



THIRUVALLUVAR UNIVERSITY

SERKKADU, VELLORE-632115

B.B.A. BUSINESS ADMINISTRATION

SYLLABUS

FROM THE ACADEMIC YEAR

2023 - 2024

B.B.A., GENERAL

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME	
Programme:	B.B.A., General
Programme Code:	
Duration:	3 years [UG]
Programme Outcomes:	<p>PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study</p> <p>PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.</p> <p>PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.</p> <p>PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.</p> <p>PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.</p> <p>PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation</p> <p>PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team</p> <p>PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.</p> <p>PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.</p> <p>PO10 Information/digital literacy: Capability to use ICT in a variety of</p>

	<p>learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.</p> <p>PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.</p> <p>PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.</p> <p>PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one’s life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one’s work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.</p> <p>PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.</p> <p>PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.</p>
<p>Programme Specific Outcomes:</p>	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application-oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second-year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome/ Benefits
I	<p>Foundation Course To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.</p>	<ul style="list-style-type: none"> ➤ Instill confidence among students ➤ Create interest for the subject
I, II, III, IV	<p>Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)</p>	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with the essential skills to make them employable ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world. ➤ Discipline centric skill will improve the Technical know-how of solving real life problems.
III, IV, V & VI	<p>Elective papers</p>	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholder to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and interdisciplinary nature ➤ Emerging topics in higher education/industry/communication network/health sector etc. are introduced with hands-on-training.

IV Semester	ElectivePapers	<ul style="list-style-type: none"> ➤ Exposuretoindustry mo uldsstudentsintosolutio nproviders ➤ GeneratesIndustryready graduates ➤ Employmentopportuni tiesenhanced
V Semester	Electivepapers	<ul style="list-style-type: none"> ➤ Self-learning isenhanced ➤ Applicationoftheconce pttorealsituationisconce ivedresulting intangibletoutcome
VI Semester	Electivepapers	<ul style="list-style-type: none"> ➤ Enriches the studybeyondthe course. ➤ Developingaresearchfr amework and presenting their independent and intellectual ideas effectively.
ExtraCredits: ForAdvancedLearners/Honorsdegree		<ul style="list-style-type: none"> ➤ Tocatertotheneedsofpe rlearners/research aspirants
SkillsacquiredfromtheCourses		Knowledge, Problem Solving, Analytical ability,ProfessionalCompetency,ProfessionalC ommunicationandTransferrable Skill

Credit Distribution for UG Programmes

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course – \CC IX	4	5	6.1 Core Course – CC XIII	4	6
Part.2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CC XIV	4	6
1.3 Core Course – CC I	5	6	2..3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	5	4.3 Core Course – CC VII Core Industry Module	5	5	5. 3.Core Course CC -XI	4	5	6.3 Core Course – CC XV	4	6
1.4 Core Course – CC II	5	5	2.4 Core Course – CC IV	5	5	3.4 Core Course – CC VI	5	5	4.4 Core Course – CC VIII	5	5	5. 4.Core Course –/ Project with viva-voce CC -XII	4	5	6.4 Elective -VII Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	5	2.5 Elective II Generic/ Discipline Specific	3	6	3.5 Elective III Generic/ Discipline Specific	3	5	4.5 Elective IV Generic/ Discipline Specific	3	6	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	2	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	1	4.6 Skill Enhancement Course SEC-6	2	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 Extension Activity	1	-
1.7 Skill Enhancement -(Foundation Course)	2	2	2.7 Skill Enhancement Course –SEC-3	2	2	3.7 Skill Enhancement Course SEC-5	2	2	4.7 Skill Enhancement Course SEC-7	2	2	5.7 Value Education	2	2	6.7 Professional Competency Skill	2	2
						3.8 E.V.S.	2	2				5.8 Summer Internship /Industrial Training	2				
	23	32		23	32		24	32		23	32		26	30		21	30
Total – 140 Credits																	

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses& Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses& Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
		23	30

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses& Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	E.V.S	-	1
		22	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses& Elective Courses including laboratory [in Total]	13	13
Part-4	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2
	Skill Enhancement Course -SEC-7 (Discipline / Subject Specific)	2	2
	E.V.S	2	1
		25	30

**Third Year
Semester-V**

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective-based	22	26
Part-4	Value Education	2	2
	Internship / Industrial Visit / Field Visit	2	2
		26	30

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based & LAB	18	28
Part-4	Extension Activity	1	-
	Professional Competency Skill	2	2
		21	30

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	1	22
Part V	-	-	-	-	-	2	2
Total	23	23	22	25	26	21	140

*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.

MethodsofEvaluation		
Internal Evaluation	ContinuousInternalAssessmentTest	25 Marks
	Assignments	
	Seminars	
	AttendanceandClassParticipation	
External Evaluation	EndSemesterExamination	75 Marks
	Total	100 Marks
MethodsofAssessment		
Recall(K1)	Simpledefinitions,MCQ,Recallsteps,Conceptdefinitions	
Understand/Comprehend(K2)	MCQ,True/False,Shortessays,Conceptexplanations,Shortsummaryoroverview	
Application (K3)	Suggestidea/conceptwithexamples,Suggestformulae, Solveproblems, Observe,Explain	
Analyze(K4)	Problem-solvingquestions,Finishaprocedureinmanysteps,Differentiate betweenvariousideas,Mapknowledge	
Evaluate(K5)	Longer essay/Evaluationessay,Critiqueorjustifywithprosandcons	
Create(K6)	Checkknowledgeinspecificoroffbeatsituations,Discussion,Debatingor Presentations	

SEMESTER III		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									INT	EXT	
PartI	Paper-III	Language – Tamil	Y	-	-	-	6	3	25	75	100
PartII	Paper-III	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-V	BBA-DSC05: Organizational Behavior	Y	-	-	-	5	5	25	75	100
	Core Paper-VI	BBA-DSC06: Financial Management	Y	-	-	-	5	5	25	75	100
	Elective – III	BBA-DGE03: Business Statistics	Y	-	-	-	5	3	25	75	100
PartIV	SEC4 Computer Applications in Business		Y	-	Y	-	1	1	25	75	100
	SEC5 Entrepreneurial Skill New Venture Management		Y		Y		2	2	25	75	100
	Environmental Studies		Y	-	-	-	2	2			
	Total							32	24		

SEMESTER IV		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
PartI	Paper-IV	Language – Tamil	Y	-	-	-	6	3	25	75	100
PartII	Paper-IV	English	Y	-	-	-	6	3	25	75	100
PartIII	Core Paper-VII	BBA-DSC07: Business Environment	Y	-	-	-	5	5	25	75	100
	Core Paper-VIII	BBA-DSC08: Business Regulatory Frame Work	Y	-	-	-	5	5	25	75	100
	Elective Paper-IV	BBA-DGE04: Operations Research	Y	-	-	-	6	3	25	75	100
PartIV	SEC6 Tally				Y	-	2	2	25	75	100
	SEC7 Intellectual Property Rights		Y	-	-	-	2	2	25	75	100
Total							32	23			

SEMESTER V		SUBJECTS	L	T	P	O	Hrs/week	CRE	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part III	Core Paper–IX	BBA-DSC09: Human Resource Management	Y	-	-	-	5	4	25	75	100
	Core Paper–X	BBA-DSC10: Research Methodology	Y	-	-	-	5	4	25	75	100
	Core Paper–XI	BBA-DSC11: Business Taxation	Y	-	-	-	5	4	25	75	100
	Core Paper–XII	BBA-DSC12: Management Information system	Y	-	-	-	5	4	25	75	100
	Elective–V	BBA – DSE 1A Digital Marketing Or BBA-DSE 1B Industrial Relations or BBA-DSE 1C Financial Services	Y	-	-	-	4	3	25	75	100
	Elective –Project VI	BBA DSE 2 Project with Viva –Voce					4	3	20	80	100
Part IV	Value Education		Y	-	-	-	2	2			
	Summer Internship/Industrial Training						-	2			
	Total						30	26			

