

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**BBA -FULL TIME**

**(For Students admitted from the academic year 2020-2021 onwards)**

**UNDER GRADUATE PROGRAMMES  
SYLLABUS – 2020**

**(Learning Outcome Based Curriculum Framework (LOCF))**



**COLLEGE OF MANAGEMENT**

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(Deemed to be University u/s 3 of UGC Act, 1956)**

**Kattankulathur – 603 203, Chengalpattu District, Tamilnadu, India**

### Sample Curriculum Format

Programme Structure- B.B.A. (Bachelor of Business Administration)												
1. Professional Core Courses (C)  (21 Courses)						2. Discipline Specific Elective Courses (E)  (6 Courses)						
						Course Code	Course Title	Hours/ Week			C	
								L	T	P		
Course Code	Course Title	Hours/ Week			C	UBA20E301T	Cost Accounting	2	0	2	3	
		L	T	P								
UBA20101T	Principles of Management	3	0	2	4	UBA20E302T	Training and Development	2	0	2	3	
UBA20102T	Fundamentals of Financial Accounting	3	0	2	4	UBA20E303T	Product and Brand Management					
UBA20103T	Basics of Production and Operation Management	3	0	2	4	UBA20E304T	Logistics and Supply Chain Management					
UBA20201T	Managerial Accounting	3	0	2	4	UBA20E305T	Management Information System	2	0	2	3	
UBA20202T	Human Resource Management	3	0	2	4	UBA20E306T	Banking and Trends					
UBA20203T	Principles of Marketing	3	0	2	4	UBA20E307T	Leadership and Team Management					
UBA20204L	Software Solutions for Business (practical)	2	0	4	4	UBA20E308T	Sales and Retail Management	2	0	2	3	
UBA20205T	Communication for Managerial Personnel	3	0	2	4	UBA20E309T	Production Planning and Control					
UMS20302T	Statistics for Business	4	0	0	4	UBA20E310T	Data warehousing and Data Mining					
UBA20301T	Small Business and Entrepreneurial Development	3	0	2	4	UBA20E401T	Insurance and Risk Management	2	0	2	3	
UBA20302T	Services Marketing	3	0	2	4	UBA20E402T	Customer Relationship Management					
UBA20303T	Legal Aspects of Business	3	0	2	4	UBA20E403T	Database Management system					
UMS20403T	Operations Research in Business	4	0	0	4	UBA20E404T	Total Quality Management	2	0	2	3	
UBA20401T	Essentials of Financial Management	3	0	2	4	UBA20E405T	Foundation Course in Entrepreneurship					
UBA20402T	Organizational Culture and Behaviour	3	0	2	4	UBA20E406T	Micro Finance and Financial Inclusion					
UBA20403T	Information Technology for Retail Management	3	0	2	4	UBA20E407T	Essentials of Public Relations	2	0	2	3	
UBA20501T	Introduction to Research Methods	3	0	2	4	UBA20E408T	Event Planning Management					
UBA20502T	Strategic Management	3	0	2	4	UBA20E409T	Service Operations Management					
UBA20601T	Industrial Relation Management	3	0	2	4	UBA20E410T	Business Analytics and Intelligence	2	0	2	3	
UBA20602T	Ethics and Corporate Governance in business	3	0	2	4	UBA20E501T	Derivatives Management					
UBA20E601L	Project Work and Dissertation	0	0	10	5	UBA20E502T	Performance and Compensation Management					
Total Learning Credits						85	UBA20E503T	E-Commerce and Digital Marketing	2	0	2	3
							UBA20E504T	Product Design and Development				
							UBA20E505T	Advance Course of Entrepreneurship				
							UBA20E506T	Stock Market Analysis	2	0	2	3
							UBA20E507T	Competency Management and Succession Planning				
							UBA20E508T	Global Business Management				
							UBA20E509T	Project Management	2	0	2	3
							UBA20E510T	Software Quality Management				
							Total Learning Credits					18

3. Generic Elective Courses (G) (3 Courses)						
Course Code	Course Title	Hours/ Week			C	
		L	T	P		
ULT20G01J	Tamil-I	2	0	2	3	
ULH20G01J	Hindi-I					
ULF20G01J	French-I					
ULT20G02J	Tamil-II	2	0	2	3	
ULH20G02J	Hindi-II					
ULF20G02J	French –II					
UBA20G01T	Managerial Economics	2	0	2	3	
Total Learning Credits					9	

4. Ability Enhancement Courses (AE) (2 Courses)						
Course Code	Course Title	Hours/ Week			C	
		L	T	P		
ULE20AE1T	English	4	0	0	4	
ULE20AE2T	Environmental Studies	3	0	0	3	
Total Learning Credits					7	

5. Skill Enhancement Courses(S) (4 Courses+ My India Project)						
Course Code	Course Title	Hours/ Week			C	
		L	T	P		
UCD20S01L	Soft Skills	0	0	2	1	
UCD20S02L	Quantitative Aptitude and Reasoning	0	0	2	1	
UMI20S01L	My India project	0	0	0	1	
UBA20S501L	Institutional Training (Industrial Training )	0	0	8	4	
UBA20S601L	MOOC Course	0	0	8	4	
Total Learning Credits					11	

6. Extension Activity (NS/NC/NO/YG) ( Any 1 Course - Mandatory)						
Course Code	Course Title	Hours/ Week			C	
		L	T	P		
UNS20201L	NSS	0	0	0	0	
UNC20201L	NCC					
UNO20201L	NSO					
UYG20201L	YOGA					
Total Learning Credits					0	

7. Life Skill Courses (JK) (4 Courses)						
Course Code	Course Title	Hours/ Week			C	
		L	T	P		
UJK20201L	Communication Skills	0	0	4	2	
UJK20301T	Universal Human Values	2	0	0	2	
UJK20401T	Professional Skills	2	0	0	2	
UJK20501T	Leadership and Management Skills	2	0	0	2	
Total Learning Credits					8	

Total Learning Credits for this course : 138

Implementation Plan											
Semester – I						Semester – II					
						Code	Course Title	Hours/ Week			C
								L	T	P	
Code	Course Title	Hours/ Week			C	UBA20201T	Managerial Accounting	3	0	2	4
		L	T	P		UBA20202T	Human Resource Management	3	0	2	4
UBA20101T	Principles of Management	3	0	2	4	UBA20203T	Principles of Marketing	3	0	2	4
UBA20102T	Fundamentals of Financial Accounting	3	0	2	4	UBA20204L	Software Solutions for Business (practical)	2	0	4	4
UBA20103T	Basics of Production and Operation Management	3	0	2	4	UBA20205T	Communication for Managerial Personnel	3	0	2	4
ULT20G01J	Tamil – I	2	0	2	3	ULT20G02J	Tamil-II	2	0	2	3
ULH20G01J	Hindi - I					ULH20G02J	Hindi-II				
ULF20G01J	French – I					ULF20G02J	French-II				
UBA20G01T	Managerial Economics	2	0	2	3	UJK20201L	Communication Skills	0	0	4	2
ULE20AE1T	English	4	0	0	4	UCD20S02L	Quantitative Aptitude and Reasoning	0	0	2	1
UCD20S01L	Soft Skills	0	0	2	1	UNS20201L	NSS	0	0	0	0
Total Learning Credits		17	0	12	23	UNC20201L	NCC				
Total number of hours /week		29				UNO20201L	NSO				
						UYG20201L	YOGA				
						Total Learning Credits		16	0	20	26
						Total number of hours /week		36			
Semester – III						Semester - IV					
						Code	Course Title	Hours/ Week			C
								L	T	P	
Code	Course Title	Hours/ Week			C	UMS20403T	Operations Research in Business	4	0	0	4
		L	T	P		UBA20401T	Essentials of Financial Management	3	0	2	4
UMS20302T	Statistics for Business	4	0	0	4	UBA20402T	Organizational Culture and Behaviour	3	0	2	4
UBA20301T	Small Business and Entrepreneurial Development	3	0	2	4	UBA20403T	Information Technology for Retail Management	3	0	2	4
UBA20302T	Services Marketing	3	0	2	4	UBA20E401T	Insurance and Risk Management	2	0	2	3
UBA20303T	Legal Aspects of Business	3	0	2	4	UBA20E402T	Customer Relationship Management				
UBA20E301T	Cost Accounting	2	0	2	3	UBA20E403T	Database Management system				
UBA20E302T	Training and Development					UBA20E404T	Total Quality Management				
UBA20E303T	Product and Brand Management					UBA20E405T	Foundation Course in Entrepreneurship				
UBA20E304T	Logistics and Supply Chain Management	2	0	2	3	UBA20E406T	Micro Finance and Financial Inclusion	2	0	2	3
UBA20E305T	Management Information System					UBA20E407T	Essentials of Public Relations				
UBA20E306T	Banking and Trends					UBA20E408T	Event Planning Management				
UBA20E307T	Leadership and Team Management	2	0	2	3	UBA20E409T	Service Operations Management	2	0	2	3
UBA20E308T	Sales and Retail Management					UBA20E410T	Business Analytics and Intelligence				
UBA20E309T	Production Planning and Control					UJK20401T	Professional Skills				
UBA20E310T	Data warehousing and Data Mining	2	0	0	2	Total Learning Credits		19	0	12	24
UJK20301T	Universal Human Values	0	0	0	1	Total number of hours /week		31			
UMI20S01L	My India Project	0	0	0	1						
Total Learning Credits		19	0	12	25						
Total number of hours /week		31									

Semester –V						
Code	Course Title	Hours/ Week			C	
		L	T	P		
UBA20501T	Introduction to Research Methods	3	0	2	4	
UBA20502T	Strategic Management	3	0	2	4	
UBA20E501T	Derivatives Management	2	0	2	3	
UBA20E502T	Performance and Compensation Management					
UBA20E503T	E-Commerce and Digital Marketing					
UBA20E504T	Product Design and Development					
UBA20E505T	Advance Course of Entrepreneurship					
UBA20E506T	Stock Market Analysis	2	0	2	3	
UBA20E507T	Competency Management and Succession Planning					
UBA20E508T	Global Business Management					
UBA20E509T	Project Management					
UBA20E510T	Software Quality Management					
ULE20AE2T	Environmental Studies	3	0	0	3	
UJK20501T	Leadership and Management Skills	2	0	0	2	
UBA20S501L	Institutional Training (Industrial Training )	0	0	8	4	
Total Learning Credits		15	0	16	23	
Total number of hours /week					31	

  

Semester - VI						
Code	Course Title	Hours/ Week			C	
		L	T	P		
UBA20601T	Industrial Relation Management	3	0	2	4	
UBA20602T	Ethics and Corporate Governance in business	3	0	2	4	
UBA20E601L	Project Work and Dissertation	0	0	10	5	
UBA20S601L	MOOC Course	0	0	8	4	
Total Learning Credits		6	0	22	17	
Total number of hours /week					28	

  

Total Learning Credits: 138						
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**BBA-CURRICULUM AND SYLLABUS – 2020**

<b>Semester – I</b>							
<b>S No</b>		<b>Subject Code</b>	<b>Course Title</b>	<b>Hours/ Week</b>			<b>C</b>
				<b>L</b>	<b>T</b>	<b>P</b>	
1	Professional Core-01	UBA20101T	Principles of Management	3	0	2	4
2	Professional Core-02	UBA20102T	Fundamentals of Financial Accounting	3	0	2	4
3	Professional Core-03	UBA20103T	Basics of Production and Operation Management	3	0	2	4
4	Generic Elective – 1	ULT20G01J	Tamil – I	2	0	2	3
5		ULH20G01J	Hindi - I				
6		ULF20G01J	French – I				
7	Generic Elective – 2	UBA20G01T	Managerial Economics	2	0	2	3
8	Ability Enhancement Courses-1	ULE20AE1T	English	4	0	0	4
9	Skill Enhancement Course – 1	UCD20S01L	Soft Skills	0	0	2	1
<b>Total Learning Credits</b>							23
<b>Semester - II</b>							
<b>S No</b>		<b>Code</b>	<b>Course Title</b>	<b>Hours/ Week</b>			<b>C</b>
				<b>L</b>	<b>T</b>	<b>P</b>	
1	Professional Core-04	UBA20201T	Managerial Accounting	3	0	2	4
2	Professional Core-05	UBA20202T	Human Resource Management	3	0	2	4
3	Professional Core-06	UBA20203T	Principles of Marketing	3	0	2	4
4	Professional Core-07	UBA20204L	Software Solutions for Business (practical)	2	0	4	4
5	Professional Core-08	UBA20205T	Communication for Managerial Personnel	3	0	2	4
6	Generic Elective – 3	ULT20G02J	Tamil – II	2	0	2	3
7		ULH20G02J	Hindi – II				
8		ULF20G02J	French – II				
9	Life skill Courses-1	UJK20201L	Communication Skills	0	0	4	2
10	Skill Enhancement Course – 2	UCD20S02L	Quantitative Aptitude and Reasoning	0	0	2	1
<b>Total Learning Credits</b>							26
<b>Semester - III</b>							
		<b>Code</b>	<b>Course Title</b>	<b>Hours/ Week</b>			<b>C</b>
				<b>L</b>	<b>T</b>	<b>P</b>	
1	Professional Core-09	UMS20302T	Statistics for Business	4	0	0	4
2	Professional Core-10	UBA20301T	Small Business and Entrepreneurial Development	3	0	2	4
3	Professional Core-11	UBA20302T	Services Marketing	3	0	2	4
4	Professional Core-12	UBA20303T	Legal Aspects of Business	3	0	2	4
6	Discipline Specific Elective – 1	UBA20E301T	Cost Accounting	2	0	2	3
7		UBA20E302T	Training and Development				
8		UBA20E303T	Product and Brand Management				
9		UBA20E304T	Logistics and Supply Chain Management				
10		UBA20E305T	Management Information System				
11	Discipline Specific Elective – 2	UBA20E306T	Banking and Trends	2	0	2	3
12		UBA20E307T	Leadership and Team Management				
13		UBA20E308T	Sales and Retail Management				
14		UBA20E309T	Production Planning and Control				
15		UBA20E310T	Data warehousing and Data Mining				
16	Life skill Courses-2	UJK20301T	Universal Human Values	2	0	0	2
17	Skill Enhancement Course – 3	UMI20S01L	My India project	0	0	0	1
<b>Total Learning Credits</b>							25

Semester – IV							
		Code	Course Title	Hours/ Week			C
				L	T	P	
1	Professional Core-13	UMS20403T	Operations Research in Business	4	0	0	4
2	Professional Core-14	UBA20401T	Essentials of Financial Management	3	0	2	4
3	Professional Core-15	UBA20402T	Organizational Culture and Behaviour	3	0	2	4
5	Professional Core-16	UBA20403T	Information Technology for Retail Management	3	0	2	4
6	Discipline Specific Elective – 3	UBA20E401T	Insurance and Risk Management	2	0	2	3
7		UBA20E402T	Customer Relationship Management				
8		UBA20E403T	Database Management system				
9		UBA20E404T	Total Quality Management				
10		UBA20E405T	Foundation Course in Entrepreneurship				
11	Discipline Specific Elective – 4	UBA20E406T	Micro Finance and Financial Inclusion	2	0	2	3
12		UBA20E407T	Essentials of Public Relations				
13		UBA20E408T	Event Planning Management				
14		UBA20E409T	Service Operations Management				
15		UBA20E410T	Business Analytics and Intelligence				
16	Life skill Courses--3	UJK20401T	Professional Skills	2	0	0	2
			<b>Total Learning Credits</b>				24

Semester - V							
		Code	Course Title	Hours/ Week			C
				L	T	P	
1	Professional Core-17	UBA20501T	Introduction to Research Methods	3	0	2	4
2	Professional Core-18	UBA20502T	Strategic Management	3	0	2	4
3	Discipline Specific Elective – 5	UBA20E501T	Derivatives Management	2	0	2	3
4		UBA20E502T	Performance and Compensation Management				
5		UBA20E503T	E-Commerce and Digital Marketing				
6		UBA20E504T	Product Design and Development				
7		UBA20E505T	Advance Course of Entrepreneurship				
8	Discipline Specific Elective – 6	UBA20E506T	Stock Market Analysis	2	0	2	3
9		UBA20E507T	Competency Management and Succession Planning				
10		UBA20E508T	Global Business Management				
11		UBA20E509T	Project Management				
12		UBA20E510T	Software Quality Management				
13	Ability Enhancement Course -2	ULE20AE2T	Environmental Studies	3	0	0	3
14	Life skill Courses--4	UJK20501T	Leadership and Management Skills	2	0	0	2
15	Skill Enhancement Course -4	UBA20S501L	Institutional Training (Industrial Training )	0	0	8	4
			<b>Total Learning Credits</b>				23

Semester - VI							
		Code	Course Title	Hours/ Week			C
				L	T	P	
	Professional Core-19	UBA20601T	Industrial Relation Management	3	0	2	4
	Professional Core-20	UBA20602T	Ethics and Corporate Governance in business	3	0	2	4
1	Professional Core-21	UBA20E601L	Project Work and Dissertation	0	0	10	5
2	Skill Enhancement Course -5	UBA20S601L	MOOC Course	0	0	8	4
		Total Learning Credits					17
*-L-Lecture, T-Tutorial, P-Practice, C-Credit							



## Semester - I

Course Code	UBA20101T	Course Name	PRINCIPLES OF MANAGEMENT	Course Category	C	Professional Core-1			
						L	T	P	C
						3	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration		Data Book / Codes/Standards	-	

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	gain valuable insight into theory and practice of management.			
CLR-2 :	enable the students to analyze and understand the historical evolution of management theories.			
CLR-3 :	develop an understanding of planning and Decision making.			
CLR-4 :	evolve practical application of organizing and departmentation in an organization.			
CLR-5 :	enable the students to practice leadership and motivation concepts in an organization			
CLR-6 :	exercise controlling techniques in an organization for measuring organizational performance and managerial actions.			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	understand the concepts related to management.			
CLO-2 :	know critical management theories and philosophies and how to apply them.			
CLO-3 :	practice planning and rational decision-making			
CLO-4 :	able to formulate effective organizational structure.			
CLO-5 :	practice concepts related to leadership, motivation and communication .			
CLO-6 :	apply controlling techniques in business.			

Learning			
1	2	3	
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H
H	L	L	-	L	M	L	M	L	M	-	-	-	L	M

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Management- definition	Planning- Definition	organization -definition	Leading -meaning	Coordination-meaning
	SLO-2	Different levels of Management	Nature & purpose of planning	Nature and characteristic of organizing	Scope of leading	Principles of Coordination
S-2	SLO-1	Management vs administration	Benefits of Planning	Organizational structure -meaning	Elements of leading	importance of Coordination
	SLO-2	Management science or Art	Pitfalls of planning	Significance of Organization Structure	Motivation	Control -meaning
S-3	SLO-1	Management functions -Planning	types of plans	Organizational structure- Functional Structure	Nature and characteristics of motivation	Control process
	SLO-2	Management functions -organizing	Strategic Plan	Organizational structure- divisional Structure	Importance of motivation	importance of controlling
S-4	SLO-1	Management functions –Staffing.	tactical plan	Organizational structure -Matrix Structure	Types of motivation techniques	Requirements for effective control
	SLO-2	Management functions –directing	operational plan	Organizational structure –committee organizational Structure	Motivation theories	Techniques of Managerial Control
S-5	SLO-1	Management functions –controlling	Policy,	Line and staff authority	McGregor's theory x and theory y	traditional techniques- Personal observation

Duration (hour)		15	15	15	15	15
	SLO-2	Kinds of managers - Corporate-Level Managers	Procedure, programme	span of control	Abraham Maslow's "need hierarchy theory	Statistical reports
S-6	SLO-1	Kinds of managers - Business-Level Managers	Single-use plans	Basis of power and authority	Frederick Herzberg's motivation-hygiene theory	Break-even analysis
	SLO-2	Kinds of managers - Functional Managers	Contingency plan	delegation of authority	Victor vroom's expectancy theory	Budgetary control
S-7	SLO-1	Kinds of managers Frontline Managers	planning process	centralization and decentralization	Leadership	modern techniques of controlling
	SLO-2	Managerial roles - interpersonal	planning process	Departmentalization	Qualities of effective leaders	Return on investment
S-8	SLO-1	Managerial roles - informational role	MBO	Departmentalization -bases	The essence of leadership	Ratio analysis
	SLO-2	Managerial roles –Decisional Role	Need for Management by Objectives	Types of organization- line	Theories of leadership	Responsibility accounting
S-9	SLO-1	Managerial skills –conceptual skills	Process of MBO	merits, demerits and suitability of line organization	Fiedler's contingency theory	Management audit
	SLO-2	Managerial skills –Technical skills	Advantages and disadvantages of MBO	Types of organization- staff	Path goal theory	PERT
S-10	SLO-1	Managerial skills –interpersonal skills	Decision making	merits, demerits and suitability of staff organization	Normative decision theory	CPM
	SLO-2	Evolution of management - classification	steps in decision making	Line vs staff organisation	Importance of leadership	challenges in control
S-11	SLO-1	Pre-scientific Management Period	Advantages of decision making	Types of Organization - formal Organization	Leadership styles - autocratic style	challenges in control
	SLO-2	Classical Theory	Pitfalls of decision making	Types of Organization - informal Organization	Leadership styles - democratic style	management by exception
S-12	SLO-1	Principles of Scientific Management - Taylor principles	Types of decision	Merits, demerits and suitability of formal and informal organization.	Leadership styles - laissez faire style	Process of MBE
	SLO-2	Techniques of scientific management	Tactical and Strategic Decisions	Formal vs informal organization.	Communication	Principles of MBE
S-13	SLO-1	Administrative theory- Henry fayol	Programmed and Non-programmed Decisions	Types of organization- Functional Organization	The communication process	Types of control
	SLO-2	14 principles - Henry fayol	Basic and Routine Decisions	Merits, demerits and suitability of Functional Organization	Importance of effective communication	production planning control
S-14	SLO-1	Human relationship approach - Elton Mayo	Decision Making Process	Types of organization- matrix organization	Kinds of communication	cost control
	SLO-2	Hawthorne experiments- Elton Mayo.	Individual decision making	Merits, demerits and suitability of matrix organization	barriers in communication	inventory control
S-15	SLO-1	Trends of Management in global scenario.	Group decision making	Staffing - Meaning	barriers in communication	maintenance control
	SLO-2	Challenges of Management in global scenario.	Using groups to improve decision making.	Importance of staffing	improving communication	quality control

<b>Learning Resource</b>	1. William/ Tripathi, <i>MGMT - A south Asian Perspective</i> , 1 <sup>st</sup> edition, CengageLearning,2016.	1. Richard Daft, <i>Principles of Management</i> , 10th edition, CengageLearning, 2012. 2. <a href="https://lecturenotes.in/subject/62/principles-of-management-pom">https://lecturenotes.in/subject/62/principles-of-management-pom</a> 3. <a href="https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes">https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes</a>
	2. Dr.J.Jayasankar, <i>Principles of Management</i> , 1 <sup>st</sup> edition, MarghamPublications,2016.	
	3. P.C Tripathi& P.N Reddy, <i>Principles of Management</i> , 4 <sup>th</sup> edition, Tata Mcgraw Hill, 2013.	
	4. Stephen P. Robbins and Mary Coulter, ' <i>Management</i> ', Prentice Hall of India, 8 <sup>th</sup> edition.	
	5. L.M.Prasad, <i>Principles and Practice of Management</i> , 7ed, S.Chand Publishers, 2007	

Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1 .Mr.Rajan, CEO, XYZ private Ltd, Chennai. drrajan@gmail.com	1.Dr.Jayasanker, D.G Vaishnav college, Arumbakkam, Chennai	1. Dr.J.Rajalakshmi, SRMIST
2.	2.	2. Dr.A.Gajendran,SRMIST.

Course Code	UBA20102T	Course Name	Fundamentals of Financial Accounting	Course Category	C	Professional Core-02	L	T	P	C
							3	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department		Business Administration		Data Book / Codes/Standards	
				-	

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)																			
CLR-1 :	Enable the students to understand the meaning, scope, Branches of accounting, Accounting Concepts and techniques of book keeping systems.				Level of Thinking (Bloom)	1	2	3	Fundamental Knowledge	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
CLR-2 :	Facilitate the Cash book system and journal, ledger posting methods and Trial balance for preparation of final account																										
CLR-3 :	Help the students for preparing the final accounts with some adjustment entries																										
CLR-4 :	Familiarize the learners to know Bank Reconciliation statement and Fire Insurance claims																										
CLR-5 :	Enable the learners to prepare net worth method of single entry for calculation of profit and loss.																										
CLR-6 :	To facilitate the students to understand company's share issues and allotment of shares																										
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Expected Proficiency (%)	3	80	70	Application of Concepts	H	H	H	M	L	-	-	H-	M	H	-	H	-	-	-			
CLO-1 :	1. Understand the basic accounting concepts and their application in the Business			Expected Attainment (%)																					3	85	75
CLO-2 :	2. Apply the dual-entry recording framework of cash book systems to a series of transactions that results in Trial balance																										
CLO-3 :	3. Gain knowledge on the preparation of final accounts with some adjustment entries.																										
CLO-4 :	4. Develop the skills needed to prepare the Bank Reconciliation statement and fire Insurance claim pattern effectively																										
CLO-5 :	5. Students will be exposed to find the profit under single entry system of book keeping system to be adopted																										
CLO-6 :	6. Attain knowledge about various kinds of shares and methods of allotment shares of the company																										
									Link with Related Disciplines																		
									Procedural Knowledge																		
									Skills in Specialization																		
									Ability to Utilize Knowledge																		
									Skills in Modeling																		
									Analyze, Interpret Data																		
									Investigative Skills																		
									Problem Solving Skills																		
									Communication Skills																		
									Analytical Skills																		
									ICT Skills																		
									Professional Behavior																		
									Life Long Learning																		

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Introduction to Accounting-meaning and Definition	Introduction about final Accounts	Bank Reconciliation Statement:	Depreciation:	Company Accounts:
	SLO-2	Attributes and steps of Accounting	Manufacturing account and features of manufacturing account	Need for Bank Reconciliation Statement	Depreciation, meaning and Definition	Meaning and Definition of shares
S-2	SLO-1	<b>Objectives of Accounting:</b> Maintenance of records of Business Calculation of profit or loss	Trading account and preparation of Trading account	Meaning of bank reconciliation statement	Concept of Depreciation	Issue of shares for consideration other than cash
	SLO-2	<b>Objectives of Accounting:</b> Depiction of financial position Making information available to various groups	Items appearing on the Debit side of Trading account	Causes of Differences	Characteristics of Depreciation	Issue of Shares for cash
S-3	SLO-1	<b>Advantages of Accounting:</b> Systematic records Preparation of financial statements Assessment of progress	Items appearing on the Credit side of Trading account	Transactions entered in cash book but not in pass book as on the date of bank reconciliation statement	Causes of Depreciation	(i) Receipt of share money in one instalment

Duration (hour)		15	15	15	15	15
	SLO-2	<b>Advantages of Accounting:</b> Aid to Decision making Statutory requirements Information to interested groups	Closing entries in respect of trading account	Transactions entered in pass book but not in cash book as on the date of bank reconciliation statement	Objectives of Depreciation	(ii) Share money received in two or more instalments
S-4	SLO-1	<b>Advantages of accounting:</b> Evidence in court Taxation problems Merger of firms	Profit and Loss Account-Preparation of profit and loss account	Methods of preparation of bank reconciliation statement	Necessity for providing Depreciation	(a) On receipt of application money
	SLO-2	<b>limitations of Accounting:</b> It cannot record all transactions It cannot quantify the morale Accounting results may not be accurate and reliable	Items appearing on the Debit side of profit and loss account	Proforma of a Bank reconciliation statement	Basic factors affecting the amount of Depreciation	(b) On allotment of shares
S-5	SLO-1	<b>limitations of Accounting:</b> Accountants rely on historical cost for recording the fixed assets Financial position shown by accounting unrealistic and unreliable	Items appearing on the Credit side of profit and loss account	Bank balance to be shown in balance sheet	Methods of Recording Depreciation	Allotment Money becoming due and received
	SLO-2	<b>Branches of Accounting:</b> Financial Accounting Cost Accounting	Balance sheet-Classification of assets and liabilities	Adjustments in the Cash book	Straight line method/Fixed Installment method	Calls on shares
S-6	SLO-1	<b>Branches of Accounting:</b> Management Accounting	<b>Fixed Assets:</b> Tangible fixed assets Intangible fixed assets	Reconciliation from favorable cash book balance	Diminishing Balance Method/written down value method	Receipt of call money
	SLO-2	Methods of Accounting-Single entry and double entry system	<b>Current Assets:</b> Stock, Debtors, Cash, Bank, B/R, Marketable Securities, Prepaid Expenses	Reconciliation from favorable pass book balance	Calculation of value of Depreciation under straight line method	Subscription of shares: (i). Full Subscription
S-7	SLO-1	Types of Accounts and Accounting rules / Golden rules of accounting	<b>Current Assets:</b> Marketable Securities, Prepaid Expenses	Reconciliation from Overdrawn cash book balance	Calculation of Rate of Depreciation	(ii) Under subscription
	SLO-2	<b>Accounting Concepts:</b> Accounting entity concept Going concern concept Money measurement concept	<b>Liquid Assets:</b> Cash, Bank, Debtors, Bills receivable	Reconciliation from Overdrawn pass book balance	<b>Single Entry System:</b> Meaning and Definition	(iii) Over Subscription
S-8	SLO-1	<b>Accounting Concepts:</b> Verifiable objective Accounting period concepts Revenue realization concept	<b>Liquid Assets:</b> Total current Assets minus stock and prepaid expenses	When both pass book and cash book of a period are given	Salient features or characteristics of single entry system	(i) Rejection of Excess Applications and Money Returned
	SLO-2	<b>Accounting Concepts:</b> Cost concept Matching concept Dual Aspect	<b>Fictitious Assets:</b> Preliminary Expenses, Expenses on issue of shares and Debentures, Discount on issue of shares and debentures	Reconciliation from cash book of one period and pass book	Advantages of single entry system	(ii) Excess application money adjusted towards sums due on allotment Journal entry
S-9	SLO-1	<b>Accounting Conventions:</b> Convention of Disclosure	<b>Contingent assets:</b> Claim for Income tax refund,	<b>BRS:</b> Reconciliation from favorable cash book balance	Limitations of single entry system	Partial acceptance of Applications.

