case Study.		
<b>MODULE - IV</b>	<b>STAFFING AND DIRECTING</b>	<b>9</b>
Staffing: Nature & Scope of Staffing, Manpower Planning, Selection & Training, Performance Appraisal. Directing: Meaning and definition of directing, nature and characteristics of directing, Leadership and theories, motivation theories. (Maslow's hierarchy of needs theory, Herzberg's two factor theory)		
<b>MODULE - V</b>	<b>CONTROLLING</b>	<b>9</b>
Concept and Process of Control, Control Techniques, Human Aspects of Control, Control as a Feedback System, Feed Forward Control, Preventive Control.		
		<b>Total: 45 Periods</b>



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Chairman – Board of Studies

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**REFERENCES:**

1. Dr. R.Shanthi, S.Umamaheswari, Dr.T.A. Tamilselvi, Principles of Management, Charulatha Publications, 2019.
2. Dr. C.D.Balani, Principles of Management, Margham Publications, 2018.
3. Harold Koontz & Heinj Weihrich, Essentials of Management, Tata McGraw-Hill Education, 2020.
4. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management, Pearson Education, 2019.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2		2	1	1	3	3	1	1	
CO 2	3	2	2	2	3	3		3		1	
CO 3	1		2		1	3	1	3	1	1	
CO 4	1	3	3	1	1				2		
CO 5	3	2			3	3	3	2		1	
CO 6	3		3	2							
	3 - High			2 – Medium				1 - Low			

<b>Formative Assessment</b>			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

<b>Summative Assessment</b>				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	10	10	4
Understand	22	20	18	20
Apply		20	22	20
Analyse				20
Evaluate				20
Create				16



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Chairman – Board of Studies  
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<b>23MIN302</b>	<b>MANAGEMENT ACCOUNTING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Gain insights into the financial health of a business through various accounting tools and techniques.
2. Acquire the different categories of ratios and their specific uses.
3. Cram how funds are generated and utilized in an organization.
4. Gain insights into how cash flows in and out of a business, reflecting its financial health and operational efficiency.
5. Learn to use budgeting, forecasting, and strategic planning for decision making.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Use financial data to support strategic business decisions.	Apply
<b>CO 2</b>	Describe ratios measure a company's ability to generate profit relative to revenue, assets, equity, and other financial metrics.	Understand
<b>CO 3</b>	Interpret changes in financial positions between two balance sheet dates.	Analyse
<b>CO 4</b>	Implement cash flow analysis in real-world business scenarios for better financial management.	Apply
<b>CO 5</b>	Use marginal costing techniques in various business scenarios, enhancing their practical understanding.	Apply
<b>CO 6</b>	Incorporate advanced techniques in budgeting, cost analysis, and performance measurement to support strategic decision-making	Apply

**Course Content**

<b>MODULE- I</b>	<b>INTRODUCTORY CONCEPTS</b>	<b>9</b>
Management Accounting – Meaning - Nature, Functions and Scope - Financial Statement –Meaning-Nature and limitations of Financial Statement - Analysis and Interpretation of Financial Statement.		
<b>MODULE - II</b>	<b>RATIO ANALYSIS</b>	<b>9</b>
Ratio – Meaning - Classification of Ratios - Profitability Ratios - Turnover Ratios - Financial Ratios - Advantages of Ratio Analysis.		
<b>MODULE - III</b>	<b>FUND FLOW STATEMENT</b>	<b>9</b>
Meaning of Fund Flow Statement – Objectives, Advantages and Limitations of Fund Flow Statement - Preparation of Fund Flow Statement.		
<b>MODULE - IV</b>	<b>CASH FLOW STATEMENT</b>	<b>9</b>
Meaning of Cash Flow Statement - Difference between Cash Flow Analysis and Fund Flow Statement - Utility of Cash Flow Analysis - Limitations of Cash Flow Analysis- Preparation of Cash Flow Statement.		
<b>MODULE - V</b>	<b>MARGINAL COSTING</b>	<b>9</b>
Meaning - Contribution - Marginal Cost Equation - Break Even Point - Margin of Safety - Profit Volume Ratio - Applications of Marginal Costing - Limitations of Marginal Costing.		
		<b>Total: 45 Periods</b>



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**REFERENCES:**

1. M N Arora, A Textbook of Cost and Management Accounting, S Chand and Company Ltd, 2021.
2. A. Murthy & S. Gurusamy, Management Accounting, Vijay Nicole Imprints Pvt. Ltd, Chennai.2021.
3. CMA M.N. Arora , Priyanka katyal, Management Accounting Theory, Problems and Solutions, Himalaya publishing house, 2022.
4. Parashar Banerjee, Management Accounting, Palmview Publishing LLP, 2018.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	1	2	1	2	1	1	1	2		
CO 2	1	3	3	2	2		3	3	1	2	
CO 3	3	1	1	2	2	1		1	1		
CO 4	1	3	3		2		3	2	2	2	
CO 5	2	2	2	3	3	3	1	1	1		
CO 6	3	3	3								
	3 - High			2 – Medium				1 - Low			

<b>Formative Assessment</b>			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Understand	Online Quiz / Seminar	5	15
Analyse	Assignment / Case Study	5	
	Attendance	5	

<b>Summative Assessment</b>				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	10	8	10	20
Understand	20	10	20	16
Apply	20	16	20	32
Analyse		16		32
Evaluate				
Create				



<b>23MIN303</b>	<b>BASICS OF PSYCHOLOGY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

The course is intended to

1. Describe key concepts, principles, and overarching themes in psychology
2. Comprehend the basic psychological processes like attention, sensation, perception,
3. Compile the significant facts about the learning, memory,
4. Develop an understanding about motivation, emotion,
5. Define intelligence and personality and write about their assessment

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Assess the socio-cultural influences on human development and behaviour	Analyse
<b>CO 2</b>	Engage in innovative and integrative thinking and problem solving	Analyse
<b>CO 3</b>	Develop a working knowledge of psychology's content domains namely attention, sensation, perception, learning, memory,	Create
<b>CO 4</b>	Describe the basics of motivation and emotion.	Analyse
<b>CO 5</b>	Identify the right methods for assessment of Intelligence and Personality. Describe applications of psychology in every day's life	Apply
<b>CO 6</b>	Develop an original intervention program tailored to a specific mental health issue.	Create

