

FACULTY OF MANAGEMENT

ACADEMIC CURRICULA

**UNDERGRADUATE DEGREE PROGRAMME
(REGULATIONS 2024)**

Bachelor in Business Administration (Honours)

Four Years

**Academic Year
2024 - 2025**



**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University u/s 3 of UGC Act, 1956)
Kattankulathur, Chengalpattu District 603203, Tamil Nadu, India**

Regulations 2024

Bachelor in Business Administration (Honours)

Program Structure

Semester- I

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24101T	CC-1	Principles and Practices of Management	3	1	0	4
2	UBA24AE1T	AEC-1	Business Communication - I	1	1	0	2
3	UBA24102T	CC-2	Financial Accounting	3	1	0	4
4	UBA24103T	CC-3	Business Statistics and Logic	3	1	0	4
5	UBA24AE2T	AEC-2	General English	1	1	0	2
6	UBA24ME1T	MDE-1	Indian Health, Wellness and Psychology (including Ayurved)	2	0	0	2
7	UBA24VA1T	VAC-1	Environmental Science and Sustainability	2	0	0	2
8	ULT24AE1T	AEC-3	Tamil-I	1	1	0	0*
	ULH24AE1T		Hindi - I	1	1	0	
	ULF24AE1T		French-I	1	1	0	
			Total Credits				20

Note: 3 Weeks Compulsory Induction program (UHV I),

*Optional Course

Semester- II

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24201T	CC-4	Human Behaviour and Organization	3	1	0	4
2	UBA24202T	CC-5	Marketing Management	3	1	0	4
3	UBA24203T	CC-6	Business Economics	3	1	0	4
4	UBA24SE1L	SEC-1	Emerging Technologies and application	1	0	2	2
5	UBA24ME2T	MDE-2	Media Literacy and Critical Thinking	1	1	0	2
6	UBA24VA2T	VAC-2	Indian Constitution	2	0	0	2
7	UBA24AE3T	AEC-4	Business Communication - II	1	1	0	2
8	ULT24AE2T	AEC-5	Tamil - II	1	1	0	0*
	ULH24AE2T		Hindi - II	1	1	0	
	ULF24AE2T		French - II	1	1	0	
			Total Learning Credits				20
Internship: Applicable only for the students those who exit at the end of second semester							
9	UBA24SE2L	SEC-2	Internship -Business Admin Insights	0	0	8	4
			Total Learning Credits				24

*Optional course

An **UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION** will be awarded, if a student wishes to exit at the end of First year.

NOTE: The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or internship/Apprenticeship / Social Responsibility & Community Engagement, encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the respective University / Admitting Body

Semester- III

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24301T	CC-7	Cost and Management Accounting	3	1	0	4
2	UBA24302T	CC-8	Legal and Ethical issues in business	3	1	0	4
3	UBA24303T	CC-9	Human Resource Management	3	1	0	4
4	UBA24ME3T	MDE-3	Indian Systems of Health and Wellness	1	1	0	2
5	UBA24SE3T	SEC-3	Management Information System (MIS)	3	0	2	4
6	UBA24VA3L	VAC-3	Yoga	0	0	4	2
	UBA24VA4L		Sports	0	0	4	
	UBA24VA5L		NCC	0	0	4	
	UBA24VA6L		NSS	0	0	4	
	UBA24VA7L		Disaster Management	0	0	4	
Total Learning Credits							20

Semester- IV

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24401T	CC-10	Entrepreneurship and Startup Ecosystem	1	1	0	2
2	UBA24402T	CC-11	Operations Management	3	1	0	4
3	UBA24403T	CC-12	Financial Management	3	1	0	4
4	UBA24404T	CC-13	Business Research methodology	3	1	0	4
5	UBA24VA8T	VAC-4	Business environment and public policy	2	0	0	2
	UBA24VA9L		Enterprise System and platforms	0	0	4	
	UBA24VA10T		Geopolitics and impact on business	2	0	0	
	UBA24VA11T		Public Health and management	2	0	0	
6	UBA24405T	CC-14	International Business	2	0	0	2
7	UBA24SE4T	SEC-4	Design Thinking and Innovation	1	1	0	2
Total Learning Credits							20
Internship : Applicable only for the students those who exit at the end of 4th semester							
8	UBA24SE5L	SEC-5	Internship- My India project	0	0	8	4
Total Learning Credits							24

An **UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION** will be awarded, if a student wishes to exit at the end of Second year.

Note: Exit Criteria after the Second Year of the BBA Programme The students shall have the option to exit after 2nd year of the Business Administration Program and will be awarded a UG Diploma in Business Administration. Students on exit have to compulsorily complete an additional 04 Credits either in a Skill based subject or work-based Vocational Course offered during the summer term or internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the respective University / Admitting Body.

Semester- V

No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24501T	CC-15	Strategic Management	3	1	0	4
2	UBA24502T	CC-16	Logistics and Supply Chain Management	3	1	0	4
3	UBA24E01T	DSE-1	International Financial Management	3	1	0	4
	UBA24E02T		Consumer Behaviour	3	1	0	
	UBA24E03T		HRD – Systems and Strategies	3	1	0	
	UBA24E04T		Data Analytics using R / Python	3	1	0	
	UBA24E05T		International Trade Policy and Strategy	3	1	0	
	UBA24E06T		Operations Strategy	3	1	0	
4	UBA24E07T	DSE-2	Investment Analysis and Portfolio Management	3	1	0	4
	UBA24E08T		Sales Marketing	3	1	0	
	UBA24E09T		Change Management and Organizational Development	3	1	0	
	UBA24E10T		Data Visualization using Tableau and Powerbi	3	1	0	
	UBA24E11T		Global Business Environment	3	1	0	
	UBA24E12T		Inventory Management	3	1	0	
5	UBA24SE6L	SEC-6	Internship -Business Development Plan	0	0	8	4
6	UBA24E13T	DSE*AC1 (Audit Course)	Introduction to Analytics	2	1	0	0
Total Learning Credits							20

Note: (SEC) Major Project start in 5th Semester [evaluation in sixth semester]

Semester- VI

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24601T	CC-17	Project Management	3	1	0	4
2	UBA24602T	CC-18	Business Taxation	2	0	0	2
3	UBA24E14T	DSE-3	Business Analysis and Valuation	3	1	0	4
	UBA24E15T		Retail Marketing	3	1	0	
	UBA24E16T		Training and Development	3	1	0	
	UBA24E17T		Marketing Analytics	3	1	0	
	UBA24E18T		Transnational and Cross-cultural Marketing	3	1	0	
	UBA24E19T		Logistics and Distribution Management	3	1	0	
4	UBA24E20T	DSE-4	Financial Modelling and Derivatives	3	1	0	4
	UBA24E21T		Marketing of Services	3	1	0	
	UBA24E22T		Performance and Compensation Management	3	1	0	
	UBA24E23T		Finance Analytics	3	1	0	
	UBA24E24T		International Supply Chain Management	3	1	0	
5	UBA24SE7T	SEC-7	Corporate Governance	2	0	0	2
6	UBA24SE8L	SEC-8	Major Project	0	0	8	4
	UBA24E25T	DSE*AC2 (Audit Course)	Managing Personal Finance	2	1	0	0
Total Learning Credits							20

Note : BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded, if a student wishes to exit at the end of Third year

Note : Bachelor in Business Administration Degree will be awarded to those who successfully complete all the courses

Semester- VII

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24701T	CC-19	AI for Business; Diversity, Equity, and Inclusion; Digital Ethnography or Online Course	3	1	0	4
3	UBA24702T	CC-20	Entrepreneurial Leadership	2	2	0	4
4	UBA24E26T	DSE-5	Strategic Corporate Finance	3	1	0	4
	UBA24E27T		Digital Marketing	3	1	0	
	UBA24E28T		Negotiation Skills	3	1	0	
	UBA24E29T		HR Analytics	3	1	0	
	UBA24E30T		International Accounting & Reporting System	3	1	0	
	UBA24E31T		Project Management	3	1	0	
5	UBA24E32T	DSE-6	Financial Analytics	3	1	0	4
	UBA24E33T		Supply- Chain Management	3	1	0	
	UBA24E34T		Cross Culture HRM	3	1	0	
	UBA24E35T		Social media & Web Analytics	3	1	0	
	UBA24E36T		International Ventures, Mergers & Acquisition	3	1	0	
	UBA24E37T		Supply Chain Analytics	3	1	0	
6	UBA24SE9L	SEC-9	Internship- Institutional Training	0	0	8	4
Total Learning Credits							20

Note: SEC-Dissertation work- I [Started in the Seventh semester and evaluation in the eighth semester]

Semester- VIII

S No	Course Code	Category	Course Title	Sessions Per Week			C
				L	T	P	
1	UBA24E38T	DSE-7	Neuro-Finance	3	1	0	4
	UBA24E39T		International Marketing	3	1	0	
	UBA24E40T		HR Analytics	3	1	0	
	UBA24E41T		EXIM Policy and Documentation	3	1	0	
2	UBA24E42T	DSE-8	Rural Marketing	3	1	0	4
	UBA24E43T		Team Building in the Organizations	3	1	0	
	UBA24E44T		Behavioural testing and training for employee retention.	3	1	0	
	UBA24E45T		Talent Acquisition and Management	3	1	0	
3	UBA24E46T	DSE-9	Neuro-Marketing	3	1	0	4
	UBA24E47T		B2B Marketing	3	1	0	
	UBA24E48T		Compensation Management	3	1	0	
	UBA24E49T		Employee Life Cycle Management	3	1	0	
	UBA24E50T		Coaching & Mentoring	3	1	0	
4	UBA24SE10L	SEC-10	Dissertation work -I	0	0	16	8
Total Learning Credits							20

(UBA- Undergraduate Business Administration-Regulation 2024)

*-L-Lecture, T-Tutorial, P –Practical or Laboratory work, C-Credit, CC –Core Courses, AEC -Ability Enhancement Courses, MDE -Multi-Disciplinary Elective course, IKS-Indian Knowledge System- VAC -Value added Courses, SEC -Skill Enhancement courses, DSE -Discipline Specific Elective, AC- Audit Course ,OE -Open Elective

Total Learning Credits for this Course(BBA –Honours): 160

Note : Bachelor in Business Administration (Honours) Degree will be awarded to those who successfully complete all the courses

Semester-I

Course Code	UBA24101T	Course Name	PRINCIPLES AND PRACTICES OF MANAGEMENT			Course Category	CC	Core Course-1				L	T	P	C
												3	1	0	4

Pre-requisite Courses	Nil			Co-requisite Courses	Nil			Progressive Courses	Nil						
Course Offering Department	Faculty of Management			Data Book / Codes/Standards											

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)				
					1	2	3	1	2	3	4	5
CLR-1 :	To understand the basic concepts, principles, and theories of management				Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment	Apply knowledge of management theories and practices to solve	Foster Analytical and critical thinking abilities for data-based	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-2 :	To examine the essential functions of managers											
CLR-3 :	To analyze the impact of globalization, diversity, and ethics on management											
CLR-4 :	To develop skills in strategic planning, decision-making, and leadership.											
CLR-5 :	To equip students with the tools and insights necessary to manage effectively and drive organizational success.											
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to										
CLO-1 :	Understand the fundamental management concepts, management theories and philosophies.				1	90	70	3			2	
CLO-2 :	Practice planning and rational decision-making.				2	90	80		3			
CLO-3 :	Perform organizing and construct organizational structure.				4	85	70			2		
CLO-4 :	Implement concepts related to leadership, motivation and communication.				4	95	75	3			2	2
CLO-5 :	Apply controlling techniques in business.				3	95	80		3		2	

Duration (hour)	12		12		12		12		12	
S-1	SLO-1	Management- Definition	Planning- Definition	Organizing - Definition	Leadership - Meaning, Importance of leadership	Strategic management- Definition				
	SLO-2	Nature and purpose	Nature & purpose of planning	Nature and characteristic of organizing	Leadership qualities	Overview of strategic management,				
S-2	SLO-1	Different levels of Management	Planning process	Process of Organizing	Leadership styles	SWOT analysis				
	SLO-2	Management vs administration	Benefits of Planning	Principles of Organizing	Leadership Theories	Strategic formulation				
S-3	SLO-1	Management science or Art	Pitfalls of planning	Importance of Organizing	Trait Theories, Behavioural Theories	Implementing and evaluating strategies				
	SLO-2	Management functions	Types of Plans- Missions, objectives	Classification of Organizations - Formal Organization, Informal Organization	Contingency Theories, Participative Theories	Implementing and evaluating strategies				
S-4	SLO-1	Levels of management	Types of Plans - procedures, rules	Line organization, Line and Staff Organization.	Charismatic Theories, Transformational Theories,	Strategic Management process				
	SLO-2	significance of management	Types of Plans- programs, budgets	Organisational structure - Meaning	Level-5 leader Theories	Elements in Strategic Management process				
S-5	SLO-1	Principles of management	Objectives - Setting objectives	Functional Organization Structure, Product Organizational Structure	Communication eaning and importance	Model of Strategic Management Process				
	SLO-2	Principles of management	Organizational structure	Geographic Organizational Structure, Matrix Organizational Structure.	Team building and group dynamics	Steps in strategy formulation.				
S-6	SLO-1	Kinds of managers	Organizational design	Departmentation - Meaning	Coordination-Definition	Types of Strategies				
	SLO-2	Managerial skills	Types of rganizational structures	Bases of Departmentation- Functions, Products	Features and importance of Coordination	Concentration Strategies				

Duration (hour)	12	12	12	12	12	
S-7	SLO-1	The evolution of management Thought	Functional matrix	Territory, Customers, Process or Equipment, Time and Numbers.	Principles of Coordination	Business level Strategies
	SLO-2	Pre-scientific Management Period	Divisional matrix	Span of Management ,Delegation of authority	Controlling – meaning	Strategic Analysis - Meaning
S-8	SLO-1	Classical Theory - ScientificManagement - F. W. Taylor	Authority and responsibility	Directing- Definition	Importance of Controlling and Limitations of Controlling	Strategic Analysis - Meaning
	SLO-2	Behavioural, Quantitative approach	Delegation of Authority	Features & Importance of Directing	Essentials of sound control system	Process of Strategic Choice
S-9	SLO-1	Systems Contingency approaches	Centralization Vs Decentralization	Elements of directing	Controlling Process	Focusing on Strategic Alternatives, Analyzing the Strategic Alternatives.
	SLO-2	Modern approaches	Span of Control	Motivation -Meaning	Types of control	Evaluating the Strategic Alternatives , Choosing from among the Strategic Alternatives.
S-10	SLO-1	Administrative theory- Henry Fayol	Management by objectives - MBO	Nature and Importance of motivation	Steps in controlling	Strategy Implementation
	SLO-2	Neo-classical management era - Elton Mayo	Process of MBO	Different Methods of Motivation	Techniques of Managerial control	Nature of Strategy Implementation
S-11	SLO-1	Planning Intro	Advantages and disadvantages of MBO	Theories or Models of Motivation - Abraham Maslow's need hierarchy theory	Traditional Techniques - Personal observation Statistical reports	Barriers to Strategy Implementation
	SLO-2	Organizing Intro	Decision Making Process	Frederick Herzberg's motivation-hygiene theory	Modern Techniques - Return on investment , Ratioanalysis	Ethical issues in management,
S-12	SLO-1	Leading direction Intro	Nature and Importance of staffing	Victor vroom's expectancy theory & McGregor's theory x and theory y	Modern Techniques – PERT	Corporate social responsibility (CSR)
	SLO-2	Controlling Intro	Process of selection and recruitment	Hawthorne effect	Performance measurement	Sustainable management practices

Learning Resource	1. Chuck. Tripathywilliams (manasranjan.), Manas Tripathy , MGMT - A south Asian Perspective, Cengage South-Western .2021	6. L.M.Prasad, Principles and Practice of Management, S.Chand Publishers.2021
	2. Dr.J.Jayasankar, Principles of Management, MarghamPublications.2017	7. Richard Daft, Principles of Management, Cengage Learning.2022
	3. P.C Tripathi& P.N Reddy, Principles of Management, Tata McGraw Hill.2019	8. 7.https://lecturenotes.in/subject/62/principles-of-management-pom 2021
	4. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India.2020	9. 8.https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes 2017

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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
Dr.V.S.Ravi, Technical Lead, World Bank.	<ol style="list-style-type: none"> 1. Dr Mahesh, Professor, Anna University, Chennai 2. Dr Kahaja Sherif , Professor, Madras University, Chennai 	<ol style="list-style-type: none"> 1. Dr.T.Rekha Kiran Kumar, SRMIST / FOM / RMP 2. Dr.A.R.Krishnan, Professor, SRM IST

Course Code	UBA24AE1T	Course Name	BUSINESS COMMUNICATION-I	Course Category	AEC	Ability Enhancement Courses-01	L	T	P	C
							1	1	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

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 understand the concept, process, and importance of business communication.
CLR-2:	To help students in understanding the basic principles and techniques of business communication.
CLR-3:	To train students to acquire and master written communication for the corporate world.
CLR-4:	To sensitize students to understand Business Communication in Global and Cross-Cultural context.
CLR-5:	To develop the ability of students to create and deliver professional presentations using appropriate visual aids and persuasive communication techniques.

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

	1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems					
Foster Analytical and critical thinking abilities for data-based decision making					
Ability to develop Value based Leadership ability					
Ability to understand, analyze and communicate global economic, legal and ethical aspects of business					
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>
CLO-1:	Apply the skills of effective letter writing and be able to create various kinds of business letters.
CLO-2:	Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
CLO-3:	Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
CLO-4:	Able to present in front of audience with confidence and expertise.
CLO-5:	Students will be able to design and deliver professional presentations, & effectively convey their messages.

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction to Communication in Organizations	Written Communication	Interpersonal Communication	Digital Communication	Exercises and Cases: Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
	SLO-2	Introduction to Business Environment and Communication	Planning and executing different types of messages	Team communication	Social media and individual	Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
S-2	SLO-1	Models of communication	E-mails	Managing communication during online meeting	Social media & organizations	Preparing on curriculum vitae/resume and cover letter
	SLO-2	Basics of Communication (types, channels and barriers)	Formal letters (Planning & Layout of Business Letter)	Communication with virtual team	Media Literacy	Reading of annual reports
S-3	SLO-1	7Cs of communication	Informal messages on e-platforms	Communication in gig economy	Strong Digital communication skills	The Future of Internal Communication, Rita Linjuan Men, Shannon A. Bowen, Business Expert Press, BEP336-PDF-ENG
	SLO-2	7Cs of communication	Negative messages: indirect & direct negative messages	Presentation skills (Verbal and non-verbal)	Email, instant messaging	Change Management and Internal Communication, Rita Linjuan Men, Shannon A. Bowen, Business Expert Press, BEP334-PDF-ENG
S-4	SLO-1	Formal and informal communication	Negative messages: indirect & direct negative messages	Presentation skills (Verbal and non-verbal)	video conferencing, e-meetings	Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages, Tsedal Neeley, Tom Ryder, Harvard Business School, 416046-PDF-ENG
	SLO-2	Formal and informal communication	Persuasive messages	Powerpoint presentation skills	Digital collaboration	Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages, Tsedal Neeley, Tom Ryder, Harvard Business School, 416046-PDF-ENG
S-5	SLO-1	Listening Skills	Request letters to various stakeholders	Powerpoint presentation skills	Digital citizenship	Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
	SLO-2	Listening Skills	Sales Letters, Complaint & Follow-up Letters, Promotion Letters	Infographics	Digital etiquette & responsibilities	Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
S-6	SLO-1	Communication on social media platforms	Job application Letters, cover letters	Introduction to contemporary alternatives (such as Prezi, Visme, Microsoft Sway, and Zoho)	Introduction to personal and organisational websites.	Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch
	SLO-2	Communication on social media platforms	Resume, Resignation Letters.	Introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)	Introduction to personal and organizational websites.	Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch

Learning Resources	<p>Text Books (Latest Editions):</p> <ol style="list-style-type: none"> 1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing. 2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education. 3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill. 4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication 5. Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson. <p>References:</p> <ol style="list-style-type: none"> 1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing 2. Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing. https://hbr.org/2021/07/the-science-of-strong-business-writing 3. Exercise & Case: https://hbsp.harvard.edu/product/BEP336-PDF-ENG 4. Exercise & Case: https://hbsp.harvard.edu/product/BEP334-PDF-ENG 5. Exercise & Case: https://hbsp.harvard.edu/product/416046-PDF-ENG? 6. Exercise & Case: https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
Dr.V.S.Ravi, Technical Lead, World Bank.	1. Dr Sivakumar , Professor, NIT Trichy 2. Dr Balamurugan, Professor , Anna University, Trichy	1. Dr.K.J.Vinodini., Assistant Professor (SG), Faculty of Management, SRM IST, VDP 2. Dr S Senthilkumar, Professor, SRMIST

Course Code	UBA24102T	Course Name	FINANCIAL ACCOUNTING		Course Category	CC	Core Courses-2			L	T	P	C
										3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable							
Course Offering Department	Faculty of Management			Data Book / Codes/Standards								

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 an understanding of application of various principles and practice of Accounting	1	2	3	1	2	3	4	5			
CLR-2:	To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment			
CLR-3:	To apply the knowledge of systematic maintenance of books of accounts to real life business				3	80	85	3	2	-	-	-
CLR-4:	To estimate Annual Financial statements of Sole proprietorship and Company form of business				3	80	85	3	3	-	-	-
CLR-5:	To facilitate the students to understand Green Accounting and Sustainable Reporting				3	75	80	2	3	-	-	-
					3	85	90	2	3	-	-	-
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>											
CLO-1:	Identify the application of various principles and practice of Accounting in preparation of accounting statements.	3	80	85	3	3	-	-	-			
CLO-2:	Demonstrate the knowledge on the process of accounting cycle.	3	80	85	3	3	-	-	-			
CLO-3:	Apply the knowledge of systematic maintenance of books of accounts to real life business.	3	75	80	2	3	-	-	-			
CLO-4:	Estimate Annual Financial statements of Sole proprietorship and Company form of business	3	85	90	2	3	-	-	-			
CLO-5:	Attain knowledge about Green Accounting and Sustainable Reporting of the company to improve value of business	3	85	90	3	3	-	-	-			

Duration (hour)	12	12	12	12	12	
S-1	SLO-1	Introduction to Accounting, Accounting system and process:	Recording transactions and Trial balance	Final Accounts - Introduction	Company Final Accounts	Green Accounting and Sustainable Reporting
	SLO-2	Meaning & Definition	Transactions –nature	Preparation of Trading account	Introduction to company – kinds	Green Accounting -Meaning
S-2	SLO-1	Objectives of Accounting	Entry in Journal	Items appearing on the Debit side of Trading account	Meaning and Definition of shares	Need and objectives
	SLO-2	Advantages of Accounting	Entry in Journal	Items appearing on the Credit side of Trading account	share capital - Issue of shares	Need and objectives
S-3	SLO-1	limitations of Accounting	Purchases, sales, Returns	Preparation of Profit and Loss account	Issue of shares for consideration other than cash	Components of Green Accounting

	SLO-2	Branches of Accounting	Purchases, sales, Returns	Items appearing on the Debit side of profit and loss account	Issue of Shares for cash	Types of Green Accounting
S-4	SLO-1	Need for accounting & accounting information system	Receivables, and payables, Inventory	Items appearing on the Credit side of profit and loss account	(i) Receipt of share money in one instalment	Importance of Green Accounting
	SLO-2	Stakeholder using accounting information	Receivables, and payables, Inventory	Preparation of Balance Sheet of sole trading concerns	(ii) Share money received in two or more instalments	data collection
S-5	SLO-1	Qualitative aspects of financial accounting	Depreciation and amortizations	Balance sheet-Classification of assets and liabilities	a). On receipt of application money, b). On allotment of shares	Green Accounting in India
	SLO-2	Accounting standards in India and International (outline)	Depreciation and amortizations	Adjustment entries:	Allotment Money becoming due and received	Green Accounting in India
S-6	SLO-1	Types of Business Organisations	reserves, Intangible assets accounting	Closing stock, Outstanding Expenses	Calls on shares and Receipt of call money	Sustainable Reporting - Introduction
	SLO-2	Accounting taxonomy	reserves, Intangible assets accounting	Prepaid Expenses, Accrued Income	Subscription of shares: Full Subscription	objective and importance
S-7	SLO-1	Accounting Cycle	GST transactions, Entry in Ledger	Income receivable in advance, Depreciation of assets	Under subscription and Over subscription	Nature and Scope
	SLO-2	Accounting concepts	GST transactions, Entry in Ledger	Interest on capital & drawings	(i) Rejection of Excess Applications and Money Returned	benefits of Sustainability Reporting
S-8	SLO-1	Accounting conventions	Accounting accuracy through Trial balance, correction of errors	Bad debts & Doubtful debts Provision	(ii) Excess application money adjusted towards sums due on allotment Journal entry	Sustainability reporting need and methods
	SLO-2	Accounting concept of income and expenditure	Accounting accuracy through Trial balance, correction of errors	Provision for discount on Debtors, Provision for discount on Creditors	Issue of shares at premium & Discount, Calls in advance, Calls in arrears	Sustainability reporting need and methods
S-9	SLO-1	Classification of capital and revenue	Consolidated Problems – Journal, Ledger & Trial Balance	Importance of disclosures in final accounts	Accounting treatment of Reissue of forfeited shares	analysis for sustainable reporting to improve value of business
	SLO-2	expenditure and income	Consolidated Problems – Journal, Ledger & Trial Balance	Importance of disclosures in final accounts	schedules to accounts	analysis for sustainable reporting to improve value of business
S-10	SLO-1	accounting equation of assets equals capital and liabilities	Preparation of cash books	Consolidated Problems- Trading, P&L and Balance sheet	Financial statements as per Companies Act- 2013	IFRS Financial sustainability disclosure standards
	SLO-2	accounting process	Single Column Cash Book	Consolidated Problems- Trading, P&L and Balance sheet	Provisions as to Preparation of Financial Statements	IFRS Financial sustainability disclosure standards
S-11	SLO-1	contingent assets and liabilities	Double Column Cash Book	Consolidated Problems: Trading, P&L and Balance sheet	Preparation of Income statement	Computerized Accounting system
	SLO-2	Fictitious Assets	Three Column Cash Book	Consolidated Problems- Trading, P&L and Balance sheet	Preparation of Balance sheet (horizontal and Vertical)	Popular Accounting Software.
S-12	SLO-1	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels
	SLO-2	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels

Learning Resources	<ol style="list-style-type: none"> 1. Reddy, T.S and Murthy, A Financial Accounting, Eight Revised Edition Margham Publications, 2022 2. R.L Gupta & V.K Gupta -Advanced Accounting – Sultan Chand – New Delhi-2015 3. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi, 2017 4. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications, 2019 5. IFRS sustainability standards: www.ifrs.org
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
Dr.V.S.Ravi, Technical Lead, World Bank.	<ol style="list-style-type: none"> 1. Dr Dhandayuthapani sp , Associate Professor, Anna University, Trichy 2. Dr Kamaraj Professor, Annamali University, Chidambaram 	<ol style="list-style-type: none"> 1. Dr. Shankar Kumar S, Assistant Professor, Faculty of Management, SRMIST – VDP 2. Dr T Ramachandran, Professor, SRMIST

Course Code	UBA24103T	Course Name	BUSINESS STATISTICS AND LOGIC	Course Category	CC	Core Course-3			
						L	T	P	C
						3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

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 foundation in the principles of statistics.	1	2	3	1	2	3	4	5
CLR-2:	To apply Statistical techniques for solving real life problems	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To develop the student's 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.								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	To understand the statistical measurements and its limitations.	1	80	85	3		-	2	-
CLO-2:	To have skill in description, interpretation and exploratory analysis of data by graphical and other means	2	80	85		3	-	-	3
CLO-3:	To understand statistical tools to business problems which would enable to take decisions and quantify various business plans.	3	75	80	2		3	-	-
CLO-4:	To calculate and apply measures of location and measures of dispersion--grouped and ungrouped Data cases.	3	85	90	2	3	-	-	-
CLO-5:	To apply discrete and continuous probability distributions to various business problems	3	85	90	3		-	3	-

Duration (hour)	12	12	12	12	12	
S-1	SLO-1	Introduction to statistics,uses,functions of statistics	Introduction to Measures of dispersion	Meaning of Correlation	Introduction to Probability	Introduction to Number series

	SLO-2	Characteristics of statistics, Nature of Statistics	Introduction to Range	Definition of Correlation	Basic Concepts of Probability	Introduction to Number series
S-2	SLO-1	Classification of data	Simple problems	Uses of Correlation	Basic Concepts of Probability	coding decoding
	SLO-2	Tabulation of data	Introduction to Mean Deviation	Covariance	Classical Definition of Probability	coding decoding
S-3	SLO-1	Frequency Distribution	Mean Deviation based problems	Graphical Method, Scatter Diagram	Addition theorem	odd man out series
	SLO-2	Bar diagrams	Problems	Types of Correlation, Properties of Correlation	Simple Problems	odd man out series
S-4	SLO-1	Simple bar diagram	Introduction to Quartile Deviation	Introduction of Karl Pearson's Correlation Coefficient	Multiplication Theorem	direction sense test
	SLO-2	Multiple bar diagram	Quartile Deviation based problems	Problems based on Karl Pearson's Correlation Coefficient	Simple Problems	direction sense test
S-5	SLO-1	Sub-divided bar diagram	Problems	Introduction to Spearman's Rank Correlation Coefficient	Introduction to Probability Distributions	direction sense test
	SLO-2	Percentage bar diagram	Standard deviation based problems	Problems based on Spearman's Rank Correlation Coefficient (with non repeated rank)	Introduction to Binomial Distribution	seating arrangements
S-6	SLO-1	Pie Diagram	Problems	Problems based on Spearman's Rank Correlation Coefficient (with repeated rank)	Mean and variance of Binomial Distribution	seating arrangements
	SLO-2	Sub divided Pie diagram	Introduction to coefficient of variation	Advantages of Rank Correlation	Simple Problems	linear and circular
S-7	SLO-1	Introduction to Measures of central tendency	Problems	Meaning of Regression	Finding of Expected value	linear and circular
	SLO-2	Calculating Mean (raw data and Discrete type), Calculating Mean (Continuous type)	Problems Continuation	Utility of Regression Analysis	Simple Problems	blood relations

S-8	SLO-1	Merits and demerits of Mean	Introduction to Skewness	Comparison between Correlation and regression	Introduction to Poisson Distribution	blood relations
	SLO-2	Mean for Continuous series	Meaning of Skewness	Regression Line X on Y	Mean and variance of Poisson Distribution	blood relations
S-9	SLO-1	Calculating Median(raw data and Discrete type), Calculating Median (Continuous type)	Difference between Skewness and dispersion	Problems	Simple Problems	Arithmetic Progression
	SLO-2	Calculating Mode(raw data and Discrete type), Calculating Mode (Continuous type)	Problems based on Karl Pearson's Coefficient of skewness	Regression Line Y on X	Finding of Expected value	Arithmetic Progression
S-10	SLO-1	Problems	Problems based on Karl Pearson's Coefficient of skewness	Problems	Simple Problems	Arithmetic Progression
	SLO-2	Merits and Demerits of Geometric mean, Calculating Geometric mean(raw data and Discrete type)	Problems based on Bowley's Coefficient of skewness	Regression Equations	Simple Problems	Geometric Progression
S-11	SLO-1	Calculating Geometric mean(Continuous type)	Concept of Kurtosis	Types of Regression Equations, Regression Equation of X on Y, Regression Equation of Y on X	Introduction to Normal Distribution	Geometric Progression
	SLO-2	Merits and Demerits of Harmonic mean, Calculating Harmonic mean(raw data and Discrete type)	Types of Kurtosis	Relationship between Correlation and Regression Coefficients, Merit and demerits of Regression analysis	Simple Problems	Geometric Progression
S-12	SLO-1	Calculating Harmonic mean(Continuous type)	Importance of Kurtosis	Problems	Expected value	Inductive and deductive reasoning
	SLO-2	Meaning of partition values- quartiles, deciles, percentiles	Simple problems	Problems	Problems based on Normal Distribution	Inductive and deductive reasoning

Learning Resources	Theory:
	1. Levin R. I. & Rubin D. S. Statistics for Management. Delhi: Pearson.2017
	2. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing ,2019
	3. SP Gupta. Statistical Methods, Sultan Chand and Sons,2021
	4. SC Gupta. Fundamentals of Statistics, Himalaya Publishing House,2020
	5. Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House.2016
	6. Sharma J.K. Business Statistics, Vikas Publishing House ,2019

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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
Dr.V.S.Ravi, Technical Lead, World Bank.	1. Dr Parvathi , Professor, VIT Chennai 2. Dr Gopal V ,Professor, IIM , Trichy	Mrs. A. Sudha Rani, Assistant Professor , SRMIST Dr Jahira parveen , Asst Professor, SRMIST

Course Code	UBA24AE2T	Course Name	GENERAL ENGLISH	Course Category	AEC	Ability Enhancement Courses -02	L	T	P	C
							1	1	0	2

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

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 learning environment to practice listening, speaking, reading, and writing skills	1	2	3	1	2	3	4	5
CLR-2 : To assist the students in carrying on the tasks and activities through guided instructions and materials	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3 : To effectively integrate English language learning with employability skills and training								
CLR-4 : To provide hands-on experience through case studies, mini-projects, group and individual presentations								
CLR-5 : To train students to communicate effectively to gain employment								
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:							
CLO-1 : Analyze different grammar topics to understand the essence of language and its use	2	75	60	3	-	2	-	-
CLO-2 : Apply critical thinking skills to analyze the basic writings	2	80	70	3	-	-	2	-
CLO-3 : Support the learners to integrate the English language with the skills of employability and training	2	70	65	-	3	3	-	-
CLO-4 : Refine their general writing skills to write case studies, mini-projects, group and individual presentations	2	70	70	2	-	-	3	-
CLO-5 : Improve their language application skills and communicate effectively in the interviews	2	80	70	3	3	-	-	3

Duration (hour)	6	6	6	6	6	
	Vocabulary Building	Basic Writing Skills	Identifying Common Errors in Writing	Nature and Style of Sensible Writing	Oral Communication	
S-1	SLO-1	<i>The Concept of Word Formation</i>	<i>Sentence Structure and Four Types of Sentences</i>	<i>Subject-Verb Agreement</i>	<i>Describing, Defining, and Classifying Writing</i>	<i>Listening Comprehension and Pronunciation</i>
	SLO-2	<i>Word Formation – Drills and Exercises</i>	<i>Tutorials on Sentence Structure and Types of Sentences</i>	<i>Subject-Verb Agreement – Drills and Exercises</i>	<i>Describing, Defining, and Classifying Writing – Practicing different types of writings</i>	<i>Listening Comprehension and Pronunciation – Pre-recorded stories will be played to understand different sounds</i>
S-2	SLO-1	<i>Root Words from Foreign Languages and their use in English</i>	<i>Use of Phrases (Noun, Verb, Adverb, Adjective, and Preposition) and Clauses (Independent and Dependent) in Sentences</i>	<i>Noun-Pronoun Agreement</i>	<i>Providing Examples or Evidence</i>	<i>Intonation, Stress, and Rhythm</i>
	SLO-1	<i>Root Words from Foreign</i>	<i>Practices on phrases and</i>	<i>Noun-Pronoun Agreement - Drills and</i>	<i>Practice on the Use of Different Sources in</i>	<i>Practices on Intonation, Stress, and Rhythm</i>

Duration (hour)		6	6	6	6	6
		Vocabulary Building	Basic Writing Skills	Identifying Common Errors in Writing	Nature and Style of Sensible Writing	Oral Communication
		<i>Languages and their use in English – Drills and Exercises</i>	<i>clauses in Sentences</i>	<i>Exercises</i>	<i>Writing and providing examples aptly</i>	
S-3	SLO-1	<i>Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Derivatives</i>	<i>Importance of proper Punctuation</i>	<i>Misplaced Modifiers</i>	<i>Importance of Writing Introduction and Conclusion</i>	<i>Everyday common situations: Conversations and Dialogues</i>
	SLO-1	<i>Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Derivatives – Drills and Exercise</i>	<i>Exercise on punctuation marks in sentences</i>	<i>Practices on misplaced modifiers</i>	<i>Writing Introduction and Conclusion – Drills and Exercises</i>	<i>Oral Practices on Everyday Common Situations: Conversations and Dialogues</i>
S-4	SLO-1	<i>Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Synonyms</i>	<i>Creating Coherence</i>	<i>Articles: Definite and Indefinite; Vowel and Consonant Sounds</i>	<i>Comprehension</i>	<i>Communication at the Workplace: Greetings and Others</i>
	SLO-2	<i>Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Synonyms – Drills and Exercises</i>	<i>Creating Coherence – through writing paragraphs</i>	<i>Articles - Drills and Exercises based on Sounds</i>	<i>Drills and Exercises on Comprehension</i>	<i>Drills and Exercises in Workplace Communication</i>
S-5	SLO-1	<i>Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Antonyms</i>	<i>Organizing Principles of Paragraphs in Documents</i>	<i>Prepositions and their types</i>	<i>Précis Writing</i>	<i>Interview: Importance and Techniques</i>
	SLO-2	<i>Acquaintance with Prefixes and suffixes from Foreign Languages in English to form Antonyms – Drills and Exercises</i>	<i>Topical Sentence and Supporting Sentences in a Paragraph – Practice</i>	<i>Drills and exercises on Prepositions</i>	<i>Drills and Exercises on Précis Writing</i>	<i>Mock Interview Practices</i>
S-6	SLO-1	<i>Standard Abbreviations</i>	<i>Techniques for Writing precisely.</i>	<i>Redundancies</i>	<i>Essay Writing</i>	<i>Formal Presentations</i>
	SLO-2	<i>Standard Abbreviations – Drills and Exercises</i>	<i>Writing paragraphs based on given situations</i>	<i>Drills and Exercises on Redundancies</i>	<i>Drills and Exercises on Essay Writing</i>	<i>Presentation based on Board Presentation or PPT or Other Methods of Presentations</i>

Learning Resources (Latest Editions)	<ol style="list-style-type: none"> 1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual). Anjana Tiwari, Khanna Book Publishing Co. 2. Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing Co. 3. Practical English Usage. Michael Swan. OUP 4. Remedial English Grammar. F.T. Wood. MacMillan 5. On Writing Well. William Zinsser. Harper Resource Book 6. Study Writing. Liz Hamp-Lyons and Ben Heasley. CUP 7. Communication Skills. Sanjay Kumar and Pushpalata. OUP 8. Exercises in Spoken English. Parts I-II. CIEFL, Hyderabad. OUP
Alternative NPTEL / SWAYAM Courses	<ol style="list-style-type: none"> 1. English Language for Competitive Exams. Instructor: Prof. Aysha Iqbal, IIT Madras 2. Technical English for Engineers. Prof. Aysha Iqbal, IIT Madras

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

CLA – 4 can be from any combination of these: Innovative 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
Krishna RajSutherland Krishna.Raj1@sutherlandglobal.com	Dr. J Mangayarkarasi Associate Professor and Head, Dept. of English Ethiraj College for Women Chennai jmbwilson97@gmail.com	Dr. Jagan Babu K, Assistant Professor of English, FOM, SRMIST, Kattankulathur Dr. Sakthi Prasath G B, Assistant Professor of English, FOM, SRMIST, Kattankulathur
Ann Mariya Thomson RA2232105010015, II M.A English Literature CSH, SRM IST az1160@srmist.edu.in	Dr. K S Antonysamy Associate Professor and Head, Dept. of English Loyola College, Chennai antonysamyks@loyolacollege.edu	1. Dr Anchal Sharma, Prof & Head, EFL SRMIST, NCR Campus 2. Dr T Sridevi, Assistant Professor of English, FSH, Ramapuram 3. Dr Shanmuga Priya, Assistant Professor, SRMIST, Tiruchirapalli Campus

Indian Knowledge System:

Course Code	UBA24ME1T	Course Name	INDIAN HEALTH, WELLNESS AND PSYCHOLOGY (INCLUDING AYURVED)	Course Category	MDE	Multi-Disciplinary Elective course -01	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department		<i>Faculty of Management</i>		Data Book / Codes/Standards						

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)		
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			1	2	3		1	2	3	4	5
CLR1	To Understanding the fundamental principles of Indian health systems such as Ayurveda and yoga.										
CLR2	Practical implementation of health principles to correct the intake of our food, air, water and sunlight to achieve perfect health.										
CLR3	To Understanding traditional way of cleansing the body regularly, strengthening body with Yogic exercises, maintaining the internal balance to prevent diseases										
CLR4	To Understanding our unique Mind Body Constitution and choosing the right lifestyle suitable to maintain the internal balance										
CLR5	To Understanding the influence of external environment on internal health and ways to synchronize our body and mind with nature to ensure smooth functioning of all organ systems of our body										
Course Learning Outcomes (CLO):		<i>At the end of this course, learners will be able to:</i>									
CLO1	Apply the skills of effective principles of Indian health systems such as Ayurveda and yoga.	Level of Thinking (Bloom)	1	85	90	Apply knowledge of management theories and practices to solve business problems	3	2	-	-	-
CLO2	Understand the various Practical implementation of health principles to correct the intake of our food, air, water and sunlight to achieve perfect health.	Expected Proficiency (%)	2	80	90	Foster Analytical and critical thinking abilities for data-based decision making	3	2	-	-	-
CLO3	Understanding traditional way of cleansing the body regularly, strengthening body with Yogic exercises, maintaining the internal balance to prevent diseases	Expected Attainment (%)	4	85	90	Ability to develop Value based Leadership ability	2	3	-	-	-
CLO4	Students will be able to Understanding our unique Mind Body Constitution and choosing the right lifestyle suitable to maintain the internal balance		3	80	90	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	2	3	-	-	-
CLO5	Students will be able to influence of external environment on internal health and ways to synchronize our body and mind with nature to ensure smooth functioning of all organ systems of our body		4	85	90	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment	3	3	-	-	-

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Understanding human body	Understanding the communication between body & Mind	Introduction to Health Regimen	Introduction to Yoga	Introduction to Indian Psychology
	SLO-2	Introduction to Ayurveda,	Establishing communication between body and mind by understanding the language of body.	Understanding Swastha vritta	Definition,	Concept of Manas in Ayurveda and understanding Mind Body harmony,
S-2	SLO-1	The Knowledge of Life,	Establishing communication between body and mind by understanding the language of body	, the healthy regimen to maintain state of wellbeing Dinacharya,	Meaning and objectives of Yoga,	Triguna based Psychology in Ayurveda and Yoga,
	SLO-2	The Knowledge of Life,	Establishing communication between body and mind by understanding the language of body	the Daily regimen including Daily detoxification, exercise, Intake of Food, Water, Air and Sunlight,	Relevance of yoga in modern age.	Influence of Tri dosha on Mind,
S-3	SLO-1	Health and treatment aspects in Ayurveda,	Understanding the concept of Agni, Koshta, Sara and Ojas and their relevance in enhancing our immunity to protect from various infections.	work and ergonomics, Rest and sleep hygiene.	Brief Introduction of Hatha yoga	Influence of Tri dosha on Mind,
	SLO-2	Health and treatment aspects in Ayurveda,,	Understanding the concept of Agni, Koshta, Sara and Ojas and their relevance in enhancing our immunity to protect from various infections	Ritu charya, the seasonal regimen,	, Raja yoga,	Mind body intellect and consciousness complex,
S-4	SLO-1	Influence of Pancha maha bhuta on Internal environment of Human being,	and their relevance in enhancing our immunity to protect from various infections	Sadvritta and the concept of social wellbeing,	Karma yoga,	Mind body intellect and consciousness complex,
	SLO-2	Influence of Pancha maha bhuta on Internal environment of Human being,	and their relevance in enhancing our immunity to protect from various infections	understanding trividha upastambhas,	Gyana Yoga	Mind body intellect and consciousness complex,
S-5	SLO-1	Understanding composition of Human body through the concept of Dosha Dhatu Mala	Looking at the world through the lenses of Dravya, Guna and Karma	three pillars to health,	, Bhakti yoga	Understanding Consciousness and solution to issues within Human Mind.
	SLO-2	Understanding composition of Human body through the concept of Dosha Dhatu Mala	Looking at the world through the lenses of Dravya, Guna and Karma	Concept of Shadrasa in choosing appropriate nourishment to the body and mind	Understanding eight steps of Ashtanga yoga,	Understanding Consciousness and solution to issues within Human Mind.
S-6	SLO-1	Understanding Prakruthi , the Mind – Body Constitution	Applying the principle of Samanya and Vishesha in every aspect of life to achieve perfect health	Concept of Shadrasa in choosing appropriate nourishment to the body and mind	Understanding Shatkriyas , the six cleansing procedures of Yoga	Understanding Consciousness and solution to issues within Human Mind.
	SLO-2	Understanding Prakruthi , the Mind – Body Constitution	Applying the principle of Samanya and Vishesha in every aspect of life to achieve perfect health	review	review	review

Learning Resources	Text Books (Latest Editions) &References: <ol style="list-style-type: none"> 1. The Charaka Samhita 2. The Susruta Samhita 3. Teh Ashtanga Hridaya 4. Dr Deepak Chopra, Perfect Health--Revised and Updated: The Complete Mind Body Guide, Harmony publication, 2001 5. Vasant lad, Ayurveda, the Science of Self-healing: A Practical Guide: Science of Self- healing, lotus press, 1984 6. The Hatha yoga pradiipika 7. The Patanjali yoga sutras 8. The Gheranda samhita 9. BKS Iyengar, Light on Yoga: The Classic Guide to Yoga by the World's Foremost Authority, thronson publication, 2006 7.
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) cycle Test-I		CLA- 2 (10%) cycle Test-II		CLA- 3 (20%) model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
Dr.V.S.Ravi, Technical Lead, World Bank.	Dr Senthilkumar Professor, Anna university, Chennai	Dr.M. Srinivasn, FOM, SRMIST-KTR
	Dr Rajan Sexana , Professor, IIM indore	.Dr.A.Suganya, FOM, SRMIST-KTR

Course Code	UBA24VA1T	Course Name	ENVIRONMENTAL SCIENCE AND SUSTAINABILITY	Course Category	VAC	Value added Courses -01	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	-	

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:	CLR-2:	CLR-3:	CLR-4:	CLR-5:	1	2	3	1	2	3	4	5							
This course aims to familiarize students with basic environmental concepts,	This course aims to their relevance to business operations,	This course will equip students to make decisions that consider environmental consequences.	This course will enable future business graduates to become environmentally sensitive and responsible managers.	This course will enable future business graduates to become environmentally sensitive and responsible managers	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment							
				1									85	90	3	2	-	-	-
				2									80	90	3	2	-	-	-
				4									85	90	2	3	-	-	-
				3									80	90	2	3	-	-	-
				4	85	90	3	3	-	-	-								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>
CLO-1:	Explore the basic environmental concepts and issues relevant to the business and management field.
CLO-2:	Recognize the interdependence between environmental processes and socio- economic dynamics.
CLO-3:	Determine the role of business decisions, policies, and actions in minimizing environmental degradation
CLO-4:	Identify possible solutions to curb environmental problems caused by managerial actions.
CLO-5:	Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Understanding Environment, Natural Resources, and Sustainability	Ecosystems, Biodiversity, and Sustainable Practices	Environmental Pollution, Waste Management, and Sustainable Development	Social Issues, Legislation	Practical Applications
	SLO-2	Fundamental environmental concepts and their relevance to business operations	Various natural ecosystems	Various types of environmental pollution	Dynamic interactions between society and the environment	Environmental justice
S-2	SLO-1	Components of the environment	learning about their structure	Air, water, noise	focus on sustainable development	Environmental justice
	SLO-2	segments of the environment	Functions of ecosystems	Soil and marine pollution	environmental ethics	environmental refugees
S-3	SLO-1	the man-environment relationship, and historical environmental movements	ecological characteristics	their impacts on businesses and communities	Role of businesses in achieving sustainable development goals	environmental refugees

Duration (hour)		6	6	6	6	6
	SLO-2	Concept of sustainability	The importance of biodiversity threats it faces	Causes of pollution	promoting responsible consumption	resettlement and rehabilitation of affected populations
S-4	SLO-1	Classification of natural resources, issues related to their overutilization, and strategies for their conservation	methods used for its conservation	global climate change, ozone layer depletion, the greenhouse effect, and acid rain	Overview of key environmental legislation	resettlement and rehabilitation of affected populations
	SLO-2	Sustainable practices in managing resources, including deforestation	Ecosystem resilience	particular focus on pollution episodes in India	judiciary's role in environmental protection	Ecological economics
S-5	SLO-1	water conservation, energy security, and food security issues	homeostasis, and carrying capacity	Importance of adopting cleaner technologies	judiciary's role in environmental protection	Ecological economics
	SLO-2	The conservation and equitable use of resources	emphasizing the need for sustainable ecosystem management	Solid waste management	Water (Prevention and Control of Pollution) Act of 1974	human population growth
S-6	SLO-1	considering both intergenerational and intergenerational equity	Strategies for in situ and ex situ conservation, nature reserves	Natural and man-made disasters, their management	Environment (Protection) Act of 1986	human population growth
	SLO-2	importance of public awareness and education	significance of India as a mega diverse nation	role of businesses in mitigating disaster impacts	Air (Prevention and Control of Pollution) Act of 1981	demographic changes in India

Learning Resource	1. Poonia, M.P. Environmental Studies , Khanna Book Publishing Co.	4. Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press.
	2. Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd.	5. Miller, G.T. & Spoolman S. Living in the Environment. Cengage.
	3. Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd	6. Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
		7. Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
		8. Pritwani, KS. sustainability of business in the context of environmental management. CRC Press.
		9. Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.
		10. https://www.ourplanet.com
		11. https://www.undp.org/content/undp/en/home/sustainable-development-goals.html
		12. www.myfootprint.org
		13. https://www.globalchange.umich.edu/globalchange1/current/lectures/klingsystem/ecosystem.html

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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
Dr.V.S.Ravi, Technical Lead, World Bank.	Dr Robinson , Asst Professor, Anna University, Trichy Dr Velavan , Associate Professor, Animalia University	Dr.A.Suganya, Assistant Professor,SRMIST. Dr.M. Srinivasn, Assistant Professor SRMIST.