SEMESTER VI		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part III	Core Paper–XIII	BBA-DSC13: Entrepreneurial Development	Y	-	-	-	6	4	25	75	100
	Core Paper–XIV	BBA-DSC14 Services Marketing	Y				6	4	25	75	100
	Core Paper–XV	BBA-DSC15 Production and Materials Management	Y				6	4	25	75	100
	Elective–VI	BBA-DSE3A: Consumer Behaviour	Y	-	-	-	5	3	25	75	100

		Or BBA DSE3B: Innovation Management Or BBADSE 3C: Security Analysis & Portfolio Management									
	Elective–VII	BBA-DSE 4A Fundamentals of Logistics Or BBA-DSE4B: E-business or BBA DSE4C: Strategic Management	Y	-	-	-	5	3	25	75	100
		Professional Competency Enhancement Quantitative Aptitude I And Quantitative Aptitude II (2 hours each)					2	2	25	75	100
PartV	Extension Activities		-	Y	-			1			
	Total						30	21			

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC 05	Organizational Behaviour	Specific Elective	Y	-	-	-	4	4	25	75	100
Learning Objectives											
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behaviour.										
CLO3	To enhance the understanding of Group Behaviour										
CLO4	To know the basics of Organisational Culture and Organisational Structure										
CLO5	To understand Organisational Change, Conflict and Power										
UNIT	Details							No. of Hours	Learning Objectives		
I	INTRODUCTION: Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations)							10	CLO1		
II	INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation: Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory) 3. Personality and Values: Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making: Perception; Factors; Linking perception to individual decision making:							18	CLO2		
III	GROUP BEHAVIOUR: 1. Groups and Work Teams: Concept: Five Stage model of group development; Group norms, cohesiveness; Group think and shift; Teams; types of teams; 2. Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);							17	CLO3		
IV	ORGANISATIONAL CULTURE AND STRUCTURE: Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent							15	CLO4		

	organizational designs:		
V	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development); Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.	15	CLO5
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	To define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7	
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO2, PO4, PO5, PO6	
CO3	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6	
CO4	To impact and bring positive change in the culture of the organisation.	PO2, PO3, PO4, PO5, PO8	
CO5	To create a congenial climate in the organization.	PO1, PO2, PO5, PO6, PO8	
Reading List			
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge, <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.		
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.		
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011		
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)		
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).		
References Books			
1.	Uma Sekaran, <i>Organizational Behaviour Text & cases</i> , 2 nd edition, Tata McGraw Hill Publishing CO. Ltd		
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition		
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.		
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.		
5.	John Newstrom, <i>Organizational Behaviour: Human Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)		
Web Resources			
1	https://www.iedunote.com/organizational-behavior		
2	https://www.london.edu/faculty-and-research/organisational-behaviour		
3	Journal of Organizational Behavior on JSTOR		
4	International Journal of Organization Theory & Behavior Emerald Publishing		
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-		

	v1.1.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	M	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	M	M	M	S	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	S	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CI	External	Total
BBA DSC06	Financial Management	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Understand the basics of finance and roles of finance manager										
CLO2	Evaluate Capital structure & Cost of capital										
CLO3	Evaluate Capital budgeting										
CLO4	Assess dividends										
CLO5	Appraise Working Capital										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							15	CLO1		
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)							15	CLO2		
III	Capital Budgeting: Payback period, ARR, Net Present Value, IRR, Capital rationing, simple problems on capital budgeting methods.							15	CLO3		
IV	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis)							15	CLO4		
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of Working Capital Requirements.							15	C5		

	Total	75	
Weightage of Marks: Theory 20% and Problems 80%			
Course Outcomes			
Course Outcomes	On Completion of this course, the students will	Program Outcomes	
CO1	Understand the basics of finance and roles of finance manager	PO1, PO5, PO6	
CO2	Evaluate Capital structure & Cost of capital	PO1, PO2, PO6	
CO3	Evaluate Capital budgeting	PO1, PO6	
CO4	Assessing dividends	PO1, PO6	
CO5	Appraise Working Capital	PO1, PO6	
Reading List			
1.	DrKulkarni and Dr. SathyaPrasad, Financial Management, 13 th Edition 2011		
2.	Advanced Financial Management kohok, M A, Everest Publishing House		
3.	Financial Management Kishore R M, Taxman Allied Service		
4.	Strategic Financial Management Jakhotiya		
5.	Financial Management & Policy Srivastava, R M Himalaya		
References Books			
1.	Dr. K. Ganesan & S. Ushena Begam, Financial Management, Charulatha Publications, Chennai		
2.	Financial Management - I.M. Pandey, 2009 Vikas Publishing		
3.	Financial Management – Prasanna Chandra, 2008, Tata McGraw Hill, New Delhi		
4.	Financial Management – S.N. Maheswari		
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons		
6.	Financial Management – A. Murthy		
Web Resources			
1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/		
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf		
3.	Journal of Financial Management (esciencepress.net)		
4.	Financial Management on JSTOR		
5.	Financial Management Wiley online library		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	L	M
CO 2	S	S	M	M	M	S	L	S
CO 3	S	S	M	M	M	S	L	S
CO 4	S	S	M	M	M	S	L	M
CO 5	S	S	M	M	M	S	L	M

S-Strong M-Medium L-Low

**CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA DGE03	BUSINESS STATISTICS	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	Apply the Measures of Central Tendency in business											
CLO2	Understanding the Measures of Variation											
CLO3	Understanding the Correlation and Regression											
CLO4	Analyze of Time Series											
CLO5	Understand Index Numbers.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.							12	CLO1			
II	Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis.							12	CLO2			
III	Correlation – meaning – definition – types of correlation methods - Simple Correlation –Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression							12	CLO3			
IV	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations							12	CLO4			
V	Index Numbers – Consumer Price Index –Cost of Living Indices.							12	CLO5			
							60					
Weightage of Marks: Theory 20% and Problems 80%												
Course Outcomes												
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	Measures of Central Tendency							PO1,PO2,PO4,PO6				
CO2	Measures of Variation							PO1,PO2,PO6				

CO3	Correlation and Regression	PO1,PO2,PO6
CO4	Analyze of Time Series	PO1,PO2,PO6
CO5	Understand Index Numbers	PO2,PO8
Reading List		
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.	
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, NewDelhi,2007.	
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007.	
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.	
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill	
References Books		
1.	David M.Levine, David F.Stephan etal. Business Statistics: A first Course, 7 th edition	
2.	Dina Nath Pandit, Statistics: A Modern Approach, Hindustan Publishing Corporation	
3.	Hazarika Padmalochan,A textbook of Business Statistics , S.Chand Publications	
4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021	
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics, 12 th Media Services, 2017	
Web Resources		
1	https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/	
2	https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf	
3	http://www.statisticshowto.com	
4	https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/	
5	https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/	
Methods of Evaluation		
Internal	Continuous Internal Assessment Test	25 Marks

Evaluation	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA DSC 07	Business Environment	Core	Y	-	-	-	4	4	25	75	100	
Course Objectives												
CLO1	To impart knowledge on the concept of business environment & its significance											
CLO2	To know the political environmental factors and its impact on business.											
CLO3	To know the Economic environmental factors and its impact on business											
CLO4	To throw light on importance of the types of Social Organization.											
CLO5	To create awareness of industrial-technological advancements.											
UNIT	Details							No. of Hours	Course Objectives			
I	The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions							12	CLO1			
II	Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention							12	CLO2			
III	Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, National Income, establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization							12	CLO3			
IV	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems – LPG Models.							12	CLO4			
V	Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses, AI, AR, Big Data and Analytics							12	CLO5			
Total							60					
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	To understand the concepts of Business Environment.							PO1,PO2				
CO2	To apply knowledge in the business and strategic decisions.							PO1, PO2,PO3				
CO3	To analyze the importance of business in various social groups.							PO2,PO4, PO5,PO6, PO8				
CO4	To evaluate the types of economic environment and its impact on business.							PO3,PO4, PO5, PO6				