**Course Content**

<b>MODULE- I</b>	<b>INTRODUCTION</b>	<b>9</b>
Psychology - Definition - Psychology as a science – Goals – What are not psychology- Early schools of Psychology - Modern perspectives – Psychology in India - Methods of Psychology – Introspection - Experimental Method, Systematic Observation, Case Study Method, Survey Method – Scope of Psychology: Branches of Psychology.		
<b>MODULE - II</b>	<b>ATTENTION, SENSATION AND PERCEPTION</b>	<b>9</b>
Attention, Types - Determinants of attention, Sensation: Meaning – Basic sensation: Vision – Hearing – Touch and other Skin senses – Perception: Meaning– Organizing principles of perception - Errors in Perception- Illusion; Hallucinations		
<b>MODULE - III</b>	<b>LEARNING &amp; MEMORY</b>	<b>9</b>
Definition of learning – Association Learning: Principles of conditioning - Classical conditioning – Instrumental conditioning –Reinforcement –Punishment –Social and Cognitive Learning: Cognitive learning – Latent learning, Insight Learning - Observational Learning - Memory – Theories – Information Processing -Sensory register, Short term memory, Long Term Memory; Forgetting –Theories of forgetting - Decay, Interference, Motivated forgetting		
<b>MODULE - IV</b>	<b>MOTIVATION AND EMOTION</b>	<b>9</b>
Motives: Definition – Motivation cycle - Biological motivation - Social motives – Psychological motivation – Theories of motivation – Instincts – drive reduction theory – arousal – Incentive- opponent process –Emotion – components. The physiology of emotion - Theories of emotion.		
<b>MODULE - V</b>	<b>INTELLIGENCE &amp; PERSONALITY</b>	<b>9</b>



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The nature of intelligence - Individual differences in intelligence – Theories of Intelligence – Types of intelligence tests - Assessment of Intelligence - Personality - Definition - Theories - Assessment of Personality - Uses of Personality tests - Observation — Inventories – Projective techniques – Emotional Intelligence.

**Total: 45 Periods**

**REFERENCES:**

1. Baron, R. A.. Psychology (5th Ed.). India: Pearson India Education, 2021.
2. Ciccarelli, S.K. & Meyer, G.E, Psychology. South Asian Edition, 2008.
3. Fernald, L.D., & Fernald, P.S ., Introduction to Psychology. 5thEd. AITBS Publishers, 2007.
4. Hillgard, E. R., Atkinson, R. C., & Atkinson, R. L. Oxford IBH publishing Co. Pvt.Ltd, 1975.

**Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)**

COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3	2		2	1	1	3	3	1	1
CO 2	3	2	2	2	3	3		3		1
CO 3	1		2		1	3	1	3	1	1
CO 4	1	3	3	1	1				2	
CO 5	3	2			3	3	3	2		1
CO 6	3		3	2						
	<b>3 - High</b>			<b>2 – Medium</b>				<b>1 – Low</b>		

**Formative Assessment**

Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

**Summative Assessment**

Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	10		10	
Understand	8	4	8	20
Apply	16	4	16	20
Analyse	16	10	16	20
Evaluate		16		20
Create		16		20

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<b>23MIN304</b>	<b>FUNDAMENTALS OF BUSINESS LAW</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Learn the basic principles of contract and its essential elements.
2. Gain knowledge on concept of special types of contracts.
3. Grasp skills on bailment, pledge, indemnity and Guarantee.
4. Know the different types of contracts of sale and the rights and duties of buyer and seller.
5. Learn the different types of negotiable instruments and their legal impact.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Describe the fundamental principles of the law	Understand
<b>CO 2</b>	Engross law of contract and its impact	Analyse
<b>CO 3</b>	Make use of laws and procedures relating to contracts	Apply
<b>CO 4</b>	Discernment the rights and duties of law.	Analyse
<b>CO 5</b>	Implement contract of sale in day-to-day dealing	Apply
<b>CO 6</b>	Improve business decisions through the application of sound legal strategies, highlighting the practical impact of their learning.	Create

**Course Content**

<b>MODULE- I</b>	<b>INTRODUCTION TO CONTRACT</b>	<b>9</b>
Contract: meaning, essentials of contract- types of contracts, offer, acceptance and revocation- agreement- types of agreement- proposal and its essential consideration. Capacity to contract- free consent.		
<b>MODULE - II</b>	<b>SPECIAL CONTRACT</b>	<b>9</b>
Indemnity – definition- nature and extent of liability. Guarantee: Definition, nature and extent of liability of the survey. Bailment: Definition, rights and duties of bailor. Agency: definition, rights, duties, and liabilities of principal and agent.		
<b>MODULE - III</b>	<b>SALE OF GOODS ACT</b>	<b>9</b>
Contract of sale, the difference between sale and agreement to sell – condition and warranties- transfer of ownership in goods- rights of unpaid seller.		
<b>MODULE - IV</b>	<b>NEGOTIABLE INSTRUMENT</b>	<b>9</b>
Definition and meaning of negotiable instruments- promissory note and bill of exchange- cheques, bouncing and crossing of cheque- penalties for dishonor of cheque.		
<b>MODULE - V</b>	<b>PARTNERSHIP</b>	<b>9</b>
Nature and characteristics of partnership- types of partnership- rights and duties of partner- limited liability partnership: extent and limitation- registration, winding up and dissolution of partnership and LLP.		
<b>Total: 45 Periods</b>		

**REFERENCES:**

1. Kapoor.s.k (Contract II along with sale of goods act and partnership act, Central law agency: Allahabad, 2017.
2. Mulla, S.D. The indian contract act, Lexis Nexis : Delhi, 2021.
3. Singh.A, sale of goods, eastern book company: Lucknow,2021.
4. M.K. Nabi, Legal Aspects of Business | Text & Cases, Taxmann, 2016.

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Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	2		2	1	1	3	3	1	1	
CO 2	3	2	2	2	3	3		3		1	
CO 3	1		2		1	3	1	3	1	1	
CO 4	1	3	3	1	1				2		
CO 5	3	2			3	3	3	2		1	
CO 6	3		3	2							
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	8	8	
Understand	28	10	10	20
Apply		16	16	20
Analyse		16	16	20
Evaluate				20
Create				20



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<b>23PMA301</b>	<b>STATISTICS FOR MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

The course is intended to

1. Instruct in the various techniques for selecting samples from populations.
2. Formulate the fundamental concepts of hypothesis testing.
3. Classify the hypothesis testing methods for comparing differences between two sample means, proportions, and variances, including the use of F-tests and ANOVA techniques.
4. Cultivate the non-parametric tests.
5. Construct the rank correlation techniques to non-parametric data
6. Illustrate the statistical methods and their applications in managerial decision-making.