Course Code	ULT24AE1T	Course Title	TAMIL - I			Category	AEC	Ability Enhancement Course-03	L	T	P	C
								1	1	0	0	

Course Offering Department	Tamil	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CLR)	The purpose of learning this course is to:	Depth				Attainment			Program learning Outcomes										
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	
CLR-1	மரபிலிருந்து மாற்றம் பெற்ற புதுக்கவிதை மரபின் சிந்தனைகளை அறியச் செய்தல்																		
CLR-2	நவீனகவிதையின் வழி மனித வாழ்வியல் விழுமியங்களைத் தெரியச் செய்தல்																		
CLR-3	சிறுநிலக்கியங்கள், காப்பியங்கள் கற்பிக்கும் தமிழ்ச் சமூகத்தின் வாழ்வியலை அறியச் செய்தல்																		
CLR-4	நவீன தமிழ் இலக்கிய வளர்ச்சி வரலாற்றைப் புரியச் செய்தல்																		
CLR-5	மொழிப் பயிற்சி வழி மொழியின் பல்வேறு நுட்பங்களைத் தெரியச் செய்தல்																		
Outcomes (CLO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Communication Skills, Independent Thinking, Leadership Qualities, Digital Technology Skills, Value Incultation, Environmental Action, Entrepreneurial Risk Taking	PLO-9	PLO-10								
CLO-1	புதுக்கவிதை உருவாக்கித் தந்த புதிய சிந்தனைக் களங்களை அறிந்துகொள்ளுதல்	✓	✓	-	-	1	75	60	3	3									
CLO-2	நவீன கவிதைகள் வழி மாற்றம் பெற்று வரும் மானுட விழுமியங்களைத் தெரிந்துகொள்ளுதல்	✓	✓	✓	-	2	80	70			2								
CLO-3	தமிழ்ச்சமூகத்தின் இடைக்கால வாழ்வியல் முறைகளை உணர்ந்துகொள்ளுதல்	✓	✓	✓	✓	2	70	65	3	3									
CLO-4	நவீன இலக்கிய வரலாறு வழி தமிழ்க் கல்வி வரலாறு, சமூக வரலாறு பெற்ற வளர்ச்சி நிலைகளைத் தெரிந்துகொள்ளுதல்	✓	✓	✓	✓	2	70	70		3	L								
CLO-5	மொழியின் நுட்பங்களைத் தெரிந்து மொழி ஆளுமையோடு செயல்படும் திறன்பெறுதல்	✓	✓	✓	✓	3	80	70	3	3	2								

Title & Content	Unit I / CLO - 1	Unit II / CLO - 2	Unit III / CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
SLO-1	தமிழ்க் கவிதை மரபு	நவீன கவிதை தோற்றம், வரலாறு	தமிழரின் வீரமரபு - போர் விழுமியங்கள்	சிறுநிலக்கியத் தோற்றம் - வகைமை	தமிழ் உரைநடை மரபு - உ.வே.சா. வின் பங்களிப்பு
SLO-2	புதுக்கவிதை உருவாக்கம், புதுக்கவிதை வளர்ச்சிநெறிகள்	நவீன கவிதைகளில் செல்நெறிகள்	பரணி அறிமுகம் பரணி இலக்கியங்கள்	பிள்ளைத்தமிழ் - உலா - தூது	உ.வே. சா. வின் ராஜ வைத்தியம்
SLO-3	பாரதியார் பன்முக ஆளுமைத்திறன்	கவிதை மொழி - நவீன கவி ஆளுமைகள்	தலைவனின் வீரம் - கவிங்கத்துப்பரணி 477, 490	புதுக்கவிதையின் தோற்றமும் மொழியும்	நாட்டுப்புற மரபில் சிறுதெய்வ வழிபாடு
SLO-4	பாரத தேசம் பாரததேசத்தின் வளம்	கவிதையில் நாட்டுப்புற வடிவம்	தமிழ் இலக்கிய மரபில் தூது இலக்கியங்கள்	புதுக்கவிதையில் சமூகம் - புதுக்கவிதையும் இதழ்களும்	கழனிபூரனின் பொன் காத்த ஐயனார்

SLO-5	வெள்ளிப் பனிமலையின் மீதுலவுவோம்...	பெண்களின் கல்வி நிலை - இளம்பிறை - அம்மா	தமிழின் பெருமை - தமிழ் விடு தூது (184 - 186)	மணிக்கொடி இதழ், எழுத்து இதழ், வானம்பாடி இதழ்	பிழை நீக்கி எழுதும் நூட்பங்கள்
SLO-6	20 ஆம் நூற்றாண்டுக் கவிதை மரபில் பாரதிதாசன்	ஆண் பெண் சமத்துவமும் ப.கல்பனா - கீறல் விழுந்த மாலைக் காலங்கள்	செய்யுள் மரபில் கலம்பக இலக்கியங்கள்	சிறுகதை தோற்றம் - சிறுகதை வளர்ச்சி	எழுத்துப் பிழை - ந - ண - ன ல, ள, ழ, ர, ற வேறுபாடு அறிதல்
SLO-7	பாரதிதாசன் - அழகின் சிரிப்பு ஆல் - ஆயிரம் கிளைகள் கொண்ட அடிமரம்	விளிம்புநிலை வாழ்வியல்: திருநற்களும் சாதனைகளும்	கையறுநிலை - நந்திக் கலம்பகம் - வானுறு மதியை (110)	சிறுகதை வரலாறு - சிறுகதை ஆசிரியர்கள்	தொடர்பிழை ஒருமை பன்மை வேறுபாடு
SLO-8	ஆல் - ஆயிரம் கிளைகள் கொண்ட அடிமரம்	திருநங்கை குணவதி - சமூகப்பார்வை	தமிழ் இலக்கிய மரபில் குறவஞ்சி இலக்கியங்கள்	இதழ்களும் சிறுகதையும்	பிறமொழிச் சொற்களை நீக்கி எழுதுதல், ஷ, ஜ, ஸ, ஹ மாற்றொலிகள்
SLO-9	வானம்பாடிக் கவிஞர்களும் மு.மேத்தாவும்	புலம்பெயர் வாழ்வியல் - வலியும் நம்பிக்கையும்	குற்றாலக் குறவஞ்சி - ஆடுமர வீனுமணி (3)	புதினம் தோற்றம் - புதினம் வளர்ச்சி வரலாறு	தமிழில் சொல் வகைகள் சொல்லும் பயன்பாடும்
SLO-10	மனித நேயம் - மு.மேத்தாவின் மனிதனைத்தேடி	ஸர்மிளா ஸெய்யித் - புராதன ஊர்	காப்பிய இலக்கணம் - காப்பிய வகைமைகள்	புதினத்தின் வகைமை புதின ஆசிரியர்கள்	பெயர்ச்சொற்கள் பெயர்ச்சொற்களும் வகைகளும்
SLO-11	தமிழ்க் கவிதையில் சுற்றுச்சூழலியல்	காலந்தோறும் கவிதை வடிவில் மாற்றங்கள். ஹைக்கூ - மு.முருகேஷ்	சிலப்பதிகாரம் - அறிமுகம் கட்டுரைக்காதை	தமிழ் இலக்கியத்தில் உரைநடைக்கூறுகள் - உரைநடையின் தோற்றம்	வினைச்சொற்கள் அறிதல்
SLO-12	இயற்கையும் சமத்துவமும் பழனிபாரதியின் காடு	லிமரைக்கூ - ஈரோடு தமிழன்பன் சென்ரியூ - மாமதயானை	ஊழ்வினை - கோவலனின் முற்பிறப்பு வரலாறு	தமிழில் உரைநடை வளர்த்த அறிஞர்கள்	தமிழில் பெயரடை, வினையடை அறிதல்

Resources					
1	முல்லைக்காடு, தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2023	2	வல்லிக்கண்ணன், புதுக்கவிதை தோற்றமும் வளர்ச்சியும், ஆழி பதிப்பகம், சென்னை, 2018		
3	கா. சிவத்தம்பி, தமிழில் சிறுகதை தோற்றமும் வளர்ச்சியும், என்.சி.பி.எச்., சென்னை, 2013	4	மு.வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்திய அக்காடெமி, 1972.		
5	மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - https://www.projectmadurai.org/	6	தமிழ் இணையக் கல்விக்கழகம் - http://www.tamilvu.org/		

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 100% weightage							
		CLA – 1 (20%) Cycle Test-I		CLA– 2 (20%) Cycle Test-II		CLA– 3 (30%) Model Examination		CLA – 4 (30%)#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	50%	-	30%	-	20%	-	20%	-
Level 2	Apply Analyze	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-
	Total	100 %		100 %		100 %		100 %	

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

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	1. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	1	Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry	1	Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR.
				2	Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.
				3	Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.
				4	Dr. T.R.Hebzibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
				5	Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.
Learning Resources	Edited Book: 1. https://www.femina.in 2. https://www.selfstudys.com 3. https://www.hindwi.org 4. https://www.hindisamay.com 5. samanya hindi srijanlok prakashan ara				

Course Code	ULH24AE1T	Course Title	HINDI-I	Category	AEC	Ability Enhancement Course-03	L	T	P	C
							1	1	0	0

Course Offering Department	Hindi	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CLR)	The purpose of learning this course is to:	Depth				Attainment			Program learning Outcomes										
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	
CLR-1	To Communicate in Hindi without any inhibition																		
CLR-2	To appreciate the Hindi Language in its various forms																		
CLR-3	To analyze the different writing styles																		
CLR-4	To display moral and social values in the field of social Responsibility and Integrity																		
CLR-5	To be willing listeners and Translators-where need be																		
Outcomes (CLO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Creative Skills,	Communication Skills,	Independent Thinking,	Leadership Qualities,	Digital Technology Skills	Value Inculcation, Multicultural	Environmental Action,	Entrepreneurial Risk Taking	PLO-9	PLO-10	
CLO-1	To Understand the Philosophy of life and living through Stories	✓	✓	-	-	1	85	75	3	2	3			2					
CLO-2	To Examine Travelogue writing and Sketch	✓	✓	✓	-	2	85	75	3		2	3		3					
CLO-3	To Identify Irony and essay based writing	✓	✓	✓	✓	3	85	75		3		3	3	2					
CLO-4	Evaluate the various social issues depicted in the prose	✓	✓	✓	✓	3	85	75	2		2	3			2				
CLO-5	To Understand the basic and fundamental principal of Translation	✓	✓	✓	✓	3	85	75		3		3	3	2					

Title & Content	Unit I / CLO - 1	Unit II / CLO - 2	Unit III / CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
SLO-1	KAHANI KI AVDHARNA	REKHACHITRA & YATRAVITRANT	NIBANDH	NATAK	ANUVAD& PARIBHASHIK SHABDAVALI
SLO-2	SWARUP AUR PARIBHASHA	AVDHARNA EVM SWAROOP	NIBANDH KI AVDHARNA EVM SAWROOP	AVDHARNA EVM SAWROOP	ARTH EVM PARIBHASHA
SLO-3	KAHANI KE TATVA EVM MAHATWA	MAHATVA AUR UDDESHYA	MAHATVA EVM UDDESHYA	TATVA EVM PRAKAR	SWARUP EVM PRAKAR
SLO-4	PARIKSHA- PREMCHAND	GESHA REKHACHITRA	KUTAJ- NIBANDH HAJARI PRASHAD DIVEDI	UDDESHYA	MAHATVA
SLO-5	VISLESHAN	PATH KA VISHLESHAN	LEKHIK PARICHAY	NATAK KA MAHATVA	UDDESHYA
SLO-6	UDDESHYA	GURU SHISHYA KA SAMBANDH	SHANGHARSHIL JEEVAN	RANGMANCH KA PARICHAY	ANUVAD KA PRAYOJAN EVM PRAYOG
SLO-7	MALBE KA MALIK- MOHAN RAKESH	THELE PAR HIMALAY (YATRAVITRANT)	PATH KA MAHATVA	LEKHAK PARICHAY	SHROT EVM LAKSHYA BHASHA KA GYAN
SLO-8	LEKHAK PARICHAY	YATRAVITRANT KA MAHATVA	BHOLARAM KA JEEV-(VYANGYA) HARISHANKAR PARSHAI	NATAK KA VISLESHAN	ANUVAD KA DAYITVA
SLO-9	BATWARE KA YATHARTH VARNAN	YATRA KA YATHARTH CHITRAN	VYANGYA KI AVADHARNA	LALCH KA DUSHPARINAM	PARIBHASHIK SHABDAVALI
SLO-10	TATKALIN PARISHTHITI KA VARNAN	PATH KA VISLESHAN	PATH KA VIHLESHAN	GURU SHISHYA SAMBANDH	TAKANIKI SHABDAVALI KA MHATVA
SLO-11	KAHANI KA VISHLESHAN	HIMALAY KA LOK JEEVAN	SARKARI TANTRA KA KHOKHLA RUP	MAHATTAKANKSHI KA DUSHPARINAM	VIVIDH PRAYOG
SLO-12	KAHANI KA UDDESHYA	HIMALAY KA VARNANA	SANVEDANSHIL BHAVANA	TATKALIN SAMAJIK VYAVASTHA KI CHARCHA	SHABDAVALI KI AVSHYAKTA
Assessment					

Resources			
1	Edited Book: “SAMANYA HINDI”, SRIJONLOK PUBLICATION, 2023, New Delhi.	4	BHAKTI ANDOLAN AUR SURDAS KA KAVYA – MANAGER PANDEY
2	KABIR – HAZARI PRASAD DWEDI	5	BIHARI – VISHVNATH PRASAD MISHR
3	SURDAS – RAM CHANDRA SHUKL	6	Aadhunik Vigyapan aur Jansampark – Taresh Bhatia

Learning Resources	Edited Book: 1. https://www.femina.in 3. https://www.hindwi.org 5. samanya hindi srijanlok prakashan ara 2. https://www.selfstudys.com 4. https://www.hindisamay.com
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 100% weightage							
		CLA – 1 (20%) Cycle Test-I		CLA– 2 (20%) Cycle Test-II		CLA– 3 (30%) Model Examination		CLA – 4 (30%)#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	60%	-	30%	-	20%	-	20%	-
Level 2	Apply Analyze	40%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-
	Total	100 %		100 %		100 %		100 %	

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

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	MS..REETHA GOVINDAN, Senior Manager (Rajbhasha) ritushivani@yahoo.com	1	Dr. S. . PADMAPRIYA, PROF& HEAD, PONDICHERRY University, kalapet, puducherry-605014 padmapriya.srirka@gmail.com	1	Dr.S Preeti. Associate Professor & Head, SRMIST- hod.hindi.ktr@srmist.edu.in
2	Aditya Singh, student Member, B.Com IAF, Dept. of Commerce, SRM IST, KTR aa5404@gmail.com	2		2	. Dr. Md.Shwahidul Islam Assistant Professor, SRMISTshwahidj@srmist.edu.in
3	Ayanika Anikesh student Member, Dept. of B.Sc. Bio. Tech, SRM IST, KTR aa5443@srmist.edu.in	3		3	Dr. S. Razia Begum, Assistant Professor, SRM IST raziabes@srmist.edu.in
4	ALUMINI - VIPIN KUMAR JHA, Senior Translation Officer anju.bipin.jha@gmail.com			4	Dr.Nisha Murlidharan Assistant Professor, VDP, SRM IST Murulidharan- nishamup@srmist.edu.in

Course Code	ULF24AE1T	Course Title	FRENCH- I				Category	AEC	Ability Enhancement Course -03	L	T	P	C
									1	1	0	0	

Course Offering Department	French	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CLR)	<i>The purpose of learning this course is to:</i>	Depth				Attainment			Program learning Outcomes										
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10	
CLR-1	Extend and expand their savoir-faire through the acquisition of current scenario																		
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																		
Outcomes (CLO)	<i>At the end of this course, learners will be able to:</i>	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Communication Skills, Independent Thinking, Leadership Qualities, Digital Technology Skills	Value Incultation, Multicultural	Environmental Action, Entrepreneurial Risk Taking	PLO-9	PLO-10						
CLO-1	To acquire knowledge about French language	✓	✓	-	-	1	85	75	3	2	3								
CLO-2	To strengthen the knowledge on concept, culture, civilization, and translation of French	✓	✓	✓	-	2	85	75	3	2	3								
CLO-3	To develop content using the features in French language	✓	✓	✓	✓	3	85	75	3	3	2								
CLO-4	To interpret the French language into other language	✓	✓	✓	✓	3	85	75	2	2	3								
CLO-5	To improve the communication, intercultural elements in French language	✓	✓	✓	✓	3	85	75	3	3	2								

Title & Content	Unit I / CLO - 1	Unit II / CLO - 2	Unit III / CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
SLO-1	Contacts, Emma la championne	Les verbes du premier groupe	Qu'est-ce qu'ils font?	Portraits	Les verbes du deuxième groupe –
SLO-2	Les nombres à partir de 31	La liaison	Où est mon sac	Un casting	Les pronoms personnels toniques
SLO-3	Les pays, les nationalités	Entrer en contact	Quelques objets	Le Petit Spirou	Les verbes faire et lire
SLO-4	Les jours de la semaine, Les jours	Présenter et se présenter	Les professions	L'aspect physique	Les Sons
SLO-5	Les mois de l'année, Les animaux domestiques	Demander et dire la date	La formation du féminin (2)	Le caractère	Décrire l'aspect physique
SLO-6	La famille (1)	Une rencontre.	Qu'est-ce que c'est?	les états d'âme	Demander et dire l'heure
SLO-7	La formation du féminin (1)	Contacts	C'est / Il est (1)	Les prépositions de lieu (1)	Elle est comment?
SLO-8	Les adjectifs possessifs	Emma la Championne	La phrase négative (1)	La famille (2)	Portraits
SLO-9	La phrase interrogative	Mots et expressions	Les verbes aller et venir	La formation du féminin	Mots et Expressions
SLO-10	Les nombres	Grammaire	Les formules de politesse	La formation du pluriel (2)	Grammaire.
SLO-11	Intonation et est-ce que	Communication	C'est qui?	Il y a	Communication
SLO-12	Les exemples	Les verbes du ER –groupe	Mots et Expressions	Les articles contractés	Les concepts
Assessment					

Resources			
1	"La Nouvelle Génération-AI" Méthode de français, Marie-Noëlle COCTON, P. DAUDA, L. GIACHINO, C. BARACCO, Les éditions Didier, Paris, 2018.	4	https://www.elearningfrench.com/learn-french-grammar-online-free.html
2	Cahier d'activités avec deux discs compacts.	5	https://www.lawlessfrench.com/grammar
3	https://www.fluentu.com/blog/french/french-grammar	6	https://blog.gymglish.com/2022/12/15/basic-french-grammar

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 100% weightage							
		CLA – 1 (20%) Cycle Test-I		CLA– 2 (20%) Cycle Test-II		CLA– 3 (30%) Model Examination		CLA – 4 (30%)#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	50%	-	30%	-	20%	-	20%	-
Level 2	Apply Analyze	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-
	Total	100 %		100 %		100 %		100 %	

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

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	Mr. Kavaskar Danasegarane, Language Specialist, Process Expert Maersk Global Service Center Pvt. Ltd Mailkavas18@gmail.com	1	Dr. C.Thirumurugan ,Professor, Department of French, Pondicherry University drcthirumurugan@gmail.com	1	Mr. Kumaravel K. Assistant Professor & Head, SRMIST,KTR., hod.french.ktr@srmist.edu.in
2	Mr. Shrivathsan S, Journalist, Senior Sports Reporter/Sub-Editor, Times of India, Chennai shrivathsangilramhanga@gmail.com			2	Miss. Abigail A, Assistant Professor , SRMIST,,VDP abigaila@srmist.edu.in
				3	Mrs.M.Mahalakshmi, Assistant Professor , SRMIST,,RMP mahalakm2@srmist.edu.in

SEMESTER-II

Course Code	UBA24201T	Course Name	HUMAN BEHAVIOUR AND ORGANIZATION	Course Category	CC	Core Courses-04	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department	<i>Faculty of Management</i>			Data Book / Codes/Standards						

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)			
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		1	2	3	1	2	3	4	5
CLR-1:	To develop basic understanding of the concept of human behavior and organization	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-2:	To highlight the importance of OB in modern organizations								
CLR-3:	To understand individual and group behavior in the workplace to improve the effectiveness of an organization								
CLR-4:	To critically evaluate leadership styles and strategies								
CLR-5:	To understand significance of cross cultural management								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Identify the different terminologies and interpret concepts in Organisational Behaviour	3	80	85	3	2	-	-	-
CLO-2:	Apply the concepts involved in management of Individual Behavior in the organisation	3	80	85	3	3	-	-	-
CLO-3:	Integrate the knowledge of motivational concepts in real time environment.	3	75	80	2	3	-	-	-
CLO-4:	Analyze the complexities associated with management of the group behavior in the organization.	3	85	90	2	3	-	-	-
CLO-5:	Acquire an understanding about different styles of leadership and their appropriate adoption.	3	85	90	3	3	-	-	-

Duration (hour)	12	12	12	12	12
S-1	SLO-1	Concept of human behaviour	Personality – an introduction	Meaning of motivation	Definition of group dynamics
	SLO-2	Introduction of organizational behaviour	Determinants of personality	Nature of motivation	
S-2	SLO-1	Meaning of organization	Development of personality - stages	Importance of motivation	The dynamics of groups Formation
					Introduction and definition to Leadership
					Characteristics of leadership
					Leadership styles & functions

	SLO-2	Meaning of organizational behaviour	Type a and type b Personality	Techniques to increase motivation	Formal and informal leaders	The managerial grid
S-3	SLO-1	Types of organization	Five personality types	Motivation and behaviour	Reasons for group formation	Trait theories
	SLO-2	Features of organization	Characteristics of personality types	Types of motivation	Problems or difficulties of Informal groups	Behavioural approach
S-4	SLO-1	Determination of organizational goals	Stages of personality development	Theories of motivation	Group norms	Ohio and michigan studies
	SLO-2	Integration of individual & organizational goals	Freudian stages	Maslow's need hierarchy theory	Types of norms	Contingency theories, authentic leadership
S-5	SLO-1	Types of organisational structure	Erikson stages	Alderfer's erg theory	Conformity of group roles	Mentoring, self-leadership;
	SLO-2	Types of organisational structure	Personality traits & theory	Herzberg motivation – hygiene theory	Inter-group behaviour Approaches to intergroup Relationship	Inspirational approaches (transformational, charismatic)
S-6	SLO-1	Historical development of organizational behavior	Nature of attitudes	Mcgregor's theory x and theory y	Group development	Comparison of indian leadership styles with other countries
	SLO-2	Ob and similar field of studies	Types & components of attitudes	Vroom's expectancy theory	Five stage model of group development	Meaning & definition of power
S-7	SLO-1	Contributing disciplines to OB	Measurement of attitude	Porter and law model	The punctuated-equilibrium Model	Distinction between power, authority and influence
	SLO-2	Applying OB to management practices	Theories of attitude formation	Equity theory	Decision making in groups	Bases, faces & acquisition of power
S-8	SLO-1	Role of OB	Nature of learning	Integrating motivational theories	Steps in group decision making	Tactics to gain power
	SLO-2	Foundation of OB	Theories of learning	Self-determination theory	Techniques of group decision making	Power relationship
S-9	SLO-1	Organizational theory	Types of learning styles	Goal-setting Theory	Groupthink and shift	Concept of culture
	SLO-2	Approaches to study in OB	Reinforcement	Reinforcement theory	Indian perspective on group norms	Impact of culture
S-10	SLO-1	Process of behaviour	Organizational modification & learning theory	Self-efficacy theory	Types of teams	Creating culture
	SLO-2	Challenges and opportunities in OB	The learning process	Motivational techniques - introduction	Creating team players from individual building	Sustaining culture
S-11	SLO-1	Framework of OB	Nature of perception	MBO	Nature of conflict	Employees and culture
	SLO-2	Factors influencing OB	Perceptual process	Job satisfaction	Conflict management	Creating positive and ethical cultures
S-12	SLO-1	Models of man	Factors influencing perception	Job enrichment	Preventive and curative measures, resolving conflict	Importance of cross-cultural management
	SLO-2	OB models	Terminal values and instrumental values	Job enlargement & rotation	E-teams	Stress management

Learning Resources	<ol style="list-style-type: none"> 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
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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

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA1- Cycle Test I, CLA-2 Cycle Test II , CLA3-Model Examination, CLA4- 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	Internal Experts
	Dr.A.R.Krishnan, Professor, SRM IST	Mr.M.Jaiganesh Assistant Professor, SRMIST, Ramapuram

Course Code	UBA24202T	Course Name	MARKETING MANAGEMENT	Course Category	CC	Core Courses-05	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

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: Understanding the core marketing concepts and frameworks.	1	2	3	1	2	3	4	5
CLR-2: Developing skills to analyze and synthesize information and derive insights related to marketing management	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a
CLR-3: Exploring best practices in managing marketing activities within an organization								
CLR-4: Understanding the concept of kind of price and strategies the process of promotion, promotion mix & promotion strategies								
CLR-5: Understanding the concept of Marketing of services								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>							
CLO-1: To develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.		3	80	85	3	2	-	-
CLO-2: To Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives		3	80	85	3	3	-	-
CLO-3: It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.		3	75	80	2	3	-	-
CLO-4: To Understand the concept of kind of price and strategies the process of promotion, promotion mix & promotion strategies		3	85	90	2	3	-	-
CLO-5: To develop understanding about the concept of marketing of services.		3	85	90	3	3	-	-

Duration (hour)	12	12	12	12	12	
S-1	SLO-1	Introduction to Marketing-Definition	Segmentation	Product-Characteristics	Promotion Decisions	Marketing Services: Introduction growth of the service sector
	SLO-2	Fundamentals of marketing	Levels of Market Segmentation	Product Classification	Promotional Mix	The concept of service.

S-2	SLO-1	Nature & objectives of Marketing	Levels of Market Segmentation	Tangible & Intangible, Goods & services	Factors determining promotion mix	Characteristics of service
	SLO-2	Scope of Marketing	Bases for segmenting Consumer markets	Consumer goods and Industrial Goods	Push Vs Pull Strategy	Marketing strategies for service firms – 7Ps.
S-3	SLO-1	Importance of Marketing	Targeting	Levels of product	Promotional Tools	Marketing of Service With Special Reference To: Financial services,
	SLO-2	Difference between sales and market orientation	Target strategies	Major product decisions	Fundamentals of advertisement-Features	Health services,
S-4	SLO-1	Evolution of Marketing	Selecting market segment for targeting	Product mix and line decisions	Objectives, Importance of Advertising	Hospitality services including travel, hotels and tourism,
	SLO-2	Evolution of Marketing	Positioning	Product diversification and differentiation	5M's of advertising	Professional service,
S-5	SLO-1	Core Marketing Concepts	Elements of positioning	New Product Development process	Kind of ad media	Public utility service, Educational services.
	SLO-2	Core Marketing Concepts	Steps in positioning	New Product Development process	Ad Agency	Contemporary issues in marketing
S-6	SLO-1	Classification of Market	Consumer Behaviour- Characteristics of buyer	Product Life cycle	Sales Promotion-Types	Contemporary issues in marketing
	SLO-2	Classification of Market	Internal and external influence of purchaser	PLC-Marketing strategies	Sales promotion-Types	E-commerce
S-7	SLO-1	Marketing Mix-4 P's	Consumer goods and Industrial Goods	PLC-Marketing strategies	Public Relations	E-commerce
	SLO-2	Marketing Mix- 4 C's	The Rise of Consumer Democracy	Branding Decisions	Functions & Types	Digital Marketing
S-8	SLO-1	Marketing Environment – Internal Factors	Stimulus Response Model of Consumer Behaviour	Packaging	Publicity	Digital Marketing
	SLO-2	Marketing Environment- External Factors	Stimulus Response Model of Consumer Behaviour	Labelling	Personal Selling	Ethics and social responsibility in marketing
S-9	SLO-1	Market and Competition Analysis	Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context	Warranties & Guarantee	Direct Marketing	Integrated Marketing
	SLO-2	Market and Competition Analysis	Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context	Portfolio approach – Boston Consulting Group (BCG) matrix	Physical Distribution	Online payments
S-10	SLO-1	Customer Value	Consumer Buying Decision Process	Introduction to Brand Management	Distribution Channel	Rural Marketing
	SLO-2	Value Delivery Process	Consumer Buying Decision Process	Branding –Types, Brand Awareness	Importance of Distribution Channel	Rural Marketing
S-11	SLO-1	Creating and delivering customer value	Business Customer's Buying Decision Process	Brand Loyalty & equity	Factors influencing choice of distribution	Social Marketing

	SLO-2	Creating and delivering customer value	Business Customer's Buying Decision Process	Pricing Decisions: Determinants of Price, Objectives	Various kinds of marketing channels & Effective use of marketing channel	Social Marketing
S-12	SLO-1	Types of Marketing – B2C, B2G	Traditional Vs Experiential Marketing's view of customer	Pricing Procedures-steps	Distribution Channels	Green Marketing
	SLO-2	Types of Marketing – B2B, C2C	Traditional Vs Experiential Marketing's view of customer	Pricing Methods (Non-mathematical treatment), and Adapting Price.	Sales management	Green Marketing

Learning Resources	<ol style="list-style-type: none"> 1. Kotler P., Keller K., et al. <i>Marketing Management</i> (16th edition). Pearson Education Pvt. Ltd. 2. Aaker, D. A. and Moorman Christine., <i>Strategic Market Management: Global Perspectives</i>. John Wiley & Sons. 3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth <i>Marketing Management</i>. Pearson Higher Education 4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. <i>Principles of Marketing</i> (17th edition). Pearson Education. 5. Ramaswamy, V.S. & Namakumari, S. <i>Marketing Management: Indian Context Global Perspective</i> (6th edition). Sage Publications India Pvt. Ltd.
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
1.Mr. Gabriel Prakash, Head – Trade Marketing, Sony India Ltd., Chennai	Dr. Vaishali Mahajan, Associate Professor,SCMHRD, Pune	1.Mrs. Anandhi S, SRMIST, Faculty of Management, Ramapuram

Course Code	UBA24203T	Course Name	BUSINESS ECONOMICS	Course Category	CC	Core Courses -06			
						L	T	P	C
						3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable				
Course Offering Department	Faculty of Management		Data Book / Codes/Standards						

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 equips students with fundamental concepts of microeconomics	1	2	3	1	2	3	4	5
CLR-2:	To demonstrate the knowledge on the Business economics delves into the complexities of market structures, helping students navigate	Level of Thinking (Delcas)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To fosters critical thinking by analyzing real-world case studies, enabling students to propose								
CLR-4:	To grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts								
CLR-5:	To facilitate the students to understand today's dynamic and interconnected business landscape								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Identify the applications and fundamental concepts of microeconomics	3	80	85	3	2	-	-	-
CLO-2:	Demonstrate the knowledge on the Business economics delves into the complexities of market structures, helping students navigate.	3	80	85	3	3	-	-	-
CLO-3:	Apply the knowledge of critical thinking by analyzing real-world case studies.	3	75	80	2	3	-	-	-
CLO-4:	Understand business economics is essential for aspiring entrepreneurs, managers, and analysts	3	85	90	2	3	-	-	-
CLO-5:	Attain knowledge about today's dynamic and interconnected business landscape	3	85	90	3	3	-	-	-

Duration (hour)	12	12	12	12	12	
S-1	SLO-1	Fundamentals and Basic elements of Microeconomics:	Producer And Consumer Behavior:	Concept of Market	National Income:	Brief Introduction of Indian Economy
	SLO-2	The Economic Problem	Theory of Production	Market Meaning and Definition	Introduction	Pre-Independence
S-2	SLO-1	Scarcity and Choice	Factors of Production	Classification of Market Structure	Circular Flow of Income	Post-Independence
	SLO-2	Nature and Scope	Production Function	Classification of Market Structure	Circular Flow of Income	Post-Independence
S-3	SLO-1	Positive and Normative Economics	Returns to Scale	Perfect Competition, Nature of perfect competition	Concept of GDP	Current Challenges Facing by Indian Economy

	SLO-2	Positive and Normative Economics	Returns to Scale	Price and output under perfect competition in short run in Long run	GNP	Current Challenges Facing by Indian Economy
S-4	SLO-1	Scope of Study	Producers' Equilibrium	Monopoly Market, Nature of Monopoly	NDP	Human Capital Formation
	SLO-2	Central Problems of Micro economics	Theory of Cost	Monopoly Market, Nature of Monopoly	NNP	Human Capital Formation
S-5	SLO-1	Central Problems of Macro economics	Short Run and Long Run Average	Price and output under monopoly in short run	NNP	Poverty
	SLO-2	Demand Schedule:	Short Run and Long Run Average	Price and output under monopoly in short run	(At Market Price and Factor Cost)	Poverty
S-6	SLO-1	Individual and Market Demand Curve	Marginal and Total Cost Curves	Price and output under monopoly in long run	Methods of Calculating National Income	Employment
	SLO-2	Individual and Market Demand Curve	Marginal and Total Cost Curves	Price and output under monopoly in long run	Methods of Calculating National Income	Types of Unemployment
S-7	SLO-1	Determinants of Demand	Cardinal Utility Approach	Monopolistic Competition,	Factors difficulties in measurement of national income	Employment Vs Unemployment
	SLO-2	Law of Demand	Cardinal Utility Approach	Nature of monopolistic competition	Factors difficulties in measurement of national income	Employment Vs Unemployment
S-8	SLO-1	Movement and Shift among Demand Curve	Law of Diminishing Marginal Utility	Price and output under monopolistic competition in short run & Long run	Factors determining national income	Business cycle
	SLO-2	Elasticity of Demand	Law of Diminishing Marginal Utility	Price and output under monopolistic competition in short run & Long run	Factors determining national income	Characteristics of Business cycle
S-9	SLO-1	Supply Schedule:	Law of Equi-Marginal Utility	Oligopoly, nature of oligopoly,	Importance of national income	Phases of Business cycle
	SLO-2	Individual and market supply	Law of Equi-Marginal Utility	types of oligopoly	Importance of national income	Phases of Business cycle
S-10	SLO-1	determinants of supply	Indifference Curves	Pricing Policy	Sector wise measurement of national income	Inflation, Inflation Types
	SLO-2	law of supply	Indifference Curves	Pricing Methods	Sector wise measurement of national income	Demand Pull Inflation , Cost Push Inflation
S-11	SLO-1	Elasticity of supply	Budget Lines and Consumer Equilibrium	Pricing Approaches	Uses of National Income Statistics	Business Environment
	SLO-2	Determination of demand and supply	Budget Lines and Consumer Equilibrium	Product Line Pricing, Price Forecasting	Uses of National Income Statistics	Trade with Various Nations
S-12	SLO-1	effect of a shift in demand and supply	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Sustainable Economic Development.
	SLO-2	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels

Learning Resources	<ol style="list-style-type: none"> 1. Varian. H.R: Micro Economics A modern Approach 2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication. 3. Ahuja, H.L. Advanced Economic theory 4. Jain K.P. Advanced Economic theory 4. Jhingan M.L. Modern Micro Economics J. Shapiro: Macro Economic Theory and Policy 5. W.H. Bransin: Macro-Economic Analysis 6. M.L. Jhingan: Macro-Economic Theory and Policy
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7. M.C. Vaishya: Macro-Economic Theory
8. Sunil Bhaduri: Macro Economic Analysis
9. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.
10. Samuelson & William D. Nordhaus: Economics; McGraw Hills
11. A.N. Agarwal: Indian Economy.
12. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi.
13. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India.
14. D.M. Mithani: Macro Economics; Himalaya Publishing House.
15. Macroeconomics" by N. Gregory Mankiw

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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
		Dr. Suresh V, Assistant Professor, Faculty of Management , SRMIST - VDP

Course Code	UBA24SE1L	Course Name	EMERGING TECHNOLOGIES AND APPLICATION	Course Category	SEC	Skill Enhancement Course-01	L	T	P	C
							1	0	2	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department	Faculty of Management		Data Book / Codes/Standards							

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 understand the concept, process, and importance of , cloud computing
CLR-2:	To help students in understanding the IoT and its applications
CLR-3:	To train students to acquire the knowledge of block chain and its challenges
CLR-4:	To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage
CLR-5:	To provide a comprehensive understanding of emerging technologies such as, robotics, AR/VR, etc.

	1	2	3
	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
	1	85	90
	2	80	90
	4	85	90
	3	80	90
	4	85	90

	1	2	3	4	5
	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
	3	2	-	-	-
	3	2	-	-	-
	2	3	-	-	-
	2	3	-	-	-
	3	3	-	-	-

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>
CLO-1:	Students will understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, comprehending their principles, components, and functionalities.
CLO-2:	Students will analyze the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.
CLO-3:	Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
CLO-4:	Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management
CLO-5:	Students shall be able to apply the skills of AR/VR, etc., comprehending their principles, components, and functionalities.

Duration (hour)		6	6	6	6	6
S-1	SLO-1	IaaS Cloud service models	Cloud governance frameworks	Cyber-physical systems and digital twins	Financial services and digital identity	Differences between AR and VR
	SLO-2	PaaS Cloud service models	Cloud governance frameworks	Cyber-physical systems and digital twins	Financial services and digital identity	Historical development of AR
S-2	SLO-1	SaaS Cloud service models	Sensor technologies and connectivity	Robotics and advanced manufacturing technologies	Challenges and Opportunities	Historical development of AR
	SLO-2	Public Deployment models	IoT Applications in Smart cities	Robotics and advanced manufacturing technologies	Challenges and Opportunities	Historical development of VR
S-3	SLO-1	Private Deployment models	IoT Applications in infrastructure	Impact on Business Models	Security and privacy issues	Current state of AR
	SLO-2	Hybrid Deployment models	Industrial IoT and manufacturing	Business process optimization	Security and privacy issues	Current state of VR
S-4	SLO-1	Cloud-based enterprise solutions	IoT data processing and storage	Fundamentals of Block chain	Regulatory and compliance considerations	AR applications in marketing and customer experience
	SLO-2	Cost-benefit analysis and scalability	Real-time analytics and decision-making	Fundamentals of Block chain	Regulatory and compliance considerations	VR applications in marketing and customer experience
S-5	SLO-1	Cost-benefit analysis and scalability	Concept of Industry 4.0	Decentralization and distributed ledger	Introduction to AR	Training and development through immersive technologies
	SLO-2	Security and Governance	Concept of Industry 4.0	Decentralization and distributed ledger	Introduction to VR	Challenges and Opportunities
S-6	SLO-1	Data security and compliance in the cloud	Automation and smart manufacturing	Cryptography and consensus mechanisms	Key concepts of AR	Technological limitations and advancements

	SLO-2	Data security and compliance in the cloud	Automation and smart manufacturing	Smart contracts	Key concepts of VR	Integration with existing business processes
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Learning Resources	<p>Text Books (Latest Editions):</p> <ol style="list-style-type: none"> 1. Emerging Technologies by Errol S. van Engelen 2. Internet of Things by Jeeva Jose, Khanna Book Publishing. 3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari 4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing. 5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications. 6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, 7. Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete. 8. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur. 9. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing. 10. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma. 11. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh <p>References:</p> <ul style="list-style-type: none"> ● Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. <i>Assistive Technology</i>, 33(sup1), 17–26. https://doi.org/10.1080/10400435.2021.1945704 ● Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, <i>Research Policy</i>, Volume 48, Issue 9, 2019, 103834, https://doi.org/10.1016/j.respol.2019.103834. ● Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behavior", <i>Organization Management Journal</i> , Vol. 19 No. 3, pp. 88- 98. https://doi.org/10.1108/OMJ-10-2020-1063
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<p>Case Studies</p> <ol style="list-style-type: none"> 1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, https://hbsp.harvard.edu/product/IMB889-PDF-ENG?Ntt=emerging%20technologies 2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, https://hbsp.harvard.edu/product/W14007-PDF-ENG?Ntt=emerging%20technologies
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	60%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate		-	20%	-	30%	-	30%	-	20%	-
	Create										
Total		100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
.		1. D.Sugumaran., Assistant Professor, Faculty of Management, SRM IST, VDP

Course Code	UBA24ME2T	Course Name	MEDIA LITERACY AND CRITICAL THINKING	Course Category	MDE	Multi Disciplinary Elective Courses-02	L	T	P	C
							1	1	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department	<i>Faculty of Management</i>			Data Book / Codes/Standards						

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)							
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CLR-1:	To understand the concept, process, and importance of critical thinking skills to analyse various media forms effectively and identify underlying biases.	1	2	3	1	2	3	4	5
CLR-2:	To help students in understanding the Foster media literacy principles for navigating digital media.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To train students to acquire and Explore media production dynamics and ownership structures								
CLR-4:	To sensitize students to understand ethical and regulatory considerations in media practices								
CLR-5:	To train students for communicating effectively for the purpose of gaining employment.								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies	1	85	90	3	2	-	-	-
CLO-2:	Apply media literacy principles to make informed decisions about media consumption and production	2	80	90	3	2	-	-	-
CLO-3:	Understand the complexities of media production, distribution, and audience behavior.	4	85	90	2	3	-	-	-
CLO-4:	Adhere to ethical standards in media content creation and consumption	3	80	90	2	3	-	-	-
CLO-5:	Promote responsible digital citizenship by navigating online information critically and combating misinformation.	4	85	90	3	3	-	-	-

Duration (Hour)	6	6	6	6	6
S-1	SLO-1	Foundations of Media Literacy and Critical Thinking	Deconstructing Media Text	Media Consumption and Production Dynamics	Ethics, Regulation, and Digital Media Literacy
	SLO-2	Core principles of media literacy and critical thinking;	Forms of media texts,	Dynamics of media production,	Ethical and regulatory considerations inherent in media
					Ethics, Regulation, and Digital Media Literacy
					the regulatory framework governing media content, and

S-2	SLO-1	Definition	including print,	distribution, and consumption in India:	practices of digital media literacy	the role of self-regulatory bodies in upholding ethical standards;
	SLO-2	significance of media literacy,	including print,	distribution, and consumption in India:	practices of digital media literacy	the role of self-regulatory bodies in upholding ethical standards;
S-3	SLO-1	its historical evolution within the Indian context;	broadcast, digital, and social media;	distribution, and consumption in India:	practices of digital media literacy	Digital media's impact on contemporary media literacy practices,.
	SLO-2	its historical evolution within the Indian context	broadcast, digital, and social media;	distribution, and consumption in India:	the evolving landscape of digital media literacy	Digital media's impact on contemporary media literacy practices,
S-4	SLO-1	Understanding media as a powerful communication tool and.	Textual analysis and the deconstruction of visual media using semiotics;	Influence of ownership and control structures on media content;	the evolving landscape of digital media literacy	Digital media's impact on contemporary media literacy practices,
	SLO-2	Understanding media as a powerful communication tool and	Textual analysis and the deconstruction of visual media using semiotics;	Influence of ownership and control structures on media content;	the evolving landscape of digital media literacy	Digital media's impact on contemporary media literacy practices,
S-5	SLO-1	Understanding media as a powerful communication tool and	The impact of media representations on individual perceptions and societal attitudes,	Influence of ownership and control structures on media content;	Ethical principles in media,	strategies for navigating online information, and promoting digital citizenship
	SLO-2	Understanding media as a powerful communication tool and	The impact of media representations on individual perceptions and societal attitudes,	Techniques for critically evaluating media content and analysing audience consumption patterns	Ethical principles in media,	strategies for navigating online information, and promoting digital citizenship
S-6	SLO-1	its role in shaping societal perceptions and behaviors	from relevant case studies in the Indian context.	Techniques for critically evaluating media content and analysing audience consumption patterns	Ethical principles in media,	strategies for navigating online information, and promoting digital citizenship
	SLO-2	its role in shaping societal perceptions and behaviors	from relevant case studies in the Indian context.	Techniques for critically evaluating media content and analysing audience consumption patterns	Ethical principles in media,	strategies for navigating online information, and promoting digital citizenship

Learning Resources	Text Books (Latest Editions)
	1. Potter, W. J. Media literacy (8th ed.). SAGE Publications. 2. Hobbs, R. Media literacy in the digital age. Routledge.
	3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
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	11. Hammond, J. S., Keeney, R. L., & Raiffa, H. Smart choices: A practical guide to making better decisions. Harvard Business Review Press.
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	External Experts from Higher Technical Institutions	Internal Experts
		1. Dr. M.Srinivasan, Asst. Professor, Faculty of Management, SRM IST, KTR

Course Code	UBA24VA2T	Course Name	INDIAN CONSTITUTION	Course Category	VAC	Value Added Courses-02	B	T	P	C
							2	0	0	2

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

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1:	Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students	1	2	3	1	2	3	4	5
CLR-2:	Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies								
CLR-4:	Explore the legal history of competing claims between economic development and principles of equity and justice in India								
CLR-5:	Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19								

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
CLO-1:	Students of the BBA programme get equipped with a knowledge of the Indian Constitution	2	75	60	3	-	2	-	-
CLO-2:	Students understand the Indian economic system from the perspective of economic governance and business	2	80	70	3	-	-	2	-
CLO-3:	They begin to develop a nuanced analytical framework about ongoing constitutional debates and battles that affect the domain of business	2	70	65	-	3	3	-	-
CLO-4:	Developing a sense of how questions of economic growth have to be balanced with other constitutional commitments	2	70	70	2	-	-	3	-
CLO-5:	Acquire knowledge of the Indian constitution including social and economic justice	2	80	70	3	3	-	-	3

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Unit – I, Introduction to Economic History of the Indian Constitution	Legal Regulation and economic justice	The particular provision of the Constitution has been one of the most severely litigated freedoms.	Article 280 of the constitution	Cases that Shaped India’s Financial Landscape as our guide through this landscape
	SLO-2	Continuation of Introduction to Economic History of the Indian Constitution	Legal Regulation and economic justice	The particular provision of the Constitution has been one of the most severely litigated freedoms.	Continuation of Article 280 of the constitution	Cases that Shaped India’s Financial Landscape as our guide through this landscape
S-2	SLO-1	Historical understanding of the constitution as an economic	Unit – II, Introduction to Fundamental Rights	Fundamental Duties.	Unit – IV, Introduction to Constitutional Battles that Shaped	The case studies on the banning of diesel-engine cars

Duration (hour)	6	6	6	6	6	
	document.			the Economy		
	SLO-2	Historical understanding of the constitution as an economic document.	Introduction to Business in India	Fundamental Duties.	Continuation of Constitutional Battles that Shaped the Economy	The case studies on the banning of diesel-engine cars
S-3	SLO-1	Understanding the Preamble	About the Article 19 (1) (g) Grants rights to every citizen	Unit – III, Introduction to Fiscal Federalism	History of some case studies	The case studies on the telecom regulations
	SLO-2	Understanding the Preamble	Article 19 (1) (g) - Right to practice any profession	Continuation of Introduction to Fiscal Federalism	Continuation of the case studies	The case studies on ownership of broadcast media
S-4	SLO-1	Starting from the land reform cases in the 1950s to the validity of the Bitcoin ban imposed by the RBI	Article 19 (1) (g) – Right to carry on any profession	About the Articles 301 to 307 – The constitution pertains to trade	Demonstrate the complex and fascinating overlap between the Constitution and business	The case studies on Demonetisation
	SLO-2	Starting from the land reform cases in the 1950s to the validity of the Bitcoin ban imposed by the RBI	Article 19 (1) (g) – Right to occupation	About the Articles 301 to 307 – Commerce	Demonstrate the complex and fascinating overlap between the Constitution and business	The case studies on Demonetisation
S-5	SLO-1	Signpost all of the important economic moments in the constitutional history of post-colonial India	Article 19 (1) (g) – Right to trade or business	About the Articles 301 to 307 – to intercourse within the Territory of India	The use of Saurabh Kirpal’s book Fifteen Judgments	The case studies on Aadhaar
	SLO-2	Signpost all of the important economic moments in the constitutional history of post-colonial India	Other fundamental rights – subject to reasonable restrictions impose by the state	Continuation of intercourse within the Territory of India	The use of Saurabh Kirpal’s book Fifteen Judgments	The case studies on Aadhaar
S-6	SLO-1	Constitutional design	Other fundamental rights – subject to reasonable restrictions impose by the state	Challenges associated with fiscal federalism in India	Cases that Shaped India’s Financial Landscape as our guide through this landscape	Lifting of restrictions on dealing in cryptocurrencies
	SLO-2	Constitutional design	Other fundamental rights – subject to reasonable restrictions impose by the state	Vertical fiscal imbalance	Cases that Shaped India’s Financial Landscape as our guide through this landscape	Lifting of restrictions on dealing in cryptocurrencies