CO5	To construct and assess the environment for real-time business	PO1,PO2,PO3, PO8
Reading List		
1.	Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition	
2.	Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition	
3.	K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6 th Edition, India	
4.	Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana	
References Books		
1.	Business Environment: A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan	
2.	Business Environment Ruchi Goyal Publisher: Neelkanth Publishers Pvt. Ltd.2019	
3.	Business Environment, FourthEdition,By Pearson	
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning	
Web Resources		
1.	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/	
2.	https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 th Revised Edition,India.	
4.	https://pestleanalysis.com/political-factors-affecting-business/	
5.	https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	

Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	S	S	M	M	S
CO 2	S	S	M	S	S	M	M	S
CO 3	S	S	M	S	S	M	M	S
CO 4	S	S	M	S	S	M	M	S
CO 5	S	S	M	S	S	M	M	S

S-Strong M-Medium L-Low

**CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC08	BUSINESS REGULATORY FRAME WORK	Core	Y	-	-	-	4	5	25	75	100
Course Objectives											
CLO1	Explain Indian Contracts Act										
CLO2	Understand Sales of goods act& contract of agency										
CLO3	Understand Indian Companies Act										
CLO4	Understand Consumer Protection Act – RTI										
CLO5	Understand Cyber law										
UNIT	Details							No. of Hours	Learning Objectives		
I	Indian Contracts Act and Special Contracts: Elements – Valid Contract - Void Contract - Offer and Acceptance - Consideration and Intention to Create Legal Relations - Capacity to Contract and Free Consent - Legality of Object and Agreement - Performance and Discharge of Contract - Breach of Contract and Remedies.							15	CLO1		
II	Sale of Goods Act and Contract of Agency: Conditions and Warranties in Sale of Goods - Transfer of Property and Risk - Rights and Duties of Unpaid Seller - Performance of Agency Contract -Termination of Agency Relationship.							15	CLO2		
III	Indian Companies Act: Memorandum and Articles of Association - Content and Alteration - Issue and Transfer of Shares - Directors; Powers and Liabilities – Shareholder Rights.							15	CLO3		
IV	Consumer Protection Act: Consumer Rights – Responsibilities - Consumer Disputes Redressal Mechanisms - Role of Consumer Forums and Commissions.							15	CLO4		
V	Cyberlaws and IT Acts: Data Protection and Privacy Laws - Intellectual Property Rights in the Digital Space - Cybercrimes							15	CLO5		

	and Jurisdiction - E-commerce Regulations and Online Transactions.		
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	Explain Indian Contracts Act	PO1,PO3,PO6,PO8	
CO2	Understand Sales of goods act and Contract of Agency	PO1,PO2,PO3,PO4, PO5,PO8	
CO3	Understand Indian Companies Act	PO3,PO4,PO6,PO8	
CO4	Understand Consumer Protection Act – RTI	PO1,PO2,PO3,PO6, PO7,PO8	
CO5	Understand Cyber law	PO1,PO3,PO6,PO7, PO8	
Reading List			
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications		
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand		
3	N D Kapoor (2019), Elements of Mercantile Law, Sultan Chand & Sons		
4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni		
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan		
References Books			
1	Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.		
2	Business Regulatory Framework, <u>Garg K.C., Sareen V.K., Sharma Mukesh, 2013</u>		
3	Business Regulatory Framework Pearson Education India, 2011		
4	Bare Acts- RTI, Consumer Protection Act		
5	Business Regulatory Framework , <u>Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015</u>		
Web Resources			
1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html		
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/		
3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-		

	regularly-framework/51661	
4	International Journal of Law (lawjournals.org)	
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	L	S
CO 2	S	M	M	M	S	S	L	S
CO 3	S	M	M	M	S	S	L	S
CO 4	S	M	M	M	S	S	L	S
CO 5	S	M	M	M	S	S	L	S

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.6	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DGE04	Operation Research	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Introduction to Operations Research definition and concept Essential features of LPP.										
CLO2	Formulation of Transportation problem and finding an initial basic feasible solution.										
CLO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.										
CLO4	Analyse Network models and constructing network- critical path, various floats.										
CLO5	Analyse Game Theory and Decision Theory										
UNIT	Details							No. of Hours	Learning Objectives		
I	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.							12	CLO1		
II	Transportation problem- Basic definitions, formulation of transportation problem, finding an initial basic feasible solution.							12	CLO2		
III	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines.							12	CLO3		
IV	Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT							12	CLO4		
V	Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory.							12	CLO5		
								60			
Weightage of Marks: Theory 20% and Problems 80%											

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Analyse Linear Programming	PO1,PO2,PO6
CO2	Analyse Transportation problem	PO1,PO2,PO6
CO3	Analyse Assignment problem	PO1,PO2,PO6
CO4	Analyse Network models	PO1,PO2,PO6
CO5	Analyse Game Theory and Decision Theory	PO1,PO2,PO6
Reading List		
1.	Operational Research Research.com	
2.	Operations Research PubsOnLine (informs.org)	
3.	Prabandhan : Journal of Management	
4.	International Journal of Operations research	
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019	
References Books		
1.	P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.	
2.	P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi	
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi	
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi	
5.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.	
Web Resources		
1	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf	
2	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf	
3	https://www.onlinemathlearning.com › linear-programming-example	
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees	
5	www.pondiuni.edu.in › sites › default › files	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	

External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

INSTITUTIONAL TRAINING *

Curricular note on Skill enhancing core paper with Internal evaluation for the award of 2 Credits

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

Process: Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

Reporting Proforma: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital&

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC09	HUMAN RESOURCE MANAGEMENT	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Explain the concepts, functions and process of HRM										
CLO2	Examine the selection and placement process										
CLO3	Evaluate the training and performance										
CLO4	Understand the importance of employee engagement and compensation										
CLO5	Understand the recent trends in HR, E-HRM.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM –Environment of HRM -Concept &scope of Strategic Human resource management (SHRM).							15	CLO1		
II	Human Resource Planning- Job Evaluation-methods- Job Analysis-Job description, Job specification. Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,							15	CLO2		
III	Training and Development, Training Process, Methods, Training Need Assessment, Career Development. Transfer and Promotion. Performance Management –Meaning- Process- Performance appraisal methods.							15	CLO3		
IV	Employee Engagement- Meaning- Importance-evaluation- measuring employee engagement- Employee Compensation- components- incentives- benefits.							15	CLO4		
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM&Virtual HRM Practices – E-HRM.							15	CLO5		
								75			

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6
CO2	Examine the selection and placement process	PO1,PO2,PO4,PO6,PO7,PO8
CO3	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8
CO4	Understand the employee engagement and compensation	PO1 PO2,PO3,PO4,PO5,PO6
CO5	Understand the recent trends in HR, E-HRM.	PO2,PO3,PO6,PO7, PO8
Reading List		
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management, Kalayani Publisher 1st Edition, 2018	
2.	Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1 st Edition, 2017	
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1 st Edition, 2018	
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015	
5	Srinivas R Kandula, ,Competency Based Human Resource Management, PHI Learning , 1st Edition, 2013	
References Books		
1.	V S P Rao, Human Resource Management: Text & Cases, Excel Books, 3 rd Edition ,2010	
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 th Edition	
3.	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 rd Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
Web Resources		
1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf	
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf	
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf	
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835	
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf	

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	M	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA DSC 10	Research Methodology	Core		-	-	-	4	5	25	75	100	
Learning Objectives												
CLO1	To familiarize the students to the basic concepts of Research and operationalize research problem											
CLO2	To provide insights on research design											
CLO3	To throw light on data collection and presentation											
CLO4	To elucidate on Hypothesis Testing and other statistical Test											
CLO5	To summarize and present research results with focus on ethics and plagiarism											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, sampling, pilot testing.							15	CLO1			
II	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool.							15	CLO2			
III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- Questionnaires – schedules.							15	CLO3			
IV	Data.Analysis and Preparation- Data entry,Data coding, editing, classification and tabulation& cross tabulation- presentation of data.							15	CLO4			
V	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.							15	CLO5			
	Total							75				
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	Understand the concepts and principles of Research							PO1, PO2, PO6, PO7				
CO2	Comprehend and decide the usage of design and formulate hypothesis							PO1, PO2, PO6				
CO3	Analyze data collection sources and tools							PO1, PO2,PO7				
CO4	Summarize and establish solutions through data analysis							PO1, PO2,PO6				
CO5	Compare and justify the process of writing and organizing a research report.							PO1,PO2,PO3, PO4, PO6				