**Course Outcomes**

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

<b>CO. No.</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Identify the sampling and non-sampling Errors.	Apply
<b>CO 2</b>	Interpret the hypothesis testing methods to analyze population parameters and proportions for both small and large samples.	Apply
<b>CO 3</b>	Choose the hypothesis testing methods to compare differences between two sample means, proportions, and variances using F-tests and ANOVA techniques.	Apply
<b>CO 4</b>	Evolve the statistic in Mann-Whitney U and Kruskal Wallis test.	Apply
<b>CO 5</b>	Determine the correlation coefficient and obtain regression lines.	Apply
<b>CO 6</b>	Utilize the Statistics concepts in management.	Apply

**Course Contents:**

<b>Module – I</b>	<b>SAMPLING DISTRIBUTION AND ESTIMATION</b>	<b>9</b>
Sampling- sampling methods - sampling and non-sampling errors - mean and standard deviation of sampling distribution-Estimation- Introduction- Estimators and properties - Point and Interval estimate - introduction to t-distribution- interval estimation of population mean: large and small samples.		
<b>Module – II</b>	<b>HYPOTHESIS TESTS I</b>	<b>9</b>
Introduction to hypotheses and testing hypotheses - significance level- one tail and two tail tests - region of rejection - hypothesis test about mean: large and small samples - known and unknown population standard deviation - finite and infinite population - Hypothesis test about proportions; large and small samples.		
<b>Module – III</b>	<b>HYPOTHESIS TESTS II</b>	<b>9</b>
Hypothesis tests about difference between two sample means: large and small case- hypothesis tests about difference between two sample proportions -large and small case- F-test for two sample standard deviations - ANOVA one and two way		
<b>Module – IV</b>	<b>NON-PARAMETRIC TESTS</b>	<b>9</b>
Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data- Rank sum test- Kolmogorov-Smirnov test for goodness of fit- Mann – Whitney U test and Kruskal Wallis test- One sample run test.		
<b>Module – V</b>	<b>CORRELATION AND REGRESSION</b>	<b>9</b>

Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate.

**Total: 30 Periods**

**REFERENCES:**

1. Statistics for Management, Richard I. Levin, David S. Rubin, Sanjay Rastogi Masood Husain Siddiqui, Pearson Education, 7th Edition, 2016.
2. Introductory Statistics Prem.S.Mann, , 7th Edition, Wiley India, 2016.
3. Complete Business Statistics, Aczel A.D. and Sounderpandian J 6th edition, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2012.
4. Business Statistics using Excel, Glyn Davis and Branko Pecar, Oxford University Press.2011.

**Laboratory Components using MATLAB:**

S.No.	List of Experiments	CO Mapping	RBT
1	Mean and standard deviation of sampling distribution.	1	Apply
2	Confidence interval estimation.	1	Apply
3	Hypothesis testing.	2	Apply
4	F-test for two samples.	2	Apply
5	ANOVA- one way.	3	Apply
6	ANOVA- two way.	3	Apply
7	Chi-square tests for independence of attributes.	4	Apply
8	Mann Whitney U test and Kolmogorov -Smirnov test.	4	Apply
9	Correlation coefficient.	5	Apply
10	Regression coefficient.	5	Apply

**Total: 15 Periods**

**Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)**

COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	3		1	1	1	3	2	1		
CO 2	3	2	2	1	1	3	3	1	2	2
CO 3	1	2	2	1	1	3	3	1		
CO 4	1		2	1	1	3	2	1		
CO 5	1	3	2	1	3	3	2	1	1	1
CO 6		3	1	2	1					
	3 - High			2 – Medium				1 - Low		

**Summative Assessment**

Bloom's Level	Continuous Assessment					Final Examination (Theory) [50]
	Theory			Practical		
	IAE I (5)	IAE II (10)	IAE III (10)	Attendance [5]	Rubric based C/A [20]	
Remember	10	10	10		-	10
Understand	20	20	20		40	50
Apply	20	20	20		60	40
Analyze	-	-	-		-	-
Evaluate	-	-	-		-	-
Create	-	-	-		-	-

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<b>23MBE301</b>	<b>BUSINESS CORRESPONDENCE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>0</b>	<b>2</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Improve current relationships and their communication style.
2. Learn ways for improving important relationships.
3. Develop verbal and non-verbal communication to convey ideas clearly and understand others better.
4. Acquire how the communication processes impact our ability to effectively communicate.
5. Realize challenges that may arise from interpersonal communication.
6. Recognize and respect diverse backgrounds and perspectives to navigate interactions effectively in multicultural environments.

**Course Outcomes**

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

<b>CO.No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Interact interpersonal communication skills to influence and build good relationships.	Remember
<b>CO 2</b>	Identify and pursue personal learning goals.	Understand
<b>CO 3</b>	Differentiate verbal and nonverbal communication to convey ideas clearly and understand others better.	Apply
<b>CO 4</b>	Exhibit group dynamics and amiable behaviour.	Apply
<b>CO 5</b>	Participate in official communication process.	Understand
<b>CO 6</b>	Interchange interpersonal interactions in both personal and professional contexts.	Understand

**Course Content**

<b>Module – I</b>	<b>FUNDAMENTALS OF CORPORATE COMMUNICATION</b>	<b>6</b>
Articles – Discourse Markers – Self Introduction – Role Play – Prepare circular, agenda and minutes – Formal Letter writing		
<b>Module – II</b>	<b>INTERCULTURAL COMMUNICATION</b>	<b>6</b>
Active and Passive Voice – Homophones and Homonyms - Stage Freight - Group Discussion – Debate on Social issues – Memo – E-mail communication		
<b>Module – III</b>	<b>NON-VERBAL COMMUNICATION</b>	<b>6</b>
Reported Speech – Numerical Adjectives – JAM (Just a Minute) – Body Language – Project Writing – Proposal Writing		
<b>Module – IV</b>	<b>OFFICIAL COMMUNICATION</b>	<b>6</b>
Degrees of Comparison – Cause and Effect – Mock Interview – Report Writing – Complaint Letter		
<b>Module – V</b>	<b>BUSINESS COMMUNICATION</b>	<b>6</b>
Subject Verb Agreement – Single Line Definition – Presentation – Address in Business Meeting - Checklist – Calling for quotation and Placing order		
<b>Total: 30 Periods</b>		

**REFERENCES:**

1. P.D. Chaturvedi, Chaturvedi Mukesh, Business Communication, Pearson Education, 2017.
2. Meenakshi Raman, Prakash Singh, Business Communication, Oxford, 2022.
3. Dr.Ramesh R Kulkarni and Mr. Rangappa Yaraddi, Business Communication : A Text For UG And PG Students, Pearson Education, 2021.
4. Raymond V. Lesikar, Marie. E. Flatley, Kathryn Rentz, Paula Lentz, Neerja Pande, Business Communication: Connecting in A Digital World, McGrawHill, 2019.