Duration (hour)		15	15	15	15	15
		Convention of consistency	Uncalled share capital			
	SLO-2	<b>Accounting Conventions:</b> Convention of Conservation Convention of materiality	<b>Liabilities</b> Proprietor's capital or Net worth	<b>BRS:</b> Reconciliation from favorable pass book balance	Difference between double entry and single entry system	Issue of shares at premium
S-10	SLO-1	<b>Accounting Concepts:</b> Accounting entity concept Going concern concept Money measurement concept	<b>Long term liabilities:</b> Long term loans, Debentures	<b>Fire Insurance Claims:</b> Meaning and Definition	Ascertainment of profit under single entry system	Accounting Treatment of premium on Issue of Shares
	SLO-2	<b>Accounting Equation</b>	<b>Current Liabilities:</b> Trade creditors, Bills payable, Bank Overdraft, Outstanding Expenses	Need and importance of fire Insurance	Calculation profit under net worth method/ statement of affairs method	Accounting Treatment of Shares Issued at Discount
S-11	SLO-1	<b>Accounting Cycle:</b> Journal	<b>Contingent liabilities:</b> Unpaid call amount Bills discounted and Dishonored	Types of fire Insurance policies	Calculation profit under net worth method (i) Calculation of opening capital	Calls in Advance and Calls in Arrears
	SLO-2	<b>Accounting Cycle:</b> Ledger	<b>Adjustment entries:</b>	Loss on stock claims	Calculation profit under net worth method (ii) Calculation of closing capital	Calls in Advance and Calls in Arrears- Accounting treatments
S-12	SLO-1	<b>Accounting Cycle:</b> Trial Balance	(i) Closing stock (ii) Outstanding Expenses	Computation of claim to be lodged for loss of stock	(iii) Ascertainment of Drawings	Meaning of Share forfeiture
	SLO-2	Introduction about Cash book	(iii) Prepaid Expenses (iv) Accrued Income	Memorandum of Trading Account	(iv) Ascertainment of capital introduced during the year	Accounting treatment of Reissue of forfeited shares
S-13	SLO-1	Types of cash book	(v) Income receivable in advance, (vi) Depreciation of assets	Gross profit Ratio	Preparation of statement of profit	1. Reissue of forfeited shares issued at discount, originally issued at par
	SLO-2	Methods of preparation of cash book	(vi) Interest on capital, (vii) Interest on Drawings	Abnormal items and gross profit ratio	Distinction between balance sheet and statement of affairs	2. Reissue of forfeited shares at par, at discount and at premium, originally issued at premium :
S-14	SLO-1	<b>Preparation of Cash Book:</b> Single column cash book	(viii) Bad Debts and provision for bad debts	Average clause	Overview about conversion method	Reissue of the forfeited shares- Balance in shares forfeited A/c transferred to capital Reserve A/c
	SLO-2	<b>Preparation of Cash Book:</b> Double column cash book	(ix) Provision for discount on Debtors	Claim for loss of profit or Consequential loss insurance	Meaning and Definition of conversion method	Computerized Accounting system
S-15	SLO-1	<b>Preparation of Cash Book:</b> Three column cash book	(x) Provision for discount on Creditors	Computation of claim for loss of profit	Need and importance of conversion method	Popular Accounting Software.
	SLO-2	Testing the students understanding levels	Testing the students understanding	Testing the students understanding	Testing the students understanding	Testing the students understanding

Learning Resources	1.Reddy,T.S and Murthy,A Financial Accounting, Sixth Revised Edition 2016, Margham Publications, 2019	4.Jain,S.P & Narang,K.L Revised edition, Financial Accounting, Kalyani publishers, 2017
	2.Rajasekaran.V and Lalitha.R, Financial Accounting, Second Impression, Pearson in south Asia,2012	5.https://similarweb.com/top-websites/category/finance/accounting-and-auditing
	3. R.L Gupta & V.K Gupta -Advanced Accounting – Sultan Chand – New Delhi-2015	6. https://www.softwaresuggest.com/accounting-software

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Learning Assessment		
	Bloom's	Continuous Learning Assessment (50% weightage)
		Final Examination (50% weightage)

	Level of Thinking	CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-
	Understand										
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-
	Analyze										
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

<i>Course Designers:</i>		
<i>Experts from Industry</i>	<i>Experts from Higher Technical Institutions</i>	<i>Internal Experts</i>
1.C.A.Kanagaraj,R, Larsen & Toubro: L&T India,,ca.kanag@gmail.com	1. Dr. M. Selvam, BharathidasanUniversity,drmselvam@bdu.ac.in	1. A.Arul Prakash, SRMIST
C.A. 2.C.A.Lakshmankumar, Larsen & Toubro: L&T, lakshmank2007@gmail.com	2. Dr.J.Srinivasan, R.V.Govt.College affiliation with University of Madras, drjsrinivasan@gmail.com	2. L.Jayanthi, SRMIST

Course Code	UBA20103T	Course Name	BASICS OF PRODUCTION AND OPERATION MANAGEMENT	Course Category	C	Professional Core-03	L	T	P	C
							3	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	Recognize, appreciate, and perform the job of a competent production or operation manager.			
CLR-2 :	Understand the various production and operations design decisions and how they relate to the overall strategies of organizations.			
CLR-3 :	Critically evaluateplant location and layout decisions.			
CLR-4 :	Anticipatevarious issues in purchase and stores management and ready to face them.			
CLR-5 :	Understand the roles of inventories and basics of managing inventories in various demand settings, evolve practical application of Materials Handling System.			
CLR-6 :	Obtain an understanding of Maintenance Management and statistical Quality Control to facilitate organizational effectiveness.			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	Get insights of the roles &functions of production management in the context of business enterprise			
CLO-2 :	Identify the elements of production and operations management and various transformation processes to enhance productivity and competitiveness.			
CLO-3 :	analyze and evaluate various facility and layout alternatives			
CLO-4 :	Practice a sustainable purchase and stores management methods.			
CLO-5 :	Implement suitable inventory and materials handling principles and practices in the operations.			
CLO-6 :	Plan and implement suitable statistical quality control measures to ensures Quality and implement maintenance management			

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning

Duration (hour)	15	15	15	15	15
S-1	SLO-1	Production – Meaning	Introduction to plant location	Purchase management	Inventory Management
	SLO-2	nature and characteristics of POM	Plant location definition	Importance of Purchase Management	Inventory Management - Meaning
S-2	SLO-1	Production as a system	Location need analysis	Purchasing Activities	Inventory - Definition
	SLO-2	Production as a function	Need for facility location planning	Purchase management - Objectives	Different Types of Inventory
S-3	SLO-1	Production vs Manufacturing	General procedure for facility location planning	Types of Purchase	Inventory Management - Objectives
	SLO-2	Production management vs Operation Management	Steps in Plant location decision	Purchase management Functions	Inventory Management - Objectives



Duration (hour)		15	15	15	15	15
S-4	SLO-1	Nature & Scope of production and operation Management	Ideal location	Characteristics of a Purchasing Manger	Importance of Inventory Management	corrective maintenance (cm)
	SLO-2	Importance of production and operation Management	significance of plant location decision	Role of Purchasing Manger	Principles of Inventory Management	improvement maintenance
S-5	SLO-1	Role of production Manager.	Plant location decision for services	Purchase Policies	inventory Control-Terminology	predictive maintenance
	SLO-2	Relationship of POM with other discipline.	Factors affecting plant Location decision	Purchasing cycle	Fixed Reorder Quantity System.	unplanned maintenance
S-6	SLO-1	Functions of production and operations management.	Comparison of site location area (Numerical Problems)	Purchasing cycle	Fixed Reorder Quantity System	planned maintenance
	SLO-2	Manufacturing system	Factor rating method	Vendor rating	Fixed Reorder Period System	planning and scheduling of maintenance
S-7	SLO-1	Methods of Manufacturing	Point Rating Method	benefits of vendor rating	Fixed Reorder Period System	planning and scheduling of maintenance
	SLO-2	Intermittent Manufacturing system	Location Break-even Analysis	criteria for evaluation of vendors	Economic Order quantity	control of maintenance
S-8	SLO-1	Continuous Manufacturing system	Center of Gravity method	criteria for evaluation of vendors	Economic Batch quantity	control of maintenance
	SLO-2	Flexible Manufacturing system	Plant layout	Vendor Rating Methods and decisions	Economic Order quantity without shortage situations (Numerical problems)	introduction to statistical quality control -definition
S-9	SLO-1	Job shop Manufacturing system	Definition -plant layout	Vendor Rating Methods and decisions	Economic Batch quantity without shortage situations (Numerical problems)	inspection and quality control-introduction
	SLO-2	Batch Manufacturing system	Importance of Plant Layout	Categorical plan -numerical problem	Selective inventory controlling techniques	inspection and quality control - meaning
S-10	SLO-1	Comparison of various manufacturing system	Essentials of Good Plant Layout	Weighted point plan-numerical problem	Selective inventory controlling techniques	need for inspection and quality control
	SLO-2	Suitability, advantages and disadvantages of Intermittent Manufacturing system.	Types of Layout	Critical incident method	Introduction to elements of Material Handling System	objectives of inspection
S-11	SLO-1	Suitability ,advantages and disadvantages of Continuous Manufacturing system	Process Layout techniques	Checklist method	Material Handling System -definition	inspection process
	SLO-2	Suitability ,advantages and disadvantages of Job shop Manufacturing system	Product Layout techniques	Introduction to stores management	functions of material handling	principles of inspection
S-12	SLO-1	Suitability ,advantages and disadvantages of Batch Manufacturing system	Fixed Position Layout techniques	stores management – need and Importance	objectives of material handling	statistical quality control definition
	SLO-2	Suitability ,advantages and disadvantages of Flexible Manufacturing system	Group Layout techniques	Functions of stores management	principles of material handling	statistical quality control -objectives
S-13	SLO-1	Characteristics of modern manufacturing system	Cell Layout techniques	Stores Location	principles of material handling	objectives and benefits of using control charts
	SLO-2	trends in modern manufacturing system	Suitability ,advantages and disadvantages of Process Layout techniques	Stores Location-Factors	unit load concept	types of control charts for variables and attributes
S-14	SLO-1	Operations in the Service sector	Suitability ,advantages and disadvantages of Product Layout techniques	Stores Layout	selection of material handling equipments	types of control charts for variables and attributes
	SLO-2	Characteristics of service	Suitability ,advantages and disadvantages of Fixed Position Layout techniques	Stores Layout -Types	selection of material handling equipments	numerical problems in x bar charts

Duration (hour)		15	15	15	15	15
S-15	SLO-1	Product vs services	Suitability ,advantages and disadvantages of Group Layout techniques	Factors determining Stores Layout	Types of Material Handling Equipment	numerical problems in r charts
	SLO-2	Manufacturing Vs Service operations	Suitability ,advantages and disadvantages of Cell Layout techniques	Stock Verification	Types of Material Handling Equipment	numerical problems in c charts

Learning Resources	1. K.Aswathappa, K.ShridharaBhat., Production and Operations Management, 3rd edition, Himalaya Publishing House, 2016.	1. R.Paneerselvam, Production and Operations Management, 2nd edition, PHI Learning Private limited, 2016.
	2. Shailendra Kale, Production and Operations Management, 2nd edition, McGraw Hill Educations (India) Private limited, 2016.	2. Mahadevan, B, Operations Management: Theory & Practice, 3rd ed., Pearson Education.
	3.Operations Management,KshridharaBhat, Himalaya Publications	3. Production and Operations Management, S N Chary, TMH Publications.
		4.http://dl4a.org/uploads/pdf/Ebook%20for%20PRODUCTION%20AND%20OPERATIONS%20MANAGEMENT.pdf
		5.http://ebooks.lpude.in/management/bba/term_4/DMGT206_PRODUCTION_AND_OPERATIONS_MANAGEMENT.pdf

Learning Assessment												
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	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

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2.	2.	2. Dr.Srinivasan,SRMIST.

Course Code	ULT20G01J	Course Name	Tamil-I	Course Category	G	Generic Elective Course	L	T	P	C
							2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Tamil	Data Book / Codes/Standards			Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To enable them to learn the nuances of modern poetry in Tamil	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To explore New historicism through the works of art written in Tamil to enlighten the students to understand the changes in the modern society																		
CLR-3 :	Inculcate Ways of life, moralities and ethical factors as an essential part of learning Tamil literature																		
CLR-4 :	Develop strategies of comprehension of texts of different origin																		
CLR-5 :	Strengthen the language of the students both in oral and written																		
CLR-6 :	Express their sentiments, emotions and opinions, reacting to information, situations																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO-1	PSO-2	PSO-3
CLO-1 :	Extend and expand their savoir-faire through the acquisition of skills to cater the needs of the modern era.	2	75	60	H	H	H	-	H	H	M	H	H	-	H	H	H	H	H
CLO-2 :	Enable the students to appreciate their mother tongue and to Enhance their thinking capacity	2	80	70	H	H	-	H	-	-	H	-	-	H	H	-	H	H	H
CLO-3 :	Make them learn the basic rules of Language and make them communicate better	2	70	65	H	H	H	M	-	-	H	-	-	H	H	-	H	H	H
CLO-4 :	Develop strategies of comprehension of texts based on different culture and life styles	2	70	70	H	-	H	H	H	-	M	-	-	H	H	-	H	H	H
CLO-5 :	Strengthen spoken and written skills of the student	2	80	70	-	H	-	M	-	H	H	-	-	H	H	-	H	H	H
CLO-6 :	Will be able to clear government examinations	2	75	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

Durati on (hour)	12	12	12	12	12
S-1	SLO-1	தற்காலஇலக்கியம் – உருவாக்கப்பின்புலம்	நவீனகவிதை – அறிமுகம்	தமிழரின்போர்க்கலை	சுற்றிலக்கியஉருவாக்கம்
S-2	SLO-1	மரபுக்கவிதை – புதுக்கவிதை	நவீனகவிதைஅகமுகங்கள்	பரணிலக்கியம்	சுற்றிலக்கியவளர்ச்சிப்போக்கு
S-3	SLO-1	புதுக்கவிதைஉருவாக்கம்	நவீனகவிதைமொழி	கவிங்கத்துப்பரணி	புதுக்கவிதை - மணிக்கொடி
S-4	SLO-1	பாரதியார் – பன்முகஆளுமை	நவீனகவிஆளுமைகள்	தூதுஇலக்கியக்களம்	எழுத்தும்வானம்பாடியும்
S-5	SLO-1	பாரதியார் - கண்ணன்என்சேவகன்	ராஜாசந்திரசேகரும்விளிம்புநிலைக்கவிதைகளும்	அழகர்கிள்ளைவிடுதூது	சிறுகதை - இலக்கணம்
S-6	SLO-1	பாரதிதாசன்தமிழ்ப்பற்று	கைவிடப்பட்டகுழந்தை	தமிழில்கலம்பகம்	சிறுகதை – வளர்ச்சிவரலாறு

Durati on (hour)	12	12	12	12	12	
S-7	SLO-1	தமிழ்ப்பேறுகவிதை	அனாரும்புலம்பெயர்இலக்கியமும்	நந்திக்கலம்பகம்	புதினங்களின்உருவாக்கம்	பழமொழிவரலாறு
S-8	SLO-1	வானம்பாடியில்அப்துல்காபுர்	மேலும்சிலஇரத்தக்குறிப்புகள்	குறவஞ்சிஇலக்கியவகைமை	புதினத்தின்வகைகள்	பழமொழியும்பயன்பாடும்
S-9	SLO-1	அவதாரம் - கவிதை	காலந்தோறும்பெண்	குற்றாலக்குறவஞ்சி	அச்சுண்டகவரலாறு	தமிழ்இலக்கணநுட்பங்கள்
S-10	SLO-1	தமிழ்க்கவிதையில்சுற்றுச்சூழலியம்	சுகிர்தராணியின்அம்மா	காப்பியஇலக்கணம்	தமிழில்உரைநடை	பெயர், வினைசொல்அறிதல்
S-11	SLO-1	நரசிம்மனும்சுற்றுச்சூழலியலும்	பாலியல்சமத்துவம்	மணிமேகலையும்அறமும்	சிவதருமோத்திரசுவடிவரலாறு	அடைகளின்வகைஅறிதல்
S-12	SLO-1	மகனேஎன்னைமன்னித்துவிடு - கவிதை	தூர்கவிதையும்பெண்சமத்துவமும்	பெண்சாபமும்காயசண்டிகையும்	கூஜாவின்கோபம்	பெயரடை, வினையடைஅறிதல்

Learning Resources	1. குறிஞ்சித்தேன், தொகுப்பும்பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக்கல்வி நிறுவனம், காட்டாங்குளத்தூர், 603203, 2020
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		Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember Understand	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
Level 2	Apply Analyze	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
Level 3	Evaluate Create	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Total	100 %		100 %		100 %		100 %		100 %		

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Dr. R. Srinivasan Associate Professor, Department of Tamil, Presidency College, Chennai,	1. B. Jaiganesh, Assistant Professor & Head, FSH, SRMIST
		2. T.R. Hebzibahbeulahsuganthi, Assistant Professor, FSH, SRMIST
		3. S. Saraswathy, Assistant Professor & Head, FSH, SRMIST

Course Code	ULH20G01J	Course Name	HINDI-I	Course Category	G	Generic Elective Course	L	T	P	C
							2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	HINDI	Data Book / Codes/Standards		Nil	

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To be able to converse well in the Hindi Language	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To read and write and clarity	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLR-3 :	To be willing listeners and translators –where need be	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLR-4 :	To acquire the values/thought contents of the writers and practice in it in life.	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLR-5 :	To find motivation through the various forms of literature and learn to overcome any challenges of life.	2	70	65	H	-	-	H	-	-	-	-	-	-	-	-	-	-	-
CLR-6 :	To discover the importance of the language in making education as a means of growth in life and not mere literacy.	2	70	70	H	-	H	H	H	-	-	-	-	-	H	-	-	-	-
CLR-5 :	To discover the importance of the language in making education as a means of growth in life and not mere literacy.	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	1	2	3
CLO-1 :	To appreciate the Hindi language in its various forms.	2	75	60
CLO-2 :	To understand the philosophy of life and living through stories.	2	80	70
CLO-3 :	To help the students learn and develop the fundamentals of life, through One-Act plays.	2	70	65
CLO-4 :	To share the richness of thought and content presented in the Hindi language, into other languages so that the readers would stand to gain.	2	70	70
CLO-5 :	To guide the students in the learning of the technical aspect of the Hindi language, this would help them in the field of administration.	2	80	70

Duration (hour)	20	10	10	10	10
S-1	SLO-1	Kahani	Ekanki	Patkarita	Film Samiksha
S-2	SLO-1	KAHANI KA UDBHAV	KANKI KA ARTH	ATRAKARITA KA ARAMBH	SAMIKSHA KYA HAI
S-3	SLO-1	KAHANI KE TATVA	ARIBHASHA	ATRKARITA KA MAHTAVA	SAMIKSHA KE PRAKAR
S-4	SLO-1	KAHANI KE AAYAM	WAROOP	TRAKARITA KA ARTH	SAMIKSHA KA UDDESHYA
S-5	SLO-1	LEKHAK PARICHAY	ATHYA VACHAN	TRAKAR KA DAIYTVA	FILM KA SAMAJIK MAHTAVA
S-6	SLO-1	KAHANI PATH	RASTUTI	RAMUKH SAMACHAR PATR	FILM KA VISHLESHAN
S-7	SLO-1	KAHANI KA SARANSH	IAHTVA	V.PATRKARITA	DRISTIKON NIRMAN
S-8	SLO-1	KAHANI KA UDDESHYA	RASHAN-ABHYAS	HOTO PATRKARITA	DOCUMENTRY FILM
S-9	SLO-1	KAHANI KA VISHELESHAN	DDESHYA	RASTUTIKARAN	MAIN STREAM FILM
S-10	SLO-1	KAHANI PARICHARCHA	ARICHARCHA	HASHA-SHAILI	FILM KE DARSHAK
S-11	SLO-1	PRASHAN ABHYAS			
S-12	SLO-1	SAMUHIK PARICHARCHA			
S-13	SLO-1	BHASHA SHAILI			
S-14	SLO-1	MANOVAIGYANIK KAHANI			
S-15	SLO-1	AANCHALIK KAHANI			
S-16	SLO-1	KAHANI SAMIKSHA			
S-17	SLO-1	SAMAJIK KAHANI			
S-18	SLO-1	VIBHIN KAHANI ANDOLAN			

Pre-requisite Courses		Nil		Co-requisite Courses	Nil		Progressive Courses		Nil															
Course Offering Department			French			Data Book / Codes/Standards		Nil																
S-19	SL0-1	PURV ADHARIT VISHYO PAR PARICHARCHA																						
S-20	SLO-1	PRASHAN ABHYAS																						
CLO-6 :		To encourage the students to communicate with the public, on a large scale with the medium of Main stream and Documentary films.						2	75	70		-	-	-	-	-	-	-	-	-	-	-	-	-

Learning Resources					Prescribe Text Book Compiled and Edited by Department of Hindi									
	Learning Assessment													
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)				
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#						
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%	30%	-			
Level 2	Understand													
	Apply	45%	45%	45%	45%	50%	50%	50%	50%	50%	-			
Level 3	Analyze													
	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%	20%	-			
	Create													
	Total	100 %		100 %		100 %		100 %		100 %				

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

<b>Course Designers</b>		
<b>Experts from Industry</b>	<b>Experts from Higher Technical Institutions</b>	<b>Internal Experts</b>
	1. Prof.(Dr.) S.NarayanRaju, Head, Department of Hindi,CUTN, Tamilnadu	1. Dr.SPreeti. Associate Professor & Head, SRMIST
		2. Dr. Md.S. Islam Assistant Professor, SRMIST
		3 Dr. S. Razia Begum, Assistant Professor, SRM IST

Course Code	ULF20G01J	Course Name	French-I	Course Category	G	Generic Elective Course	L	T	P	C
							2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department		French		Data Book / Codes/Standards	

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)														
CLR-1 :	Extend and expand their savoir-faire through the acquisition of current scenario	Thinking (Bloom)	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
CLR-2 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French																					
CLR-3 :	Make them learn the basic rules of French Grammar.																					
CLR-4 :	Develop strategies of comprehension of texts of different origin																					
CLR-5 :	Strengthen the language of the students both in oral and written																					
CLR-6 :	Express their sentiments, emotions and opinions, reacting to information, situations																					

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1 :	To acquire knowledge about French language		2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French		2	80	70	-	H	-	H	-	H	-	-	-	-	M	-	-	-	-
CLO-3 :	To develop content using the features in French language		2	85	75	H	-	-	H	-	H	-	-	-	-	M	-	-	-	-
CLO-4 :	To interpret the French language into other language		2	70	80	H	-	H	H	H	-	-	-	-	-	H	-	-	-	-
CLO-5 :	To improve the communication, intercultural elements in French language		2	80	70	-	H	-	H	-	-	-	-	-	-	H	-	-	-	-
CLO-6 :						-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		12	12	12	12	12	12
S-1	SLO-1	Bonjour, ça va ?	Salut ! Je m'appelle Agnès	Qui est –ce ?	Dans mon sac, j'ai...	Il est comment ?	
S-2	SLO-1	Les pays et les nationalités	Les pronoms personnels sujets	les professions	la formation du féminin (3)	L'aspect physique	
S-3	SLO-1	Les animaux domestiques	Les verbes être et avoir	Quelques objets	la phrase interrogative	Le caractère	
S-4	SLO-1	Les jours de la semaine les mois de l'année	Les articles définis et indéfinis	la fiche d'identité	qu'est – ce que.. ?	Les prépositions de lieu (1)	
S-5	SLO-1	Les nombres de 0 à 69	La formation du féminin (1)	La liaison	Qu'est – ce que C'est	Les nombre à partir de 70	
S-6	SLO-1	La famille (1)	La formation du pluriel (1)	L'élision	Qui est – ce ?	Allo ?	
S-7	SLO-1	L'accent tonique	Les adjectifs possessifs	Intonation descendre	la phrase négative	La formation du féminin(3)	
S-8	SLO-1	Les articles un/une et le/les	Entrer en contact : salut, demander	Intonation montante	C'est/il est (1)	Les articles contractés	
S-9	SLO-1	Bonjour, - Salut !	dire comment ça va	Dans mon sac	Les verbes du premier group	Les pronoms personnels toniques	
S-10	SLO-1	Je m'appelle Agnès	Se présenter et présenter quelqu'un	Mots et expressions	Les verbes aller et venir	Les adverbes interrogatifs	
S-11	SLO-1	Mots et expressions	Demander le temps	Demander et répondre poliment	Demander et répondre poliment	Les verbes du deuxième group	

<b>S-12</b>	<b>SLO-1</b>	Entrer en contact- Se présenter.	Demander et dire la date	Demander des informations personnelles	Demander des informations personnelles	Décrire l'aspect physique et le caractère
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<b>Learning Resources</b>	<b>Theory:</b> <b>1. "Génération-AI"</b> Méthode de français, Marie-Noëlle COCTON, P.DAUDA, L.GIACHINO, C.BARACCO, Les éditions Didier, Paris, 2018. <b>2. Cahier d'activités avec deux discs compacts.</b>
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		Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember Understand	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
Level 2	Apply Analyze	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
Level 3	Evaluate Create	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Total	100 %		100 %		100 %		100 %			100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Dr. C.Thirumurugan Associate Professor, Department of French, Pondicherry University	1. Kumaravel K. Assistant Professor& Head, SRMIST
		2. Ponrajadurai M Assistant Professor, SRMIST



Course Code	UBA20G01T	Course Name	MANAGERIAL ECONOMICS	Course Category	G	Generic Elective-2	L	T	P	C
							2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	To understand the fundamentals of economics	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	To use knowledge in managerial decisions for modern managers.		
CLR-3 :	To build a solid understanding of the operation of markets and the macro-economic environment with real-world examples		
CLR-4 :	To apply economic models and rationale choice to business decision making		
CLR-5 :	Economics as a field of study, to explore ongoing issues and problems, which confront all of us in our daily lives as producers, consumers, and citizens		
CLR-6 :	Economics seeks to deal with these realities as it pursues an ultimate goal of improving the overall quality of life that people might enjoy.		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLO-1 :	Apply the economic way of thinking to individual decisions and business decisions	3	80	70	H	H	L	H	H	M	M	H	L	M	L	L	M	H	H
CLO-2 :	Measure the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, and income	3	85	75	M	H	L	H	H	H	H	M	L	L	M	H	L	L	H
CLO-3 :	Understand how prices get determined in markets, how market participants benefit in the form of consumer surplus and producer surplus, and what are the consequences of government intervention	3	75	70	M	H	M	H	L	M	L	M	M	L	M	H	H	M	H
CLO-4 :	Understand the different costs of production and how they affect short and long run decisions	3	85	80	M	H	M	H	L	M	H	H	M	L	M	H	H	M	M
CLO-5 :	Understand the four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model	3	85	75	H	H	M	H	L	H	H	M	M	L	L	H	M	H	H
CLO-6 :	Understand economic Income and different types of inflation	3	80	70	L	H	H	H	L	H	M	L	L	L	H	H	M	H	H

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Introduction	Demand introduction	Cost Concepts	Market Introduction	National Income
	SLO-2	Definitions Economics and Managerial Economics	Determinants of Demand	Cost Determinants	Classification of Market Structure	concept
S-2	SLO-1	Natural of ME	Determinants of Demand	Cost Determinants	Perfect Market-Nature	measurement
	SLO-2	Scope of ME	Basic Concepts	Types of Cost	Pricing in Perfect-short run	measurement
S-3	SLO-1	Characteristics of ME	Tools for Analysis of Demand	Types of Cost	Pricing in Perfect-Long run	Factors difficulties in measurement of national income
	SLO-2	Importance of ME	Demand Schedule	Determinants of short run cost	Consequences of pure competition	Factors difficulties in measurement of national income
S-4	SLO-1	Significance of Managerial Economics	Demand Curve	Short run cost output relationship	Monopoly Market-Nature	Uses of NI Estimates
	SLO-2	Managerial Economics with other Discipline	Shift in Demand Curve	Short run cost output relationship	Pricing in Monopoly -short run	Employment
S-5	SLO-1	Managerial Economics with other Discipline	Exceptions to Demand Curve	Cost schedule	Pricing in Monopoly -Long run	Unemployment Types
	SLO-2	ME in Decision Making	Demand Function.	Relationship between marginal cost and average cost curve	Consequences of Monopoly	Employment Vs Unemployment
S-6	SLO-1	Steps in Decision Making	Law of Demand	Optimum output at minimum cost	Difference between Perfect and Monopoly	Business cycle
	SLO-2	Wealth, Welfare, Scarcity and its Features	Types of Demand	Cost output in long run	Monopolistic Competition-Nature	Characteristics of Business cycle
S-7	SLO-1	Growth and Modern definition	Types of Demand	Economies of scale	Pricing in Monopolistic Competition - short run	Business cycle-phases
	SLO-2	Micro Economics	Elasticity of Demand	Economies of scale	Pricing in Monopolistic Competition - Long run	Business cycle-phases
S-8	SLO-1	Macro Economics	Types of Elasticity of Demand	Factors causing Economies of scale	Oligopoly-Nature	Inflation
	SLO-2	Economic System	Price Elasticity Determinants	Factors causing DisEconomies of scale	Oligopoly Types	Inflation Types
S-9	SLO-1	Fundamental concepts	Price Elasticity Determinants	Break Even Analysis	Oligopoly-Models	Demand Pull Inflation
	SLO-2	Opportunity cost Principle	Price Elasticity Types	Factors of Production Function	Oligopoly-Models	Cost Push Inflation
S-10	SLO-1	Principle of Time Perspective	Price Elasticity Types	Production Function	Kinked Demand Curve	Effects of Inflation
	SLO-2	Incremental Principle	Income Elasticity Types	Cob douglas	Price Discrimination	Methods to control Inflation
S-11	SLO-1	Discounting Principle	Income Elasticity Types	Short run Production Function	Degree of Price Discrimination	Monetary Policy
	SLO-2	Marginal Principle	Cross Elasticity	Measures of Productivity	Pricing Policy	Instruments of Monetary Policy
S-12	SLO-1	Scarcity Principle	Significance of Elasticity of Demand	Law of Diminishing Return	Pricing Methods	Fiscal Policy
	SLO-2	Equi-marginal Principle	Demand Forecasting	Law of return to scale	Pricing Methods	Objectives of Fiscal Policy
S-13	SLO-1	Risk and Uncertainty	Forecasting Methods	Law of return to scale	Pricing Approaches	Recent Fiscal Policy
	SLO-2	Production Possibility Frontier	Introduction to supply analysis	Iso quant curves	Pricing Approaches	Managerial Economics in the Context of Globalization
S-14	SLO-1	Circular Flow of economic activity	Determinants of supply	Iso quant curves	Product Line Pricing	LPG
	SLO-2	Circular Flow of economic activity	Elasticity of supply	Expansion Path	Price Forecasting	Sources of Economic Growth and Development
S-15	SLO-1	Nature of the Firm	Factors influencing supply	Managerial use of production function	Price Forecasting	Sources of Economic Growth and Development
	SLO-2					

<b>Learning Resources</b>	1. Aryamala, Managerial Economics, 1 <sup>st</sup> edition, VNI, 2014 2. Sankaran, Managerial Economics, Sultan Chand, 2010	3. Mote & Paul, Managerial Economics, McGraw Hill India, 2004 4. Varshney & Maheswari, Managerial Economics, Sultan Chand and Sons 5.
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		Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember Understand	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
Level 2	Apply Analyze	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
Level 3	Evaluate Create	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Total	100 %		100 %		100 %		100 %			100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		1. A. SUGANYA, SRMIST

Course Code	ULE20AE1T	Course Name	English	Course Category	A	Ability Enhancement Course	L 4	T 0	P 0	C 4
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Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	English	Data Book / Codes/Standards			Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	Extend and expand the integrity in an individual which shall never allow him/her to compromise upon a noble way of living	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Enable the students to overcome the fear of speaking a foreign language and enable them to think through a foreign language.		
CLR-3 :	Make them communicate an unbiased way of thinking in a better manner		
CLR-4 :	Develop strategies of comprehension of texts based on different culture and life styles		
CLR-5 :	Strengthen spoken and written skills of the student in English		
CLR-6 :	Help them express their sentiments, emotions and opinions, and reactions to information and situations in a civilized, cultured and humane manner.		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO -3
CLO-1 :	To acquire knowledge of becoming better beings through the tools of Language and Literature	2	75	60	H	H	H	-	-	H	-	H	-	H	H	H	-	-	-
CLO-2 :	To acquire a strong knowledge on concept, culture, civilization through English Literature	2	80	70	-	H	-	H	-	H	-	H	-	-	H	H	-	-	-
CLO-3 :	To develop own content and to be able to translate using the features in English Language	2	70	65	H	-	-	H	-	H	-	H	-	-	H	H	-	-	-
CLO-4 :	To interpret the contents in the texts presented in English Language	2	70	70	H	-	H	H	H	H	-	H	-	-	H	-	-	-	-
CLO-5 :	To present an improved and healthier communication and intercultural elements acquired through English Literature	2	80	70	-	H	-	H	-	H	-	H	-	-	H	-	-	-	-
CLO-6 :	To participate in any level of conversation and discussion presented in English with both proficiency in the language and positive caliber in the content of speech	2	75	70	H	H	-	H	M	H	M	H	H	H	H	H	H	H	H

Duration (hour)	12	12	12	12	12
S-1	SLO-1	Introduction to the art of poetry writing and the rationale behind this unit will be discussed.	Post-colonial impacts in India as observed in their language and culture will be discussed.	Story through images is explained to the students	The definition and purpose of monologue is explained along with the sample monologues are to be provided to the learners
S-2	SLO-1	Feminism through Kamaladas' poem 'In Kindergarten' and feminist critique's stand through poets like Meena Kandasamy is discussed.	Mathrabootheran and the mother tongue influence in English – a discussion	Every day the students are made to bring their own cartoons to tell stories related to social issues and political issues.	The learners are made to create their own monologue contents.
S-3	SLO-1	The writer Meena Kandasamy is invited to read her poems on women.	Enjoy within limits, says Mr Mathrabootheran is taught and discussed	International Political memes to be created in the class	Discuss the contents created by the students and reiterate the idea that a monologue should mimic a story and has to have a proper beginning, middle and an end.

Duration (hour)	12	12	12	12	12	12
S-4	SLO-1	Gender inequality is discussed through A K Ramanujam and his poetry	The structure of sentence in English and the distortion of the sentence is verified	Autobiography and biography difference are explained	To ask the students to bring newspaper to class and make them select a column and read it loudly. No meaning is to be explained. Just the flow is to be checked.	To give all the parts of speech not according to the grammar book order but according to a method which would easily make one understand correlation of one with the other. For instance – Noun, Pronoun, Adjective, Verb, Adverb... will have to be the order
S-5	SLO-1	Kalki the poet is invited to conduct a guest lecture on her own poem.	Nobel? What Nobel, asks Mr Mathrubootham is discussed	How to give voice to an inanimate object.	Another reading loud session of the same passages are to be conducted along with dictionary checking for meanings are to be done.	The parts of speech must be used in different sentences and the teacher ought to use the board to draw a situation to make one understand each part's usage.
S-6	SLO-1	Seminar to generate discussion to enhance gender sensitivity is conducted	The Text is analyzed in detail	Practically test the students in class by giving them different concrete objects.	To make them compare and realize how they had overcome their fear for English	Along with parts of speech particularly when Verb is being taught Tenses ought to be taught with same methodology mentioned above.
S-7	SLO-1	Human interest columns in news papers - tragedies on women men and transgender documented is read aloud and discussed in the class room.	Neutral accent is taught along with right pronunciation	Caption writing is taught	To develop the ability to pick up a conversation and to engage in conversations and be able to interrupt and end conversations appropriately	The rules of Tenses are taught with live examples in the classes and are tested based on this.
S-8	SLO-1	Case studies to be given to the students to document their reactions	Mr Mathrubootham is fully supporting all new technologies – discussion	Different examples for captions are given	Different situations to be given to the students to engage in a conversation.	The basic way to pick an error is by already knowing the rules of grammar thoroughly. Hence all the rules are to be brushed up
S-9	SLO-1	Students are to be made to create their own enactable content on the prevailing gender inequalities	How to write a statement and question is to be taught with reference to the text.	The students are made to give captions different news articles, products and situations	To test how much one is able to use irony humor and sarcasm in one's conversation	Exercises on all sorts of possible errors are given to the students and asked to rectify. Mathrubootham's passages are given to the students again to check the errors
S-10	SLO-1	Feminism vs Gender inequality a test for the students to chart out the existing gap	Pizza maavu : Welcome to Mr Mathrubootham food recipe website is discussed	Public Speaking examples since Julius Caesar to Martin Luther is given	To teach different kinds of reading. - skimming scanning and intensive reading extensive reading is taught	Define synonym and antonym. Ask the students to identify synonyms and antonyms in text. Demonstrate their understanding of synonyms and antonyms in active learning . introduce thesaurus reading.
S-11	SLO-1	A detailed discussion on the 4 poets is done in the class through comparative method	Identify the errors and make students to rewrite first two texts	The Ted X talks are played in the class, different political leader's canvassing is presented	The students are made to read the passages loudly and are asked questions from the passages to check their retention capacity	Demonstrate understanding of words by relating them to their opposites ( antonyms) and to words with similar but not identical meanings (synonyms)
S-12	SLO-1	The comprehension and retention and application of all the acquired knowledge of the student is checked by initiating an informal discussion in the class.	Identify the errors and make the students to rewrite the last two texts Compiled and edited by the faculty of English Department FSH, SRMIST	The students are given different topics to give impromptu	The learner is made to select phrases and words from the given passages and is asked to use it in own sentences	With the students brainstorm short list of commonly used words and ask them to rapidly give synonyms and antonyms to those words.