Learning Resources (Latest Editions)	<ul style="list-style-type: none"> • The Oxford Handbook of the Indian Constitution, Oxford university press.
	<p>Cases: Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248</p> <ul style="list-style-type: none"> • State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental rights) • Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalized) • Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation) • Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality) • T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79 • Harman Singh v. RTA, Calcutta, AIR 1954 SC 190 • Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224 • State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699 • Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801 State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874, • G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375 • Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406

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

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

Course Designers		
Experts from Industry	EXTERNAL Experts from Higher Technical Institutions	Internal Experts
Dr. V.S. Ravi, Technical Lead, World Bank.	Dr. Senthilkumar Professor, Anna University, Chennai	1. Dr. Jagan Babu K, Assistant Professor, FOM, SRMIST, Kattankulathur 2. Dr. Sakthi Prasath G B, Assistant Professor, FOM, SRMIST, Kattankulathur

Course Code	UBA24AE3T	Course Name	BUSINESS COMMUNICATION-II	Course Category	AEC	Ability Enhancement Courses-04			
						L	T	P	C
						1	1	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable				
Course Offering Department	<i>Faculty of Management</i>			Data Book / Codes/Standards					

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)						
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CLR-1:	To understand the concept, process, and importance of business communication.	1	2	3	1	2	3	4	5
CLR-2:	To help students in understanding the basic written communication in intra organizational, departmental, and workplace communication.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To train students to acquire and master in formal oral communication, professionalism, and team work for the corporate world.								
CLR-4:	To sensitize students to understand Negotiation Skills and Communication in Global and Cross-Cultural context.								
CLR-5:	To train students for communicating effectively for the purpose of gaining employment.								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Apply the skills for writing various workplace written communications.	1	85	90	3	2	-	-	-
CLO-2:	Effectively analyze and evaluate business reports.	2	80	90	3	2	-	-	-
CLO-3:	Demonstrate competence in delivering impressive power-point presentations.	4	85	90	2	3	-	-	-
CLO-4:	Able to negotiate and react well globally in an organizational framework.	3	80	90	2	3	-	-	-
CLO-5:	Create objective and succinct resumes and be prepared to perform optimally in job interviews.	4	85	90	3	3	-	-	-

Duration (Hour)	6	6	6	6	6	6
S-1	SLO-1	Introduction to Written Communication - Intra Organizational Communication	Report Writing: Types of Business Reports, Responding to Request for Proposals (RFP)	Introduction to Oral Communication, Professionalism, and Team-work	Introduction to Negotiation Skills and Cross-Cultural Communication	Introduction to Contemporary Communication
	SLO-2	Departmental and Workplace Communication	Response to RFP, Formal Report- Components and Purpose, Organizing Information	Meaning, Nature, and Scope of Effective Oral Communication	Negotiation Communication with Vendors and Suppliers	Digital Communication – Individual Communication via Social Media

S-2	SLO-1	Written Communication: Need and Types	Outlining & Numbering Sections, Section Headings	Techniques of Effective Speech	Negotiation Communication with Employees and other Stakeholders	Organizations Communicating via Social Media
	SLO-2	Basics Writing of Agenda, Notice, Office Memoranda	Sub-Headings & Presentation	Media for Oral Communication	BATNA and Communication during Negotiations	Media Literacy
S-3	SLO-1	Basics Writing: Office orders, News Letters	Reporting in Digital Age	Face-to-Face Conversation and Telephone Conversation	Body Language and Negotiation	Strong Digital Communication Skills – Email, Instant Messaging, and Video Conferencing
	SLO-2	Basics Writing: Positive and Negative Messages	Writing Reports on Field Work/Visits to Industries	Radio Conversation and Public Address, and Podcast	Impact of Globalization on Organizational Communication	Strong Digital Communication Skills – E-Meetings, Digital Collaboration and Digital Citizenship
S-4	SLO-1	Use of Technology for Communication; Effective IT Communication Tools	Writing Reports on Business Proposals	Constructing Oral Report and Group Discussion	Cross-Cultural Frameworks like Geert Hofstede	Digital Etiquettes and Responsibilities
	SLO-2	Electronic Mail and its Advantages	Writing Reports on Business Proposals	Teams Communication and Communication during Online Meetings	Culture and Appropriate Communication	Introduction to Personal and Organizational Websites; Communication through Podcasts
S-5	SLO-1	Effective IT Communication Tools: Safety and Smartness - Email Etiquettes	Corporate Communication (CC): CC – Channels and Target Segments	Online and Offline Professional Etiquettes	Etic and Emic Approaches to Culture	Job Searching in Digital Age: Creating Resume (CV & Cover Letter)
	SLO-2	Effective IT Communication Tools: Safety and Smartness in Writing E-mail Writing	Types of Corporate Communication	Online and Offline Professional Etiquettes	Communication to a Diverse Workforce	Creating Customized Cover Messages for Job Applications, purposes and Types of Employment Interviews
S-6	SLO-1	Use of Online Social Media for Communication and Public Relations	Managing Crisis Communication	Conducting Appraisals	Overcoming barriers and Biases in Cross-Cultural Communication	Performing Optimally in a Job Interview
	SLO-2	Ethical Dilemmas in Use of Social Media for Communication	Managing Communication during Change and Culture as Communication	Conducting Interviews	Building Inter-Cultural Workforce Skills and Cross-Cultural Etiquettes across Clusters/Countries	Do's and Don'ts Before and After the Interview

Learning Resources	Text Books (Latest Editions)
	<ol style="list-style-type: none"> 1.AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co. 2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education. 3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P. Effective Business Communication. McGraw Hill. 4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication. 5. Boove, C.L. et al., Business Communication Today, Pearson.
	References
	<ol style="list-style-type: none"> 1. Culture as Communication (2001) by Stever Robbins https://hbsp.harvard.edu/product/C0108A-HCB-ENG 2. The Future of Internal Communication Rita Linjuan Men, Shannon A. Bowen Business Expert Press BEP336-PDF-ENG https://hbsp.harvard.edu/product/BEP336-PDF-ENG

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

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

Course Designers		
Experts from Industry	External Experts from Higher Technical Institutions	Internal Experts
Thiru. Krishna Raj, Sutherland Krishna.Raj1@sutherlandglobal.com	1. Dr. K S Antonyamy Associate Professor and Head, Dept. of English, Loyola College, Chennai antonyamyks@loyolacollege.edu 2. Dr. C S Senthil, Assistant Professor, PG & Research Dept. of English, Thiagarajar College, Theppakulam, Madurai – 9 senthil_eng@tcarts.in & chinkonsen@gmail.com	1. Dr. Jagan Babu K, Asst. Professor, Faculty of Management, SRM IST, KTR 2. Dr. Sakthi Prasath G B, Asst. Professor, Faculty of Management, SRM IST, KTR

Course Code	ULT24AE2J	Course Title	TAMIL - II			Category	AEC	Ability Enhancement Course -05		L	T	P	C
									1	1	0	0	

Course Offering Department	Tamil	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CLR)	The purpose of learning this course is to:	Depth				Attainment			Program learning Outcomes											
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10		
CLR-1	சங்க இலக்கியங்கள் வழி தொன்மை அக, புற வாழ்வியலை அறியச் செய்தல்																			
CLR-2	தமிழ்ச்சமூகத்தின் அறவியல் குறித்து தெரியச் செய்தல்																			
CLR-3	பக்தி இலக்கியங்கள் போதித்த மனித மாண்புகளை உணரச் செய்தல்																			
CLR-4	பண்டைத் தமிழ்ச்சமூகத்தின் தொல் இலக்கியங்கள் வளர்ச்சி பெற்ற வரலாற்றைப் புரியச் செய்தல்																			
CLR-5	சிறுகதைகள் சொல்லும் வாழ்வியல் நெறி, மொழியின் நுட்பங்கள் ஆகியவற்றைத் தெரியச் செய்தல்																			
Outcomes (CLO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Communication Skills, Collaborating	Independent Thinking, Analytical	Leadership Qualities, Professionalism, Digital Technology Skills	Value Incultation, Multicultural	Environmental Action, Community	Entrepreneurial Risk Taking	PLO-9	PLO-10				
CLO-1	பண்டைத் தமிழ்ச் சமூகத்தின் அக, புற வாழ்வியல் இன்றைய சமூக மேம்பாட்டிற்கு வழிகாட்டி நிற்பதை அறிந்துகொள்ளுதல்	✓	✓	-	-	2	75	60		H	H		M							
CLO-2	தமிழ்ச் சமூகம் அறத்தை வலியுறுத்திய சமூகம் என்பதன் வழி மானுட அறத்தைத் தெரிந்துகொள்ளுதல்	✓	✓	✓	-	2	80	70	M		H		H							
CLO-3	பக்தி இலக்கியம் மூலம் இறைத் தந்துவங்களை அறிந்து மானுட ஒற்றுமை மேம்பாட்டை அறிந்துகொள்ளுதல்	✓	✓	✓	✓	2	70	65		H		H	L							
CLO-4	தொல் தமிழ்ச்சமூகம் இலக்கியம், அரசியல், அறம், பக்தி ஆகியவற்றில் தழைத்தோங்கியதைத் தெரிந்துகொள்ளுதல்	✓	✓	✓	✓	2	70	70	H		H		H							
CLO-5	வாழ்வியலின் நெறிகளைச் சொல்லும் கதைகளைப் படைக்கும் திறனோடு மொழி ஆளுமையையும் அறிந்துகொள்ளுதல்	✓	✓	✓	✓	3	80	70	H			M		H						

Title & Content	Unit I / CLO - 1	Unit II / CLO - 2	Unit III / CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
SLO-1	காலந்தோறும் தமிழ் அகத்திணை மரபு - உள்ளடக்கம்	சங்க மருவிய காலம் அறமும் வாழ்வியலும்	பல்லவர் கால இலக்கியங்கள்	பண்டைக்காலத் தமிழகம் சங்ககால மக்களின் வாழ்வியல்	தமிழ்ச் சிறுகதையும் தமிழ்ச் சமூக வாழ்வியலும்
SLO-2	எட்டுத்தொகை நூல்களும் பகுப்புமுறையும்	உலகப்பொதுமறை - திருக்குறள் கட்டமைப்பு	பக்தியும் தமிழும் - பக்தி இலக்கியத் தோற்ற நிலை	முச்சங்க அறிமுகமும் வரலாறும்	புதுமைப்பித்தன் - சங்குத் தேவனின் தர்மம்
SLO-3	ஐங்குறுநூறு - 375, 391	திருக்குறள் வான்சிறப்பு (2)	சைவ சமய இலக்கியங்கள் - சைவக்குரவர் நால்வர்	சங்க இலக்கியப் பாடுபொருளும் வடிவமும்	ந.பிச்சமூர்த்தி - வேப்பமரம் - மரபும் நம்பிக்கைகளும்

SLO-4	குறுந்தொகை - 02, 03	திருக்குறள் - புலவி நுணுக்கம் (132) -	தேவாரம் - திருஞான சம்பந்தர் - 2834 திருநாவுக்கரசர் - 4262	எட்டுத்தொகை நூல்களின் வரலாறும் கட்டமைப்பும்	தமிழருவி மணியன் - ஒற்றைச் சிறகு - உறவின் மேன்மை
SLO-5	அகநானூறு நூல் கட்டமைப்பு	தமிழ் இலக்கிய மரபில் நீதி இலக்கியங்கள்	திருவாசகம்- மாணிக்கவாசகர் ஆனந்த பரவசம் - பாடல் 10	பத்துப்பாட்டு நூல்களின் வரலாறும் வாழ்வியலும்	ஆர். சூடாமணி - மூடநம்பிக்கை.
SLO-6	அகநானூறு -238	நாலடியார் வைகலும் - பாடல் எண் 39	வைணவ சமய வளர்ச்சிப்போக்கு	பதினெண் கீழ்க்கணக்கும் தமிழர் அற மரபும்	கிருஷ்ணா டாவின்ஸி - காலா அருகே வாடா
SLO-7	கலித்தொகை - 11	நீதி இலக்கியத்தில் மருந்து நூல்கள்	நாலாயிரத் திவ்யப் பிரபந்தம் குலசேகராழ்வார் பாடல் - 678	பதினோரு நீதி இலக்கியங்கள்	மொழிப்பயிற்சி சொற்களை உருவாக்குதல்
SLO-8	தமிழர் புறமரபு- புறநானூறு-107	சிறுபஞ்சமூலம் -64	ஆண்டாள் பாடல் - 574. திருமழிசை ஆழ்வார் பாடல்	காப்பிய இலக்கணம் - காப்பியங்களின் வகைமை	எழுத்துகளில் இருந்து சொற்களைக் கண்டுபிடித்தல்
SLO-9	புறநானூறு -110, 112	பழமொழி நானூறு அறிமுகம் - தனித்தன்மைகள்	தமிழில் இஸ்லாமிய இலக்கியங்கள்	ஐம்பெருங்காப்பியங்கள்	படம் பார்த்துக் கதை எழுதுதல்
SLO-10	பத்துப்பாட்டும் ஆற்றுப்படை நூல்களும்	பழமொழி நானூறு - 184	சீறாப்புராணம் - விடமீட்டப் படலம் -10 பாடல்கள்	தமிழ்ச் சமூகமும் சமயத் தத்துவங்களும்	படம் பார்த்துக் கவிதை எழுதுதல்
SLO-11	சிறுபாணாற்றுப்படை: 84-115	பண்டைக்காலப் போரும் வாழ்வும் - புறம்	தமிழில் கிறித்தவ இலக்கியங்கள்	பன்னிரு திருமுறை - அறிமுகம், வரலாறு	கற்பனையும் படைப்பும் - தமிழில் வாசகம்
SLO-12	பட்டினப்பாலை: 40-50	களவழி நாற்பது - 40	கிறித்துவின் அருள்வேட்டல் - திரு.வி.க. அலகிலொளி- 5 பாடல்	நாலாயிரத் திவ்வியப் பிரபந்தம் - அறிமுகம், வரலாறு	விளம்பரத்திற்கு வாசகம் எழுதுதல்
Assessment	Continuous Learning Assessment - 1		Continuous Learning Assessment - 2		
	Continuous Learning Assessment - 3		Continuous Learning Assessment - 4		

Resources

1	கொன்றை, தொகுப்பும் பதிப்பும் - தமிழ்த்துறை ஆசிரியர்கள், தமிழ்த்துறை, எஸ்.ஆர்.எம். அறிவியல் மற்றும் தொழில்நுட்பக் கல்விநிறுவனம், காட்டாங்குளத்தூர், 603203, 2023	2	தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2017
3	மு. அருணாசலம், தமிழ் இலக்கிய வரலாறு, நூற்றாண்டு முறை (9ஆம் நூ. முதல் 16 வரை), தி பார்க்கர், சென்னை, 2005	4	தமிழ் இலக்கியத் தொடரடைவு - http://tamilconcordance.in/
5	மதுரை தமிழ் இலக்கிய மின் தொகுப்புத் திட்டம் - https://www.projectmadurai.org/	6	தமிழ் இணையக் கல்விக்கழகம் - http://www.tamilvu.org/

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 100% weightage							
		CLA – 1 (20%) Cycle Test-I		CLA– 2 (20%) Cycle Test-II		CLA– 3 (30%) Model Examination		CLA – 4 (30%)#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	50%	-	30%	-	20%	-	20%	-
Level 2	Apply Analyze	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-
	Total	100 %		100 %		100 %		100 %	

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

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	I. Dr. P.R.Subramanian, Director, Mozhi Trust, Thiruvanniyur, Chennai – 600 041.	1	<i>Dr. V. Dhanalakshmi, Associate Professor, Subramania Bharathi School of Tamil Language & Literature, Pondicherry University, Pondicherry</i>	1	<i>Dr. B.Jaiganesh, Associate Professor & Head, Dept. of Tamil, FSH, SRMIST, KTR.</i>
				2	<i>Dr. R. Ravi, Assistant Professor and Head, Dept. of Tamil, FSH, SRMIST, VDP.</i>
				3	<i>Mr. G. Ganesh, Assistant Professor, Dept. of Tamil, FSH, SRMIST, RMP.</i>
				4	<i>Dr. T.R.Hezbibah beulah Suganthi, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i>
				5	<i>Dr. S.Saraswathy, Assistant Professor, Dept. of Tamil, FSH, SRMIST, KTR.</i>

Course Code	ULH24AE2J	Course Title	HINDI-II			Category	AEC	Ability Enhancement Course -05			L	T	P	C
											1	1	0	0

Course Offering Department	Hindi	Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	Data Book / Codes/Standards	Nil
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Rationale (CLR)	The purpose of learning this course is to:	Depth				Attainment			Program learning Outcomes									
		1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10
CLR-1	They get to learn Ancient ,Medieval,and Modern poetry																	
CLR-2	To understand the Significance of poems of great poets like Kabir,Tulsidas,Bihari and Dhananand																	
CLR-3	To Enhance and Enrich their knowledge through poetry																	
CLR-4	Media based understanding for employability																	
CLR-5	Job Oriented writing skills																	
Outcomes (CLO)	At the end of this course, learners will be able to:	Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking, Communication Skills,	Independent Thinking,	Leadership Qualities,	Digital Technology Skills	Value Incultation,	Environmental Action,	Entrepreneurial Risk Taking	PLO-9	PLO-10	
CLO-1	To provide a brief Introduction of Hindi poetry(Bhaktikal,Reetikal and Aadhunikkal)	✓	✓	-	-	2	85	75	H	M	H		M					
CLO-2	To Discuss the origin and development of various forms of poetry in Hindi	✓	✓	-	-	2	85	75	H		M		H		H			
CLO-3	Focus on Evaluating the social changes through poetry	✓	✓	✓	✓	3	85	75		H		H	H	M				
CLO-4	To Examine Transcreation in advertisement	✓	✓	✓	✓	3	85	75	M		M	H		M				
CLO-5	To guide the students in the learning of the technical aspect of the Hindi Language,this would help them in the field administration	✓	✓	✓	✓	3	85	75		H		H	H	M				

Title & Content	Unit I / CLO - 1	Unit II / CLO - 2	Unit III / CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
SLO-1	BHAKTI KALIN KAVITA	RITI KALIN KAVITA	ADHUNIK KAVITA	VIGYAPAN	PATRA LEKHAN & PARIBHASHIK SHABDAVALI
SLO-2	BHAKTIU KALIN KAVITA KI AVADHARNA	AVADHARNA EVM SAWROOP	AVADHARNA EVM SAWROOP	AWADHARNA EVM SAROOP	AVADHARNA EVM SAROOP
SLO-3	SWARUP EVM MAHATWA	RITI KAL VIBHAJAN	MAHATVA EVM UDDESHYA	ARTH EVM PARIBHASHA	ARTH EVM PARIBHASHA
SLO-4	BHAKTIKAL KI PRASANGIKTA	MAHATVA EVM UDDESHYA	MATHLI SHARAN GUPT- NAR HO NA NIRASH KARO MAN KO	VIGYAPAN KE PRAKAR	PRAYOJAN EVM PRYOG
SLO-5	DOHE- KABIRDAS	DOHE- BIHARI	KAVI PARICHAYA EVM KAVITA KA VISHLESHAN	VIGYAPAN KI VISHESHAYEN	PRAKAR EVM MAHATVA
SLO-6	SANT PARICHAY	KAVI PARICHAYA	SURYAKANT TRIPATHI NIRALA- VAR DE VEENAVADINI VAR DE	VIGYAPAN KA MAHATVA	VYAKTIGAT PATRA
SLO-7	DOHE KA VISLESHAN	DOHE KA VISLESHAN	KAVI PARICHAYA EVM VISHLESHAN	VIGYAPAN KI BHASHA	AUPCHARIK PATRA
SLO-8	GURU KA MAHATVA	DOHE- GHANANAND	NAGARJUN-- AKAL AUR USKE BAD	VIGYAPAN AUR ROZGAR	PARIBHASHIK SHABDAVALI
SLO-9	DOHE- TULSHIDAS	SNEH KI SARLTA KA VARNAN	AKAL KA VASHTAVIK CHITRAN	PRINT EVM ELECTRONIC VIGYAPAN	SHABDAVALI KI AVSHYAKTA
SLO-10	DOHE KA VISLESHAN	PREM KA MAHATVA	KATTIS- BADRINARAYAN	VIGYAPAN KI VYAPAKTA	KARYALYIN SHABDAVALI
SLO-11	DAYA KA MAHATVA	GHANANAND KI KAVYA SHAILI KA MAHATVA	SAMBAND VICCHED KI PARICHARCHA	VIGYAPANLEKHAN KI KALA	EK DIN EK SHABD
SLO-12	RAM KI MAHIMA	DHOHA PARICHARCHA	KAVYA PARICHARCHA	UDDESHYA	HINDI SE ANGREJI AUR ANGREJI SE HINDI SHABD

Department	Courses	Courses	Courses	Codes/Standards																
Rationale (CLR)	The purpose of learning this course is to:			Depth	Attainment	Program learning Outcomes														
CLR-1	Strengthen the language of the students both in oral and written			1	2	3	4	1	2	3	1	2	3	4	5	6	7	8	9	10
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																			
Outcomes (CLO)	At the end of this course, learners will be able to:			Conceive	Design	Implement	Operate	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Problem Solving, Critical Thinking	Communication Skills	Independent Thinking, Leadership Qualities	Digital Technology Skills	Value Incultation, Environmental Action	Entrepreneurial Risk Taking	PLO-9	PLO-10		
CLO-1	To acquire knowledge about French language			✓	✓	-	-	2	85	75	H	M	H							
CLO-2	To strengthen the knowledge on concept, culture, civilization, and translation of French			✓	✓	✓	-	2	85	75	H		M	H		H				
CLO-3	To develop content using the features in French language			✓	✓	✓	✓	3	85	75		H		H	H	M				
CLO-4	To interpret the French language into other language			✓	✓	✓	✓	3	85	75	M		M	H		M				
CLO-5	To improve the communication, intercultural elements in French language			✓	✓	✓	✓	3	85	75		H		H	H	M				

Title & Content	Unit I / CLO - 1	Unit II / CLO - 2	Unit III / CLO - 3	Unit IV / CLO - 4	Unit V / CLO - 5
Duration (hour)	12	12	12	12	12
SLO-1	Temps libre	Le pronom indéfini on	Vendre	Il faut	Les gallicismes
SLO-2	Les loisirs	Les adjectifs interrogatifs	Acheter	Le verbe devoir	Les pronoms personnels COI
SLO-3	Les moments de la journée	Les prépositions avec les noms géographiques	Les aliments	Le verbe pouvoir	Le pronom Y
SLO-4	Les matières scolaires	Les verbes prendre et sortir	Les emballages	Le verbe vouloir	Des pronoms compléments
SLO-5	Les activités quotidiennes, Les quotidiennes	Les sons	Les quantités	Demander et dire le prix	Les nombres ordinaux
SLO-6	Le temps, L'heure	Parler de ses goûts	Les commerces	Faire des achats	Les verbes écrire et voir
SLO-7	La fréquence	Parler de ses préférences	Les commerçants	Les activités	Le E caduc ou instable
SLO-8	Les sons [u], Les sons [y]	Parler de sa routine	L'impératif	Les activités	Présenter ses vœux
SLO-9	L'heure, Quelle heure est-il ?	A la recherche d'un cadeau	Les articles partitifs	Mots et expressions	Présenter ses félicitations
SLO-10	Les pronoms personnels COD	Temps libre	Très ou beaucoup (de)	Communication	Répondre à une invitation
SLO-11	Les pronominaux, Se promener, se coucher etc...,	Mots et expressions	Le pronom en (la quantité)	Les sorties	Écrire un message amical
SLO-12	Les verbes du premier groupe, Parler, Demander, Poser	Grammaire- Communication	La phrase négative (2)	Les fêtes	Parler au téléphone
Assessment		Continuous Learning Assessment - 1		Continuous Learning Assessment - 2	
		Continuous Learning Assessment – 3		Continuous Learning Assessment - 4	

Resources					
1	"La Nouvelle Génération-AI" Méthode de français, Marie-Noëlle COCTON, P. DAUDA, L. GIACHINO, C. BARACCO, Les éditions Didier, Paris, 2018.	4			https://www.elearningfrench.com/learn-french-grammar-online-free.html
2	Cahier d'activités avec deux discs compacts.	5			https://www.lawlessfrench.com/grammar

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 100% weightage)							
		CLA – 1 (20%) Cycle Test-I		CLA– 2 (20%) Cycle Test-II		CLA– 3 (30%) Model Examination		CLA – 4 (30%)#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	50%	-	30%	-	20%	-	20%	-
Level 2	Apply Analyze	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-
	Total	100 %		100 %		100 %		100 %	

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

Designers					
Professional Experts		Higher Institution Experts		Internal Experts	
1	Mr. Kavaskar Danasegarane, Language Specialist, Process Expert Maersk Global Service Center Pvt. Ltd Mailkavas18@gmail.com	1	Dr. C.Thirumurugan ,Professor, Department of French, Pondicherry University drcthirumurugan@gmail.com	1	Mr. Kumaravel K. Assistant Professor & Head, SRMIST,KTR., hod.french.ktr@smist.edu.in
2	Mr. Shrivathsan S, Journalist, Senior Sports Reporter/Sub-Editor, Times of India, Chennai shrivathsanqilramhanga@gmail.com	2		2	Miss. Abigail A, Assistant Professor , SRMIST,,VDP abigaila@smist.edu.in
3		3		3	Mrs.M.Mahalakshmi, Assistant Professor , SRMIST,,RMP mahalakm2@smist.edu.in

Course Code	UBA24SE2L	Course Name	INTERNSHIP- BUSINESS ADMIN INSIGHTS	Course Category	SEC	Skill Enhancement Course-02	L	T	P	C
							0	0	8	4

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

Internship

These Internships are expected to help the students gain Business administration practical knowledge through experiential learning in organisation.

- The Internship report is Based on Business Admin Insights (To observe real-world business operations, processes, and decision-making for pursuing a career in business administration.).The work should be an individual work and there should not be any duplication.
- Each candidate has to undergo the Internship training for 10 days in any industry during the First Semester holidays and has to submit the report for the same in the 2ed Semester.
- This internship would focus on exposing internship to various aspects of business administration which include areas such as organizational management, operations, human resources, finance, marketing, and more.
- Submission of Certificate with the authorized signature is mandatory
- Minimum Numbers of Pages – 20 Pages
- Paper size should be A4
- 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) .
- Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the Internship report one hard copy would be returned to the candidate.
- The via voce Examination will be conducted to evaluate the performance of the candidate internally (Examiner are approved by Dean-FOM)
- Internal Assessment: 100Marks

Assessment Tool	Marks
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Internship Report	25 Marks
Class room PPT Presentation	25 Marks
Viva Voce Examination(internal) (Internal examiner approved by Dean-FOM)	50 Marks
Total Marks	100

NOTE: If a candidate fails to submit the Business Admin Insights Reports or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Ram, Sigma Info Pvt Ltd, Chennai.		Dr. L. Jayanthi
		Dr. M.Srinivasan

SEMESTER-III

Course Code	UBA24301T	Course Name	COST AND MANAGEMENT ACCOUNTING	Course Category	CC	Core Courses-7	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Financial Accounting	Co-requisite Courses	Not Required	Progressive Courses	Financial Management
Course Offering Department		Faculty of Management		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 discusses how to prepare a cost sheet, costing for materials, labour cost and overheads
CLR-2:	This course talks about financial statement analysis using various tools like comparative and common size Income Statements and B/S. Trend Analysis, Ratio Analysis, Cash Flow Statement, Budgets and Budgetary Control.
CLR-3:	This course throws some light on Management Reporting in general.
CLR-4:	This course as a part of the Business administration programme provides fundamental knowledge and basic understanding on various methods, tools and techniques of cost and management accounting
CLR-5:	To facilitate the students to understand financial decision making that is required for a budding professional in the domain of accounting

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

	1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems					
Foster Analytical and critical thinking abilities for data-based decision making					
Ability to develop Value based Leadership ability					
Ability to understand, analyze and communicate global economic, legal and ethical aspects of business					
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					

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

CLO-1:	To familiarize the learners with the basic concepts and processes used to determine product costs and ascertain Material, Labour and Overhead cost.
CLO-2:	To enrich the knowledge of the learners in knowing and applying various tools like ratio analysis, cash flow statement,
CLO-3:	To facilitate the students to understand marginal costing for analysing the financial statements for managerial information
CLO-4:	To provide with the basic understanding of budgetary control
CLO-5:	To develop the knowledge of the learners to understand and prepare a management report

Duration (hour)	12	12	12	12	12
S-1	SLO-1 Introduction to Cost and management accounting	Introduction to Labor cost	Introduction to Marginal costing	Introduction to Financial Statement Analysis	Introduction to Cash Flow Statement
	SLO-2 Definitions, features, objectives	Direct Labour cost method of payment of wages	Absorption costing Vs Marginal costing	FSA- Features, Objectives, Types	Concept of Cash

S-2	SLO-1	Functions, scope,	Indirect labour cost-methods of payment of wages	Marginal costing equation	FSA- Techniques, Limitations	Sources of cash flow
	SLO-2	Advantages and limitations	Incentive Plans	Marginal cost statement	Comparative and Common size Income Statement- <u>Meaning & Significance</u>	Cash from operation
S-3	SLO-1	Relationship and differences between Cost accounting, Management accounting and Financial Accounting	Halsey premium Plan	Break even analysis- Meaning and features	Problems in Comparative & Common size Income statement	cash from Financing and cash from investment
	SLO-2	Cost Concepts	Halsey Weir Premium plan	Profit volume analysis/ PV Ratio,	Comparative and Common size Balance sheet – <u>Meaning & Significance</u>	Inflow and outflow of cash
S-4	SLO-1	Cost classification – Elements of cost -	Rowan Plan	Problems in marginal costing	Problems in Comparative and Common size Balance sheet	Preparation of cash flow statements with adjustments
	SLO-2	Preparation of cost sheet – Simple problems	Taylor Piece rate method	Margin of Safety. Angle of Incidence.	Trend Analysis – Meaning and Problems	Problems in CFO & CFS
S-5	SLO-1	Preparation of cost sheet – Problems with adjustments	Introduction to Overheads	Importance of break even chart	Ratio Analysis- Meaning, Advantages, Limitations,	Cash Flow Statement II (As per AS3)- Objectives, advantages and limitations
	SLO-2	Preparation of cost sheet and quotation	Features	Types, Advantages and Limitations	Classification & Interpretation of Ratios, Significance of various ratios	Computation of cash flows from operating activities as per AS3
S-6	SLO-1	Material cost	Classification	Introduction to Budgeting and Budgetary Control	Profitability Ratios- <u>meaning and Importance</u>	Simple cash flow statement problems
	SLO-2	Direct and Indirect material cost	Methods of allocation	Classification of Budgets, Zero based budgeting	Problems in Profitability ratios	Comprehensive Cash Flow statement problems
S-7	SLO-1	Inventory control techniques	Methods of apportionment	Control Ratios	Gross profit, Net profit, Operating profit, Operating, Return on Investment, total assets.	Problems for practice in Cash flow analysis
	SLO-2	Stock levels – Reorder, Max, Min, Danger levels	Primary distribution	Performance budgeting – Meaning & Significant elements	Expenses, EPS, PE, RE, Payout ratios. Dividend yield, Interest coverage.	Management Reporting – Meaning and significance
S-8	SLO-1	Economic Order Quantity – Meaning and Problems,	Secondary distribution	Cash Budget – Meaning, Significance ,	Turnover ratios- Meaning and Importance	Objectives and Purpose
	SLO-2	ABC analysis.,	Problems in Primary distribution	Cash Budget -Features, Advantages and Limitatuons	Problems in Turn over ratios	Definitions of Report

S-9	SLO-1	Issue of materials to Production	Problems in Secondary distribution	Problems in cash Budget – Simple problems	Stock , Debtors, Creditors, turnover- Problems	Reports to top level management
	SLO-2	Pricing methods	Problems in Allocation	Problems with adjustments	Fixed assets, Working capital turnover Problems	Reports to Lower level management
S-10	SLO-1	FIFO method	Problems in apportionment of expenses	Flexible Budget - Meaning	Solvency Ratios – meaning and Importance	Sample reports
	SLO-2	LIFO method	Problems - Calculating Machine hour rate	Features, Advantages and Limitations	Financial Ratios- Short term solvency ratios-problems	Preparation of management reports – Procedure and Process
S-11	SLO-1	Average methods	Problems – Calculating Labour cost		Debt ratios(Long term solvency) Problems	Limitations in preparing the reports
	SLO-2	Problems for practice	Problems – Labour and Overheads	Problems in Flexible Budget	Consolidated ratio analysis Problems	Usefulness of the reports
S-12	SLO-1	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels
	SLO-2	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels

Learning Resources	<p>Latest Edition</p> <ol style="list-style-type: none"> 1.Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya Publishing House. 2.Jain, S.P., & Narang, K.L. Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers. 3.Kishor, R.M. Cost and Management Accounting, New Delhi: Taxman Allied Services. 4.Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand. 5.Arora, M.N. Management Accounting, New Delhi: Himalaya Publishing House 6.Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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
Dr.V.S.Ravi, Technical Lead, World Bank.	1. Dr Dhandayuthapani sp , Associate Professor, Anna University, Trichy 2. Dr Kamaraj Professor, Annamali University, Chidambaram	1. Dr. L. Jayanthi AP, FoM, SRMIST- KTR Campus

Course Code	UBA24302T	Course Name	LEGAL AND ETHICAL ISSUES IN BUSINESS	Course Category	CC	Core Courses-8	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not required	Co-requisite Courses	Not Required	Progressive Courses	-
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

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:	This course helps to identify the different types of contracts, Indemnities, Guarantees, Bailment and Pledges	1	2	3	1	2	3	4	5
CLR-2:	This course helps to Apply the concepts involved in Sale of Goods and Transfer of Property agreements	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	This course facilitates the students to Acquire the knowledge and practice of protection of Intellectual Property Rights.								
CLR-4:	This course as a part of the Business administration programme provides fundamental knowledge and basic understanding on Corporate social responsibility; Environment & business								
CLR-5:	This course enables the students to understand bank customer Relations/Electronic Fund Transfers through Negotiable Instruments chapter								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	The course aims to provide students with the understanding of key legal and ethical issues in the business context of India	3	80	70	3	-	2	-	-
CLO-2:	The course will help students analyze ethical dilemmas in business decisions	3	80	70	3	2	-	-	-
CLO-3:	The course will help the students understand the legal and regulatory aspects of business ethics.	3	75	70	2	-	3	-	-
CLO-4:	The Course will develop the ability to critically analyze legal scenarios that concern the financial, competitive and charitable responsibilities of organisations	3	85	70	2	-	-	3	-
CLO-5:	The course will help the students gain knowledge about the ways in which organizational and individual factors impact business ethics	3	85	70	3	3	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Business law – definition, scope,	Introduction to employment Law- Meaning and scope	Formation of Sales Contract.	Introduction to business ethics.	Ethical decision making process - Meaning
	SLO-2	Importance of understanding the role of law in business	Employment Law in India – Factories Act 1948	Essentials of Contract of Sale of goods	Defintion and importance of business ethics	Philosophical approaches to ethical decision making
S-2	SLO-1	Elements of a contract	Provisions: Health measures, Safety measures and Welfare measures	Contract for leasing goods	Business ethics in Indian context	Ethics & Religious approaches
	SLO-2	offer and acceptance	Employees State Insurance Act 1948 scope, composition duties.	Title and risk of loss, Performance and remedies	Institutionalization of Business Ethics in the organization	Moral & Legal aspects of ethical decision making
S-3	SLO-1	Consideration,	ESI Fund- contribution and benefits	Conditions- Meaning and types	Benefits of Ethical Conduct in Business	Ethical aspects in Bhagvat Gita
	SLO-2	Contractual capacity	Minimum wages act 1948 – scope , Objectives	Warranties - Meaning and types Product liability	Ethical Issues in business	Kautaliya’s Arthshastra.
S-4	SLO-1	Free Consent	Fair wage, Living wage, Hours of work, overtime, claims.	Doctrine of caveat emptor- exceptions	Stake holders concerns over the ethical issues	Swami Vivekanand on Ethics
	SLO-2	Performance of Contracts	Payment of Wages act 1936.- scope	Rights and duties of Unpaid seller and Buyer	Social Responsibility	Swami Vivekanand’s message to the youth of India
S-5	SLO-1	Breach of Contracts	Liability for payment of wages, Deduction from wages, Wage period fixation	Introduction to Negotiable Instruments act 1881	Regulatory frame work for Business ethics.	Ethical Decision Making in Organizations
	SLO-2	Remedies to Breach of contract	Industrial Dispute act 1947- scope	Characteristics , Types of Negotiable instruments	Corporate social responsibility	Individual and Organizational Factors Influencing Ethical Decisions
S-6	SLO-1	Classification of Contracts	Industry and Industrial dispute- meaning	Promissory notes	Environment & Business	Karmyog
	SLO-2	Essentials for a Valid Contract	Unfair Labour practice	Bills of Exchange	Issues related to Business Ethics in marketing.	Indian philosophy of work ethics
S-7	SLO-1	Types of contracts – Indemnity & Guarantee, Bailment & Pledge	Equal Remuneration Act - 1976 - Purpose	Cheques	Issues related to business ethics in Finance function	Kautilya’s Arthshastra; Introduction to Integral Humanism
	SLO-2	Product Liability Consumer Protection Laws	Provisions of Equal remuneration act – Gender equality	Difference between Promissory notes and Bills of exchange	Issues related to business ethics in Human resource function	Ethical Decision-Making Frameworks to Improve Decision-Making Outcomes
S-8	SLO-1	Consumer Protection councils	Maternity Benefit act - 1961 scope	Negotiability, Negotiation and Holders in due course	Ethical responsibilities of multinational corporations;	Corporate Governance

	SLO-2	Unfare trade practice	Provisions related to the above act	Liability and discharge	Ethical dilemmas facing businesses globally	Its Impact on Ethical Decision-Making
S-9	SLO-1	Rights of consumers	The workmen compensation act -1923	Bank customer Relations	Issues related to discrimination, human rights,	Whistleblowing in Business ethics
	SLO-2	Reliefs available to consumers	Employees compensation Act 2009	Electronic Fund Transfers.	Environmental impact	Ethics of whistle blowing
S-10	SLO-1	Business Torts - Meaning	Employees Provident funds and miscellaneous provisions act 1952	CRM in banks	Introduction to Intellectual property.	Whistle blower – Policy and Examples
	SLO-2	Types of Business Torts	Payment of Gratuity act 1972	Debtor creditor relationship in banks	Types of IP	Conflict Resolution- meaning
S-11	SLO-1	Famous business tort cases	Payment of Bonus act 1965	Types of relationships - Trustee -beneficiary, Lessor-lessee	Patents, Invention, Copy rights – Provisions related to the above IP	Conflict resolution and ethical decision making Strategies
	SLO-2	How does tort law affect business practices	Trade unions act 1926	Agent-principal Bailor-Bailee	Trade marks, Geographical indications and related rights	Conflict resolution process
S-12	SLO-1	Understanding an Intentional Tort	Provisions related to Trade union act	Rights and duties of the above types of relationships.	Provisions related to the above IP	Principles of conflict resolution
	SLO-2	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels	Testing the students understanding levels

Learning Resources	<p>Latest Edition</p> <ol style="list-style-type: none"> 1 Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing. 2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson 3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521. 4. Vivekanand, S. To the Youth of India. Advaita Ashrama. 5.Holloway, J. E. (2023). The Foundation of the Theory of Law and Business. Am. U. Bus. L. Rev., 12, 51. 6.Mascarenhas, A. J. O. et al. (2019). J.R.D. Tata: Orations on Business Ethics. Rupa Publications India 7.Ratan Tata: Ethical Leadership By: Ashok K. Dua, Sumita Rai Ivey Publishing
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create	20%	-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

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Course Designers		
Experts from Industry	Experts from Higher Technical Institutions Internal Experts	Internal Experts
Mr. Murugan , Industrialist and Senior Consultant , Atos Syntel India	1.Dr. Rajesh Kumar , Associate Professor , Department of Management Studies , Government Arts College , Nandanam , Ch - 35 2.Dr. Krishna Kumar , Professor and Head , Department of Commerce and Management , Perriyar University ,	1. Dr. L. Jayanthi AP, FoM, SRMIST- KTR Campus

Course Code	UBA24303T	Course Name	HUMAN RESOURCE MANAGEMENT	Course Category	CC	Core Courses-9	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

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 gain insights into Functional HRM and explore its role in enhancing effective organizational management.
CLR-2:	To conduct an analysis of various HR functions, including recruitment and selection, performance management, compensation and benefits, training and development, and career/talent management.
CLR-3:	To utilize HR analytics to enhance strategic HR decisions and integrate innovative approaches into HR management.
CLR-4:	To develop sustainable objectives centered around diversity, inclusion, and the well-being of employees
CLR-5:	To identify and analyze organizational, technological, and cultural barriers to the implementation of Green HRM, and to evaluate its influence on enhancing organizational performance.

	1	2	3
	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLO-1:	3	80	75
CLO-2:	3	80	70
CLO-3:	3	75	70
CLO-4:	3	85	70
CLO-5:	3	85	70

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>
CLO-1:	To develop understanding about Functional HRM and its contribution to effective organizational management.
CLO-2:	To Analyze all HR Functions like recruitment selection, performance management, compensation benefit, Training and Development and Career Management/Talent Management.
CLO-3:	To Apply HR analytics, HR with innovation
CLO-4:	To Create sustainable goals with diversity, Inclusion and wellness
CLO-5:	To identify the Challenges in Implementing Green HRM: Organizational, technological, and cultural barriers. To critically evaluate the Impact of Green HRM on Organizational Performance

	1	2	3	4	5
	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLO-1:	3	2	-	-	-
CLO-2:	3	3	-	-	-
CLO-3:	2	3	-	-	-
CLO-4:	2	3	-	-	-
CLO-5:	3	3	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Human Resource Management — An Introduction Meaning and Definition of HRM	Employee Life Cycle Approach: Introduction to the Employee Life Cycle (ELC)	Introduction to Employee Engagement: Concept and Importance	Introduction to Human Resource Information Systems (HRIS)	Concept and evolution of Green HRM
	SLO-2	Nature and Characteristics of HRM	Managing the Full Employee Life Cycle: HR's Strategic Role	Factors Affecting Employee Engagement	Role of HRIS in Managing HR Functions	Importance of Green HRM in today's organizations
S-2	SLO-1	Objectives of HRM	Human Resource Planning (HRP): Human Resource Planning: Concept and Importance	Strategies for Enhancing Employee Engagement	HR Analytics: Concept, Importance, and Applications	Principles and practices of Green HRM
	SLO-2	Importance of HRM in Modern Organizations	Objectives and Benefits of Human Resource Planning	Measuring Employee Engagement: Tools and Techniques	Data-Driven Decision Making in HRM	Link between sustainability and HRM
S-3	SLO-1	Functions of HRM: Managerial Functions	Steps in the Human Resource Planning Process	Changing Nature of Employee Engagement in Modern Workplaces	Key Metrics and Analytics Tools for HR	Organizational structure and resistance to Green HRM
	SLO-2	Functions of HRM: Operative Functions	Forecasting Human Resource Demand and Supply	Role of Leadership in Driving Engagement	Predictive Analytics in Recruitment, Performance, and Retention	Leadership commitment issues in Green HRM adoption
S-4	SLO-1	Evolution of HRM: From Personnel Management to HRM	Tools and Techniques for HR Forecasting (e.g., Trend Analysis, Delphi Method)	Introduction to Performance Management	Innovations in HRM: Trends and Emerging Practices	Lack of organizational awareness and training
	SLO-2	Difference between HRM and Personnel Management	Barriers and Challenges in Human Resource Planning	Key Components of Performance Management Systems	Digital Transformation in HR: Impact of Technology	Resource allocation challenges for Green HR initiatives

S-5	SLO-1	Human Resource Business Partnership (HRBP) Concept of Human Resource Business Partner (HRBP)	Introduction to Recruitment: Concept and Need	Setting Performance Goals and Objectives: SMART Goals	Artificial Intelligence (AI) and Automation in HR	Policy gaps and regulatory issues affecting Green HRM
	SLO-2	Roles and Responsibilities of HR Business Partners	Internal vs External Sources of Recruitment	Performance Appraisal Methods and Techniques	HR Innovations in Talent Acquisition and Employee Engagement	Technological infrastructure requirements for Green HRM
S-6	SLO-1	Strategic Role of HRBPs in Organizations	Recruitment Strategies: Employer Branding, E-Recruitment	Challenges in Performance Management	Gamification and HR Technology	Integration of green technology in HR processes
	SLO-2	Competencies and Skills Required for HRBPs	Selection: Meaning, Importance, and Objectives	Linking Performance Management to Organizational Goals	Virtual Reality (VR) and Augmented Reality (AR) in HRM	Cost barriers related to green technologies
S-7	SLO-1	HRM Policies: Meaning and Need for HRM Policies	Selection Process: Steps and Methods	Introduction to Compensation Management: Concept and Components	Role of HRM in Small and Medium Enterprises	Data management and monitoring challenges
	SLO-2	Types of HRM Policies (Recruitment, Compensation, Training, etc.)	Tools and Techniques of Selection (Interviews, Tests, Assessment Centers)	Types of Compensation: Direct and Indirect	HR Challenges in SMEs: Limited Resources and Infrastructure	Technological skills gap among HR professionals
S-8	SLO-1	Process of Formulating HRM Policies	Common Errors in Recruitment and Selection Process	Designing an Effective Compensation Structure	HR Strategies for Talent Acquisition and Retention in SMEs	Organizational culture's resistance to change
	SLO-2	Challenges in Designing and Implementing HRM Policies	Introduction to Training and Development (T&D)	Role of Incentives and Benefits in Compensation	Employee Development and Training in SMEs	Employee mindset and behavior towards green practices

S-9	SLO-1	HRM in Globally Competitive Environment: Globalization and its Impact on HRM	Importance of Training for Organizational Growth	Pay for Performance: Merit-based Compensation	Performance Management in SMEs	Diversity in cultural approaches to environmental responsibility
	SLO-2	HRM Strategies for Global Competitiveness	Types of Training: On-the-Job and Off-the-Job Methods	Compensation for Special Groups: Women, Differently-abled, and Senior Citizens	Creating a Positive Work Culture in Small Organizations	Communication barriers in promoting green culture
S-10	SLO-1	Managing Cross-Cultural Diversity in the Workforce	Steps in Designing Effective Training Programs	Introduction to Industrial Relations: Concept and Scope	HRM in the Service Sector: Unique Challenges and Opportunities	Green HRM and employee engagement
	SLO-2	International HRM (IHRM) vs. Domestic HRM	Evaluating Training Effectiveness (Kirkpatrick Model, ROI)	Role of Trade Unions in Industrial Relations	Employee Engagement in Service Industries	Green HRM's influence on corporate reputation
S-11	SLO-1	Role of Technology in Global HRM Practices	Concept of Competency and Competency Mapping	Industrial Disputes: Causes, Types, and Solutions	Customer-Centric HRM in Service-Based Organizations	Cost savings and efficiency gains through Green HR practices
	SLO-2	Functional HRM: Functional Areas of HRM: Recruitment, Selection, Training, Performance Management, Compensation	Process and Advantages of Competency Management	Conflict Resolution and Negotiation in Industrial Relations	Managing Employee Well-being in the Service Sector	Green HRM's role in talent attraction and retention
S-12	SLO-1	Integration of Functional HRM with Organizational Goals	Using Competency Models in Recruitment, Training, and Performance Management	Overview of Workplace Laws and Regulations	Organizational Change and Transformation: Role of HR Leadership	Contribution of Green HRM to innovation and competitiveness

SLO-2	Strategic Human Resource Management (SHRM): Introduction to Strategic HRM: Linking HRM with Business Strategy	Career Management and Talent Management: Managing Gig Workers, Virtual Employees, and Remote Teams	Legal Compliance in HRM: Employment Contracts, Health, and Safety Laws	HR's Role in Driving Organizational Innovation and Change	Measuring the long-term performance impact of Green HRM
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Learning Resources	<p>1.DeNisi, A.S. ,Griffin,R.W and Sarkar,Anita Human Resource Management, Cengage Learning</p> <p>2.Sengupta Amitabha, Human Resource Management: Concepts, Practices, and New Paradigms</p> <p>3.Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi</p> <p>4.DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi</p> <p>5.Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi</p>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create	20%	-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA1- Cycle Test I, CLA-2 Cycle Test II , CLA3-Model Examination, CLA4- 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	Internal Experts
Mr. VISHVAK KRISHNAN.S, HR Assistant Manager, Info Vision, Porur	Dr.shivakumar, Associate Professor,VIT, Chennai	Dr.G.MAYA, Assistant Professor, Faculty of Management-SRM IST- Kattankulathur
Mr. Murugan , Industrialist and Senior Consultant , Atos Syntel India	1.Dr. Rajesh Kumar , Associate Professor , Department of Management Studies , Government Arts College , Nandanam , Ch -	Dr.M.Srinivasan- Assistant Professor, Faculty of Management-SRM IST- Kattankulathur

Course Code	UBA24ME3T	Course Name	INDIAN SYSTEMS OF HEALTH AND WELLNESS	Course Category	MDE	Multi-Disciplinary Elective - 03	L	T	P	C
							1	1	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)
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CLR1	To understand the importance of a healthy lifestyle.
CLR2	To familiarize students about physical and mental health.
CLR3	To create an awareness of various lifestyle-related diseases.
CLR4	To provide understanding of stress management.
CLR5	To encourage the practice of healthy habits for long-term well-being.