Reading List		
1	W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7 th Edition, Pearson Education India 2014	
2	Mark Saunders,Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5 th Edition Pearson India 2011	
3	John W Creswell, Research Design: Qualitative, Quantitative and Mixed Method Approaches,Sage , 4th Edition , 2014	
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6 th Edition , 2022	
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019	
Reference Books		
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.	
2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.	
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.	
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.	
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021	
Web Resources		
1.	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf	
2.	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf	
3.	https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf	
4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf	
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
		25 Marks
External Evaluation	End Semester Examination	
		75 Marks
		Total
		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

(K2)	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	S	S	S	S	S	M

S-Strong M-Medium L-Low

**CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC11	BUSINESS TAXATION	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To understand the basic concepts of Taxes.										
CLO2	To provide insights on the Income Tax Act.										
CLO3	To evaluate the procedure for assessment and methods of valuation for customs.										
CLO4	To discuss on GST.										
CLO5	To analyze and apply the returns, Tax payment and Penalties under GST										
UNIT	Details							No. of Hours	Learning Objectives		
I	Objectives of Taxation – Canons of Taxation – Tax System in India – Direct and Indirect Taxes – Meaning and Types.							15	CLO1		
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation.							15	CLO2		
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs.							15	CLO3		
IV	Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration-VAT.							15	CLO4		

V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives.	15	CLO5
Total		75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To define and understand the basic concepts of tax.	PO2, PO6	
CO2	To Examine and apply GST rules in real-time business situations.	PO2, PO5, PO6	
CO3	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8	
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4	
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8	
Reading List			
1.	V.S. Datey, Central Excise , JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.		
2.	Business Taxation (Goods & Services TAX - GST) , Margam Publication, Edition 2019.		
3.	Srinivasan N.P and Priya Swami. M, Business Taxation , Kalyani publishers Edition 2013		
4.	Pagaredinkar, Business Taxation , Sultan Chand and Sons, 2012.		
5.	VISION: Journal of Indian Taxation		
References Books			
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 th Edition.		
2.	Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.		
3.	Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation, TR Publications, Chennai, 2020		
4.	DR. Vandhana Bangar, Yogendra Bangar, Indirect tax laws, Aadhya Prakasam Allahabad 2018.		
5.	T.S. Reddy & Y. Hari Prasad Reddy, Business Taxation, Margham Publications, Chennai 2018.		
Web Resources			
1.	https://www.gst.gov.in/		
2.	https://gstcouncil.gov.in/		
3.	https://taxguru.in/custom-duty/types-duties-customs.html		
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901		
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		

External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CI	External	Total
BBA DSC12	MANAGEMENT INFORMATION SYSTEM	Core	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand MIS in decision making										
CLO2	Explain MIS, its structure and role in management functions										
CLO3	Classify & discuss information system categories										
CLO4	Discuss SDLC and functional information system categories										
CLO5	Outline functions of BPO, Data mining and the recent trends in information management										
UNIT	Details							No. of Hours	Learning Objectives		
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues							12	CLO1		
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems							12	CLO2		
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware.							12	CLO3		
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.							12	CLO4		
V	Decision Support Systems - Business Process Outsourcing - Definition and function.							12	CLO5		
								60			

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Understand MIS in decision making	PO1, PO4,PO5,PO7, PO8
CO2	Explain MIS, its structure and role in management functions	PO1, PO4, PO5, PO7
CO3	Classify & discuss information system categories.	PO2, PO5, PO6, PO7, PO8
CO4	Discuss SDLC and functional information system categories	PO1, PO4, PO5, PO7
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8
Reading List		
1.	Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India	
2.	Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.	
3	Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2 nd Edition	
4	Management Information System by Ozz Effy	
5	Sadagopan, "Management Information Systems" - Prentice- Hall of India	
References Books		
1.	Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.	
2.	Management Information System by Concise study by Kelkhar S A	
3.	CSV Murthy - "Management Information Systems" Himalaya publishing House.	
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts	
5	Management Information System by Oka MM	
Web Resources		
1.	https://www.tutorialspoint.com/management_information_system/management_information_system.htm	
2.	http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf	
3	JMIS - Journal of Management Information Systems (jmis-web.org)	
4	Management Information Systems Quarterly AIS Affiliated Journals Association for Information Systems (aisnet.org)	
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	

	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	S	M
CO 2	S	M	M	M	S	S	S	M
CO 3	M	M	M	M	M	M	S	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	M	M	M	S	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA DSE1A	Digital Marketing	Specific Elective	Y	-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	To provide basic knowledge about digital marketing.											
CLO2	To understand and develop various digital marketing tools used for business.											
CLO3	To know the digital analytics and measurement tools used for digital marketing.											
CLO4	To familiarise online and Social Media Marketing											
CLO5	To Understand various data analytics and measurement tools in digital marketing											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India.							12	CLO1			
II	Content Marketing – Content creation process – Content pillar – Types– Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.							12	CLO2			
III	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Lead generation & sales in social media.							12	CLO4			
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth– Co-Marketing – Affiliate Marketing - Influencer Marketing.							12	CLO5			
V	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Ad words & Display Networks. Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)							12	CLO3			
	Total							60				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				

CO1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8
CO3	Explain social media marketing and crowdsourcing	PO1, PO2, PO4, PO6, PO7, PO8
CO4	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8
Reading List		
1.	Journal of Digital & Social Media Marketing	
2.	International Journal of Internet Marketing and Advertising	
3.	Understanding Digital Marketing, Damian ryan,4 th Edition 2017 publisher: Organ page limited USA	
4.	Digital Marketing current trends, vandanahuja,7 th edition2015 Oxford University press, Chennai	
5.	Digital Marketing essentials you always wanted to know,7 th edition2012, Vibrant publishers USA	
References Books		
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.	
2.	Nitin C Kamat & Chinmay Nitin Kamat,Digital Social Media Marketing, Himalaya Publishing House, 2018.	
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.	
4.	Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.	
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.	
Web Resources		
1	.https://www.soravjain.com/ebook/ebook.pdf	
2	.https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners	

3	https://www.optron.in/blog/digital-marketing/	
4	. https://www.tutorialsduniya.com/notes/digital-marketing-notes	
5	https://digitalmarketinginstitute.com/resources/ebooks	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA DSE1B	INDUSTRIAL RELATIONS	Specific Elective	Y	-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	To educate about the Industrial legislation in India.											
CLO2	To provide knowledge about maintaining harmonious relations in India and to resolve disputes etc.,											
CLO3	To know about Labor Legislation											
CLO4	To provide knowledge about the Councils and Collective Bargaining											
CLO5	To educate about Trade Unions											
UNIT	Details							No. of Hours	Learning Objectives			
I	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.							12	CLO1			
II	Industrial Dispute: Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure - Settlement of Disputes – Machinery – Negotiation, Conciliation, Mediation, Arbitration and Adjudication.							12	CLO2			
III	Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923, Payment of wages act, 1936, Payment of Bonus act, 1965, Employee Provident Fund							12	CLO3			
IV	Workers' participation in management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Collective Bargaining: Definition, Meaning, Types, Process & Importance.							12	CLO4			
V	Trade Unions – Growth – Economic, Social and Political Conditions.							12	CLO5			
	Total							60				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				

CO1	Understand the role and importance of Industrial Relations	PO1,PO2,PO6.PO8
CO2	Understanding the concepts of industrial Disputes and settlement.	PO1, PO2,PO4,PO5, PO6
CO3	Understanding the concepts of Labour legislation.	PO1, PO2, PO3,PO6.PO7
CO4	Identifying the concepts of Workers Participation in Management	PO1,PO2,PO4, PO5,PO6
CO5	Understanding the concepts of Trade Union	PO1, PO2, PO4, PO5
Reference Books		
1.	Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018	
2.	<u>Gupta CB (Dr), Kapoor N.D., Tripathi PC</u> ; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.	
3.	Chris Hall; Trade Union and its State, Princeton University, 2017	
4.	S C Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing,2022	
5.	R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016	
Text Books		
1	Dr.CB Mamoria, Satish Mamoria,P Subba Rao, Dynamics of Industrial Relations, Himalaya Publishing house,16 e,2022	
2	Arun Monappa, Industrial Relations & Labour laws,Tata McGraw Hill, 2012	
3	C S Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2 nd Edition	
4	A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition	
5	P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations , Trade Unions and Labour Legislation, Pearson , 3e	
Web Resources		
1.	https://labour.gov.in/industrial-relations	
2.	https://www.srcc.edu/e-resources?field_e_resources_tid=447	
3.	https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union	
4.	https://theintactone.com/2022/08/17/joint-management-councils/	