Learning Resources	<b>Theory:</b> <b>3.</b> Horizon- English Text Book – Compiled and Edited by the Faculty of English Department, FSH, SRMIST, 2020
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								CLA – 1 (10%) 100 % Theory 30% 30% 40%	Final Examination (50% weightage) CLA – 2 (10%)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Practice	Theory
		Theory	Practice	Theory		Theory	Practice	Theory	Practice			
Level 1	Remember Understand	30%	-	30%	Remember Understand	30%	-	30%	Remember Understand	-	30%	
Level 2	Apply Analyze	30%	-	30%	Apply Analyze	30%	-	30%	Apply Analyze	-	30%	
Level 3	Evaluate Create	40%	-	40%	Evaluate Create	40%	-	40%	Evaluate Create	-	40%	
	Total	100 %		100 %		100 %		Total		100 %		

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Prof. Daniel David, Prof & Head, Department of English, MCC, Chennai	1. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST
		2. Dr K B Geetha, Assistant Professor, Department of English, FSH, SRMIST

Course Code	UCD20S01L	Course Name	Soft Skills	Course Category	S	Skill Enhancement Course	L	T	P	C
							0	0	2	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department		Career Development Centre		Data Book / Codes/Standards	

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)														
CLR-1 :	expose students to right attitudinal and behavioral aspects and to build the same through activities	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	develop and nurture interpersonal skills of the students through individual and group activities.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLR-3 :	Increase efficiency and leadership skills and to improve team results.																		
CLR-4 :	acquire time management skills and develop creative skills																		
CLR-5 :	understand intercultural communication and etiquettes required in a professional environment																		
CLR-6 :	instill confidence in students and develop skills necessary to face the challenges of competitive exams and placements																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLO-1 :	re-engineer their attitude and understand its influence on behavior	3	80	70	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-2 :	acquire inter personal skills and be an effective goal oriented team player	3	80	70	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-3 :	understand the importance of time management and creativity	3	85	75	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-4 :	build confidence during any presentation	3	85	75	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-5 :	develop interpretation skills and intercultural communication	3	85	75	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H
CLO-6 :	help the students succeed in competitive exams and placements	3	80	70	M	M	M	-	M	H	M	-	-	H	H	H	M	H	H

Duration (hour)	6	6	6	6	6	6
S-1	SLO-1	IKIGAI	Interpersonal Skills	Creating brands – activity (posters, flyers, business cards)	Value of Time	Intercultural communication – beliefs, customs and attitude of people in different countries (US, UK, Japan, West Asia, China, Russia)
	SLO-2	IKIGAI	Emotional Intelligence	Creating brands – activity (posters, flyers, business cards)	Diagnosing Time Management	Social and cultural etiquettes
S-2	SLO-1	Attitude	Importance of Team Work	Causes of Stress and Its Impact	Weekly Planner, To do list, Prioritizing work	Communication etiquettes
	SLO-2	Factors influencing Attitude	Team Building Activity	How to Manage Stress and Distress?	Time management activity	Telephone etiquettes
S-3	SLO-1	SWOT Analysis	Leadership skills	Understanding the Circle of Control	Creativity – think out of the box	Dinning etiquettes
	SLO-2	Individual SWOT Analysis - activity	Leadership skills based Activity	Stress Busters	Creativity Activity	Grooming etiquettes
S-4	SLO-1	Extempore Practice Session	Networking skills	Conflicts in Human Relations – reasons	Creativity Assessment Activity	Ice breaking
	SLO-2	Extempore Practice Session	Networking skills based Activity	Approaches to conflict resolution	Creativity Assessment Activity	Designing ice breaker games
S-5	SLO-1	Extempore Practice Session	Negotiation skills	Conflict resolution – case studies	Brainstorming, use of groups and individual brainstorming techniques to promote idea generation	Ice breaker activity

	SLO-2	Extempore Practice Session	Negotiation skills based Activity	Conflict resolution – case studies	Brainstorming session activities	Ice breaker activity
S-6	SLO-1	Extempore Practice Session	Entrepreneurial Skills	Importance and necessity of Decision Making	Brainstorming session	Introduction to resume building
	SLO-2	Extempore Practice Session	Entrepreneurial knowledge, Focus, Investment, Risk tolerance, Resilience, Negotiation, Ethics, Networking	Process of Decision Making, Practical Way of Decision Making, Weighing Positives and Negatives	Brainstorming session	Introduction to resume building

Learning Resources	1. Jeff Butterfield, <i>Soft Skills for Everyone</i> , CENGAGE, India, 2015	4. Carnegie Dale, <i>How to win friends and influence people</i> , Simon and Schuster, New York, 2016
	2. Dr. K. Alex, <i>Soft Skills</i> , S.Chand Publishing & Company, India, 2014	5. Thomas A Harris, <i>I am ok, you are ok</i> , Arrow, London, 2012
	3. Covey Sean, <i>Seven habits of highly effective teens</i> , Simon & Schuster, New York, 2014	6. Daniel Coleman, <i>Emotional Intelligence</i> , Bloomsbury, India, 2016

Learning Assessment					
Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%)#	CLA-4 (30%) ##
		Theory	Theory	Theory	Theory
Level 1	Remember Understand	10%	10%	30%	15%
Level 2	Apply Analyze	50%	50%	40%	50%
Level 3	Evaluate Create	40%	40%	30%	35%
	<b>Total</b>	<b>100 %</b>	<b>100 %</b>	<b>100 %</b>	<b>100 %</b>

# CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.  
CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Ajay Zener, Director, Career Launcher	-	1. MrPriyanand, Assistant Professor, CDC, E&T, SRMIST 2. Ms Sindhu Thomas, Head in charge, CDC, FSH, SRMIST 3. MsMahalakshmi, Assistant Professor, CDC, FSH, SRMIST



### Semester - II

Course Code	UBA20201T	Course Name	Managerial Accounting	Course Category	C	Professional Core-4	L	T	P	C
							3	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Development Centre	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	Enable the students to understand the meaning functions , scope , techniques of Management Accounting	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	Facilitate the analysis & interpretation of financial statements	Level of Thinking (Bloom)	Fundamental Knowledge
CLR-3 :	Help the students in analyzing the liquidity, profitability & solvency position of firm	Expected Proficiency (%)	Application of Concepts
CLR-4 :	Familiarize the learners in regulating the flow of funds	Expected Attainment (%)	Link with Related Disciplines
CLR-5 :	Enable the learners to prepare budgets		Procedural Knowledge
CLR-6 :	To facilitate the students in decision making process.		Skills in Specialization
			Ability to Utilize Knowledge
			Skills in Modeling
			Analyze, Interpret Data
			Investigative Skills
			Problem Solving Skills
			Communication Skills
			Analytical Skills
			ICT Skills
			Professional Behavior
			Life Long Learning
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:		
CLO-1 :	Understand the meaning functions , scope , techniques of Management Accounting	3 80 70	H H H H L - - H- M H - H - - -
CLO-2 :	to analyze and interpret the financial statements by applying Management accounting tools	3 85 75	H H H M L - - H- M H - H - - -
CLO-3 :	Apply ratios for analyzing and interpreting the Liquidity, profitability and solvency position of firm	3 75 70	H H H M L - - H M H - H - - -
CLO-4 :	To regulate the flow of funds by preparing cash flow and fund flow statement	3 85 80	H H M M L - - M M H - H - - -
CLO-5 :	Prepare budget for planning , coordination and control of business activities	3 85 75	H H M H L - - M- M H - H - - -
CLO-6 :	Take important decisions using marginal costing technique	3 80 70	H H L M L - - M M M - H - - -

Duration (hour)	15	15	15	15	15
S-1	SLO-1 Meaning of Management Accounting.	Meaning of Financial Statements	Meaning of Ratio Analysis	Fund Flow statement – Meaning of funds, funds flow	Budgetary control- Meaning
	SLO-2 Definitions of Management Accounting	Nature of Financial Statements	Merits & Demerits of Ratio Analysis	Meaning of fund flow statement	Objectives of Budgetary control
S-2	SLO-1 Branches of Accounting	Objectives/ functions of Financial Statements	Merits & Demerits of Ratio Analysis	Identification of transactions which cause flow of funds	Advantages & limitations Budgets and budgetary control
	SLO-2 Meaning of Cost Accounting	Objectives/ functions of Financial Statements	Classification of Ratios	Importance of Fund flow statement	Budgetary control
S-3	SLO-1 Meaning of Cost Accounting	Meaning of Financial statement analysis & interpretation	Classification of ratios by statements	Limitations of Fund flow statement	types of budgets-
	SLO-2 Meaning of Financial Accounting	Meaning of Financial statement analysis & interpretation	Classification of ratios by users	Difference between Balance sheet & Fund flow statement	purchases budget,
S-4	SLO-1 Meaning of Financial Accounting	Objectives of Financial statement analysis & interpretation	Classification of ratios by Relative importance	Construction of –Schedule of changes in Working capital	Problem on purchases budget,

Duration (hour)	15	15	15	15	15
	SLO-2	Difference between financial & Management accounting	Types of Financial statement analysis	Classification of ratios by functions	Problem on Schedule of changes in Working capital
S-5	SLO-1	Difference between financial & Management accounting	Types of Financial statement analysis	Profitability ratios	Construction of funds from operations
	SLO-2	Difference between cost & Management accounting	Techniques or tools of Financial statement analysis	Profitability ratios	Problem on Schedule of changes in Working capital
S-6	SLO-1	Difference between cost & Management accounting	Techniques or tools of Financial statement analysis	Problems on Profitability ratios	Construction of fund flow statement
	SLO-2	Objectives of management Accounting	Limitations of Financial statement analysis	Problems on Profitability ratios	Problem on fund flow statement
S-7	SLO-1	Objectives of management Accounting	Meaning & format of Comparative Financial Statement	Problems on Profitability ratios	Problem on fund flow statement
	SLO-2	Nature/Characteristics features of management Accounting	Comparative Income statement	Liquidity Ratios	Comprehensive problem on Fund flow statement
S-8	SLO-1	Nature/Characteristics features of management Accounting	Problem on Comparative income statement	Liquidity Ratios	Cash flow statement – meaning & concept of cash flow
	SLO-2	Scope of management Accounting	Comparative Balance sheet	Problems on Liquidity Ratios	Difference between Cash flow and Fund flow analysis
S-9	SLO-1	Scope of management Accounting	Problem on Comparative Balance sheet	Problems on Liquidity Ratios	Merits of Cash flow statement
	SLO-2	Functions of management Accounting	Analysis & Interpretation of Comparative Financial Statement	Problems on Liquidity Ratios	Demerits of Cash flow statement
S-10	SLO-1	Functions of management Accounting	Meaning & format of Common-size Financial Statement	Turnover ratios	Computation of Cash from operations – Internal Sources
	SLO-2	Merits & Demerits of management Accounting	Common size Income statement	Turnover ratios	Computation of Cash from operations- External Sources
S-11	SLO-1	Merits & Demerits of management Accounting	Problem on Common-size income statement	Problems on Turnover ratios	Computations of Applications of Cash
	SLO-2	Tools & techniques of management Accounting	Common-size Balance sheet	Problems on Turnover ratios	Format of cash from operations
S-12	SLO-1	Tools & techniques of management Accounting	Problem on Common-size Balance sheet	Problems on Turnover ratios	Problem on cash from operations
	SLO-2	Functions of Management Accountant	Analysis & Interpretation of Comparative Financial Statement	Solvency Ratios	Format of cash flow statement
s-13	SLO-1	Functions of Management Accountant	Meaning & format of Trend analysis	Solvency Ratios	Problem on cash flow statement
	SLO-2	Duties of Management Accountant	Problem on Trend analysis	Problems on solvency Ratios	Problem on cash flow statement
S-14	SLO-1	Duties of Management Accountant	Problem on Trend Analysis	Problems on solvency Ratios	Comprehensive problems on cash flow statement

<b>Duration (hour)</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
	SLO-2	Summary	Analysis & Interpretation of Trend Analysis	Problems on solvency Ratios	Comprehensive problems on cash flow statement
S-15	SLO-1	Summary	Summary	Summary	Summary
	SLO-2	Testing the students understanding	Testing the students understanding	Testing the students understanding	Testing the students understanding

Learning Resources	<author>, <title>, <edition>, <publisher name>, <year of publication> <author>, <title>, <edition>, <publisher name>, <year of publication> <author>, <title>, <edition>, <publisher name>, <year of publication>	<author>, <title>, <edition>, <publisher name>, <year of publication> <weblink>, <description> <weblink>, <description>
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	<b>1.Dr.Jayasanker, D.G Vaishnav college, Arumbakkam, Chennai</b>	1. Dr.S.Anitha- SRMIST
		2. Mr.R.Megavannan- SRMIST

Course Code	UBA20202T	Course Name	HUMAN RESOURCE MANAGEMENT	Course Category	C	Professional Core-05	L	T	P	C
							3	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	This course develop Human resource skills for students	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	The students will get awareness the concepts of Training and performance appraisal	Level of Thinking (Bloom)	Fundamental Knowledge
CLR-3 :	To study The techniques used in employment planning and forecasting	Expected Proficiency (%)	Application of Concepts
CLR-4 :	To study the process of job analysis, including why it is important and new methods of selection and understand their implications	Expected Attainment (%)	Link with Related Disciplines
CLR-5 :	To study about Management development programme and Performance Appraisal		Procedural Knowledge
CLR-6 :	To study about Career Development Process		Skills in Specialization
			Ability to Utilize Knowledge
			Skills in Modeling
			Analyze, Interpret Data
			Investigative Skills
			Problem Solving Skills
			Communication Skills
			Analytical Skills
			ICT Skills
			Professional Behavior
			Life Long Learning

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLO-1 :	Understand the concept of Managing Human Resources in organisation	3	80	70	H	M	M	H	L	L	-	-	L	L	-	H	-	-	-
CLO-2 :	Identify effective Human Resources practices in organization	3	85	75	M	H	L	M	L	-	-	-	M	L	-	H	-	-	-
CLO-3 :	Understand the importance of HPR, Training and performance appraisal	3	75	70	M	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLO-4 :	To understand how performance management process passes through different stages.	3	85	80	M	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLO-5 :	Review the basics of performance management	3	85	75	H	H	M	H	L	-	-	-	M	L	-	H	-	-	-
CLO-6 :	To understand the Career Development Initiatives	3	80	70	L	H	-	H	L	-	-	-	L	L	-	H	-	-	-

Duration (hour)	15	15	15	15	15
S-1	SLO-1	Introduction to HRM	Human Resource Planning	Job analysis	Training
	SLO-2	Nature Of HRM	Nature of HRP	Job Description	Need and Importance of Training
S-2	SLO-1	Features Of HRM	Importance of Human Resource Planning	Job Specification	Objectives of Training
	SLO-2	Objectives of HRM	Objectives of HR Planning	Purposes and Uses of Job Analysis	Steps in Designing a Training Programme
S-3	SLO-1	Scope of HRM	Benefits Of Human Resources Planning	Process of job Analysis	Techniques Of Training
	SLO-2	Importance of HRM	Factors affecting HR Planning	Techniques of job Analysis	Training Procedure
S-4	SLO-1	Personnel Management Verses HRM	Process of HR Planning	Job Design	Evaluation of Training Programme
	SLO-2	Function of HRM	Process of HR Planning	Techniques for Designing Job	Management Development Programme
S-5	SLO-1	Managerial Function	HR Planning process Model	Recruitment	Objectives of Management Developmental Programs
	SLO-2	Operative Function	Environmental Scanning	Objectives of Recruitment	Principles of Management Developmental programs
S-S-6	SLO-1	Operative Function	Environmental Scanning	Recruitment policy	Method of Management Developmental programs
S-7	SLO-1	Skills for HR Professionals	Organisational objectives and policies	Centralised Recruitment	Job Enlargement
					Objectives of Compensation

	<b>SLO-2</b>	<b>HRM and its Environment</b>		Decentralised Recruitment	Job Enrichment	Components of Compensation
<b>S-8</b>	<b>SLO-1</b>	New Role of Human Resource Management	Organisational objectives and policies	Sources of Recruitment	Techniques of Job enrichment	Factors affecting compensation
	<b>SLO-2</b>	Evolution of HRM		Factors affecting Recruitment	Job evaluation	Various Modes of Compensation
<b>S-9</b>	<b>SLO-1</b>	HRM Model	HR Demand forecast	Recruitment Process	Objectives	Trade union
	<b>SLO-2</b>	<b>The Harvard Model</b>	HR Forecasting Techniques	Recruitment Vs Selection	Procedure of job Evaluation	Objectives OF Trade union
<b>S-10</b>	<b>SLO-1</b>	<b>The Guest Model</b>	HR Supply forecast	Selection	Job Evaluation Methods / Techniques	Functions of a Trade Union
	<b>SLO-2</b>	<b>The Warwick Model</b>				
<b>S-11</b>	<b>SLO-1</b>	<b>The Unrich Model</b>	HR Programming	Selection Procedure	Performance Appraisal	Grievance Redressal
	<b>SLO-2</b>	Strategic Human Resource Management		Test and Types test	Importance of Performance Appraisal	Causes of Employee Grievance
<b>S-12</b>	<b>SLO-1</b>	<b>Integrating HR with Strategic Management</b>	HR Plan Implementation	Interview and types of Interview	Objectives of Performance Appraisal	Model Grievance Procedure
	<b>SLO-2</b>					Settlement of Disputes
<b>S-13</b>	<b>SLO-1</b>	<b>Benefits of Strategic HRM</b>	Problems of Human Resource Planning	Placement	Methods of Performance Appraisal	Conflict Management
	<b>SLO-2</b>	Challenges of Strategic HRM	Recent trend in HR Planning	Placement Problems		Causes of Conflict
<b>sS-14-15</b>	<b>SLO-1</b>	<b>Modern HRM</b>	Barriers of workforce Planning	Orientation	Limitations of Performance Appraisal	Prevention of Conflicts
	<b>SLO-2</b>			Objectives of Induction		Settlement of Conflicts

<b>Learning Resources</b>	1. K.Aswathapp-Human Resource Management -9 th edition-McGraw Hill Education-2019 2. Gary Dessler and BijuVarkkey,-Human Resource Management-14 th Edition-edition- Pearson-2018 3. J.Jayasankar-Human Resource Management —Margham Publications-2019	
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. <name>, <industry name>, <email id>	<b>1.Dr.Jayasanker, D.G Vaishnav college, Arumbakkam, Chennai</b>	1. Dr.M.SRINIVASAN-, SRMIST
2. <name>, <industry name>, <email id>	2. Dr.S.Chandrasekaran. Assistant Professor, Allagapa govt art and Science College , Karaikudi	2. Mr.M.Anand-, SRMIST

Course Code	UBA20203T	Course Name	Principles of Marketing	Course Category	C	Professional Core-06	L	T	P	C
							3	0	2	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	Marketing is the process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large			
CLR-2 :	Marketing contributes to the fundamental objectives of Businesses namely survival, profits and growth. This course will empower students with the Marketing skills			
CLR-3 :	This course will empower students with the Marketing skills.			
CLR-4 :	To study about the product and product life cycle.			
CLR-5 :	This course is study about kind of price and strategies the process of promotion and promotion mix			
CLR-6 :	This course study about various promotion strategies			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1 :	The over all objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices			
CLO-2 :	To develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans			
CLO-3 :	To Understand the concept of Marketing skills.			
CLO-4 :	To develop the concept of product and product life cycle.			
CLO-5 :	To Understand the concept of kind of price and strategies the process of promotion and promotion mix			
CLO-6 :	To Understand the concept of various promotion strategies			

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Applicability of Skills	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
M	M	L	-	L	H	L	-	L	M	M	-	-	L	M
M	H	M	-	L	H	M	-	L	M	-	-	-	L	M
H	M	M	-	-	M	M	-	L	L	M	-	-	L	M
H	-	L	-	L	M	L	-	L	L	M	L	-	-	H
H	L	L	-	L	M	L	M	L	M	-	-	-	L	M
H	L	M	-	L	-	M	-	L	L	L	-	-	L	H

Duration (hour)	15	15	15	15	15
S-1	SLO-1 Fundamentals of marketing- SLO-2 <i>Difference between sales and market orientation</i>	Buyer Behaviour – Characteristics of buyer	The Product – Marketing decisions	Pricing – Concept	Promotion- Promotion mix
S-2	SLO-1 <i>Importance</i> SLO-2 Role of Marketing –	Internal and external influence of purchaser Consumer goods and Industrial goods –	Characteristics – Tangible & intangible, goods & services-	Scope Factors influencing pricing decisions –	Promotion strategy Factors influencing
S-3	SLO-1 <i>Classification of market</i>	Types of good	Benefits –	Pricing objectives –	Promotion Process

Duration (hour)		15	15	15	15	15
	SLO-2	Objectives	Characteristics of consumers in consumer markets and business markets	Product level	Importance	Advertising –
S-4	SLO-1	Relationship of Marketing with other functional areas –	Buying motives –	Classifications –	Buyers and sellers view	Features
	SLO-2	Operations & finance Vs marketing	types	Strategy	Pricing policies-	Objectives
S-5	SLO-1	HR & OR Vs marketing	importance	Consumer goods –	Pricing procedures –	Importance
	SLO-2	Concept of marketing mix – 4c's	Factors influencing buyer Behavior –	Characteristics	Steps	5M's of advertising media
S-6	SLO-1	Importance of marketing mix	Personal & social	Types of buyers	Pricing Strategy of new products	Kinds of ad media
	SLO-2	7c's	Pshycological and cultural	Industrial goods –	Types	Ad agency
S-7	SLO-1	Marketing approaches –	Understanding the consumer, consumer markets and business market –	Characteristics	Kinds of pricing	Publicity –
	SLO-2	Competitive advantage	consumer market	Types of buyers	Methodsof pricing	Public Relations –
S-8	SLO-1	Marketing plan	consumer markets and business market	New Product Development process –	Physical Distribution-	Functions
	SLO-2	Various Environmental factors affecting the marketing functions –	Consumer decision making	Product line	Distribution channel	Types
S-9	SLO-1	Marketing information system	Importance	Product diversification and differentiation	Importance of Distribution channel	Personal Selling –
	SLO-2	Marketing intelligence	Consumer Decision making process	Product Life Cycle –	Factors influencing choice of distribution	Features
S-10	SLO-1	Market demand–	Market segmentation –	Stages - Strategy	Various kinds of marketing channels –	Direct marketing
	SLO-2	Market forecasting	Steps	Branding – Types	Effective use of marketing channel	Forms
S-11	SLO-1	Market research	Ensuring effective segmentation	Brand loyalty & equity	Distribution problems –	Sales promotion
	SLO-2	E- Marketing –	Need Segmentation –	Packaging – Purposes	Sales management	Types
S-12	SLO-1	Features	Basis of Segmentation	Strategies	Motivation of employees	B2B
	SLO-2	E-marketing and traditional marketing	types	Role of Packing for product -		
S-13	SLO-1	Direct Marketing –	Targeting –	Promotional tool	Compensation for employees	B2C
	SLO-2	Forms of direct marketing	Target strategies	Labelling – Kinds	Types	
S-14	SLO-1	Goal and importance of direct marketing	Selecting market segment	Warranties &Guarantees-Basis for comparison		C2C
	SLO-2	Type Marketing in 21 <sup>st</sup> Century-	Positioning	Packaging and integrating Warranties &Guarantees	Control of salesman	
S-15	SLO-1	Company orientation in new market	Elements of positioning	Sales Forecasting – types	Steps	Other development of marketing
	SLO-2	New marketing realities	Steps in positioning	Various methods of sales forecasting-Factors influencing	Compensation for employees	

<b>Learning Resources</b>	Philip Kotler, Kevin Lane, Abraham Koshy - Marketing Management – A South Asian Perspective-Pearson/Prentice Hall India Ltd 2. Philip Kotler, Kevin Lane Keller,AbrahamKoshy,MithileshwarJha," Principles Of Marketing", Prentice Hall(Pearson),	1. RajanSaxena – Marketing Management-Tata McGraw Hill 2. Ramaswamy&Nmakumary-MarketingManagement-GlobalPerspective-Indian Context-Mac Millon India Ltd 3. Lamb,hair,Sharma,mcdaniel,principles of marketing-cengage learning.
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<b>Learning Assessment</b>
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	Bloom'sLevel of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc,

#### Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	<b>1.Dr.Jayasanker, D.G Vaishnav college, Arumbakkam, Chennai</b>	Ms.A.Suganya-SRMIST
		Dr.M.Srinivasan,SRMIST



Course Code	UBA20204L	Course Name	SOFTWARE SOLUTION FOR BUSINES(PRACTICAL)	Course Category	C	Professional Core-07	L	T	P	C
							2	0	4	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	-		

<b>Course Learning Rationale (CLR):</b>		<i>The purpose of learning this course is to:</i>		
<b>CLR-1 :</b>	<i>Have a hands-on-experience in advanced MS-Excel application for managerial decision making</i>			
<b>CLR-2 :</b>	<i>Handle What-if kind of decision using Goal seek and Scenario option in MS-Excel</i>			
<b>CLR-3 :</b>	<i>Enable the students to compute EMI (Equated monthly Instalment) and for evaluating the various project options.</i>			
<b>CLR-4 :</b>	<i>Enable the students to create masters and voucher Entries for accounting transactions and Inventory.</i>			
<b>CLR-5 :</b>	<i>Impart the students to create database and applying queries for retrieving pertinent information.</i>			
<b>CLR-6 :</b>	<i>Evolve practical application of preparing various documents , memos using MS-Word, and the important functionalities of Outlook express for e-mail communication.</i>			

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
L	H	-	H	L	H	H-	H	L	L	H	H	H-	M-	H-
M	H	L	M	L	H	L	H	M	H	H	H	H	M	H
M	H	M	H	H	H	H	H	M	L	H	H	M	H	M
M	H	M	H	L	H	H	L	M	H	H	H	M	H	H
H	H	M	H	H	H	H	L	M	H	M	H	M	H-	H
L	H	-	H	H	H	H	H	L	L	M	H	H	H	H

<b>Course Learning Outcomes (CLO):</b>		<i>At the end of this course, learners will be able to:</i>		
<b>CLO-1 :</b>	<i>Understand the significance of MS-Excel tools for managerial decision making.</i>			
<b>CLO-2 :</b>	<i>Able to apply Decision support system</i>			
<b>CLO-3 :</b>	<i>Know the calculations of EMI (Equated monthly Installment) for loan distribution.</i>			
<b>CLO-4 :</b>	<i>Able to create masters and voucher entries using Tally.</i>			
<b>CLO-5 :</b>	<i>Acquaint with Database and Structure Query Language.</i>			
<b>CLO-6 :</b>	<i>Appreciate the benefits of Outlook express and MS WORD Options</i>			

Duration (hour)	15	15	15	15	15
S-1	SLO-1	To learn the basic financial functions	To create Graphs with Legends	Understand the Concept of Accounting-Theory	To create document file using MS-Word
	SLO-2	Hlook up and Vlook up Functions - Theory	Tracing Formulas and identifying error codes-Theory	To create company with necessary options.	To perform editing and formatting text
S-2	SLO-1	To learn statistical function in MS-Excel	Resizing and moving Graphs	Rules of Debit and Credit-Theory	To learn SQL Commands-Theory
	SLO-2	To handle What-if kind of decisions using Goal seek and scenario Analysis	Precedence of operators and Adding comment in MS-Excel	The Gateway of Tally -options	To perform advanced operations on table
S-3	SLO-1	Filter options-Theory	Create 3D Graphs	Financial Statements-Theory	To implement Query Design using MS-Acess
	SLO-2	Implementing Excel Formulas	Customizing Error messages-Theory	Creating Groups in Tally	To implement mail merge in MS-Word
S-4	SLO-1	Decision support system Theory	Implement validation	Understand the default groups in Tally-Theory	Work with e-mail using outlook express
					To apply basic formatting to Text
					E-Mail Etiquates- Theory

Duration (hour)		15	15	15	15	15
	SLO-2	Formula Auditing in Excel	Pay roll-Theory	<i>Creating Legers with appropriate groups</i>	Work with Animations	Requirement for Internet Connection-Theory
S-9	SLO-1	Filters with criteria(Theory)	Implement payroll using MS-EXCEL	<i>Create Stock Groups-</i>	Use an installed template in PowerPoint	Explore Editing and formatting features in MS-Word
	SLO-2	Exploring Data Ranges	Features of Pivot table and pivot charts	<i>Create multiple stock groups</i>	Use an online available template	Find and Relace Text
S-10	SLO-1	Advantages of Solver=Theory	Implement pivot table and pivot charts for a given Data set	<i>Create Stock categories</i>	Insert Clip Arts	Work with Header and Footer
	SLO-2	Sorting Data	Concept of if-else condition in Ms-excel-Theory	<i>Unit of Measurement-Theory</i>	Insert movie clips	Remove Header and Footer
S-11	SLO-1	Excel-Micros-Theory	Implement if-else condition for printing students results	<i>Create a simple Unit and compound unit</i>	To create photo album	Insert Tables in MS-Word
	SLO-2	Entering Data using Auto fill	To learn financial function with Excel-Theory	<i>Create Godowns</i>	Apply transition effects	Removing Column and row from a table
S-12	SLO-1	Adding Hyperlink to Ms-Excel-Theory	Work with financial function for capital Budgeting	<i>To handle POS(Point-of-sale) in Tally</i>	Create new tables in MS-Access	Merge cells in a table
	SLO-2	Transposing Columns and Rows in a Work sheet	To learn the purpose of Bar chart and Histogram-Theory	<i>To compute GST in Tally</i>	Add and Delete Records	Organize e-mail message in Outlook
S-17	SLO-1	Excel Date and Currency format- Theory	Generate Bar chart and Histogram for the given data and interpret	<i>Analyze Trial balance using drill-down option</i>	Establish relationship among Tables.	Add signature to message in outlook
	SLO-2	Referencing a Range in a formula	Learn the Purpose of Boxplot-Theory	<i>Analyze p&amp;l account using drill-down option</i>	Design a Query	Attach titles to message
S-18	SLO-1	Cut and Paste option in Ms-Excel-Theory	Implementing Boxplot using Excel	<i>Analyze Balance sheet using drill down option</i>	Work with forms	Work with drawing tool in MS-Word
	SLO-2	Working with Borders in Excel	Compute Mean median and standard deviation using Excel	<i>Bank Reconciliation statement preparation in Tally-Theory</i>	View PowerPoint slides in different ways	Add borders and shades
S-19	SLO-1	Working with Dates- Theory	Compute t-test , Anova using Excel	<i>Alteration in Groups and ledgers</i>	Change color of a Text	Change Table style
	SLO-2	Inserting Smart Arts	Compute Chi square Test	<i>To display group and Ledgers</i>	Insert Objects	Split cells in a table
S-20	SLO-1	Inserting Illustrations-theory	To understand the concept of EMI	<i>Voucher Entry for Financial transactions</i>	Advantages of DBMS-Theory	Align Text in a Table
	SLO-2	Inserting Smart arts	Implement EMI formula using Excel	<i>Voucher Entry for Financial Transactions</i>	Database Models-Theory	Change cell margin and cell spacing
	SLO-2	Formatting-Theory	Create a model using pmt function for vehicle loan	<i>Voucher Entry for Financial Transactions</i>	Create Customer Data base	Change cell spacing
		Working with conditional Formatting	To understand the Benefits of Solver-Theory	<i>Voucher entry for Stock movement</i>	Create a Data base for Retail shop	Sort a table using MS-Word
		Editing Excel-Thory	Advantages of Solver-Theory	<i>Voucher Entry for Stock movement</i>	Develop an advertisement for an automobile company using PowerPoint	Record a Macro in MS-Word
		Find&select, Find& Replace	Generate Graph using Solver	<i>Configuring F11 and F12 buttons</i>	Develop an advertisement for a Biscuit company using PowerPoint	Run a Macro in MS-Word
		Print options in Ms-Excel-Theory	Explore important data and time function and text function -Theory	<i>Analyze ratio Analysis in Tally-Theory</i>	Insert tables in PowerPoint slides	Assign a macro to a tool bar button
		Protecting the spreadsheet through password.	Implement logical and Text Function	<i>Generate Cash flow and fund flow statements</i>	Work with audit features	Delete a Macro in MS-Word

<b>Learning Resources</b>	1. Niranjan Srivastava Computer Applications in Management, Dreamtech publication, 2011 2. Aitjohri, Business application software by imlaya publication House first edition 2016	3. Asok k, Nadhani, Simple Tally-9 BPB publication-2007 4. Gary Shelly, Thomas j. Cashman, Misty Vermaat, Microsoft Office-2007 Introductory concepts and Techniques, Thomson Learning publishers-2007
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		Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember Understand	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
Level 2	Apply Analyze	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
Level 3	Evaluate Create	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Total	100 %		100 %		100 %		100 %		100 %		

# CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Subject Code	Subject Title	L	T	P	C
UBA20205T	Communication For Managerial Personnel	3	0	2	4

#### Course Learning Rationale (CLR):

CLR-1 This course presents communication as integral to managements strategy and as a critical component for success in the workplace. In this class,

CLR-2 you will develop a foundation for designing effective messages, both written and oral, from concept to delivery. Specifically,

CLR-3 you will practice drafting and editing clear, precise, and readable written business documents as well as learn to design documents to make information easily accessible to a busy, executive-level reader

Course Learning Outcomes (CLO) At the end of the is course the learner is expected to	
CLO-1	This course will make you conversant with the basic forms, formats and techniques of Business writing so that you will be thoroughly prepared to take part in real-world business fields.
CLO-2	This course will give you the latest information on language in general and the writing process specifically so that you will become a highly confident and skilled writer.