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

	1	2	3	4	5
	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
	3	2	-	-	-
	3	2	-	-	-
	2	3	-	-	-
	2	3	-	-	-
	3	3	-	-	-

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>			
CLO1	Understand the importance of a healthy lifestyle.	2	85	90
CLO2	Identify key aspects of physical and mental health.	1	80	90
CLO3	Apply simple health practices for daily well-being.	3	85	90
CLO4	Use stress management techniques effectively.	3	80	90
CLO5	Choose a suitable lifestyle based on body and mind.	5	85	90

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction to Health & Wellness: Definition of Health	Determinants of health behaviour	Group discussion: Wellbeing – why it matters?	Group discussion: Common diseases	Indian system of well being: Health beliefs of India
	SLO-2	Introduction to Health & Wellness: Definition of Health	Determinants of health behaviour	Group discussion: Wellbeing – why it matters?	Group discussion: Common diseases	Health beliefs of India
S-2	SLO-1	Importance of health in everyday life	Review	Digital wellbeing	Sedentary lifestyle	Health systems in India – AYUSH.
	SLO-2	Importance of health in everyday life	Mind Body and Well-Being: Mind body connection in health	Digital wellbeing	Sedentary lifestyle	Health systems in India – AYUSH.
S-3	SLO-1	Activity: Importance of health in everyday life	Mind body connection in health	Seminar – Digital wellbeing	Risk of disease	Group discussion: Health beliefs of India and Health systems in India – AYUSH.
	SLO-2	Components of health – physical, social, mental, spiritual and its relevance	Mind Body and Well-Being: Concept and relation	Review	Risk of disease	Group discussion: Health beliefs of India and Health systems in India – AYUSH.
S-4	SLO-1	Components of health – physical, social, mental, spiritual and its relevance	Mind Body and Well-Being: Concept and relation	Deficiency & Diseases: Malnutrition, under nutrition and over nutrition	Presentation: Sedentary lifestyle and Risk of disease	Perspective of indigenous people towards health
	SLO-2	Concept of wellness	Activity: Mind body connection in health	Malnutrition, under nutrition and over nutrition	Modern lifestyle	Perspective of indigenous people towards health
S-5	SLO-1	Concept of wellness	Implications of mind-body connection	Body system	Modern lifestyle	Happiness and well-being in India
	SLO-2	Mental health and wellness	Implications of mind-body connection	Body system	Associated health risks	Happiness and well-being in India
S-6	SLO-1	Mental health and wellness	Wellbeing – why it matters?	Common diseases	Associated health risks	Review
	SLO-2	Presentation: Health – physical, social, mental, spiritual, wellness	Wellbeing – why it matters?	Common diseases	Group discussion: Modern lifestyle and Associated health risks	Review

Learning Resources	Text Books (Latest Editions) &References: <ol style="list-style-type: none"> 1. Carr, A. Positive Psychology: The science of happiness and human strength. UK: Routledge 2. C. Nyambichu & Jeff Lumiri, , Lifestyle Disease: Lifestyle Disease management
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) cycle Test-I		CLA– 2 (10%) cycle Test-II		CLA– 3 (20%) model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	50%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	30%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create	20%	-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
Dr.V.S.Ravi, Technical Lead, World Bank.	Dr Senthilkumar Professor, Anna university, Chennai	Dr.M. Ganeshkumar, FOM, SRMIST-KTR
Mr. Murugan , Industrialist and Senior Consultant , Atos Syntel India	1.Dr. Rajesh Kumar , Associate Professor , Department of Management Studies , Government Arts College , Nandanam , Ch -	Dr.M.Srinivasan- Assistant Professor, Faculty of Management-SRM IST- Kattankulathur

Course Code	UBA24SE3T	Course Name	MANAGEMENT INFORMATION SYSTEM (MIS)	Course Category	SEC	Skill Enhancement courses-3	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):	<i>The purpose of learning this course is:</i>	Learning			Program Learning Outcomes (PLO)				
CLR-1:	Learn the basic concepts, components, types, and role of MIS in improving business operations.	1	2	3	1	2	3	4	5
CLR-2:	Understand the structure, objectives, and functioning of database systems, and how to organize data effectively.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	Explore different MIS applications such as DSS, GDSS, knowledge management, e-commerce, and business process improvement.								
CLR-4:	Gain skills to manage information system projects using project management tools and agile methodologies like SCRUM.								
CLR-5:	Apply MIS concepts through real-world projects, including case studies, database creation, website building, and agile project simulation.								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Explain the role, benefits, and evolution of MIS and IT infrastructure in modern businesses.	1	85	70	3	2	-	-	-
CLO-2:	Demonstrate the ability to design and manage databases, create ER diagrams, and understand DBMS principles.	2	80	70	3	2	-	-	-
CLO-3:	Analyze different MIS applications and design basic e-commerce and knowledge-based solutions.	4	85	70	2	3	-	-	-
CLO-4:	Apply project management techniques to plan, control, and manage information system projects using agile methods.	3	80	70	2	3	-	-	-
CLO-5:	Implement MIS knowledge through hands-on activities, including database setup, e-commerce development, and agile project management.	4	85	70	3	3	-	-	-

Duration (hour)		Unit 1: Fundamentals of MIS	Unit 2: Database Management Systems	Unit 3: Information System Applications	Unit 4: Managing Projects	Unit 5: Practical Work and Case Studies
S1	SLO1	Introduction to MIS Concepts (p.2)	Introduction to DBMS Concepts (p.2)	Introduction to MIS Applications (p.402)	Introduction to Project Management (p.3)	Introduction to Practical MIS Applications
	SLO2	Importance of MIS in Business (p.6)	Objectives of Database Approach (p.10)	Decision Support Systems Overview (p.418)	Project Management Objectives (p.6)	Understanding Case Study Methodology
S2	SLO1	Dimensions and Components of IS (p.15)	Characteristics of DBMS (p.20)	Group Decision Support Systems (p.422)	Agile Methodology Overview (p.5)	Overview: MIS Case Study Analysis
	SLO2	Types of MIS (p.22)	Data Processing Systems (p.30)	DSS Applications in Enterprise (p.425)	SCRUM Framework Introduction (p.10)	Selecting a Real-World MIS Case
S3	SLO1	Evolution of IT Infrastructure (p.178)	Components of DBMS Packages (p.35)	Knowledge Management Systems (p.446)	SCRUM Roles and Responsibilities (p.15)	Identifying Types of MIS in a Case
	SLO2	IT Infrastructure Components (p.182)	DBMS Environment and Tools (p.40)	Knowledge-Based Expert Systems (p.453)	SCRUM Meetings and Ceremonies (p.20)	Identifying MIS Benefits and Challenges
S4	SLO1	New Approaches for System Building (p.204)	Database Models and Architecture (p.45)	Enterprise Model Systems Overview (p.460)	User Stories in SCRUM (p.25)	Preparing a Case Study Report (Written Format)
	SLO2	Role of MIS in Digital Firms (p.26)	E-R Diagram Concepts (p.50)	E-Business Models (p.464)	Managing Project Scope with SCRUM (p.30)	Preparing Visual Presentation (PPT)
S5	SLO1	Strategic Objectives of IS (p.12)	E-R Diagram Development (p.55)	Introduction to E-Commerce (p.488)	Project Planning and Scheduling (p.36)	Introduction to Database Setup
	SLO2	Contemporary Approaches to IS (p.34)	Database Design Process (p.62)	Digital Markets and Goods (p.492)	Sprint Planning Techniques (p.30)	Installing a DBMS Software
S6	SLO1	Ethical, Social, Political Issues (p.122)	Data Warehousing Concepts (p.70)	E-Commerce Revenue Models (p.497)	Risk Management Overview (p.40)	Basic DBMS Operations (Create, Insert, Query)
	SLO2	Organizations and IS Relationship (p.78)	Database Administration (p.80)	E-Communication Tools (p.500)	Risk Control through Agile (p.45)	Creating ER Diagram for a Business Scenario
S7	SLO1	Managing IT Infrastructure (p.184)	Introduction to SQL (p.90)	Business Process Reengineering (p.480)	Estimating Timelines in Projects (p.50)	Hands-on: ER Diagram Creation
	SLO2	IS Departments and Roles (p.50)	Data Integrity and Security (p.100)	Process Improvement Strategies (p.485)	Resource Allocation Strategies (p.56)	Introduction to E-commerce Website Design
S8	SLO1	Decision-Making with IS (p.420)	Normalization Concepts (p.105)	ERP and E-Commerce Integration (p.473)	Sprint Review and Retrospective (p.35)	Planning an E-commerce Site
	SLO2	MIS and Organizational Change (p.84)	Backup and Recovery Methods (p.110)	Mobile Commerce (p.507)	Team Management and Communication (p.60)	Designing E-commerce Site (Front End)

Duration (hour)		Unit 1: Fundamentals of MIS	Unit 2: Database Management Systems	Unit 3: Information System Applications	Unit 4: Managing Projects	Unit 5: Practical Work and Case Studies
S9	SLO1	Challenges in Managing IS (p.60)	Big Data and Future of DBMS (p.120)	CRM and SCM Systems (p.475)	Stakeholder Identification (p.65)	Integrating Digital Market Features
	SLO2	Systems for Different Management Levels (p.38)	Future Trends in DBMS (p.130)	E-Commerce Security (p.512)	Managing Conflicts in Teams (p.68)	Integrating Digital Goods Features
S10	SLO1	MIS for Decision-Making (p.418)	Practical DBMS Work (Hands-on)	E-Commerce Marketing Strategies (p.515)	Ethics in Information Systems Projects (p.124)	Testing and Launching E-commerce Website
	SLO2	Real-World MIS Case Study	Database Project: E-R Diagram	Content Management Systems (p.468)	Project Case Study Discussion	Introduction to Mock Agile Project
S11	SLO1	Hands-on MIS Case Study	Database Security Best Practices	E-Communication Global Usage (p.503)	Agile Metrics Monitoring (p.55)	Setting Up SCRUM Roles and Meetings
	SLO2	Emerging IT Trends	Setting up Basic Database	AI and Expert Systems (p.455)	Final Sprint Execution Simulation	Creating User Stories for Agile Project
S12	SLO1	New Technologies and IS	Administering Databases	Real-world BPR Examples (p.485)	Case Study: Successful SCRUM Implementation	Managing Risks in Agile Project
	SLO2	Summary and Unit Review	Summary and Unit Review	Summary and Unit Review	Summary and Unit Review	Final Review and Presentation of Practical Work

Learning Resource	<ol style="list-style-type: none"> Laudon, K.C., & Laudon, J.P. (2021). <i>Management Information Systems: Managing the Digital Firm</i> (17th Ed.). Pearson. ISBN: 978-1-292-40357-1. Coronel, C., & Morris, S. (2019). <i>Database Systems: Design, Implementation, and Management</i> (13th Ed.). Cengage Learning. ISBN: 978-1-337-63190-0. 	<ol style="list-style-type: none"> Olson, D. (2013). <i>Information Systems Project Management</i>. Business Expert Press. ISBN: 978-1-60649-424-2. Schiell, J. (2011). <i>The ScrumMaster Study Guide</i>. Auerbach Publications. ISBN: 978-1-4398-6605-0. Sutherland, J. & Sutherland, J.J. (2014). <i>Scrum: The Art of Doing Twice the Work in Half the Time</i>. Crown Business. ISBN: 978-0385346450

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	30%	-	30%	-	30%	-
Level 2	Apply Analyze	40%	-	40%	-	40%	-	40%	-	50%	-
Level 3	Evaluate Create	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
Mr.SivagaminathanChandran, Executive - SAS SQL & MACROS	Dr. P.Chandiran , Professor, Loyola Institute of Business Administration, Chennai	Dr.G.Kumar Assistant Professor Faculty of Management
Mr.Muthupandian, Director of Technology, Whirldata Labs Private Ltd.,	Dr. M. Ramasubramaniam Associate Professor - Loyola Institute of Business Administration, Chennai.	Dr.J.Dinesh Assistant Professor, Faculty of Management

Course Code	UBA24VA3L	Course Name	YOGA	Course Category	VAC	Value added Courses-03	L	T	P	C
							0	0	4	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	FOM, SRMIST		Data Book / Codes/Standards	Nil	

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1:	Understand yoga's significance and its practical applications for holistic well-being	1	2	3	1	2	3	4	5
CLR-2:	Explore subtle energy systems and their role in enhancing health through yogic practices	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	Examine various paths of yoga to foster self-realization and spiritual growth								
CLR-4:	Master the Eight Limbs of Yoga for physical, mental, and spiritual harmony								
CLR-5:	Apply yogic principles to manage psycho-somatic ailments and promote resilience								
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:								
CLO-1:	Gain a comprehensive understanding of yoga and its modern applications for holistic well-being	2	75	60	3	-	2	-	-
CLO-2:	Demonstrate proficiency in yogic anatomy and physiology, enhancing yoga practice and promoting physical and energetic balance	2	80	70	3	-	-	2	-
CLO-3:	Master the Eight Limbs of Yoga and comprehend their psychological impact, fostering personal growth and self-realization.	2	70	65	-	3	3	-	-
CLO-4:	Integrate yoga principles into sports and physical fitness activities to enhance performance and prevent injuries.	2	70	70	2	-	-	3	-
CLO-5:	Develop skills in wellness management and nutrition	2	80	70	3	3	-	-	3

Note: All the theoretical contents shall be delivered through the practical workshop mode only. No class room teaching is encouraged in this course

<p>Unit-I</p> <ul style="list-style-type: none"> ● Yoga: Meaning and definition ● Yoga & sports, Yoga for healthy lifestyle ● bhakti yoga, karma yoga, jnana yoga, raj yoga ● Ashtang Yoga: - Yama, niyama, asana, pranayama, Pratyahar, dharna, dhyana, Samadhi : Benefits, Utilities & their psychological impact on body and mind. According to yoga concept of normality in modern psychology, concept of personality & its development, yogic management of psycho-somatic ailments: frustration, anxiety, depression 	<ul style="list-style-type: none"> ● Importance of yoga in 21st century ● Types of Yoga: - Hatha yoga, laya yoga, mantra yoga, ● Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus and its application in Yogic practices. 	<ul style="list-style-type: none"> ● Introduction to Yogic Anatomy and Physiology
<p>Unit-2</p> <ul style="list-style-type: none"> ● Sports for Physical Fitness: Meaning and definition ● Components and Significance of Physical Fitness -Health, Skill and Cosmetic Fitness 	<ul style="list-style-type: none"> ● Physical Activity – Concept, Benefits of Participation in Physical Activities 	

- Types of Physical Activities – Walking, Jogging, Running, Calisthenics, Rope Skipping, Cycling, Swimming, Circuit Training, Weight training, Adventure Sports
- Principles of Physical Fitness, Warming Up, Conditioning, Cooling Down, Methods to Develop and Measure Health and Skill related components of Physical Fitness
- Measurement of Health Related Physical Fitness (HRPF)

Unit -3

- Physical Wellness: Concept, Components
- Significance with reference to Positive Lifestyle 2.2
- Factors affecting Wellness
- Types of wellness: psychological, social, emotional, and spiritual.
- Concepts of Quality of Life and Body Image
- Wellness Programmes

Unit-4: Nutrition and Weight Management

- Concept of Nutrients, Nutrition, Balanced Diet, Dietary Aids and Gimmicks
- Obesity - Concept, Causes, Obesity Related Health Problems
- Energy and Activity- Calorie Intake, Energy Balance Equation
- Weight Management through Behavioural Modifications

Learning Resource	<ul style="list-style-type: none"> • Anand O P. Yog Dawra Kaya Kalp. Sewasth Sahitya Perkashan. Kanpur. • Brown, J.E. Nutrition Now Thomson-Wadsworth. • Corbin et.al. Fitness & Wellness-Concepts. McGraw Hill. Publishers. New York. U.S.A • Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk, Concepts of Physical Fitness: Active Lifestyle for Wellness. McGraw Hill, New York, USA 	<ul style="list-style-type: none"> • Hoeger, W W K and S.A. Hoeger. Principles and Labs for Fitness and Wellness, Thomson Wadsworth, California, USA. • Hoeger, W.W. & S. Hoeger Fitness and Wellness. 7th Ed. Thomson Wadsworth, Boston, USA. • Kamlesh, M. L. & Singh, M. K., Physical Education (Naveen Publications). • Kansal, D.K. Text book of Applied Measurement, Evaluation & Sports Selection. Sports & Spiritual Science Publications, New Delhi.
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Assessment is fully internal

Learning Assessment	
Assessment Tools	Marks
Continuous Learning Assessment-I (CLA-I)	20 marks
Continuous Learning Assessment-II (CLA-II)	30 marks
Continuous Learning Assessment-III (CLA-III)	30 marks
Continuous Learning Assessment-IV (CLA-IV)	20 marks
Total Marks	100 marks

Course Designers		
Expert from Industry	External Expert from Higher Technical Institution	Internal Expert
	Dr. Senthilkumar Professor-Anna University Chennai – 600025	Dr. Jahira Parveen - Assistant Professor Faculty of Management -SRM Institute of Science and Technology Kattankulathur – 603203

Course Code	UBA24VA4L	Course Name	SPORTS		Course Category	VAC	Value added Courses-03			L	T	P	C
										0	0	4	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	
Course Offering Department	FOM, SRMIST		Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>
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Learning

Program Learning Outcomes (PLO)

CLR-1:	Understand the fundamental principles and concepts of sports management, including its scope, organizational structure, and ethical considerations	1	2	3	1	2	3	4	5					
CLR-2:	Analyse the role of marketing and sponsorship in the sports industry, with a focus on branding, target audience segmentation, and event management.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					
CLR-3:	Develop proficiency in financial management techniques specific to the sports industry, including revenue generation, cost management, and investment strategies									3	-	2	-	-
CLR-4:	Apply theoretical knowledge to practical scenarios through case studies and projects, fostering critical thinking and problem-solving skills in sports management contexts									3	-	-	2	-
CLR-5:	Explore the application of analytics and technology in sports, including performance evaluation, strategic decision-making, and fan engagement									-	3	3	-	-
										2	-	-	3	-
		2	75	60	3	3	-	3						
		2	80	70										
		2	70	65										
		2	70	70										
		2	80	70										

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1:	Demonstrate a comprehensive understanding of sports management principles, including organizational structures, legal issues, and ethical considerations
CLO-2:	Evaluate marketing strategies and sponsorship opportunities in the sports industry, devising effective branding and promotional campaigns.
CLO-3:	Apply financial management techniques to analyze revenue streams, control costs, and make informed investment decisions in sports organizations
CLO-4:	Utilize sports analytics tools and technology to enhance performance evaluation, strategic planning, and fan engagement initiatives.
CLO-5:	Synthesize course concepts through practical applications, demonstrating the ability to address real-world challenges in sports management scenarios

Note: All the theoretical contents shall be delivered through the practical workshop mode only. No class room teaching is encouraged in this course

<p>Unit -1:Introduction to Physical Education in The Contemporary Context (Any Two) Learn and demonstrate the technique of Suryanamaskar Develop Physical Fitness through Calisthenics / Aerobics / Circuit-Training / Weight-Training and demonstrate the chosen activity Select any one game available in the college and learn different techniques involved in its play</p>

Unit -2:Core Physical Education-: Fitness, Wellness and Nutrition (Any Two)

Measurement of Fitness Components – Leg-raise for Minimal Strength (Muscular Strength); Situps Muscular Endurance); Harvard Step Test, Run and Walk Test (Cardiovascular Endurance); Sit and Reach Test (Flexibility) Measuring height, weight, waist circumference and hip circumference
Calculation of BMI (Body Mass Index) and Waist-Hip Ratio Engage in at least one wellness programme and write a report on it

Unit-3:Core Physical Education-: Posture, Athletic Care and First Aid (Any Two)

Demonstrate Stretching and Strengthening Exercises for Kyphosis, Scoliosis, Lordosis, Knock Knees, Bow Legs, Flat Foot, Back Pain and Neck Pain
Illustration and Demonstration of Active and Passive Exercises

Asanas with Therapeutic Value (Any five asanas): Karnapeedasana, Padmasana, Dhanurasana, Sarvangasana, Paschimottanasana, Chakrasana, Halasana, Matsyasana, Ardhamatsyendrasana, Usthrasana, Mayurasana, Shirshasana, Vajrasana, Practice P.R.I.C.E. in First Aid.

Unit-4:Sports Administration & Management (Any Two)

- Demonstration of Supervision activities in Sports Management.
- Demonstration of skills of Management.
- Demonstration of fixtures of various kinds in sports competitions.
- Demonstration of technical and non-technical purchase procedure.

Learning Resource	<p>1. Teaching Children Physical Education: Becoming a Master Teacher. Graham, G., Human Kinetics, Champaign, Illinois, USA.</p> <p>2. Concepts of Physical Fitness: Active Lifestyle for Wellness, Corbin, C. B., G. J. Welk, W. R Corbin, K. A. Welk, McGraw Hill, New York, USA.</p>	<p>3 Teaching Today Health, Anspaugh, D.J., G. Ezell and K.N. Goodman, Mosby Publishers.</p> <p>4. Drug Education Handbook on Drug Abuse in Sports, Beotra, Alka, Applied Nutrition Sciences, Mumbai</p> <p>5. Sports Facility Management, Ammon, R., Southall, R.M. and Blair, D.A., West Virginia, USA: Fitness Information Technology Publishers</p>
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Assessment is fully internal

Learning Assessment	
Assessment Tools	Marks
Continuous Learning Assessment-I (CLA-I)	20 marks
Continuous Learning Assessment-II (CLA-II)	30 marks
Continuous Learning Assessment-III (CLA-III)	30 marks
Continuous Learning Assessment-IV (CLA-IV)	20 marks
Total Marks	100 marks

Course Designers		
Expert from Industry	External Expert from Higher Technical Institution	Internal Expert
	<p>Dr. Senthilkumar Professor-Anna University Chennai – 600025</p>	<p>Assistant Professor Faculty of Management -SRM Institute of Science and Technology Kattankulathur – 603203</p>

Course Code	UBA24VA5L	Course Name	NCC	Course Category	VAC	Value added Courses-03	L	T	P	C
							0	0	4	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	FOM, SRMIST		Data Book / Codes/Standards	Nil	

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>
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Learning

Program Learning Outcomes (PLO)

CLR-1 :	Understand the foundational role of drill in fostering discipline and leadership within a group, enabling effective command towards achieving common goals	1	2	3	1	2	3	4	5	
CLR-2 :	Appreciate the importance of grace and dignity in executing foot drill movements, recognizing their significance in enhancing performance and teamwork.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment	
CLR-3 :	Comprehend the criticality of weapon handling and detailed safety measures, emphasizing the importance of accident prevention through strict adherence to safety protocols				3	-	2	-	-	-
CLR-4 :	Develop an awareness of diverse terrain types and their strategic significance in battle craft, enabling informed decision-making and effective utilization of terrain features for tactical advantage				3	-	-	2	-	-
CLR-5 :					-	3	3	-	-	-
					2	-	-	3	-	-
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:									
CLO-1 :	Mastery of Discipline and Leadership through Drill Learners would demonstrate the ability to effectively command a group, foster discipline, and work collaboratively towards achieving shared objectives.	2	75	60	3	-	2	-	-	
CLO-2 :	Mastery of Grace and Dignity in Foot Drill Performance Learners would demonstrate an understanding of how these qualities enhance performance and foster teamwork within a group setting.	2	80	70	3	-	-	2	-	
CLO-3 :	Proficient Weapon Handling and Safety Adherence Learners would showcase a thorough understanding of the criticality of safety measures, emphasizing accident prevention through strict adherence to safety protocols.	2	70	65	-	3	3	-	-	
CLO-4 :	Enhanced Tactical Awareness and Strategic Decision-Making Learners would gain the ability to make informed decisions and effectively utilize terrain features to gain tactical advantage during operations.	2	70	70	2	-	-	3	-	
CLO-5 :		2	80	70	3	3	-	-	3	

Note: All the theoretical contents shall be delivered through the practical workshop mode only. No class room teaching is encouraged in this course

<p>Unit 1: Overview of National Cadet Corps (NCC), its history, aims, objectives, and organizational structure, Incentives and duties associated with NCC cadetship; Maneuvers: Foot drill, Word of Command, Attention, and stand at ease, and Advanced maneuvers like turning and sizing; Parade formations: Parade line, open line, and closed line; Saluting protocols, parade conclusion, and dismissal procedures. Marching styles: style march, double time march, and slow march</p>
<p>Unit 2: Weapon Training, Handling firearms, Introduction and characteristics of the .22 rifle; Handling Firearm techniques, emphasizing safety protocols and Best practices.</p>
<p>Unit 3: Map Reading (MR): Topographical forms and technical terms, including relief, contours, and gradients, crucial for understanding terrain features; Cardinal points , magnetic variation and grid convergence</p>
<p>Unit 4: Field Craft & Battle Craft (FC & BC): Fundamental principles and techniques essential for effective field and battle craft operations; Methods of judging distance, including estimation, pacing, and visual cues</p>

Learning Resource	<p>DGNCC Cadet's Hand Book - Common Subjects -All Wings</p> <ul style="list-style-type: none"> • Tiwari, R. NCC: Grooming Feeling of National Integration, Leadership and Discipline among Youth. Edwin Incorporation. • Chhetri, R.S. Grooming Tomorrows Leaders, The National Cadet Corps. 	<ul style="list-style-type: none"> • Directorate General National Cadet Corps . National Cadet Corps, Youth in Action. • Vanshpal, Ravi, The NCC Days, Notion Press
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Assessment is fully internal

Learning Assessment	
Assessment Tools	Marks
Continuous Learning Assessment-I (CLA-I)	20 marks
Continuous Learning Assessment-II (CLA-II)	30 marks
Continuous Learning Assessment-III (CLA-III)	30 marks
Continuous Learning Assessment-IV (CLA-IV)	20 marks
Total Marks	100 marks

ourse Designers		
Expert from Industry	External Expert from Higher Technical Institution	Internal Expert
	<p>Dr. Senthilkumar Professor-Anna University Chennai – 600025</p>	<p>Dr.Sakthiprasad - Assistant Professor Faculty of Management -SRM Institute of Science and Technology Kattankulathur – 603203</p>

Course Code	UBA24VA6L	Course Name	NSS	Course Category	VAC	Value added Courses-03	L	T	P	C
							0	0	4	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	FOM, SRMIST		Data Book / Codes/Standards	Nil	

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	To provide students with an understanding of the history, philosophy, and basic concepts of the National Service Scheme (NSS)	1	2	3	1	2	3	4	5
CLR-2 :	To familiarize students with the aims, objectives, and organizational structure of NSS	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3 :	To equip students with knowledge about NSS programmes, activities, and their relevance								
CLR-4 :	To develop an understanding of community mobilization techniques and their importance in NSS activities								
CLR-5 :	To cultivate an appreciation for volunteerism, shramdan (voluntary labor), and their role in community development initiatives								
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:								
CLO-1 :	Students will demonstrate an understanding of the history, philosophy, and objectives of the National Service Scheme (NSS), thereby fostering increased social awareness and patriotism among them	2	75	60	3	-	2	-	-
CLO-2 :	Students will be able to organize and conduct various NSS programmes and activities effectively and through it understand the importance of leadership and team building	2	80	70	3	-	-	2	-
CLO-3 :	Students will develop skills in community mobilization and partnership building.	2	70	65	-	3	3	-	-
CLO-4 :	Students will appreciate the importance of volunteerism and shramdan in societal development and thus, be able to understand role of community participation	2	70	70	2	-	-	3	-
CLO-5 :		2	80	70	3	3	-	-	3

Note: All the theoretical contents shall be delivered through the practical workshop mode only. No class room teaching is encouraged in this course

<p>Unit 1: Introduction and Basic Concepts of NSS National Service Scheme (NSS) - history, philosophy, and fundamental concepts, aims and objectives, providing clarity on the organization's overarching goals. Symbols of NSS - Emblem, flag, motto, song, and badge; Organizational structure of NSS</p>
<p>Unit 2: NSS Programmes and Activities Diverse programmes and activities conducted under the aegis of the National Service Scheme (NSS); Significance of commemorating important days recognized by the United Nations, Centre, State Government, and University; Examination of the methodology for adopting villages/slums and conducting surveys; Financial patterns of the NSS scheme</p>
<p>Unit 3: Community Mobilization Dynamics of community mobilization within the framework of the National Service Scheme (NSS); Functioning of community stakeholders; The conceptual lens of community development</p>
<p>Unit 4: Volunteerism and Shramdan in the Indian Context: Roles and Motivations within the NSS Framework Ethos of volunteerism and shramdan (voluntary labor) within the cultural context of India and the framework of the National Service Scheme (NSS); Motivations and constraints shaping volunteer engagement; Role of NSS volunteers in initiatives such as the Swatch Bharat Abhiyan and Digital India</p>

Learning Resource	<p>1. Ministry of Youth Affairs and Sports, Government of India. (2022). National Service Scheme (NSS) Manual.</p> <p>2. Agarwalla, S. (2021). NSS and Youth Development. Mahaveer Publications</p> <p>3. Bhattacharya, P. (2024). Stories Of NSS (English Version). Sahityasree.</p> <p>4. Borah, R. and Borkakoty, B. (2022). NSS in Socioeconomic Development. Unika Prakashan.</p> <p>5. Wondimu, H., & Admas, G. (2024). The motivation and engagement of student volunteers in volunteerism at the University of Gondar. <i>Discover Global Society</i>, 2(1), 1-16.</p>	<p>6. Saha, A. K. (2002). Extension Education–The Third Dimension Needs and Aspirations of Indian Youth. <i>Journal of Social Sciences</i>, 6(3), 209-214.</p> <p>7. Mills, S. (2013). “An instruction in good citizenship”: scouting and the historical geographies of citizenship education. <i>Transactions of the Institute of British Geographers</i>, 38(1), 120–134. http://www.jstor.org/stable/24582445</p> <p>8. Mishra, S. K., Sachdev, S., Marwaha, N., & Avasthi, A. (2016). Study of knowledge and attitude among college-going students toward voluntary blood donation from north India. <i>Journal of blood medicine</i>, 19-26</p>
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Assessment is fully internal

Learning Assessment	
Assessment Tools	Marks
Continuous Learning Assessment-I (CLA-I)	20 marks
Continuous Learning Assessment-II (CLA-II)	30 marks
Continuous Learning Assessment-III (CLA-III)	30 marks
Continuous Learning Assessment-IV (CLA-IV)	20 marks
Total Marks	100 marks

course Designers		
Expert from Industry	External Expert from Higher Technical Institution	Internal Expert
	<p>Dr. Senthilkumar Professor -Anna University Chennai – 600025</p>	<p>Dr.Maheswari - Assistant Professor Faculty of Management -SRM Institute of Science and Technology Kattankulathur – 603203</p>

Course Code	UBA24VA7L	Course Name	DISASTER MANAGEMENT	Course Category	VAC	Value added Courses-03	L	T	P	C
							0	0	4	2

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

Course Learning Rationale (CLR):	<i>The purpose of learning this course is:</i>	Learning	Program Learning Outcomes (PLO)
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CLR-1: To provide understanding of the concepts related to disaster	1	2	3	1	2	3	4	5
CLR-2: To highlight the importance and role of disaster management	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3: To enhance awareness of institutional processes and management strategies to mitigate the impacts of disasters								
CLR-4: To learn the concepts, key concepts, and terminologies on disaster management and its cycle								
CLR-5: To understand the initiatives at national and international levels of disaster management and how to overcome during the emergency period								

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
CLO-1: Articulate the critical role of disaster management in reducing risks and enhancing resilience	2	75	60	3	-	2	-	-	-	-	-
CLO-2: Identify and describe key institutional frameworks and processes in disaster management	2	80	70	3	-	-	2	-	-	-	-
CLO-3: Conduct risk assessments and develop disaster management plans for specific scenarios	2	70	65	-	3	3	-	-	-	-	-
CLO-4: Developing a sense of how to protect oneself and society from the emergency crisis	2	70	70	2	-	-	3	-	-	-	-
CLO-5: Acquire knowledge of the national and international management system	2	80	70	3	3	-	-	-	-	3	-

Duration (hour)	6	6	6	6	6
S-1	SLO-1 Introduction to Disaster Management	Global Trends in Disasters	Phase of Risk management	Disaster Risk Management Policies	Emergency Management on Spill
	SLO-2 Continuation of Introduction to Disaster management	Physical and Social Impacts of Disasters	Phase of Mitigation and Prevention	Disaster Risk Management Plans	Emergency Management on Spill – Oil and Hazardous Materials
S-2	SLO-1 Understanding the key concept of Hazards	Economic and Political Impacts of Disasters	Phase of Preparedness Planning	Disaster Risk Management Programmes	Continuation on Emergency Management on Spill – Oil and Hazardous Materials

Duration (hour)		6	6	6	6	6
	SLO-2	Understanding the key concept of Hazards	Environmental Impacts of Disasters	Phase of Prediction and Warning	Disaster Risk Management Legislation	Emergency Management on Threats
S-3	SLO-1	Understanding the key concept of Disasters	Psychological Impacts of Disasters	Disaster Risk Reduction (DRR)	International Strategy for Disaster Reduction	Emergency Management on Bomb Blasts
	SLO-2	Understanding the key concept of Disasters	Different Vulnerability in Disaster Management	Continuation of DRR	Continuation of International Strategy for Disaster Reduction	Emergency Management on Terrorist Attacks
S-4	SLO-1	Different types and Causes of Disasters	Physical Vulnerability	Community based Disaster Risk Reduction	Notable Initiatives on International Strategy for Disasters	Stampede and Conflicts
	SLO-2	Geographical Disaster	Social and Economic Vulnerability	Continuation of Community based Disaster Risk Reduction	Emergency Management on Explosion and Accidents	Continuation on Stampede and Conflicts
S-5	SLO-1	Hydrological Disaster	Components of Disaster Management Cycle	Disaster Risk Management (DRM) in India	Emergency Management on Explosion and Accidents at Industries	Sharing Experience of Training and Demonstration Workshops
	SLO-2	Meteorological Disaster	Continuation of Components of Disaster Management Cycle	Continuation of Disaster Risk Management in India	Emergency Management on Explosion and Accidents at Nuclear	NIDM/NDRF/NCDC/CISF
S-6	SLO-1	Biological and Atmospheric Disaster	Phases of Disaster Management	Disaster Risk Management at International Level	Emergency Management on Explosion and Accidents at Transport	Local Administration/Fire Brigade
	SLO-2	Human-made Disaster	Phase of Response and Recovery	Continuation of Disaster Risk Management at International Level	Emergency Management on Explosion and Accidents at Mining	Param Military//etc.

Learning Resources (Latest Editions)	Text	<ol style="list-style-type: none"> Sharma, S.C., Disaster Management, Khanna Book Publishing. Clements, B. W., Disasters and Public Health: Planning and Response, Elsevier Inc. Duncan, K., and Brebbia, C. A., (Eds.): Disaster Management and Human Health Risk: Reducing Risk, Improving Outcomes, WIT Press, UK. Singh, R. B. (ed.), Natural Hazards and Disaster Management: Vulnerability and Mitigation, Rawat Publications, New Delhi. Ramkumar, Mu, Geological Hazards: Causes, Consequences and Methods of Containment, New India Publishing Agency, New Delhi. Modh, S. Managing Natural Disaster: Hydrological, Marine and Geological Disasters, Macmillan, Delhi. Carter, N. Disaster Management: A Disaster Management Handbook. Asian Development Bank, Manila. Govt. of India Vulnerability Atlas of India. BMTPC, New Delhi. Govt. of India Disaster Management in India. Ministry of Home Affairs, New Delhi. Matthews, J.A., Natural Hazards and Environmental Change, Bill McGuire, Ian Mason.
	E-Resources	<ul style="list-style-type: none"> http://www.ndma.gov.in/en/ http://nidm.gov.in/ https://www.unisdr.org/ http://www.emdat.be https://www.weather.gov/safety/ https://www.preventionweb.net/risk/vulnerability

Assessment is fully internal

Learning Assessment	
Assessment Tools	Marks
Continuous Learning Assessment-I (CLA-I)	20 marks
Continuous Learning Assessment-II (CLA-II)	30 marks
Continuous Learning Assessment-III (CLA-III)	30 marks
Continuous Learning Assessment-IV (CLA-IV)	20 marks
Total Marks	100 marks

Course Designers		
Expert from Industry	External Expert from Higher Technical Institution	Internal Expert
<p>Thiru. J. Karuna Assistant Vice President Novopor Advanced Science Private Limited Hyderabad – 500033</p>	<p>Dr. Senthilkumar Professor Anna University Chennai – 600025</p>	<p>Dr. Jagan Babu K Assistant Professor Faculty of Management SRM Institute of Science and Technology Kattankulathur – 603203</p>

Semester- IV

Course Code	UBA24401T	Course Name	ENTREPRENEURSHIP AND STARTUP ECOSYSTEM	Course Category	CC	Core Courses-10	L	T	P	C
							1	1	0	2

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

Course Learning Rationale(CLR):	
CLR-1 :	<i>To understand Entrepreneurship and its types</i>
CLR-2 :	<i>To understand that not all ideas can be turned into viable business models and guestimate business potential of an idea</i>
CLR-3 :	<i>To understand different type of finances available and financing methods</i>
CLR-4 :	<i>To be able to draft business plans on an identified idea</i>
CLR-5 :	<i>To understand the nuances of operating a startup – low budget marketing, stabilizing operations, build a team from scratch and scaling the business</i>

Course Learning Outcomes (CLO): At the end of this course, learners will be able to	
CLR-1 :	<i>Understand basic building blocks of creating a venture</i>
CLR-2 :	<i>Be able to identify a business opportunity and translate it into a viable business model</i>
CLR-3 :	<i>Identify the elements of the Indian entrepreneurship ecosystem and take relevant benefits from the constituents</i>
CLR-4 :	<i>Know the legacy of family businesses and key differentiations from entrepreneurship</i>
CLR-5 :	<i>Know the legacy of family businesses and key differentiations from entrepreneurship</i>

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment
1	90	70
2	90	80
4	85	70
4	95	75
3	95	80

Program Learning Outcomes (PLO)				
1	2	3	4	5
3			2	
	3	2		
		3		2
3			2	
	3		2	

Duration (hour)	SLO	Topic	Sub-Topic	Learning Outcome	Skill	Knowledge
S-1	SLO-1	Introduction to Entrepreneurship & Family Business	Introduction to Entrepreneurship & Family Business	Evaluating Business opportunity	Building Blocks of starting ventures	Start-up Ecosystem
	SLO-2	Definition	Women Entrepreneurship	Business Idea – Sources of business ideas and opportunity recognition	Opportunity recognition	Start-up
S-2	SLO-1	Concept of entrepreneur	Barriers To Women Entrepreneurship	Business idea generation	Industry, competition and environment analysis	Know the components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc.
	SLO-2	Entrepreneur Characteristics	Reasons for the slow growth	Business idea generation	Low-cost Marketing using	Source of Technology,

			of women entrepreneurship,	techniques	digital technologies	
S-3	SLO-1	Qualities of an Entrepreneur	Development of Women Entrepreneurship	Guesstimating the market potential of a business idea	Team building from scratch	Know various govt. schemes like Start-up India, Digital India, MSME etc.
	SLO-2	Classification of Entrepreneurs	Key entrepreneurial traits	Idea Evaluation	Venture Funding	Know various govt. schemes like Start-up India, Digital India, MSME etc.
S-4	SLO-1	Factors influencing Entrepreneurship	Role of Entrepreneurship in Economic Development	Feasibility study	introduction	Sources of Venture Funding available in India
	SLO-2	Functions of Entrepreneur	Start-ups	Feasibility study- Marketing, Finance, Technology and Legal	Methods	Sources of Venture Funding available in India
	SLO-1	Entrepreneurial processes	Family business	Feasibility study- Marketing, Finance, Technology and Legal	Establishing the value-chain and managing operations	Source of Technology,
	SLO-2	Entrepreneurial Environment	characteristics of Family business	Feasibility analysis of the idea	Establishing the value-chain and managing operations	Intellectual Property management
S-6	SLO-1	Social Entrepreneurship	Knowing the characteristics of Family business with discussion on few Indian cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.	Identification of Business opportunities	Legal aspects like IPR and compliances	Intellectual Property management
	SLO-2	Discussion	Discussion	Discussion	Discussion	Discussion

Learning Resource	<p>1.Startup India Leaning Program by Start Up India available at www.startupindia.gov.in</p> <p>2. Entrepreneurship, Rajeev Roy, Oxford University Press</p> <p>3. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing</p>	<p>4. Family Business Management by Rajiv Agarwal, Sage Publishing</p> <p>5. Anish Tiwari , “Mapping the Startup Ecosystem in India”, Economic & Political Weekly</p> <p>6. Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series</p>
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50%weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember Understand	40%	-	40%	-	40%	-	30%	-	30%	-
Level2	Apply Analyze	40%	-	40%	-	40%	-	40%	-	40%	-
Level3	Evaluate Create	20%	-	20%	-	20%	-	30%	-	30%	-
	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
I.Dr.M.Ramanathan, Senior Manager-Strategy, DOW chemicals, Tamaraitch.park, Guindy	1. Dr.Jeganathan Gomathi Sankar,AP-MBA, Saveetha School of management	I.Dr.M.SRINIVASAN - Assistant Professor, Faculty of Management-SRM IST-Kattankulathur
Mr. Murugan , Industrialist and Senior Consultant , Atos Syntel India	2. Dr.Chandrasekaran Assistant professor, Government Arts College,	Dr.L jayanthi- Assistant Professor, Faculty of Management-SRM IST-Kattankulathur

Course Code	UBA24402T	Course Name	OPERATIONS MANAGEMENT	Course Category	cc	Core Course-11	L	T	P	C
							3	1	0	4

Pre-requisite Courses	If need	Co-requisite Courses	If need	Progressive Courses	If need
Course Offering Department	BBA	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:	Create awareness on applications of operations management in both service and manufacturing industries	1	2	3	1	2	3	4	5
CLR-2:	Inculcate the confidence to take-up the operations-based responsibilities in organizations	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	Provide insights on basic tools and techniques with respect to operations management								
CLR-4:	Get the confidence among the students to take operations management related decisions based on analytical and logical calculations								
CLR-5:	Develop the students for sustaining in the field of operations management in both domestic and global level organizations by meeting the current requirements as per the Industry 4.0								
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:								
CLO-1:	Enable the students to understand the fundamental concepts of operations management	1	90	80	1			1	
CLO-2:	Deliver the tools and techniques for various planning activities of operations management	2	90	80		2			
CLO-3:	Familiarize on purchase and managing the inventories of an organization	3	90	80	1			2	
CLO-4:	Provide knowledge on maintenance and work study related operations	3	90	80		2			
CLO-5:	Create awareness on quality and current trends of operations management	4	90	80					

Duration (hour)	12	12	12	12	12	
S-1	SLO-1	Operations – Meaning	Capacity Planning-Definition	Purchase management - Meaning	Inventory - Meaning	Maintenance management - meaning
	SLO-2	Nature and characteristics of POM	Measures of Capacity	Importance of Purchase Management	Inventory Management - Meaning	Maintenance management - objectives
S-2	SLO-1	Production as a system	The Time horizon in Capacity Planning	Objectives of Purchasing	Reasons for Keeping Inventories	Types of Maintenance - Breakdown (Reactive) Maintenance
	SLO-2	Operations vs production	Capacity planning – Framework	Purchase management - Meaning	Inventory Management - Objectives	Preventive Maintenance
S-3	SLO-1	Importance of production and operation Management	Types of Capacity planning –	Parameters of Purchasing	Different Types of Inventory	Predictive Maintenance
	SLO-2	Role of operations Manager.	Plant location - Definition	Purchasing Procedure	Importance of Inventory Management	Maintenance Planning -Meaning
S-4	SLO-1	Relationship of OM with other discipline	Need for Selecting a Suitable Location	Purchase Policies	Costs of Inventory	Maintenance Scheduling - Meaning

	SLO-2	Functions operations management.	Specific Locational Factors for Manufacturing Organization	Purchasing cycle	Techniques of Inventory Control - ABC analysis	Inspection - Meaning
S-5	SLO-1	Manufacturing system-Meaning,	Specific Locational Factors for Service Organization.	Vendor Rating Methods and decisions	HML analysis,	Objectives of Inspection
	SLO-2	Types of Manufacturing Systems	Steps in Plant location decision.	Categorical plan	VED analysis	Purpose of Inspection
S-6	SLO-1	Intermittent Manufacturing system	significance of plant location decision	Weighted point plan	FSN analysis	Quality control -Meaning
	SLO-2	Continuous Manufacturing system	Location Models: Factor Rating Method	Critical incident method	GOLF analysis	Need for Controlling Quality
S-7	SLO-1	Flexible Manufacturing system	Weighted Factor Rating Method	Checklist method	SOS analysis	Steps in Quality Control
	SLO-2	Advantages –Manufacturing system	Location Models:	Stores management-Introduction	Inventory Model - Economic Order Quantity (EOQ)	Objectives of Quality Control
S-8	SLO-1	Disadvantages	Centre of Gravity Method.	Stores management Meaning	Materials management - Meaning	statistical quality control - Definition
	SLO-2	Limitations	Plant Layout- Introduction	Need Stores Management	Functions of materials management	objectives and benefits of using control charts
S-9	SLO-1	Services as a part of operations management	Classification of Layout-Introduction	Importance of Stores Management	Material handling - Meaning	Types of control charts for variables
	SLO-2	Introduction	Process layout	Functions of stores management	Objectives of Material Handling	Types of control charts for attributes
S-10	SLO-1	Intangibility	Product layout	Stores Layout – Meaning	Principles of Material Handling	Challenges of operations Management in Today and Tomorrow's world
	SLO-2	Heterogeneity	Group Layout	Store Layout _types	Selection of Material Handling Equipment's	role of emerging technologies such as (AI (IoT) improving operational efficiency
S-11	SLO-1	Simultaneous Production and Consumption	Fixed Position Layout	Factors determining Stores Layout decision	Types of Material Handling Equipment's	impact of AI and IoT on production processes
	SLO-2	Perishability	Concepts and examples	Functions of Store Management	Storage and Handling Equipment	impact of AI and IoT on inventory management
S-12	SLO-1	Operations Management Function	Advantages of layout	Store Management-Types	Industrial Trucks and Machines	AI and IoT on Quality Control
	SLO-2	Challenges in operations Management	Limitations of layout	Store Management-Process	Bulk Material Handling Equipment and Engineered systems	Challenges of operations Management in Today and Tomorrow's world

Learning Resources	<ol style="list-style-type: none"> 1. Stevenson, W. J. Operations management (13th Edition 935532264X · 9789355322647). McGraw-Hill/Irwin. (2022). 2. Mahadevan B., Operations Management Theory and Practice, Pearson Publication, 3rd Edition, 2015 3. R. Panneerselvam, Production and Operations management, Prentice Hall India private limited, 2017 4. Aswathappa, K., ShridharaBhat, K., Production and Operations Management, Himalaya Publishing House, 2014 5. Norman Gaither and Greg Frazier, Operations Management, 9th Edition, Cengage publications, 2002 (Reprint 2013) 6. Sidhartha S. Padhi, Operations Management – Text and Cases, Star Business Series, 2018
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. N. Pandian, Plant Manager, Bunge India Ltd, Trichy.	Dr. N. Senthil Kumar, Professor, Anna University, Chennai	Dr.K. Kavitha, Assistant Professor, Faculty of Management, SRMIST, Kattankulathur
Mr. S. Karthikeyan, Plant Head, Salcomp India Pvt. Ltd., Sriperumbudur	Dr. L. Aravindh Kumaran, Assistant Professor, LIBA, Chennai	Dr.M. Murugan. Assistant Professor, Faculty of Management, SRMIST, Kattankulathur