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**Laboratory Components:**

S.No	List of Experiments	CO Mapping	RBT
1	Self-Introduction	1	Remember
2	Group Discussion	2	Understand
3	Just a Minute	3	Understand
4	Mock Interview	4	Understand
5	Presentation	5	Understand

**Total: 15 Periods**

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	1	3	2	3	3	3	1		
CO 2	3		3					1		2	
CO 3	2	2		2	2	3	2		1		
CO 4	2		3					3		2	
CO 5	1	3		2	2	1	2		1		
CO 6								3			
	3 - High			2 – Medium				1 - Low			

Summative assessment						
Bloom's Level	Continuous Assessment (IAE)					Final Examination (50 Marks)
	Theory Marks				Practical	
	IAE – I (5 Marks)	IAE – II (10 Marks)	IAE – III (10 Marks)	Attendance (5 Marks)	Rubric Based CIA (20 Marks)	
Remember	28	10	10			20
Understand	22	20	20		40	40
Apply		20	20		60	40
Analyse						
Evaluate						
Create						

<b>23MIN305</b>	<b>ORGANIZATION STUDY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
<b>Nature of Course</b>	Employability Enhancement Course				
<b>Pre requisites</b>	Nil				

**Organization Study Objectives**

**The study is intended to**

1. Learn the organizational structure, culture, and operations of a corporate entity.
2. Learn to utilize the theoretical knowledge in practical scenarios to bridge the gap between academic learning and industry practices.
3. Gain professional skills including communication, teamwork, problem-solving, and decision-making in a corporate environment.
4. Gain insights into industry trends, challenges, and best practices through hands-on experience.
5. Foster the ability to undertake independent projects and contribute effectively to the host organization.

**Study Outcomes**

**On successful completion of the study the students will be able to**

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Bridge the gap between academic learning and practical business operations.	Apply
<b>CO 2</b>	Proficient in professional skills such as communication, teamwork, problem-solving, and leadership.	Apply
<b>CO 3</b>	Identify the intricacies of the industry, the challenges faced, and the typical responsibilities associated with different job roles.	Analyse
<b>CO 4</b>	Build a professional network by establishing connections with industry professionals and peers.	Create
<b>CO 5</b>	Explore various aspects of a business, helping them identify their strengths and preferences, which in turn aids in making informed career decisions.	Apply
<b>CO 6</b>	Compete in the job market, through practical experience and a proven track record of working in a professional environment.	Analyse

**Organisation study Description:**

1. Students need to undergo a 4-weeks Organization study to gain practical exposure to the organizational structure, culture, and operational strategies of a corporate entity.
2. Each student must choose an individual corporate entity employing more than 20 persons on regular must on role and submit an approval letter from that entity where the training will take place.
3. To monitor the progress of the study, the Head of the Department, with prior approval from the Head of the Institution or the Academic Coordinator, will appoint a faculty member as a supervisor for each team of students.
4. 2 periodic reviews will be conducted via virtual/physical mode throughout the study.
5. The study report, along with the company certificate, should be submitted within four weeks of the reopening date of the 3rd semester.
6. The training report should be approximately 20 pages and contain details of the training undergone, the corporate entity where the training took place, the duration (chronological diary), and the type of managerial skills developed during the training.
7. The training report will be evaluated by internal and external examiner who will be appointed by the Controller of Examinations at the end of the 3<sup>rd</sup> semester.
8. The report should be sent to the Controller of Examinations by the HOD through the Principal before the last working day of the 3rd semester.

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**Areas to be covered during the study:**

**1. About an Organisation**

- a. Nature of an Organization
- b. Objectives of an Organization
- c. Details of the Management
- d. Environment of an Organisation
- e. Flow of Communication (Organisation Chart)

**2. About the Functioning Mechanism**

- a. Accounting System or Book keeping system followed
- b. Demand and Supply details
- c. Market details (Area of market, Number of customers approximately)
- d. Resource accumulation details. (Men, Material, Machine, Money and Methods)
- e. Employee Details (Number of employees, Nature of Employees, Working Duration in current organisation)
- f. Software(s) used to maintain records

**3. Other Areas**

- Employee welfare details
- Infrastructure details
- Details of Annual General Body meetings

**(For every area of focusing listed above, detailed description must be used wherever necessary.)**

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	1	1	2	1				1	1	
CO 2	2	2	1	2	2					1	
CO 3	2	2	1	3					1	1	
CO 4	1	1	1	1	3				2	2	
CO 5	1									1	
CO 6		2	3	3	2						
	3 - High			2 – Medium				1 - Low			

Summative assessment					
Bloom's Level	Continuous Assessment (IAE)				Final Examination (40 Marks)
	Review and Record Marks (60 Marks)				
	Review – I (20 Marks)	Review – II (20 Marks)	Work Diary (5 Marks)	Record (15 Marks)	
Remember					-
Understand	20	20			20
Apply	20	20			20
Analyse	20	20			-
Evaluate	20	20			30
Create	20	20		100	30

<b>23BASD01</b>	<b>LEADERSHIP CAMP</b>	<b>ONE WEEK</b>
<b>Nature of Course</b>	Skill Development Course	
<b>Pre requisites</b>	Nil	

**Course Objectives**

**The course is intended to**

1. Familiarize students with the camp's objectives, schedule, and expectations, fostering a collaborative and engaging learning environment.
2. Identify and enhance leadership potential through interactive activities.
3. Provide students with tools and strategies for effective communication.
4. Lead diverse teams, resolve conflicts, and make ethical decisions, through hands-on activities and simulations.
5. Give real-world insights and networking opportunities through industry visits, interactions with experienced professionals, and alumni networking.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Differentiate between various leadership styles and assess their own personal leadership approach.	Analyse
<b>CO 2</b>	Develop clear and impactful communication skills and apply problem-solving strategies in leadership contexts.	Create
<b>CO 3</b>	Design a personal branding strategy and outline a career development plan, reflecting their goals and aspirations.	Create
<b>CO 4</b>	Demonstrate the ability to lead diverse teams, effectively manage conflicts, and make ethical decisions	Apply
<b>CO 5</b>	Develop networking skills through interactions with industry professionals.	Create
<b>CO 6</b>	Design and present a comprehensive group project, showcasing innovative leadership solutions and demonstrating the ability to synthesize information.	Create

**Camp Activity Contents (It may vary)**

- Introduction and Ice-Breaking
- Leadership Development
- Personal and Professional Development
- Practical Leadership and Team Dynamics
- Presentations and Feedback
- Industry Visits and Networking
- Personal Reflection and Future Planning