#### UNIT - Introduction to Communication

Purpose of Communication; Process of Communication; Differences between Technical and General Communication; Barriers to Communication; Types of Communication; Situational Dialogues, Finding a solution to a problem through discussion. Listening Skills: Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process;

Reading Skills: Reading Skill; Purpose of Reading; Types of Reading; Techniques for Effective Reading. (Reading component): 1. *Come Back: A story of bankruptcy and survival* by Suhas Mantri,

#### UNIT II- Communication in Organizations

Internal Communication; Stake Holders in Internal Communication; Channels of Internal Communication; Internal Tele-conversation: Self-introduction, seeking & giving information, giving messages, expression of gratification (thanksgiving)

External Communication: Stake Holders in External Communication; Channels of External Communication. Cross organizational video-teleconferencing: Briefing the organization, description of product/process/services, holding meetings over Skype. Communication Network: Scope and Types of Communication Network; Formal and Informal Communication Network;

#### UNIT III- Writing Business Letter:

Importance of Business Letters; Difference between Personal and Business Letters; Structure and Format of Business Letters; Types of Business Letters. Writing E-mail: Principles of E-mail; E-mail Etiquette; Overcoming Problems in E-mail Communication. Writing Memos, Circulars and Notices: What is a Memo? Principles of précis writing- Approaches to memo writing- Format of a Memo; Circulars- Guidelines for writing a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice *The White tiger* by Arabin Adiga

#### UNIT IV- Report Writing

**Features of Writing a Good Report; Purpose of Report Writing; Difference between Business Report and Engineering Report; Steps in Report Writing; Structure of Report; Types of Reports and Different Formats Oral Communication Skills: Oral Business Presentation- Purpose- Audience- Locale; Steps in Making a Presentation- Research and planning- Structure and style- Preparation- Presentation; Delivering a Presentation. Making the self presentable: Dressing sense, clear voice, planning, analyzing and structuring managing body language and emotion**

**UNIT V- Meetings:** Importance of Business Meetings; Different Types of Business Meetings; Conducting Meetings; Common Mistakes Made at Meetings. Overcoming mistakes in meeting Employment Communication- Resume: Contents of Good Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job- Format of Cover Letter; Different Types of Cover Letters

**Group Discussion:** Understanding the nature of discussion, Difference between debate and discussion, Ways to form and present the arguments, Ways to defend. Emotional intelligence: Understanding individual nature by 'Zohari window' model, Encouraging the fellow participants, Making communication more friendly using 'Knapp's relationship escalation' model, convincing others by using the torics. TEXT BOOKS

1. Bovee, Courtland, John Thill & Mukesh Chaturvedi. Business Communication Today: Dorling kindersley, Delhi

2. Kaul, Asha: Business Communication: Prentice-Hall of India, Delhi Monippally, Matthukutty M. Business Communication Strategies. Tata 3. McGraw Hill Publishing Company Ltd., New Delhi

4. *Come Back: A story of bankruptcy and survival* by Suhas Mantri, *Empire of things* by Frank Trent Mann

*The White tiger* by Arabin Adiga

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
		1. j. Dinesh, FOM-SRMIST
		2. M.D. Bakthavachalam, FSH-SRMIST

Course Code	ULT20G02J	Course Name	Tamil-II	Course Category	C	Professional Core-07	L	T	P	C
							2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Tamil	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
CLR-1 :	To generate in students a sensitivity to gender marginalization and Eco sensitivity.	1 2 3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
CLR-2 :	An evolved consciousness in the minds to accommodate all is developed		
CLR-3 :	The ability to accept all and to co- exist is initiated		
CLR-4 :	To create community connectivity and interdependence is initiated		
CLR-5 :	To instill language skills		
CLR-6 :	To give them all the historical insights		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1 :	To acquire knowledge about Tamil Language	2	75	60	H	H	H	-	H	H	H	H	H	H	H	H	H	H	H
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of Tamil	2	80	70	-	H	-	H	H	H	H	-	-	H	H	H	H	H	H
CLO-3 :	To develop content using the features in Tamil language	2	70	65	H	-	-	H	-	H	H	H	-	H	H	H	H	H	H
CLO-4 :	To use Tamil Language and Literature to enhance their creativity	2	70	70	H	-	H	M	H	-	-	-	H	H	H	H	H	H	H
CLO-5 :	To improve communication and creative expression in Tamil language	2	80	70	-	H	-	H	-	H	H	-	-	H	H	H	H	H	H
CLO-6 :	To enable the students to speak and write in chaste Tamil	2	75	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

Duration (hour)	12	12	12	12	12
S-1	SLO-1	தமிழ்அகமரபு	களப்பிரர்காலம்	பல்லவர்காலவரலாறு	சங்ககாலவரலாறு
S-2	SLO-1	எட்டுத்தொகைநூல் வரலாறு	திருக்குறள் - உலகப்பொதுமறை	பக்திஇலக்கியத்தோற்றம்	முச்சங்கம் - அறிமுகம்
S-3	SLO-1	ஐங்குறுநூறு (203)	திருக்குறள் - வினைத்திட்டம் (67)	சைவசமயஇலக்கியங்கள்	சங்கஇலக்கியவரலாறு
S-4	SLO-1	குறுந்தொகை (130)	திருக்குறள் - உழவு (104)	தேவாரம் - 2 பாடல்கள்	எட்டுத்தொகை - தமிழர்வாழ்வியல்
S-5	SLO-1	பண்டைத்தமிழரின் வாழ்வியல்	சமணமுனிவரும்நாலடியாரும்	திருவாசகம் - 1 பாடல்	பத்துப்பாட்டு - தமிழர்வாழ்வியல்
S-6	SLO-1	அகநானூறு (86)	நட்பில்பிழைபொறுத்தல்	வைணவசமயஇலக்கியங்கள்	பதினெண்கீழ்க்கணக்குநூல்கள்

S-7	SLO-1	கலித்தொகைநுட்பங்கள்	நீதிஇலக்கியத்திலிருந்துநூல்கள்	பன்னிருஆழ்வார்பாசுரங்கள் - அறிமுகம்	நீதிஇலக்கியங்கள்	விமர்சனம் - அறிமுகம்
S-8	SLO-1	கலித்தொகை (9)	திரிகடுகம்	நாலயிரத்திவ்யப்பிரபந்தம் - 3பாடல்கள்	காப்பியமரபுகள்	இலக்கியவிமர்சனம்
S-9	SLO-1	தமிழர்புறமரபு	இனியவைநாற்பதின்வரலாறு	இஸ்லாமியஇலக்கியங்கள்	ஜம்பெருங்காப்பியங்கள்	கலைவிமர்சனம்
S-10	SLO-1	புறநானூறு (235)	இனியவைநாற்பது (14)	சீறாப்புராணம் - மானுக்குப்பிணைநின்றபடலம்	தமிழ்ச்சமூகமும்சமயத்தத்துவங்களும்	நேர்காணலுட்பங்கள்
S-11	SLO-1	ஆற்றுப்படைமரபுகள்	பண்டைப்போரும்வாழ்வு	கிறித்தவசமயஇலக்கியங்கள்	பன்னிருதிருமுறை - அறிமுகம்	பேச்சுக்கலைஅறிமுகம்
S-12	SLO-1	சிறுபாணாற்றுப்படை	களவழிநாற்பது (14)	ஏதேன்தோட்டவருணனை	நாலாயிரத்திவ்யப்பிரபந்தம் - அறிமுகம்	பேச்சுக்கலைபயிற்சி

Learning Resources	மளவல், தொகுப்பும்பதிப்பும் - தமிழ்த்துறைஆசிரியர்கள், தமிழ்த்துறை, எஸ்.ஆர்.எம். அறிவியல்மற்றும்தொழில்நுட்பக்கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2020.					
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	30%	25%	25%	20%	20%	20%	20%	30%	-
Level 2	Apply Analyze	45%	45%	45%	45%	50%	50%	50%	50%	50%	-
Level 3	Evaluate Create	25%	25%	30%	30%	30%	30%	30%	30%	20%	-
Total		100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Dr. R..Srinivasan Associate Professor, Department of Tamil, Presidency College, Chennai.	1. B.Jaiganesh, Assistant Professor & Head, FSH, SRMIST
		2. T.R.Hebzibahbeulahsuganthi, Assistant Professor, FSH, SRMIST
		3.S.Saraswathy, Assistant Professor & Head, FSH, SRMIST

Course Code	ULH20G02J	Course Name	HINDI-II	Course Category	G	Generic Elective Course	L	T	P	C
							2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department		HINDI	Data Book / Codes/Standards		-

<b>Course Learning Rationale (CLR):</b>		<i>The purpose of learning this course is to:</i>		
<b>CLR-1 :</b>	<i>To be able to converse well in the Hindi Language</i>			
<b>CLR-2 :</b>	<i>To read and write and clarity</i>			
<b>CLR-3 :</b>	<i>To be willing listeners and translators –where need be</i>			
<b>CLR-4 :</b>	<i>To acquire the values/thought contents of the writers and practice in it in life.</i>			
<b>CLR-5 :</b>	<i>To find motivation through the various forms of literature and learn to overcome any challenges of life.</i>			
<b>CLR-6 :</b>	<i>To discover the importance of the language in making education as a means of growth in life and not mere literacy.</i>			

<b>Course Learning Outcomes (CLO):</b>		<i>At the end of this course, learners will be able to:</i>				
<b>CLO-1 :</b>	<i>To acquire knowledge about Medieval and Modern Poetry.</i>			2	75	60
<b>CLO-2 :</b>	<i>To consider the relevance of the present trends in Hindi and their contemporary relevance.</i>			2	80	70
<b>CLO-3 :</b>	<i>To help develop better understanding of the Hindi language by studying the stories with reference to current reality.</i>			2	70	65
<b>CLO-4 :</b>	<i>To understand the usage of the present Advertising trends and its creative angles with the varied skills of Hindi Language.</i>			2	70	70
<b>CLO-5 :</b>	<i>To make translation of good literature and any relevant document from the Hindi Language to English and Vice-versa.</i>			2	80	70
<b>CLO-6 :</b>	<i>To help the learner to tackle Administrative terminologies, help them use Idioms and Phrases in their daily life, with ease.</i>			2	75	70

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)

Program Learning Outcomes (PLO)														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
H	-	-	H	-	-	-	-	-	-	-	-	-	-	-
H	-	H	H	H	-	-	-	-	-	H	-	-	-	-
-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)		20	10	10	10	10
S-1	SLO-1	Kavita	Kahani	VIGYAPAN	ANUVAD	TaknikiShabdavali
S-2	SLO-1	KAVYA KA UDBHAV	KAHANI KA UDBHAV	VIGYAPAN KYA HAI	ARTH	ARTH
S-3	SLO-1	KAVYA KYA HAI	KAHANI KE TATVA	VIGYAPAN KI BHASHA	PARIBHASHA	PARIBHASHA
S-4	SLO-1	KAVYA KE MAHTAV	KAHANI KE AAYAM	VIGYAPAN KA PRBHAV	MAHATVA	SHABDAVALI KI AVSHYAKTA
S-5	SLO-1	KAVI PARICHAY	LEKHAK PARICHAY	VIGYAPAN AUR BAZAR	UDDESHYA	BHASHA VAIGYANIK
S-6	SLO-1	KAVYA PATH	KAHANI PATH	VIGYAPAN AUR ROZGAR	HINDI-ENGLISH	KARYALYN SHABD
S-7	SLO-1	KAVYA KA BHAVARTH	KAHANI KA SARANSH	VIGYAPAN KI BHASHA	ENGLISH-HINDI	ANGREZI SE HINDI ANUVAD
S-8	SLO-1	KAVYA KA UDDESHYA	KAHANI KA UDDESHYA	VIGYAPAN KA MAHTVA	ANUVAD KI UPYOGITA	HINDI SE ANGREZI ANUVAD
S-9	SLO-1	VIBHIN KAVYA ANDOLAN	KAHANI KA VISHELESHAN	PRINT VIGYAPAN	ANUVAD KI BHUMIKA	EK DIN EK SHABD
S-10	SLO-1	ADHUNIK KAVYA	KAHANI PARICHARCHA	RADIO, TV.VIGYAPAN	SAHITYIK ANUVAD	ATI MAHTVAPURN SHABD
S-11	SLO-1	KAVYA BIBM				
S-12	SLO-1	SAMUHIK PARICHARCHA				

<b>S-13</b>	SLO-1	BHASHA SHAILI				
<b>S-14</b>	SLO-1	DOHA KA ARTH				
<b>S-15</b>	SLO-1	DOHA KYA HAI				
<b>S-16</b>	SLO-1	DOHA KA BHAVARTH				
<b>S-17</b>	SLO-1	KAVYA AUR KALPANA				
<b>S-18</b>	SLO-1	MUKT CHAND KAVITA				
<b>S-19</b>	SLO-1	KAVYA LEKHAN				
<b>S-20</b>	SLO-1	PRASHAN ABHYAS				

<b>Learning Resources</b>	<i>Prescribe Text Book Compiled and Edited by Department of Hindi</i>
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		Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#			Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Prof.(Dr.) S.NarayanRaju, Head, Department of Hindi,CUTN, Tamilnadu	1. Dr.SPreeti. Associate Professor & Head, SRMIST
		2. Dr. Md.S. Islam Assistant Professor, SRMIST
		3 Dr. S. Razia Begum, Assistant Professor, SRM IST



Course Code	ULF20G02J	Course Name	French-II	Course Category	G	Generic Elective Course	L	T	P	C
							2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	French	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	Strengthen the language of the students both in oral and written	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Express their sentiments, emotions and opinions, reacting to information, situations																		
CLR-3 :	Make them learn the basic rules of French Grammar.																		
CLR-4 :	Develop strategies of comprehension of texts of different origin																		
CLR-5 :	Enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French																		
CLR-6 :	Extend and expand their savoir-faire through the acquisition of current scenario																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1 :	To acquire knowledge about French language	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2 :	To strengthen the knowledge on concept, culture, civilization and translation of French	2	80	70	-	H	-	H	-	-	-	-	-	-	M	-	-	-	-
CLO-3 :	To develop content using the features in French language	2	70	65	H	-	-	H	-	-	-	-	-	-	H	-	-	-	-
CLO-4 :	To interpret the French language into other language	2	70	70	H	-	H	H	H	-	-	-	-	-	H	-	-	-	-
CLO-5 :	To improve the communication, intercultural elements in French language	2	80	70	-	H	-	H	-	-	-	-	-	-	H	-	-	-	-
CLO-6 :	To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French	2	75	70	H	-	M-	H	H	-	-	-	-	-	-	-	-	-	-

Duration (hour)	12	12	12	12	12
S-1	SLO-1	Les loisirs	La routine	Où faire ses courses ?	Découvrez et dégustez
S-2	SLO-1	Les activités quotidiennes	Les adjectifs interrogatifs	Les aliments	Les articles partitifs
S-3	SLO-1	Les matières	Les nombres ordinaux	Les quantités	Le pronom en (la quantité)
S-4	SLO-1	Le temps et l'heure	L'heure	Les commerces	Très ou beaucoup ?
S-5	SLO-1	Les fréquences	Le pronom personnel COD	les commerçants	La phrase négative (2)
S-6	SLO-1	Les sons [u]/ [y]	Les pronominaux	Demander et dire le prix	C'est /Il est
S-7	SLO-1	Les loisirs	Les verbes du premier groupe	Les services	L'impératif
S-8	SLO-1	La routine	groupe en -e_er,_er,-eler,-eter	Les moyens de paiement	Les verbes devoir, pouvoir, savoir, vouloir
S-9	SLO-1	Mots et expressions	Le verbe prendre	les sons [ā]/ [an]	Il faut
S-10	SLO-1	Exprimer ses goûts	Parler de ses goûts	Découvrez et dégustez !	Au restaurant : Commander et commenter
S-11	SLO-1	Exprimer ses préférences	Parler de ses préférences	Au restaurant : commander et commenter	Inviter et répondre à une invitation
					Tout le monde s'amuse
					Les sorties
					Situer dans le temps
					Les vêtements et les accessoires
					Les ados au quotidien
					Les adjectifs démonstratifs
					La formation du féminin
					Le pronom indéfini on
					Le futur proche
					Le passe composé
					Les verbes voir et sortir
					Décrire une tenue

Duration (hour)		12	12	12	12	12
S-12	SLO-1	Décrire sa journée	Décrire sa journée	Inviter et répondre à une invitation	Mots et expressions	écrire un message amical

Learning Resources	<b>Theory:</b>
	Génération-AI'' Méthode de français, Marie-Noëlle COCTON, P.DAUDA, L.GIACHINO, C.BARACCO, Les éditions Didier, Paris, 2018. hier d'activités avec deux discs compacts.

		Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Dr. C.Thirumurugan Associate Professor, Department of French, Pondicherry University	1. Kumaravel K. Assistant Professor& Head, SRMIST
		2. Ponrajadurai M Assistant Professor, SRMIST

Course Code	UJK20201L	Course Name	Communication skills	Course Category		Ability Enhancement	L	T	P	C
							0	0	4	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	English	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To make the students learn the native speakers' accent.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To educate them about word stress of English																		
CLR-3 :	The enable them to participate in group discussion and debates																		
CLR-4 :	To improve their participation and participation skills																		
CLR-5 :	To improve the listening and speaking abilities in English																		
CLR-6 :	LSRW skills all together is developed in every student																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1 :	Understand the native speakers' exact pronunciation	2	75	60	H	H	H	H	-	-	-	H	H	H	H	H	-	-	-
CLO-2 :	Master the sound systems of English	2	80	70	H	H	H	-	-	-	-	H	H	H	H	H	-	-	-
CLO-3 :	Have a better Word stress, Rhythm and Intonation	2	70	65	H	H	H	-	H	H	-	-	H	H	H	H	-	-	-
CLO-4 :	Develop Neutral Accent	2	70	70	H	H	H	-	H	-	-	-	-	-	H	H	-	-	-
CLO-5 :	Participate in any conversation with any native speaker	2	80	70	H	H	-	H	-	H	-	H	H	H	H	H	-	-	-
CLO-6 :	Clear any standardized tests conducted to measure the English language ability like IELTS and TOEFL	2	75	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	-

Duration (hour)	06	06	06	06	06	06
S-1	SLO-1	Introduction to Digital language lab - helps in the listening skills by providing an interactive environment to the students	Learners are enabled to record their speech and listen to it in order to correct their lacuna	Reading software is used to facilitate reading exercises for the students	To enable the students to familiarize with word processor blogging and online publishing.	Students are enabled to learn and pronounce stressed and unstressed words
S-2	SLO-1	Students are expressed to functional language	Fluency and Pronunciation to be evaluated	The usage of phonetics is mandated as reading will be done in the class	Enable the students in learning situational language	Common topics in IELTS speaking test and TOFEL will be provided to assess the students.
S-3	SLO-1	They get familiarized with pronunciation styles	Learners to record and repeat new words again and again	New words are to be referred in the reading passages and checked with the help of dictionaries	Familiarize the students with e-journals , e-guidance, e-magazines, e-Books, e-Library	Listening topics in the IELTS listening test and TOFEL will be provided to assess the students.
S-4	SLO-1	Listening to news bulletins and songs will be enabled to help them to understand the use of vocabulary	Learners can speak English and compare the notes and exchange ideas	Comprehensive skills are enhanced and checked the level	Enable the students to versatile writing	Reading topics in the IELTS reading test and TOFEL will be provided to assess the students.
S-5	SLO-1	To enable to listen to authentic sounds of the target language	Give different topics to debate to enable them talk fluently and to check the pace of their speech	The right pronunciation is checked with an access to	Focus on writing to enable conversational skills	writing topics in the IELTS writing test and TOFEL will be provided to assess the students.

				articles fiction verses and speeches		
S-6	SLO-1	To enable to practice different accents focusing on intonation and voice modulation	Dialogue delivery be checked by asking them to prepare for their own e- learning materials and speak and record	Read and repeat passages and check	Help in professional writing	Model IELTS and TOFEL test will be conducted for the students

<b>Learning Resources</b>	<b>Theory:</b> 1. Horizon- English Text Book – Compiled and Edited by the faculty of English Department, FSH, SRMIST, 2020
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Learning Assessment		Continuous Learning Assessment (50% weightage)							
	Bloom's Level of Thinking	CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	-	10%	-	10%	-	30%	-	15%
	Understand	-	10%	-	10%	-	30%	-	15%
Level 2	Apply	-	50%	-	50%	-	40%	-	50%
	Analyze	-	50%	-	50%	-	40%	-	50%
Level 3	Evaluate	-	40%	-	40%	-	30%	-	35%
	Create	-	40%	-	40%	-	30%	-	35%
	Total	100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Prof. Daniel David, Prof & Head, Department of English, MCC, Chennai	1. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST
		2. Dr K B Geetha, Assistant Professor, Department of English, FSH, SRMIST

Course Code	UCD20S02L	Course Name	Quantitative Aptitude and Reasoning	Course Category	S	Skill Enhancement Course	L	T	P	C
							0	0	2	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Development Centre	Data Book / Codes/Standards	-		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	Demonstrate various principles involved in solving mathematical concepts	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Develop interest and awareness in students regarding profit/ loss, interest calculations and average																		
CLR-3 :	Critically evaluate basic mathematical concepts related to mixtures and alligations, permutation and combination, time and work																		
CLR-4 :	Provide students with skills necessary to generate and interpret data and concepts related to time, speed and distance and blood relation.																		
CLR-5 :	Enable students to understand reasoning skills																		
CLR-6 :	Create awareness in students regarding the various concepts in quantitative aptitude and reasoning skills and also its importance in various competitive exams																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLO-1 :	Understand, analyze and solve questions based on numbers, logarithms.	3	80	70	H	H	M	H	L	M	-	H	-	H	-	H	M	-	H
CLO-2 :	Create, solve, interpret and apply basic mathematical models which are applicable in our day to day life	3	80	75	M	H	M	H	-	M	-	H	-	H	-	H	M	-	H
CLO-3 :	Understand the concepts of mixtures and alligations, permutation and combinations, probability, time and work and to approach questions in a simpler and innovative method	3	85	70	M	H	M	H	-	M	-	H	-	H	-	H	M	-	H
CLO-4 :	Understand the concept in time ,speed and distance	3	85	80	M	H	M	H	-	M	-	H	-	H	-	H	M	-	H
CLO-5 :	Ability to solve the problems on reasoning	3	85	75	M	H	M	H	-	M	-	H	-	H	-	H	M	-	H
CLO-6 :	Able to face different competitive exams	3	80	70	M	H	M	H	-	M	-	H	-	M	-	H	M	-	H

Duration (hour)	6	6	6	6	6
S-1	SLO-1	Classification of numbers	Profit and Loss-Introduction	Mixtures and Alligations-Introduction	Time, Speed and Distance-Problems on Trains
	SLO-2	Test of divisibility	Profit and Loss- Basic Problems	Mixtures and Alligations-Problems	Time, Speed and Distance-Boats & Streams
S-2	SLO-1	Unit digit	Statistics-Introduction	Permutation –Introduction& Basics	Data Interpretation – Bar chart
	SLO-2	Tailed zeroes	Statistics-Mean, Median, Mode	Combination-Introduction& Basics	Data Interpretation – Pie chart
S-3	SLO-1	HCF, LCM	Simple Interest-Introduction, Formulas &Problems	Probability-Introduction &Basics	Data Interpretation – Table
	SLO-2	HCF, LCM - Solving problems	Compound Interest-Introduction, Formulas &Problems	Probability-Problems	Data Interpretation – Line graph

S-4	SLO-1	Logarithm –Introduction of log rules	Word problems on Line equations-Introduction	Time and work-Introduction	Data sufficiency-Introduction and Basics	Puzzles-Concepts
	SLO-2	Logarithm –Applications of log rules	Word problems on Line equations- Basic problems	Time and work-Men and Work	Data sufficiency-Problems	Puzzles-Problems
S-5	SLO-1	Percentage -Introduction	Averages-Introduction& Basics	Time and work-Pipes &Cisterns(Introduction)	Blood relation-Introduction	Clocks-Concepts Discussion
	SLO-2	Percentage- Basic problems	Averages-Tricky Problems	Time and work-Pipes &Cisterns(Problems)	Blood relation-Problems	Clocks-Problems
S-6	SLO-1	Percentage-Increasing & Decreasing functions	Ratio and Proportions-Introduction	Time, Speed and Distance-Introduction	Coding – Decoding-Introduction	Calendars-Introduction of basic concept
	SLO-2	Percentage- Miscellaneous problems	Ratio and Proportions-Basics & problems	Time, Speed and Distance-Basic problems	Coding – Decoding-Different types	Calendars-Problems

<b>Learning Resources</b>	1. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5 <sup>th</sup> Edition	4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata McGraw Hill, 6 <sup>th</sup> Edition 5. Dinesh Khattar, The Pearson Guide to Quantitative Aptitude for competitive examinations, Pearson, 3 <sup>rd</sup> Edition 6. P A Anand, Quantitative Aptitude for competitive examinations, Wiley publications, e book, 2019
	2. Dr. Agarwal.R.S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition 3. Archana Ram, PlaceMentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018	

		<b>Learning Assessment</b>			
		Continuous Learning Assessment (100% weightage)			
		CLA – 1 (25%)	CLA – 2 (25%)	CLA – 3 (25%)	CLA – 4 (20%)
		Theory	Theory	Theory	Theory
Level 1	Remember	10%	10%	30%	15%
	Understand				
Level 2	Apply	50%	50%	40%	50%
	Analyze				
Level 3	Evaluate	40%	40%	30%	35%
	Create				
Total		100 %	100 %	100 %	100 %

# CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc. CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

<b>Course Designers</b>			
Experts from Industry		Experts from Higher Technical Institutions	Internal Experts
1. Ajay Zener, Director, Career Launcher		-	1. Dr P Madhusoodhanan, HoD, CDC, E&T, SRMIST 2. Dr MSnehalatha, Assistant. Professor, CDC, E&T, SRMIST

Course Code	UCD20S02T	Course Name	Quantitative Aptitude and Reasoning	Course Category	S	Skill Enhancement Course	L	T	P	C
							0	0	2	1

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department		Career Development Centre	Data Book / Codes/Standards		

Course Learning Rationale (CLR):		The purpose of learning this course is to:		
CLR-1 :	Demonstrate various principles involved in solving mathematical concepts			
CLR-2 :	Develop interest and awareness in students regarding profit/ loss, interest calculations and average			
CLR-3 :	Critically evaluate basic mathematical concepts related to mixtures and alligations,permutation and combination, time and work			
CLR-4 :	Provide students with skills necessary to generate and interpret data and concepts related to time, speed and distance and blood relation.			
CLR-5 :	Enable students to understand reasoningskills			
CLR-6 :	Create awareness in students regarding the various concepts in quantitative aptitude and reasoning skills and also its importance in various competitive exams			

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:				
CLO-1 :	Understand, analyze and solve questions based on numbers, logarithms.			3	80	70
CLO-2 :	Create, solve, interpret and apply basic mathematical models which are applicable in our day to day life			3	80	75
CLO-3 :	Understand the concepts of mixtures and alligations, permutation and combinations, probability, time and work and to approach questions in a simpler and innovative method			3	85	70
CLO-4 :	Understand the concept in time ,speed and distance			3	85	80
CLO-5 :	Ability to solve the problems on reasoning			3	85	75
CLO-6 :	Able to face different competitive exams			3	80	70

Learning			
1	2	3	
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	

Program Learning Outcomes (PLO)															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning	
H	H	M	H	L	M	-	H	-	H	-	H	M	-	H	
M	H	M	H	-	M	-	H	-	H	-	H	M	-	H	
M	H	M	H	-	M	-	H	-	H	-	H	M	-	H	
M	H	M	H	-	M	-	H	-	H	-	H	M	-	H	
M	H	M	H	-	M	-	H	-	H	-	H	M	-	H	
M	H	M	H	-	M	-	H	-	M	-	H	M	-	H	

Duration (hour)	6	6	6	6	6
S-1	SLO-1	Classification of numbers	Profit and Loss-Introduction	Mixtures and Alligations-Introduction	Time, Speed and Distance-Problems on Trains
	SLO-2	Test of divisibility	Profit and Loss- Basic Problems	Mixtures and Alligations-Problems	Time, Speed and Distance-Boats & Streams
S-2	SLO-1	Unit digit	Statistics-Introduction	Permutation –Introduction& Basics	Data Interpretation – Bar chart
	SLO-2	Tailed zeroes	Statistics-Mean, Median, Mode	Combination-Introduction& Basics	Data Interpretation – Pie chart
S-3	SLO-1	HCF, LCM	Simple Interest-Introduction, Formulas &Problems	Probability-Introduction &Basics	Data Interpretation – Table
	SLO-2	HCF, LCM - Solving problems	Compound Interest-Introduction, Formulas & Problems	Probability-Problems	Data Interpretation – Line graph
S-4	SLO-1	Logarithm –Introduction of log rules	Word problems on Line equations-Introduction	Time and work-Introduction	Data sufficiency-Introduction and Basics
					Puzzles-Concepts

Duration (hour)		6	6	6	6	6
	SLO-2	Logarithm –Applications of log rules	Word problems on Line equations- Basic problems	Time and work-Men and Work	Data sufficiency-Problems	Puzzles-Problems
S-5	SLO-1	Percentage -Introduction	Averages-Introduction& Basics	Time and work-Pipes &Cisterns(Introduction)	Blood relation-Introduction	Clocks-Concepts Discussion
	SLO-2	Percentage- Basic problems	Averages-Tricky Problems	Time and work-Pipes &Cisterns(Problems)	Blood relation-Problems	Clocks-Problems
S-6	SLO-1	Percentage-Increasing & Decreasing functions	Ratio and Proportions-Introduction	Time, Speed and Distance-Introduction	Coding – Decoding-Introduction	Calendars-Introduction of basic concept
	SLO-2	Percentage- Miscellaneous problems	Ratio and Proportions-Basics & problems	Time, Speed and Distance-Basic problems	Coding – Decoding-Different types	Calendars-Problems

<b>Learning Resources</b>	1. AbhijitGuha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 5 <sup>th</sup> Edition	4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata McGraw Hill, 6 <sup>th</sup> Edition
	2. Dr. Agarwal.R.S, Quantitative Aptitude for Competitive Examinations, S. Chand and Company Limited, 2018 Edition	5. Dinesh Khattar, The Pearson Guide to Quantitative Aptitude for competitive examinations, Pearson, 3 <sup>rd</sup> Edition
	3. Archana Ram, PlaceMentor: Tests of Aptitude for Placement Readiness, Oxford University Press, Oxford, 2018	6. P A Anand, Quantitative Aptitude for competitive examinations, Wiley publications, e book, 2019

#### Learning Assessment

Level	Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)			
		CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%)#	CLA-4 (30%) ##
		Theory	Theory	Theory	Theory
Level 1	Remember	10%	10%	30%	15%
Level 2	Understand	50%	50%	40%	50%
	Apply				
Level 3	Analyze	40%	40%	30%	35%
	Evaluate				
	Create				
	<b>Total</b>	<b>100 %</b>	<b>100 %</b>	<b>100 %</b>	<b>100 %</b>

# CLA-1, CLA-2and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc. CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Ajay Zener, Director, Career Launcher	-	1. DrP Madhusoodhanan, HoD, CDC, E&T, SRMIST 2. Dr MSnehalatha, Assistant. Professor, CDC, E&T, SRMIST



Course Code	UMS20302T	Course Name	STATISTICS FOR BUSINESS	Course Category	S		L	T	P	C
							4	0	0	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Mathematics and Statistics	Data Book / Codes/Standards	Graph sheets may be given		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To provide a strong foundations in the principles of statistics.
CLR-2 :	To apply Statistical techniques for solving real life problems
CLR-3 :	To develop the students ability to deal with numerical and quantitative issues in business
CLR-4 :	To enable the use of statistical, graphical and algebraic techniques wherever relevant.
CLR-5 :	To have a proper understanding of Statistical applications in Economics and Management.
CLR-6 :	To provide a strong foundations in the principles of statistics.