Course Code	UBA24403T	Course Name	FINANCIAL MANAGEMENT	Course Category	CC	Core Courses-12	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department	<i>Faculty of Management</i>			Data Book / Codes/Standards						

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:	Understand scope and significance of Financial Management	1 Level of Thinking (Bloom)	2 Expected Proficiency (%)	3 Expected Attainment (%)	1 Apply knowledge of management theories and practices to solve	2 Foster Analytical and critical thinking abilities for data-	3 Ability to develop Value based	4 Ability to understand, analyze and communicate global economic, legal and	5 Ability to lead themselves and others in the achievement of organizational goals, contributing
CLR-2:	Examine the various concept, process and importance of capital budgeting								
CLR-3:	Learn about the various techniques in evaluating the investment proposals.								
CLR-4:	Basic understanding about effects off financial leverage								
CLR-5:	Explore the assumptions and implications of the NI approach and NOI approach								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Understand the role and importance of a financial manager	3	80	70	3	2	-	-	-
CLO-2:	Identify and evaluate the alternative sources of business finance	3	80	70	3	3	-	-	-
CLO-3:	Discuss and apply working capital management techniques	3	75	70	2	3	-	-	-
CLO-4:	Understand the factors influencing cost of capital and calculating cost	3	85	70	2	3	-	-	-
CLO-5:	To take decision on capital structure	3	85	70	3	3	-	-	-

Duration (hour)	12	12	12	12	12	
S-1	SLO-1	Introduction to Financial Management Meaning of Financial Management	Basic Capital Budgeting-Introduction	Cost of Capital-Introduction Importance	Financial planning and control Introduction	Working Capital Management, Introduction
	SLO-2	Definition of financial Management	Meaning of Capital Budgeting, Nature of Capital Budgeting	Basic Concepts, Definition	Estimating fixed and working capital requirements	Concepts and Definition of Working Capital
S-2	SLO-1	Scope of Financial management	Importance, Capital Budgeting Process	Assumptions, Business Risk	Leverage-Concept, Operating leverage	Nature of Working Capital
	SLO-2	Objectives	Accept-reject Decision, Mutually Exclusive Project Decisions	Financial Risk, Cost of Equity Capital	Measurement of Leverages, Break-even point	Planning of Working capital, Need for Working capital
S-3	SLO-1	Profit Maximization	Capital Rationing Decision, Cash Flow	Cost of debt	Effect of variables on break-even point	Permanent Working Capital, Temporary Working Capital
	SLO-2	Wealth maximization	Effect of Depreciation, Effects of Tax	Cost of irredeemable debt problems	Effects of Operating and financial leverage on profit	Changes in Working Capital,

S-4	SLO-1	Role of a Financial Manager	Payback period Problems	Cost of redeemable debt problems	Analysing alternative financial plans	Changes in Sales and Operating Expenses
	SLO-2	Risk-return trade-off	Net Present Value(NPV)	Cost of equity capital	Financial leverage	Policy Changes
S-5	SLO-1	Other objectives	Evaluation	Types of equity capital	Measures of financial leverage-Debt ratio	Technological Changes
	SLO-2	Role of a Financial Manager	Average Rate of Return(ARR)	Opportunity costs	Debt-Equity ratio	Operating cycle
S-6	SLO-1	Risk-return trade-off	Computation	Computation of Overall Cost of Capital	Interest Coverage	Determination of Working Capital
	SLO-2	Other functional areas	Accept-Reject Rule	Debt-Yield Plus Premium Approach	Combined financial and operating leverage	Working capital requirement
S-7	SLO-1	Significance of financial management	Evaluation	Dividend Approach, Dividend Valuation Model	EBIT&EPS Analysis	Working capital requirement - simple problems
	SLO-2	The changing scenario of financial management	Net Present Value(NPV)	Cost of Preference Capital, Irredeemable Preference Shares	Capital structure decision of the firm	Introduction to dividend policy
S-8	SLO-1	Time Value of Money – Introduction	Evaluation	Redeemable Preference Shares	Composite leverage	Types of Dividend
	SLO-2	Definition	Net Present Value(NPV)	Cost of Retained Earnings	Meaning, Capital Structure-Definition	Factors determining dividend policy
S-9	SLO-1	Methods of analysis	Computation	Opportunity costs	Importance, Determinants of Capital Structure	Dividend theories
	SLO-2	Compounding	Accept-Reject Rule	Computation of Overall Cost of Capital	Determinants of Capital Structure	Walter's model.
S-10	SLO-1	Multiple compounding periods	Evaluation	Weighted Average	Optimum Capital Structure	Assumptions
	SLO-2	Multiple compounding periods	Net Present Value(NPV) problems	Assignment of Weights	Capital Structure Theories	Walter's model problems
S-11	SLO-1	Multiple compounding periods	Net Present Value(NPV) problems	Historical Versus Marginal Weights	Net Income Approach	Gordon's model
	SLO-2	Effective interest rate in multi-period compounding	Internal Rate of Return(IRR)	Marginal Weights	Assumptions	Assumptions
S-12	SLO-1	Effective interest rate in multi-period compounding	Average Rate of Return (ARR)Problems	Historical Weights	Net Operating Income Approach	Gordon's model problems
	SLO-2	Doubling period	profitability index	Book Value Weights	Assumptions	Modigliani and Miller's

Learning Resources	6. Sumit Gulati, Y.P. Singh Financial Management 2 nd Edition Mc Graw Hill August 2024 ISBN 9789390219261 7. R.P. Rustagi Fundamentals of Financial Management Taxmann ISBN 9789356222007 June 2024 8. Prasanna Chandra Financial Management, Theory and Practice ISBN 978-9353166526 10 th Edition.
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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	Internal Experts
1.Mr. Aravind Nair EY GDS	Dr. Vaishali Mahajan, Associate Professor,SCMHRD, Pune	1.Dr. R. Megavannan, SRMIST, Faculty of Management, Kattankulathur
Mr. Murugan , Industrialist and Senior Consultant , Atos Syntel India	Dr.Chandrasekaran Assistant professor, Government Arts College,	Dr.L jayanthi- Assistant Professor, Faculty of Management-SRM IST-Kattankulathur

Course Code	UBA24404T	Course Name	BUSINESS RESEARCH METHODOLOGY	Course Category	CC	Core Courses-13			
						L	T	P	C
						3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable				
Course Offering Department	Faculty of Management		Data Book / Codes/Standards						

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 grasp the fundamentals of research methodology and apply them in various research or project works	1	2	3	1	2	3	4	5
CLR-2:	To identify and utilize appropriate research methods aligned with research objectives.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements.								
CLR-4:	To learn the intricacies of interpreting data								
CLR-5:	To write comprehensive research reports.								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Prepare a detailed research plan covering all essential aspects of a research project	3	80	70	3	2	-	-	-
CLO-2:	Construct and administer effective research instruments like questionnaires.	3	80	70	3	3	-	-	-
CLO-3:	Execute data collection strategically to gather relevant information	3	75	70	2	3	-	-	-
CLO-4:	Apply advanced statistical techniques for data interpretation	3	85	70	2	3	-	-	-
CLO-5:	Draft comprehensive research reports tailored to specific audience needs.	3	85	70	3	3	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Unit 1: Introduction to Research	Unit 2: Process of research:	Unit 3: Formulating the Research Problem	Unit 4: Measurement and Data Collection	Unit 5: Data Analysis and Interpretation
	SLO-2	Research & Business research	process	identify and formulate research problems	Measurement and Data Collection	Sampling, population
S-2	SLO-1	Research and manager	Broad problem area	identify and formulate research problems	How variables are measured	Sampling process
	SLO-2	Research and manager	Literature review	conduct literature reviews	measurement and scaling	Sampling process
S-3	SLO-1	Research history	Literature review	conduct literature reviews	Scales:	sampling methods:
	SLO-2	Research history	Defining problem statement	develop research questions	Nominal,ordinal	Probability sampling
S-4	SLO-1	Research Evolution	Research proposal	develop research questions	Interval, ratio	Probability sampling
	SLO-2	Research Evolution	Types of variables	objectives.	Rating scales	Non Probability sampling
S-5	SLO-1	Types of scientific inquiry and research:	Theoretical framework	objectives.	Rating scales	Non Probability sampling
	SLO-2	primary & secondary research	Hypothesis development	process of creating effective research designs	Ranking scales	Other sampling
S-6	SLO-1	primary & secondary research	research design and selection	Purpose of the study:	Goodness of measures	Other sampling
	SLO-2	quantitative & qualitative research	research design and selection	Exploratory study	Goodness of measures	data preparation (editing and coding)
S-7	SLO-1	quantitative & qualitative research	data collection	Descriptive study	different types of data	data preparation (editing and coding)
	SLO-2	applied & basic research	data processing	Hypothesis testing	sources of measurement error	Hypothesis testing
S-8	SLO-1	applied & basic research	data processing	Case study analysis	scale construction techniques	testing using parametric
	SLO-2	descriptive & casual research	analysis and reporting	Type of investigation	scale construction techniques	testing using parametric
S-9	SLO-1	descriptive & casual research	analysis and reporting	population and sampling method	various data collection methods	non-parametric tests
	SLO-2	deductive & inductive research	Characteristics of research.	data collection method	questionnaires	non-parametric tests

S-10	SLO-1	deductive & inductive research	Characteristics of research.	data collection method	interviews	tools and techniques for data visualization
	SLO-2	Ethical considerations in research,	Components of good research work.	data collection procedure	observations	tools and techniques for data visualization
S-11	SLO-1	Ethical considerations in research	Components of good research work.	data analysis	observations	charts, tables, and box plots.
	SLO-2	practical assignment1	practical assignment2	practical assignment3	practical assignment4	practical assignment5
S-12	SLO-1	case studie1	case studie2	case studie3	case studie4	case studie5
	SLO-2	group discussion1	group discussion2	group discussion3	group discussion4	group discussion5

Learning Resources	<p>1. Malhotra, N. K., Nunan, D., & Birks, D. F. , Marketing research. Pearson UK.</p> <p>2. Research Methodology by Ranjit Kumar.</p> <p>3. Research Methods for Business by Uma Sekaran.</p> <p>4. Methodology of Research by C.R. Kothari.</p> <p>● Using Market Research to Assess Willingness to Pay for Pricing Decisions by: Kamel Jedidi, Robert J. Morais (2023) – https://hbsp.harvard.edu/product/CU378-PDF-ENG</p>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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 Expert	Internal Expert
Dr.V.S.Ravi, Technical Lead, World Bank.	Dr A.R.Krishnan, Professor, Faculty of Management, SRMIST	Dr.A.Suganya, Assistant Professor, Faculty of Management, SRMIST

Course Code	UBA24VA8T	Course Name	BUSINESS ENVIRONMENT AND PUBLIC POLICY	Course Category	VAC	Value added Courses-4			
						L	T	P	C
						2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable				
Course Offering Department	Faculty of Management			Data Book / Codes/Standards					

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:	Understand relationship between environment and business, different concepts & its implementation.	1	2	3	1	2	3	4	5
CLR-2:	To help students in understanding the integration of business environment principles and strategies into domestic and international business.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To analyze about the In-depth knowledge of public policies and reforms since independence.								
CLR-4:	To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.								
CLR-5:	To Understand the interrelationship between technology and globalization, Apply the knowledge to analyse the current situations and take prudent decisions.								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>	1	2	3	1	2	3	4	5
CLO-1:	To Identify and evaluate the complexities of business environment and their impact on the business.	1	85	70	3	2	-	-	-
CLO-2:	Analyze the significance of regional economic integrations and their impact on global trade and development.	2	80	70	3	2	-	-	-
CLO-3:	Students to analyze the importance of different public policies such as industrial, fiscal, monetary, foreign trade policies, and their impact on the economy.	4	85	70	2	3	-	-	-
CLO-4:	students will gain a comprehensive understanding of the economic dynamics of emerging markets, enabling them to identify and evaluate opportunities for investment, trade, and business development in these growing economies.	3	80	70	2	3	-	-	-
CLO-5:	Identify opportunities and challenges created by the rapid advancement of technology and the growing digital economy.	4	85	70	3	3	-	-	-

Duration (hour)	6	6	6	6	6	6
S-1	SLO-1	Introduction to Business Environment, Concept and Definition.	Introduction to EPRG framework. Concept and Definition.	Introduction Background of Public Policy, Historical evolution concepts	Introduction to Unemployment in India: Causes and Impact	Introduction to Emerging Trends in Business, Concepts and significance
	SLO-2	Components of Business Environment	Components of EPRG framework	Factors influencing Public Policy.	Types of Unemployment	Franchising: Concept, Advantages, and Limitations
S-2	SLO-1	Significance of Business Environment	Concept, impact and challenges Liberalization.	Importance and scope of Public Policy.	Remedies for Unemployment	Aggregators: Concept, Advantages, and Limitations

	SLO-2	Nature of Business Environment	Concept and impact of Privatization	Significance of Industrial Policy	Poverty in India: Causes and Consequences	Business Process Outsourcing (BPO): Concept, Advantages, and Limitations
S-3	SLO-1	Micro Business Environment- Definition and impact	Introduction to Globalization concept & its impact on Indian Economy	Significance of Fiscal Policy	Remedies for removes Poverty	Knowledge Process Outsourcing (KPO): Concept, Advantages, and Limitations
	SLO-2	Types of Micro Business Environment	Concepts and Impact of LPG Reforms on Indian Economy	Significance and role of Monetary Policy	Regional Imbalance in Economic Development causes and impact	E-Commerce: Concept, Advantages, and Limitations
S-4	SLO-1	Macro Business Environment- Definition and impact	Definition and importance Foreign Direct Investment (FDI)	Significance and objectives of Foreign Trade Policy	Social Injustice in India: Types and Challenges	Digital Economy Concept, Advantages, and Limitations
	SLO-2	Types of Macro Business Environment	Definition and importance (FII) Foreign Institutional Investment	Significance of FERA (Foreign Exchange Regulation Act)	Inflation in India: Causes and Impact	Technological Growth in Business: Impact and Benefits
S-5	SLO-1	Changing Dimensions of Business Environment	Definition, importance and role of International Monetary Fund (IMF)	Significance and Impact of FERA (Foreign Exchange Regulation Act)	Parallel economy in India: Causes and Impact	Role of Artificial Intelligence and Automation in Business
	SLO-2	Scope of Business Environment	Definition, importance and role of World Trade Organization (WTO)	Structural Adjustment Programs (SAP) concepts and objectives	concepts and importance of Lack of Technical Knowledge and Information	Technological Disruption and Its Impact on Traditional Businesses
S-6	SLO-1	Problems of Indian Business Environment.	Regional Economic Integrations: Concept and Types	Overview of Banking Sector Reforms in India	Challenges of Indian Business Environment	Multinational Corporations (MNCs): Role in Global Business
	SLO-2	Challenges of Indian Business Environment.	Role of Regional Economic Integration in National Development	Overall Impact of Public Policies in India	Opportunities of Indian Business Environment	Opportunities for Indian Businesses in the Emerging Global Environment

Learning Resources	Text Books (Latest Editions):
	<p>1.K. Aswathappa: Essentials of Business Environment, Himalaya Publishing House. 2. Francis Cherunilam: Business Environment, Himalaya Publishing House.</p> <p>3. A. C. Fernando: Business Environment, Pearson. 4.Dr. S Sankaran: Business Environment, Margham Publications.</p> <p>5. Dr V Murali Krishna: Business Environment, Spectrum Publications. 6. Namitha Gopal: Business Environment, McGraw Hill.</p>
	References:
	<p>1.Rosy Joshi, Sangam Kapoor, Business Environment, Kalyani Publishers, Third Revised edition 2011.</p> <p>2. Ruddar Dutt and Sundaram K.P.S - Business Environment</p> <p>3. Chidambara K- Business Environment, Vikas Publishing House</p>

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	40%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	60%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	20	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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
Dr.V.S.Ravi, Technical Lead, World Bank.	1.Dr A.R.Krishnan, Professor, Faculty of Management, SRMIST	1. Dr.R.Ganaga Durga devi,Assistant Professor, Faculty of Management, SRMIST

Course Code	UBA24VA9L	Course Name	ENTERPRISE SYSTEM AND PLATFORMS	Course Category	VAC	Value Added Courses -4	L	T	P	C
							0	0	4	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

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 understand the key concepts, components, and evolution of ERP
CLR-2 :	To apply knowledge of ERP system design and architecture
CLR-3 :	To analyze and evaluate ERP implementation strategies
CLR-4 :	To create business intelligence reports and dashboards
CLR-5 :	To learn the ERP trends in industry

	1	2	3
Level of Thinking (DL/SS)			
Expected Proficiency (P/A)			
Expected Attainment (A/A)			

	1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems					
Foster Analytical and critical thinking abilities for data-based decision making					
Ability to develop Value based Leadership ability					
Ability to understand, analyze and communicate global economic, legal and ethical aspects of business					
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	Create the role of enterprise systems (ERP, CRM, SCM) in supporting business operations.
CLO-2 :	Design and implement basic business processes (e.g., sales, procurement, inventory) using Excel tools and functions.
CLO-3 :	Analyze business data using Excel (PivotTables, formulas, charts) for informed decision-making.
CLO-4 :	Develop automated workflows and dashboards to simulate enterprise system functionalities
CLO-5 :	Integrate and interpret data across business domains (sales, finance, and inventory) to simulate end-to-end enterprise operations.

Duration (hour)	6	6	6	6	6	
S-1	SLO-1 SLO-2	Introduction to Enterprise Resource Systems	Create a business process flowchart (Sales → Delivery → Payment).	Basics of inventory and procurement.	Customer lifecycle and CRM systems	Journal entries and ledgers in enterprise systems
S-2	SLO-1 SLO-2	Definition and Evolution of ERP,	Key components of business processes.	Advanced ERP Features	Project Planning and Execution	Create a KPI dashboard (Sales, Inventory, Profit).
S-3	SLO-1 SLO-2	Key Drivers for ERP Implementation	Create master tables (customers, products, vendors).	Cloud-Based ERP Solutions	Create a customer contact and interaction log	Record journal entries and auto-post to ledgers.

S-4	SLO-1	Core Modules (Finance, HR, Supply Chain, etc.)	Data Migration and Integration	Vendor database, purchase orders, automatic PO numbering.	Risk Management and Mitigation	Use built-in analysis tools (What-if analysis, Trendlines).
	SLO-2					
S-5	SLO-1	Common Challenges	Relational structure using Excel sheets (VLOOKUP or XLOOKUP).	Emerging Trends in ERP,	Analyze top customers using PivotTables.	Use PivotTables, charts, and slicers for dynamic reports.
	SLO-2					
S-6	SLO-1	ERP in HR Finance, HR, Supply Chain, etc.)	ERP Vendors and Solutions,	Design a procurement tracker using INDEX-MATCH.	Post-Implementation Activities	Record and edit basic macros for routine tasks.
	SLO-2					

Learning Resources	1. Leon, A. (2014). <i>Enterprise resource planning</i> . India: McGraw-Hill Education (India) Pte Limited.
	2. Bradford, M. (2014). <i>Modern ERP: select, implement, and use today's advanced business systems</i> . Lulu. com.
	3. Wagner, B., & Monk, E. (2008). <i>Enterprise resource planning</i> . Course Technology Press.
	4. Yu Chung Wang, W., Pauleen, D., & Taskin, N. (2022). Enterprise systems, emerging technologies, and the data-driven knowledge organisation. Knowledge Management Research & Practice, 20(1), 1–13. https://doi.org/10.1080/14778238.2022.2039571
	2. Arshad, N. I., Bosua, R., Milton, S., Mahmood, A. K., Zainal Abidin, A. I., Mohd Ariffin, M., & Mohd Aszemi, N. (2021). A sustainable enterprise content management technologies use framework supporting agile business processes Knowledge Management Research and Practice, 1–18 https://doi.org/https://doi.org/10.1080/14778238.2021.1973352

Learning Assessment											
Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)		
	CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice	
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice			
Level 1	Remember	-	30%	-	30%	-	30%	-	30%	-	30%
	Understand	-	30%	-	30%	-	30%	-	30%	-	30%
Level 2	Apply	-	40%	-	40%	-	40%	-	40%	-	50%
	Analyze	-	40%	-	40%	-	40%	-	40%	-	50%
Level 3	Evaluate	-	30%	-	30%	-	30%	-	30%	-	20%
	Create	-	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 Expert	Internal Expert
Mr. M R .Rajesh , IT Industry	Dr Prof. V. M shenbagaraman, BSc., AMIE., MTech., MBA., PhD., Professor, Faculty of Management, SRMIST	Dr. Baskar B Assistant Professor, Faculty of Management, SRMIST

Course Code	UBA24VA10T	Course Name	GEOPOLITICS AND IMPACT ON BUSINESS	Course Category	VAC	Value Added Course-4	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

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 understand and explain key geopolitical theories and their implications for international business.	1	2	3	1	2	3	4	5
CLR-2:	To examine the impact of globalization and international political economy on shaping global trade systems.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To evaluate the influence of geopolitical conflicts on foreign investment, trade, and supply chains.								
CLR-4:	To identify contemporary geopolitical risks and ethical challenges faced by multinational corporations.								
CLR-5:	To develop strategic thinking for managing businesses in an evolving and uncertain geopolitical environment.								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Illustrate the fundamental concepts and theories of geopolitics and their relevance to global business operations.	3	80	70	3	2	-	-	-
CLO-2:	Analyze the structure and functions of international financial and trade institutions within a geopolitical context.	3	80	70	3	3	-	-	-
CLO-3:	Critically assess the impact of major geopolitical conflicts on business strategies and economic stability.	3	75	70	2	3	-	-	-
CLO-4:	Identify and address ethical, cultural, and legal challenges encountered in international business.	3	85	70	2	3	-	-	-
CLO-5:	Propose practical business strategies to navigate and mitigate geopolitical risks in global markets.	3	85	70	3	3	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Unit 1: Introduction to Geopolitics and Its Business Relevance	Unit 2: Globalization and International Political Economy in Geopolitical Scenario	Unit 3: Geopolitical Disruptions in Global Trade and Finance	Unit 4: Emerging Issues in Geopolitics and Business	Unit 5: Geopolitical Risk Management for Business
	SLO-2	Definition, Nature, and Scope of Geopolitics	Post-War International Economic Order: Roles of the IMF	Foreign Direct Investment (FDI)	Ethics and Cultural Challenges in International Business	Identification and Assessment of Geopolitical Risks
S-2	SLO-1	Mackinder's Heartland Theory, Mahan's Sea Power Concept	Roles of World Bank and WTO	Geopolitical Risks	Trade Wars, Anti-Dumping, Tariff Barriers	Strategic Business Responses to Geopolitical Shifts
	SLO-2	Spykman's Rimland Theory Insights from Robert D. Kaplan	Emergence of New International Economic Orders: BRICS	Foreign Exchange	Influence of MNCs on Domestic Politics	Corporate Diplomacy and International Stakeholder Management
S-3	SLO-1	Contemporary Issues: Geopolitics of Energy, Technology, and Environmental Issues	North-South and South-South Cooperation	Global Capital Markets	Cyber Warfare and Cybersecurity Issues	Preparing for Global Economic Uncertainties: 1. Recessions,
	SLO-2	Border Disputes, Popular Culture, and Risk Analysis	Globalization Trends and Political Economy Differences among Nations	International Monetary Systems	Global Sustainable Trade Practices	2. Inflation, 3. Brexit Impacts

Learning Resources	<ol style="list-style-type: none"> 1. Flint, C. (2020). <i>Introduction to Geopolitics</i> (4th ed.). Routledge. 2. Baldwin, D. A. (2016). <i>Power and International Relations: A Conceptual Approach</i>. Princeton University Press. 3. Oatley, T. (2019). <i>International Political Economy</i> (6th ed.). Routledge. 4. Ghemawat, P. (2018). <i>The Laws of Globalization and Business Applications</i>. Cambridge University Press. 5. Kaplan, R. D. (2012). <i>The Revenge of Geography: What the Map Tells Us About Coming Conflicts and the Battle Against Fate</i>. Random House.
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create	20%	-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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 Expert	Internal Expert
Ajay Srivastava, Founder, Global Trade Research Initiative (GTRI), Ex-Indian Trade Service		Dr. S.Thilagavathy -Assistant Professor,-FOM, SRMIST-KTR.

Course Code	UBA24VA11T	Course Name	PUBLIC HEALTH AND MANAGEMENT	Course Category	VAC	Value Added Course-4	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department	Faculty of Management			Data Book / Codes/Standards						

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 build a foundational knowledge of public health principles and practices.	1	2	3	1	2	3	4	5
CLR-2:	To Gain insights into India's health system, including the role of public health planning.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To Develop a clear understanding of the concepts, strategies, and processes involved in health planning.								
CLR-4:	To Interpret various health financing mechanisms and health planning tools.								
CLR-5:	To Apply concepts of systems thinking, monitoring, and evaluation to strengthen health system performance and policy-making.								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Create a basic understanding of fundamentals of public health.	1	85	70	3	1	-	-	-
CLO-2:	Understand the health system of India along with public health planning and implication of policy making.	2	80	70	3	3	-	-	-
CLO-3:	Understand the concepts and practices of health planning.	4	85	70	2	3	-	-	-
CLO-4:	Apply principles of health financing, planning, and management to support the goal of achieving universal health coverage in India.	3	80	70	2	3	-	-	-
CLO-5:	Develop skills in monitoring, evaluation, and systems thinking to strengthen health systems.	4	85	70	3	3	-	-	-

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Definition of Public Health and Associated Terms	Early History of Public Health in India (Ancient to Pre-Independence Era)	Introduction to Management in Health Systems	Overview of Health financing	Introduction to Monitoring: Concepts and Importance
	SLO-2	Role of Public Health in Society	Development of Public Health Infrastructure Post-Independence	Basic concepts of planning – macro to micro	Health financing - Definition	Introduction to Evaluation: Concepts and Types
S-2	SLO-1	Core Functions and Essential Services of Public Health	Structure of the Health System in India: Central, State, and Local Levels	Principles and Functions of Health Management	Functions of Health Financing	Differences and Linkages between Monitoring and Evaluation
	SLO-2	Evolution of Public Health in India	Organization of Health Systems in India	Roles and Responsibilities of a Health Manager	Sources of Health Financing	Steps in Designing an M&E System

S-3	SLO-1	Public Health Approaches: Health Promotion, Disease Prevention, and Health Protection	Health systems in India: Key issues	Leadership and Teamwork in Health Organizations	Principles of Sound Health Financing	Key Indicators for Monitoring and Evaluation in Health Programs
	SLO-2	Levels of Prevention	Public Sector and Private Sector in the Indian Health System	Planning Cycle in Health Systems	Importance of Health Financing	Data Collection Tools and Techniques for M&E
S-4	SLO-1	Public Health Frameworks	Role of Panchayati Raj Institutions in Health Service Delivery	Types of Health Planning: Strategic, Operational, and Contingency	Different Approaches to Health Financing	Analysis and Interpretation of M&E Data
	SLO-2	Application of health systems frameworks	National Health Mission (NHM): Objectives, Strategies, and Outcomes	Tools and Techniques for Health Planning (SWOT, PERT, CPM, Logical Framework Analysis)	Challenges in Health Financing	Using M&E to Strengthen Health Systems (Real-world Applications)
S-5	SLO-1	Health System Components	Integrated Child Development Services (ICDS): Framework and Impact	Resource Management in Healthcare (Human, Financial, Material Resources)	Mechanism of Health Financing	Challenges in Implementing M&E in Health Systems
	SLO-2	Public Health Policy and Planning	Janani Suraksha Yojana (JSY): Strategies for Maternal Health Improvement	Health management in a district	Purpose of private health insurance	Best Practices in Implementing M&E in Health Systems
S-6	SLO-1	Social Determinants of Health	Ayushman Bharat Scheme: Health and Wellness Centres and PM-JAY	Challenges in Health Planning and Management at the District and State Levels	Concept of Universal Health Coverage (UHC)	Quality of Health system
	SLO-2	Current Concerns in Public Health : Global and Local	POSHAN Abhiyan: Tackling Malnutrition and Promoting Child Health	Innovations and Best Practices in Health Management and Planning	Indian Healthcare System: Current Scenario and Challenges	Indian Public Health Standards

Learning Resources	Text Books (Latest Editions):
	6. Mary-Jane Schneider, Introduction to Public Health, 2nd Ed... Jones and Bartlett, 2006. 7. Essentials of Public Health - BJ Turnock. Jones & Bartlett, 2007 8. Park's Textbook of Preventive and Social Medicine References: 1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing. 2. Goldsteen RL, Goldsteen K, Dwelle TL Introduction to Public Health: Promises and Practices, Springer Publishing Company. 3. Sen A, "Health in Development", Bulletin of the World Health Organization, Vol.77(8). 4. Balarajan Y, Selvaraj S, Subramanian SV, "Health Care and Equity in India", The Lancet, Vol. 377(9764) 5. National Health Policy 2017, Ministry of Health and Family Welfare, Govt. of India

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr.Ramalakshmi Gagan, Product Owner/Manager, Kauvery Hospital, Radial Road, Chennai	1. Dr.S.Chandramohan, Director, Alagappa Institute of Management, Alagappa University 2. Dr.S.Chandrasekaran, Associate Professor, Saveetha Institute of Medical and Technical Sciences	Dr.M.Manikandan., Assistant Professor, Faculty of Management, SRM IST, Kattankulathur

Course Code	UBA24405T	Course Name	INTERNATIONAL BUSINESS	Course Category	CC	Core Course-14	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

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 understand the evolution and significance of international trade in contemporary business environment.	1	2	3	1	2	3	4	5
CLR-2:	To demonstrate and interpret the fundamental theories of international business and trade	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To analyse the significance of economic Integration in International Business								
CLR-4:	To appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement								
CLR-5:	To develop an understanding of the concept of Foreign Direct Investment and its impact on various world economy								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Create a basic understanding of International Business concepts, management theories and philosophies.	1	90	70	3	1	-	-	-
CLO-2:	Understand the theories and trends of Foreign Direct Investment in the World Economy	2	90	80	3	3	-	-	-
CLO-3:	Recognize the significance of Economic Integration in the context of International Business	3	85	70	2	3	-	-	-
CLO-4:	Analyze the emerging trends in International Business	4	95	90	2	3	-	-	-
CLO-5:	Apply skills to analyze various international business situations.	4	95	90	3	3	-	-	-

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Introduction to International Business	Introduction of Foreign Direct Investment in the World Economy	Economic Integration Definition	Emerging Trends in International Business	Regional Economic Co-operation
	SLO-2	Understanding the global environment	What is Foreign Direct Investment (FDI)	Economic indicators	International Entrepreneurship	International Financial Environment
S-2	SLO-1	Stages of Internationalization	Methods of Foreign Direct Investment	Economic indicators and their impact on international business decisions,	Born Global Firms	South Asian Association for Regional Cooperation (SAARC)
	SLO-2	EPRG Framework	Types and Examples of Foreign Direct Investment	Regional Economic Integration	Ethical Considerations	North American Free Trade Agreement (NAFTA)
S-3	SLO-1	International Trade Theories	Lasting Interest and the Element of Control	Basic Principles of Multilateral Trade Negotiations	CSR Frameworks and Approaches	USMCA
	SLO-2	Theories of International Trade Mercantilists	FDI Routes in India	Trade Regulation	ESG investing	Association of South East Asian Nations (ASEAN)

S-4	SLO-1	Absolute Cost and Comparative Advantage	Theories of Foreign Direct Investment	FDA	Corporate responses to climate change	Organization of the Petroleum Exporting Countries (OPEC)
	SLO-2	Factor Proportions	Greenfield and Brownfield FDI	Custom union	Social justice issues	Foreign Trade promotion measures and organizations in India
S-5	SLO-1	Neo-factor Proportions Theories	Benefits and Costs of FDI	Common market economic union	Brexit	Sources of finance for foreign trade
	SLO-2	Country Similarity Theory	International Institutions and the Liberalization of FDI	Emerging Markets	Rise of digital platforms, and e-commerce	Special Economic Zones (SEZ)
S-6	SLO-1	Intra-industry Trade	Trends in FDI	Developing Economies	Re-shoring	Export Oriented Units (EOUs)
	SLO-2	Tariff and Non-Tariff Barriers in Global Businesses	CAGE Model	The Costs of Economic Integration	Impact of pandemic on International Business	Regional Economic Integration

Learning Resources	Text Books (Latest Editions):
	<p>9. International Business: Competing in the Global Marketplace" by Charles W. L. Hill.</p> <p>10. International Business: Concept, Environment and Strategy, 3e by Vyuptakesh Sharan Pearson Education</p> <p>11. International Business: The Challenges of Globalization by John J. Wild and Kenneth L. Wild.</p> <p>12. Rakesh, M. J. International Business, New Delhi, Oxford University Press.</p> <p>13. Aswathappa, A. . International Business, 2e. Tata McGraw-Hill Education.</p> <p>References:</p> <p>6. Cuervo-Cazurra, A. (2006). Who cares about corruption? Journal of international business studies, 37, 807-822.</p> <p>7. Hofstede, G. (2006). What did GLOBE really measure? Researchers' minds versus respondents' minds. Journal of international business studies, 37, 882-896.</p> <p>8. Sharma, P., Leung, T. Y., Kingshott, R. P., Davcik, N. S., & Cardinali, S. (2020). Managing uncertainty during a global pandemic: An international business perspective. Journal of business research, 116, 188-192.</p>

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	40%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	60%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions Internal Experts	Internal Experts
Dr. R. Pradheep Balaji Nokia India Limited	Dr. Digvijay Pandey, Department of Technical Education, Government of UP	Dr. Nagalakshmi M.V.N., Assistant Professor, Faculty of Management, SRM IST, Kattankulathur

Course Code	UBA24SE4T	Course Name	DESIGN THINKING AND INNOVATION	Course Category	SEC	Skill Enhancement Courses-4	L	T	P	C
							1	1	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of management		Data Book / Codes/Standards		

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 understand the core principles and framework of design thinking
CLR-2:	To develop the ability to empathize with users and define real-world problems through human-centered methods.
CLR-3:	To encourage ideation and experimentation by applying creative strategies for innovation.
CLR-4:	To provide hands-on experience in prototyping and testing solutions in iterative cycles.
CLR-5:	To analyze and apply design thinking across various sectors including business, education, and social innovation.

	1	2	3
	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CO-1:	1	85	70
CO-2:	2	80	70
CO-3:	4	85	70
CO-4:	3	80	70
CO-5:	4	85	70

	1	2	3	4	5
	Demonstrate a deep understanding of the principles of design thinking and its application to complex, real-world problems.	Apply empathetic research techniques to identify user needs and define clear, actionable problem.	Generate and evaluate innovative ideas through collaborative ideation techniques and creative brainstorming methods.	Develop functional prototypes and iterate based on feedback.	Integrate design thinking with strategic decision-making to drive innovation in diverse organizational and social contexts.
CO-1:	3				3
CO-2:	3				2
CO-3:	2				3
CO-4:	2				2
CO-5:	2				3

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>
CO-1:	Identify and explain the key concepts, stages, and behavioral foundations of design thinking in organizational settings.
CO-2:	Analyze user behavior and apply empathy mapping to understand and define core user needs.
CO-3:	Apply creative ideation techniques such as brainstorming, SCAMPER, and mind mapping to generate innovative solutions.
CO-4:	Design low-fidelity prototypes and conduct user testing to validate design concepts and improve outcomes
CO-5:	Evaluate the role of design thinking in shaping business strategy, organizational culture, and social impact initiatives.

	Duration (hour)	9	9	9	9	9
S-1	SLO-1	Define the concept of innovation	Understanding the importance of empathy in innovation process	Ideation Importance	role of formative feedback in iterative design.	Stakeholder-Centered Design Thinking
	SLO-2	Analyze the creative thinking process	Empathy Mapping	Different Ideation techniques	role of formative feedback in iterative design.	Stakeholder-Centered Design Thinking
S-2	SLO-1	Difference between Innovation and Creativity	Empathy Mapping	Different Ideation techniques	Principles of UX design, usability heuristics, human-centered adjustments.	Feedback Overload Management
	SLO-2	Design Thinking approach and its objective	Techniques for observing and assimilating user information	SCAMPER technique	Application of ergonomic principles	Feedback Overload Management
S-3	SLO-1	Stages of Design Thinking	Understanding individual differences and uniqueness.	Importance of SCAMPER technique	pilot testing, focus groups, user observation.	Digital Prototyping Platforms
	SLO-2	Importance of customer centricity	Design thinking for Social Innovators	Mapping – Empathy, Mind Mapping.	pilot testing, focus groups, user observation.	Digital Prototyping Platforms
S-4	SLO-1	Framework of Design thinking(4 D's)	Design thinking for Social Innovators	Key Aspects of Ideation Techniques Mapping	Metrics for evaluating design effectiveness: usability, desirability, viability	Importance of Prototyping platforms

Learning Resources	1.E Balaguruswamy, Developing Thinking Skills (The way to Success), Khanna Book Publishing Company 2. Tim Brown, “Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation”, <i>Harvard Business Review</i> 3. 8 steps to Innovation by R T Krishnan & V Dabholkar, Collins Publishing					
	SLO-2	Ideation Definition	Experimentation	Key Aspects of Ideation Techniques Mapping	Metrics for evaluating design effectiveness: usability, desirability, viability	Ethical Redesign
S-5	SLO-1	Edward de Bono’s Six Thinking Hats	Importance of Experimentation	Benefits of Using Ideation Techniques Mapping	Final Presentation techniques- Prototypes, journey maps, data visualization	Integrating digital tools (like Figma, Miro, Sketch, or Canva) for virtual prototyping, feedback collection
	SLO-2	Thinking Hats and Design thinking	Alignment of Customer Expectations with Product	6-3-5 Brainwriting	Prototypes, journey maps, data visualization	Integrating digital tools (like Figma, Miro, Sketch, or Canva) for virtual prototyping, feedback collection
S-6	SLO-1	Discussion of a few global success stories like AirBnB, Apple, IDEO, Netflix etc	Alignment of Customer Expectations with Product	The role of rapid prototyping	Evaluate the effectiveness of the design based on user feedback, ethical considerations, sustainability, and potential for scalability.	Strategies to Overcome design fatigue
	SLO-2	Different types of innovation.	Wicked Problems and Design thinking.	The key factors for successfully executing a design solution in a real-world scenario.	Meaning, Sources of power	Design Fatigue and It’s Causes

	Bloom’s	Continuous Learning Assessment (CLA) 50% weightage)	Final Examination (50% weightage)
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	Level of Thinking	CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	40%	-	40%	-	40%	-	30%	-
	Understand										
Level 2	Apply	30%	-	30%	-	30%	-	30%	-	50%	-
	Analyze										
Level 3	Evaluate	30%	-	30%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Sreejith Krishnan – Sony India Software centre , Bengaluru- KA	Dr.K.Latha, Professor , Valliamai Engineering College	Dr. Bharathi Ravi Thodla
	Dr.Magesh, HOD, Dept of Mgmt, Anna University	

Course Code	UBA24SE5L	Course Name	INTERNSHIP-MY INDIA PROJECT	Course Category	SEC	Skill Enhancement Course-5	L	T	P	C
							0	0	8	4

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

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 encourage students to understand and analyse societal challenges, fostering a sense of responsibility toward the community.	1	2	3	1	2	3	4	5
CLR-2:	To enable students to identify real-world problems, analyse them critically, and develop practical, innovative solutions.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To develop interpersonal skills by working in teams, fostering collaboration, leadership, and effective communication.								
CLR-4:	To strengthen students' connection with society by actively involving them in community-based initiatives and projects.								
CLR-5:	To bridge the gap between theoretical knowledge and practical implementation, allowing students to see the impact of their learning in real-world situations.								
Course Learning Outcomes (CLO):		<i>At the end of this course, learners will be able to:</i>							
CLO-1:	To understand and analyse societal challenges, fostering a sense of responsibility toward the community.	1	90	70	3	1	-	-	-
CLO-2:	To understand the real-world problems, analyse them critically, and develop practical, innovative solutions.	2	90	80	3	3	-	-	-
CLO-3:	To Understand the interpersonal skills by working in teams, fostering collaboration, leadership, and effective communication.	3	85	70	2	3	-	-	-
CLO-4:	To strengthen students' connection with society by actively involving them in community-based initiatives and projects.	4	95	90	2	3	-	-	-
CLO-5:	To bridge the gap between theoretical knowledge and practical implementation, allowing students to see the impact of their learning in real-world situations.	4	95	90	3	3	-	-	-

Features of this course

- Community Engagement:** Understanding and addressing real-world issues.
- Skill Development:** Enhancing problem-solving, teamwork, and leadership abilities.
- Research & Analysis:** Conducting fieldwork and data collection to identify challenges.
- Innovation & Implementation:** Proposing and executing practical solutions.
- Social Impact:** Contributing to sustainable and inclusive development in India.
- This project is a step toward empowering students to think critically, act responsibly, and play a role in shaping India's future.

Sample themes for My India Project:

- Sustainable Development Goals (SDGs) and Their Implementation in India
- New Education Policy 2020: Transforming Learning in India
- Make in India: Growth and Opportunities in Key Sectors
- Green Finance and Sustainable Investments in India
- Role and Growth of Small Finance Banks in India
- Artificial Intelligence and Its Impact on Youth Employment
- Cryptocurrency in India: Challenges and Regulatory Landscape
- Social Entrepreneurship: Solving Societal Issues through Business
- Gamification and E-Learning: Transforming Education in India
- Start-ups and Digital India: Driving Economic Growth

11. Role of MSMEs in India's Economic Development
13. Internet of Things (IoT) and Its Role in Smart Cities
15. Changing Lifestyles and Cultural Shifts in Indian Society

12. Empowerment Through Self-Help Groups (SHGs) in India
14. Carbon Emissions, Climate Change, and India's Economic Growth

Assessment Methods-Fully Internal

Assessment Tools	Marks
Review-I (Activities)	50
Review-II (Project Report and presentation)	50
Total	100

SEMESTER-V

Course Code	UBD24501T	Course Name	STRATEGIC MANAGEMENT	Course Category	CC	CORE COURSES - 15	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
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Course Offering Department	<i>Faculty of Management</i>	Data Book / Codes/Standards	
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Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)
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		1	2	3
CLR-1:	Ability to understand the objectives of this topic is to understand concept of "strategy", and discuss the most common elements of strategy	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLR-2:	Ability to understand organizational behaviour and human relations and changes in the workplace.			
CLR-3:	Able to increase the Interest in organizational development, leadership, and innovation.			
CLR-4:	Ability to analyze business situations and organizational changes.			
CLR-5:	Ability to develop the Basic skills in communication, teamwork, and problem solving.			
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to:		
CLO-1:	Explain the concept, importance, and types of organizational change.	3	80	75
CLO-2:	Identify the forces driving change and the reasons for resistance to change in organizations.	3	80	70
CLO-3:	Describe the principles and process of organizational development (OD).	3	75	70
CLO-4:	Analyze organizational culture, leadership, and communication in managing change.	3	85	70
CLO-5:	Apply change management and OD interventions to solve organizational problems.	3	85	70

	1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems					
Foster Analytical and critical thinking abilities for data-based decision making					
Ability to develop Value based Leadership ability.					
Ability to understand, analyze and communicate global economic, legal and ethical aspects of business					
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					
	3	2	3	2	2
	3	3	2	2	2
	2	3	-	3	-
	2	3	2	2	3
	3	3	2	3	2

Duration (hour)		12	12	12	12	12
S-1	SLO- 1	Introduction to Strategy	Strategic Analysis	Strategy Formulation	Strategy Implementation and Control	Strategy Implementation and Control
	SLO- 2	Introduction -Strategy	Environmental appraisal	Business Strategy Formulation	Structural Implementation	Nature of Strategy Implementation
S-2	SLO- 1	concept, relevance,	Scanning the Environment - ,Technological, Social, Cultural, Demographic, Political, Legal	Generic strategies;	Functional and Operational Implementation	Barriers to Strategy Implementation
	SLO- 2	role and benefits	Social	Functional areas and link between business strategy and functional strategy		Procedural Implementation
S-3	SLO- 1	Importance of Strategic Management	, Cultural,	Functional areas and link between business strategy and functional strategy	Behavioural Implementation;	Resource Allocation
	SLO- 2		Demographic,	Corporate Strategy Formulation		
S-4	SLO- 1	Strategic Management Process	Political, and Legal	Creating value and diversification	Strategy Evaluation and Control	Behavioural Implementation - The Strategic Leaders
	SLO- 2		Evaluating Company's External Environment	Strategic alliances		Corporate Culture and Strategic Management
S-5	SLO- 1	Levels of Strategy	Components of External Environment	International expansion strategies	Strategic leadership	Functional Implementation - Financial Plans and Policies
	SLO- 2	Different Levels of Strategy	Analysis of the general environment			
S-6	SLO- 1	Approaches to Strategic Decision Making	Nature, Characteristics	Introduction to strategies of growth	Strategic control and corporate governance	Marketing Plans and Policies, Operations Plans and Policies
	SLO- 2		Types and Approaches of External environment	stability and renewal		Personnel Plans and Policies,
S-7	SLO- 1	Strategic Intent – Vision,	Key External Forces	types of growth strategies concentrated growth	Issues in Strategy Implementation;	Information Management Plans and Policies
	SLO- 2	Mission, Goals and Objectives	Industry Analysis	product development		
S-8	SLO- 1	Strategy and Corporate	Analysis of the competitive environment	integration,	Creating effective organizational designs	Operational Control
	SLO- 2	Strategy and Corporate Governance	Analysis of the Internal environment	diversification,		
S-9	SLO- 1	Social Responsibility	Strategic capability, Nature, Characteristics	international expansion (multi domestic approach, franchising, licensing and joint ventures)	Strategy and society;	Techniques of Strategic Evaluation and Control
	SLO- 2		Types and Approaches to internal environment			Integration of Functional Plans and Policies
S-10	SLO- 1	and Ethics in Strategic Management	Value chain analysis ,	Types of renewal strategies retrenchment and turnaround	Managing innovation and fostering corporate	Operational Implementation

	SLO- 2	Social Responsibility and Ethics in Strategic Management	Experience Curve,	Types of renewal strategies retrenchment and turnaround	entrepreneurship	Strategic Evaluation and Control
S-11	SLO- 1		SWOT analysis	Strategic fundamentals of merger & acquisitions	Integration of Functional Plans and Policies	Overview of Management Control.
	SLO- 2	Ethics in Strategic Management	BCG Matrix,	Strategic fundamentals of merger & acquisitions		
S-12	SLO- 1&2	Revision	GE- Cell Matrix.	Revision	Revision	Revision

Learning Resources	<ol style="list-style-type: none"> 1. Thomas L Wheelen, J David Hunger, Alan N Hoffman, Charles E Bamford and Purva Kansal . Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition, 2. Pearson. Frank T Rothaermel . Strategic Management – 5th Edition (Indian), McGraw Hill 3. Porter, M. E. The five competitive forces that shape strategy. <i>Harvard business review</i>, 86(1), 78. 4. Collis, D. J., & Montgomery, C. A. Competing on resources. <i>Harvard business review</i>, 86(7/8), 140. 5. Kim, W. C. (2005). Blue ocean strategy: from theory to practice. <i>California management review</i>, 47(3), 105-121. 6. Arthur A Thompson, Margaret A Peteraf, John E Gamble, AJ Strickland III, Thomas Joseph (2021). Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts & Cases, 22nd Edition, McGraw Hill. 7. Krishna G. Palepu, Tarun Khanna. (2010). Winning in Emerging Markets: A Roadmap for Strategy and Execution, Harvard Business Press. Porter, M.E., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, New York. 8. Pankaj Ghemawat, “Strategy and the Business Landscape” Pearson Education 9. Porter, M. E. (1989). <i>From competitive advantage to corporate strategy</i> (pp. 234- 255). Macmillan Education UK
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	Bloom’s Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%) #		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create	20%	-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA1- Cycle Test I, CLA-2 Cycle Test II, CLA3-Model Examination, CLA4- 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 External Experts	Internal Experts
Mr.N.Vijayakumar, Digital transformation and strategy consultant former consulting leader in large firms. TATA Consultancy services. Chennai	Dr.M.S.Sriram, Professor, Indian Institute of Management, Bangalore, Karnataga. India	Dr.M.Srinivasan Assistant Professor, Faculty of Management, SRM Institute of Science, and Technology, Chennai

Course Code	UBA24502T	Course Name	Logistics and Supply Chain Management	Course Category	CC	Core Course-16	L	T	P	C
							3	1	0	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 :	To understand the basics of Supply chain management
CLR-2 :	To learn the various strategies of supply chain management
CLR-3 :	To know the functions of demand planning, inventory management and other functions of L&SCM
CLR-4 :	To understand the role of warehouse and transportation functions of L&SCM
CLR-5 :	To equip the students' knowledge on global supply chain management

Learning		
1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
3	80	70
3	90	80
3	90	70
3	95	75
3	80	80

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

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	Understand the basics of supply chain management
CLO-2 :	Understand the various strategies of supply chain management
CLO-3 :	Understand the various functions of demand planning, inventory management and other functions of L&SCM
CLO-4 :	Understand the role of warehouse and transportation functions of L&SCM
CLO-5 :	Understand the knowledge on global supply chain management

Duration (hour)	12 Introduction	12 Supply Chain Strategy	12 Functions of L&SCM	12 Warehousing & Transportation	12 Global SCM
S-1	SLO-1 SLO-2	Principles of Supply Chain Management - Objectives	Supply chain strategy_ The big picture	Demand planning and forecasting – Demand management	Warehousing - Types
S-2	SLO-1 SLO-2	Evolution of the supply chain concept	Strategic dimensions	Sales and operational planning	Warehouse costs, network design and layout
S-3	SLO-1 SLO-2	Total systems approach and Boundary Spanning	Red ocean versus blue ocean strategy	Collaborative commerce	Material handling, Order picking
S-4	SLO-1 SLO-2	Conceptual foundations of demand chain, value chain, and supply chain	Strategy supply chain planning processes, Strategy integration of supply chain processes	The Bullwhip effect	Warehouse productivity, security and safety
S-5	SLO-1 SLO-2			Case – Seven-star electronics: Demand Planning	Warehouse automation and Warehouse management system
S-6	SLO-1 SLO-2	Strategic alliances and partnerships	The victory Model, Push versus Pull strategy	Inventory control and Planning – Objectives	Case: One bad apple and thousands of headaches
S-7	SLO-1 SLO-2	Organizational learning from strategic alliances		The principles of inventory management	Transportation planning – Vital link in the supply chain
S-8	SLO-1 SLO-2	Interfaces among purchasing, production, logistics, and marketing	Typology of supply chain strategy	Functions and types of inventories	Carrier management, Surface transportation
S-9	SLO-1 SLO-2	Theory of constraints for supply chain management	Internal supply chain strategy audits	Independent demand inventory control and planning	Water and Air carriers
S-10	SLO-1 SLO-2	Zara's rapid rise as a cool supply chain icon	External Supply chain strategy audits	Dependent demand inventory control and planning	Transportation documentation, Transport management system
S-11	SLO-1 SLO-2	Building a strategic fit – Supply Chain	Formulating a winning customer service strategy in a supply chain	Just-In-Time inventory principles	Sourcing – Intermediaries for sourcing, Supplier relationship management, E-purchasing and auctions

Duration (hour)		12 Introduction	12 Supply Chain Strategy	12 Functions of L&SCM	12 Warehousing & Transportation	12 Global SCM
S-12	SLO-1	Case illustrations – Mumbai dabbawala	Case: Dell, Inc. – Push or Pull?	Vendor Managed inventory	Logistics intermediaries – Types, 3PL Market trends, and potential challenges for using intermediaries	Case: Aurora Jewelers
	SLO-2					

Learning Resource	1. John Coyle, C. Langley, Robert Novack, and Brian Gibson (2024), Supply Chain Management: A Logistics Perspective, 12th Edition, South-Western College Publishing.	4. K. Shridhara Bhat (2014)., “Supply Chain Management”, 2nd Edition, Himalaya Publishing House.
	2. F. Robert Jacobs, Ravi Shankar, and Richard B. Chase (2023), Operations and Supply Chain Management.	5. Sunil Chopra and Peter Meindl (2013), Supply Chain Management: Strategy, Planning, and Operations, 5th Edition, Pearson.
	3. Hockey Min (2024), The Essentials of Supply Chain Management_ New Business concepts and Applications, Ft Pr.	6. Vinod V. Sople (2012)., “Logistics Management: The Supply Chain Imperative”, 3rd Edition, Pearson.