5.	https://labourlawreporter.com/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE1C	FINANCIAL SERVICES	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand the types of financial services and its environment										
CLO2	Recognize role and functions of merchant banker and capital market										
CLO3	Compare and contrast leasing, hire purchase and consumer Finance										
CLO4	Understand Consumer Finance, Factoring, Venture capital and credit rating										
CLO5	Understand mutual funds and its functions										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment.							12	CLO1		
II	Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs) - Merchant Banking – Functions – Issue management– Underwriting – Capital market – Stock Exchange – Role of SEBI							12	CLO2		
III	Leasing and Hire purchase – Concepts and features – Types of lease Accounts.							12	CLO3		
IV	Factoring – Functions of Factor - Venture Capital – Credit Rating – Consumer Finance							12	CLO4		
V	Mutual Funds: Meaning – Types – Functions – Advantages.Introduction to digital payments.							12	CLO5		
								60			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	List types of financial services and their role							PO1,PO2,PO6			
CO2	Recognize role and functions of merchant banker and capital market							PO1, PO2, PO3, PO4, PO6			
CO3	Compare and contrast, leasing, hire purchase and consumer Finance							PO1, PO2, PO3 , PO6			
CO4	Understand Consumer Finance, Factoring, Venture capital and credit rating							PO2, PO6, PO8			
CO5	Understand mutual funds and its functions							PO 2			

Reading List		
1.	Management of Banking and financial services by Padmalatha suresh and Justin Paul	
2.	Financial Services By Thmmuluri Siddaiah	
3.	Financial Services By Kevin D Peterson	
4.	Financial markets and services By E.Gordon and K.Natarajan	
5.	Financial services and Markets By Dr Punithavathy pandian	
References Books		
1.	1. Financial Services –M.Y.Khan	
2.	2. Financial Services –B.Santhanam	
3.	3. Law of Insurance – Dr.M.N.Mishra	
4.	4. Indian Financial System – H.r.Machiraju	
5.	5. A Review of current Banking Theory and Practice – S.K.Basu.	
Web Resources		
1.	http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf	
2.	http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf	
3.	https://academyfinancial.org/journal	
4.	Financial Remedies Journal	
5.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	S	S	M	M
CO 2	M	M	M	M	M	S	M	S
CO 3	S	S	M	M	M	M	M	S
CO 4	S	S	M	M	S	M	M	M
CO 5	S	S	M	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	14
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8

**BBA DSE2 PROJECT WORK (INDIVIDUAL) -
5 Hours, 4 Credits**

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

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

Learning Objectives	
CLO1	To Give Idea about Research Project
CLO2	To identify the research problem
CLO3	To review Literature
CLO4	To give knowledge on Data Collection and Analysis
CLO5	To Learn Project Preparation

Course Outcome	On completion of this course, students will;	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8

**PROJECT DESCRIPTION
GUIDELINES**

1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	20Marks
	Review I	
	Review II	
External Evaluation	Project Report – Viva Voce	80 Marks
	Total	100 Marks

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

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	M	M	M	S	S	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC13	Entrepreneurship Development	Core	Y	-	-	-	4	6	25	75	100
Course Objectives											
CLO1	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.										
CLO2	To know the various ideas and implementation of business plan.										
CLO3	To throw light on importance of the Business analysis and evaluation.										
CLO4	To discuss the role of Government in developing entrepreneurship.										
CLO5	To understand the problems and remedies of Entrepreneurial failure.										
UNIT	Details							No. of Hours	Course Objectives		
I	Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship.							15	CLO1		
II	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project.							15	CLO2		
III	Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis, Project formulation, assessment of business models- Dealing with basic and initial problems of setting up of enterprises.							15	CLO3		
IV	Awareness of government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE. Role of Women Entrepreneurs in Economic development. - Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.							15	CLO4		
V	Industrial Sickness - Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.							15	CLO5		
Total							75				

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Entrepreneurship development.	PO1,PO2
CO2	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3
CO3	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8
Reading List		
1.	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.	
2.	Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.	
3.	Leach/Melicher, Entrepreneurial Finance – Cengage.	
4.	K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.	
5.	Khanka S.S., Entrepreneurial Development, S.Chand& Co. Ltd., New Delhi, 2001.	
References Books		
1.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.	
2.	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries	
3.	http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/	
4.	Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker	
5.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.	
6.	Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010	
7.	Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010	
Web Resources		
1.	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf	
2.	https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf	
3.	https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf	
4.	http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf	

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix) Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	14	15	14	14
Weighted percentage of Course Contribution to Pos	3.0	2.8	3.0	2.8	2.8

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA DSC 14	SERVICES MARKETING	Specific Elective	Y	-	-	-	4	5	25	75	100	
Learning Objectives												
CLO1	To recall the basic concepts of Services Marketing.											
CLO2	To know the Marketing Mix in Service Marketing.											
CLO3	To examine effectiveness of Service Marketing.											
CLO4	To discuss on delivering Quality Service.											
CLO5	To analyze the Marketing of Services.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology.							15	CLO1			
II	Marketing Mix in Service Marketing: The seven Ps: product decision, distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.							15	CLO2			
III	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services.							15	CLO3			
IV	Delivering Quality Service: Causes of service - quality gaps-SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap							15	CLO4			
V	Marketing of Service with Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service.							15	CLO5			
Total							75					
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	To define and understand the concepts of Services Marketing.							PO1, PO4, PO6, PO8				

CO2	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8
Reading List		
1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication	
2.	Christopher Lovelock, Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher	
3.	The Journal of Services Marketing	
4.	Valarie A Zeithmal and Mary JO Bitner, Services Marketing: Integrating Customer Focus across the firm, Tata Mc Graw Hill New Delhi	
5	C.Bhattacharjee, Services Marketing ,Excel Books, New Delhi	
References Books		
1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.	
2.	S.M. Jha, Services marketing, Himalaya Publishers, India	
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan	
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.	
5.	Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.	
Web Resources		
1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm	
2	https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875	
3	https://www.marketingtutor.net/service-marketing/	
4	https://www.marketing91.com/service-marketing/	
5	https://www.marketing91.com/service-marketing-mix/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
	25 Marks	
External Evaluation	End Semester Examination	
	75 Marks	
	Total	
	100 Marks	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

(K2)	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC 15	Production & Materials Management	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To provide comprehensive outlook on basic concepts and practices of production.										
CLO2	To understand types of layout facilities										
CLO3	To analyse work study methods and quality control										
CLO4	To enable the students to gain knowledge on Inventory control and Vendor rating										
CLO5	To give an insight to Purchase management										
UNIT	Details								No. of Hours	Learning Objectives	
I	Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location.								15	CLO1	
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts.								15	CLO2	
III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study –Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Control Charts.								15	CLO3	
IV	Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material - MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control of Spares and Slow-Moving Items -EOQ-EBQ- Stores Planning – Stores Keeping and Materials Handling – objectives and Functions								15	CLO4	
V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-Vendor rating and Management								15	CLO5	
Total									75		
Course Outcomes											