1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
3	85	80
3	80	70
3	70	65
3	70	70
3	80	70

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Scientific Knowledge	Fundamental Knowledge	Problem Analysis	Link with Related Disciplines	Design and Development	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Analytical Skills	Individual and Teamwork	Life Long Learning
M	L	L	-	L	-	L	-	M	L	L	L	M	M	L
-	L	H	-	H	-	L	-	H	M	H	M	L	M	L
M	M	H	-	H	-	M	-	M	M	H	M	L	M	M
H	H	M	-	M	-	M	-	H	L	M	L	M	H	H
-	M	M	-	M	-	M	-	H	M	H	M	M	H	M

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
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CLO-1 :	To understand the statistical measurements and its limitations.
CLO-2 :	To have skill in description, interpretation and exploratory analysis of data by graphical and other means;
CLO-3 :	To understand statistical tools to business problems which would enable to take decisions and quantify various business plans.
CLO-4 :	To calculate and apply measures of location and measures of dispersion -- grouped and ungrouped data cases.
CLO-5 :	To apply discrete and continuous probability distributions to various business problems

Duration (hour)	12	12	12	12	12
S-1	SLO-1 Introduction to Statistics, Introduction to Statistical Methods	Measures of central tendency, Properties of Mean	Introduction of Probability, Basic Definitions	Correlation Analysis: Correlation - Definition and use, Types of correlation	Introduction of Time series, Meaning of time series
	SLO-2 Nature of Statistics, Limitations of Statistics	Weighted Arithmetic mean, Merits and Demerits of Mean	Uses of probability, Applications	Methods for Finding Correlation Coefficient, Properties of correlation coefficient	Basic Definition, Uses of Time Series
S-2	SLO-1 Scope of Statistics	Calculating Mean(raw data and Discrete type)	Introduction of Random Experiment	Significance of study of Correlation	Editing time series data
	SLO-2 Classification of data	Calculating Mean(Continuous type)	Meaning of probability	Correlation and causation	Different types of Mathematical models
S-3	SLO-1 Objects of Classification	Calculating single missing frequency	Theory of permutation	Graphical method , Scatter diagrams	Components of Time Series
	SLO-2 Characteristics of Classification	Calculating double missing frequency	Theory of Combination	Properties of correlation coefficients	Uses of Trend Lines
S-4	SLO-1 Merits of Classification	Merits and Demerits of Median	Permutation in a ring classical Approach	Calculating correlation by taking from assumed mean	Analyzing time series
	SLO-2 Demerits of Classification	Calculating Median (raw data and Discrete type)	Limitations of Classical approach	Merits and Demerits of correlation	Merits and demerits of time series

S-5	SLO-1	Methods of Classification	Calculating Median(Continuous type)	Definition of Sample Space	Calculating Karl Pearson's Correlation Co-efficient	Free-hand method
	SLO-2	Classification according to attributes	Merits and Demerits of Mode	Examples of Sample space	Spearman's Rank Correlation Coefficient	Semi-average method
S-6	SLO-1	Methods of Quantitative Classification	Calculating Mode (raw data and Discrete type)	Definition of Events	Advantages of Rank correlation	Introduction of seasonal variation
	SLO-2	Frequency Distribution	Calculating Mode(Continuous type)	Examples of Events	Problems- with non-repeated Ranks	Specific and Typical Seasonal
S-7	SLO-1	Meaning of Tabulation	Properties of Mode	Definition of Mutually Exclusive	Spearman's Rank Correlation Coefficient	Computation of seasonal variation by simple average method
	SLO-2	Objects of Tabulation	Calculating mode from mean and median	Examples of Mutually Exclusive	Advantages of Rank correlation	Merits and Demerits
S-8	SLO-1	Parts of Table&Format of a Table	Merits and Demerits of Geometric mean, Calculating Geometric mean (raw data and Discrete type)	Definition of Equally Likely, Examples of Equally Likely	Problems with repeated Ranks, Problems on finding the best pair of judgments	Preparation of data before analyzing time series, Measurement of Secular Trend
	SLO-2	Rules of Tabulation, Types of forms of Table	Calculating Geometric mean (Continuous type), Merits and Demerits of Harmonic mean	Definition of Exhaustive Events, Examples of Exhaustive Events	Regression Analysis: Regression - Regression Coefficients, Types of Regression Equations	Merits of Graphic method, Demerits of Graphic method
S-9	SLO-1	Meaning and Definition of Statistics	Calculating Harmonic mean (raw data and Discrete type)	Definition of Independent Events	Regression Equation of X on Y	Draw a trend line by freehand method
	SLO-2	Collection and Tabulation of data	Calculating Harmonic mean (Continuous type)	Examples of Independent Events	Regression Equation of Y on X	Draw a trend line by semi average method
S-10	SLO-1	Diagrammatic representation of data	Graphical solution of Median and Mode	Addition theorem on Probability.	Relationship between Correlation and Regression Coefficients	Merits of Semi Average
	SLO-2	Drawing simple bar diagrams	Measures of Dispersion	Simple Problems	Introduction of Index numbers	Demerits of Semi Average
S-11 S-12	SLO-1	Drawing multiple bar diagrams	Calculating Range and Mean deviation	Multiplication theorem on Probability	Characteristic of index number	Calculating three yearly moving average
	SLO-2	Drawing Sub-divided bar diagrams	Calculating Quartile deviation	Simple Problems	Index Numbers- Definition, meaning, uses, Laspeyere's, Paasche's Index Number-, Fisher's Index Number	Calculate trend values by the method of least square
	SLO-1	Drawing histogram, Drawing frequency polygon,	Calculating Standard deviation, Identifying the Coefficients of variations	Finding probability when tossing a coin, Finding probability when throwing a die	Construction of Index numbers (simple problems)-	Fitting a straight line trend for even number of years, Fitting a straight line trend for odd number of years
	SLO-2	Drawing Less than Ogives and Drawing More than Ogives	Calculating Skewness, Calculating Kurtosis	,Calculating probability by picking a balls from a bag, Probability of picking a cards	Basics of consumer price index numbers	Merits of method of least square, Demerits of method of least square

Learning Resources	Theory: 1.Gupta, S.P. (2011) ,Applied Statistical Methods 4 <sup>th</sup> Edition,Sultan Chand & Sons, New Delhi. 2.Fundamentals of Mathematical Statistics- S.P.Gupta &V.K.Kapoor	
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember Understand	30%	30%	25%	25%	20%	20%	20%	20%	30%	-	
Level 2	Apply Analyze	45%	45%	45%	45%	50%	50%	50%	50%	50%	-	
Level 3	Evaluate Create	25%	25%	30%	30%	30%	30%	30%	30%	20%	-	
	Total	100 %		100 %		100 %		100 %		100 %		

# CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers	
Experts from Higher Technical Institutions	Internal Experts
Dr.P.Dhanavandhan, Professor and Head, Department of Statistics, Pondicherry University. Dr.M.A.Baskar, Professor and Head, Department of Mathematics, Loyola College, Chennai	Dr.M.Ramachandran, Assistant Professor, Department of Mathematics and Statistics, Faculty of Science and Humanities, SRM IST, Kattankulathur.

Subject Code	Subject Title	L	T	P	C
UBA20301T	Small Business and Entrepreneurial Development	3	0	2	4

#### Course Learning Rationale (CLR):

- CLR-1 This course is designed to impart the fundamental knowledge for establishing the small Business operation
- CLR-2 This course is create awareness about for Basic steps for starting up of the business
- CLR-3 This course inspires entrepreneurial development through interactive lectures, workshops, and case studies in contemporary situations
- CLR-4 Students will gain awareness of entrepreneurial skills, sources, structures and dynamics
- CLR-5 Students will develop individual and group skills for generating innovative ideas
- CLR-6 To find ways to apply these ideas to address current issues and problems in different industries and settings.

#### Course Learning Outcomes (CLO)

At the end of this course, learners will be able to:

- CLO-1 To Understanding of the sources of business and development of the Entrepreneurial skills.
- CLO-2 To identify and analyze these opportunities for entrepreneurship
- CLO-3 To Understanding of the industry dynamics of and factors for developing successful entrepreneur
- CLO-4 To Understanding the factors for developing successful innovations and apply this understanding to different sectors
- CLO-5 To Development of a personal skill set for entrepreneurship
- CLO-6 To Understanding the specific concepts and tools for combining and managing an organization.

#### UNIT-I

Meaning of small Scale Enterprises-objective of Micro ,small , Medium Enterprises Act -importance of MSMEs –Advantages-problems Measures of the government to develop small industries - Steps for Starting a Small Industry-organization- Selection of type of Organization –Sole proprietorship- Partnership firms, Joint stock Company-- Co-operative Societies - Public Utilities and Public Enterprises.- factors influencing the Choice of Organization .

#### UNIT-II

Concept of Entrepreneurship– Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur- Entrepreneurial Development Programs (EDP),– Role of Government in organizing EDPs –Skills development programmes and achievements – Critical Evaluation.- Women Entrepreneurship - Development of Women Entrepreneurship -Role of entrepreneur in economic growth.

#### UNIT-III

Business idea generation -techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project Report – Tools of appraisal- Project Management- project formulation and design

#### UNIT-IV

Entrepreneurial Development Agencies- District Industries Centre- industrial estates -National small Industries Corporation – Small Industries Development organization – Small Industries Service Institute- All India Financial Institutions and Commercial Banks – Role– Incentives and Subsidies for Assisting Small Enterprises.

#### UNIT-V

Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Schemes and incentives for SSI Units-Taxation benefits to SSIs-Startups- Networking, Niche play, Geographic Concentration, Franchising/Dealership

#### TEXT BOOKS

1. Vasant Desai, "Project Management". Edition, 2. Publisher, Himalaya Publishing House, New Delhi

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
UBA20302T	SERVICES MARKETING	3	0	2	4

#### Course Learning Rationale (CLR):

CLR-The purpose of learning this course is to expose the student to the evolution and growth of services marketing sector which is a dominant player besides products marketing. This course will enable students to acquire the knowledge of services market, to design service marketing strategies to be offered to major service sectors like Healthcare, Hospitality, Tourism, Logistics, Educational and Entertainment Industries.

Course Learning Outcomes (CLO): -At the end of this course, learners will be able to	
CLO-1.	To gain knowledge on services marketing
CLO-2.	To understand concepts like segmentation, targeting and positioning of products
CLO-3.	To know service life cycle and service quality function department.
CLO-4.	Measure service quality gap
CLO-5.	Position, price, deliver, services

#### UNIT-I

Definition–Service Economy–Evolution and growth of service sector–Nature and Scope–Unique characteristics–Challenges and issues.

#### UNIT-II

Assessing service market potential–Classification of services–Expanded marketing mix–Environment and trends–market segmentation, targeting and positioning.

#### UNIT-III

Service Life Cycle–New service development–Service Blue Printing–GAP's model of service quality–Measuring service quality–SERVQUAL–Service Quality function development.

#### UNIT-IV

Positioning of services–Designing service delivery System, Service Channel– Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication-understanding importance of services feedback and E-Word of mouth of services

#### UNIT-V

Services marketing for health–Hospitality–Tourism–Financial–Educational– Information technology & communications services-Entertainment Sectors.

#### TEXT BOOK

1. Christopher H. Lovelock and Jochen Wirtz -Services Marketing, Pearson Education,
2. Hoffman, "Marketing of Services" Cengage Learning,

#### REFERENCE BOOKS

1. Palmer, Adrian, "Principles of Services marketing", McGraw Hill
2. Services Marketing, Valarie Zeithaml et al, 5<sup>th</sup> Edition, Tata McGraw Hill, Pvt. Ltd.,
3. Services Marketing, 2<sup>nd</sup> Edition, Verma, Pearson Education India.

Subject Code	Subject Title	L	T	P	C
UBA20303T	Legal Aspects Of Business	3	0	2	4

#### Course Learning Rationale (CLR):

CLR-1 : Learn about important laws affecting conduct of business in India  
CLR-2 : Examine the various legal instruments used in forging business transactions  
CLR-3 : Understand legal procedures in formation and administration of companies  
CLR-4 : Basic understanding about the laws on Foreign Exchange, Consumer Protection and Negotiable Instruments  
CLR-5 : Explore the Indian laws governing the protection of Intellectual properties  
CLR-6 : Analyse Indian cyber laws and its impact on major civil and criminal laws

#### Course Learning Outcomes (CLO):

CLO-1 : Identify the different types of contracts, Indemnities, Guarantees, Bailment and Pledges  
CLO-2 : Apply the concepts involved in Sale of Goods and Transfer of Property agreements  
CLO-3 : Acquire the knowledge and practice of protection of Intellectual Property Rights  
CLO-4 : Acquire the knowledge of laws relating to Foreign Exchange Management, Consumer Protection and Negotiable Instruments.  
CLO-5 : Acquire an understanding about impact of Cyber laws on Indian legal system  
CLO-6 : Identify the different types of contracts, Indemnities, Guarantees, Bailments and Pledges

#### UNIT-I

Introduction and Meaning – Law of contract –Elements of contract: Offer and Acceptance-Capacity of parties-Consideration-Free Consent-Legality of Object-Discharge of Contract - Quasi contract- Special Contracts-indemnity and guarantee – Bailment & Pledge

#### UNIT-II

Sale of Goods Act –Transfer of Property Act.

#### UNIT-III

Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Debentures- Winding up- Companies Act 2013.

#### UNIT-IV

The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.

#### UNIT-V

Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – Reserve Bank of India – Information Technology Agreement ITA, Competition act

#### TEXT BOOKS

1. Dr. M.R. Sreenivasan, Business Law (Commercial Law), 5th Edition, Margham Publications, 2012
2. N.D. Kapoor, BusinessLaw, Sultan Chand & Sons, 2013

#### REFERENCE BOOKS

3. Kapoor N D, Elements of Mercantile Law, 34th Rev edn, Sultan Chand & Sons, 2014.
4. Gulson SS, Kapoor GK, Business Law Including Company Law, Nineteen edition, New Age International Private Limited, 2018

Subject Code	Subject Title	L	T	P	C
UBA20E301T	Cost Accounting	2	0	2	3

#### Course Learning Rationale (CLR):

CLR-1 This course is designed to equip you with the knowledge of Cost accounting

CLR-2 It is primarily used as a decision-making tool for individuals in charge of business operations.

CLR-3 Managers use standardized methods to control cost in order to meet the desired level of profitability.

CLR-4 Students learn about pricing, budgeting, and performance analysis to determine overall success based on predetermined objectives.

#### Course Learning Outcomes (CLO)

At the end of this course, learners will be able to:

CLO-1 Measuring efficiency of cost and for cost control and cost reduction, ascertaining the profit and assisting management in decision making

CLO-2 Cost Accounting, cost concept, ascertainment of cost, fixation of selling price, proper recording and presentation of cost data

#### UNIT-I

Nature and Scope of Cost Accounting: Nature and Scope – Objectives, Advantages and Limitations – Financial Vs. Cost Accounting - Costing System - Types of Costing and Cost Classification – Cost Sheet and Tenders – Cost Unit – Cost Centre and Profit Centre.

#### UNIT-II

Methods of pricing of Material Issues: Stores ledger-First in First out (FIFO), Last in First out (LIFO), and Material Control: Levels of Stock and EOQ – Perpetual Inventory System, ABC and VED Analysis.

#### -III

Accounting for labour; Control procedures, Labour Turnover, Idle time, piece Rates, Incentives and Remuneration: Time and Piece Rate – Taylor's differential piece rate– Premium Bonus System – Halsey and, Rowan's Plans – Calculation of Earnings of Workers

#### UNIT-IV

Overheads Classification of Overhead Costs – Departmentalization of overheads – Allocation Absorption and Apportionment of Overhead Costs – Primary and Secondary Distribution of overheads

#### UNIT-V

Cost ascertainment: Process costing, Types of Industries using process costing-Advantages of process costing -excluding inters process profits and operating costing.

#### TEXT BOOKS

1. T.S. Reddy & Hari Prasad Reddy – Cost Accounting – Margham Publications, Chennai
2. A.Murthy and S. Gurusamy, Cost Accounting 2nd Edition, Vijay Nicole Imprints Private Ltd., Chennai.
3. A.Murthy and S. Gurusamy, Cost Accounting, Tata McGraw-Hill Publishing Company Ltd. New Delhi. 4. Tulsian P.C. – Cost Accounting – Tata McGraw Hills.

#### REFERENCE BOOKS

1. S.P.Jain and Narang – Cost Accounting – Kalyani Publishers, New Delhi
2. S.N.Maheswari – Principles of Cost Accounting – Sultan Chand & sons, New Delhi
3. A.Murthy and S. Gurusamy, Essentials of Cost Accounting, Vijay Nicole Imprints Private Ltd., Chennai.
4. S.P.Iyengar – Cost Accounting – Sultan Chand & Sons, New Delhi.

Subject Code	Subject Title	L	T	P	C
UBA20E302T	Training and Development	2	0	2	3

#### Course Learning Rationale (CLR):

CLR-1 This course, Training and Development reflects on the blended approaches to training delivery, team task analysis, just-in-time learning, rapide-learning, new approaches to training evaluation and improving the transfer of training.

Course Learning Outcomes (CLO) At the end of th is course the learner is expected to	
CLO-1	Understand the concepts, principles and process of training and development
CLO-2	Develop an understanding of how to assess training needs and design training programs in an Organizational setting
CLO-3.	Familiarize with the levels ,tools and techniques involved in evaluation of training effectiveness.

#### UNIT -I

Introduction to Employee Training and Development-Designing Training- Needs Assessment-Training Process–Conceptual Models

#### UNIT-II

Pre Training-Expectations and Motivations-Training-Exposure to opportunities for Process for the Participant's Organization-Pre Training objectives, and Motivation, Training Post Training Support and organizational, Adjustments

#### UNIT-III

Training Strategy-External–Establishing Training Goals-Defining Training specifications. Internal - Organizing Training Inputs - Pre Training Phase – rganizational collaboration through clarifying needs-Individual Motivation

#### UNIT-IV

Training method training requirements, business game lab training, Training for Personnel and OD, Incidents Cases, Seminars and Lectures, Sampling Real Life, Role Playing Sensitivity Training, In Basket, Designing the Programme- Building Training Groups.

#### UNIT -V

Training phase – Developing the Group - Social Process - Standards of Behaviour-Indicators of Group Development, Post Training Phase–Support and Evaluation-Input Overload-Unrealistic Goals-Linkage Failure-E-Learning and Use of Technology in Training-Employee Development

#### TEXT BOOKS

1. Raymond Noe, Employee Training & Development, Tata McGraw–Hill Publication, 2019
2. Blanchard, Effective training-Systems, strategies and practices, Pearson education, 2nd edition, 2019

#### REFERENCE BOOKS

1. Rolf Lynton & Udai Pareek, Training for organizational transformation, Sage Publications, New Delhi, 2019
2. Ratan Reddy, Effective HR Training Development Strategy, HPH, 2019
3. S. Mathews, Designing and Managing a Training and Development Strategy, Pearson, 2019
4. Singh A.K., Duggal B.R. & Puneet Mohan, Human Resource Management and Development, Sun India Publication, 2019



Subject Code	Subject Title	L	T	P	C
UBA20E303T	Product and Brand Management	2	0	2	3

#### Course Learning Rationale (CLR):

CLR-1 The purpose of the Product and Brand Management is to give you a fundamental understanding of how to build, measure, and manage a brand .

CLR-2 As products, pricing and distribution increasingly become commodities,

CLR-3 The new competitive arena is brand value, which creates long-term profitable brand relationships.

Course Learning Outcomes (CLO) At the end of this course the learner is expected to	
CLO-1.	Build a holistic perspective on product management by understanding the fundamentals of user research, product design, product analytics and more
CLO-2.	This course will focus on the basic building blocks of growing and managing a brand, as well as advanced and special topics of brand management that will provide a well-rounded look at issues in integrating the brand into overall marketing and company activities.

#### UNIT-I

Product management- introduction- -classification of product —consumer analysis-competitive analysis- product research

#### UNIT-II

Marketing strategies for product-new product development-need and limitation of new product development-process- product line decision -product mix-Product life cycle-marketing strategies for PLC

#### UNIT-III

Product planning, product design, quality strategy, packaging strategy, kinds of packing, labeling , promotional strategy, pricing strategy, warranties and Guarantees, distribution and logistics

#### UNIT-IV

Brand and Brand Equity—definition of branding, characteristics of a good brand name, image, brand positioning, kinds of brand, building a strong brand- branding strategy and customer equity.

#### UNIT-V

Crafting the brand positioning and dealing with competition. Branding-can anything be branded-strategic brand management process-brand elements- branding in retail service and e-brand.

#### TEXT BOOKS

Tapan K. Panda, Product and Brand Management, Oxford University Press  
Chitale A.K, Product Policy and Brand Management, PHI Learning's.

#### REFERENCE BOOK

1. Gary L. Lilien, Arvind Rangaswamy, New Product and Brand Management Prentice Hall's.

UBA20E304T	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P	C
		2	0	2	3

#### **COURSE LEARNING RATIONALE:**

- CLR-1. To understand how the key concepts applied in logistics and supply chain management.  
CLR-2. To learn documents related to logistics  
CLR-3. To understand different modes of transportation  
CLR-4. To develop skills for planning, designing the operational facilities of supply chain with the analytical and critical understanding  
CLR-5. To understand strategies in SCM

#### **COURSE LEARNING OUTCOMES:**

- CLO-1. Demonstrate a clear understanding of the key concepts applied in logistics and supply chain management.  
CLO-2. Familiar with logistics documentation  
CLO-3. Familiar with different types of mode of transportation  
CLO-4. Become familiar with current supply chain management trends Understand and apply the current supply chain theories, practices and concepts utilizing case problems and problem-based learning situations  
CLO-5. To develop skills for planning, designing the operational facilities of supply chain with the analytical and critical understanding

#### **UNIT- I – INTRODUCTION TO LOGISTICS**

Logistics system-concept, objectives and scope logistic interface with marketing –logistics system elements -Importance and relevance to export management-Managing towards logistics excellence

#### **UNIT II – LOGISTICS DOCUMENTATION**

Import and export documentation –Frame work-Standardized preshipment export documents –Commercial and regulatory documents

#### **UNIT III – MODES OF TRANSPORTATION**

Concept of multi modal transport- Different transport modes- Model interfaces-Intermodal systems- road/rail/sea; sea/air; road/air; road/rail, sea/rail, sea/road- inland container Depot (ICD) & Container Freight Station (CFS) Terminals

#### **UNIT IV – INTRODUCTION TO SCM**

Supply Chain Management- Global Optimization-Importance-key issues-Inventory Management-Economic Lot Size Model-Supply Contracts- Centralized Vs Decentralized System

#### **UNIT V – STRATEGIES IN SCM**

Supply Chain Integrates – Push, Pull strategies-Demand driven strategies-Impact on grocery Industry- Retail industry-Distribution Strategies. Procurement and Outsourcing: Outsourcing –Benefits and Risks –Framework for Make/Buy Decision-e-Procurement-Frame Work of e-Procurement

#### **TEXT BOOKS**

1. D.K.Agarwal-Text Book of Logistics and Supply Chain Management
2. G.Raghuram- Logistics and Supply Chain Management

#### **REFERENCE BOOKS**

1. Dr.Krishnavenimuthiah-Logistics Management World Seaborne Trade
2. Bowersox-Supply Chain Logistics Management
3. Sople, V.V. Pearson –Logistics Management: Supply Chain Imperative

Subject Code	Subject Title	L	T	P	C
UBA20E305T	MANAGEMENT INFORMATION SYSTEM	2	0	2	3

#### Course Learning Rationale (CLR):

CLR-1 This course provides a comprehensive study on the application of Information systems in various functions in an Organization,

CLR-2 Computer software, Database concepts Systems Development life cycles and Artificial Intelligence and SPSS.

Course Learning Outcomes (CLO) At the end of this course the learner is expected to	
CLO-1.	The student will know about the important of decision making in various levels of Management
CLO-2.	The course will impart the students about the systems and various types of information systems
CLO-3.	The students will know about the Hardware devices and software packages
CLO-4	The course will equip them about the importance of Database concepts
CLO-5	The students will learn about systems Development life cycles and Artificial Intelligence

#### UNIT-I

Definition of MIS-Effects of using Computers for MIS-Pre-Requisites of an effective MIS-Information and the level of Management-Characteristic of MIS- functions of MIS-Phases of Decision Making - Systems Concept- -System Environment- Types of Systems-Subsystems- Information- characteristics of Information-Categories of Information System-ESS-DSS-MIS-TPS- Systems from a functional perspective.

#### UNIT-II

Information Technology – Computer Hardware - Computer Software- System Software and Application Software-Computer Networking-Topology of Computer Network

#### UNIT-III

Database Management Systems- Definition- File processing Systems and Database Systems-Advantages of DBMS-Components of DBMS-Types of Databases-Limitations of DBMS.

#### UNIT-IV

System Analysis and Design-Variou steps in System Analysis and Design- Approaches to System Development -The role of a System Analyst- ERP- SCM-CRM - Artificial Intelligence -Components of Artificial Intelligence- Security and Ethical Challenges.

#### UNIT-V

Introduction to SPSS - Creating Questionnaire using Google Form, Exporting Data from Excel to SPSS-Concepts of Variables-Entering Variables and Data in SPSS – Determining Normality Conditions – Frequencies – Descriptive Statistics – Chi-square.

#### TEXT BOOKS

1. Management Information System By Dr. S.P.Rajagopalan, Margham Publications, Reprint 2019
2. Management Information System By Jame Ob Brien , Tata McGrawhill Publication
3. SPSS for Windows, Darren George, Paul Mallery, Person, Eleventh Edition, Copy right 2019

#### REFERENCES BOOKS

1. Management Information System By Dr.S.Sadagopan , PHI Publications, Second Edition Copyright@2019
2. Management Information System By Kenneth Laudon, and Jane Laudon , PHI Publication

Subject Code	Subject Title	L	T	P	C
UBA20E306T	BANKING AND TRENDS	2	0	2	3

**Course Learning Rationale (CLR): The purpose of learning this course is to:**

- CLR-1: To make the students to understand the History of Banking
- CLR-2: To make them familiar with the role of Commercial Banks in the Development of Indian Economy
- CLR-3: To make them understand the regulatory functions of RBI as the Central Bank of India
- CLR-4: To comprehend the students with various instruments dealt with Banks
- CLR-5: To make them aware of the different Banking products and services
- CLR-6: To make them understand the impact of Technology in Banking Industry

**Course Learning Outcomes (CLO): At the end of this course, learners will be able to:**

- CLO-1: Understand how Banking started in India
- CLO-2: Understand the various services offered by the Commercial Banks
- CLO-3: Understand the role of RBI in Monetary Control in India
- CLO-4: Understand the importance of various Banking Products and Services
- CLO-5: Understand the Technological Changes in Banking Industry

**UNIT-I: INTRODUCTION TO BANKING**

Introduction to Banking – Origin – Scope – Functions of Banks – History of Banking in India- Role of Banking in the development of Indian Economy

**UNIT-II: COMMERCIAL BANKS & CENTRAL BANK**

Introduction to Commercial Banks – Functions of Commercial Banks – Regulation of Commercial Banks- Sources of funds for Commercial Banks – Role of Commercial Banks in Economic Development – Central Bank – RBI- History of RBI- Functions of RBI- Bank Rate – CRR- SLR- REPO's- REVERSE REPO's- Time and Demand Liabilities

**UNIT-III: NEGOTIABLE INSTRUMENTS**

Introduction to Negotiable Instruments – Features – Types – Cheque- Crossing of Cheques- Endorsements- Types of Endorsements- Paying Banker- Duties of Paying Banker – Protection to Paying Banker – Collecting Banker – Duties – Protection to Collecting Banker

**UNIT IV: BANKING PRODUCTS AND SERVICES**

Introduction to Bank products – Services offered by banks – Types of Customers

**UNIT V: TRENDS IN BANKING**

Introduction to Trends in Banking - Core Banking – Payment System- E Banking – EFT- NEFT- RTGS- Artificial Intelligence – Chat Bots- Block Chain – Crypto currency – Bit Coins

**Text Book:**

1. Modern Banking Theory & practice – D. Muraleedharan- Prentice Hall of India, Second Edition

**Reference Book:**

1. Management of Banking & Financial services – Suresh Padmalatha& Paul Justin

Subject Code	Subject Title	L	T	P	C
UBA20E307T	LEADERSHIP AND TEAM MANAGEMENT	2	0	2	3

#### Course Learning Rationale (CLR):

CLR-1 The course aims in understanding leadership, behaviour of a leader, leadership styles and leadership development in the international platform.

CLR-2 Strong leaders build strong teams. Hence, this course also attempts to understand managing and building teams.

Course Learning Outcomes (CLO) At the end of this course the learner is expected to	
CLO-1.	Clearly articulate an understanding of setting vision and mission as a leader.
CLO-2.	Identify and describe several theories of leadership
CLO-3.	Learn to have an increased awareness of leadership skills within the context of their daily life.
CLO-4	Acquire thorough knowledge and understanding of multiple facets of team management

#### UNIT-I

Leadership Attributes-Styles-Theories of Effective Leadership-charismatic leader, transformational leader.

#### UNIT-II

Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors - Learning Styles - theories.

#### UNIT-III

Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence - Cultural – formation – changing culture, Organizational and Situational Factors.

#### UNIT-IV

Description of teams in the organizations-organizational context of teams-- structure, culture, support, human resource policies-team topography-purpose of teams , types of teams, size ,diversity, extent of use

#### UNIT-V

Intra-team processes (task-related): mission, goals, objectives, action planning- intra-team processes (relationship-related) : communication, conflict, trust, decision-making - inter-team processes: conflict, coordination - team effectiveness- measures of productivity, satisfaction, etc.

#### TEXT BOOKS

1. Jan Carmichael, et.al. Leadership and Management Development, Oxford Publications,
2. Uday Kumar Haldar, Leadership And Team Building, Oxford Publications, 2019

#### REFERENCE BOOKS

1. Chandra Mohan, Leadership and Team Management, , Himalaya Publishing House ,2019
2. Richard Hughes, Robert C. Ginnett, Gordon J. Curphy, Leadership: enhancing the lessons of Experience, McGraw-Hill Publication, 6<sup>th</sup> Edition,
3. T.V. Rao, Charu Sharma, 100 Managers in Action, McGraw- Hill Bonnie T. Yarbrough, Leading groups & Team, Cengage Learning, New Delhi

Subject Code	Subject Title	L	T	P	C
UBA20E308T	Sales and Retail Management	2	0	2	3

#### Course Learning Rationale (CLR):

CLR-This course aims to introduce the fundamental concepts in Sales management from an organizations viewpoint.

Course Learning Outcomes (CLO) At the end of this course the learner is expected to	
CLO-1.	To understand Selling objectives selling, setting Achievable
CLO-2.	To estimate market and sales potential
CLO-3.	To setup a sales organization and lead sales personnel in implementing selling plans
CLO-4	To achieve three general objectives of any organization namely sales volume, Contribution top rofits and continuing growth.

#### UNIT-I

##### Sales Management – Objectives – Market Potential – Analyzing Market Potential

–Sales potential- Market Indexes – Personal selling process-Sales Forecast - Sales Forecasting Methods-Understanding online tools used along with traditional methods-Nature of Sales Management Positions – Functions of the Sales Executive

SalesOrganization–Purpose-SettingupaSalesOrganization-Basictypesof Sales Organizational Structures – Organization of the sales department – Schemes for dividing Line Authority in the Sales Organization

#### UNIT-II

Sales Force Management–Job Analysis–Job Description-Organization for RecruitingandSelection–SourcesofSalesForceRecruits–TheRecruiting Effort – Selecting Sales Personnel .Training , Motivation Compensation Of SalesForceandperformanceevaluation:BuildingSalesTrainingPrograms–SelectingTrainingMethods–OrganizationforSalesTraining–EvaluatingSales Training Programs

#### UNIT-III - Introduction to Retail

Functions of a Retailer, Characteristics of Retailing, kinds of retail- Retailer- Categorizing Retailers-, the rise of Consumerism and the rise of retailer, Social and Economic Significance of retailing, the global Retail market: Issues and challenges-Retail as a Career: -E-commerce - Challenges to Retail development in India.

#### UNIT-IV- Retailing Planning and pricing Strategy

Retail Market Strategy, Target Market and Retail Format-Retail locations-Information Systems-concept and consideration in setting retail pricing strategies- pricing techniques-retail communication mix.

#### UNIT-V - Merchandise Management

Process Overview-Evaluating Merchandise Management Performance, Types of Merchandise Management Planning Processes, Forecasting Sales, Developing an Assortment Plan, Setting Inventory And Product Availability Levels- Merchandise Planning Systems

#### TEXT BOOK

1. Richard R. Still, Edward W.Cundiff& Norman A.P.Govoni; "Sales Management"Prentice–HallofIndia,5<sup>th</sup> Edition.

#### REFERENCE BOOKS

1. RamneekKapoor, Fundamentals of Sales Management, Macmillan
2. Inagram ,LaForge ,Avila ,SchwepkerJr.,Williams, Sales Management, Thomson

Subject Code	Subject Title	L	T	P	C
UBA20E309T	PRODUCTION PLANNING AND CONTROL	2	0	2	3

#### Course Learning Rationale (CLR):

CLR-The main goal of this course is to build managerial skills of the students especially planning and control skills with respect to production related activities

Course Learning Outcomes (CLO) At the end of this course the learner is expected to	
CLO-1.	To make students familiarize with PPC concepts
CLO-2.	To understand prioritization of work schedule, strategic nature of plant location, product planning and quality assurance aspects in relation to production planning and control.

#### UNIT-I

Production Planning- Decisions and functions-PPC Framework, Planning Phase, Prior Planning, Active Planning, Action Phase and Control Phase: PPC in different production systems, material flow patterns.

#### UNIT-II

Demand forecasting – Meaning, factors, types, quantitative and qualitative analysis techniques - aggregate planning – Decisions, strategies and methods

#### UNIT-III

Production Capacity Planning- Concept, Types, Plant capacity, Capacity planning strategies- Routing- Production, Materials flow Patterns- Scheduling- Production Scheduling, Machine Scheduling and Gantt chart – Job shop and flow shop Scheduling

#### UNIT-IV

Materials requirement planning (MRP) – Concept, elements, lot sizing in MRP- Manufacturing resource planning (MRP II) – Meaning, framework, implementation design, shop floor planning, master production scheduling

#### UNIT-V

Production control – Control process – Shop floor control, production progress reporting and performance analysis, system feedback, strategies for corrective actions, role of control rooms in production plants

#### TEXTBOOK

1.R.Panneerselvam; Production & operations management; Prentice Hall India private limited, 2016

#### REFERENCE BOOKS

- 1.S.K.Mukhopadhyay; Production Planning and Control, Prentice Hall of India private limited, 2016.
- 2.John A. Buzacott & Hans Corsten, Production planning and control, Oldenbourg Verlag publishing, 2016.
- 3.Mahapatra; Operations Management; Prentice Hall India private limited; 2010
- 4.P.N.Mukherjee; Operations Management and Productivity techniques; Prentice Hall India private limited

Subject Code	Subject Title	L	T	P	C
UBA20E310T	DATA WAREHOUSING AND DATA MINING	2	0	2	3

#### Course Learning Rationale (CLR):

CLR-Dataminingandwarehousingaretheessentialcomponentsofdecisionsupport systemsforthemoderndayindustryandbusiness.Thesetechniquesenablethe knowledge worker to make better and faster decisions.

Course Learning Outcomes (CLO) At the end of this course the learner is expected to	
CLO-1.	To introduce the students to the basic concepts and techniques of data warehousing
CLO-2.	To study the difference between Online Transaction Processing and Online Analytical Processing
CLO-3.	To study the dimensional modeling technique for designing a data warehouse
CLO-4	To study data cubing techniques
CLO-5	To introduce concept data warehouse architecture
CLO-6	To study the steps involved in design and construction of data warehouse
CLO-7	To explain the knowledge discovery process
CLO-8	To study the issues involved in data mining process
CLO-9	To learn data preprocessing and data quality concepts
CLO-10	To study data integration ,data transformation, data reduction techniques

#### UNIT I - Data Warehousing Introduction

Data Warehouse: Basic Concepts- Data Warehouse Modeling: Data Cubeand OLAP-Data Warehouse Design and Usage-Data-Ware house Implementation- Data Generalization by Attribute Oriented Induction

#### UNIT II - Data Mining Introduction

DataMiningIntroduction-KindsofDataCanBeMined-KindsofPatternsCanBe Mined-Technologies Used In Data Mining-Major Issues in Data Mining.

#### UNIT III - Know Your Data

Data Objects and Attribute Types- Basic Statistical Descriptions of Data- Data Visualization- Measuring Data Similarity and Dissimilarity.

#### UNIT IV - Data Processing

Data Preprocessing: An Overview- Data Cleaning- Data Integration- Data Reduction-Data Transformation and Data Discretization.

#### UNITV-Data Mining Trends and Research Frontiers

Mining Complex Data Types- Other Methodologies of Data Mining- Data Mining Applications- Data Mining and Society- Data Mining Trends.