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	30%	-	30%	-	30%	-
Level 2	Apply Analyze	40%	-	40%	-	40%	-	40%	-	50%	-
Level 3	Evaluate Create	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
Mr. N. Pandian, Plant Manager, Bunge India Ltd, Trichi.	Dr. P.Chandiran , Professor, Loyola Institute of Business Administration, Chennai	Dr. Aravindaraj K. Assitant Professor, Faculty of Mangement, SRMIST KTR
Mr. S. Karthikeyan, Plant Head, Salcomp India Pvt. Ltd., Sriperumbudur	Dr. P. Rajan Chinaa, Assistant Professor, Alagappa University, Karaikudi	Dr. Arivazhagan R, Associate Professor, Faculty of Mangement, SRMIST KTR

Course Code	UBA24E01T	Course Name	International Financial Management	Course Category	DSE	Discipline Specific Elective - 01	L	T	P	C
							3	1	0	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)
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CLR-1 :	understand the basic concepts and importance of consumer behaviour in marketing.
CLR-2 :	learn about factors influencing consumer behaviour at individual and group levels.
CLR-3 :	understand the consumer decision-making process and buying behaviour patterns.
CLR-4 :	know the role of culture, social class, and lifestyle in shaping consumer preferences.
CLR-5 :	identify emerging trends in consumer behaviour and their impact on marketing strategies.

1	2	3
Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
3	90	70
4	90	80
3	95	80
3	95	85
3	95	90

1	2	3	4	5
Apply knowledge of consumer behaviour theories and concepts to analyze and solve marketing problems.	Foster analytical and critical thinking abilities to interpret consumer data for effective decision making.	Ability to understand and analyze psychological, social, and cultural factors influencing consumer buying behaviour.	Ability to design and evaluate marketing strategies based on consumer insights and behaviour patterns.	Ability to understand, analyze, and communicate ethical and social issues in consumer behaviour and marketing practices.
3	-	3	-	4
-	4	3	3	-
4	-	-	3	3
-	4	3	-	3
-	3	3	3	-

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	Understand the unique challenges in managing the financial activities of a global corporation
CLO-2 :	Understand the structure, functioning and importance of Foreign Exchange market
CLO-3 :	Understand the factors determining and impacting foreign exchange rates
CLO-4 :	Appreciate the challenges of global fund raising, global portfolio investing and financing international subsidiaries
CLO-5 :	Appreciate the challenges of global fund raising, global portfolio investing and financing international subsidiaries

Duration (hour)	6	6	6	6	6
S-1	SLO-1 Introduction	Exchange rate determinants - Meaning	Meaning of Foreign Exchange Market	Meaning of Global Capital Raising	Benefits of International Diversification
	SLO-2 Meaning	Significance of Exchange rate determinants	Features of Foreign Exchange Market	Sources of International Finance	Risk and Return in Global Investments
S-2	SLO-1 Domestic vs International Financial Management	Fixed Exchange Rate	Functions of Forex Market	International Financial Markets	Global Macroeconomic Risks
	SLO-2 Multinational Corporations	Floating Exchange Rate	Meaning of Foreign Exchange Market	Equity Financing in Global Markets	Inflation Risk in International Investments
S-3	SLO-1 Exchange Rate	Managed Exchange Rate	Participants in Forex Market	Debt Financing in International Markets	Interest Rate Risk
	SLO-2 International Trade	Factors Affecting Exchange Rates	Role of Central Banks	Global Depository Receipts (GDRs)	Political Risk in Foreign Investments
S-4	SLO-1 Theory of Comparative Costs	Purchasing Power Parity (PPP) Theory	Role of Brokers and Dealers	Features of GDRs	Country Risk Analysis
	SLO-2 Free Trade vs Protection Barriers to Foreign Trade	Demand and Supply Theory	Structure of Foreign Exchange Market	Advantages of GDRs	Currency Risk in Global Investments
S-5	SLO-1 Heckscher–Ohlin Theory	Fisher Effect	International Forex Market Centres	American Depository Receipts (ADRs)	International Capital Investments
	SLO-2 Tariff Barriers Non-Tariff Barriers	Interest Rate Parity Theory	Spot Exchange Rate	Difference between ADRs and GDRs	Foreign Direct Investment (FDI)

S-6	SLO-1	Meaning of Balance of Payments (BOP)	Central Bank of India - Functions	Forward Exchange Rate	Dollar Denominated Debt	Global Capital Asset Pricing Model (Global CAPM)
	SLO-2	Importance of BOP	Role of Central Banks in Exchange Rate Management	Difference between Spot and Forward Rates	Euro Bonds	Assumptions of Global CAPM
S-7	SLO-1	Components of BOP	Exchange Rate Shocks	Foreign Exchange Quotations	Foreign Currency Convertible Bonds (FCCBs)	Risk Measurement in Global CAPM
	SLO-2	Foreign Exchange Reserves	Currency Devaluation	Direct Quotations	Masala Bonds	Cost of Capital in International Finance
S-8	SLO-1	Surplus and Deficit in BOP	Economic Crisis	Indirect Quotations	Features of Masala Bonds	Subsidiary Financing Decisions
	SLO-2	Disequilibrium in BOP	Exchange Rate Impact	Cross Exchange Rates, Inverse Exchange Rates	Benefits of Masala Bonds International Portfolio Investments	Parent-Subsidiary Financial Relationship
S-9	SLO-1	Adjustment Mechanisms in BOP	Case study	Meaning of Arbitrage Types of Arbitrage	Foreign Institutional Investors (FIIs) Portfolio Diversification	Internal vs External Financing of Subsidiaries Impact of Global Crises on International Finance
	SLO-2	Accounting Principles in BOP	Case study	Importance of Arbitrage in Forex Market	Portfolio Diversification	Exchange Rate Shocks Geopolitical Shocks and Financial Markets

Learning Resource	1. International Financial Management — International Financial Management by Jeff Madura, Publisher: Cengage Learning, Year of Publication: 2018 (13th Edition)	3. International Financial Management — International Financial Management by Jeff Madura and Chad Zipfel Publisher: Cengage Learning, Year of Publication: 2026 (15th Edition)
	2. International Financial Management — International Financial Management by Jeff Madura and Roland Fox, Publisher: South-Western Cengage Learning Year of Publication: 2011 (2nd Edition)	

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50%weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember Understand	40%	-	40%	-	40%	-	30%	-	30%	-
Level2	Apply Analyze	40%	-	40%	-	40%	-	40%	-	40%	-
Level3	Evaluate Create	20%	-	20%	-	20%	-	30%	-	30%	-
	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
	Dr. B. Senthil Arasu – Professor, Finance	.Dr. L. Jayanthi, Assistant .Prof, FoM, SRMIST
Dr V S Venkataraman, Sr.Vice President and HR , Business development , DELPHI TVS, Chennai	Dr .Tamarai Selvan Prof and Head NIT, Trichy15	

Course Code	UBA24E02T	Course Name	Consumer Behaviour	Course Category	DSE	Discipline Specific Elective - 01	L	T	P	C
							3	1	0	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)
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CLR-1 :	understand the basic concepts and importance of consumer behaviour in marketing.
CLR-2 :	learn about factors influencing consumer behaviour at individual and group levels.
CLR-3 :	understand the consumer decision-making process and buying behaviour patterns.
CLR-4 :	know the role of culture, social class, and lifestyle in shaping consumer preferences.
CLR-5 :	identify emerging trends in consumer behaviour and their impact on marketing strategies.

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

	1	2	3	4	5
Apply knowledge of consumer behaviour theories and concepts to analyze and solve marketing problems.					
Foster analytical and critical thinking abilities to interpret consumer data for effective decision making.					
Ability to understand and analyze psychological, social, and cultural factors influencing consumer buying behaviour.					
Ability to design and evaluate marketing strategies based on consumer insights and behaviour patterns.					
Ability to understand, analyze, and communicate ethical and social issues in consumer behaviour and marketing practices.					

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	demonstrate a clear understanding of consumer behaviour concepts and their relevance in marketing.
CLO-2 :	critically analyze various factors influencing consumer behaviour and their impact on buying decisions.
CLO-3 :	explain and apply the consumer decision-making process in different market situations.
CLO-4 :	interpret and evaluate the influence of cultural, social, and psychological factors on consumer behaviour.
CLO-5 :	identify emerging consumer trends and assess their impact on marketing strategies and business performance.

	3	90	70
	4	90	80
	3	95	80
	3	95	85
	3	95	90

	3	-	3	-	4
	-	4	3	3	-
	4	-	-	3	3
	-	4	3	-	3
	-	3	3	3	-

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Introduction to Consumer Behaviour	Consumer Decision Making – Introduction	Consumer Motivation – Meaning	Consumer Attitude – Meaning	Reference Groups – Meaning
	SLO-2	Concept of Consumer Behaviour	Need Recognition	Needs and Goals	Components of Attitude	Types of Reference Groups
S-2	SLO-1	Nature of Consumer Behaviour	Information Search	Types of Needs	Attitude Formation	Group Influence on Consumers
	SLO-2	Scope of Consumer Behaviour	Internal Search	Positive Motivation	Attitude Change	Opinion Leadership – Meaning
S-3	SLO-1	Importance of Consumer Behaviour	External Search	Negative Motivation	Personality – Meaning	Characteristics of Opinion Leaders
	SLO-2	Role in Marketing	Evaluation of Alternatives	Dynamic Nature of Motivation	Personality Traits	Word of Mouth Communication
S-4	SLO-1	Consumer vs Customer	Decision Rules	Motivation Process	Self-Concept – Meaning	Family Influence on Buying Behaviour
	SLO-2	Types of Consumers	Purchase Decision	Consumer Perception – Meaning	Self-Image and Buying Behaviour	Roles in Family Decision Making
S-5	SLO-1	Psychology and Consumer Behaviour	Post Purchase Behaviour	Perception Process	Lifestyle and Consumer Behaviour	Industrial Buying Behaviour
	SLO-2	Sociology and Consumer Behaviour	Economic Man View	Factors Influencing Perception	Diffusion of Innovation – Meaning	Buying Roles in Organizations
S-6	SLO-1	Economics and Consumer Behaviour	Passive Man View	Learning and Perception	Types of Innovation	Buying Process in Organizations

	SLO-2	Needs, Wants, and Demand	Emotional Man View	Attitude and Perception Link	Diffusion Process	Factors Influencing Industrial Buying
S-7	SLO-1	Consumer Research – Meaning	Cognitive Man View	Culture – Meaning	Adoption Process	Customer Relationship Management (CRM)
	SLO-2	Importance of Consumer Research	Comparison of Consumer Views	Features of Culture	Categories of Adopters	Importance of CRM
S-8	SLO-1	Consumer Research Process	Models of Consumer Behaviour	Cultural Influence on Behaviour	Factors Affecting Adoption	Customer Retention
	SLO-2	Data Collection Methods	Nicosia Model – Meaning	Subculture	Resistance to Change	Consumer Protection – Meaning
S-9	SLO-1	Market Segmentation – Meaning	Nicosia Model – Structure	Social Class	Role of Communication in Adoption	Consumer Rights
	SLO-2	Basics of Targeting	Importance of Decision Making	Changing Nature of Culture	Innovation and Consumer Behaviour	Consumer Awareness

Learning Resource	1. Sethna, Z. <i>Consumer Behaviour (5th Edition)</i> . SAGE Publications Ltd., 2023. ISBN: 9781529754056 / 9781529786224.	3. Solomon, M. R., Russell-Bennett, R., & Previte, J. <i>Consumer Behavior: Buying, Having, and Being (Latest Edition)</i> . Pearson Education.
	2. Pelet, J.-É. <i>Consumer Behaviour (Latest Edition)</i> . Kogan Page, 2025.	

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50%weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember Understand	40%	-	40%	-	40%	-	30%	-	30%	-
Level2	Apply Analyze	40%	-	40%	-	40%	-	40%	-	40%	-
Level3	Evaluate Create	20%	-	20%	-	20%	-	30%	-	30%	-
	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
Dr V S Venkataraman, Sr.Vice President and HR , Business development , DELPHI TVS, Chennai	Dr .Tamarai selvan Prof and Head NIT, Trichy15	1.Dr. K. Subathra, Associate Professor.Prof, FoM, SRMIST

Course Code	UBA24E03T	Course Name	HRD – Systems and Strategies	Course Category	DSE	Discipline Specific Elective - 01	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department	Faculty of Management		Data Book / Codes/Standards							

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:	This course provides a foundational understanding of human behavior and its impact on organizational functioning, enabling students to appreciate the role of people in achieving business objectives	1	2	3	1	2	3	4	5
CLR-2:	It emphasizes the relevance of Organizational Behavior and HRD practices in modern, dynamic, and competitive organizational environments	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	The course helps learners analyze individual and group behavior, fostering better decision-making and interpersonal effectiveness in the workplace.								
CLR-4:	It develops critical thinking by enabling students to evaluate leadership styles and HR strategies in varied organizational contexts								
CLR-5:	The course equips students with the knowledge and skills to design, implement, and assess HRD systems and strategies that enhance employee development and organizational performance.								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	To develop a basic understanding of the concepts of human behavior and organization.	3	80	85	3	2	-	-	-
CLO-2:	To highlight the importance of Organizational Behavior (OB) in modern organizations.	3	80	85	3	3	-	-	-
CLO-3:	To understand individual and group behavior in the workplace to improve organizational effectiveness.	3	75	80	2	3	-	-	-
CLO-4:	To critically evaluate leadership styles and strategies.	3	85	90	2	3	-	-	-
CLO-5:	To design and evaluate Human Resource Development (HRD) systems and strategies that enhance employee performance and organizational effectiveness.	3	85	90	3	3	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Concept and definition of HRD	Concept and foundations of individual behavior	Define group and team concepts	Concept and nature of Leadership	Concept and importance of strategic HRD
	SLO-2	Scope of HRD in organizations	Factors influencing individual behavior	Differentiate between groups and teams	Differentiate between leadership and management	Linkage between HRD and business strategy
S-2	SLO-1	Importance of HRD	Meaning and concept of personality	stages of group development	Trait theory	HRD policies and framework
	SLO-2	Objectives and functions of HRD	Determinants of personality	Apply stages to real-life examples	key leadership traits, limitation	Designing structured HRD systems
S-3	SLO-1	Evolution of HRD	Type A and Type B personality	group decision-making biases	Behavioral theories	Competency mapping process
	SLO-2	Transition from HRM to HRD	Big Five personality traits	Analyze impact of groupthink and shift	Ohio State Studies	Skill gap analysis in organization
S-4	SLO-1	Meaning and definition of OB	Stages of personality development	Indian perspective on group norms	Applying behavioral styles in organizational contexts	Talent management strategies
	SLO-2	Scope of Organizational Behavior	Approaches to personality development	Define team concept	Michigan leadership styles	Succession planning framework
S-5	SLO-1	Significance of OB in organizations	Concept and components of attitude	Theoretical Frameworks of Teams	Comparing behavioral approaches in leadership	Performance management systems
	SLO-2	Nature and features of Organizational Behavior	Job-related attitudes	models of Teams	Contingency Theories; Fiedler's Model	Multi-source feedback systems
S-6	SLO-1	Role of OB in organizational effectiveness	Concept of learning	Types of teams	Situational Leadership	360-degree feedback system
	SLO-2	historical development of organizational behavior	Theories of learning and reinforcement	Creating team players from individual building	Authentic Leadership Concepts and Practices	Training and development system
S-7	SLO-1	Key milestones in OB development	Concept and perceptual process	Identify team player qualities	Self-Leadership Concepts and Practices	Training need analysis(TNA)

	SLO-2	Individual factors influencing OB	Factors influencing perception	Develop teamwork strategies	Recognizing importance of leadership development	Concept and objectives of career development Career development vs career planning
S-8	SLO-1	Group and organizational factors influencing OB	Concept of values	Individual & Group conflict	Transformational Leadership and Charismatic Leadership	Career development system framework
	SLO-2	Contributing disciplines of OB	Types of values – terminal and instrumental	Identify challenges in e-teams	Nurturant Task Leadership; Servant Leadership	Career management systems (software/tools)
S-9	SLO-1	Models of Organizational Behavior	Concept and importance of motivation	Managing Virtual teams	Indian Leadership Styles; Comparison with Global Leadership Practices	Managing career expectations
	SLO-2	HRD climate and its components	Early theories – Need Hierarchy, Theory X & Y, Two-Factor Theory	Understand gig economy teams	Understanding features of Indian leadership styles	Concept and Evolution of Digital HRD
S-10	SLO-1	Linkage between HRD and Organizational Behavior	Self-Determination and Goal-Setting Theories	Analyze gig workforce challenges	Comparing leadership styles across cultures	Cloud-based HRD System
	SLO-2	Organizational culture and its relationship with HRD	Reinforcement and Self-efficacy Theories	DEI(Diversity, Equity & Inclusion) concepts	Bases of Power; Elements of Organizational Culture	Digital Competency Development
S-11	SLO-1	Role of HRD in shaping employee behavior and organizational effectiveness	Principles of Swami Vivekananda on citizenship behavior	Organisational Justice	Leadership and Organizational Culture; Cultural Differences in Leadership	Challenges in Digital HRD Implementation
	SLO-2	HRD practices for organizational effectiveness	Approach to personality development	types of organizational justice	Employer branding and culture	Concept and Importance of HR Analytics
S-12	SLO-1	Behavioral outcomes of HRD interventions	Concept of Integral Humanism	Employee engagement	Diversity-driven leadership development	Types of HR Analytics (Descriptive, Predictive, Prescriptive)
	SLO-2	HRD interventions for improving employee engagement and	Indian Perspectives – Pandit Deendayal Upadhyaya	Four Pillars of Employee Engagement to Drive Business Success	Types of organizational culture (Clan, Adhocracy, Market, Hierarchy)	

	organizational commitment	approach to Integral humanism.			HR Metrics and Key Performance Indicators (KPIs)
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Learning Resources	<p><i>Text books (Latest Edition):</i></p> <ol style="list-style-type: none"> 1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi. 2. Luthans F. Organizational Behavior: An Evidence-Based Approach - McGraw Hil Publishers Co. Ltd., New Delhi 3. Rao, VSP-Organization Behavior –Himalaya Publishing House. 4. Aswathappa.K.- Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition. <p><i>References:</i></p> <ol style="list-style-type: none"> 1. Upadyaya D (2016) <i>Integral humanism: An analysis of some basic elements.</i> Prabhat Prakashan, Delhi 2. Note on Workplace Psychology Theories Karen MacMillan Ivey Publishing W18651-PDF-ENG https://hbsp.harvard.edu/product/W18651-PDF-ENG
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA1- Cycle Test I, CLA-2 Cycle Test II, CLA3-Model Examination, CLA4- 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	Internal Experts
Mr. Pandi Alagu Raja Mahamuni HR Thought Leader/Next-Gen mentor/Knowledge catalyst. Former Executive Committee member in NHRD.	Dr.shivakumar, Associate Professor,VIT, Chennai	Dr.G.MAYA, Assistant Professor, SRM IST,KTR

Course Code	UBA24E04T	Course Name	DATA ANALYTICS USING R / PYTHON	Course Category	DSE	Discipline Specific Elective - 01	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department	<i>Faculty of Management</i>		Data Book / Codes/Standards							

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 understand the fundamentals of R programming, including its features, syntax, variables, and operators for effective programming.
CLR-2:	To develop skills in handling basic data types and data structures such as vectors, lists, and matrices for data manipulation.
CLR-3:	To gain proficiency in managing complex data structures like arrays, factors, and data frames, and performing data preprocessing techniques such as sorting, merging, and sub-setting
CLR-4:	To apply control flow mechanisms and develop functions for efficient problem-solving and automation of analytical tasks.
CLR-5:	To create and interpret graphical representations of data for meaningful insights and informed decision making.

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

	1	2	3	4	5
Apply knowledge of management theories and practices to solve business					
Foster Analytical and critical thinking abilities for data-based decision making					
Ability to develop Value based Leadership abilities					
Ability to understand, analyze and communicate global economic, legal and ethical aspects of business					
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>	
CLO-1:	Demonstrate understanding of R programming fundamentals, including features, variables, operators, strings, and basic syntax.	
CLO-2:	Apply knowledge of data types, vectors, lists, and matrices to perform data manipulation operations in R.	
CLO-3:	Manage data structures such as arrays, factors, and data frames, and perform operations like sorting, merging, and sub-setting for data preparation.	
CLO-4:	Apply control flow mechanisms, including decision-making and looping constructs, and develop functions for analytical tasks.	
CLO-5:	Create and interpret data visualizations such as bar charts, histograms, line graphs, and pie charts for effective decision-making.	

Duration (hour)		12 Unit 1: Introduction	12 Unit 2: Basic Data Types, Vectors, Lists and Matrices	12 Unit 3: Arrays, Factors and Data Frames	12 Unit 4: Flow Control & Functions	12 Unit 5: Charts & Graphs
S-1	SLO-1	Features of R	Basic Data Types	Creating Arrays	Decision making using if statement - if...else statement	Introduction to charts
	SLO-2	R environment setup	Numeric, Integer, Character, Logical, Complex	Accessing Array Elements	Decision making using Nested If...Else statement	Bar charts – Basic
S-2	SLO-1	Comments in R	Creating, combining vectors	Array Element Manipulation	Decision making using if else function - Switch statement	Vertical/horizontal bars
	SLO-2	Reversed words	Accessing Vector Elements	Array Arithmetic	Loops (for loop – while Loop – repeat Loop)	Plotting categorical data
S-3	SLO-1	Identifiers	Modifying Vectors	Creating factors	Loop Control statements	Grouped bar chart
	SLO-2	Constants, Variables	Deleting Vectors	Factor Components	Break statement	Stacked bar chart
S-4	SLO-1	Operators – Arithmetic	Vector arithmetic and Recycling	Modifying factors	Next statement	Simple histogram
	SLO-2	Relational Operators	Vector Element Sorting	Creating Data Frames	Function definition	Histogram with labels
S-5	SLO-1	Logical Operators	Reading Vectors	Accessing Data Frames	Function Calling	Histogram with breaks
	SLO-2	Assignment Operators	Creating Lists Accessing List elements	Modifying Data Frames	Function without arguments	Histogram with density lines
S-6	SLO-1	Miscellaneous Operators	Updating List Elements	Aggregating Data	Built-in functions	Line graphs - basic
	SLO-2	Operator Precedence	Merging Lists	Sorting Data	Mathematical functions	Simple line graph
S-7	SLO-1	Strings in R	List to Vector conversion	Merging Data	Character functions	Multiple line graph
	SLO-2	Simple programs	Creating matrices	Reshaping data	Statistical functions	Pie charts - basic
S-8	SLO-1	Review concepts	Accessing Matrix Elements	Sub-setting data	Date and time functions	Simple and 3D pie charts
	SLO-2	Application exercises	Matrix Arithmetic	Data Type Conversion	other functions	Combined graphs
S-9	SLO-1	Problem solving	Matrix Manipulation	Problem solving	Recursive function	Practice
	SLO-2	Revision	Matrix Operations	Revision	Revision	Revision

Learning Resources	<ol style="list-style-type: none"> 1. Beginner's Guide for Data Analysis using R Programming, Jeeva Jose 2. R Cookbook, Paul Teetor 3. R for Data Science, Garrett Grolemund and Hadley Wickham 4. Practical Business Analytics Using R and Python, Umesh R. Hodeghatta, Umesha Nayak 5. Hands-On Programming with R, Garrett Grolemund 24 6. An Introduction to Statistical Learning: With Applications in R, Daniela Witten, Gareth James Robert Tibshirani, and Trevor Hastie 7. Data Analytics using Python, Bharti Motwani
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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 Expert
1. Dr. Pushpak Bhattacharyya Chief AI Scientist, Cognitive AI Labs 2. Mr. Anand Chandrasekaran Co-founder & CTO, Mad Street Den	1. Dr. C. V. Jawahar Professor, Center for Visual Information Technology IIIT Hyderabad 2. Dr. Balaraman Ravindran Professor, Department of Computer Science, IIT Madras	Dr S. Thilagavathy Assistant Professor, SRMIST-KTR

Course Code	UBA24E05T	Course Name	International Trade Policy and Strategy	Course Category	DSE	Discipline Specific Elective - 01	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

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:	Course is designed to understand India's foreign trade structure, policy framework, and historical evolution to analyze the role of foreign trade in economic development.	1	2	3	1	2	3	4	5
CLR-2:	This course helps to develop knowledge of import regulations, licensing systems, and tariff measures to understand government control over imports.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business	Foster Analytical and critical thinking abilities for data-based decision	Ability to develop Value based Leadership Skills	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to
CLR-3:	This course makes to understand export promotion strategies and government schemes aimed at enhancing export growth and competitiveness.								
CLR-4:	Students will be familiarized with regulatory bodies and institutional support systems facilitating international trade operations.								
CLR-5:	This course makes to understand global trade institutions and trade agreements influencing international trade and economic integration.								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	To provide understanding of India's foreign trade policy, its objectives, legal framework, and historical development. To study the direction and composition of India's exports and imports.	3	80	70	3	1	-	-	-
CLO-2:	To analyze import policies, licensing procedures, tariffs, and quantitative restrictions. To understand the impact of import policy measures on trade and domestic industries.	3	80	70	3	3	-	-	-
CLO-3:	To study export promotion policies and government schemes for export growth. To learn the role of export promotion measures in enhancing international competitiveness.	3	75	70	2	3	-	-	-
CLO-4:	To understand regulatory bodies and institutional support for international trade. To study the role of export promotion councils and special economic zones.	3	85	70	2	3	-	-	-
CLO-5:	To analyze international trade institutions and global trade agreements. To learn the impact of trade blocs and economic integration on international business.	3	85	70	3	3	-	-	-

Duration (hour) / Unit		12	12	12	12	12
S-1	SLO-1	India's Foreign Trade – Introduction	Structure of Import Policy	Export-led Growth	FEMA	WTO – Introduction
	SLO-2	Direction of Exports & Imports	Import Substitution	Export Support Growth	Export Promotion Councils	IMF – Introduction
S-2	SLO-1	Composition of Exports & Imports	Import Restrictions	Export Policy Review since 1991	Commodity Boards	World Bank
	SLO-2	Need for Trade Policy	Types of Licensing	Export Promotion Schemes	Development Authorities	UNCTAD
S-3	SLO-1	Significance of Trade Policy	OGL & Canalized License	MEIS Scheme	Export Houses	Regional Trade Agreements
	SLO-2	Preamble of Trade Policy	Replenishment License	EPCG Scheme	EPZ	EU
S-4	SLO-1	Legal Framework	Advance License	Duty Drawback Scheme	FTZ	ASEAN
	SLO-2	Government Objectives	Additional License	DEPB Scheme	EHTP	SAARC
S-5	SLO-1	Historical Review since 1991	Holding of License	Deemed Exports	STP	NAFTA
	SLO-2	Trade Policy Evolution	Third Party Imports	Current Trade Policy	SEZ	Trade Blocs
S-6	SLO-1	General Import Provisions	Exim Scripts	Export Promotion Trends	AEZ	Economic Integration
	SLO-2	Export Provisions	Conditions of License	Export Incentives	EOUs	Global Trade Environment
S-7	SLO-1	Rationale of Trade Policy	Negative List	Export Growth Measures	Institutional Support	WTO Functions
	SLO-2	Impact of Trade Policy	Tariff Introduction	Export Assistance	Trade Facilitation	IMF Functions
	SLO-1	Trade Policy Objectives	Types of Tariffs	Export Promotion Agencies	Export Zones	World Bank Functions

S-8	SLO-2	Trade Policy Measures	Tariff Rates	Export Documentation	Export Incentives	UNCTAD Role
	SLO-1	Trade Policy Implementation	Bind Rates	Export Financing	Infrastructure Support	Trade Agreements
S-9	SLO-2	Trade Policy Analysis	Quantitative Restrictions	Export Marketing	Industrial Support	Regional Integration
S-10	SLO-1	Trade Policy Evaluation	Anti-Dumping	Export Strategies	Export Development	Trade Blocs
	SLO-2	Trade Policy Applications	Countervailing Duties	Export Planning	Trade Promotion	Economic Cooperation
S-11	SLO-1	Trade Policy Updates	Import Controls	Export Policy Evaluation	Policy Support	Global Trade Trends
	SLO-2	Trade Policy Review	Import Regulation	Export Performance	Export Promotion	Trade Environment
S-12	SLO-1	Unit 1 Revision	Unit 2 Revision	Unit 3 Revision	Unit 4 Revision	Unit 5 Revision
	SLO-2	Case Discussion	Case Discussion	Case Discussion	Case Discussion	Case Discussion

Learning Resources	<ol style="list-style-type: none"> Francis Cherunilam, "International Trade and Export Management", 5th Edition, Himalaya Publishing House (T1) Amita Batra, "India's Trade Policy in the 21st Century", 1st Edition, Routledge India (T2) Arvind Panagariya, "India's Trade Policy: The 1990s and Beyond", 1st Edition, 2024, Harper Business Ajay Srivastava, "A Guide to Exporting from India: Stop Talking Start Exporting", 2nd Edition, 2023
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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 Understand	30	-	40	-	30	-	40	-	30%	-
Level 2	Apply Analyse	30	-	30	-	30	-	30	-	30 %	-
Level 3	Evaluate Create	40	-	30	-	40	-	30	-	40 %	-
	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, Conference Paper, etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr. Pushpa Raj K, Delivery Manager, EY Global Delivery Services, DLF IT Park, Manapakkam, Chennai	Dr. C. Madhavaiah, Professor and Head, Department of Management Studies, Pondicherry University, India	Dr. B. Shyamaladevi, Associate Professor, Faculty of Management, SRMIST, KTR shyamalb@srmist.edu.in
Mr. Anand Chandrasekaran Co-founder & CTO, Mad Street Den	Dr. Balaraman Ravindran Professor, Department of Computer Science, IIT Madras	Dr. R. Arivazhagan, Associate Professor, Faculty of Management, SRMIST, Kattankulathur

Course Code	UBA24E06T	Course Name	Operations Strategy	Course Category	DSE	Discipline Specific Elective - 01	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Introduction to Operations Management	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

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:	Understand about what is operations strategy and how its applied in the field of operations management	1	2	3	1	2	3	4	5
CLR-2:	Practice formulates, implement, monitor and control the operations strategy in efficient way	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	Effective utilization of resources for fulfilling the market requirements in terms of quality, speed, dependability, flexibility and cost								
CLR-4:	Make operation decisions on capacity strategy, supply strategy, process technology strategy, and development and organization strategy								
CLR-5:	Get exposure on strategic perspective on cost and waste minimization								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	To make understand the students about what is operations strategy and how its applied in the field of operations management	1	90	80			3		2
CLO-2:	To offer operations strategy in terms of business process, capacity, technology and facilities domains	2	90	80			2		3
CLO-3:	To Monitoring and controlling the operations by using suitable tools and techniques	3	90	80			1		2
CLO-4:	To analyze the operations strategy in terms of quality and cost perspective	3	90	80			3		1
CLO-5:	To build the students to use operations strategy in the field of purchasing/sourcing and supply chain management	4	90	80			2		3

Duration (hour)	9	9	9	9	9	
S-1	SLO-1	Operations strategy – Introduction	Concept of Capacity Strategy and Capacity Management	Strategic vs operational control systems	Purchasing strategy	Role of Technology in Operations Strategy
	SLO-2	Role and Objectives of operations strategy	Types of capacity (design, effective, actual capacity)	Role of feedback in strategy execution	Supply network Strategy	Automation in Modern Production Systems
S-2	SLO-1	'Four Vs' of Operations	Capacity Expansion Strategies	Monitoring cost performance	Make or buy? The vertical integration decision	Use of IT enabling the effective strategy and resource implementation
	SLO-2	Four perspectives on operations strategy	Vertical Integration – Concept, Types	Activity-based costing (ABC)	Contracting and relationships	Role of ITES in Strategy

						Execution and Resource Implementation
S-3	SLO-1	Linkage between corporate, Business and operations strategy	Benefits of Vertical Integration	Quality performance measurement	Supply network dynamics	Enterprise Resource Planning (ERP): Concepts and Functions
	SLO-2	Elements or components of Operation Strategy	Outsourcing: Concept, Advantages	Quality performance measurement	Supplier Management	ERP systems in operations integration
S-4	SLO-1	Structural decision areas	Risk in Outsourcing	Flexibility and responsiveness metrics	Supplier Management Strategies	SAP Systems for Operational Decision Making
	SLO-2	Infrastructural decision areas	Business processes	Innovation performance indicators	Managing suppliers and their power	Integration of finance, production, and logistics
S-5	SLO-1	Operations strategy framework	Process of operations strategy	Key Performance Indicators (KPIs) aligned with strategy	Moving up the value chain in outsourcing	Meaning of environmental and social sustainability
	SLO-2	Developing an operations strategy	Substitution for strategy	Productivity and efficiency measures	Purchasing	Triple Bottom Line (People, Planet, Profit)
S-6	SLO-1	Value chain dynamics	Process of operations strategy implementation	Balanced Scorecard	Supply Risk	Sustainability as an operations strategy
	SLO-2	Operations decisions	Service Strategy	Balanced Scorecard Framework	Types of Supply Risks	Environmental Sustainability Strategy
S-7	SLO-1	VRIO framework	Meaning and importance of service strategy	Benchmarking	Supply Risk Mitigation Strategies	Models for Gaining Advantage in a Global Environment
	SLO-2	Value dimension, Rarity dimension, Imitability dimension, Organization dimension	Service Development and Organizational Strategy	Challenges in Benchmarking	Sustainability and Ethical Supply Risks	Global Operations Strategy
S-8	SLO-1	Developing an operations strategy	Service life cycle management	Strategic performance dashboards	Quality Strategy	Positioning within a Value Chain
	SLO-2	Operations strategy process	Technology Strategy	Six Sigma control phase	Change / Action programs	Concept of Value Chain
S-9	SLO-1	Operations strategy matrix	Process Technology Selection and Decisions	PDCA cycle monitoring	Sources of quality	Strategic Positioning in the Value Chain
	SLO-2	Core Components of the Matrix	Process-product matrix	Tracking PDCA	Measures of quality	Sustainable Value Chain Strategy
S-10	SLO-1	Manufacturing Architecture concept	Criteria for technology selection	Corrective and preventive action (CAPA)	Competing on cost versus availability	Digital Transformation in Operations Strategy
	SLO-2	Process structure design	Facilities Strategy	Key Stages in the CAPA Process	Strategies for Balancing Cost and Availability	Industry 4.0 integration
S-11	SLO-1	Operations Strategy Implementation Challenges	Facilities strategy and globalization	Data visualization tools	Cost versus features and innovativeness	Green manufacturing technologies

	SLO-2	Overcoming Implementation Challenges	Facilities strategy and globalization	Data visualization tools	Improving cost and quality balance	Smart energy management
S-12	SLO-1	Case Study	Case Study	Case Study	Case Study	Case Study
	SLO-2	Quiz – 1	Quiz - 2	Quiz - 3	Quiz - 4	Quiz - 5

Learning Resources	1. Nigel Slack and Michael Lewis, Operations strategy, 6 th edition, Pearson publication, 2019 2. C. Donald J. Waters, Donald Waters, Operations Strategy, Thomson publications, 2017 3. Terry Hill, Operations Strategy: Design, Implementation and Delivery, Macmillan Education, 2018 4. Yeming Gong, Global Operations Strategy: Fundamentals and Practice, Springer publication, 2013 5. N. Chandrasekaran and P. Chandiran, <i>Operations Strategy</i> , Cengage Learning India Pvt. Ltd., New Delhi, 2010. 6. Jan A. Van Mieghem and Gad Allon, <i>Operations Strategy: Principles and Practice</i> , Dynamic Ideas LLC, 2015.
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	Bloom's Level of	<i>Continuous Learning Assessment (50% weightage)</i>								<i>Final Examination</i>	
	Thinking	<i>(50% weightage)</i>									
		<i>CLA – 1 (10%) Cycle Test - I</i>		<i>CLA – 2 (10%) Cycle Test - II</i>		<i>CLA – 3 (20%) Model Examination</i>		<i>CLA – 4 (10%)</i>		<i>Marks -100 which will be weighted at 50%</i>	
		<i>Theory</i>	<i>Practice</i>	<i>Theory</i>	<i>Practice</i>	<i>Theory</i>	<i>Practice</i>	<i>Theory</i>	<i>Practice</i>	<i>Theory</i>	<i>Practice</i>
	Level 1	Remember	40	-	30%	-	20%	-	-	-	30%
Level 2	Understand	60	-	50%	-	50%	-	-	20%	50%	-
Level 3	Apply	-	-	20%	-	30%	-	-	80%	20%	-
Level 4	Analyze										
Level 5	Evaluate										
Level 6	Create										
	Total	100%		100%		100%		100%		100%	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2)

CLA-2 Continuous Internal Assessment

CLA-3 Model Examination

CLA –4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,)

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. S. Karthikeyan, Plant Head, Salcomp India Pvt. Ltd., Sriperumbudur	Dr. S. Prem Kumar, Professor and Unit Head, Department of Sports Management and Sports Psychology	Dr. R. Arivazhagan, Associate Professor, Faculty of Management, SRMIST, Kattankulathur
Mr. V. Manikandan, HR Operations, Hyundai Motor India Ltd.	Dr. K. Sethupathy, Assistant Professor, LIBA, Chennai	Dr. M. Manikandan, Assistant Professor, Faculty of Management, SRMIST, Kattankulathur

Course Code	UBA24E07T	Course Name	Investment Analysis and Portfolio Management	Course Category	DS E	Discipline Specific Elective - 02	L	T	P	C
							3	1	0	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)
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CLR-1 :	Develop and understand the changing domestic and global investment scenario	1	2	3
CLR-2 :	Provide an in-depth knowledge of the theory and practice of portfolio management			
CLR-3 :	Understand about financial products and operations of stock exchanges	(Bloom)	(%)	(%)
CLR-4 :	Develop Knowledge about Important theories, techniques and regulations			
CLR-5 :	Understand about Advancements and Latest Trends in Investments			

	1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems					
Foster Analytical and critical thinking abilities for data-based decision making					
Ability to develop Value based Leadership ability					
Ability to understand, analyze and communicate global economic, legal and ethical aspects of business					
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					
	1	4	3	3	4
	4	-	-	3	3
	-	4	3	-	3
	-	3	3	3	-

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLO-1 :	Analyze the operations of stock exchanges and their impact on investment decisions	3	90	70
CLO-2 :	Apply portfolio management theories and techniques to create and manage investment portfolios.	4	90	80
CLO-3 :	Interpret and comply with investment regulations and laws to ensure legal and ethical investment practices.	3	95	80
CLO-4 :	Evaluate and compare various financial products available in the market and make informed investment	3	95	85
CLO-5 :	Adapt to changing market conditions and new advancements in the theory of investment to maximize	3	95	90

Duration (hour)	9		9		9		9		9	
S-1	SLO-1	Investment Management	Financial Markets- Meaning	Fundamental Analysis -	Portfolio Theory - Basics	Portfolio Management - Basics				
	SLO-2	Nature & Scope of IM	Economic utility	Investor Mindset	Benefits of Diversification	Specification of Investment Objectives				
S-2	SLO-1	Portfolio Analysis	Types of Financial Markets	Challenges in execution	Diversification and Portfolio Risk	Specification of Investment Constraints				
	SLO-2	Nature & Scope of PA	Exchange vs OTC, Participants	Macro Economic analysis	Portfolio Return and Risk	Selection of Asset Mix				
S-3	SLO-1	Basics of stock markets	Instruments in Debt Markets	Domestic vs Global	Measurement of Co movements in Security Returns	Formulation of Portfolio Strategy				
	SLO-2	Investment versus Speculation	Money Markets	Valuation , Impact of GDP,	Calculation of Portfolio Risk	Formulation of Portfolio Strategy				
S-4	SLO-1	Investment Alternatives and Their Evaluation	Bond Markets	Inflation, Interest rate,	Efficient Frontier	Selection of Securities				
	SLO-2	Portfolio Management Process	Instruments in Equity Markets	Money Supply,	Optimal Portfolio	Selection of Securities				
S-5	SLO-1	Approaches to Investment Decision Making	Shares and IPOs	Industry Analysis, Industry life cycle	Capital Asset Pricing Model (CAPM)	Portfolio Execution				
	SLO-2	Common Errors in Investment Management	Other Markets- Foreign Exchange	Business Cycle, Company analysis,	CAPM - Assumptions	Portfolio Revision				
S-6	SLO-1	Role of Portfolio Management	Commodities, Gold, Derivatives	Financial Statement Analysis,	Capital Market Line	Performance Evaluation				
	SLO-2	Portfolio Management Practices	Investment Avenues	Valuation of Equity and Debt,	Security Market Line	Latest Trends and Practice				
S-7	SLO-1	Portfolio Management Practices in	Debt, Equity and Deposits	Technical analysis vs Fundamental	Pricing of Securities with CAPM	Latest Developments				
	SLO-2	International markets	Mutual Funds	Challenges in execution- chart types	FAMA French Model	Structure of Forward Markets				
S-8	SLO-1	Risk and Return – Basic Concepts	Regulatory bodies- RBI	Tools- Dow theory,	Limitations for all models	Structure of Future Markets				
	SLO-2	Measuring Historical Return & Risk	SEBI - Regulations	Elliot wave	Markowitz PF theory,	Price Quotations				
S-9	SLO-1	Fundamental, Economic & Industry analysis	SEBI – Roles and Responsibilities	Patterns- Trends, flags, cup and handle, triangles	Measurement Portfolio risk and return - Sharpe, Treynors Jensen Ratios,	Interpretation of Future Price Quotations				
	SLO-2	Technical Analysis	Case topics	Case topics	Case Topics	Interpretation of Option Price Quotations				

Learning Resource	Investment Analysis and Portfolio Management, Chandra, P (Tata McGraw Hill Publishing Co. Ltd.)	Security Analysis and Portfolio Management, S. Kevin (PHI Publications) Investment Analysis and Portfolio Management, 6e, Frank K. Reilly and Keith C. Brown (Dryden Press) Modern Investment Theory, 5e, Haugen, Robert A (Pearson Education)
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50%weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember Understand	40%	-	40%	-	40%	-	30%	-	30%	-
Level2	Apply Analyze	40%	-	40%	-	40%	-	40%	-	40%	-
Level3	Evaluate Create	20%	-	20%	-	20%	-	30%	-	30%	-
	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.M.Ravishankar,RegionalHead–CommercialCards,ICICIBank	1. Dr.Jeganathan Gomathi Sankar,AP-MBA, Saveetha School of management	1.Dr. L. Jayanthi, Asst.Prof, FoM, SRMIST
2.Mr. R.Karthikeya,AVP,SBIWealthManagement	2. Dr. Armstrong Head- Business Administration. MCC	

Course Code	UBA24E08T	Course Name	Sales Marketing	Course Category	DSE	Discipline Specific Elective - 02	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil	
Course Offering Department	Faculty of Management	Data Book / Codes/Standards	Nil			

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)
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CLR-1 :	To understand concepts of sales management and personal selling
CLR-2 :	To develop skills for organizing and managing sales force
CLR-3 :	To analyze recruitment, training and development of sales personnel
CLR-4 :	To evaluate sales force performance and control mechanisms
CLR-5 :	To apply practical sales strategies in Indian and global context

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

	1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems					
Foster Analytical and critical thinking abilities for data-based decision making					
Ability to develop Value based Leadership ability					
Ability to understand, analyze and communicate global economic, legal and ethical aspects of business					
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1 :	Understand roles & responsibilities in sales management
CLO-2 :	Organize and manage effective sales force
CLO-3 :	Analyze sales recruitment, training and development
CLO-4 :	Evaluate sales performance and control systems
CLO-5 :	Apply sales strategies in real-world scenarios

Duration (hour)	12	12	12	12	12
S-1	SLO-1 Meaning & Nature	Recruitment Planning	Motivation	Sales forecasting benefits	Performance Metrics
	SLO-2 Importance of Sales Management in modern business	Sources of Recruitment	Motivation Theories	Sales forecasting techniques	Performance evaluation
S-2	SLO-1 Role of Sales Manager	Recruitment Issues	Motivation Challenges	Sales Budget	Performance evaluation techniques
	SLO-2 Responsibilities of Sales Manager	Selection Process	Designing the compensation plan	Components of sales budget	Interpretation
S-3	SLO-1 Personal Selling	Training Programs	Administrating the Compensation Plans	Budget Preparation	Performance Reports
	SLO-2 Salesmanship	Training Execution	Compensation types	Budget Control	Sales Reporting
S-4	SLO-1 Selling Process	Training Evaluation	Financial Compensation	Budgetary control techniques	Sales Audit
	SLO-2 Steps in Selling	Sales Information System	Non-Financial Compensation	Sales Volume Analysis	Sales Control Techniques
S-5	SLO-1 Prospecting	Planning	Financial compensation and Non-Financial Compensation types	Tools of sales volume analysis	Sales Control Techniques benefits
	SLO-2 Approach	Sales Skills	Non-Financial Compensation and Financial compensation benefits	Profitability Analysis	Selling Agents for Internet Trading
S-6	SLO-1 Presentation	Skill Development	Compensation Issues	Types and importance of Profitability	Types of Selling Agents

Duration (hour)	12	12	12	12	12	
	SLO-2	Handling Objections	Sales Planning	Sales Meetings	Analysis Performance Evaluation and its importance	Functions of Selling Agents in Internet Trading
S-7	SLO-1	Closing Sales	Implementation	Sales Contests	Performance Evaluation Methods	Importance in Modern Business
	SLO-2	Follow-up	Selection Techniques	Sales Quotas	Quantitative Measures Vs Qualitative Measures	Advantages and challenges of Internet Selling Agents
S-8	SLO-1	Real-time Examples	Interview Methods	Territory Design	Monitoring Systems	Channel Management in Internet Trading
	SLO-2	Indian Context	Training Methods	Territory Issues	Analysis Tools	Legal and Ethical Issues of Agents in Internet Trading
S-9	SLO-1	Sales Strategies	Skill Enhancement	Sales Target	Evaluation Issues	Comparison: Traditional vs Internet Selling Agents
	SLO-2	Customer Handling	HR Practices	Team Building	Control Challenges	Future Trends in Selling Agents
S-10	SLO-1	Relationship Selling	Workforce Planning	Team building benefits and importance	Control Mechanisms	Future Trends in Selling Agents
	SLO-2	CRM Basics	HR Challenges	Team Coordination	Report	Revision
S-11	SLO-1	Ethical Selling	Revision	Revision	Revision	Case Discussion
	SLO-2	Professionalism	Case Discussion	Case Discussion	Case Discussion	Case Study
S-12	SLO-1	Revision	Case Study	Case Study	Case Study	Case Study
	SLO-2	Case Discussion	Practical Application	Practical Application	Practical Application	Practical Application

Learning Resources	Text Books:
	1. Jobber, D., Lancaster, G. <i>Selling and Sales Management</i> , Pearson
	2. Johnston, M. W., Marshall, G. W. <i>Sales Force Management</i> , Tata McGraw-Hill
	3. Spiro, R., Rich, G., Stanton, W. <i>Management of a Sales Force</i> , Tata McGraw-Hill
	4. Panda T, Sachdev S. <i>Sales and Distribution Management</i> , Oxford
	5. Havaladar, Krishna K. <i>Sales and Distribution Management</i> , Tata McGraw-Hill
	6. Gupta S. L. <i>Sales & Distribution Management</i> , Excel Books
	7. Still, Kundiff, Govoni. <i>Sales and Distribution Management</i> , PHI

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	30%	-	30%	-	30%	-
Level 2	Apply Analyze	40%	-	40%	-	40%	-	40%	-	50%	-
Level 3	Evaluate Create	30%	-	30%	-	30%	-	30%	-	20%	-
	Total										

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
Mr.Ramesh Babu, Senior Territory Business Head, Symphony Limited.	Dr. Devamaindhan, UNOM	Dr.P.Maheswari, Assistant Professor, Faculty of Management, SRMIST

Course Code	UBA24E09T	Course Name	Change Management And Organizational Development	Course Category	DSE	Discipline Specific Elective - 2	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		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:	Ability to understand Understand change management and need for the change in organizational settings.
CLR-2:	To sensitize students to Organizational Development and Change Interventions.
CLR-3:	To Enable understanding and application od OD interventions.
CLR-4:	Ability To understand the nature of Planned changes.
CLR-5:	Ability to develop the Basic skills in communication, teamwork, and problem solving.