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6
CO2	Identify right plant location and plant layout of factory	PO1, PO2, PO6
CO3	Know work study & method study, its procedure & quality control techniques in production.	PO1, PO2, PO3, PO6
CO4	Outline inventory control concepts and its replenishment to manage inventory	PO1, PO6, PO7
CO5	Discuss purchase management procedure and identify vendor rating mechanisms	PO1, PO2, PO6, PO8
Reading List		
1.	K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020	
2.	R.B Khanna, Production and Operations management, Prentice Hall Publications, 2015	
3	Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010	
4	Anil Kumar S and N Suresh, Operation Management, New Age International 1 st Edition, 2018	
5	,Operations Management ,Stevenson .William JMcGraw Hill; 13th Edition, 2022	
References Books		
1.	P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015	
2.	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004	
3.	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.	
4.	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.	
5.	S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI	
Web Resources		
1	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf	
2	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf	
3	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf	
4	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf	
5	https://examupdates.in/materials-management-notes/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

ion		
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	S
CO 5	S	S	M	M	M	S	M	S

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE3A	CONSUMER BEHAVIOR	Specific Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	Understand the different concepts relating to nature, scope and application of consumer behavior										
CLO2	Understand the various internal influences on consumer behavior										
CLO3	Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.										
CLO4	Learn about the various external influences on consumer behavior										
CLO5	Understand the process of human decision making in a marketing context.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior.							15	CLO1		
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs.							15	CLO2		
III	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process-selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, cognitive learning; Consumer Attitudes.							15	CLO3		
IV	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior. Opinion Leadership Process.							15	CLO4		
V	Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition.							15	CLO5		
	Total							75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6
CO3	Analyze the consumer decision process.	P06, PO8, PO2
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6,PO8
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2
Text Books		
1.	Consumer Behaviour – Satish K Batra, S H H Kazmi	
2.	Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai	
3.	Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006	
4.	Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning	
5.	Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015	
References Books		
1.	Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.	
2.	Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited	
3.	Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi	
4.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi	
5.	David L. Louden and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.	
Web Resources		
1.	https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457	
2.	https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition	
3.	https://www.youtube.com/watch?v=ssexfxwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr	
4.	https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf	
5.	https://www.iedunote.com/attitude-and-consumer-behavior	

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	M	M
CO 2	M	S	S	S	M	S	M	M
CO 3	M	S	M	M	M	S	M	S
CO 4	M	M	M	M	M	S	M	S
CO 5	S	S	S	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE 3B	Innovation Management	Core	Y	-	-	-	3	5	25	75	100
Course Objectives											
CLO1	To have a broad understanding on the concept innovation management.										
CLO2	To familiarize the students about the creativity and innovation in product development.										
CLO3	To have a broad understanding of the innovation strategy and its competitive advantage.										
CLO4	To provide the knowledge about the technical innovation and its need and importance.										
CLO5	To understand the business strategy and objectives in current scenario.										
UNIT	Details							No. of Hours	Course Objectives		
I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.							15	CLO1		
II	Tools for Innovation: Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking & Thinking Hats Method.							15	CLO2		
III	Areas of Innovation Product Innovation: Concept, New product development, Packaging and Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering							15	CLO3		
IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.							15	CLO4		
V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.							15	CLO5		
Total							75				

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Innovation management.	PO1,PO2
CO2	To apply knowledge new business plans and strategy.	PO1, PO2,PO3
CO3	To demonstrate the value of customers in increasing the profitability ratio.	PO2,PO4, PO5,PO8
CO4	To impart knowledge about the need and importance of technical innovation	PO3,PO4, PO5, PO6,PO7
CO5	In short the goal of this study is to understand the current state of your business.	PO1,PO2,PO3, PO8
Reading List		
1.	Innovation and Entrepreneurship, Peter F. Drucker	
2.	The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen	
3.	"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis	
4.	"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen	
5.	Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons	
References Books		
1.	Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House	
2.	James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000	
3.	Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.	
4.	Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001	
5.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.	
Web Resources		
1.	https://www.coursera.org/learn/innovation-management	
2.	https://sloanreview.mit.edu/tag/innovation-management/	
3.	https://www.worldscientific.com/worldscinet/ijim	
4.	https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf	
5.	https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials	

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	S	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	S	S	M	M	M	M	M	M

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE3C	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand the basic concepts and terminologies relating to stock market										
CLO2	Evaluate the value of different equity and debt instruments										
CLO3	Comprehend the different methods of performing fundamental and technical analysis										
CLO4	Evaluate portfolio based on different portfolio theories										
CLO5	Possess a basic knowledge of derivatives, its types and characteristics										
UNIT	Details							No. of Hours	Learning Objectives		
I	Theory : Meaning ,objectives ,classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY.Stock exchanges- BSE, NSE, OTCEI. SEBI – functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk.							15	CLO1		
II	Equity and bond valuation Theory: Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility. Problem: Equity valuation models -Walter model, Gordon’s model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity.							15	CLO2		
III	Security analysis Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory.							15	CLO3		
IV	Portfolio management Theory: steps in portfolio management, Portfolio Models – Capital Asset Pricing Model, Arbitrage Pricing Theory Problems: Evaluation of Portfolios; Sharpe Model, Jensen’s Model.							15	CLO4		
V	Derivatives Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.							15	CLO5		
Total							75				

Weightage of Marks: Theory 60% and Problems 40%		
Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Recall the meaning of the basic terminologies used in stock market.	PO1
CO2	Explain and infer the final worth of various investment processes	PO2, PO6, PO7
CO3	Solve problems relating to various investment decisions	PO2, PO4, PO8
CO4	Analyze theories and problems relating to stock market	PO8.PO6
CO5	Interpret the various investment models that aid in investment decision making	PO6, PO2
Text Books		
1.	<u>Punithavathy Pandian</u> (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition	
2	Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6 th edition	
3	E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7 th edition	
4	S Kevin (2006) Portfolio Management, PHI publishing, 2nd Revised edition	
5	L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai	
References Books		
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.	
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.	
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.	
4.	V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012	
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press	
Web Resources		
1.	www.stock-trading-infocentre.com	
2.	www.sebi.gov.in	
3.	https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/	
4.	https://www.investopedia.com/terms/t/technicalanalysis.asp	
5.	https://groww.in/p/portfolio-management	
Methods of Evaluation		

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	M	M	M
CO 2	M	S	M	M	M	S	S	M
CO 3	M	S	M	S	M	M	M	S
CO 4	M	M	M	M	M	S	M	S
CO 5	M	S	M	M	M	S	M	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE4A	Fundamentals of Logistics Management	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand the various basic concepts and terms relating to Logistics										
CLO2	Comprehend the importance of customer service and outsourcing relevant to logistics										
CLO3	Evaluate the importance and issues in global logistics										
CLO4	Possess an overall knowledge about the services and factors allied to logistics										
CLO5	Understand the technological impact of logistics										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - Basic concepts of national logistics policy							15	CLO1		
II	Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing.							15	CLO2		
III	Global Logistics Global Supply Chain.Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics - Financial Issues in Logistics Performance. Brief overview of EXIM							15	CLO3		
IV	Key logistics activities Warehousing: Meaning, Types,Benefits. Transportation Meaning;TypesofTransportations,efficienttransportatio nsystemand its benefits. Courier/Express logisticsMeaning, Categorization of consignments- Express service for international and							15	CLO4		

	domesticshipping.		
V	Technology &Logistics: Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data- Electronic data interchange-types-benefits	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain the basic concepts relating to logistics	PO4	
CO2	Analyse the role of outsourcing and customer service in logistics	PO1,PO6, PO8	
CO3	Appraise the needs, modes and issues relating to global logistics	P01, PO2, PO4,PO6,PO8	
CO4	Describe about the different activities allied to logistics	PO4,PO6	
CO5	Identify the various areas of logistics where technology can be applied	PO7, PO6	
Text books			
1.	Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited		
2.	Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009		
3	Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012		
4	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011		
5	Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012		
References Books			
1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.		
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.		
3.	Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998		
4.	Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R .Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.		
5.	Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.		