#### TEXT BOOK

1. Jiawei Han, MichelineKamber, Jian Pei , "Data Mining Concepts and Techniques" , Third Edition, Morgan Kaufmann Publisher,

#### REFERENCEBOOKS

1. Krzysztof J. Cios, WitoldPedrycz, Roman W. Swiniarski, "Data mining: a knowledge discovery approach",Springer,
- 2.HandD.J.,HeikkiMannila,PadhraicSmyth,"Principlesofdatamining"MIT Press,
- 3.SoumenChakrabarti,EarlCox,IanH.Witten,MorganKaufmann,DataMining: Know ItAll,



Course Code	UJK20301T	Course Name	Universal Human Values	Course Category	JK	Jeevan Kaushal	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	English	Data Book / Codes/Standards			Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To generate in students a sensitivity to current regional and national issues such as gender marginalization Eco sensitivity, vision for the Nation and general humanness	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	An expanded consciousness with a mind to accommodate all is developed																		
CLR-3 :	The ability to accept all and to co- exist is initiated																		
CLR-4 :	To create community connectivity and interdependence																		
CLR-5 :	To instill intrinsic link between freedom and responsibility for both individuals and communities																		
CLR-6 :	Make them learn the basic nature of human beings																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1 :	Become sensitive toward every living life and be able to respect every religion recognizing the universal values	2	75	60	H	H	H	H	-	-	-	H	H	H	H	H	-	-	-
CLO-2 :	Every way of life and culture will kindle the curiosity in them to know them and will be able appreciate the beauty in it	2	80	70	H	H	H	H	-	-	-	H	H	H	H	H	-	-	-
CLO-3 :	The presumptuous or prejudiced mentality will be overcome by them	2	70	65	H	H	H	H		-	-	-	-	-	-	-	-	-	-
CLO-4 :	Critical thinking and accommodative nature will become so natural way of thinking for them	2	70	70	H	H	H	H	H	-	-	-	-	-	H	-	-	-	-
CLO-5 :	They will become aware of the social inequalities and justice	2	80	70	H	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-6 :	Will be able to explore their own emotions, hopes & fear and be able to describe them verbally	2	75	70	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

Duration (hour)	06	06	06	06	06
S-1	SLO-1	Discuss the poem from the transgender point of view- On being Trans	Narrate and discuss the story Nincoompoop	Discuss the destructive nature of man through the poem Prometheus Unbound	Chapters from Ann Frank's diaries about her teenage emotions will be discussed
S-2	SLO-1	Discuss the theme of the poem Unknown Citizen	The way Anton Chekov has discussed how poor people are exploited by the rich is to be discussed	Conduct a seminar or discussion in the class on all the ways men have been destroying themselves and ecosystem	The students will be exposed to how she had documented her personal emotions
S-3	SLO-1	Discuss the idea of an ideal human as presented in the poem - If	Narrate and discuss the story Rat	Discuss six blindmen and an elephant as symbol for the inadequacy in human beings in understanding the concept of God	Chapters from Ann Frank's diaries about her hopes will be discussed

The Philipino Girl Movie screened
Discussion was carried out in the class about the movie
The Kiss of spider Woman is to be Screened

S-4	SLO-1	Discuss the eco sensitivity through the poem Snake	The finer sensitivity which never dies in a good human being as presented in the story Rat by Asoka Mithran is to be discussed	Make the students discuss their idea of universe and life and ask them to identify their limitation in understanding life	The students will be exposed to how she had documented her hopes in words	Discussion to be carried out in the class about the movie
S-5	SLO-1	Discuss the vision for a nation through where the mind is without fear	Narrate the story Bet	Discuss the prejudices suffered through- dark letters	Chapters from Ann Frank's diaries about her fears will be discussed	The Two Popes movie is to be screened
S-6	SLO-1	Discuss through the poem Crutches the handicap that one suffers due to dependency. Teach self-reliance	Discuss how yearlong isolation with just great minds (confined in the pages of books) can transform a man into a much superior human being	Make the students to discuss lives of great personalities who had paved ways for better thinking	The students will be exposed to how she had documented her fears	Discussion is to be carried out

<b>Learning Resources</b>	<b>Theory:</b> 1. Horizon- English Text Book – Compiled and Edited by the faculty of English Department, FSH, SRMIST, 2020
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %		100 %		

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Prof. Daniel David, Prof & Head, Department of English, MCC, Chennai	1. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST
		2. Dr K B Geetha, Assistant Professor, Department of English, FSH, SRMIST

Course Code	UMI20S01L	Course Name	MY INDIA PROJECT	Course Category		Skill Enhancement Courses(S)	L	T	P	C
							0	0	0	1

**SEMESTER – IV**

Course Code	UMS20403T	OPERATIONS RESEARCH IN BUSINESS	L	T	P	C
			4	0	0	4

Pre-requisite Courses	<i>Nil</i>	Co-requisite Courses	<i>Nil</i>	Progressive Courses	<i>Nil</i>
Course Offering Department	<i>Mathematics and Statistics</i>	Data Book / Codes/Standards	<i>Graph sheets may be given</i>		

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To provide a strong foundations in decision making.	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To apply mathematical models for solving real life problems	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Scientific Knowledge	Fundamental Knowledge	Problem Analysis	Link with Related Disciplines	Design and Development	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Analytical Skills	Individual and Teamwork	Life Long Learning
CLR-3 :	To develop the students ability to deal with numerical and quantitative issues in business																		
CLR-4 :	Through mathematical modelling, it seeks to design																		
CLR-5 :	Operate complex systems in the best possible way.																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	To understand the mathematical models and its limitations.	3	85	80	M	L	L	-	L	-	L	-	M	L	L	L	M	M	L
CLO-2 :	To have skill in analysis of data by graphical and other methods.	3	80	70	-	L	H	-	H	-	L	-	H	M	H	M	L	M	L
CLO-3 :	To introduce the students how to use variables for formulating complex mathematical models in management	3	70	65	M	M	H	-	H	-	M	-	M	M	H	M	L	M	M
CLO-4 :	To provide the students with opportunity of using various software package for solving linear programming and integer programming models	3	70	70	H	H	M	-	M	-	M	-	H	L	M	L	M	H	H
CLO-5 :	To introduce the students to the use of basic methodology for the solution of linear programs and integer programs	3	80	70	-	M	M	-	M	-	M	-	H	M	H	M	M	H	M

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction to operations research	Introduction of L.P.P	Introduction abd meaning of Transportation model	Introduction of game theory	Introduction of Queuing theory
	SLO-2	Basic Definitions, Meaning of Operations Research	Requirements for employing LPP Techniques	Basic Definitions and Mathematical Form	Basic definitions	Basic Definitions and Uses of Queuing theory
S-2	SLO-1	Advantages of Operations Research	Mathematical formulation of LPP	Examples on the applications of Transportation model	Characteristics of Game theory and Uses of Game theory	Meaning and characteristics of Queuing System
	SLO-2	Uses of Operations Research	Procédure for formulation of LPP	Procedure for Row-minima method and column-minima method	Terminology and Applications of Game theory	Probability distribution in Queuing theory
S-3	SLO-1	Nature and characteristics of Operations Research	Formulating the problem and Some Basic Assumptions	Procedure for matrix-minima method and North-west corner method	Two-persons Zero sum games and Maximin –Minimax principle	Introduction and classification of Queuing model
	SLO-2	Features of Operations Research	Graphical solution of a LPP	Procedure for VAM method	Pure strategies and Mixed strategies	Elements of Queuing System

Duration (hour)		12	12	12	12	12
S-4	SLO-1	Limitations of Operations research	<i>Working Procedure for Graphical method</i>	<i>Finding initial Solution by Row-minima Method and Column-minima Method</i>	<i>Calculating the value of the game with saddle points.</i>	Single Channel model problems
	SLO-2	Modeling in Operations Research	Problems with bounded and Unbounded solutions	<i>Finding initial Solution by matrix-minima Method and North-West Corner Method</i>	Solving games without saddle point	<i>To find the average number of units in the system</i>
S-5	SLO-1	Classification and principles of Models	Problems with infeasible solutions	<i>Finding initial Solution by VAM Method</i>	<i>Solving 2X2 games by arithmetic method</i>	<i>Calculating expected waiting time in the system</i>
	SLO-2	<i>Merits and Demerits of models</i>	Advantages and Disadvantages of LPP	<i>Find the initial solution for unbalanced transportation problem</i>	<i>Solving 2X2 games by algebraic method</i>	<i>Finding probability of waiting time in the Queue</i>
S-6	SLO-1	Characteristics of good model	Disadvantage of LPP	<i>Find the initial solution for balanced transportation problem</i>	<i>Introduction of Dominance property</i>	Relation between average queue length and average waiting time
	SLO-2	<i>Advantages and Disadvantages of OR models</i>	<i>Formulating Canonical form</i>	<i>Procedure for Modi method</i>	<i>Rules of Dominance</i>	<i>Introduction of Network Analysis</i>
S-7	SLO-1	<i>Role of Operations Research in Business.</i>	<i>Formulating Standard form</i>	<i>Calculating Optimum transportation cost to minimization type</i>	<i>Advantages of Dominance property</i>	Objectives and Advantages of Network Analysis
	SLO-2	<i>Role of Operations Research in Managements.</i>	Characteristics of Canonical form	<i>Calculating Optimum transportation cost to maximize the profit</i>	<i>Solving Games by Dominance property</i>	Disadvantages of Network Analysis
S-8	SLO-1	General solution method for operations research models	Characteristics of Standard form	<i>Degeneracy in Transportation problem</i>	<i>Procedure for Dominance property</i>	limitations of Network Analysis
	SLO-2	Scientific method	<i>Introduction of Simplex method</i>	<i>Introduction of Assignment problem</i>	<i>Solving 3 x 3 persons game by Dominance property</i>	Phases of project scheduling
S-9	SLO-1	Methodology of Operations research	<i>Finding optimal solution by simplex method</i>	<i>Mathematical Form</i>	<i>Solving 3 x 3 games by linearity property</i>	<i>Time cost optimization algorithm</i>
	SLO-2	Opportunity of Operations research	<i>Introduction of Big-method</i>	<i>Procedure for Hungarian Method</i>	<i>Solving games by linearity property</i>	<i>Resource allocation and Scheduling</i>
S-10	SLO-1	<i>Role of Operations Research in Engineering.</i>	<i>Procedure for Big-method</i>	<i>Calculating Optimum assignment cost to minimization type</i>	<i>Solving 3 x 3 persons game</i>	Constructing project network with original activity
	SLO-2	<i>Classification and characteristics a good of Models</i>	<i>Difference between simplex and Big M-method.</i>	<i>Calculating Optimum assignment cost to maximize the profit</i>	<i>Introduction of Graphical method</i>	Constructing project network with dummy activity.
S-11	SLO-1	<i>Scope of Operations Research</i>	<i>Uses of Artificial variables</i>	<i>Difference between Transportation and Assignment Problems</i>	<i>Procedure for graphical method</i>	computations by CPM
	SLO-2	<i>Some characteristics of a good model</i>	<i>Solving bounded solution by Big M-method.</i>	<i>Formation of Travelling salesman problem</i>	<i>Graphical Solutions of 2 x M</i>	<i>Calculating float values by PERT method</i>
S-12	SLO-1	<i>Principles of Modeling</i>	<i>Solving infeasible solution by Big M-method.</i>	<i>Procedure for Travelling salesman problem</i>	<i>Graphical Solutions of N x 2</i>	<i>Calculating probability values by PERT method</i>
	SLO-2	Operation Research and decision making	<i>Solving infeasible and feasible solution by Big M-method</i>	<i>Solving Travelling salesman problem</i>	<i>Limitations of Game Theory</i>	<i>Network computations (Excluding crash cost method)</i>

Learning Resources	Theory: 1. .R.Kothari – Quantitative Techniques ,vikas Publishing House,1986 2. .H.M. Wagner – Principles of Operations Research Prentice Hall (16 January 1970)	
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		Learning Assessment										
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	30%	30%	25%	25%	20%	20%	20%	20%		30%	-
	Understand											
Level 2	Apply	45%	45%	45%	45%	50%	50%	50%	50%		50%	-
	Analyze											
Level 3	Evaluate	25%	25%	30%	30%	30%	30%	30%	30%		20%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers	
Experts from Higher Technical Institutions	Internal Experts
Dr.P.Dhanavandhan, Professor and Head, Department of Statistics, Pondicherry University. Dr.M.A.Baskar, Professor and Head, Department of Mathematics, Loyola College, Chennai	Dr.M.Ramachandran, Assistant Professor, Department of Mathematics and Statistics, Faculty of Science and Humanities, SRM IST, Kattankulathur.

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
UBA20401T	Essentials Of Financial Management	3	0	2	4

Theory 60% Problems 40%

**Course Learning Rationale (CLR):**

CLR-This course aims at providing students with the knowledge and skills expected of a future manager in relation to investment and financing decisions.

Course Learning Outcomes (CLO): -At the end of this course, learners will be able to	
CLO-1.	Understand the role and importance of a financial manager
CLO-2.	Identify and evaluate the alternative sources of business finance
CLO-3.	Discuss and apply working capital management techniques
CLO-4	Understand the factors influencing cost of capital and calculating cost
CLO-5	To take decision on capital structure
CLO-6	Evaluate the financial viability of investment

**UNIT-I**

Meaning, Objectives, Scope, functions of finance management- Time value of money- concepts, techniques- Risk –Return trade off.

**UNIT-II**

Basic capital Budgeting–Pay Back period-Net Present Value (NPV)–Average Rate of Return(ARR)-Internal Rate of Return(IRR)–Profitability Index(PI)

**UNIT-III**

Cost of Capital- Basic Concepts, Rational and Assumptions- Cost of Equity Capital- Cost of Preference Capital- Cost of Retained Earnings- Weighted Average Cost of Capital.

**UNIT-IV**

Financial planning and control – Leverage – Operating leverage, Finance leverage and Composite leverage. Capital structure decision of the firm - Composition and sources of long term funds – Factors determining funds requirements

**UNIT-V**

Workingcapitalmanagement–Operatingcycle–determination of Working capital – Dividend theories – Walter's model, Gordon's model – Modigliani and Miller'smodel

**TEXT BOOK**

1. A.Murthy,Margham–FinancialManagement,
2. S.N.Maheswari–ElementsofFinancialManagement,

**REFERENCE BOOKS**

1. PrasannaChandra–FinancialManagement,
2. KhanandJain–FinancialManagement,
3. I.M.Pandey–FinancialManagement,
4. VanhorenFundamentalsofFinancialManagement,

Subject Code	Subject Title	L	T	P	C
UBA20402T	ORGANIZATIONAL CULTURE AND BEHAVIOUR	3	0	2	4

#### Course Learning Rationale (CLR):

CLR-1 : Understand concepts and characteristics of the discipline of Organisational Behaviour

CLR-2 : Examine the various factors affecting an individual's behaviour

CLR-3 : Learn about individual behavior including attitudes, personality, values, perception and motivational theories.

CLR-4 : Basic understanding about the group behavior in organizations, leadership, power and politics, conflict, and negotiations

CLR-5 : Explore the possibilities of managing conflicts positively

CLR-6 : Analyse the adoptability of different styles of leadership

#### Course Learning Outcomes (CLO):

At the end of this course, learners will be able to:

CLO-1 : Identify the different terminologies and interpret concepts in Organisational Behaviour

CLO-2 : Apply the concepts involved in management of Individual Behavior in the organisation

CLO-3 : Integrate the knowledge of motivational concepts in real time environment.

CLO-4 : Analyze the complexities associated with management of the group behavior in the organization..

CLO-5 : Identify and resolve conflicts while working with groups in a project..

CLO-6 : Acquire an understanding about different styles of leadership and their appropriate adoption.

#### UNIT- I

Introduction To Organizational Behaviour – Various Disciplines contributing to OB - Foundation Of individual Behaviour – Need And importance Of Organizational Behaviour – Nature And Scope – Framework of Organizational Behaviour - Organizational Structure and Design

#### UNIT-II

Personality – Types – Factors Affecting Personality – Perception – Importance – Factors influencing Perception – Learning - Types of Learning Styles – The Learning Process

#### UNIT-III

Motivation – Theories – Importance – Types – Values And Attitudes – Characteristics – Components – Formation And Measurement

#### UNIT -IV

Group Dynamics – Group Behaviour – Formation – Types Of Groups – Stages of Group Development – Conflict Management – Nature of Conflict – Types of Conflict

#### UNIT-V

Leadership – Meaning – Importance, Leadership Styles – Leaders Vs Managers; Power and Politics – Sources Of Power

#### Learning Resources

1. L M Prasad, Organisational Behaviour, 5th Edition, Sultan Chand & Sons, 2015.
2. Fred Luthans, Organizational Behavior, 12 Edition, McGraw-Hill Education, 2010
3. Stephen P. Robbins & Timothy A. Judge, Organizational Behavior, Sixteenth Edition, Pearson Education, 2016
4. Dipak Kumar Bhattacharyya, Organizational Behaviour, Second Edition, Oxford University Press, 2016
5. Steven L. McShane, Mary Ann Von Glinow and Radha R. Sharma, Organizational Behaviour, Tata 3rd edition, McGraw-Hill Publishing Co. Ltd., 2006



SUBJECT CODE	SUBJECT TITLE	L	T	P	C
UBA20403T	INFORMATION TECHNOLOGY FOR RETAIL MANAGEMENT	3	0	2	4

**Course Learning Rationale (CLR):** *The purpose of learning this course is to:*

CLR-1 To provide the contemporary issues in the Information Technology for Retail and to facilitate a better user-friendly environment

Course Learning Outcomes (CLO): <i>At the end of this course, learners will be able to:</i>	
CLO-1.	Understand the various technologies, advantages and challenges in IT in retail industry.
CLO-2.	Contextualize the concepts of Information Technology for Retail

**UNIT I - Introduction**

Introduction to Information technology – Personal computer – Hardware – Software – Modern businesses & IT

**UNIT II - Modern Electronic Payment Methods**

Traditional payment system – Digital token based system – Credit cards – Smart cards – Biometrics – SMS (Short messaging services) – P2P payment system (People to People)

**UNIT III - Enterprise Resource Planning**

Advantages and challenges of ERP systems – Implementing ERP – Implementing methodologies - Approaches and stages

**UNIT IV - IT in SCM and CRM**

Supply chain management – IT tools for SCM – Relationship marketing strategies Advantages of CRM – E-CRM tools and applications

**UNIT V - Emerging Retail Technologies**

Mobile computing and its applications – M-commerce – E-commerce – Global positioning system & Geographic information system

**TEXT BOOK**

1. Giridhar Joshi, Information Technology for Retail (IInd Edition), Oxford University press Publisher.

**REFERENCE BOOK**

1. Information Technology for Retail (IInd Edition) - Author: Giridhar Joshi Publisher: Oxford University press

Subject Code	Subject Title	L	T	P	C
UBA20E401T	Insurance and Risk Management	2	0	2	3

**Course learning underlying principle (CLR): The purpose of learning this course is to:**

CLR-1: To develop fundamental knowledge on risk and its types  
CLR-2: To enable the students to manage the different types of risk in enterprise  
CLR-3: To facilitate the learners to manage the risk inherent in project  
CLR-4: To familiarize the concept of financial risk management  
CLR-5 : To develop fundamental knowledge on Insurance

**Course Learning Outcomes (CLO): At the end of this course, learners will be able to:**

CLO-1: Understand the risk, its types and process  
CLO-2: understand how to manage the different types of risk  
CLO-3: know how to manage the project risk  
CLO-4: understand the concept of financial risk management  
CLO-5: to understand the insurance, features and types.

**UNIT-I**

Risk – Differentiate Risk and Uncertainty – types of Risks – financial risk and its management - steps in Risk management – Risk avoidance –Risk reduction – risk types – risk management process – risk management Information systems (RMIS)

**UNIT-II**

Enterprise Risk management – interest rate risk or asset liability management – Frame work for ERM -credit risk management – market risk management – operation risk management

**UNIT-III**

Project risk management –risk associated with new projects – the risk involved in contracting plant – Risk involved in erection and installations – management of risk in supervision of a project – Risk involved in kickoff an IT project .

**UNIT-IV**

Concept of Financial risk management – drivers of financial risk management – sources of solving financial risks of an organization – tools used in financial risk management - risk involved in Asset liability management (ALM).

**UNIT-V**

Significance of Insurance – types of Insurance – basic principles of Insurances - salient features of Insurances – Insurance regulatory and development authority  
– duties of IRDA – explain the powers of IRDA

**TEXT BOOK**

1. Insurance principles and practise: S Chand Publishers, -M.N. Mishra and S.B. Mishra
2. Insurance law and Practise: Atlantic Publishers, -C.N. Tyagi and Madhu Tyagi

**REFERENCE BOOK**

1. Trieschmann, Hoyt, Sommer-Risk Management and Insurance—Cengage Learning

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
UBA20E402T	CUSTOMER RELATIONSHIP MANAGEMENT	2	0	2	3

#### Course Learning Rationale (CLR):

The course provides an insight to the concepts, applications, e-CRM solutions and implementation of CRM.

Course Learning Outcomes (CLO): -At the end of this course, learners will be able to	
CLO-1.	To enable students understand the concept of Customer Relationship Management,
CLO-2.	CRM applications in Consumer and Business Markets
CLO-3.	Application of Technological tools for e-CRM solutions.

#### UNIT I - The Concept of Customer Relationship Management

Introduction-evolution, benefits-explosion of CRM in retail marketing and IT- enablers of growth of CRM- Adoption and implementation of CRM-conceptual foundations of CRM-building customer relationship.

#### UNIT II - CRM Applications in Consumer and Business Markets

CRM in service industries-B2C, Banking, Insurance, telecom, Hospitality, Health Care, Airlines etc.,-CRM in B2B markets. Impact of service quality on loyalty

#### UNIT III - Technological tools for CRM

Components of CRM solutions-Introduction-Data Warehousing-Data mining- campaign management-salesforce automation-Customer Service and Support- Role of interactive Technologies-Product offerings in the CRM Market Space- Contact Centers for CRM.

#### UNIT IV - CRM Implementation

Implementation roadmap-Developing relationship orientation-customer centric marketing and processes-Building organizational capabilities through Internal Marketing-Issues in Implementing a Technology solution for CRM

#### UNIT V - Operational Issues in Implementing CRM

Process view of CRM-learning from customer defections-customer retention plans-evaluating retention programs.

#### TEXT BOOK

1. G.Shainesh and Jagdish N.Seth, CRM, McMillan,
2. Jagdish N Sheth, Atul Parvathyar and G.Shainesh, "CRM: Emerging Concepts, Tools and applications", Tata McGraw Hill

#### REFERENCE BOOKS

1. Jill Dyche, 'The CRM Handbook' Pearson Education.
2. Francis Buttle, "CRM Concepts & Technologies", Routledge, Second Edition.

UBA20E403T	DATABASE MANAGEMENT SYSTEM	L	T	P	C
		2	0	2	3

#### **COURSE LEARNING RATIONALE:**

- CLR-1. To provide the students with fundamental understanding and functional practices of Database Management system  
CLR-2. To enable the Students to be aware of ER Mode, Normalization and Structure Query Language.  
CLR-3. To understand the Structured Query Language  
CLR-4. To facilitate the students to know the concepts of Transactions Management and concurrency control mechanisms  
CLR-5. To facilitate the students to know the concepts of Backup and Recovery and KDD

#### **COURSE LEARNING OUTCOMES:**

##### **Familiar with**

- CLO-1. The importance of DBMS and its application in the corporate world  
CLO-2. Development of E-R diagram for real life situation.  
CLO-3. Application of DDL,DML,DCL in statements in developing database  
CLO-4. Transactions Management and concurrency control mechanisms.  
CLO-5. Understanding of Knowledge Discovery in Databases

#### **UNIT-I**

DBMS Introduction, components of DBMS - functions of DBMS –Data Dictionary –database user – Introduction to RDBMS.

#### **UNIT-II**

Database Architecture –Design and Data Modeling - Hierachial Model, Network model, Relational model, Object oriented model, ER Modelling, EER Modelling

#### **UNIT-III**

Structured Query Language(SQL) –DDL, DML and DCL. –Queries and Sub-queries –Examples Joins and unions. pl/sql Database implementation

#### **UNIT-IV**

Query processing- Query optimization. –Database security –Data Integrity. –Transaction Management & Concurrency control mechanisms.

#### **UNIT-V**

Backup and Recovery - Knowledge Discovery in Data bases(KDD). –Data Warehousing and Data Mining introduction.

#### **TEXT BOOK**

1. Essentials of Database Management System, Second Reprint 2016, Alexis Leon, Mathew Leon, and Vijay Nicole imprint private limited, copyright @2006.

#### **REFERENCE BOOKS**

1. Fundamentals of Database systems Fifth Edison RamezElmasree,Shankant B. Navathe - Pearson Education, Copy right@2007
2. Database Management Systems- Designing and building Business Application- Third Edison, Gerald V. Post, Tata McGraw hill Edison. 2016,Twelfth Reprint 2010
3. Principles of Database System and Design- Colin Ritchie – Cengage Learning- Copy right @ 2016.
4. Database Management System- Oracle SQL and PL/SQL –PHI- PranabKumar Das Gupta- Copyright @2009.

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
UBA20E404T	TOTAL QUALITY MANAGEMENT	2	0	2	3

**Course Learning Rationale (CLR):** *The purpose of learning this course is to:*

CLR-1 The purpose of learning this course on TQM to make the learners understand that quality is related to the present and future needs of the customer, the candidate to manage competition

Course Learning Outcomes (CLO): <i>At the end of this course, learners will be able to:</i>	
CLO-1.	To build the confidence to the students for delivering quality products and services to the market
CLO-2.	To provide exposure on fundamental quality tools with their application in real world
CLO-3.	To enable the students to understand the principles, practices and application in Total Quality Management and Concepts

**UNIT-I - Introduction to Quality**

Meaning of Quality – Definitions and other key concepts – Dimensions of Product Quality – Dimensions of Service Quality – What is Total Quality Management (TQM)? – Definition of Quality – Characteristics of TQM – Principles of TQM – Barriers to TQM Implementation – Potential benefits of TQM

**UNIT-II - Quality Cost and Contributions of Quality Gurus**

Cost of quality – Meaning and types – Walter A. Shewhart – W. Edwards Deming – Joseph M. Juran – Philip Crosby – Armand V. Feigenbaum – Genichi Taguchi

**UNIT-III - Continuous Process Improvement**

Continuous improvement – Meaning and tools – PDCA Cycle – 5S House Keeping – kaizen – Old QC Tools – Seven New Management tools – Quality circles – Meaning, characteristics, structure and benefits – Basic Concepts in Six Sigma

**UNIT-IV - Bench Marking and Quality Function Deployment**

What is Bench Marking – Types – Bench marking Process – benefits – Pitfalls – Quality Function deployment – Concepts – Process – House of Quality – QFD Methodology Process

**UNIT-V - Service Quality and Introduction to Quality Management System** Service quality – Meaning and significance – SERVQUAL gap model – Need for ISO 9000 – ISO family of Standards – Quality management system – Steps in ISO 9000 Certifications – Quality Audits

**TEXT BOOKS**

1. Dr. V. Jayakumar, Dr. R. Raju., Total Quality Management, Lakshmi Publications, 2005
2. Poornima M. Charantimath., Total Quality Management, Pearson Education, 2019

**REFERENCE BOOKS**

1. Subburaj Ramasamy., Total Quality Management, Tata McGraw-Hill, 2019
2. Sunil Sharma., Total Engineering Quality Management, Macmillan India Ltd.
3. Kanishka Bedi., Quality Management, Oxford University Press, 2019

Course Code	UBA20E405T	Course Name	FOUNDATIONAL COURSE IN ENTREPRENEURSHIP	Course Category	C	Professional Core			
						L	T	P	C
						2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	Graph sheets may be given		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To understand the ways of opportunity discovery	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
CLR-2 :	To use methods of identifying the customer and solution				Knowledge	Concepts	Integrated Disciplines	Knowledge	Application	Knowledge	Application	Interpret Data	Skills	Learning Skills	Learning Skills	Learning Skills	Learning Skills	Learning Skills	Learning Skills	Learning Skills	Learning Skills
CLR-3 :	To understand blue ocean strategy and conduct solution demo																				
CLR-4 :	To apply methods of financial models and team responsibility																				
CLR-5 :	To understand the different channels and types of permits and tax registration documents																				
CLR-6 :	To understand the common mistakes in business creation and to do successful project management																				

Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:			Level of Th	Expected R	Expected A	H	Fundament	Application	Link with R	Procedural	Skills in Sp	Ability to U	Skills in Mc	Analyze, In	Investigativ	Problem Sol	Communic	Analytical S	ICT Skills	Professional	Life Long L
CLO-1 :	Applythe different ways to identify the opportunities available and to have design thinking for problem worth solving	H	L	H	H	M	M		H	L	M	L	L	M	H	H	H	L	H	H	M		
CLO-2 :	Measure the level of understanding the customers pains, gains, jobs to be done. Understanding the early adopters and to craft vale propositions through lean approach	H	L	H	H	H	H		M	L	L	M	H	L	L	H	H	L	H	H	H		
CLO-3 :	Understand how blue ocean strategy will help in four frame work and methods of build solution demo and conducting solution interviews by using MVP	H	M	H	L	M	L		M	M	L	M	H	H	M	H	H	M	H	L	M		
CLO-4 :	Understand the different costs of production and how they affect short and long run decisions and different types of revenue and bootstrapping	H	M	H	L	M	H		H	M	L	M	H	H	M	M	H	M	H	L	M		
CLO-5 :	Understand the different channels , positioning and branding and procedure for trademark, licensing , contracts and other forms	H	M	H	L	H	H		M	M	L	L	H	M	H	H	H	M	H	L	H		
CLO-6 :	Understand money flow business regulations and ownership and transfer	H	H	H	L	H	M		L	L	L	H	H	M	H	H	H	H	H	L	H		

Duration (hour)		15	15	15	15	15
S-1	SLO-1	Introduction	Introduction to consumer and customer	Introduction to blue ocean strategy	Cost Concepts	Positioning
	SLO-2	Finding the flow	Segmentation	Frame work of action	Cost Determinants	Branding
S-2	SLO-1	Effectuation identification	Targeting	Frame work words	Cost Determinants	Different channels
	SLO-2	Effectuation principles	Difference between consumer and customer	Eliminate	Types of Cost	Sales planning
S-3	SLO-1	Understanding the need by need analysis	Identification of market types	Reduce	Types of Cost	Project and management
	SLO-2	Identify the problem worth solving	4 types of markets	Raise	Determinants of short run cost	Introduction to basic regulations in business
S-4	SLO-1	Design thinking types	Niche market	Create	Short run cost output relationship	Patents
	SLO-2	Lean model of design thinking	Early adopters	Activity for blue ocean strategy	Short run cost output relationship	Trademarks
S	SLO-1	Take the stock of the means	Lets brainstorm	Plot the strategy canvas	Cost schedule	Licensing

5	SLO-2	Brainstorming	Re segmented market	Four action words - activity	Relationship between marginal cost and average cost curve	Contracts
S-6	SLO-1	Team formation	Clone market	What is solution demo	Optimum output at minimum cost	Common legal mistakes
	SLO-2	Practice venture	New market	Building a solution demo	Cost output in long run	Issues in legal markets
S-7	SLO-1	Introduction to entrepreneurial style	Existing market	Practice venture and solution demo	Economies of scale	Procedure to get patents
	SLO-2	5 types of styles	Graph of understanding the customers	Activity in practice venture and solution demo	Economies of scale	Procedure to get trademarks
S-8	SLO-1	Maker style	Value for products	Building solution demo and activity	Factors causing Economies of scale	Procedure to get licenses
	SLO-2	Magician style	Value propositions	What is solution interview?	Factors causing DisEconomies of scale	Procedure to get contracts from different segments
S-9	SLO-1	Master style	Different lean canvas models	How to address solution interview?	Break Even Analysis	Procedure to get business registered
	SLO-2	Mobilizer style	Basics of business model	Purpose of solution interview	Factors of Production Function	Requirements for tax registration
S-10	SLO-1	Merchant style	Sketching the lean canvas model	Outcome of solution interview	Production Function	Compliance
	SLO-2	Finding the style you are	Risk and assumptions	Introduction to solution demo	Revenue streams	Infringement and others
S-11	SLO-1	Activity to identify the style	Value proposition canvas	Activity to understand solution demo	Profitability check	Basic over coming ideans
	SLO-2	Activity to identify the style	Finding you niche market	Purpose of solution demo	Bootstrapping	Different types of business
S-12	SLO-1	What principle to be used	Activity to find niche market	What is minimum viable product?	Initial franchising	What are the ownership means and ways?
	SLO-2	Bird in hand, lemonade	Activity to find niche market	Introduction to minimum viable product	Hiring and fitment	Procedure to transfer ownership
S-13	SLO-1	Pilot in plane, crazy quilt	Criteria for evaluating the market in niche	Steps to identify minimum viable product	Team and role	Activity of PV
	SLO-2	Problem to understand to solve	Identify the problem , customer and solution segment	Activity for solution demo	PV group	Activity of PV
S-14	SLO-1	Need analysis to probe to problem	Identify the problem , customer and solution segment	Activity for minimum viable product	Pricing and profit	Activity of PV
	SLO-2	Activity to identify the problem	Lean canvas of Airbnb	Activity of MVP	Activity in revenue streams	Activity of PV
S-15	SLO-1	Apply design thinking to the problem	Lean canvas of Starbucks	Activity of MVP	Activity in revenue streams	Activity of PV
	SLO-2					

Learning Resources	1. Ayush Moria Entrepreneurship , 2. Leanwise appl	
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	20%	15%	15%	15%	15%	15%	15%	15%	15%
	Understand										
Level 2	Apply	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
	Analyze										
Level 3	Evaluate	10%	10%	15%	15%	15%	15%	15%	15%	15%	15%
	Create										
	Total	100 %		100 %		100 %		100 %		-	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. <name>, <industry name>, <email id>	1. <name>, <institution name>, <email id>	1. Dr.M.Chitra
2. <name>, <industry name>, <email id>	2. <name>, <institution name>, <email id>	2. <name>, SRMIST



Subject Code	Subject Title	L	T	P	C
UBA20E406T	MICRO FINANCE AND FINANCIAL INCLUSION	2	0	2	3

**Course Learning Rationale (CLR): The purpose of learning this course is to:**

CLR-1: To make the students to understand the History of Micro Finance

CLR-2: To make them familiar with the status of Micro Finance in India

CLR-3: To make them understand the Legal Framework of Micro Finance in India

CLR-4: To comprehend the students with the role of SHG's in development of Micro Finance

CLR-5: To make them aware the initiative of RBI for Financial Inclusion

**Course Learning Outcomes (CLO): At the end of this course, learners will be able to:**

CLO-1: Understand the origination of the idea of Micro Finance

CLO-2: Understand the Micro Finance Regulation Agencies in India

CLO-3: Understand the different Micro Loans available in India

CLO-4: Understand the role of Micro Finance in SHG's Development

CLO-5: Understand the role of Financial Inclusion in reducing Poverty

**UNIT-I: INTRODUCTION TO MICROFINANCE**

Introduction to Micro Finance – Nature – History of Micro Finance – Demand and Supply of Micro finance – Worldwide developments in Micro Finance – Micro Finance in Asia & Pacific

**UNIT-II: STATUS OF MICRO FINANCE IN INDIA**

Introduction to History of Micro Finance in India- Recommendations of various committees – status of Micro Finance in India – potential of Micro Finance in India- Banking Potential of Microfinance in India

**UNIT-III: MICRO FINANCE AND LEGAL FRAMEWORK**

Introduction to Micro Finance Legal Framework – Micro Finance Policy – Micro Finance Authority – RBI Guidelines & Micro Finance – Micro Finance credit lending Models

**UNIT-IV: INTRODUCTION TO SHG's IN MICRO FINANCE**

Introduction to SHG's – Benefit of SHG's to members – Benefit to Women – Benefit to Banks – Benefit to Government – Benefit to Voluntary Agencies – Benefit to Society

**UNIT-V: FINANCIAL INCLUSION**

Introduction to Financial Inclusion – RBI policy initiative in Financial Inclusion – Dimension of Financial Inclusion – Institutional change required for Financial Inclusion – Micro Finance and Financial Inclusion

**TEXT BOOK**

1. Sudhanshu Kr. Das , Micro Finance and India's Rural Economy, New Century Publication

2. Neelamegam.V., Micro Finance, Vrinda Publication Pvt. Ltd.,

**REFERENCE BOOK**

1. O.C. Rana, Hem Raj- Micro Finance – Himalaya Publishing House

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
UBA20E407T	Essentials Of Public Relations	2	0	2	3

**Course Learning Rationale (CLR):**

CLR-1 The course aims a comprehensive study of public relations including identifying and reaching internal and external publics; dealing with print and electronic media; advertising, printing, direct mail; and preparing a public relations plan and budget.