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

	1	2	3	4	5
	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
	3	2	3	2	-
	3	3	2	2	2
	2	3	-	3	-
	2	3	2	2	3
	3	3	2	3	2

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1:	Analyse the difference between Organizational Development and Change.
CLO-2:	Apply different Models of Organizational Development to organizations a real Case example.
CLO-3:	Describe Process interventions and techno structural interventions.
CLO-4:	Evaluate the process of resistance to change and how to manage such Resistance to change.
CLO-5:	Apply change management and OD interventions to solve organizational problems.

Duration (hour)		12	12	12	12	12
S-1	SLO- 1	Introduction to Change Management, Meaning of Change Management- Why Changes?	Managing Change in Organisations, Meaning of resistance to change	Organizational Development, Meaning of Organizational Development	The Process of Organization Development- Entering and Contracting;	Contemporary Issues in Change Management, Conflict during organizational change
	SLO- 2	Definition and basic concepts of organizational change, Purpose and Vision	Causes of resistance	Definition and scope of OD	Diagnosing; Collecting Data	Conflict management techniques
S-2	SLO- 1	Nature of organizational change	Forms of resistance	Characteristics of OD	Analysing, and Feeding	Stress in organizations
	SLO- 2	Importance of change in organizations	Individual resistance to change	Objectives of OD	Back Diagnostic Information	Causes of workplace stress
S-3	SLO- 1	Need for change in modern organizations	Organizational resistance	Importance of OD in organizations	Designing Interventions	Stress management strategies
	SLO- 2	Environmental factors influencing change	Behavioural responses to change	Benefits of OD practices	Managing Change Evaluating	Employee well-being
S-4	SLO- 1	Internal forces for organizational change	Strategies to overcome resistance	Roots and History of organizational development	Reinforcing Organization Development Interventions	Innovation in organizations
	SLO- 2	External forces for organizational change	Employee participation in change	Evolution of OD practices	Interpersonal and Group Process Approaches	Creativity for organizational growth
S-5	SLO- 1	Planned organizational change	Role of leadership in change	Models of OD	Organization Process Approaches	Role of technology in change
	SLO- 2	Unplanned organizational change	Leadership styles in change management	Difference between OD and Change	Employee Involvement	Digital transformation
S-6	SLO- 1	Overview of change management models,	Communication in change management, Change communication strategies	When should organizations use OD?	structural design	Technology adoption in organizations

	SLO-2	Introduction to major change theories	Effective communication strategies	Process of OD	Downsizing	Managing technological change
S-7	SLO-1	Lewin's change model	Change implementation techniques	Nature of Planned change	Reengineering	Globalization and organizations
	SLO-2	Basic understanding of change stages	Transformational Change	Diagnosis in OD	Parallel structures	Global competitive environment
S-8	SLO-1	Kotter's change model overview	Continuous Change	Data collection in OD	TQM	Global organizational change
	SLO-2	Steps in successful organizational change	Trans organizational Change	Organizational diagnosis techniques	High involvement organization	Cross-cultural management
S-9	SLO-1	Change management framework	Organization Development for Economic, Ecological	Planning OD interventions	Work Design	Modern change management trends
	SLO-2	Role of managers in change	Organizational development for Social Outcomes	Designing development strategies	Purpose of work design	Innovation management
S-10	SLO-1	Organizational readiness for change	Future Directions in Organization Development	Implementing OD programs	Empowerment in organizations	Organizational adaptability
	SLO-2	Assessing change needs	Evaluating change initiatives	Managing OD activities	Employee motivation	Learning organizations
S-11	SLO-1	Change planning process	Feedback mechanisms	Evaluation of OD programs	Collaboration practices	Case studies in change management
	SLO-2	Implementation stages	Case examples of managing change	Continuous improvement	Building strong work relationships	Real organizational examples
S-12	SLO-1	Review of change management concepts	Lessons learned from change initiatives	Review of OD concepts	Case discussion on OD interventions	Review of contemporary issues

	SLO-2	Practical examples of organizational change	Practical examples of resistance to change.	Practical examples of OD	Application of culture change practices	Practical applications of change management
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Learning Resources	<ol style="list-style-type: none"> 1. Palmer, I., Dunford, R., & Buchanan .A. 2009, (2nd Ed.) Managing organizational 2. Change: A multiple perspectives approach. Boston: McGraw-Hill Irwin 3. 2.Organization Development and Change with MindTap, 11e 4. Author(s): Thomas G. Cummings Christopher G. Worley, Cengage Learning 5. Organization Development, Principles, Processes, Performance 6. Author : Gary N. McLean, 2018, Pearson 7. Kotter, J. P., & Rathgeber, H. (2013). Our iceberg is melting: changing and succeeding under any conditions. New York, St. Martin's Press 8. Chip Heath, How to Change Things When Change Is Hard (Hardcover), 2010, First Edition, Crown Business 9. Kotter, J. P. (2012). Leading change. Boston: Harvard Business Review Press. 10. Laloux, F. (2014). Reinventing organizations: A guide to creating organizations inspired by the next stage of human consciousness. Brussels: Nelson Parker. 11. Raina, R. (2026). Managing organizational growth and development through change: Text and cases. London: Routledge
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	70%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	20%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA1- Cycle Test I, CLA-2 Cycle Test II , CLA3-Model Examination, CLA4- 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 External Experts	Internal Experts
1. Mr.N.Vijayakumar, Digital transformation and strategy consultant; former consulting leader in large firms. TATA Consultancy services. Chennai	1. Dr.M.S.Sriram, Professor, Indian Institute of Management, Bangalore, Karnataga. India	1.Dr.A.Ramkumar, Assistant Professor, Faculty of Management, SRM Institute of Science, and Technology, Chennai
2. AVIS Viswanathan, Co-founder, imagequity+™ and A V Initiatives private limited, Chennai, organizational transformation consultant, author,	2.Dr. Balachandran Gopal, Professor, Great lakes Institute of Management, Chennai	2. Dr. Baskar, Assistant Professor, Faculty of Management, SRM Institute of Science, and Technology, Chennai.

Course Code	UBA24E10T	Course Name	Data Visualization using Tableau and Powerbi	Course Category	DSE	DISCIPLINE SPECIFIC ELECTIVE - 2	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		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:	Develop the ability to transform raw data into meaningful visual insights using tools like Tableau and Power BI.
CLR-2:	Enable effective data-driven decision-making through interactive dashboards and reports.
CLR-3:	Build skills in data analysis, storytelling, and visual communication for business contexts.
CLR-4:	Gain hands-on experience in handling real-world datasets and creating dynamic visualizations.
CLR-5:	Enhance employability by acquiring industry-relevant business intelligence and analytics skills.

Course Learning Outcomes (CLO):	At the end of this course, learners will be able
CLO-1:	Import, clean, and prepare data from multiple sources for analysis using Tableau and Power BI.
CLO-2:	Create interactive dashboards and visually compelling reports to communicate insights effectively
CLO-3:	Apply appropriate visualization techniques to represent different types of data and business scen
CLO-4:	Analyze data to identify trends, patterns, and actionable insights for decision-making.
CLO-5:	Utilize advanced features such as filters, calculated fields, and data modeling to enhance reports. Present data-driven stories tailored to diverse audiences in a clear and impactful manner.

	1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems					
Foster Analytical and critical thinking abilities for data-based decision making					
Ability to develop Value based Leadership ability					
Ability to understand, analyze and communicate global economic, legal and ethical aspects of business					
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					
	3	2	3	2	-
	3	3	2	2	2
	2	3	-	3	-
	2	3	2	2	3
	3	3	2	3	2

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Introduction to Tableau and Power BI interfaces	Creating bar charts	Creating calculated measures (DAX basics)	Principles of effective dashboard design	Retail analytics dashboard
	SLO-2	Connecting to Excel datasets	Creating column charts	Using calculated fields (Tableau)	Layout and alignment techniques	Banking and financial analytics
S-2	SLO-1	Connecting to CSV and Text files	Creating line charts	Time-series analysis	Choosing the right visualization for business problems	Marketing campaign analysis
	SLO-2	Connecting to databases (SQL basics)	Creating pie charts	Trend lines and forecasting	Creating executive dashboards	Customer segmentation dashboard
S-3	SLO-1	Data import and preview	Creating area charts	Clustering and grouping data	Creating operational dashboards	Supply chain analytics
	SLO-2	Understanding data types and formats	Creating scatter plots	Creating parameters (Tableau)	Designing mobile-friendly dashboards	Inventory management dashboard
S-4	SLO-1	Data cleaning – removing duplicates	Creating tables and matrices	What-if analysis (Power BI)	Storyboarding with Tableau	Healthcare data visualization
	SLO-2	Handling missing values	Using maps and geographic visuals	Advanced filtering techniques	Using bookmarks (Power BI)	Social media analytics dashboard
S-5	SLO-1	Data transformation basics	Formatting visuals (colors, labels)	Using hierarchies in visuals	Navigation buttons and actions	E-commerce performance dashboard
	SLO-2	Sorting and filtering data	Adding titles and annotations	Creating dual-axis charts	Creating interactive storytelling dashboards	Sales forecasting dashboard
S-6	SLO-1	Data splitting and merging columns	Using filters and slicers	Creating waterfall charts	User-centric dashboard design	Profitability analysis dashboard
	SLO-2	Creating calculated columns	Sorting visual elements	Creating funnel charts	Data storytelling frameworks	HR analytics dashboard
S-7	SLO-1	Data aggregation techniques	Highlighting and conditional formatting	Creating heat maps	Visual hierarchy and readability	Sustainability and ESG dashboards

	SLO-2	Pivoting and unpivoting data	Creating dashboards (basic layout)	Creating tree maps	Color psychology in dashboards	Real-time data dashboards
S-8	SLO-1	Data normalization basics	Combining multiple visuals	Advanced map visualizations	Minimizing clutter and maximizing clarity	Integrating APIs with Power BI/Tableau
	SLO-2	Creating relationships between tables	Understanding chart selection logic	Cohort analysis basics	Designing KPI dashboards	Cloud-based data visualization
S-9	SLO-1	Data blending concepts	Creating KPI indicators	Comparative analysis dashboards	Creating financial dashboards	Collaborative dashboards
	SLO-2	Using Power Query Editor	Drill-down and drill-up features	Top-N and Bottom-N analysis	Creating marketing dashboards	Dashboard security and access control
S-10	SLO-1	Data profiling and quality checks	Interactive filtering	Dynamic titles and labels	Dashboard usability testing	Data governance basics
	SLO-2	Creating date hierarchies	Using tooltips effectively	Data storytelling techniques	Feedback incorporation techniques	Ethical data visualization practices
S-11	SLO-1	Managing metadata	Exporting visualizations	Embedding visuals into reports	Presentation skills using dashboards	Capstone project planning
	SLO-2	Import vs Direct Query (Power BI)	Publishing reports (Power BI Service/Tableau Public)	Scenario-based dashboards	Publishing dashboards online	Capstone dataset selection
S-12	SLO-1	Saving and exporting datasets	Sharing dashboards	Performance optimization basics	sharing dashboards online	Capstone dashboard development
	SLO-2	Lab exercise: Prepare a raw dataset for visualization	Lab exercise: Create a basic sales dashboard	Lab exercise: Build an advanced analytics dashboard	Lab exercise: Design a business storytelling dashboard	Final project presentation and evaluation

Learning Resources	<ol style="list-style-type: none"> 1. Brunson, R. (2020). <i>Traffic secrets: The underground playbook for filling your websites and funnels with your dream customers</i>. Hay House. 2. Prussakov, E. (2011). <i>Affiliate program management: An hour a day</i>. Wiley Publishing. 3. Pribyl, I. (2013). <i>From nothing: Everything you need to profit from affiliate marketing, internet marketing, blogging, online business, e-commerce and more</i>. Amazon Digital Services. 4. McCallister, N. (2023). <i>Evergreen affiliate marketing: Building sustainable online income with affiliate marketing</i>. Self-published. 5. Scott, S. (2024). <i>The beginner's guide to AI in affiliate and network marketing</i>. Independently published.
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Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Ram, Sigma Info Pvt Ltd, Chennai.	Dr. N. Sivasankaran, Associate Professor, XLRI, Jamshedpur	Dr. Basker- Assistant Professor, Faculty of Management, Kattankulathur.
Mr. SAM DEV, FOUNDER - CDP 360 TECHNOLOGIES PVT.LTD, CHENNAI	Dr. Upam Pushpak, Associate Professor-IIM Tiruchirapalli	Dr. V.SAILLAJA, Assistant Professor, Faculty of Management, Kattankulathur.

Course Code	UBA24E11T	Course Name	Global Business Environment	Course Category	DSE	Discipline Specific Elective-2	L	T	P	C
							3	1	0	4

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department	<i>Faculty of Management</i>		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>
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Learning

Program Learning Outcomes (PLO)

CLR-1:	Develop foundational understanding of the global business environment and key institutions such as the World Trade Organization.
CLR-2:	Enable analysis of macro-environmental factors (political, economic, social, technological) influencing cross-border trade dynamics.
CLR-3:	Build practical knowledge of international market entry modes including exporting, licensing, joint ventures, and foreign direct investment.
CLR-4:	Foster holistic understanding of the interconnected economic, legal, cultural, and regulatory environments shaping global business operations.
CLR-5:	Strengthen strategic decision-making skills for evaluating market selection and entry strategies of multinational enterprises.

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

1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>
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CLO-1:	Understand and describe the main features of the international business environment and its primary institutions.
CLO-2:	Analyze the political, social, economic, technological, and other configurations that support cross-border trade.
CLO-3:	Apply an understanding of the different modes of engagement with international Markets.
CLO-4:	Explore the interconnectedness between these and the economic, legal, governmental, political, regulatory, cultural, and other environments in which expanding companies operate.
CLO-5:	Evaluate the key decisions that multinational firms make in relation to the choice of markets and entry strategies

1	90	80
2	90	80
3	90	80
3	90	80
4	90	80

3			2	
2			3	
1			2	
2			3	
1			3	

Duration (hour)	12	12	12	12	12
S-1	SLO-1 Definition and Scope of Global Business:	Overview of the PESTEL Framework:	General Agreement on Trade and Tariffs (GATT) – Concept	International Economic Organizations: Introduction,	Evolution of regional trade agreements (RTAs)

	SLO-2	Definition and Scope of Global Business	Understanding the components; Political	General Agreement on Trade and Tariffs (GATT) – Concept and Introduction	Objectives	Evolution of regional trade agreements (RTAs)
S-2	SLO-1	Understanding international markets and operations	Environment: Government policies, stability	World Trade Organization - Introduction	Organizational Structure	United States–Mexico–Canada Agreement (USMCA)
	SLO-2	Understanding international markets and operations	Environment: Government policies, stability	World Trade Organization - Importance	Functions	United States–Mexico–Canada Agreement (USMCA)
S-3	SLO-1	Historical Evolution of Globalization	international relations; Economic	(WTO)- Functions	International Monetary Fund (IMF)	European Union (EU)
	SLO-2	Historical Evolution of Globalization	international relations; Economic	(WTO)- Functions	International Monetary Fund (IMF)	European Union (EU)
S-4	SLO-1	Key phases and milestones in global trade	Environment: Economic growth, exchange rates, inflation, and market conditions; Social	(WTO)- Principles,	World Bank Group	Association of Southeast Asian Nations (ASEAN),
	SLO-2	Key phases and milestones in global trade	Environment: Economic growth, exchange rates, inflation, and market conditions; Social	(WTO)- Organizational Structure	World Bank Group	Association of Southeast Asian Nations (ASEAN),
S-5	SLO-1	Key Drivers of Globalization – Transportation, Communication	Environment: Cultural trends, demographics	(WTO)- The WTO Agreements - A Bird's eye view	International Bank for Reconstruction and Development (IBRD)	Mercosur (Southern Common Market)
	SLO-2	Technology, Trade policies	Environment: Cultural trends, demographics	(WTO)- The WTO Agreements - A Bird's eye view	International Bank for Reconstruction and Development (IBRD)	Mercosur (Southern Common Market)
S-6	SLO-1	Multinational Enterprises (MNEs): Characteristics	consumer behaviors; Technological	Salient feature of Uruguay Round Agreement Dispute Settlement Mechanism	International Development Association (IDA)	Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)
	SLO-2	Multinational Enterprises (MNEs): strategies	consumer behaviors; Technological	Salient feature of Uruguay Round Agreement Dispute Settlement Mechanism	International Development Association (IDA)	Background and evolution from TPP
S-7	SLO-1	Multinational Enterprises (MNEs): market entry modes	Environment: Technological advancements, innovation,	Dispute Settlement Mechanism,	Organization for Economic Co-operation and Development	Background and evolution from TPP

			and digital transformation		(OECD)	
	SLO-2	Multinational Enterprises (MNEs): market entry modes	Ecological Environment	Dispute Settlement Mechanism,	Organization for Economic Co-operation and Development (OECD)	Key features: market access, digital trade, IP rules
S-8	SLO-1	Impact of MNEs: Economic, cultural	Environmental regulations	Ministerial Conferences	United Nations Conference on Trade and Development (UNCTAD)	Key features: market access, digital trade, IP rules
	SLO-2	Impact of MNEs: Economic, cultural	Environmental regulations	Ministerial Conferences	United Nations Conference on Trade and Development (UNCTAD)	Strategic importance in Indo-Pacific region
S-9	SLO-1	MNEs environmental influences on host and home countries	sustainability practices, and impact on business	Bharti Airtel's Entry into African Markets - "Bharti Airtel in Africa: A New Frontier" - INSEAD Case Study.	IFC International Finance Corporation;	Challenges & Future of Global Trade Governance
	SLO-2	MNEs environmental influences on host and home countries	sustainability practices, and impact on business	Bharti Airtel's Entry into African Markets - "Bharti Airtel in Africa: A New Frontier" - INSEAD Case Study.	IFC International Finance Corporation;	Future outlook: multipolar trade systems
S-10	SLO-1	Global vs. Transnational Business:	Legal Environment: Regulatory frameworks, compliance,	Bharti Airtel's Entry into African Markets - "Bharti Airtel in Africa: A New Frontier" - INSEAD Case Study.	Asian Development Bank (ADB)	Emerging trends and challenges in global trade governance.
	SLO-2	Global vs. Transnational Business:	Legal Environment: Regulatory frameworks, compliance,	Bharti Airtel's Entry into African Markets - "Bharti Airtel in Africa: A New Frontier" - INSEAD Case Study.	Asian Development Bank (ADB)	Emerging trends and challenges in global trade governance.
S-11	SLO-1	Differences, strategies,	legal issues in international business	Dr. Reddy's Laboratories: Leveraging Regional Trade Agreements - "Dr. Reddy's	Mahindra & Mahindra: Collaborating with International Financial Institutions -	Difference between RTAs, FTAs, and Customs Unions
	SLO-2	Differences, strategies,	legal issues in international business	Laboratories: Realizing a Vision" - Ivey Business School Case Study	"Mahindra & Mahindra in South Africa: Innovating from the Base of the Pyramid"	Economic integration stages (FTA → CU → Common Market → Economic Union)
S-12	SLO-1	organizational structures	Case Studies: Application of PESTEL analysis in real-world	Dr. Reddy's Laboratories: Leveraging Regional Trade Agreements - "Dr. Reddy's	Reliance Jio: Transforming India's Digital Landscape - "Reliance Jio: Revolutionizing Telecommunications in India" - Ivey Business School Case Study.	Economic integration stages (FTA → CU → Common Market → Economic Union)

	SLO-2	organizational structures	scenarios	Laboratories: Realizing a Vision" - Ivey Business School Case Study	Reliance Jio: Transforming India's Digital Landscape - "Reliance Jio: Revolutionizing Telecommunications in India" - Ivey Business School Case Study.	Case Study
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Learning Resources	<p>1. International Business: Competing in the Global Marketplace, 14th Edition, McGraw Hill, Charles Hill</p> <p>2. Global Business. 3rd Ed. Cengage, Learning, Peng, M.</p> <p>3. International Business Environments and Operations. 16th Ed. Harlow: Pearson, DanielS, J. D., Radebaugh, L. H. and Sullivan D. P</p>
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	Bloom's Level of	Continuous Learning Assessment (50% weightage)								Final Examination	
	Thinking									(50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)		Marks -100 which will be weighted at	
										50%	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20		20		20		20		20	
Level 2	Understand	20		20		20		20		20	
Level 3	Apply	20		20		20		20		20	
Level 4	Analyze	20		20		20		20		20	
Level 5	Evaluate	20		20		20		20		20	
Level 6	Create										
	Total	100%		100%		100%		100%		100%	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2)
Assessment

CLA-2 Continuous Internal
CLA-3 Model Examination

CLA –4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,)

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Ram, Sigma Info Pvt Ltd, Chennai.	Dr. N. Sivasankaran, Associate Professor, XLRI, Jamshedpur	Dr.Madhumithaa N -Asst Professor, FOM-SRMIST-KTR
Mr. SAM DEV, FOUNDER - CDP 360 TECHNOLOGIES PVT.LTD, CHENNAI	Dr. Upam Pushpak, Associate Professor-IIM Tiruchirapalli	

Course Code	UBA24E12T	Course Name	INVENTORY MANAGEMENT	Course Category	DSE	Discipline Specific Elective - 2	L	T	P	C
							3	1	0	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):	<i>The purpose of learning this course is to:</i>	Learning			Program Learning Outcomes (PLO)				
		1	2	3	1	2	3	4	5
CLR-1:	To understand underlying concepts of inventory management	Level of Thinking (DL/level)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories	Foster Analytical and critical thinking	Ability to develop	Ability to understand, analyze and communicate global	Ability to lead themselves and others in the achievement of organizational goals,
CLR-2:	To provide more insights on improve cost efficiency.								
CLR-3:	To expose the students in to Just in Time conceptual models and familiar about the same								
CLR-4:	To provide knowledge on qualitative inventory models.								
CLR-5:	To familiarize the theory of operational cost.								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Identify the various inventory concepts and analysis	3	80	70	3	2	-	-	-
CLO-2:	Understand the fundamentals of total inventory cost and improve cost efficiency.	3	80	70	3	3	-	-	-
CLO-3:	Obtain knowledge about strategic inventory management and Just in time approach	3	75	70	2	3	-	-	-
CLO-4:	Able to implement qualitative inventory models and operational efficiency.	3	85	70	2	3	-	-	-
CLO-5:	Ability to apply material handling system and warehousing operations	3	85	70	3	3	-	-	-

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction Inventory Concepts	apply stock level concepts for efficient inventory control.	strategic role of inventory management	Applications of Quantitative inventory models	material handling system
	SLO-2	Inventory Costs	Optimize inventory investment	inventory types		Reduce manual effort and handling time
S-2	SLO-1	Ordering Cost	improve cost efficiency	distribution efficiency	determine optimal order quantities	warehouse, factory, or distribution center.
	SLO-2	Types of ordering cost	safe movement of goods	Planning of inventory systems		Optimize space utilization
S-3	SLO-1	Application of basic inventory models such as EOQ, Reorder Point (ROP), and Safety.	work-in-progress	storage requirements	cost minimization.	Standardization principle of optimization
	SLO-2	Improves customer satisfaction by ensuring product availability	Raw Materials	enhance decision-making	demand uncertainty	Work principle
S-4	SLO-1	VED & FSN Analysis	Apply inventory models like EOQ	ABC, VED, FSN analysis Problems	quantitative inventory models	Space utilization principle
	SLO-2	Just-in-Time (JIT) approach for minimizing inventory and improving efficiency.	Applications of reorder point	Just-in-Time approach for effective inventory	EOQ and reorder point	Automation principle
S-5	SLO-1	Warehousing functions including storage, protection, and distribution of goods	safety stock to optimize inventory levels	improve inventory turnover	reducing overall inventory-related costs.	Planning principle of inventory cost
	SLO-2	Types of warehouses such as private, public, bonded, and distribution centers	minimize total operational costs.	Loading and unloading of goods	reduce supply chain inefficiencies.	Applications of inventory efficiency.
S-6	SLO-1	Material handling systems including equipment like forklifts, conveyors, and cranes	Optimize space utilization	minimize waste	operational efficiency	warehousing operations
	SLO-2	Role of material handling in improving efficiency, safety, and cost reduction	minimizing total inventory costs	logistics operations	inventory system performance.	Reduce overall operational cost

Learning Resource	Muller – Essentials of Inventory Management, 2nd Ed., 2011, AMACOM. ://www.iibms.org/pdf/e-essentials_of_inventory_management.pdf	L.C. Jhamb – Inventory Management, 2010, Everest Publishing. Link: https://qoblex.com/learning-center/inventory-management-g-started/
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CLA – 4 can be from any combination of these: Assignments, Seminars, Short Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

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%	-	25%	-	20%	-	20%	-	30%	-
	Understand										
Level	Apply	45%	-	45%	-	50%	-	50%	-	50%	-

2	Analyze										
Level	Evaluate	25%	-	30%	-	30%	-	30%	-	20%	-
3	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr. Ram, Sigma Info Pvt Ltd, Chennai.	Dr. N. Sivasankaran, Associate Professor, XLRI, Jamshedpur	Dr Suresh
Mr. SAM DEV, FOUNDER - CDP 360 TECHNOLOGIES PVT.LTD, CHENNAI	Dr. Upam Pushpak, Associate Professor-IIM Tiruchirapalli	Dr Vetriselvi

Course Code	UBA24SE6L	Course Name	Internship-Business Development Plan	Course Category	SEC	SEC-6			
						L	T	P	C
						0	0	8	4

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

Internship

These Internships are expected to help the students gain practical knowledge through experiential learning in organisation.

1. The Internship report is Based on New Business Development Plan (describes what a business's objectives are and how it intends to achieve them, including goals, start-up costs, and targeted milestones) , BDP work should be an individual work and there should not be any duplication.
2. Each candidate has to undergo the Internship training for 20 days in any industry during the 4th Semester holidays and has to submit the report for the same in the beginning of 5th Semester
3. The Internship report shall contain organisational structure, functions of various department and SWOT Analysis. The templat for internship report will be circulated by Department /Intership coordinator
4. Submission of Certificate with the authorized signature is mandatory
5. Minimum Numbers of Pages – 30 Pages
6. Paper size should be A4
7. 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) .
8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the Internship report one hard copy would be returned to the candidate.
9. The via voce Examination will be connected to evaluate the performance of the candidate internally (Examiners are approved by Dean-FOM)

Internal Assessment: 100Marks

Assessment Tool	Marks
1.Internship Report	25 Marks
2.Class room PPT Presentation	25 Marks
3.Viva Voce Examination (internal) (approved by Dean-FOM)	50 Marks
Total Marks	100

NOTE: If a candidate fails to submit the Business Development Plan report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper

Learning Resources	Tiffany, P., Peterson, S. D. (2022). Business Plans for Dummies. United States: Wiley. Parrington, K. (2021). The REAL Business Plan: How to Write a Simple, Living, Breathing Business Plan that II Actually Drive Your Business. (n.p.): K a Parrington Limited. Business Plan Guide. (2021). (n.p.): Beyond Curricula.	• Barrow, P., Barrow, C., Brown, R. (2021). The Business Plan Workbook: A Step-by-step Guide to Creating and Developing a Successful Business. United Kingdom: Kogan Page. • Grit, R. (2019). Making a Business Plan. Netherlands: Taylor & Francis. • Bornstein, J. M., Ford, B. R., Pruitt, P. T. (2010). The Ernst & Young Business Plan Guide. Germany: Wiley.
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Course Designers	Experts from Higher Technical Institutions		Internal Experts
Experts from Industry	Experts from Higher Technical Institutions		Internal Experts
Mr. Ram, Sigma Info Pvt Ltd, Chennai.	Dr. G. Saravana Prabu, Asst. Professor, Department of English, Amrita Vishwa Vidhyapeedam, Coimbatore		Dr. L. Jayanthi, Asst Professor -SRMIST-KTR
	Dr. Upam Pushpak, Associate Professor-IIM Tiruchirapalli		Dr.M.Srinivasan, Asst Professor-SRMIST-KTR

Course Code	UBA24E13T	Course Name	Introduction to Analytics	Course Category	DSE*AC-1	Discipline Specific Elective -Audit Course-1	L	T	P	C
							2	1	0	0

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department	<i>Faculty of Management</i>		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 introduce students to the basic concepts of analytics and data-driven thinking.
CLR-2:	To create awareness about the importance of data in modern business decisions.
CLR-3:	To familiarize students with simple data analysis and visualization concepts.
CLR-4:	To explain how analytics is applied across different business functions.
CLR-5:	To prepare students for advanced courses in business analytics and data science.

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

	1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems					
Foster Analytical and critical thinking abilities for data-based decision making					
Ability to develop Value based Leadership ability					
Ability to understand, analyze and communicate global economic, legal and ethical aspects of business					
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1:	Explain the basic meaning and types of analytics.
CLO-2:	Identify different types and sources of data used in business.
CLO-3:	Interpret simple charts, graphs, and basic analytical results.
CLO-4:	Describe the role of analytics in marketing, finance, HR, and operations.
CLO-5:	Recognize ethical considerations and career opportunities in analytics.

Sl.No		UNIT I – Basics of Analytics	UNIT II – Understanding Data	UNIT III – Basics of Data Analysis	UNIT IV – Analytics in Business	UNIT V – Ethics & Future of Analytics
S-1	SLO-1	Meaning of Analytics	Meaning of Data	Meaning of Data Analysis	Marketing Analytics	Data Privacy
	SLO-2					
S-2	SLO-1	Importance of Analytics	Types of Data	Steps in Data Analysis	Sales Analysis	Data Security
	SLO-2					
S-3	SLO-1	Types of Analytics	Qualitative & Quantitative Data	Mean	Financial Analytics	Ethical Use of Data
	SLO-2					
S-4	SLO-1	Descriptive Analytics	Structured & Unstructured Data	Median	HR Analytics	Introduction to AI
	SLO-2					
S-5	SLO-1	Predictive Analytics	Sources of Data	Mode	Operations Analytics	Introduction to ML
	SLO-2					
S-6	SLO-1	Prescriptive Analytics	Data Collection	Charts and Graphs	Banking Analytics	Automation in Business
	SLO-2					
S-7	SLO-1	Business Intelligence	Big Data (Basic Idea)	Bar & Pie Charts	E-Commerce Analytics	Excel for Analytics
	SLO-2					
S-8	SLO-1	Introduction to Data Science	Data Quality	Line Graph & Histogram	Social Media Analytics	Power BI / Tableau (Awareness)
	SLO-2					
S-9	SLO-1	Analytics in Daily Life	Clean Data Concept	Basic Data Interpretation	Inventory Analysis	Python / R (Awareness)
	SLO-2					
S-10	SLO-1	Business Examples	Data Storage Basics	Introduction to Excel	Case Discussion	Career Opportunities
	SLO-2					
S-11	SLO-1	Benefits of Analytics	Data in Social Media	Data Visualization	Business Applications	Industry Trends
	SLO-2					
S-12	SLO-1	Summary	Summary	Summary	Summary	Future of Analytics
	SLO-2					

Learning Resource	Textbooks	Reference
	<ol style="list-style-type: none"> Evans, J. R. (2019). Business analytics: Methods, models, and decisions (3rd ed.). Pearson. Provost, F., & Fawcett, T. (2013). Data science for business: What you need to know about data mining and data-analytic thinking. O'Reilly Media. Albright, S. C., & Winston, W. L. (2019). Business analytics: Data analysis & decision making (6th ed.). Cengage Learning. 	<ol style="list-style-type: none"> Davenport, T. H., & Harris, J. G. (2007). Competing on analytics: The new science of winning. Harvard Business School Press. Siegel, E. (2016). Predictive analytics: The power to predict who will click, buy, lie, or die (Revised and updated ed.). Wiley. Knaflic, C. N. (2015). Storytelling with data: A data visualization guide for business professionals. Wiley.

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 100% weightage							
		CLA – 1 (20%) Cycle Test-I		CLA– 2 (20%) Cycle Test-II		CLA– 3 (30%) Model Examination		CLA – 4 (30%)#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	50%	-	30%	-	20%	-	20%	-
Level 2	Apply Analyze	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-
	Total	100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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
Dr. Prakash S, Sr. Test Manager, Franklin Templeton, CHENNAI	Dr. S. T. Deepa, Director- Center for AI ShriShankarlalSundarbhaiShasun Jain College Chennai - 600 017	Dr.G.Kumar Assistant Professor, Faculty of Management, SRMIST
Mr. Milan Kumar, CIO, Wabco India	Dr.PriyaIyer, Associate Professor Department of Computer Science M.O.P. Vaishnav College for Women (Autonomous)	Dr. P. Saravanan, Associate Professor, Faculty of Management, SRMIST

Course Code	UBA24601T	Course Name	Project Management	Course Category	CC	Core course-17	L	T	P	C
							3	1	0	4

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

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:	Expose the new field of study called service science and role of service sector in economic development	1	2	3	1	2	3	4	5
CLR-2:	Design service products and organization with technology applications	Level of Thinking	Expected Proficiency	Expected Attainment	Apply knowledge of management theories and practices to solve	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership	Ability to understand, analyze and communicate global economic, legal and	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively
CLR-3:	Deliver the quality services to the customers by increasing the productivity								
CLR-4:	Planning of service capacity by managing the demand and waiting lines								
CLR-5:	Aware of managing the service projects and globalization of services								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>	Level of Thinking	Expected Proficiency	Expected Attainment	1	2	3	4	5
CLO-1:	Apply service science and services operations in competitive environment.	1	90	80	3	2	-	-	-
CLO-2:	Develop new service related products and organization with technical support	2	90	80	3	3	-	-	-
CLO-3:	Offer quality services to their customers by focusing various productivity improvement based strategies	3	90	80	2	3	-	-	-
CLO-4:	Handle the different capacities in service organizations without creating lose	3	90	80	2	3	-	-	-
CLO-5:	Get confidence to take up service based projects in both domestic as well as global level	4	90	80	3	3	-	-	-

Duration (hour) / Unit	12	12	12	12	12	
S-1	SLO-1 SLO-2	Meaning, nature, and characteristics of a project	Project planning process and importance	Project execution process	Project closure process and documentation	Project Report Preparation: Structure and Components
S-2	SLO-1 SLO-2	Differences between projects and operations	Defining project scope and objectives	Resource allocation and utilization	Project evaluation and performance measurement	Techniques for Effective Project Documentation
S-3	SLO-1 SLO-2	Project management: concept and importance	Scope statement and scope management	Team management and leadership in projects	Post-project review and audit	Introduction to Project Management Information System (PMIS)

S -4	SLO-1	Project life cycle: overview and phases	Work Breakdown Structure (WBS): concept and design	Project budgeting and cost estimation	Lessons learned and knowledge management	Components and Functions of PMIS
	SLO-2					
S -5	SLO-1	Project initiation process	Task sequencing and activity identification	Cost control techniques	Stakeholder communication and reporting	Role of Software in Project Management
	SLO-2					
S -6	SLO-1	Project planning, execution, monitoring, and closure	Time estimation techniques	Quality management in projects	Project handover and closure reports	Applications of Project Management Software Tools
	SLO-2					
S -7	SLO-1	Role and responsibilities of a project manager	Gantt charts: preparation and interpretation	Performance measurement (KPIs and metrics)	Introduction to Agile project management	Overview of Project Closing Phase
	SLO-2					
S -8	SLO-1	Project stakeholders: identification and analysis	PERT (Program Evaluation Review Technique)	Project monitoring and control systems	Principles and values of Agile methodology	Steps in Project Closure Process
	SLO-2					
S -9	SLO-1	Organizational structures (functional, matrix, projectized)	CPM (Critical Path Method) and critical path analysis	Risk management: concept and importance	Scrum framework: roles, events, and artifacts	Project Handover to Clients
	SLO-2					
S -10	SLO-1	Project governance and leadership	Resource planning and allocation basics	Risk identification and analysis	Agile vs Traditional (Waterfall) project management	Post-Implementation Review Process
	SLO-2					
S -11	SLO-1	Project constraints: scope, time, cost, and quality	Introduction to project management software (Microsoft Project)	Risk response strategies and mitigation	Benefits and limitations of Agile methods	Lessons Learned Report Preparation
	SLO-2					
S -12	SLO-1	Success factors in project management	Schedule development and integration of planning tools	Use of Microsoft Project for tracking and control	Application of Agile in dynamic business environments	Best Practices in Project Closure and Knowledge Management
	SLO-2					

Learning Resource	<ol style="list-style-type: none"> 1. Information Technology Project Management, by Kathy Schwalbe, Cengage Learning. 2. Project Management: A Managerial Approach, by Jack R. Meredith and Samuel J. Mantel Jr., Wiley. 	<ol style="list-style-type: none"> 3. Dr. C.D. Balaji, Project Management, Margham Publications, Chennai, 2017 4. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, 7th edition, Tata McGraw Hill, 2017
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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%	-	25%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	45%	-	45%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create	25%	-	30%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA1- Cycle Test I, CLA-2 Cycle Test II , CLA3-Model Examination, # 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
<i>Dr Alok ,Head Marketing & Business development, Kaveri group of Hospitals ,TN</i>	<i>Dr .Bushan D.Sudhakar ,HOD , International Marketing, School of Management , Pondicherry University. Pondi .</i>	<i>Dr.M.Vetri Selvi, Associate Professor, Faculty of Management, SRMIST, Kattankulathur.</i>
<i>Dr V S Venkataraman, Sr.Vice President and HR , Business development , DELPHI TVS, Chennai</i>	<i>Dr .Thamarai Selvan Prof and Head NIT, Trichy15</i>	<i>Dr.G.Lakshmi, Assistant Professor, Faculty of Management, SRMIST, Kattankulathur.</i>

Course Code	UBA24602T	Course Name	BUSINESS TAXATION	Course Category	CC	Core course-18	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							

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:	This course focuses on identifying issues that affect the taxation of businesses and enable the students and to identify the basic concepts, definitions and terms related to Business taxation.	1	2	3	1	2	3	4	5
CLR-2:	Generate revenue for the government to fund its various activities and programs, such as infrastructure development, social welfare, and national defence.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems.	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business.	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	It covered foundation of taxation, including types of taxes, structure of the income tax, taxpayers.								
CLR-4:	Assess the taxation income from who is involved in Business.								
CLR-5:	Enable the students to compute the net total taxable income of an individual.								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems.	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business.	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLO-1:	Students would identify the technical terms related to Business Taxation.	1	90	80	3	2	-	-	-
CLO-2:	Illustrate the mechanism of Business Taxation to the students.	2	90	80	3	3	-	-	-
CLO-3:	Understand the methods of calculation of Goods and Services Tax to the Industrial concern.	3	90	80	2	3	-	-	-
CLO-4:	Taxation implications must be considered during decision making processes.	3	90	80	2	3	-	-	-
CLO-5:	Demonstrate an understanding of the tax practice environment by engaging in basic tax planning	4	90	80	3	3	-	-	-

Duration (hour)	12	12	12	12	12
SLO-1	Introduction about Taxation:	Central Excise Duty:	Customs duty:	Background behind implementing GST:	GST ASSESSMENT PROCEEDINGS:
S-1	Meaning of Taxation	Meaning and concept of Central Excise duty	Meaning and concept of Customs duty	The idea of a nationwide GST in India was first proposed by the Kelkar Task Force on Indirect taxes in 2000.	Order will be passed within 90 days from date of request.
S-2	Objectives of Taxation:	Classification of Central Excise	Charges levied on goods when	The need for GST:	GST Return submission

Duration (hour)	12	12	12	12	12	
		Duty:	they cross international borders.			
	SLO-2	<i>The primary purpose of taxation is to raise revenue</i>	Levy and Collection of Excise duty:	Customs duties are charged by special authorities.	Business impact	Refund of GST
S-3	SLO-1	<i>To meet huge public expenditure</i>	Exemption from excise duty:	Officers of the customs:	Benefits of GST	Input Tax Credit
	SLO-2	Canons of Taxation:	Excise and Small Scale Industries – Excise and Exports	Chief Commissioners of Customs Commissioners of Customs	Benefits of SGST,CGST,IGST	Officers as per CGST Act.
S-4	SLO-1	The characteristics of taxation	Settlement of Excise duty	Powers of Custom officers:	GST Rate Structure:	Officers as per SGST Act
	SLO-2	Qualities which a good tax system should possess.	Appellate Provisions:	Primary Duties of Customs Officers:	GST rates in India for various goods.	GST Jurisdiction
S-5	SLO-1	Tax System in India:	Appellate Provisions:	<u>Prevention of Smuggling:</u>	Services are divided into four slabs: 5% GST	GST Assessment menthods:
	SLO-2	Direct and Indirect Taxes:	Condonation of Delay,	<u>Revenue Collection:</u>	12% GST	<u>Self-Assessment (Sec 59)</u>
S-6	SLO-1	Importance of Direect Taxes	Tax Settlement	<u>Enforcing Regulations</u>	GST, 18% of GST	<u>Provisional Assessment (Sec 60)</u>
		Importance of Indirect Taxes	Settlement Commission	<u>Passenger Clearance:</u>	28% GSTaxable	Scrutiny Assessment (Sec 61) , Best Judgment Assessment (Sec 62 & 63)
	SLO-2	The Indian tax system is well structured and has a three-tier federal structure.		<u>Documentation and Audits</u>	GST Tax Strucutre revision, Impact of GST Tax revision.	Summary Assessment (Sec 64)

Learning Resource	<p>1.Reddy .T.S and Y. hari Prasad reddy, Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019</p> <p>2. V Senthil and Senthil, Business Taxation, Himalaya Publication, 4th Edition.</p> <p>3. Dr. Vinod K.Singania and Dr. Monica Singhania, Students Guide to Income Tax, JBA Publishers, Edition 2013.</p>	<p>4. V.S.Datey, Central Excise, JBA Publishers, Edition 2013. Reddy .T.S and Y. hari Prasad reddy, Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019</p> <p>5. Srinivasan N.P and Priya Swami. M Business Taxation, Kalyani publishers Edition 2013</p> <p>6. Pagaredinkar, Business Taxation, Sultan Chand and Sons, 2012.</p>
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Learning Assessment			
Bloom's Level of	Continuous Learning Assessment (50% weightage)		Final Examination (50% weightage)

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

CLA1- Cycle Test I, CLA-2 Cycle Test II , CLA3-Model Examination, # 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. M. Ravishankar, Regional Head – Commercial Cards,ICICI Bank	Dr. N. Sivasankaran, Associate Professor, XLRI, Jamshedpur	Dr. A.ARUL PRAKASH, SRM IST
2. Mr. R. Karthikeya, AVP, SBI Wealth Management	Dr. Upam Pushpak, Associate Professor-IIM Tiruchirapalli	Dr. K.KARTHIK SRIDHAR, SRM IST

Course Code	UBA24E14T	Course Name	Business Analysis and Valuation	Course Category	DSE	Discipline Specific Elective	L	T	P	C
						- 3	3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
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Course Offering Department	<i>Faculty of Management</i>	Data Book / Codes/Standards
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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:	<i>To understand financial statements and their analysis using ratios and reports.</i>
CLR-2:	<i>To understand the concepts, approaches, and importance of business valuation.</i>
CLR-3:	<i>To explore and experiment with dividend-based valuation models and estimation of discount rates.</i>
CLR-4:	<i>To gain knowledge about DCF techniques and free cash flow concepts (FCFE & FCFE).</i>
CLR-5:	<i>To learn about the relative valuation techniques and various financial multiples.</i>

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>
CLO-1:	<i>Apply financial statement analysis to evaluate a company's performance and financial health.</i>
CLO-2:	<i>Select and apply appropriate valuation methods in different business contexts.</i>
CLO-3:	<i>Develop and Apply Dividend Discount Models to determine the value of equity shares.</i>
CLO-4:	<i>Apply DCF models to value firms and equity using cash flow projections.</i>
CLO-5:	<i>Evaluate valuation multiples to estimate and compare company valuations.</i>

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

	1	2	3	4	5
Apply knowledge of management theories and practices to solve business					
Foster Analytical and critical thinking abilities for data-based decision					
Ability to develop Value based Leadership ability					
Ability to understand, analyze and communicate global economic, legal and ethical aspects of					
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					