Web Resources		
1.	https://www.techtarget.com/searcherp/definition/logistics-management	
2	https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/	
3	https://www.track-pod.com/blog/functions-of-logistics/	
4	https://www.projectmanager.com/blog/logistics-management-101	
5	https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	M	M
CO 2	S	M	M	M	M	S	M	S
CO 3	S	S	M	S	M	S	M	S
CO 4	M	M	M	S	M	S	M	M
CO 5	M	M	M	M	M	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE4B	E-Business	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To understand the basic concepts of electronic business.										
CLO2	To identify web-based tools.										
CLO3	To examine the security threats to e-business.										
CLO4	To discuss the strategies on marketing.										
CLO5	To analyze the business plan for e-business.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business							15	CLO1		
II	Web based tools for e - business - e - business software - overview of packages							15	CLO2		
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.							15	CLO3		
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B.							15	CLO4		
V	The environment of e-business - international - legal ethical - business plan for implementing e-business							15	CLO5		
	Total							75			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To define and understand the basic concepts of business done through web	PO2, PO6, PO7
CO2	To Examine and apply web tools in real-time business situations.	PO2, PO5, PO6, PO7
CO3	To analyze the security threats in e-business.	PO6, PO7, PO8
CO4	To evaluate strategies for marketing.	PO2, PO4, PO7
CO5	To prepare the environment for e-business.	PO1, PO2, PO4, PO7, PO8
Text Books		
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000	
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business	
3.	Kosivr, David - Understanding E-Commerce	
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.	
5.	C S Rayudu, E Commerce E Business, HPH	
References Books		
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.	
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.	
3.	Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.	
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH	
5.	J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press	
Web Resources		
1	https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf	
2	https://www.techtarget.com/searchcio/definition/e-business	
3	https://www.britannica.com/technology/e-commerce	
4	https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/	
5	https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf	

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	S	S	S	S
CO 2	M	S	S	M	S	S	S	M
CO 3	M	S	S	M	M	S	S	S
CO 4	M	M	S	S	M	M	S	M
CO 5	M	M	S	M	S	M	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	C a t e g o r y	I	T	P	C	C r e d i t s	I n s t · H o u r s	Marks			
									C I A	E x t e r n a l	T o t a l	
BBA DSE4C	STRATEGIC MANAGEMENT	Core	Y	-	-	-	3	5	25	75	100	
Learning Objectives												
CLO1	To understand the concept of strategy and strategic management process.											
CLO2	To create awareness of evolving business environment.											
CLO3	To understand strategic alternatives and make appropriate strategic choice											
CLO4	To know the basics of strategic implementation											
CLO5	To understand recent trends for competitive advantage											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition							12	CLO1			
II	External Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model Strategic Advantage Profile (SAP) Scanning Functional Resources and Capabilities for building - SWOT Analysis							16	CLO2			
III	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE, Strategic alternatives at business level: Michael Porter's Generic competitive strategies							16	CLO3			
IV	Strategic Implementation: Developing short-term objectives and policies, rewards. Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control							16	CLO4			
V	Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Concept of Corporate Sustainability							15	CLO5			
								75				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	To develop an understanding of the strategic management process and the complexities of business environment.							PO1, PO2, PO5, PO6				

CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4 PO5, PO8
CO5	To familiarize with current developments	PO1, PO3, PO4, PO8
Reading List		
1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14 th Edition (2017)	
2.	Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition (2012)	
3.	Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7 th Edition)	
4.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12 th Edition)	
5.	Hitt, Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
References Books		
1.	Thomson & Strickland, (2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)	
2.	N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)	
3.	Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
4.	Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons	
5.	Kenneth Carrig, Scott A Snell. Strategic Execution: Driving Breakthrough performance in business, Stanford University Press(2019)	
Web Resources		
1	Strategic management journal https://onlinelibrary.wiley.com/journal/10970266	
2	https://str.aom.org/teaching/all-levels	
3	https://online.hbs.edu/courses/business-strategy/	
4	https://study.sagepub.com/parnell4e	
5	https://www.strategicmanagement.net/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	S	M	S	S	M	S
CO 3	M	S	M	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	M	M	S	M	M	M	M	M

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA PCE01	Quantitative Aptitude I	PCE	Y	-	-	-	1	2	25	75	100	
Learning Objectives												
CLO1	To categorize, apply and use thought process to distinguish between concepts of Quantitative methods.											
CLO2	To prepare and explain the fundamentals related to various possibilities and probabilities related to time											
CLO3	To be able to solve questions relating to percentages, Profit and loss											
CLO4	To analyze data in Charts											
CLO5	To understand the application Geometry and mensuration											
UNIT	Details							No. of Hours	Learning Objectives			
I	Numerical computation: Applications based on Numbers, Chain Rule, Ratio Proportion							6	CLO1			
II	Numerical estimation-I Applications Based on Time and work, Time and Distance							6	CLO2			
III	Numerical estimation-II Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships.							6	CLO3			
IV	Data interpretation Data interpretation related to Averages, Mixtures and allegations, Bar charts, Pie charts, Venn diagrams							6	CLO4			
V	Application to industry in Geometry.							6	CLO5			
	Total							30				
Theory 20% and Problem 80%												
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Use their logical thinking and analytical abilities to solve reasoning questions							PO1, PO6				
CO2	Solve questions related to time and distance and time and work							PO1 PO6				
CO3	Apply concept of percentages, Profit and loss, discount							PO1 PO6				
CO4	Interpret data using bar charts and diagrams							PO1 PO6				
CO5	Solve questions relating to Geometry and Mensuration							PO1 PO6				

Reading List		
1.	Quantitative aptitude by R S Agarwal, S Chand Publication	
2.	Fast Track Objective Arithmetic by Rajesh Verma, Arihant	
3.	Quantitative Aptitude and Reasoning by R V Praveen, PHI	
4.	Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by Rajat Vijay Jain, Disha Publications	
5.	Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications	
References Books		
1.	Barron's by Sharon Welner Green and Ira K Wolf (Galgotia Publications Pvt.Ltd.)	
2.	Quantitative Aptitude by U Mohan Rao Scitech publications	
3.	Quantitative Aptitude by Arun Sharma McGrawhill publications	
4.	Quantitative Aptitude by Abhijit Guha	
5.	Quantitative Aptitude by Pearson publications	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Attendance and Class Participation	
		25 Marks
External Evaluation	End Semester Examination	
		75 Marks
		Total
		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	S	S	M	M
CO 2	S	M	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	M	S	S	M	M
CO 5	S	M	M	M	M	S	M	M

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	-	3	3	-
CO 2	3	-	3	3	-
CO 3	3	-	3	3	-
CO 4	3	-	3	3	-
CO 5	3	-	3	3	-
Weightage	15	-	15	15	-
Weighted Percentage of Course Contribution to POs	3.0	-	3	3.0	-

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA PCE02	QUANTITATIVE APTITUDE II	PCE	Y	-	-	-	1	2	25	75	100
Learning Objectives											
CLO1	To categorize, apply and use thought process to distinguish between concepts of reasoning										
CLO2	To prepare and explain the fundamentals related to various possibilities and probabilities related to quantitative aptitude.										
CLO3	To explain and interpret data sufficiency										
CLO4	To analyze the applications of Base system										
CLO5	To critically evaluate numerous possibilities related to puzzles.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Numerical Reasoning: Problems related to Number series, Analogy of numbers, Classification of numbers, Letter series, Seating arrangements.							6	CLO1		
II	Combinatorics: Counting techniques, Permutations, and Combinations							6	CLO2		
III	Probability.							6	CLO3		
IV	Application of Base system: Clocks (Base24), Calendars (Base7), Cutting of Cubes and cuboids							6	CLO4		
V	Puzzle Solving & Time Management using various problems solving tools and techniques.							6	CLO5		
	Total							30			
Theory 20% and Problem 80%											
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Use their logical thinking and analytical abilities to solve reasoning questions							PO1			
CO2	Solve questions related to combinations							PO1			
CO3	Solve questions based on syllogisms							PO1			