Course Learning Outcomes (CLO): -At the end of this course, learners will be able to	
CLO-1.	Understand the distinction between public relations and advertising as well as between publicity/press agencies
CLO-2.	Evaluate and analyze the ethical and legal responsibilities of the PR writer
CLO-3.	Analyze and evaluate the use of specific language to bring about desired results, e.g., the language of news writing, advertising copy, and direct mail appeals.
CLO-4	Write types of materials used in public relations, especially the press release and the public service announcement
CLO-5	Practice and understand the skills and techniques used to deal with media for positive public relations and in crisis situations

**UNIT-I**

Public Relations – definition – essentials of good public relations – public relations for commercial organization.

**UNIT-II**

Public Relations officer's (PRO'S) role – responsibilities – press relation – preparation of material for the media – news and news reporting – editorial reviews – articles – public relations department.

**UNIT-III**

Training of public relations officers – PR society of India – Indian Institute of mass communication – Indian press – Trade fair authority of India.

**UNIT-IV**

Book Publications in India – Role of publishers, distributors and booksellers – electronic media – radio – television – house journals – documentary films – mobile film shows – film censorship – guidelines – Exhibition and trade fair – consumer and marketing fair – photography – folk dance – sponsorship program – Music Festivals – Crisis Management

**UNIT-V**

Ethics and challenges of public relations – international public relations association (IPRA) – code of conduct – the European code of professional conduct

**TEXT BOOKS**

1. Management of Public Relations – S. Sengupta, Vikas Publishing House, 2016

**REFERENCE BOOKS**

1. Public relations problems and prospects with case studies, Anil Baby, Space age publications, New Delhi, 2016
2. The Practice of Public Relations, Frason P. Seital, Charler E Merial Publishing Company, Columbus, 2016

UBA20E408T	EVENT PLANNING MANAGEMENT	L	T	P	C
		2	0	2	3

#### Course Learning Rationale (CLR) :

CLR-1. Learn people management apart from handling props and taking care of logistics.

CLR-2. Train the aspirants to conceptualize, plan and organise an event.

CLR-3. The flexibility and value of a self-study course designed, to enable students to work at their own pace.

CLR-4. Event management skills, essentially, requires the students to work within the given budget, following a certain schedule, and dealing with vendors in order to create and develop the best possible events requested by the clients.

#### Course Learning Outcome (CLO) :

CLO-1. Students understand the basic concepts related to event management.

CLO-2. To gain a comprehensive understanding of how event managers organize and run events.

CLO-3. Empower the students with leadership and decision-making skills to guide their teams.

CLO-4. Students will gain confidence and enjoyment from involvement in the dynamic industry of event management.

CLO-5. Help the students identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.

#### UNIT-I

**Event Planning** : An overview – Essentials of event planning – Main tasks in event planning – Role of an event planner – Skills required for an Event planner – Effective Team Management – In house Vs Event management companies.

#### UNIT-II

**Types of Events** : Corporate Events – Leisure Events – Private Events – Charity Events – Sports Events - Conferences – Seminars – Meetings, Trainings, Festivals – Concerts – Fashion shows – Wedding – Celebrity Events – Parties.

#### UNIT-III

**Event Planning Process** - Event concept and Theming – Venue and Catering management, Logistics management - Human Resource management – MC in an event – Need & Role of an MC.

#### UNIT-IV

**Event Management** : Budgeting the event – Need for marketing the event – Safety Requirement – Risk & Crisis management – Media & communication Network for an event – Evaluating an Event – Contract Negotiations of an Event.

#### UNIT-V

**Event Management Start Up** : Event management – Introduction – Need for Event Management – Stepping for Event management start ups – Legal Needs – Crowning your business.

#### TEXT BOOKS

1. Purnima Kumari, *Event Management*, Published by Anmol Publications Pvt Ltd, 2014
2. Shannon Kilkenny, *Complete Guide to Successful Event Planning*: 2nd Edition Atlantic publishing group Inc., 2011
3. Glenn McCartney, *Event Management: An Asian Perspective* McGraw-Hill Education (Asia); 1 edition (March 9, 2010)

#### REFERENCE BOOKS

1. Ian Yeoman, Martin Robertson, Jane Ali-Knight, Siobhan Drummond, Una McMahon-Beattie, *Festival and Events Management*, Publisher: Taylor & Francis; 1 edition (December 2, 2003)
2. Allison Saget, *The Event Marketing Handbook : Beyond Logistics and Planning*, Kaplan Business (January 1, 2006)
3. Judy Allen, *Confessions of an Event Planner: Case Studies from the Real World of Events--How to Handle the Unexpected and How to Be a Master of Discretion* 1st Edition, Wiley; 1 edition (March 26, 2009)

SUBJECT CODE	SUBJECT TITLE	L	T	P	C	C
UBA20E409T	SERVICE OPERATIONS MANAGEMENT	2	0	2	3	

**Course Learning Rationale (CLR) :**

**CLR1:** To learn Service Operations and its evolution, growth , characterestics, classification

**CLR2:** To understand the Service management in international arena and service strategy

**CLR3:** To develop service innovations and technology, design and delivery & services in HRM

**CLR4:** To understand the forecasting demand of services, demand & supply, Queuing & simulation, SIS

**CLR5:** To learn about Project management, service quality, service productivity and TQM

**CLR6:** To acquire the knowledge about the latest trends in service operations industry

**Course Learning Outcome (CLO) :**

**CLO1:** Students will be able to learn about Service Operations, its evolution, growth, characteristics, and classification

**CLO2:** Students will be able to analyze about the Service management in international arena and strategy

**CLO3:** Students will be able to develop service innovations and technology, design and delivery

In service operations

**CLO4:** Students will be able to analyze the forecasting demand of services, demand & supply, Queuing & simulation and Service Information system

**CLO5:** Students will be able to learn Project management, service quality, service productivity and tools and techniques in TQM

**CLO6:** Students will be able to get adequate knowledge about the latest trends in service operations industry

**UNIT-I - Introduction to Service Industry**

Service industry - Evolution, growth and characteristics - Classification - Services and Society-Nature of services and service Encounters - Customers as the focus of service Management

**UNIT-II - Introduction to Service Management**

Characteristics for service operations - Service Management in the international Arena -Service Strategy and Competitiveness

**UNIT-III - Service Design and Delivery**

Service innovations - Technology and its Impact - Service Design and Delivery - Human Resource Management in services - work measurement in services - locating facilities and designing their layout.

**UNIT-IV - Managing Demand and Supply in Services**

Forecasting demand for service - Managing Demand and supply in services - Queuing and simulation - vehicle routing and scheduling - Linear and Goal applications for service - service inventory system

**UNIT-V - Project Management and Quality Improvement in Services**

Project Management for service operations - Service Quality and continuous improvement - Tools and techniques of total quality management - Service productivity and measurement of performance

**TEXT BOOK**

Robert Johnston, Graham Clark-Service Operations Management, 3rd Edition, , 2016

**REFERENCE BOOKS**

Successful Service Operations Management with CD-ROM [Hardcover] Richard D. Metters (Author), Kathryn H. King-Metters (Author), Madeleine Pullman (Author) South-Western College Pub; 1st edition 2002 -- ISBN-10: 0324135564 -- ISBN-13: 978- 0324135565

Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 3rd Ed., Irwin/McGraw-Hill,

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
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UBA20E410T	BUSINESS ANALYTICS AND INTELLIGENCE	2	0	2	3
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#### Course Learning Rationale (CLR):

CLR-1 To provide the contemporary issues in the Business Intelligence and to facilitate a better user friendly environment

Course Learning Outcomes (CLO): -At the end of this course, learners will be able to	
CLO-1.	Understand the various technologies, advantages and challenges
CLO-2.	Contextualize the concepts of Business Intelligence

#### UNIT-I - Introduction

Introduction to BI - Changing business environment & computerized decision support – Transaction processing Vs Analytical processing – Tools for BI

#### UNIT-II - Data warehousing

Definition, concepts, characteristics of D.W – Operational Data stores (ODS) – Meta data, DW-Architectures, OLAP & OLTP.

#### UNIT-III - Business performance management

Definition–comparison of BPM & BI–Planning–Monitoring–Performance measurement–Technologies and applications of BPM

#### UNIT-IV - Data mining and web mining

Definition and concepts in Data mining–Characteristics and benefits of Data mining–Applications of Data mining

Definition and concepts in Web mining – Web usage mining

#### UNIT-V - Current trends in BI

Implementation of BI – Issues related to BI implementation – Future of BI – Online social networking with examples.

#### TEXT BOOK

1. Efraim Turban/Ramesh Shrada/Dursen Delen/David King, Business Intelligence (2<sup>nd</sup> Edition) , Pearson Publisher

#### REFERENCE BOOK

1. Business Intelligence (1<sup>st</sup> Edition)- Author: Efraim Turban/Ramesh Shrada/ Dursen Delen/David King Publisher : Pearson

Course Code	UJK20401T	Course Name	Professional Skills	Course Category	Jeevan Kaushal- JK	Life Skill Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Business Administration	Data Book / Codes/Standards	Graph sheets may be given		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	expose students to the requirements of job market	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	develop resume building practice																		
CLR-3 :	increase efficiency in speaking during group discussions																		
CLR-4 :	prepare students for job interviews																		
CLR-5 :	instill confidence in students and develop skills necessary to face audience																		
CLR-6 :	develop speaking and presentation skills in students																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLO-1 :	understand the importance of resume preparation and build resume	3	80	70	M	M	L	L	M	H	-	-	-	M	H	L	H	H	H
CLO-2 :	acquire group discussion skills	3	85	75	M	M	L	L	M	H	-	-	-	M	H	L	H	H	H
CLO-3 :	face interviews confidently	3	85	80	M	M	L	L	M	H	-	-	-	M	H	L	H	H	H
CLO-4 :	Ask appropriate questions during an interview	3	85	80	M	M	L	L	M	H	-	-	-	M	H	L	H	H	H
CLO-5 :	understand various types of presentation and use presentation skills in projects	3	85	80	M	M	L	L	M	H	-	-	-	M	H	L	H	H	H
CLO-6 :	build confidence during any presentation	3	85	80	M	M	L	L	M	H	-	-	-	M	H	L	H	H	H

Duration (hour)	6	6	6	6	6	6
S-1	SLO-1	Introduction of resume and its importance	Meaning and methods of group discussion	Meaning and types of interview (face to face, telephonic, video)	Types - Informative, Instructional, Arousing, Persuasive, Decision-making	PowerPoint presentation-body language and stage etiquettes
	SLO-2	Difference between a CV, Resume and Bio Data	Procedure of group discussion	Dress code, background research	Structure of a presentation – Introduction of the event, Introducing the speaker, vote of thanks	PowerPoint presentation-body language and stage etiquettes
S-2	SLO-1	Essential components of a good resume, common errors people make while preparing a resume	Group discussion – simulation	STAR Technique (situation, task, approach and response) for facing an interview	Working with audience – ice-breaking, Creating a 'Plan B',	PowerPoint presentation-practice session
	SLO-2	Resume building format	Group discussion – common errors	Interview procedure (opening, listening skills, closure, asking questions)	Getting the audience in the mood, working with emotions,	PowerPoint presentation- practice session
S-3	SLO-1	Resume building using templates	Group discussion – types – Topic based	Important questions generally asked in an interview	Improvisation and unprepared presentations, man-woman view, feedback – appreciation and critique	PowerPoint presentation-practice session

Duration (hour)	6	6	6	6	6	
	SLO-2	Resume building using templates	Group discussion – types – Case study based	Important questions generally asked in an interview	Improvisation and unprepared presentations, man-woman view, feedback – appreciation and critique	PowerPoint presentation– practice session
<b>S-4</b>	SLO-1	Resume building activity	Group discussion – practice session- Topic based	Mock interview – face to face	Power point presentation, skit, drama, dance, mime, short films and documentary – Dos and Don'ts	PowerPoint presentation–practice session
	SLO-2	Resume building activity - Feedback	Group discussion - Feedback	Mock interview- Feedback	Power point presentation, skit, drama, dance, mime, short films and documentary – Dos and Don'ts	PowerPoint presentation– practice session
<b>S-5</b>	SLO-1	Video resume – Tips and tricks	Group discussion – practice session- Topic based	Mock interview - face to face	PowerPoint presentation – content preparation	PowerPoint presentation–practice session
	SLO-2	Video resume – Do's and Don'ts	Group discussion - Feedback	Mock interview - Feedback	PowerPoint presentation–logical arrangement of content	PowerPoint presentation– practice session
<b>S-6</b>	SLO-1	Video resume – Templates	Group discussion – practice session- Case study based	Mock interview - face to face	PowerPoint presentation–using internet source, citations, bibliography	PowerPoint presentation–practice session
	SLO-2	Video resume – Templates	Group discussion - Feedback	Mock interview- Feedback	PowerPoint presentation–using internet source, citations, bibliography	PowerPoint presentation– practice session

<b>Learning Resources</b>	1. Scott Bennett, <i>The Elements of Resume Style: Essential Rules for Writing Resumes and Cover Letters That Work</i> , AMACOM, 2014	4. Paul Newton, <i>How to deliver a presentation</i> ; e-book 5. Eric Garner, <i>A-Z of Presentation</i> , Eric Garner and Ventus Publishing ApS, 2012, bookboon.com
	2. David John, <i>Tricks and Techniques of Group Discussions</i> , Arihant, 2012	
	3. Singh O.P., <i>Art of Effective Communication in Group Discussion and Interview</i> , S Chand & Company, 2014	

	Bloom's Level of Thinking	Learning Assessment			
		Continuous Learning Assessment (100% weightage)			
		CLA – 1 (25%)	CLA – 2 (25%)	CLA – 3 (25%)	CLA – 4 (20%)
		Theory	Theory	Theory	Theory
Level 1	Remember	10%	10%	30%	15%
	Understand				
Level 2	Apply	50%	50%	40%	50%
	Analyze				
Level 3	Evaluate	40%	40%	30%	35%
	Create				
	Total	100 %	100 %	100 %	100 %

# CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.  
CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers	
Experts from Industry	Experts from Higher Technical Institutions
1. Ajay Zener, Director, Career Launcher	Internal Experts
	1. Mr Priyanand, Assistant Professor, CDC, E&T, SRMIST
	2. Ms Sindhu Thomas, Head in charge, CDC, FSH, SRMIST
	3. Ms Mahalakshmi, Assistant Professor, CDC, FSH, SRMIST

## SEMESTER – V

Subject Code	Subject Title	L	T	P	C
UBA20501T	Introduction to Research Methods	3	0	2	4

### Course Learning Rationale (CLR): The purpose of learning this course is to:

CLR-1: To develop basic knowledge on research meaning, types, and its significance

CLR-2: To enable the students to frame research hypothesis, scaling techniques etc.

CLR-3: to facilitate the learners with Data collection methods and processing of data

CLR-4: To equip the students with the statistical tools for testing the significance

CLR-5 : To make them aware of interpretation and writing various types of report

### Course Learning Outcomes (CLO): At the end of this course, learners will be able to:

CLO-1; Understand the meaning of research, types and its significance.

CLO-2: Understand the meaning of hypotheses, sampling techniques and sampling design,

CLO-3 : understand the difference methods for data collection and processing of data

CLO-4: Understand the statistical tools for testing the significance

CLO-5: understand how to interpret the data and write the project report.

### UNIT-I

Research – Meaning, Scope and Significance – type of Research – Research process – Characteristics of good research – scientific method – Problems in research – identifying research problem- objectivity in research.

### UNIT-II

Hypothesis – meaning – sources – types – case study – features of good design measurement – meaning, need, errors in measurement, tests of sound measurement techniques of measurement. Scaling techniques- meaning, types of scales, scale construction techniques – Sampling design – meaning. Concepts, steps in sampling – criteria for good sample design – types of sample designs, probability and non-probability sample.

### UNIT-III

Data Collection – Types of data –sources – tools for data collection, methods of data collection, constructing questionnaire – pilot study – case study – data processing coding – editing and tabulation of data – data analysis.

### UNIT-IV

Test of significance – Assumptions about parametric and nonparametric tests. Parametric tests – chi-square, T-Test, F Test and z Test. Introduction to ANOVA.

### UNIT-V

Interpretation – meaning, Techniques of interpretation, Report writing- significance- and steps – layout of report – types of reports – oral presentation – executive summary – mechanics of writing research report – Precautions for writing report – norms for using tables, chart and diagrams, - Appendix- norms for using Index and Bibliography

### TEXT BOOK

1. Research Methodology – Dr.P.Ravilochanan, Margam Publication.

### REFERENCE BOOKS

1.RaoK.V.ResearchMethodforManagementandCommerce–Sterling

2.Kothari C.R. – ResearchMethodology

3.WilkinsonBhadarkar–MethodologyandTechniquesofSocialResearch

4.Andersonet.al.-AssignmentandThesiswriting



UBA20502T	STRATEGIC MANAGEMENT	L	T	P	C
		3	0	2	4

**Course Learning Rationale (CLR): *The purpose of learning this course is to:***

CLR-1. expose students to various perspectives and concepts in the field of Strategic management.

CLR-2. Develop basic competences to analyze, synthesize and predict the impact of strategic decisions.

CLR-3. Enable students to analyze, external and internal environment of an organization to confer sustainable competitive advantage

CLR-4. Provide an underpinning of strategy formulation process enable them to formulate strategies that leverage a firm's core competencies.

CLR-5. Empower students to analyze the suitability of strategies that firms have developed in the real world scenario to achieve valuable outcomes by making a choice among alternatives.

CLR-6. Equip the students with strategy execution, control and evaluation process in terms of its criticality and enable them to evaluate strategic performance of a firm.

**Course Learning Outcomes (CLO): *At the end of this course, learners will be able to:***

CLO-1. Synthesize strategic management theory, perspectives and concepts.

CLO-2. Acquire competences to analyze, synthesize and predict the impact of strategic decisions.

CLO-3. Critically analyze the internal and external environments in which businesses operate to confer sustainable competitive advantage

CLO-4. Formulate strategies that leverage a firm's core competencies.

CLO-5. Analyze and evaluate the suitability of strategies that firms have developed in the real world scenario to achieve valuable outcomes by making a choice among alternatives.

CLO-6. Execute and control strategy, evaluate strategic performance of a firm.

**UNIT-I-Introduction to Strategic Management:**

Strategic Management–Definition, Meaning and Role, Objectives of Strategic Management, Benefits of Strategic Management-Causes for failure of Strategic Management-Basic Models of Strategic Management-Strategic Management process-Strategic indent, Mission, Vision, and Objective-Differences among policy, strategy, Program and tactics.

2.Prasad L.M, “*Strategic Management*”, Sultan Chand & Sons, 2016.

3.Dr.S.Sankaran, *Policy & Strategic Management*, Margham Publications, 2016.

4.[http://ebooks.lpu.de.in/commerce/mcom/term\\_4/DCOM506\\_DMGT502\\_STRATEGIC\\_MANAGEMENT.pdf](http://ebooks.lpu.de.in/commerce/mcom/term_4/DCOM506_DMGT502_STRATEGIC_MANAGEMENT.pdf)

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
UBA20E501T	Derivatives Management	2	0	2	3

**Course Learning Rationale (CLR): The purpose of learning this course is to:**

CLR-1: To make the students to understand the Derivatives Markets and Instruments

CLR-2: To make them familiar with the Derivatives Pricing and Valuations

CLR-3: To make them understand the Credit Derivatives

CLR-4: To comprehend the students with Risk Management application of Option Strategies

CLR-5: To make them aware of the different Option Pricing Models

**Course Learning Outcomes (CLO): At the end of this course, learners will be able to:**

CLO-1: Understand the different types of Derivatives Market and Instruments

CLO-2: Understand the fair value of a Derivative

CLO-3: Understand the different types of Credit Derivatives like Credit Default Swap

CLO-4: Understand the importance of Risk Management through Options Trading

CLO-5: Understand the Theoretical value of a Option

**UNIT-I: DERIVATIVE MARKETS AND INSTRUMENTS**

Introduction to Derivatives – The structure of Derivatives – Types of Derivatives – Benefits of Derivatives

**UNIT-II: DERIVATIVES PRICING AND VALUATION**

Derivative Pricing- Delivery Pricing – Pricing of Forwards, Futures, Swap Contracts – Pricing & Valuation of Options- European & American Option Pricing – Binomial Valuation of Options

**UNIT-III: CREDIT DERIVATIVES**

Introduction to Credit Risks- Types of Credit Risks- Assessment of Credit Risks- Credit Default Swap- Total Return Swap- Credit Linked notes- Collateralized Debt Obligations

**UNIT-IV: RISK MANAGEMENT APPLICATIONS OF OPTION STRAGIES**

Introduction to Risk Management- Option strategies for Equity Portfolios- Risk Management strategies with Options

**UNIT-V: OPTION PRICING**

Introduction to Option pricing- Intrinsic & Time value – Arbitrage base relationship of Option pricing – Put call parity- Binomial Option pricing Model- Black Scholes Option Pricing Model- Factors affecting Option price.

**TEXT BOOK:**

1. Derivatives and Risk Management- Rajiv Srivatsava- Oxford University Press- Second Edition

**REFERENCE BOOK:**

1. Derivatives and Risk Management- Sundharam Janakiraman- Pearson- first edition

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
UBA20E502T	Performance and Compensation Management	2	0	2	3

**Course Learning Rationale (CLR): The purpose of learning this course is to:**

CLR 1: To learn basic compensation concepts and the context of compensation practice.

CLR 2: To illustrate different ways to strengthen the pay for performance link.

CLR 3: To learn the concepts of payment and employee benefits issues for contingent workers.

CLR 4: To understand the legally required employee benefits.

CLR 5: To learn some of the implications for strategic compensation and possible employer approaches legally required benefits.

**Course Learning Outcomes (CLO): At the end of this course, learners will be able to:**

CLO 1: Design an organizations performance management process that is compliant with law and supports organizational mission strategy.

CLO 2: Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems.

CLO 3: Employ Job related performance standards and performance indicators that reflect the employees range of responsibilities.

**CLO 4: Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development**

CLO 5: Identify and communicate appropriate actions with employees based on their performance strengths and weakness.

**UNIT-I - Conceptual Framework of Performance Management**

Performance management process; Objectives of performance management system; Performance management and performance appraisal; Linkage of performance management system with other HR practices.

**UNIT-II - Components of Performance Management System**

Performance planning; Ongoing support and coaching; Performance measurement and evaluation; Performance management and appraisal; Methods of performance appraisal; Appraisal Communication; Counseling, Identifying potential for development; Linking pay with performance.

**UNIT-III - Implementation and Issues in Performance Management** Implementing performance management system- Strategies and challenges; Characteristics of effective performance metrics; Performance management documentation; Performance management audit; Ethical and legal issues in performance management; Use of technology and e-PMS, Performance management practices in Indian organizations.

**UNIT-IV**

Role of Compensation in Organization: Economic and Behavioral theories Related to Compensation; Strategic Perspectives of Compensation; Compensation motivational tool; Compensation Policy

**UNIT-V**

Internal and external equity in compensation system; determining the worth of jobs; understanding inter and intra -industry compensation differentials, designing pay structure and administering compensation package

**TEXT BOOK**

1. Bagchi, S.N., Performance management, Cengage Learning India.

2. Bhattacharyya, D.K., Performance management systems and strategies, Pearson Education.

3. Bhattacharyya, Compensation management, Excel Books India.

**REFERENCE BOOKS**

1. Armstrong, M. & Baron, A., Performance management and development, Jaico Publishing House, Mumbai.

2. Armstrong, M., Performance management: Key strategies and practical guidelines, Kogan Page, London.

3. Bagchi, S.N., Performance management, Cengage Learning India.

4. Bhattacharyya, D.K., Performance management systems and strategies, Pearson Education.

5. Milkovich, George T and Newman J.M., Compensation, Tata McGraw Hill

6. Henderson, R.O., Compensation Management, Pearson Education

7. Martocchio, J.J., Strategic Compensation, Pearson Education

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
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UBA20E503T	E-COMMERCE AND DIGITAL MARKETING	2	0	2	3
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**Course Learning Rationale (CLR): *The purpose of learning this course is to:***

CLR-The course examines digital marketing strategy, implementation and executional considerations for B to B and B to C brands and provides a detailed understanding of all digital channels and platforms. Students will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation.

<b>Course Learning Outcomes (CLO): <i>At the end of this course, learners will be able to:</i></b>	
CLO-1.	Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy
CLO-2.	Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media
CLO-3.	Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan

**UNIT-I**

Fundamental of E-Commerce, E-commerce and E-Business, -Features of E-commerce's, - Customer service and service quality- B2B, B2C, C2C, P2P –E-commerce models –E Governance.

**UNIT-II**

Digital Signature- digital certificate- concept of encryption and cryptography – Public and secret key encryption – IT act to legalize –E-commerce-consumer protection in cyberspace.

**UNIT-III**

Principal of Digital Marketing, Comparison of Traditional and Digital Marketing. Statistics of Digital Marketing, Benefits of Digital marketing, Latest Digital marketing trends, Digital marketing platforms, Digital Marketing strategy for websites

**UNIT-IV**

Search Engine Marketing (SEM): Introduction to Paid Marketing, Google AdWords, account and billing settings, Types of Campaigns, PPC Campaign Setup, Shopping Campaigns, Dynamic Search Campaigns, Display Ads Campaigns, Remarketing Campaigns, Mobile Apps Marketing, Video Marketing

**UNIT-V**

Social Media Marketing- Introduction to social media marketing, Facebook marketing, Facebook advertising, YouTube marketing, Twitter marketing, Google+ marketing, LinkedIn marketing, Pinterest marketing, Stumble Upon Document Sharing Site

**TEXT BOOK**

1. E-Commerce : An Indian perspective, S.J. Joseph, P.T., PHI

**REFERENCE BOOK**

1. Social Media Marketing-all-in-one for dummies, Jan Zimmerman, Deborah Ng.

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
UBA20E504T	PRODUCT DESIGN AND DEVELOPMENT	2	0	2	3

**Course Learning Rationale (CLR): *The purpose of learning this course is to:***

CLR-1 The main motive of this course is to provide the perspectives of design, develop and manufacturing the product as per expectations of customer within a single approach and understand the nuances, exceptions and subtleties practiced in industries.

<b>Course Learning Outcomes (CLO): <i>At the end of this course, learners will be able to:</i></b>	
CLO-1.	To enable the students to understand fundamental concepts of product design and development
CLO-2.	To provide the direction to convert students' ideas into a valuable product or service

**UNIT I**

Need for the product design – Types of product design – Characteristics for good product design – Factors influencing for new product design – Challenges in product design

**UNIT II**

Market research – Identifying the customer needs – New product development stages – Idea generation and screening – Product Planning

**UNIT III**

Product specification and standards – Concept generation – Concept testing and selection – Product architecture

**UNIT IV**

Industrial design – Design for manufacturing – Prototyping – Robust design – CAD, CAM and CIM applications product design

**UNIT V**

Market testing of new product – Product development economics – Cost of production analysis – Managing projects

**TEXTBOOK**

1. Karl T. Ulrich, Steven D. Eppinger & Anita Goyal, Product design and development, McGraw Hill Education private limited

**REFERENCE BOOK**

1. Arlindo Silva and Ricardo Simoes, *Trends in Product Design and Development*, IGI Global Snippet

Subject Code	Subject Title	L	T	P	C
UBA20E505T	Advance Course of Entrepreneurship	2	0	2	3

#### Course Objective :

Acquire additional knowledge and skills for developing early customer traction into a repeatable business. • They will learn the tools and methods for achieving sustainable growth, such as by refining their product or service and business models, building brand strategy, making a sales and financial plan etc

#### Unit-I Recap and Review the Fundamentals Refining the Business Model and Product/Service

Recap of idea selection and lean canvas Revisit product/service - business model, team, from previous course – decide whether you want to continue with the same or pivot why you need a mentor. What is Pivoting? Should you pivot? Evaluating new, disruptive business models like SaaS, sharing economy and marketplaces Identifying which business model suits your product/service the best Analyze competitors, and map your product/service with the competitors' to define a unique value proposition Revisit your business model and develop a few variants (more business model types) Identify additional customer segments that your solution can address; Evaluate business models for these segments and refine product/service for new customer segments Importance of Product Management to align product/service to customer needs.

#### Unit - II Business Planning and Exploring Ways to Increase Revenue

Create a detailed annual Sales Plan (including month-on-month sales forecasting and customer acquisition planning) Create an annual People Plan - Create a financial plan for your practice - venture, in which you should: 1. Calculate your startup costs 2. Calculate your operating expenses 3. Create a cash flow forecast 4. Analyze your profit and loss forecast 5. Calculate your cost of goods 6. Analyze the breakeven point for your practice venture. Understanding the cycle of customer acquisition, activation, retention, revenue generation and referrals to attract new customers Identifying primary and secondary revenue- streams Identifying new markets and new customer - segments Explore licensing and franchising options for expansion.