The activities of the camp will be planned according to the scenario, with a detailed schedule prepared in advance by the camp coordinator through the head of the department, and approved by the Head of the Institution. After completing the training, students/participants must submit a team report, which will be evaluated by an expert faculty member appointed by the head of the department, with marks awarded internally.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	3	2	1	1	3	3	3	2		
CO 2	2		1	2		2	2	3	2		
CO 3	1	3	1	2	2	1	2	1	2		
CO 4	1		1	3		1	1	1	1	1	
CO 5	2	1	1		2	2	3	1		1	
CO 6		2		1	3	3	1	1			
	3 - High			2 – Medium				1 - Low			

S.No	Attributes	Marks
1	Participation	20
2	Team Building	20
3	Communication Skills	20
4	Presentation Skills	20
5	Report	20
	<b>Total</b>	<b>100</b>



<b>23MIN401</b>	<b>INTRODUCTION TO INDUSTRY 4.0</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Learn the reasons and necessity behind adopting Industry 4.0.
2. Gain insights into the core technologies of Industry 4.0.
3. Study the procedure of examining the societal, business, and governmental impacts of Industry 4.0.
4. Grasp skills on analyzing the applications and tools associated with Industry 4.0
5. Identify the challenges associated with their adoption, and explore potential solutions.


**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Describe the fundamental principles, goals, and design concepts of Industry 4.0.	Understand
<b>CO 2</b>	Explain the key technologies underpinning Industry 4.0, including Big Data, Artificial Intelligence, Internet of Things, Cyber Security, and Cloud Computing.	Understand
<b>CO 3</b>	Assess the impact of Industry 4.0 on various sectors.	Analyse
<b>CO 4</b>	Implement Industry 4.0 tools and technologies to real-world scenarios.	Apply
<b>CO 5</b>	Critically assess the advantages and limitations of Industry 4.0 technologies.	Evaluate
<b>CO 6</b>	Demonstrate creative problem-solving and technological integration skills.	Create

**Course Contents**

<b>MODULE - I</b>	<b>INDUSTRY 4.0</b>	<b>9</b>
Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality and Virtual reality.		
<b>MODULE - II</b>	<b>ARTIFICIAL INTELLIGENCE</b>	<b>9</b>
Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - Environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI.		
<b>MODULE - III</b>	<b>BIG DATA</b>	<b>9</b>
Big Data: Evolution - Data Evolution - Data: Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components: Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools.		
<b>MODULE - IV</b>	<b>INTERNET OF THINGS</b>	<b>9</b>
Internet of Things (IoT): Introduction to IoT - Architecture of IoT - Technologies for IoT - Developing IoT Applications - Applications of IoT - Security in IoT.		
<b>MODULE - V</b>	<b>APPLICATIONS AND TOOLS OF INDUSTRY 4.0</b>	<b>9</b>
Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defence – Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, IoT, Robotics.		
<b>Total: 45 Periods</b>		



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**REFERENCES**

1. Alasdair Gilchrist, Industry 4.0: The Industrial Internet of Things, A Press, 2022.
2. Sudip Misra , Chandana Roy, Anandarup Mukherjee, Introduction to Industrial Internet of Things and Industry 4.0, CRC Press, 2021.
3. Jean-Claude André, Industry 4.0, Wiley-ISTE, 2020.
4. Padhy N.P., Panigrahi S., Artificial Intelligence: Building Intelligent Systems, Oxford University Press, 2018.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	1		2	1	1	3	1	1	1	
CO 2	3	1	2	2	1	1		3		1	
CO 3	1		2		1	1	1	3	1	1	
CO 4	1	2	1	1	1				2		
CO 5	2	2			1	3	3	2		1	
CO 6	1		1	2							
	3 - High			2 – Medium				1 – Low			

<b>Formative Assessment</b>			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

<b>Summative Assessment</b>				
Bloom’s Category	Internal Assessment Examinations (IAE)			Final Examinations(FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	22	8	4	4
Understand	28	8	4	20
Apply		18	10	20
Analyse		16	16	20
Evaluate			16	20
Create				16

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<b>23MIN402</b>	<b>COMPANY LAW</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Provide a comprehensive understanding of the definition, nature, and characteristics of a company, including the processes of promotion, incorporation, capital subscription, and commencement of business.
2. Explore the legal documents essential for company formation, such as the Memorandum of Association and Articles of Association, and to understand their definitions, clauses, and contents.
3. Learn the financial structure of a company, focusing on different types of share capital, debentures, and the distinctions between shares, preference shares, and debenture capital.
4. Learn to examine the various types of company meetings, including statutory, annual general, extraordinary, class meetings, and board meetings, and the resolutions passed in these meetings.
5. Identify the roles and responsibilities of key managerial personnel as per the Companies Act 2013

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Explain the definition, nature, and characteristics of a company, and describe the processes.	Understand
<b>CO 2</b>	Identify and discuss the key elements of the Memorandum of Association and Articles of Association.	Apply
<b>CO 3</b>	Differentiate between various types of share capital and debenture capital.	Analyse
<b>CO 4</b>	Categorize and describe the different types of company meetings.	Understand
<b>CO 5</b>	Outline the provisions for the appointment, qualifications, and disqualifications of key managerial personnel as per the Companies Act 2013.	Analyse
<b>CO 6</b>	Develop a comprehensive plan for the formation, financial structuring, and management of a company, incorporating the principles learned in the course	Create

**Course Content**

<b>MODULE- I</b>	<b>INTRODUCTION</b>	<b>9</b>
Company-definition meaning, nature and its characteristics. Promotion – Incorporation – Capital Subscription and Certificate of Commencement of Business. Memorandum of Association – Definition and Clauses. Articles of Association – Definition and Contents – Promoter – Prospectus.		
<b>MODULE - II</b>	<b>FINANCIAL STRUCTURE</b>	<b>9</b>
Share Capital – Meaning and Definition of Share – Kinds of Shares – Features - Differences between Shares and Preference Share – Debenture Capital: Meaning and Definition of Debenture – Features – Types – Differences between Share capital and Debenture capital.		
<b>MODULE - III</b>	<b>COMPANY MEETINGS</b>	<b>9</b>
Meaning and Definition – Types of Meeting – Statutory Meeting – Annual General Meeting – Extraordinary General Meeting- Class Meetings – Board Meeting and Resolutions.		
<b>MODULE - IV</b>	<b>PERSONNEL MANAGEMENT</b>	<b>9</b>

Key management personnel: key managerial personnel as per company act 2013, Provisions of appointing KMP, Qualifications and Disqualifications, Managerial Remuneration.

**MODULE - V** | **WINDING UP** | **9**

Winding Up of Companies: Modes of Winding up – Commencement of Winding up – Consequences – Official Liquidator – Powers and duties of Liquidator-Order of Payment.