CO4	Solve questions based on clocks, calendars	PO1
CO5	Solve puzzles	PO1
Reading List		
1.	Quantitative aptitude by RSAgarwal, SChandPublication.	
2.	Puzzle stop puzzle you by Shakunatala Devi orientpaperback publication	
3.	Reasoning For Competitive Examinations 2019 Edition by Nishit K Sinha, PEARSON INDIA	
4.	A Modern Approach to Logical Reasoning (2 Colour Edition) by RSAgarwal, SChandPublications	
5.	General Reasoning Ability for Competitive Exams - SSC/Banking/Defence/Railway/Insurance by Disha Experts, Disha Publications	
References Books		
1.	Barron's by Sharon Welner Green and Ira K Wolf (Galgotia Publications Pvt.Ltd.)	
2.	Quantitative Aptitude by U Mohan Rao Scitech publications	
3.	Quantitative Aptitude by Arun Sharma McGrawhill publications	
4.	Quantitative Aptitude by Abhijit Guha	
5.	Quantitative Aptitude by Pearson publications	
Web Resources		
1.	www.m4maths.com	
2.	www.Indiabix.com	
3.	https://www.123test.com/numerical-reasoning-test/	
4.	https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html	
5.	https://playquiz2win.com/reasoning.html	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	S	S	M	M
CO 2	S	M	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	M	S	S	M	M
CO 5	S	M	M	M	M	S	M	M

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO3	PSO 4	PSO 5
CO 1	3	-	3	3	-
CO 2	3	-	3	3	-
CO 3	3	-	3	3	-
CO 4	3	-	3	3	-
CO 5	3	-	3	3	-
Weightage	15	-	15	15	-
Weighted Percentage of Course Contribution to POs	3.0	-	3.0	3.0	-

SKILL ENHANCEMENT COURSE

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC04	Computer Application in Business	SEC	Y	-	Y	-	2	2	25	75	100
Learning Objectives											
CLO1	To build skills in Ms-Word										
CLO2	To build skills in, Ms-Excel										
CLO3	To build skills in Ms-Excel										
CLO4	To understand the Ms- Power Point										
CLO5	To familiarize students with google forms for students with relevance in business scenario – Basic Tally and its applications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge.							6	CLO1		
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data-Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns,							6	CLO2		
III	Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools-Error checking, spell check, formula auditing, tracking changes, customization							6	CLO3		
IV	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting-Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies,							6	CLO4		

	tables, Adding Effects.		
V	Use Google forms to develop & share questionnaire – Introduction to Tally and its Applications.	6	CLO5
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7	
CO2	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7	
CO3	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7	
CO4	Demonstrate hands on experience Ms-power pointbusiness activities	PO1, PO2, PO6, PO7	
CO5	Demonstrate hands on experience with BasicTally and its Applications for reporting in business	PO1, PO2, PO6, PO7	
Reading List			
1.	International Journal of Computer Applications in Technology		
2.	International Journal of Computer Applications – IJCA		
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.		
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran		
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .		
References Books			
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.		
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman		
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.		
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.		
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.		
Web Resources			
1.	https://www.microsoft.com/en-us/microsoft-365/blog/		
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18		
3	https://byjus.com/govt-exams/microsoft-word/		
4	https://edu.gcfglobal.org/en/google-forms/		
5	https://www.tutorialkart.com/tally/tally-tutorial/		

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	M	M
CO 2	S	M	M	M	M	S	S	M
CO 3	M	M	M	S	M	S	M	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	S	M	S	M	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA SEC05	New Venture Management	SEC	Y	-	-	-	1	2	25	75	100	
Learning Objectives												
CLO1	To learn to generate and evaluate new business ideas											
CLO2	To learn about a business model that generates money											
CLO3	To understand how to find, evaluate and buy a business											
CLO4	To evaluate the feasibility of idea into a Venture											
CLO5	To understand sources who lend for new ventures											
UNIT	Details							No. of Hours	Learning Objectives			
I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.							3	CLO1			
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.							3	CLO2			
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis.							3	CLO3			
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.							3	CLO4			
V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - rules and regulations governing support by these institutions.							3	CLO5			
	Total							15				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.							PO2, PO6				
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures							PO2, PO6				
CO3	Develop a credible business plan for real life situations.							PO1, PO2, PO5, PO6				

CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
CO5	Evaluate different sources for financing new venture	PO2, PO6
Reading List		
1.	Journal of Business Venturing – Elsevier	
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald	
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,	
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)	
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill	
References Books		
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)	
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.	
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.	
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise	
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication	
Web Resources		
1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217	
2.	https://core.ac.uk/download/pdf/98660713.pdf	
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf	
4.	https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm	
5.	https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA SEC06	Tally	SEC	Y	-	Y	-	2	2	25	75	100	
Learning Objectives												
CLO1	To impart knowledge about basic use of Tally and its functions											
CLO2	To understand the creation of groups and Ledgers											
CLO3	To provide understanding about Data Management in Tally											
CLO4	To understand the process of GST, EPF etc.											
CLO5	To familiarize students about significance of Tally in implications in the Organizations											
UNIT	Details							No. of Hours	Learning Objectives			
I	Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation.							6	CLO1			
II	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories.							6	CLO2			
III	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers.							6	CLO3			
IV	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.							6	CLO4			
V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9							6	CLO5			
Total							30					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	To understand about the basic accounting and Tally. ERP 9							PO1				
CO2	Identify the maintained of Ledger and inventory system							PO1, PO2, PO7				
CO3	Creation of various vouchers and bill wise details							PO1, PO4, PO7				
CO4	Understand various taxes returns and filing							PO2, PO6, PO7				
CO5	Relate and infer various reports generated in Tally. ERP 9							PO2, PO7				

Reading List		
1.	Journal of Emerging Technologies and Innovative Research	
2.	Global Journal for Research Analysis	
3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press	
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017	
5.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications	
References Books		
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015	
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications	
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education	
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 nd Edition	
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020	
Web Resources		
1.	https://tallysolutions.com/learning-hub/	
2.	https://www.tutorialkart.com/tally/tally-tutorial/	
3.	https://ssecstudy.com/tally-erp-9-book-pdf-free-download/	
4.	https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/	
5.	https://www.javatpoint.com/tally	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	S	M
CO 2	S	M	M	M	M	S	S	S
CO 3	S	M	M	M	M	S	S	S
CO 4	M	M	M	M	M	M	S	M
CO 5	M	S	M	M	S	M	S	M

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC07	Intellectual Property Rights	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To learn aspects of Intellectual Property Rights to students who are going to play a major role in development and management of innovative projects in industries.										
CLO2	To disseminate knowledge on patents, patent regime in India and abroad and registration aspects.										
CLO3	To evaluate the copyright law.										
CLO4	To disseminate knowledge on copyrights and its related rights and registration aspects.										
CLO5	To understand about Geographical Indicators.										
UNIT	Details							No. of Hours	Learning Objectives		
I	IPR Introduction: and the need for intellectual property right – IPR in India – Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing – Intellectual Property Rights in the Cyber World.							6	CLO1		
II	Introduction – Classification – Importance – Types of Patent Applications in India – Patentable Invention – Inventions Not Patentable.							6	CLO2		
III	Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks-							6	CLO3		
IV	Introduction to Copyright – Conceptual Basis – Copy Right and Related Rights – Author & Ownership of Copyright - Rights Conferred by Copy Right- Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media.							6	CLO4		
V	Geographical Indications: Concept, Protection & Significance							6	CLO5		
	Total							30			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Imbibe the knowledge of IPR through various laws	PO1, PO6
CO2	Apply the knowledge of patents	PO5, PO6
CO3	Understand the process of acquiring a trademark	PO2, PO6
CO4	Create an awareness about copyrights	PO6, PO8
CO5	Understand geographical indicators	PO6, PO8
Reading List		
1.	Journal of Intellectual Property Rights	
2.	IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan, DR.S. Balasubramanian	
3.	IntellectualPropertyPatents,TradeMarks, And Copy Rights–RichardStim	
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley	
5,	Fundamentals of Intellectual Property Rights for Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
References Books		
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing	
2.	Intellectual Property Rights in India by V.K.Ahuja, Lexis Nexis	
3.	Introduction To Intellectual Property Rights Softbound by Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
Web Resources		
1.	https://nptel.ac.in/courses/110/105/110105139/	
2.	https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf	
3.	https://ipindia.gov.in/	
4.	https://www.tutorialspoint.com/explain-the-intellectual-property-rights	
5.	https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.p df	
Methods of Evaluation		
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CO 4	M	M	M	M	M	M	M	M
CO 5	M	M	M	M	S	M	S	M

Mapping with program outcome

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

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CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0