#### Unit -III Funding the Growth and Building the ATeam

Various sources of funds available for a business - Understand the funding process and what investors look for Exploring crowd funding platforms- The pros and cons of using a different type of finance Pitch Practice - How to articulate your needs before investors and lenders - Basics of term sheets and investor due diligence process - Importance of a good team in a venture's success Attracting, recruiting and training a high performance entrepreneurial team - Defining roles and responsibilities - Setting clear expectations among the members of your founding team - Essential HR needs of a new venture

#### Unit-IV Creating a Branding and Channel Strategy and Leveraging Technologies and Available Platforms

Defining a positioning statement - Creating a public image and presence for your business -Selecting a brand name, logo, social media - handles and mobile app names for your venture Creating online public profiles - Bulls Eye Framework and other traditional channel types using the WF template for the same - Examining all channel types and selecting the right channels using Bull's Eye Framework. Identify technology needs Choosing key technologies and platforms for banking, accounting, sales, legal, human resource management Technology as a differentiator and a competitive weapon

#### Unit -V Measuring Your Progress and Legal Matters and Seeking Support

How to establish key metrics and measuring what matters - How to understand and measure operations with a view to control and track progress - Understanding the nature, content, and timing of your communications with investors and other stakeholders. Understanding different types of entities, selecting the right type for the venture, and incorporating your venture - Overview of legal issues and their impact on entrepreneurs - Regulations of starting and operating a venture and accounting - Select an Accountant and an Accounting System - Importance of being compliant and keeping proper documentation - Patents and Intellectual property- Trademarks - Recruit your Boards of Directors, Advisors and Mentors Resources for specific geographies

#### Text Books:

1. Maurya, A., 2012. Running Lean: Iterate from Plan A to a Plan That Works. O'Reilly Media
2. Roy, R., 2012. Entrepreneurship. Oxford University Press
3. Gupta, T. S., 2011. Intellectual Property Law in India. Kluwer Law International

#### Reference books:

1. Csikszentmihalyi, M., 2008. Flow: The Psychology of Optimal Experience. Harper Perennial Modern Classics
2. Sarasvathy, S. D., 2009. Effectuation: Elements of Entrepreneurial Expertise. Edward Elgar Publishing Ltd.
3. Ries, E., 2011. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. The Crown Publishing Group
4. Kim, W. C. & Mauborgne, R., 2005. Blue Ocean Strategy. Harvard Business School Press Boston, Massachusetts
5. Blank, S., 2005. The Four Steps to the Epiphany: Successful Strategies for Startups That Win. K&S Ranch
6. Kim, W. C. & Mauborgne, R., 2005. Blue Ocean Strategy. Harvard Business School Press Boston, Massachusetts

7. Blank, S., 2005. The Four Steps to the Epiphany: Successful Strategies for Startups That Win. K&S Ranch
- Websites:**
8. Read Forbes article and do Group Discussion <https://www.forbes.com/sites/chrismyers/2015/12/16/find-your-flow-and-success-will-follow/>
9. <https://necrophone.com/2014/01/20/effectuation-the-best-theory-of-entrepreneurship-you-actually-follow-whether-youve-heard-of-it-or-not/>
10. <https://www.youtube.com/watch?v=7enBaXhXWkQ>
11. Prof. Clay Christensen "Identifying Customer Needs" <https://www.youtube.com/watch?v=yVCZ-7xSsCw>
12. "Understand the Customer Problem by GOOTB": <https://www.youtube.com/watch?v=sEENIZgscDw>
13. <https://www.forbes.com/sites/danschawbel/2013/12/17/geoffrey-moore-why-crossing-the-chasm-is-still-relevant>
14. Value Proposition : [https://www.youtube.com/watch?v=jZN6CUieuOQ&list=PLw540Wq5kay866m6A6x17KQwE\\_Ah7is4m](https://www.youtube.com/watch?v=jZN6CUieuOQ&list=PLw540Wq5kay866m6A6x17KQwE_Ah7is4m)
15. Value Proposition & Customer Need: [https://www.youtube.com/watch?v=6FnG8pJL8yM&index=3&list=PLw540Wq5kay866m6A6x17KQwE\\_Ah7is4m](https://www.youtube.com/watch?v=6FnG8pJL8yM&index=3&list=PLw540Wq5kay866m6A6x17KQwE_Ah7is4m)
16. <https://strategyn.com/turn-customer-input-into-innovation/> CASE STUDIES in ODI: <https://jobs-to-be-done.com/tagged/case-study>
17. The Lean BMC [https://www.youtube.com/watch?v=FjB\\_e7UO1hc](https://www.youtube.com/watch?v=FjB_e7UO1hc)
18. Ash Maurya - Capture your BMC in 20 minutes <https://www.youtube.com/watch?v=7o8uYdUaFR4&t=462s>
19. Ash Maurya - How to Prioritize Risks on Your Business Model <https://www.youtube.com/watch?v=01z7EPXS42k>
20. <https://pt.slideshare.net/bmorelean/dan-lemborg-lean-pitch>
21. <https://startups.fb.com/en-in/categories/development/>
22. Designing Experiments: <https://www.youtube.com/watch?v=WiMZWCg1Hu8&t=111s>
23. Customer Development Process: <https://www.youtube.com/watch?v=ILEebbiYIkI>
24. Beating the Competition: <https://www.youtube.com/watch?v=46uP6vOj5G0>
25. Q&A with Garr : <https://www.youtube.com/watch?v=SmJijOrusvI>
26. Basic Accounting Lingo for Entrepreneurs: [https://www.youtube.com/watch?v=Y7Pm1\\_iEEKE](https://www.youtube.com/watch?v=Y7Pm1_iEEKE)
27. Vinod Khosla : How Leaders can BUILD [https://www.youtube.com/watch?v=bRCobGc\\_n1Q](https://www.youtube.com/watch?v=bRCobGc_n1Q)
28. Vinod Khosla: <https://www.youtube.com/watch?v=VlrNLzTs9cw>
29. How to Pitch the way VC's think, so you can convince co-founders : <https://www.youtube.com/watch?v=fTgU7THoKCw>
30. Tony Buzan: <http://www.tonybuzan.com/about/mind-mapping/>
31. Google : Think branding: <https://www.youtube.com/watch?v=1I2CUjk0uq>
32. The Battle for your mind using Positioning: <https://www.youtube.com/watch?v=jQrY8xRx-0>
33. <https://startups.fb.com/en-in/categories/marketing/>
34. Design rules - <https://www.igorinternational.com/> , Web design course: <https://www.coursera.org/specializations/web-design> Strikingly Free :
35. <https://certification.hubspot.com/inbound-sales-certification-course>
36. <https://www.accountingtools.com/articles/2017/5/17/sales-budget-sales-budget-example>
37. Customer Development: Lean Method: [https://www.youtube.com/watch?v=sBhtb6Hb\\_O4&t=255s&list=PL2W81BDFL4yui93zqyhEfpfPw66PSQOZ8&index=73](https://www.youtube.com/watch?v=sBhtb6Hb_O4&t=255s&list=PL2W81BDFL4yui93zqyhEfpfPw66PSQOZ8&index=73)
38. Zig Ziglar Cost Vs Price: <https://www.youtube.com/watch?v=cYYrQdR5hc>
39. <https://startupindia.gov.in> , Accounting & Tax: <https://www.caclubindia.com/> , Legal Matters : [www.lawyersclubindia.com](http://www.lawyersclubindia.com) , [www.siliconhillslawyer.com](http://www.siliconhillslawyer.com)

Subject Code	Subject Title	L	T	P	C
UBA20E506T	Stock Market Analysis	2	0	2	3

**Course Learning Rationale (CLR): The purpose of learning this course is to:**

CLR-1: To develop fundamental knowledge financial system, primary and secondary market

CLR-2: To facilitate them to do fundamental analysis of a security

CLR-3: To enable them to do technical analysis of a security

CLR-4: To make the learners to aware of Efficient Market Hypothesis

CLR-5 : to enable the students to identify and measure different types of risk and return

CLR-6 To make aware of credit rating concepts and trading technology.

**Course Learning Outcomes (CLO): At the end of this course, learners will be able to:**

CLO-1 understand the financial system, and financial markets

CLO-2: understand how to do fundamental analysis of a stock

CLO-3 know how to do technical analysis of a stock

CLO-4 understand the Efficient Market Hypothesis and its implication

CLO-5 know how to measure the different types of risk and return

CLO-6: Understand the concepts of credit rating the trading technology.

**UNIT I**

Introduction – financial system- Financial system in India - Stock markets – primary market - Functions of primary market - Methods of floating new issues- Secondary market -Origin of secondary market - Characteristics & functions of secondary market- Important stock exchanges in India & abroad - Methods of trading in stock

**UNIT II**

Approaches to security analysis - Fundamental analysis - Economic analysis- agriculture, GDP - Savings, inflation & political stability - Industry analysis- life cycle of an industry, future prospects - Company analysis- analysis of financial statements - Use of ratio's in analysis - Fundamental valuation models

**UNIT III**

Technical analysis- assumptions - Difference between fundamental & technical analysis - Theories, movement of stock prices – Dove theory - Chartist method – charts, line charts - Bar charts, Japanese candle sticks - Point & figures chart, chart patterns- Support & resistance, head and shoulders - Moving average, oscillator, Triangles- Elliot wave theory.

**UNIT IV**

Efficient market hypothesis - Weak form – Random Walk theory- assumptions - Simulation test, serial correlation test, empirical tests of weak form - Run test, filter test, relative strength method - Semi strong form- market reaction test - Strong form - Performance of mutual fund - Limitations of efficient market hypothesis - Functions of analysts & investor in random walk market.

**UNIT V**

Risk , classification of risk - Methods of measurement of risk - Assigning risk allowances - Stating predictions scientifically - Standard deviations, variance & covariance - Risk & credit rating, symbols of CRISIL, ICRA, CARE - Returns, measures of returns - Modern methods- holding period year, statistical methods- Technology in trading – Block chain- Trading platforms

**TEXT BOOKS**

1. Investment Management, Dr. L. Natarajan, Margham Publishers,

2. Fundamentals of Investment Management, Prof. Y. P. Singh, Galgotia Publishing Company

**REFERENCE BOOKS**

1. Investment Analysis and Portfolio Management, Prasanna Chandra, McGraw Hill Publications

2. Security Analysis and Portfolio Management, S. Kevin, Prentice Hall of India

3. Security Analysis and Portfolio Management, Donald E. Fischer, Ronald J. Jordan, Pearson Education.

4. Security Analysis and Portfolio Management, Dr. Vanita Tripathi, Taxmann's



SUBJECT CODE	SUBJECT TITLE	L	T	P	C
UBA20E507T	COMPETENCY MANAGEMENT AND SUCCESSION PLANNING	2	0	2	3

**Course Learning Rationale (CLR): *The purpose of learning this course is to:***

CLR-1 This course aims to impart the understanding about the performance management system and strategies adopted by the organizations to manage employees' performance's Lm

Course Learning Outcomes (CLO): <i>At the end of this course, learners will be able to:</i>	
CLO-1.	To promote understanding issues related to performance management
CLO-2.	compensation in corporate sector and impart skills in designing, analysis and restructure compensation management system, policies and strategies

**UNIT I**

Compensation management – An Introduction: Compensation Management, Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation for Special Groups, Significant Compensation Issues.

**UNIT II**

Job Evaluation, Grading and Compensation Structure: Concept of Salary Structure, Salary Progression, Methods of Payment, Limitations of Job Related Compensation, Competency based Compensation (Broad pay bands and 360 degree feedback)

**UNIT III**

Wages and Salary Administration at Macro (National) Level: Wage Concept, Wage Policy, Institutional Mechanisms for Wage Determination, Pay Commission, Wage Boards, Public Sector Pay Revision, ILO and Collective Bargaining, Union Role in Wage and Salary Administration.

**UNIT IV**

Job Evaluation: Compensation Strategy at Micro Level, Concept of Equity, Job Evaluation- Methods of job evaluation and System of job evaluation, Process of Job Evaluation, Problems Involved in Job Evaluation.

**UNIT V**

Incentive Schemes: Pay for Performance: Types of Incentive Schemes, Wage Incentive Plans, Pre-requisites of Effective Incentive Schemes, Merits and Demerits of Incentives, Pay for Performance Plans

Family Business Governance: Family constitution; Content and process; Managing the transition of ownership and decision-making; Managing successor development strategy.

Challenges In Transition: Siblings and cousins: Issues and Challenges; Conflict resolution and management; Succession management and sustainable competitive advantage.

**TEXT BOOK**

1. Competency Mapping for Superior Results, Dr. Sraban Mukherjee, Tata McGraw Hill Pvt Ltd, New Delhi, 2011.

2. The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations, Seema Sanghi, Sage Publications,

**REFERENCE BOOK**

1. Competency Based HRM, Shermon Ganesh, 1st Edition, Tata McGraw Hill

UBA20E508T	GLOBAL BUSINESS MANAGEMENT	L	T	P	C
		2	0	2	3

#### COURSE LEARNING RATIONALE (CLR):

CLR-1. The importance of international business is greater than ever as companies around the world become better connected.

CLR-2. Global business management programmes give students an understanding of the different business management practices found all over the world, and prepare them for graduate careers working abroad or in organisations that are engaged in business on a global scale.

CLR-3. In an ever-changing global business and economic environment, studying business from the global perspective is vital for who are ambitious to work across international boundaries and cultures.

CLR-4. To stay current on worldwide trends and innovations.

CLR-5. To learn cultural modes and expectations.

#### COURSE LEARNING OUTCOME (CLO) :

CLO-1. Provides students basic and broad knowledge in global business environment, strategies and management.

CLO-2. Enables the students to apply concepts, principles and theories to simplify business situations.

CLO-3. Helps in formulating different thinking and viewpoints of diverse cultures.

CLO-4. Brings awareness of the global business environment and its impacts on businesses.

CLO-5. Familiarize Practical Application of skills in a complex cross border decision making.

#### UNIT I

**INTRODUCTION** : Global business – Globalization of world Economy – Factors causing globalization of business – Global Business environment , Internal and External Environment – Protection Vs Liberalization of global business environment.

#### UNIT II

**GLOBAL TRADE AND INVESTMENT** : Promotion of global business – The role of GATT & WTO – Challenges of global business – Need for global competition – RTAs & RTBs, types , Advantages – Theories of International Investment.

#### UNIT III

**GLOBAL BUSINESS STRATEGY** : Global portfolio management – Global entry strategies – Different forms of Global business – Organizational structure - Controlling of Global business - Performance evaluation system.

#### UNIT IV

**PRODUCTION, MARKETING AND FINANCIAL MANAGEMENT OF GLOBAL BUSINESS** : Global production – Location – Scale of operations – Globalization of markets – Marketing Strategy – Pricing Strategies – Global monetary system – sources of fund – Exchange Rate – Risk Management.

#### UNIT V

**CONFLICT MANAGEMENT AND CSR IN GLOBAL BUSINESS MANAGEMENT** – Qualities required for Global leadership- Conflicts in Global business – sources and types of conflicts- conflict resolution – Corporate Social responsibilities and ethics in Global business.

#### TEXT BOOK

1. K. Aswathappa, *International Business*, Tata Mc Graw Hill

2. Asterios G. Kefalas, *Global Business Strategy : A systems Approach*, South-Western Publishing company

3. Abel Adekola, Bruno S. Sergi , *Global Business Management: A Cross-Cultural Perspective (Innovative Business Textbooks)*, Routledge; 1<sup>ST</sup> Edition

#### REFERENCE BOOK

1. Aravind V. Phatak, Rabi S. Bhaghat and Roger J. Kashlak , *International Management*, Tata Mc Graw Hill, 2<sup>nd</sup> edition

2. Jeanne M. Brett , *Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions Across Cultural Boundaries (Jossey-bass Business & Management)* 3rd Edition, 2014.

3. Peng Mike W., *Global Business*, Cengage, 3<sup>rd</sup> Edition, 2013

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
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UBA20E509T	PROJECT MANAGEMENT	2	0	2	3
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**Course Learning Rationale (CLR):** *The purpose of learning this course is to:*

CLR-Theaimofthiscourseistoperceivethestudentstotakeupanylongtermorbig taskasaprojectandcompletingthesamewithsuccessfulmannerbysystematic execution.

Course Learning Outcomes (CLO): <i>At the end of this course, learners will be able to:</i>	
CLO-1.	Togetaninsightonthenuancesofplanning, executing and controlling strategies of project management
CLO-2.	To motivate the students to become project manager of any project

**UNIT I - Introduction to Projects**

Projects – Meaning, nature and significance – Understanding Project Management-ProjectManagementLifecycle-rojectDevelopmentCycle-

**UNIT II - Project Appraisal, Design and Planning**

Project Appraisal – Financial appraisal - Technical appraisal - Economical appraisal-EnvironmentalAppraisal-RiskAnalysisinProjectAppraisal-Project Design-ProjectPlanning-ProjectFormulation

**UNIT III - Budgetary Control, Project Cost Management and Selection** Budgetary Control - Project Cost Management - Project Finance – Assistance from Indian and International Financial Institutions, ECB - Cost Benefit Analysis (CBA)

- Social Cost Benefit Analysis (SCBA) - Project Selection

**UNIT IV - Project Scheduling and Evaluation**

ProjectScheduling–NetworkAnalysis-ProjectManagementStructure-HR Areas in Project Management (Leadership, Teams, Motivation, Conflicts, Communication, Co-ordination, Direction) - Project Contracts - Organizing System and

Procedures - Project Execution or Implementation - Project Monitoring andEvaluation

**UNIT V - Project Audit, Closure and Modern Concepts**

ProjectAudit-ProjectTerminationorProjectCloseout-ComputersinProject Management - Modern Concepts in Project Management - Project Report (Detailed Project Report –DPR)

**TEXT BOOK**

1. Dr. C.D. Balaji, Project Management, Margham Publications, Chennai, 2016

**REFERENCE BOOK**

1. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, 7th edition, Tata McGraw Hill, 2016.

UBA20E510T	SOFTWARE QUALITY MANAGEMENT	L	T	P	C
		2	0	2	3

#### **COURSE LEARNING RATIONALE:**

**At the end of this course the learner is expected to learn**

- CLR-1. Models of Software quality management
- CLR-2. Quality measurement and metrics
- CLR-3. Quality control and reliability of quality process
- CLR-4. Quality management system concepts
- CLR-5. International quality standards – ISO, CMM

#### **COURSE LEARNING OUTCOMES:**

- CLO-1. Apply the techniques learned to improve the quality of their own software development,
- CLO-2. Understand the role of metrics in software quality assurance and be able to apply these metrics to document and measure quality of various phases of software development.
- CLO-3. Discuss the role of software quality assurance in improving the software development process
- CLO-4. Execute an effective inspection of a deliverable of a software development project and evaluate the results to make process improvements.
- CLO-5. Explain the requirements of ISO 9000 Certification and other process evaluation models On completion of this module, the learner will be able to

#### **UNIT- I - Software Quality – Introduction**

Introduction – software quality – life cycle models – quality process – quality system metrics and measurement and analysis – various models and approaches to software quality

#### **UNIT II - Introduction to Software Development**

Overview of the software life cycle – systems analysis – preliminary design – detailed design – implementation – testing – software maintenance

#### **UNIT III - Software Quality Assurance**

Introduction – Software quality assurance (SQA) plans, implementation – audits - documentation

#### **UNIT IV - Quality Management System**

Elements of Quality Management systems – Rayleigh model framework – Reliability Growth models – Complexity metrics and models – Customer satisfaction analysis.

#### **UNIT V - Quality Standards**

Need and importance of standards – CMM and CMMI – Six Sigma concepts -ISO 9000 Series – ISO 9000-3 for software development

#### **TEXT BOOKS**

1. Stephen H. Kan, "Metrics and Models in Software Quality Engineering", Pearso Education ,2003
2. Allan C. Gillies, "Software Quality: Theory and Management", Thomson Learning,1997

#### **REFERENCE BOOKS**

1. Mordechai Ben-Menachem and Garry S.Marliiss, "Software Quality", Thomson Asia Pte Ltd, .2003
2. Norman E. Fenton and Shari Lawrence Pfleeger, "Software Metrics"Thomson,2007
3. ISO 9000-3 "Notes for the application of the ISO 9001 Standard to software development".
4. Mary Beth Chrissis, Mike Konrad and Sandy Shrum, "CMMI", Pearson Education (Singapore) Pte Ltd,2002

Course Code	ULE20AE2T	Course Name	ENVIRONMENTAL STUDIES	Course Category	T	Ability Enhancement Courses	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Computer Applications	Data Book / Codes/Standards			Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To teach the importance of environment	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	To impart the knowledge about ecosystem																		
CLR-3 :	To teach about Biodiversity																		
CLR-4 :	To create awareness about environmental pollution																		
CLR-5 :	To understand about Environment Protection																		

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	PSO -1	PSO -2	PSO-3
CLO-1 :	To gain knowledge on the importance of natural resources and energy	2	75	60	H	H	H	-	-	-	-	-	-	-	-	-	-	-	-
CLO-2 :	To understand the structure and function of an ecosystem	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-
CLO-3 :	To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence	2	70	65	H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CLO-4 :	To understand the causes of types of pollution and disaster management	2	70	70	H	-	H	H	H	-	-	-	-	-	-	-	-	-	-
CLO-5 :	To observe and discover the surrounding environment through field work	2	80	70	-	H	-	H	-	-	-	-	-	-	-	-	-	-	-

Duration (hour)	15	15	15	15	15
S-1	SLO-1	Environmental Studies- concept	Concept of an ecosystem	Biodiversity- concept	Air Pollution- concept
S-2	SLO-1	Scope of Environmental Studies	Structure of an ecosystem- I	Biodiversity- Genetic & Species	Water Pollution- concept
S-3	SLO-1	Objectives of Environmental Studies	Structure of an ecosystem- II	Ecosystem diversity	Soil pollution- concept
S-4	SLO-1	Awareness of Environmental Studies	Function of an ecosystem- I	Values of biodiversity	Effects of Air Pollution
S-5	SLO-1	Introduction to natural resources- food & forest	Function of an ecosystem- II	Biodiversity- Consumptive & Productive	Effects of Water Pollution
S-6	SLO-1	Introduction to natural resources- water & energy	Producers, consumers and decomposers	Biodiversity- Social, ethical, aesthetic and option values	Effects of Soil Pollution
S-7	SLO-1	Renewable and non renewable resources- Coal, oil, tidal	Ecological succession- I	Hot spots of biodiversity	Control measures of Air Pollution
S-8	SLO-1	Renewable and non renewable resources- Wind, geothermal	Ecological succession- II	Threats to biodiversity- Habitat loss	Control measures of Water Pollution

<b>S-9</b>	<b>SLO-1</b>	Renewable and non renewable resources- Solar, biomass	Food chains (any 2 eg)	Threats to biodiversity- Poaching of wildlife	Control measures of Soil pollution	Study of simple ecosystems-lake/hill slopes
<b>S-10</b>	<b>SLO-1</b>	Nuclear fission and fusion	Food webs (any 2 eg)	Endangered species and endemic species of India	E-waste management	Naming the trees in the campus at SRM
<b>S-11</b>	<b>SLO-1</b>	Nuclear energy- I	Ecological pyramids- I	Conservation of biodiversity	Disaster management- Nature	Study of common plants, insects, birds in the neighbourhood
<b>S-12</b>	<b>SLO-1</b>	Nuclear energy- II	Ecological pyramids- II	In-situ and ex-situ conservation of biodiversity	Disaster management- Manmade	Study of common diseases and their prevention

<b>Learning Resources</b>	<b>Theory:</b> <ol style="list-style-type: none"> <li>1. Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan.</li> <li>2. Basu Mahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press</li> <li>3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email:mapin@icenet.net (R)</li> </ol>
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Learning Assessment												
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)									Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10 %)#				
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember	40%	-	40%	-	40%	-	40%	-		40%	-
	Understand											
Level 2	Apply	30%	-	30%	-	30%	-	30%	-		30%	-
	Analyze											
Level 3	Evaluate	30%	-	30%	-	30%	-	30%	-		30%	-
	Create											
	Total	100 %		100 %		100 %		100 %			100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Academic	Internal Experts
1. Mr. Suresh S, Program Head, Hello FM	1. Dr. G Balasubramania Raja, Prof & Head, Manonmaniam Sundranar University Mail- gbs_raja@yahoo.com	1. Dr. Rajesh R, SRM IST

Course Code	UJK20501T	Course Name	Leadership and Management Skills	Course Category	JK	Life Skill Courses	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Career Development Centre	Data Book / Codes/Standards			Nil

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	help students to develop essential skills to influence and motivate others	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Inculcate emotional and social intelligence and integrative thinking for effective leadership																		
CLR-3 :	create and maintain an effective and motivated team to work for the society																		
CLR-4 :	nurture a creative and entrepreneurial mindset																		
CLR-5 :	make students understand the personal values and apply ethical principles in professional and social contexts																		
CLR-6 :	manage competency-mix at all levels for achieving excellence with ethics																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related Disciplines	Procedural Knowledge	Skills in Specialization	Ability to Utilize Knowledge	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLO-1 :	examine various leadership models and understand / assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision	3	80	75	L	M	H	-	M	M	-	-	-	M	H	L	-	H	H
CLO-2 :	learn and demonstrate a set of practical skills such as time management, self-management, handling conflicts, team leadership, etc	3	80	75	L	M	H	-	M	M	-	-	-	M	H	L	-	H	H
CLO-3 :	understand the basics of entrepreneurship and develop business plan	3	75	70	L	M	H	-	M	M	-	-	-	M	H	L	-	H	H
CLO-4 :	apply the design thinking approach for leadership	3	75	70	L	M	H	-	M	M	-	-	-	M	H	L	-	H	H
CLO-5 :	appreciate the importance of ethics and moral values for making of a balanced personality	3	75	70	L	H	H	-	M	M	-	-	-	M	H	L	-	H	H
CLO-6 :	be an integral human being	3	75	70	L	H	H	-	M	M	-	-	-	M	H	L	-	H	H

Duration (hour)	6	6	6	6	6	6
S-1	SLO-1	Leadership - definition	Team building	Management – definition	Women in management	Entrepreneurship
	SLO-2	Leadership – qualities	Team dynamics	Manager – traits	Global gender perspective in business. Do women make good managers? - discussion	Entrepreneurship
S-2	SLO-1	Leadership – styles	Work delegation	Scheduling work	Confronting problems faced by women managers – case study	Successful Indian entrepreneurs – case study
	SLO-2	Leadership – styles	Work delegation – activity	Scheduling work – activity	Confronting problems faced by women managers – case study	Successful Indian entrepreneurs – case study
S-3	SLO-1	Difference between leader and boss	Decision making	Strategic planning	Successful women managers – documentary screening	Successful women entrepreneurs – case study
	SLO-2	Case study (based on leadership styles)	Decision making - activity	Strategic planning	Successful women managers – documentary screening	Successful women entrepreneurs – case study
S-4	SLO-1	Case study (based on leadership styles)	Motivation	Change management	Women labour force in work place	Ethics – definition

	SLO-2	Case study (based on leadership styles)	Motivating for results	Change management – activity	Problems faced by women labour force in work place - case study	Corporate ethics
S-5	SLO-1	Leadership in diverse organizational structures, cultures and communications	Argumentation, Persuasion	Energy management	Sexual harassment of women at workplace (prevention, prohibition, and redressal) Act, 2013	Essential elements of business ethics
	SLO-2	Leadership in diverse organizational structures, cultures and communications	Negotiation , Networking	Novel ways to manage energy in work place – activity	Documentary screening - Sexual harassment of women at workplace	Activity (students formulate ethical code of their business organization)
S-6	SLO-1	Leading the organisation through stability and turbulence	Budget planning	Work force management	Transgender persons protection of rights act, 2019	Ethical dilemma
	SLO-2	Case study	Taking risk	Grievance redressal policy in organisations	Documentary screening –based on inclusiveness of the third gender in workplace	Ethical dilemma - case study

Learning Resources	3. Craig E Johnson, Meeting the ethical challenges of leadership, Sage publications, 2018	6. Alexander Osterwalder, Business Model Generation, Wiley, 2013
	4. Allan R Cohen, David L Bradford, Influence without authority, Wiley, 2018	7. Deborah Tannen, Talking from nine to five: Women and men in the workplace, Harper Collins publishers, 2010
	5. T V Rao, Managers who make a difference: Sharpening your management skill, Random house India, 2016	8. Amish Tandon, Law of sexual harassment at workplace: Practice and procedure, Niyogi books, 2017
		9. Rashmi Bansal, Connect the dots, Westland books, 2012

Learning Assessment		Continuous Learning Assessment (100% weightage)			
Level	Bloom's Level of Thinking	CLA-1 (20%)	CLA-2 (20%)	CLA-3 (30%) #	CLA-4 (30%) ##
		Theory	Theory	Theory	Theory
Level 1	Remember	10%	10%	30%	15%
	Understand				
Level 2	Apply	50%	50%	40%	50%
	Analyze				
Level 3	Evaluate	40%	40%	30%	35%
	Create				
	Total	100 %	100 %	100 %	100 %

# CLA-1, CLA-2 and CLA-3 can be from any combination of these: Online Aptitude Tests, Classroom Activities, Case Studies, Poster Presentations, Power-point Presentations, Mini Talks, Group Discussions, Mock interviews, etc.

## CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers			
Experts from Industry		Experts from Higher Technical Institutions	Internal Experts
1. Ajay Zener, Director, Career Launcher		-	1. Ms Sindhu Thomas B, Assistant Professor & Head in Charge, CDC, FSH, SRMIST
			2. Mr Rajsekar, Assistant Professor, CDC, FOM, SRMIST



UBA20S501L	Institutional Training (Industrial Training )	L	T	P	C
		0	0	8	4

#### **Institutional Training**

1. Each candidate has to undergo the Institutional training for 20 days in any industry during the 4th Semester holidays and has to submit the report for the same in the 5th Semester
2. The Institutional Training is purely considered as Mini Project.
3. Internal Evaluation only
4. Students should complete internship training 4<sup>th</sup> semester vacation and they should prepare and submit Mini Project report in 5<sup>th</sup> semester .
5. Periodical Report / updates should be submitted by student to the guide and supervisor is mandatory.
6. Submission of Certificate with the authorized signatory signature from either public or private limited company or equivalent authority is mandatory.
7. Plagiarism check not mandatory.
8. Minimum Numbers of Pages – 40 Pages
9. Paper size should be A4
10. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size:12pt for text, 14pt for sub-headings) .
11. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

#### **12. Assessment Method and Awarding Marks**

Assessment Tool	Marks
Review – 1 (Abstract and Introduction )	20
Review – 2 (Review of Literature and Research Methodology )	20
Review – 3 (Data Analysis, Findings and Conclusion )	20
Viva Voce Examination	40
Total Marks	100

**NOTE:** If a candidate fails to submit the Institutional Training report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper

## Semester-VI

Subject Code	Subject Title	L	T	P	C
UBA20601T	INDUSTRIAL RELATION MANAGEMENT	3	0	2	4

### CLR: The purpose of learning this course is to:

1. To equip the students with different aspects of unionism in public sector undertaking and other types of organizations.
2. To understand the Government Machinery for solving the industrial issues / conflicts.
3. To know about the Education and Training schemes offered by the government for the purpose of employment opportunities.
4. To gain knowledge related to safety provisions of different type of organization.
5. To understand the provisions of labor related social security laws.

### Course learning outcomes (CLO):

- CLO-1. To equip to handle industrial disputes with detailed knowledge of actual organization scenarios and long term impact of resolutions of both employer and employee.
- CLO-2. To judge the actual organizational situations and implications grounded by familiarity of industrial disputes concepts.
- CLO-3. To equip the students about the knowledge of welfare measures.
- CLO-4. To expansion of acquaintance related to industrial accidents and the employer's liability in case of employment injury.
- CLO-5. To familiarize the students with the understanding and provisions of labor related laws.

### UNIT I - Industrial Relations

Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

### UNIT II - Industrial Conflicts

Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government-Machinery – Conciliation – Arbitration – Adjudication.

### UNIT III - Labour Welfare

Concept – Objectives – Scope – Need – Voluntary Welfare Measures –Statutory Welfare Measures – Labour – Welfare Funds – Education and Training Schemes.

### UNIT IV - Industrial Safety

Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counselling – Statutory Provisions.

### UNIT V - Welfare of Special Categories of Labour

Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour –BPO & KPO Labour – Social Assistance – Social Security – Implications.

### TEXT BOOKS

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, HimalayaPublishingHouse,NewDelhi,2016
2. ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj. Industrial relations &LabourLaws.TataMcGrawHill.2016

### REFERENCEBOOKS

1. RatnaSen,IndustrialRelationsinIndia,ShiftingParadigms,MacmillanIndia Ltd.,NewDelhi,
2. C.S.VenkataRatnam, Globalisation and Labour Management Relations, ResponseBooks,
3. Srivastava,IndustrialRelationsandLabourlaws,
4. P.R.N Sinha, InduBala Sinha, SeemaPriyadarshiniShekhar. Industrial Relations,TradeUnionsandLabourLegislation.Pearson.

SUBJECT CODE	SUBJECT TITLE	L	T	P	C
UBA20602T	ETHICS AND CORPORATE GOVERNANCE IN BUSINESS	3	0	2	4

**Course Learning Rationale (CLR): *The purpose of learning this course is to:***

- CLR1: To understand the Business ethics and to provide the best practices of Business Ethics  
CLR2: To learn the values and to implement in their career, to become a good manager  
CLR3: To imbibe the ethical issues in corporate governance and to adhere to the ethical code  
CLR4: To develop various Corporate social responsibility activities and t practice in their professional life  
CLR5: To understand business ethics of India and abroad  
CLR6: To identify employee welfare and responsibilities

**Course Learning Outcomes (CLO): *At the end of this course, learners will be able to:***

- CLO1: Student will be able to understand Business Ethics  
CLO2: Student will be able to analyze corporate responsibility  
CLO3: Students will be able to analyze various ethical codes in corporate governance  
CLO4: Students will be able to analyze the employee condition in business ethics  
CLO5: Students will be able to analyze corporate conditions  
CLO6: Students will be able to understand values, norms and beliefs

**UNIT-I**

Role and importance of Business Ethics and Values in Business – Definition of Business Ethics – Impact on Business Policy and Business Strategy – Role of CEO – Impact on the Business Culture.

**UNIT-II**

Types of Ethical Issues – Ethics – Internal: Hiring, Employees – Promotion, Discipline, Job Description, Exploitation of employees. Ethics External: Consumers, Fair Prices, False Claims.

**UNIT-III**

Environment protection – Natural – Physical – Society – Relationship of Values and Ethics – Indian Ethos – Impact on the performance

**UNIT -IV**

Social Responsibilities of Business towards Shareholders – Employees – Customers, Dealers, Vendors and Government – Social Audit.

**UNIT-V**

Principles and practices of corporate governance; Corporate Governance Reforms; Major Corporate Scandals in India and Abroad: Common Governance, Problems Noticed in various Corporate Failures, Codes& Standards on Corporate Governance

**TEXT BOOKS**

1. Memoria & Memoria - Business Policy
2. David J. Fritzsche - Business Ethics
3. Mandal, S.K . Ethics in Business and Corporate Governance, 2/e; New Delhi: McGraw Hill Education

**REFERENCE BOOKS**

- William H Shaw - Business Ethics  
Velasquez - Business Ethics 5th Edition – Prentice Hall of India  
Peter Madsen & jay M Shafritz - Essential of Business Ethics

UBA20E601L	Project Work and Dissertation	L	T	P	C
		0	0	10	5

#### Project Work and Dissertation

1. Each candidate has to undergo the Internship training for 40 days in any industry during the 5th Semester holidays and has to submit the report for the same in the 6th Semester
2. The Internship Training is purely called as Main Project and Dissertation.
3. It is include Internal and external Evaluation.
4. Students should complete internship training 5<sup>th</sup> semester vacation and they should prepare and submit Mini Project report in 6<sup>th</sup> semester .
5. Periodical Report / updates should be submitted by student to the guide and supervisor is mandatory.
6. Submission of Certificate with the authorized signatory signature from either public or private limited company or equivalent authority is mandatory.
7. Plagiarism check with the project report (up to 40 plagiarism may be allowed )
8. Minimum Numbers of Pages – 60 Pages
9. Paper size should be A4
10. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12pt for text, 14pt for sub-headings) .
11. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

#### Internal Assessment: 50Marks

Assessment Tool	Marks
Review – 1 (Abstract and Introduction )	10
Review – 2 (Review of Literature and Research Methodology )	10
Review – 3 (Data Analysis, Findings and Conclusion )	10
Model Viva Voce Examination	20
Total Marks	50

#### External Examination: 50Marks

Assessment Tool	Marks
Report Presentation	20
Viva Voce	30
Total Marks	50

**NOTE:** If a candidate fails to submit the Main Project report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper

UBA20S601L	MOOC Course	L	T	P	C
		0	0	8	4

#### Massive Open Online Courses (MOOCs)

SRMIST strongly encourages the use of SWAYAM (study web of active learning by young and aspiring minds) platform. The students are encouraged to choose any elective course from SWAYAM on the recommendation of the faculty advisor and the credits will be transferred.