**Total: 45 Periods**

**REFERENCES:**

1. Avtar Singh, Company Law, Eastern Book Company; 17<sup>th</sup> Edition, 2018.
2. G K Kapoor, Sanjay Dhamija, Company Law and Practice, Eastern Book Company; 15<sup>th</sup> Edition, 2023.
3. T. PADMA, K.P.C. RAO, Alt Publications, 2023.
4. Dr. Ashok Kumar Jain, Company Law, Ascent Publications, 2021.

**Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)**

COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	1		2	3		3	1		2	
CO 2		2	1		3			1		2
CO 3	2	1		2		2	1		1	
CO 4	1		2		2			1		3
CO 5	3	3	2	1	1	2	1		1	
CO 6	2	2				2		1		
	3 - High			2 – Medium				1 - Low		

**Formative Assessment**

Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

**Summative Assessment**

Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	28	8	8	
Understand	22	8	8	20
Apply		18	18	20
Analyse		16	16	20
Evaluate				20
Create				20

<b>23MIN403</b>	<b>PUBLIC RELATIONS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Grasp the fundamental concepts and definitions of PR.
2. Gain a comprehensive understanding of what PR entails and its role within an organization.
3. Learn methods of measuring and influencing public opinion.
4. Gain in-depth knowledge of specific areas within business studies.
5. Learn how to develop and implement crisis communication plans.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Differentiate between publicity, propaganda, and advertising, understanding their roles and ethical implications.	Analyse
<b>CO 2</b>	Integrate PR strategies into broader business objectives.	Apply
<b>CO 3</b>	Assess and interpret public sentiment and its implications for organizations.	Analyse
<b>CO 4</b>	Engage with diverse types of literature, sharpen their ability to analyze, critique, and synthesize information.	Analyse
<b>CO 5</b>	Assess the effectiveness of the communication strategies employed.	Analyse
<b>CO 6</b>	Construct PR approaches that respond to trends, the power of public opinion, and the specific needs of various sectors,	Create

**Course Content**

<b>MODULE- I</b>	<b>UNDERSTANDING PUBLIC RELATION</b>	<b>9</b>
Concepts, Definitions of PR Brief History of Public Relations - The Pioneers and their Works (Ivy Lee and Edward Burney), Publicity, Propaganda and Advertising, Defining Publics/Stakeholders.		
<b>MODULE - II</b>	<b>PUBLIC RELATION PROCESS AND PRACTICE</b>	<b>9</b>
The PR Process, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases.) and Media Relations management.		
<b>MODULE - III</b>	<b>THE PUBLIC RELATIONS ENVIRONMENT</b>	<b>9</b>
Trends, Growth and Power of Public Opinion, Political PR, Sports PR Entertainment and Celebrity Management, Understanding Media Needs/New Value of Information etc.		
<b>MODULE - IV</b>	<b>PUBLIC RELATIONS AND WRITING</b>	<b>9</b>
Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.		
<b>MODULE - V</b>	<b>EVOLVING ROLE OF PUBLIC RELATIONS</b>	<b>9</b>
Crisis Communication - PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations- Research in PR - Laws and Ethics in PR.		
		<b>Total: 45 Periods</b>

**REFERENCES:**

1. Gupta, Ruchi. Advertising principle and concept. Sage Publications, 2016.
2. Ahuja and Chabra, Public Relations, Surtees Publications,2021.
3. Priyanka, Singh, Communication Management. Shree publication,2018.
4. Philip Hanslowe, Public Relations: A Practical Guide to The Basics, Viva Books Private Limited, 2018.

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Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	1	1	3	1	1			2	1	1	
CO 2	2			2		2	3	3			
CO 3	1	2	1		1		3	2	3	3	
CO 4	3		1	2		2					
CO 5		1		3	3		1	1	1	2	
CO 6	1	2		2				2			
	3 - High			2 – Medium				1 - Low			

Formative Assessment			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

Summative Assessment				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	8	8	8	4
Understand	10	10	10	20
Apply	16	16	16	20
Analyse	16	16	16	20
Evaluate				20
Create				16



<b>23MIN404</b>	<b>COST ACCOUNTING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Introduce students to the fundamental principles, nature, and scope of cost accounting.
2. Enable students to distinguish between cost accounting and financial accounting.
3. Educate students on various cost classifications and costing methods, including preparation of cost sheets.
4. Provide insights into material cost management, including purchase control, inventory control, and pricing strategies.
5. Equip students with the skills to control labour and overhead costs, including techniques like time and motion study.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Explain the key concepts and objectives of cost accounting.	Understand
<b>CO 2</b>	Articulate the differences between cost accounting and financial accounting.	Analyse
<b>CO 3</b>	Classify different types of costs and apply appropriate costing methods	Analyse
<b>CO 4</b>	Implement effective material cost management techniques, including purchase control, material issue control, and inventory control, to optimize material costs.	Apply
<b>CO 5</b>	Critically assess and control labour costs using time and motion studies and various remuneration methods	Evaluate
<b>CO 6</b>	Design comprehensive cost accounting systems that integrate the concepts learned across all modules.	Create

**Course Content**

<b>MODULE- I</b>	<b>INTRODUCTION</b>	<b>9</b>
Definitions - Nature and Scope of Cost Accounting – Objectives - Difference Between Cost and Financial Accounting – Cost Classifications – Types –Methods and Techniques of Costing – Preparation of Cost Sheet.		
<b>MODULE - II</b>	<b>MATERIAL COST</b>	<b>9</b>
Purchase Control – Bills of Materials – Requisition – Inspection – Material Inventory Control – Maintenance of Stock Level – Stores Ledger – Material Issue Control – Pricing of Materials.		
<b>MODULE - III</b>	<b>LABOUR COST</b>	<b>9</b>
Direct and Indirect Labour Cost Control – Time and Motion Study – Merit Rating Time Keeping and Time Booking – Labour Turnover - Causes of Labour Turnover; Labour Cost Accounting – Time Rate System – Methods of Remuneration – Accelerating Premium Plans – Payroll Department Functions.		
<b>MODULE - IV</b>	<b>OVERHEAD ANALYSIS</b>	<b>9</b>
Importance – Classifications – Procedures of Linking Overhead to Cost Units – Overhead Rates – Methods of Absorption of Overhead Rates.		
<b>MODULE - V</b>	<b>COST ACCOUNTING APPLICATIONS</b>	<b>9</b>
Unit Costing – Job Costing – Batch Costing – Contract Costing – Process Costing – Operation Costing and Operating Costing - Service Costing.		
		<b>Total: 45 Periods</b>



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**REFERENCES:**

1. R.S.N. Pillai & V. Bhavathi, Cost Accounting, S. Chand Publishers, 2021.
2. M.N. Arora, Vikas Publishing House, Elements of Cost Accounting, 2019.
3. Methods and Problems, B.K, Bhar, Dhur Academic Publishers, 2022.
4. Ravi M. Kishore, Taxmann Publications, Cost Accounting Problems and Solutions, 2021.

<b>Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)</b>											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	2	2	2	3		2	1		2		
CO 2		2			1			1		1	
CO 3	1	3	1	2		1	3		1		
CO 4	1				2			1		1	
CO 5		3	1		1		1		1		
CO 6	2			2		3				2	
	3 - High			2 – Medium				1 - Low			

<b>Formative Assessment</b>			
Blooms Taxonomy	Assessment Component	Marks	Total marks
Remember / Understand	Online Quiz / Seminar	5	15
Create	Assignment / Case Study	5	
	Attendance	5	

<b>Summative Assessment</b>				
Bloom's Category	Internal Assessment Examinations (IAE)			Final Examinations (FE)
	IAE – I (5)	IAE – II (10)	IAE – III (10)	60
Remember	20	8	4	4
Understand	30	10	4	20
Apply		16	10	20
Analyse		16	16	20
Evaluate			16	20
Create				16

<b>23PMA401</b>	<b>OPERATIONS RESEARCH - I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>1</b>	<b>3</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Demonstrate various optimization techniques in linear programming.
2. Compare different techniques used in transportation systems.
3. Construct different types of assignment problems.
4. Modify the Inventory models in decision-making processes.
5. Estimate the ability to analyze various types of games.

**Course Outcomes**

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

<b>CO. No.</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Identify the linear programming problems to solve by using both graphical and simplex methods.	Apply
<b>CO 2</b>	Interpret the transportation problems for both minimizing and maximizing objectives.	Apply
<b>CO 3</b>	Establish the assignment models and Travelling salesman problem.	Apply
<b>CO 4</b>	Classify the inventory problems using appropriate mathematical techniques.	Apply
<b>CO 5</b>	Utilize the concepts of game theory, matrices and LP solutions.	Apply
<b>CO 6</b>	Improve OR aims to find the best possible solution to a given problem.	Apply

**Course Contents**

<b>Module – I</b>	<b>INTRODUCTION TO LINEAR PROGRAMMING</b>	<b>9</b>
Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods.		
<b>Module – II</b>	<b>TRANSPORTATION MODELS</b>	<b>9</b>
Transportation Models (Minimizing and Maximizing Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least Cost and Vogel’s approximation methods. Check for optimality. Solution by MODI Method.		
<b>Module – III</b>	<b>ASSIGNMENT MODELS</b>	<b>9</b>
Assignment Models (Minimizing and Maximizing Problems) – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem.		
<b>Module – IV</b>	<b>INVENTORY MODELS</b>	<b>9</b>
Inventory Models – EOQ Models-Purchasing model with no shortages and with shortages, Manufacturing model with no shortages and with shortages, Quantity Discount Models-One Price breaks and Two price breaks.		
<b>Module – V</b>	<b>GAME THEORY</b>	<b>9</b>
Game Theory-Two-person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and Linear Programming solutions.		
<b>Total: 30 Periods</b>		

**Text Books:**

1. Paneerselvam R., “Operations Research”, Prentice Hall of India, Fourth Print, 2023.
2. Gupta P.K, Hira D.S, “Problem in Operations Research”, S.Chand and Co, 2021.
3. Hamdy A Taha, “Introduction to Operations Research”, Prentice Hall India, Third Indian Reprint 2019.
4. Frederick & Mark Hillier, “Introduction to Management Science”, Tata Mcgraw Hill, 2023.

**Laboratory Components using MATLAB:**

S.No.	List of Experiments	CO Mapping	RBT
1	Graphical Method.	1	Apply
2	Simplex method.	1	Apply
3	Least Cost Method.	2	Apply
4	Vogel's approximation method.	2	Apply
5	Solution by Hungarian method	3	Apply
6	Travelling Salesman problem	3	Apply
7	One Price breaks and continue	4	Apply
8	Simulation model	4	Apply
9	Saddle point	5	Apply
10	Methods of matrices	5	Apply

**Total: 15 Periods**

**Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)**

COs	POs								PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	1		2	3		3	1		2	
CO 2		2	1		3			1		2
CO 3	2	1		2		2	1		1	
CO 4	1		2		2			1		3
CO 5	3	3	2	1	1	2	1		1	
CO 6	2	2				2		1		
	3 - High			2 – Medium				1 - Low		

**Summative Assessment**

Bloom's Level	Continuous Assessment					Final Examination (Theory) [50]
	Theory			Practical		
	IAE I (5)	IAE II (10)	IAE III (10)	Attendance [5]	Rubric based C/A [20]	
Remember	10	10	10		-	10
Understand	10	10	10		40	30
Apply	30	30	30		60	60
Analyze	-	-	-		-	-
Evaluate	-	-	-		-	-
Create	-	-	-		-	-



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<b>23MIN405</b>	<b>BANKING PRACTICES AND ETIQUETTE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>2</b>	<b>4</b>
<b>Nature of Course</b>	Professional Core				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Grasp the fundamental definitions and concepts of banker and customer relationships.
2. Learn the characteristics, features, and legal aspects of negotiable instruments.
3. Delve into the responsibilities and statutory protections of paying and collecting bankers.
4. Study the principles of good lending and assess the creditworthiness of borrowers.
5. Explore the recent advancements and trends in banking.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Explain the various types of relationships between bankers and customers.	Understand
<b>CO 2</b>	Identify different types of negotiable instruments and their features.	Understand
<b>CO 3</b>	Assess the statutory protections available to paying and collecting bankers.	Analyse
<b>CO 4</b>	Examine the principles of good lending practices and assess the creditworthiness of borrowers.	Evaluate
<b>CO 5</b>	Describe the causes and implications of Non-Performing Assets (NPAs) on banks and the broader financial system.	Understand
<b>CO 6</b>	Formulate innovative solutions to integrate these trends into banking operations, demonstrating the ability to apply theoretical knowledge to practical, real-world scenarios.	Create

**Course Content**

<b>MODULE- I</b>	<b>BANKER AND CUSTOMER</b>	<b>9</b>
Banker and Customer – Definition - Relationship – Special features – Opening and closing of accounts, Transfer of Accounts– different types of accounts.		
<b>MODULE - II</b>	<b>NEGOTIABLE INSTRUMENT</b>	<b>9</b>
Negotiable Instrument – Definition –Features - Cheque – Features – Material alteration – Holder and Holder in due course – payment in due course – Crossing – types – Endorsements – kinds.		
<b>MODULE - III</b>	<b>PAYING BANKER</b>	<b>9</b>
Paying banker – Statutory protection – Refusal of payment by banks – Collecting banker - Statutory protection to the Collecting banker.		
<b>MODULE - IV</b>	<b>LOANS AND ADVANCES</b>	<b>9</b>
Loans and advances Principles of good lending – Credit worthiness of borrowers –Modes of securing advances – Lien- Pledge - Mortgage and hypothecation-Non-Performing Assets (NPA).		
<b>MODULE - V</b>	<b>RECENT TRENDS IN BANKING</b>	<b>9</b>
Recent trends in Banking – NEFT – RTGS –ECS - E-banking - mobile banking — Plastic money – E-Payment-Bitcoin and Cryptocurrency		
<b>Total: 45 Periods</b>		

**REFERENCES:**

1. E. Gordon & K. Natarajan, Banking Theory Law and Practice, Himalaya Publishing House, 2018.
2. K.C.Shekhar & Lekshmyshekhar, Banking Theory and Practice, Vikas publishing house

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Pvt Ltd, 2017.

3. P.N. Varshney, Banking Law and Practice, Sultan Chand & Sons, 2018.

4. R.Rajesh & Sivagnanasithi, Banking Theory Law and Practice, Tata Mcgraw, Hill publishing company ltd, 2018.

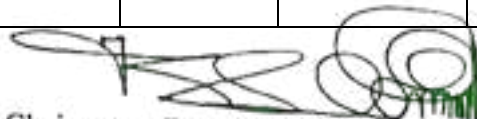
**PRACTICAL COMPONENTS**

S.No	Name of the Experiment	CO Mapping	RBT
1	Opening of Saving Account	1	Apply
2	Banking rules and Procedures for filling various Challans	1	Apply
3	Procedure for filling various types of Cheques and Drafts	2	Apply
4	Learning of Various Customer Laws and Acts associated with Banks	3	Apply
5	Procedure for Lending Loans and Deposits	4	Apply
6	Banking Schemes for various sectors	4	Apply
7	Opening of Net Banking & Mobile banking	5	Apply
8	Procedure for RTGS, NEFT & ECS	5	Apply
9	Procedure for Transfer, Reactivation and Closing of various types of Accounts	5	Apply
10	Trading Mechanism of Share Trading, Bit Coin, Cryptocurrency and Opening of Demat Account	5	Apply

**Total: Periods**

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3			2	1	1	3	3	1	1	
CO 2		2	2				2			1	
CO 3	1			1	1		1	3	1	1	
CO 4		3	3	1	1						
CO 5	3					3	3	2		1	
CO 6	2				2			2			
	3 - High			2 – Medium				1 - Low			

Summative assessment						
Bloom's Level	Continuous Assessment (IAE)					Final Examination (50 Marks)
	Theory Marks				Practical	
	IAE – I (5 Marks)	IAE – II (10 Marks)	IAE – III (10 Marks)	Attendance (5 Marks)	Rubric Based CIA (20 Marks)	
Remember	28	15	15			10
Understand	22	15	15		2	10
Apply		10	10		3	20
Analyse		10	10		5	20
Evaluate					5	20
Create					5	20



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<b>23MIN406</b>	<b>PERSONALITY DEVELOPMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
<b>Nature of Course</b>	Employability Enhancement Course				
<b>Pre requisites</b>	Nil				

**Course Objectives**

**The course is intended to**

1. Enhance self-awareness and self-confidence among MBA students.
2. Develop effective communication and interpersonal skills.
3. Cultivate leadership qualities and teamwork abilities.
4. Foster critical thinking and problem-solving skills.
5. Prepare students for professional challenges and career advancement.

**Course Outcomes**

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

<b>CO. No</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Demonstrate increased self-awareness and self-confidence.	Understand
<b>CO 2</b>	Exhibit improved communication and interpersonal skills.	Apply
<b>CO 3</b>	Effectively lead teams and work collaboratively.	Apply
<b>CO 4</b>	Implement critical thinking and problem-solving skills in various scenarios.	Apply
<b>CO 5</b>	Prepare for professional environments and career growth.	Apply
<b>CO 6</b>		

**Course Content**

<b>MODULE- I</b>	<b>SELF-AWARENESS AND CONFIDENCE BUILDING</b>	<b>12</b>
Journaling: Act of writing down thoughts. Mindfulness: Centering in the present moment. Self-awareness questions, Grounding Techniques, Vision Boards, SWOT.		
<b>MODULE - II</b>	<b>EFFECTIVE COMMUNICATION SKILLS</b>	<b>12</b>
Public Speaking, Role Playing and Listening Skills Training, Short Speeches.		
<b>MODULE - III</b>	<b>INTERPERSONAL SKILLS AND TEAMWORK</b>	<b>12</b>
Team Building Activities, Conflict Resolution Role plays and Peer Review Sessions.		
<b>MODULE - IV</b>	<b>LEADERSHIP DEVELOPMENT</b>	<b>12</b>
Leadership Simulations, Case Studies, Critical thinking games and quizzes.		
<b>MODULE - V</b>	<b>SELF-GROOMING</b>	<b>12</b>
Eye Contact, Ready Smile, Confidence, Posture and Body Language, Pleasing Personality and Dress code for managers.		
		<b>Total: 60 Hours</b>

**REFERENCES**

1. Anita Bhogle and Harsha Bhogle, "The Winning Way: Learnings from Sport for Managers", Westland, 2021.
2. Shiv Khera, "You Can Win: A Step-by-Step Tool for Top Achievers", Macmillan Publishers India, 2018
3. Murlī Menon, "Born to Win: Discover Unlimited Success with the Power of Positive Thinking", Pustak Mahal, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)											
COs	POs								PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	
CO 1	3	1	2		1	1	2	2	1	1	
CO 2		2	2	2	1					1	
CO 3	1			1	1	3	1	3	1	1	
CO 4		3	3	1	1						
CO 5	3					3	3	2	1	1	
CO 6		2	2		1			1			
	3 - High			2 – Medium				1 - Low			

Summative assessment					
Bloom's Level	Continuous Assessment (IAE) – 60 Marks				Final Examination (40 Marks)
	Preparatory Test / Activity & Attendance			Practical	
	Preparatory Test / Activity – I (15 Marks)	Preparatory Test / Activity – II (20 Marks)	Attendance (5 Marks)	Rubric Based (20 Marks)	
Remember					
Understand	20	20		20	20
Apply	30	30		20	20
Analyse				20	20
Evaluate				20	20
Create				20	20