Duration (hour)	12	12	12	12	12
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		Unit 1: Analysis of Corporate Financial Statements	Unit 2: Introduction and Approaches of Valuation	Unit 3: Dividend Discount Model	Unit 4: Discounted Cash Flow Valuations	Unit 5: Relative Valuation and Multiples
S-1	SLO-1	Income statements and Balance sheets through ratio analysis	Generalities about Valuation	Estimating Discount Rates	Cash Flow to Equity (FCFE)	Relative Valuation: Concept
	SLO-2					
S-2	SLO-1	Analyzing the Chairman's statement and Directors' report	Role of Valuation	Cost of Equity and Cost of Capital	Discount Models- Concept	Relative Valuation: Reasons for popularity and potential pitfalls
	SLO-2					
S-3	SLO-1	Report on corporate governance	Approaches to Valuation- Concept	Betas- Concept	Free Cash Flows to Equity	Standardized Values and Multiples
	SLO-2					
S-4	SLO-1	Auditor's report to evaluate the financial soundness of the company	Approaches to Valuation- Discounted Cash Flow Valuation	Historical Market Betas	FCFE Valuation Models	Earnings Multiples, Book Value Multiples,
	SLO-2					
S-5	SLO-1	Financial statements analysis of manufacturing	Basis for DCF	Fundamental Betas	Constant Growth	Revenue Multiples, and Sector-specific Multiples
	SLO-2					
S-6	SLO-1	Service organisations and Bank & NBFC'	Categorization of DCF models	Bottom-Up Betas	Two Stage FCFE Model	Basic Steps to using Multiples.
	SLO-2					
S-7	SLO-1	Beyond Balance Sheet Analysis: Company analysis	Applicability and Limitations of DCF models	Accounting Betas,	FCFE Valuation Vs. Dividend Discount Model Valuation	Select Multiples – Price-Earnings (PE) Ratio
	SLO-2					
S-8	SLO-1	Promoters analysis, background screening	Relative Valuation	Unlevered Beta and Levered Beta.	Firm Valuation: Free Cash Flow to the Firm (FCFF),	PEG Ratio
	SLO-2					
S-9	SLO-1	Competitor Analysis	Relative Valuation-basis for approach	Dividend Discount Models (DDM)- Concept	Firm Valuation Approaches: The Cost of Capital Approach,	Price to Book Ratio
	SLO-2					
S-10	SLO-1	Client Analysis	Categorization of relative valuation models	Two-Stage Dividend Discount Model	The Adjusted Present Value (APV) Approach,	Enterprise Value to EBITDA Multiple
	SLO-2					
S-11	SLO-1	Shareholders analysis, Plan to launch any new products/service	Role of valuation.	Three Stage Dividend Discount Model	Cost of Capital Vs. APV Valuation	Reconciling Relative and Discounted Cash Flow Valuation.
	SLO-2					
S-12	SLO-1	operating under a heavy regulatory environment	Use Case: Applicability and limitations of multiples	Use Case: Role of Dividend Discount Model	Applied Valuation of a Company using Excel.	Case Study: Valuation
	SLO-2					

Learning Resources	Damodaran, A. Damodaran on Valuation, Security Analysis for investment and Corporate Finance (2nd ed.). Wiley India Pvt. Ltd. K. G., CA, & Sehrawat, N. K. Handbook on Valuation- Concept & Cases. New Delhi, Bharat Law House Pvt. Ltd, ISBN: 978-93-5139-497-6. Foster, George Financial Statement Analysis, Pearson Education Pvt Ltd Damodaran, Corporate Finance (2000) – Theory and Practical, 2nd Edition, Wiley India Pvt. Ltd
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	50%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create	20%	-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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 Expert	Internal Expert
		Dr. Arunfred-Assistant Professor, SRMIST-KTR

Course Code	UBA24E15T	Course Name	Retail Marketing	Course Category	DSE	Discipline Specific Elective - 3	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Faculty of Management	Data Book / Codes/Standards	Nil		

CLR-1:	<i>Understand the unique nature, evolution, and scope of the retail environment, specifically within the Indian context.</i>	1	2	3	1	2	3	4	5
CLR-2:	<i>Analyze retail consumer behavior and categorize retail institutions based on strategy and format.</i>	Level of Thinking	Expected	Expected	Apply knowledge of management theories and	Foster Analytical and critical thinking abilities for data-	Ability to develop	Ability to understand, analyze and communicate global economic	Ability to lead themselves and others in the achievement of organizational
CLR-3:	<i>Develop an integrated retail marketing mix, covering pricing, promotion, and merchandising plans.</i>								
CLR-4:	<i>Master site selection theories and store planning techniques including visual merchandising.</i>								
CLR-5:	<i>Evaluate contemporary digital retail strategies, including e-tailing, quick commerce, and CRM.</i>								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	<i>Explain retail theories and the evolution of the Indian retail landscape.</i>	3	80	70	3	2	-	-	2
CLO-2:	<i>Formulate retail marketing strategies including pricing and merchandising.</i>	3	80	70	3	3	2	-	3
CLO-3:	<i>Conduct trading-area analysis and design effective store layouts</i>	3	75	70	2	3	3	-	2
CLO-4:	<i>Analyze the impact of IT and service strategies on customer experience.</i>	3	85	70	2	3	3	-	3
CLO-5:	<i>Strategize for digital retail environments and quick commerce models.</i>	3	85	70	2	2	3	2	2

Duration (hour)	12	12	12	12	12	
S-1	SLO-1	Introduction to Retailing	Retail Formats Overview	Retail Marketing Mix Intro	Merchandising Basics	Retail Strategy Overview
	SLO-2	Definition & Characteristics	Ownership-based Retail	Elements of Marketing Mix	Buying Organization	Service Strategy Intro
S-2	SLO-1	Theories of Retailing	Store-based Formats	Product & Assortment	Merchandise Planning	Digital Marketing
	SLO-2	Evolution in India	Non-store Retailing	Pricing in Retail	Category Management	CRM Basics
S-3	SLO-1	Emerging Trends	Web Retailing	Promotion Mix	Buying Process	IT in Retail
	SLO-2	Industry Changes	Non-traditional Retail	Store Positioning	Assortment Planning	E-tailing
S-4	SLO-1	Retail Growth Drivers	Retail Consumers	Advertising	Merchandise Control	E-commerce & Quick Commerce
	SLO-2	Indian Retail Shift	Consumer Behavior	Sales Promotion	Shrinkage	Digital Experience
S-5	SLO-1	Organized vs Unorganized	Format Comparison	Branding	Mark-up	Service Design
	SLO-2	Retail Environment	Format Selection	Store Image	Markdown	Customer Satisfaction
S-6	SLO-1	Retail Functions	Strategy Mix	Place Decisions	Pricing Concepts	Relationship Building

Duration (hour)		12	12	12	12	12
	SLO-2	Retail Structure	Multi-channel Retail	Distribution	Pricing Objectives	Loyalty Programs
S-7	SLO-1	Retail Ecosystem	Online vs Offline	Promotion Strategy	External Pricing Factors	Experience Management
	SLO-2	Retail Value Chain	Hybrid Formats	Communication Strategy	Demand Influence	Personalization
S-8	SLO-1	Retail Trends India	Retail Innovation	Integrated Marketing	Pricing Strategies	Omnichannel Retail
	SLO-2	Future of Retail	Tech in Formats	Campaign Planning	Pricing Methods	Customer Journey
S-9	SLO-1	Retail Challenges	Format Expansion	Brand Positioning	Discount Pricing	Customer Retention
	SLO-2	Retail Opportunities	Global Retail Trends	Promotion Tools	Psychological Pricing	Engagement Strategy
S-10	SLO-1	Retail Strategy	Location Strategy	Place Strategy	Trading Area Analysis	Service Excellence
	SLO-2	Competitive Strategy	Site Selection	Channel Decisions	Location Types	Customer Delight
S-11	SLO-1	Retail Planning	Store Planning	Layout Design	Space Management	Service Quality
	SLO-2	Retail Control	Store Design	Visual Merchandising	Floor Management	Experience Design
S-12	SLO-1	Case Discussion	Case Discussion	Case Discussion	Case Study	Case Discussion
	SLO-2	Case Study	Case Study	Case Study	Case Study	Case Study

Learning Resources	<ol style="list-style-type: none"> <i>Retail Management: A Strategic Approach, Barry Berman and Joel R. Evans, Pearson Education.</i> <i>Retailing Management, Michael Levy and Barton A. Weitz, McGraw-Hill Education.</i> <i>Retail Management, Swapna Pradhan, Tata McGraw-Hill.</i> <i>Retail Management: Text and Cases, V. K. Kapoor, Tata McGraw-Hill.</i> <i>Retail Marketing Management, David Gilbert, Pearson Education.</i> <i>The New Rules of Retail: Competing in the World's Toughest Marketplace, Robin Lewis and Michael Dart, Palgrave Macmillan.</i> <i>Omnichannel Retail: How to Build Winning Stores in a Digital World, Tim Mason, Kogan Page.</i> <i>Why We Buy: The Science of Shopping, Paco Underhill, Simon & Schuster.</i>
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	30%	-	30%	-	30%	-
Level 2	Apply Analyze	40%	-	40%	-	40%	-	40%	-	50%	-
Level 3	Evaluate Create	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
Mr. Yoganathan, ASM, Bosch	Dr. Devamaindhan, UNOM	Dr.P.Maheswari, Assistant Professor, Faculty of Management, SRMIST

Course Code	UBA24E16T	Course Name	Training And Development	Course Category	DSE	Discipline specific elective courses - 3	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	Faculty of Management		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:	Ability to understand the Basic concepts of Training and Development.
CLR-2:	To understand the concepts of Learning .
CLR-3:	To understand the importance of Training needs analysis.
CLR-4:	To sensitize on the various methods of Training and Evaluation.
CLR-5:	Get to know the various Training methods using latest technology.

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

	1	2	3	4	5
Apply knowledge of management theories and					
Foster Analytical and critical thinking abilities for data-					
Ability to develop Value based					
Ability to understand, analyze and communicate global economic,					
Ability to lead themselves and others in the achievement of organizational goals, contributing					

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:
CLO-1:	Explain the concept, methods of Training and Development.
CLO-2:	Understand the various aspects of Learning in organisations.
CLO-3:	Describe the process of Training needs analysis.
CLO-4:	Will know how to evaluate a training program.
CLO-5:	Will now know the various technology based training methods.

Duration (hour)	12	12	12	12	12	
S-1	SLO- 1	Introduction to Training and Development.	Training and Learning	Training Needs Analysis	Training and its evaluation	Technology based Training methods

	SLO-2	Designing effective Training.	Difference between Training and Learning	Definition and scope	Training design	Technology's influence on Training and Learning.
S-2	SLO-1	Forces influencing Working and Learning	What is Learning?	Importance of TNA	Preparing training site	Technology and multimedia
	SLO-2	Link to Business Strategy	What is Learned?	Participants in TNA	Choosing Trainers	Computer- Based Training
S-3	SLO-1	Training Practices	Learning Theories.	Methods of Needs Assessment	Contribution of Trainers.	Blended Learning
	SLO-2	Training facts and figures	Reinforcement theory	Observation, Questionnaires	Program design	Simulations
S-4	SLO-1	Evolution of Training's Role	Need theories	Interview and focus group	Transfer of training	Mobile technology and training methods
	SLO-2	Strategic Training and development process	Expectancy theory	Documentation	Reasons for evaluating training	Intelligent tutoring systems
S-5	SLO-1	Organizational characteristics that influence Training.	Information Processing theory	Online Technology	Formative and Summative Evaluation	Expert systems
	SLO-2	Roles of Employees and Managers	Learning Cycle	Needs Assessment Process	Evaluation Process	Groupware
S-6	SLO-1	Top Management support	Age influences on Learning	Organizational Analysis	Outcomes used in the Evaluation	Electronic Performance Support Systems
	SLO-2	Appreciative enquiry-Meaning	Kolbe's Learning Inventory	Person Analysis	Return on Investment	Learning Management systems

S-7	SLO-1	Looking again and repositioning training	Three phases of Learning	Task analysis or competency model	Evaluation designs	Use of new technologies for Training delivery
	SLO-2	Training needs in different strategies	Three phases	Company's strategic direction	Determining ROI	Use of multiple delivery methods
S-8	SLO-1	Models of Organizing the Training Department	Implications of the Learning Process.	Support of Managers, Employees for training activities	Determining Costs	Emphasis on capturing and sharing intellectual capital.
	SLO-2	Faculty Model	Pre-practice conditions	Competency models.	Determining benefits	T and D from a change model perspective
S-9	SLO-1	Customer Model	Massed versus Spaced practice	Scope of needs assessment	Other methods for cost-benefit analysis	Benchmarking
	SLO-2	Business- embedded Model	Whole versus Part Practice	Need assessment in practice	Training methods	Process reengineering
S-10	SLO-1	On- the – Job methods	Effective practice conditions	Skill gaps assessment	Presentation methods	Key issues in implementing change
	SLO-2	Off-the-Job methods	Need to commit Training content to Memory.	Rapid needs assessment	Hands-on methods	Change management
S-11	SLO-1	Off-the-Job methods	Need feedback	Readiness for Training	Group Building methods	Change interventions
	SLO-2	Advantages of various methods.	Learning through Observation, Experience and Social interaction	Consequences	Choosing the training method.	Case study
S-12	SLO-1	Disadvantages of various methods.	Case Study	Request for proposal	Case study	Revision

	SLO- 2	Practical examples of Training and Development.	Assignment	Situational constraints	Assignment	Practical applications of Training and development
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Learning Resources	<p>10. Rolf P. Lynton and Udai Pareek (2011). Training for Development Part 1. New Delhi: Sage Publications India Pvt. Ltd.</p> <p>11. Rolf P. Lynton and Udai Pareek (2000). Training for Organizational Transformation, Part 2. Sage Publications India Pvt. Ltd., New Delhi.</p> <p>12. Alan M. Saks Robert R. Haccoun (2019). Managing Performance through Training and Development, Eighth Edition. Cengage.</p> <p>13. Raymond A. Noe and Amitabh Deo Kodwani (2019). Employee Training and Development 9th Edition. McGraw Hill</p>
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%) #		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create	20%	-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA1- Cycle Test I, CLA-2 Cycle Test II , CLA3-Model Examination, CLA4- 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 External Experts	Internal Experts
3. Mr.N.Vijayakumar, Digital transformation and strategy consultant; former consulting leader in large firms. TATA Consultancy services. Chennai	2. Dr.M.S.Sriram, Professor, Indian Institute of Management, Bangalore, Karnataka. India	1.Dr.Priya Xavier, Assistant Professor, Faculty of Management, SRM Institute of Science, and Technology, Chennai
4. Mr.Viswanathan, Co-founder, imagequity+™ and A V Initiatives company private limited, Chennai,	2.Dr. Balachandran Gopal, Professor, Great lakes Institute of Management, Chennai	2. Dr. Sujatha S, Associate Professor, Faculty of Management, SRM Institute of Science, and Technology, Chennai.

organizational transformation consultant, author,		
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Course Code	UBA24E17T	Course Name	MARKETING ANALYTICS	Course Category	DSE	Discipline Specific Elective Course-3	L	T	P	C
							3	1	0	4

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

CLR-1:	To understand how data and analytics are used in modern marketing decision-making.	1 Level of Thinking	2 Expected Proficiency	3 Expected Attainment	1 Apply knowledge of management theories and practices to solve	2 Foster Analytical and critical thinking abilities for data-based decision	3 Ability to develop Value	4 Ability to understand, analyze and communicate global economic, legal and	5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively
CLR-2:	To develop the ability to analyze customer behavior, market trends, and business performance.								
CLR-3:	To learn basic analytical tools and techniques such as Excel, regression, and data visualization.								
CLR-4:	To apply marketing metrics to evaluate the effectiveness of pricing, promotion, and distribution strategies.								
CLR-5:	To understand how data and analytics are used in modern marketing decision-making.								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	Understand and explain the fundamental concepts and scope of marketing analytics. CO-2:	3	80	70	3	2	-	-	2
CLO-2:	Analyze customer data, market trends, and business performance using basic analytical methods.	3	80	70	3	3	2	-	3
CLO-3:	Apply marketing metrics and models to evaluate pricing, promotion, and distribution decisions.	3	75	70	2	3	3	-	2
CLO-4:	Use analytical tools such as Excel and data visualization techniques to interpret marketing data.	3	85	70	2	3	3	-	3
CLO-5:	Develop data-driven insights to support effective marketing strategies and decision-making.	3	85	70	2	2	3	2	2

Duration (hour)	9		9		9		9		9	
S-1	SLO-1	Marketing Analytics Introduction: digital ecosystem	Marketing Analytics – Introduction	Marketing Analytics – Introduction	Marketing Analytics – Introduction	Marketing Analytics – Introduction	Marketing Analytics – Introduction	Marketing Analytics – Introduction	Marketing Analytics – Introduction	Marketing Analytics – Introduction
	SLO-2	Scope & Characteristics	Strategic Scenarios	Dynamic pricing	Promotion Budget Estimation (digital)	Metrics in Marketing Designs (KPIs, ROI)				
S-2	SLO-1	MarTech	Strategic Decision Models	Pricing Assessment (algorithmic)	Promotion Budget Estimation (digital integration)	Metrics in Marketing Designs (KPIs, ROI)				
	SLO-2	Mar Tech Advantages (AI benefits)	Modern Key Performance Indicators (KPIs)	Pricing Assessment (elasticity)	Promotion Budget Allocation (ROI-based)	Data-driven Presentations (storytelling)				
	SLO-1	Introduction to Models (ML overview)	Business Forecasting	Profitable Pricing	Promotion Budget Allocation	Data-driven Presentations (storytelling)				

S-3	SLO-2	Introduction to Digital metrics	Forecasting Methods (regression, trend)	Pricing for Business Markets (B2B)	Promotion Metrics – Traditional Media	Brand Asset Metrics (brand equity)
S-4	SLO-1	Market Insight (customer analytics)	Predictive Analytics (AI intro)	Pricing Methods (dynamic pricing)	Promotion Metrics – Social Media	Snapple Case & Brand Value (updated context)
	SLO-2	Market Data Sources (big data, digital)	Market Data Sources	Market Data Sources	Market Data Sources	Market Data Sources
S-5	SLO-1	Market Sizing (TAM, SAM, SOM)	Data Mining	Distribution Analytics	Consumer Sales Process: Digital funnel	Brand Architecture (modern approach)
	SLO-2	PESTLE Analysis (data-driven)	Balanced Scorecard	Distribution Channel Characteristics (online/offline)	Customer Journey Analytics	Measuring Brand Value
S-6	SLO-1	Porter Five Forces	Critical Success Factors	Platform economy	E-commerce Sales Model	Revenue Premium (brand equity)
	SLO-2	Market Segmentation - data clustering	Product & Service Analytics	Retail Location (geo-analytics)	Sales Metrics : Market Level	Calculating Brand Value

S-7	SLO-1	Targeting	Conjoint Analysis Model	Potential Site Identification	Geography & Segment Level	Measuring Brand Value
	SLO-2	Positioning	Decision Tree Model	Individual Site Selection	Brand & Channel Level	Customer Lifetime Value(CLV)
S-8	SLO-1	Tools and Techniques: Regression,	Portfolio Resource Allocation	Channel Evaluation and Selection	Product/service & Customer Level	Calculating CLV & Understanding the CLV formula
	SLO-2	Cluster Analysis	Product/Service Metrics	Channel Evaluation and Selection	Profitability Metrics- Profitability at Company & Channel Level	Applying CLV formula & Extending CLV formula
S-9	SLO-1	Mapping Methods	Product/Service Metrics	Multi-channel Distribution	Profitability at Product/Service level & Customer Level	Using CLV to make Decisions
	SLO-2	Perceptual Mapping Techniques	Attribute Preference Testing	Distribution Channel Metrics	Support Metrics	CLV-A Forward Looking measure

Learning Resources	<ol style="list-style-type: none"> Essentials of Marketing Analytics, Hair, J. F., Page, M., & Brunsveld, N. (2024). Essentials of marketing analytics. McGraw-Hill Education. Marketing Analytics: Strategic Models and Metrics, Farris, P. W., Bendle, N. T., Pfeifer, P. E., & Reibstein, D. J. (2020). Marketing analytics: Strategic models and metrics (3rd ed.). Pearson. Hands-On Marketing Analytics, Grigsby, M. (2018). Hands-on marketing analytics: Methods and cases in marketing analytics. Kogan Page. Marketing Data Science: Modeling Techniques in Predictive Analytics with R and Python, Miller, T. W. (2015). Marketing data science: Modeling techniques in predictive analytics with R and Python. Pearson. Marketing Analytics, Gupta, S., & Jathar, A. (2021). Marketing analytics. Wiley India.
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Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA - 1 (10%) Cycle Test-I		CLA - 2 (10%) Cycle Test-II		CLA - 3 (20%) Model Examination		CLA - 4 (10 %)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	30%	-	30%	-	30%	-
Level 2	Apply Analyze	40%	-	40%	-	40%	-	40%	-	50%	-
Level 3	Evaluate Create	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
Dr.V.S.Ravi, Technical Lead, World Bank.	Dr A.R.Krishnan, Professor, Faculty of Management, SRMIST	Dr. Lokesh S, Assistant Professor, Faculty of Management, SRMIST
Mr. Gabriel Prakash, Head – Trade Marketing, Sony India Ltd., Chennai	Dr. Senthilkumar, Professor, Pondicherry University	Dr. S.Priya, Assistant Professor, SRM

Course Code	UBA24E18T	Course Name	Transnational and Cross-Cultural Marketing	Course Category	DSE	Discipline Specific Elective - 3			
						L	T	P	C
						3	1	0	4

Pre-requisite Courses	NIL	Co-requisite Courses	NIL	Progressive Courses	NIL
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

Course Learning Outcomes (CLO):	At the End of This Course, Learners Will Be Able To:	1	2	3	1	2	3	4	5
CLR-1 :	Introduce Concepts, Evolution, And Importance of Marketing Across Global Markets.	1	2	3	1	2	3	4	5
CLR-2 :	Help Students Analyze How Cultural Differences Influence Consumer Behavior	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3 :	To Examine Global Branding Strategies								
CLR-4 :	Learn How to Design and Adapt Advertising and Promotional Campaigns for Diverse Cultural Audiences.								
CLR-5 :	Study Product, Pricing, And Distribution Decisions in International Markets.								
CLO-1 :	Understand and Explain the Evolution of Transnational Marketing Strategies and The Importance of Cultural Sensitivity in Transnational Marketing.	3	80	70	3	-	-	2	-
CLO-2 :	Transnational Branding, IMC and International Marketing Research	3	90	80	3	-	-	3	-
CLO-3 :	Transnational Marketing Strategies and Implementation Product, Price, Distribution	3	90	70	2	-	-	3	-
CLO-4 :	: Ethical and Social Responsibility in Transnational Marketing	3	95	75	2	-	-	3	-
CLO-5 :	International Market Entry Strategies	3	80	75	3	-	-	3	-
Duration (hour)	12	12	12	12	12	12			
S-1	SLO-1	Unit 1: Introduction to Transnational Marketing	Unit 2: Transnational Branding, IMC and International	Unit 3: Transnational Marketing Strategies and	Unit 4: Ethical and Social Responsibility in	Unit 5: International Market Entry Strategies			

			Marketing Research	Implementation Product, Price, Distribution	Transnational Marketing and Emerging Trends	
	SLO-2	Evolution of Transnational marketing strategies	Building A Transnational Brand Identity Across Diverse Cultural Contexts	Global Product Strategies and Product Design	Ethical Dilemmas and Cultural Considerations in Transnational Marketing Practices	International Market Entry Strategies
S-2	SLO-1	The Scope and Challenge of International Marketing	Strategies for Developing Culturally Relevant Brand Messaging	Global Product Strategies and Product Design	Corporate Social Responsibility (CSR) Initiatives in Cross-Cultural Contexts	Market Selection
	SLO-2	Development of Global Markets	Develop a brand strategy that balancing local responsiveness with global consistency	Product Standardization Vs. Localization in International Markets	Corporate Social Responsibility (CSR) Initiatives in Cross-Cultural Contexts	Market Selection
S-3	SLO-1	Drivers and Trends Shaping Current Transnational Strategies	Analyze brand positioning and equity across different geographic regions	New Product Development	Responsible Marketing Practices for Diverse Cultural Audiences	Market Segmentation
	SLO-2	Domestic Vs. International Marketing	Case Studies of Successful Transnational Brands and Their Branding Strategies	New Product Development	Responsible Marketing Practices for Diverse Cultural Audiences	Market Segmentation
S-4	SLO-1	EPRG Framework (Ethnocentric, Polycentric).	Integrated Marketing Communication (IMC) In Transnational Campaigns	International product life cycle	Technological Advancements And Their Impact on Transnational Marketing Strategies	Licensing, Franchising
	SLO-2	EPRG Framework (Regio centric, Geocentric).	Integrated Marketing Communication (IMC) In Transnational Campaigns	International product life cycle	Technological Advancements And Their Impact on Transnational Marketing Strategies	Licensing, Franchising

S-5	SLO-1	Importance of Cultural Sensitivity in Transnational Marketing	Benefits of Global IMC	Global Pricing Framework	Impact on Economic Environment	Joint Ventures
	SLO-2	Localization Over Translation	Adapting Advertising Messages For Different Cultural Audiences	The 7 C's of International Pricing	Impact on Economic Environment	Joint Ventures
S-6	SLO-1	Cultural Context (High/Low)		The 7 C's of International Pricing	political risk, legal issues,	Direct Foreign Investment.
	SLO-2	Definition of Culture, Cultural Values	Public Relations and Event Marketing	Balancing Transnational Consistency with Local Relevance	political risk, legal issues,	Direct Foreign Investment.
S-7	SLO-1	Language and Communication	Leveraging Digital and Social Media Platforms For Transnational Marketing	Cost Analysis	trade barriers/trading blocs (WTO, EU, ASEAN, NAFTA)	Export/Import Management
	SLO-2	Language and Communication	Leveraging Digital and Social Media Platforms For Transnational Marketing	Regulatory Environment:	trade barriers/trading blocs (WTO, EU, ASEAN, NAFTA)	Export/Import Management
S-8	SLO-1	Cultural Dimensions and Their Impact on Consumer	Developing A Global Vision Through Marketing Research	Price Quotation	Transnational Distribution Channels and Logistics Considerations	Documentation, Shipping,
	SLO-2	Cultural Dimensions and Their Impact on Consumer	Scope of International Marketing Research	Transfer Pricing, Counter Trade	Transnational Distribution Channels and Logistics Considerations	Documentation, Shipping,
S-9	SLO-1	Cultural Dimensions and Their Impact on Consumer	Scope of International Marketing Research	Transnational distribution strategies	Cross-Border E-Commerce Trends And Strategies	Payment Methods (Letter of Credit, D/P, D/A), And Export Incentives.

	SLO-2	Impact of Social and Cultural Environment on Marketing of Industrial Products	Key Components of International Marketing Research	Global-Local Network	Cross-Border E-Commerce Trends And Strategies	Payment Methods (Letter of Credit, D/P, D/A), And Export Incentives.
S-10	SLO-1	Impact of Social and Cultural Environment on Marketing of Consumer Products.	Key Components of International Marketing Research	Strategic Channel Selection (6 C's)	Digital marketing	Strategic Alliances
	SLO-2	Hofstede's Cultural Dimensions Theory and Its Relevance to Marketing		Strategic Channel Selection (6 C's)	Digital marketing	Strategic Alliances
S-11	SLO-1	Hofstede's Cultural Dimensions Theory and Its Relevance to Marketing	Research Methods and Approaches	Intensive vs. Selective Distribution		Strategic Alliances
	SLO-2	practical assignment 1	practical assignment 2	practical assignment 3	practical assignment 4	practical assignment 5
S-12	SLO-1	case studies 1	case studies 2	case studies 3	case studies 4	case studies 5
	SLO-2	group discussion 1	group discussion 2	group discussion 3	group discussion 4	group discussion 5

Learning Resource	<p>Text Books (Latest Editions):</p> <ol style="list-style-type: none"> 1. Global Marketing Management, Wiley, Masaaki Kotabe And Kristiaan Helsen 2. Global Marketing, 10th Edition, Pearson, Mark C. Green; Simpson College; Warren, J. Keegan 3. International Marketing, 19th Edition, Mcgraw Hill, Philip R. Cateora, Bruce Money, Mary C Gilly, John Graham 	<p>Case Studies:</p> <ol style="list-style-type: none"> 1. " Tata Motors' Marketing Strategy For Nano - "Tata Nano: The People's Car" -Harvard Business School Case Study. 2. Amul's Transnational Marketing And Branding - " Amul Girl: Staying Relevant In The Digital Age "- Ibs Center For Management Research. 3. Infosys: Building A Global Brand- "Infosys: Building A Global Brand" - Harvard Business Review Case Study. 4. Mahindra & Mahindra: Reaching Global Markets - "Mahindra & Mahindra In South Africa: Innovating From The Base Of The Pyramid" - Insead Case Study. 5. Hindustan Unilever's Cross-Cultural Marketing Initiatives - "Hindustan Unilever:Managing Transnational Operations In India" - Ivey Business School Case Study. 6. Zomato: Global Growth And Localization Strategy - "Zomato: Scaling And Super App Strategy" - Ivey Business School Case Study.
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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
Daniel Bennet, Founder Icebrkr,Switzerland	Dr A.R.Krishnan, Professor, Faculty of Management, SRMIST	Dr Priya K, AP Sr G, Faculty of Management, SRMIST
Mr. Gabriel Prakash, Head – Trade Marketing, Sony India Ltd., Chennai	Dr. Senthilkumar, Professor, Pondicherry University	Dr. S.Priya, Assistant Professor, SRM

Course Code	UBA24E19T	Course Name	Logistics and Distribution Management	Course Category	DSE	Discipline Specific Elective - 3	L	T	P	C
							3	1	0	4

Pre-requisite Courses	NIL	Co-requisite Courses	NIL	Progressive Courses	NIL
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>
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Learning	Program Learning Outcomes (PLO)
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CLR-1:	To understand how the key concepts applied in logistics and distribution management	1	2	3
CLR-2:	To learn documents related to logistics	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLR-3:	To understand different modes of transportation			
CLR-4:	To develop skills for planning, designing the operational facilities of logistics and distribution with the analytical and critical understanding			
CLR-5:	To understand strategies in logistics and distribution management			

1	2	3	4	5	6
Business and management knowledge	Analytical and critical thinking skills	Problem-solving and decision-making ability	Use of modern tools and technology	Ethical, social, and environmental awareness	Communication and teamwork skills
3	2	-	-	-	3
3	3	-	-	-	3
2	3	-	-	-	2
2	3	-	-	-	2
3	3	-	-	-	3

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>	1	90	80
CLO-1:	Explain key concepts of logistics and distribution management	1	90	80
CLO-2:	Analyze transportation modes and routing decisions	2	90	80
CLO-3:	Evaluate warehouse design and inventory systems	3	90	80
CLO-4:	Design distribution networks for efficiency and responsiveness	3	90	80
CLO-5:	Apply IT tools (ERP, SCM software) in logistics decision-making	4	90	80

Duration (hour)	9	9	9	9	9	
S-1	SLO-1	Introduction to logistics	Modes of transport	Introduction to warehouse	Introduction to distribution network design	Introduction to technology in logistics
	SLO-2	Concept of logistics	Modes of transport	Functions of warehouse	Introduction to distribution network design	ERP system
S-2	SLO-1	Evolution of logistics	Advantages and disadvantages of road transport	Functions of warehouse	Distribution channels and intermediaries	ERP system
	SLO-2	Scope of logistics	Advantages and disadvantages of road transport	Types of warehouses	Distribution channels and intermediaries	WMS system
S-3	SLO-1	Logistics vs supply chain management	Advantages and disadvantages of rail transport	Warehouse layout and design	Network design decisions	WMS system
	SLO-2	Logistics vs supply chain management	Advantages and disadvantages of rail transport	Warehouse layout and design	Network design decisions	TMS system

S-4	SLO-1	Role of logistics in business competitiveness	Advantages and disadvantages of air transport	Warehouse layout and design	Network design decisions	TMS system
	SLO-2	Role of logistics in business competitiveness	Advantages and disadvantages of air transport	Warehouse layout and design	Network design decisions	E-commerce logistics and digital supply chains
S-5	SLO-1	Role of logistics in business competitiveness	Advantages and disadvantages of sea transport	Inventory models	Network design decisions	E-commerce logistics and digital supply chains
	SLO-2	Role of logistics in business competitiveness	Advantages and disadvantages of sea transport	Inventory models	Network design decisions	E-commerce logistics and digital supply chains
S-6	SLO-1	Logistics costs	Transportation cost structures	Inventory models	Centralized vs decentralized distribution	Data analytics and tracking (IoT, RFID, GPS)
	SLO-2	Logistics costs	Transportation cost structures	Inventory models	Centralized vs decentralized distribution	Data analytics and tracking (IoT, RFID, GPS)
S-7	SLO-1	Services trade-offs	Routing and scheduling	Material handling systems	Advantages and disadvantages of centralized distribution	Data analytics and tracking (IoT, RFID, GPS)
	SLO-2	Services trade-offs	Routing and scheduling	Material handling systems	Advantages and disadvantages of centralized distribution	Blockchain in logistics
S-8	SLO-1	Reverse logistics	Routing and scheduling	Future trends with AI in material handling systems	Advantages and disadvantages of decentralized distribution	Blockchain in logistics
	SLO-2	Reverse logistics	Routing and scheduling	Future trends with AI in material handling systems	Advantages and disadvantages of decentralized distribution	International logistics and trade documentation
S-9	SLO-1	Future trends (AI, automation, drones)	Carrier selection and freight management	Future trends with automation in material handling systems	Last-mile delivery challenges	International logistics and trade documentation
	SLO-2	Future trends (AI, automation, drones)	Carrier selection and freight management	Future trends with automation in material handling systems	Last-mile delivery challenges	International logistics and trade documentation

Learning Resources	1. Rushton, A., Croucher, P., Baker, P., & Koliouisis, I. (2026). The handbook of logistics and distribution management: Understanding the supply chain. Kogan Page Publishers.
	2. Christopher, M. (2022). <i>Logistics and supply chain management</i> . Pearson Uk.

	loom's Level of	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	50%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	20%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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 External Experts	Internal Experts
5. Mr.N.Vijayakumar, Digital transformation and strategy consultant; former consulting leader in large firms. TATA Consultancy services. Chennai	3. Dr.M.S.Sriram, Professor, Indian Institute of Management, Bangalore, Karnataga. India	Dr.Gembali Vidhyasagar Assistant Professor, Faculty of Management, SRM Institute of Science, and Technology, Chennai

Course Code	UBA24E20T	Course Name	Financial Modelling and Derivatives	Course Category	DSE	Discipline Specific Elective -4	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	<i>Faculty of Management</i>		Data Book / Codes/Standards		

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 equip students with the skills to build spreadsheet-based financial models for decision-making.
CLR-2:	To analyze, understand and interpret performance of companies through their financial statements.
CLR-3:	To build and link the financial statements (Income Statement, Balance Sheet, Cash Flow Statement) to project future performance.
CLR-4:	To provide students with the techniques, concepts, and applications relevant to derivatives.
CLR-5:	To equip students with principles, techniques and trading strategies of financial derivatives.

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

	1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems.					
Foster Analytical and critical thinking abilities for data-based decision making					
Ability to develop Value based Leadership ability.					
Ability to understand, analyze and communicate global economic, legal and ethical aspects of business.					
Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment					

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>
CLO-1:	The student should be comfortable working in excel
CLO-2:	The student should be able to use the various financial tools in excel.
CLO-3:	Students will be able to analyse the various modelling technique
CLO-4:	Students will understand the need of financial derivatives.
CLO-5:	Students will be able to select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging.

Duration (hour)	12	12	12	12	12	
S-1	SLO-1	Introduction	Financial Modelling Techniques- Histogram	Mix of debt and equity	Basics of Derivatives	Hedging Techniques
	SLO-2	Introduction	Financial Modelling Techniques- Histogram	Mix of debt and equity	Derivatives market	Hedging Techniques
S-2	SLO-1	Understanding Financial Modelling	Charts and Graphs	Modelling short-term assets and liabilities.	Derivatives market - History	Forward contract
	SLO-2	Understanding Financial Modelling	Charts and Graphs	Modelling short-term assets and liabilities.	Derivatives market - History	Forward contract
S-3	SLO-1	Understanding Financial Statements	Forecasting Techniques	Ratio Analysis modelling	Derivatives market - Evolution	Future contract
	SLO-2	Understanding Financial Statements	Forecasting Techniques	Ratio Analysis modelling	Derivatives market - Evolution	Future contract
S-4	SLO-1	Financial Modelling and Valuation	Valuation methods	Financial Ratio	Factors influencing growth of derivatives market	Option contract
	SLO-2	Financial Modelling and Valuation	Valuation methods	Financial Ratio	Factors influencing growth of derivatives market	Option contract
S-5	SLO-1	Financial modelling - meaning	Discounted Cash Flow (DCF)	Activity Ratio	Indian derivatives market	Call Option
	SLO-2	Financial modelling - meaning	Discounted Cash Flow (DCF)	Activity Ratio	Indian derivatives market	Call Option
S-6	SLO-1	Financial modelling – types	Comparable Company Analysis (comps)	Liquidity Ratio	Products in derivatives market	Put Option
	SLO-2	Financial modelling – types	Comparable Company Analysis (comps)	Liquidity Ratio	Products in derivatives market	Put Option
S-7	SLO-1	Financial modelling – Process	3 - Statement modelling	Solvency Ratio	Types of derivatives Market	Swap Arrangement
	SLO-2	Financial modelling – Process	3 - Statement modelling	Solvency Ratio	Types of derivatives Market	Swap Arrangement
S-8	SLO-1	Financial modelling – components	Income statement	Cash Flow Ratio	Market Participants	Currency swap
	SLO-2	Financial modelling – components	Income statement	Cash Flow Ratio	Significance of derivatives	Currency swap

S-9	SLO-1	Valuation – Basic concept	Balance sheet	Scenario simulation.	Various risks in derivatives market	Commodity swap
	SLO-2	Valuation – Basic concept	Balance sheet	Scenario simulation.	Various risks in derivatives market	Commodity swap
S-10	SLO-1	Formatting of Excel Sheets for financial modelling	Cash flow statement	Scenario simulation to project financial performance.	Regulatory framework	Interest rate swap
	SLO-2	Formatting of Excel Sheets for financial modelling	Cash flow statement	Scenario simulation to project financial performance.	Regulatory framework	Interest rate swap
S-11	SLO-1	Use of Excel Formula Function	Capital Structure modelling	Scenario simulation to support investment decisions	Clearing entities and the role of clearing houses	Margin and settlement mechanism
	SLO-2	Use of Excel Formula Function	Capital Structure modelling	Scenario simulation to support investment decisions	Clearing entities and the role of clearing houses	Margin and settlement mechanism
S-12	SLO-1	Lab Exercises	Lab Exercises	Lab Exercises	Group discussion	Expert talk
	SLO-2	Lab Exercises	Lab Exercises	Lab Exercises	Group discussion	Expert talk

Learning Resources	<p>Text Books (Latest Editions):</p> <ol style="list-style-type: none"> 1. Simon Benninga, Financial Modelling 2. Paul Pignataro, Financial Modelling 3. Michael Rees, Financial Modeling In Practice: A Concise Guide For Intermediate And Advanced Level 4. John C. Hull. Options, Futures and Other Derivatives (latest ed.). Pearson Education. 5. Gupta, S.L, Financial Derivatives: Theory, Concepts and Problems (latest ed.), PHI Learning Publications. 6. D. C. Patwari, Options and Futures- An Indian Perspective, Jaico Publishing House. <p>References:</p> <ol style="list-style-type: none"> 1. https://www.fedai.org.in/; P.G. Apte 2. NCFM Derivatives Module 3. https://www.sebi.gov.in/commreport/LC06.html
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	50%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create	20%	-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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 External Experts	Internal Experts
6. Mr.N.Vijayakumar, Digital transformation and strategy consultant; former consulting leader in large firms. TATA Consultancy services. Chennai	4. Dr.M.S.Sriram, Professor, Indian Institute of Management, Bangalore, Karnataka. India	.Dr.Revathy Assistant Professor, Faculty of Management, SRM Institute of Science, and Technology, Chennai

Course Code	UBA24E21T	Course Name	Marketing of Services	Course Category	DSE	Discipline Specific Elective	L	T	P	C
						-4	3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	<i>Faculty of Management</i>		Data Book / Codes/Standards		

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 introduce students to personal financial management and corporate financial basics	1	2	3	1	2	3	4	5
CLR-2:	To develop budgeting, saving, and investment planning skills	Level of Thinking	Expected Proficiency	Expected Attainment	Apply knowledge of management theories and practices to solve	Foster Analytical and critical thinking abilities for data-based	Ability to develop	Ability to understand, analyze and communicate global economic, legal and	Ability to lead themselves and others in the achievement of organizational goals, contributing
CLR-3:	To build knowledge of credit management and responsible borrowing								
CLR-4:	To explain risk management through insurance								
CLR-5:	To develop understanding of income tax and financial compliance								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>	Level of Thinking	Expected Proficiency	Expected Attainment	Apply knowledge of management theories and practices to solve	Foster Analytical and critical thinking abilities for data-based	Ability to develop	Ability to understand, analyze and communicate global economic, legal and	Ability to lead themselves and others in the achievement of organizational goals, contributing
CLO-1:	Apply knowledge of management theories and practices to solve business problems	3	80	70	3	2	-	-	2
CLO-2:	Foster analytical and critical thinking abilities for data-based decision making	3	80	70	3	3	2	-	3
CLO-3:	Ability to develop value-based financial decision making	3	75	70	2	3	3	-	2
CLO-4:	Understand economic, legal and ethical aspects of finance	3	85	70	2	3	3	-	3
CLO-5:	Ability to manage personal and professional financial responsibilities	3	85	70	2	2	3	2	2

Duration (hour)	I	II	III	IV	V	
S-1	SLO-1	<i>Introduction</i>	<i>Assessing service market potential</i>	<i>Service Life Cycle</i>	<i>Positioning of services</i>	<i>Services marketing strategies for health</i>
	SLO-2	<i>Evolution & Growth of service sector</i>	<i>Classification of services</i>	<i>Stages of Service Life Cycle</i>	<i>Determinants of positioning & its Strategies</i>	<i>Scope and marketing mix in health services, Challenges</i>
	SLO-1	<i>Factors contributing to the growth of service sector</i>	<i>Traditional Marketing mix</i>	<i>Strategies to be used in different stages of SLC</i>	<i>Designing service delivery System</i>	<i>Services marketing strategies for Hospitality</i>

S-2	SLO-2	Growth of service sector	Examples	Service Blue Printing	Components of service delivery	Scope and marketing mix
S-3	SLO-1	Service Nature	Extended service Marketing Mix for managing customer context	Components and Benefits of service blueprint	Delivery of high quality service	Services marketing strategies for Tourism
	SLO-2	Contribution of service sector to Economy	Service scope	GAP's model of service quality	Factors influencing Customer Expectations of service	Scope, marketing mix and challenges
S-4	SLO-1	Scope of service sector	Components	New Service development,	Service Channel	Services marketing strategies for Financial-Banking services
	SLO-2	Basics	Examples	Types and Challenges in New services	Issues involving intermediaries	Scope, marketing mix and challenges
S-5	SLO-1	Unique characteristics	Process mix of services	Potential for New Service Offerings	Pricing of services	Services marketing strategies for Educational
	SLO-2	Challenges of service characteristics	People mix of services	Measuring service quality	Methods of pricing	Scope, marketing mix
S-6	SLO-1		Environment and trends	SERVQUAL	Service encounter	Services marketing strategies for Information technology
	SLO-2	Characteristics of services	Examples	Dimensions of quality	Strategies	Scope, marketing mix
S-7	SLO-1	Intangibility Characteristic of services	Segmentation, Targeting and positioning	Measuring and improving service quality	Service marketing triangle	Challenges and Issues
	SLO-2	Challenges	Examples	Tools for measuring	Components and uses	Scope, marketing mix and challenges
S-8	SLO-1	Marketing Challenges in services	Challenges in the extended marketing mix	Service Quality function development	Integrated Service marketing communication	Services marketing strategies for communication services
	SLO-2	Revision – MCQ	Examples	Examples	Advertising tool	Scope, marketing mix
S-9	SLO-1	Perishability Characteristic of services	Levels of Market Segmentation	House of Service QFD	Sales Promotion tools	Challenges and Issues
	SLO-2	Challenges	Developing Positioning Strategy	Revision - MCQ	Importance of service Feedback	Presentations
S-10	SLO-1	Intangibility Characteristic of services	Segmentation, Targeting and positioning	Measuring and improving service quality	Service marketing triangle	Challenges and Issues
	SLO-2	Challenges	Examples	Tools for measuring	Components and uses	Scope, marketing mix and challenges
S-11	SLO-1	Marketing Challenges in services	Challenges in the extended marketing mix	Service Quality function development	Integrated Service marketing communication	Services marketing strategies for communication services
	SLO-2	Revision – MCQ	Examples	Examples	Advertising tool	Scope, marketing mix
S-12	SLO-1	Perishability Characteristic of services	Levels of Market Segmentation	House of Service QFD	Sales Promotion tools	Challenges and Issues
	SLO-2	Challenges	Developing Positioning Strategy	Revision - MCQ	Importance of service Feedback	Presentations

Learning Resources	<ol style="list-style-type: none"> 1) Robert Johnston, Graham Clark-Service Operations Management, 3rd Edition, , 2016 2) 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 3) Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 3rd Ed., Irwin/McGraw-Hill,
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	20%	-	20%	-	30%	-
	Understand										
Level 2	Apply	30%	-	50%	-	50%	-	50%	-	50%	-
	Analyze										
Level 3	Evaluate	40%	-	20%	-	30%	-	30%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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
Mr. Captain Prasath – Open Mind innovation Pvt. Ltd., Chennai	Dr. Kannan, Professor and HOD, Sathyabama University	Dr. C. Senthilnathan, Assistant Professor, SRM
Mr. Gabriel Prakash, Head – Trade Marketing, Sony India Ltd., Chennai	Dr. Senthilkumar, Professor, Pondicherry University	Dr. S.Priya, Assistant Professor, SRM

Course Code	UBA24E22T	Course Name	Performance And Compensation Management	Course Category	DSE	Discipline Specific Elective - 4	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Faculty of Management	Data Book / Codes/Standards	-Not Required		

Course Learning Rationale (CLR):		The purpose of learning this course is to:			Learning			Program Learning Outcomes (PLO)				
					1	2	3	1	2	3	4	5
CLR-1:	To understand the basic concepts, principles, and theories of Performance and compensation management				Level of Thinking (Bloom)	Expected Proficiency (%)	Ex	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-2:	To examine the essential functions of compensation management											
CLR-3:	To analyze the impact of performance and compensation management											
CLR-4:	To develop skills in strategic planning, decision-making towards performance and compensation management											
CLR-5:	To equip students with the tools and insights necessary to manage effectively and drive organizational success.											
Course Learning Outcomes (CLO):		At the end of this course, learners will be able to			Level of Thinking (Bloom)	Expected Proficiency (%)	Ex	1	2	3	4	5
CLO-1:	Describe the key concepts of performance management and methods of performance management in practices.				3	90	70	3			2	
CLO-2:	Compare the organizations in the context of Talent Management, Coaching and Mentoring, Competency Model and its linkage with Performance Management.				3	90	80		3	2		
CLO-3:	Relate the elements of performance appraisal and potential appraisal and devise a system of performance-based compensation systems.				4	85	70			3		2
CLO-4:	Devise the performance management system in the organization, with the help of performance planning that are specific, measurable, attainable, relevant and trackable in the organization.				4	95	75	3			2	
CLO-5:	Apply controlling techniques in business.				3	95	80		3		2	
					4	85	75	3			2	

Duration (hour)	12	12	12	12	12	
S-1	SLO-1	Introduction to Performance Management	Performance Planning and Managing Performance	MBO: Meaning and Definition	Implementation of Performance Management	Competency Mapping: Meaning, definition
	SLO-2	Meaning, Definition	Performance Planning and Managing Performance	MBO: Nature and scope	Implementation of Performance Management	Competency Mapping: Concepts and Need
S-2	SLO-1	Nature and scope of Performance management	Developing Performance Planning: Agreement and Action Planning	Objectives of MBO	Performance Management and Career Planning: Advantages and Significance,	Competency Mapping: Meaning and definition
	SLO-2	Need for Performance management	Developing Performance Planning: Agreement and Action Planning	Objectives of MBO	Performance Management and Career Planning: Advantages and Significance,	Competency Mapping - nature and scope
S-3	SLO-1	Principle of performance management	Methods of managing performance of all the levels of Management (including labour)	Features or Characteristics of MBO	Coaching and Mentoring in Performance Management: Concept, Roles,	Competency mapping - Linkage with Career Development
	SLO-2	Principle of performance management	Methods of managing performance of all the levels of Management (including labour)	Features or Characteristics of MBO	Coaching and Mentoring in Performance Management: Concept, Roles,	Competency mapping - objectives, functions
S-4	SLO-1	Objective of performance management	Graphics rating scale, Ranking Methods,	Process Steps in MBO	Advantage and Disadvantage of Coaching and Mentoring,	Succession Planning - Meaning
	SLO-2	Objective of performance management	Paired Comparison Methods,	Process Steps in MBO	Advantage and Disadvantage of Coaching and Mentoring,	Concepts of succession planning

S-5	SLO-1	Purpose of performance management	Forced Distribution Method,	Advantages of MBO	Performance Management and Talent Management:	Online Appraisal:
	SLO-2	Purpose of performance management	Critical Incident Method,	Advantages of MBO	Performance Management and Talent Management:	Online Appraisal:
S-6	SLO-1	Advantages of performance management	Behaviourally Anchored Rating Scales,	Models of MBO	Concepts of employee retention	Advantage & Disadvantage
	SLO-2	Advantages of performance management	Management By Objective,	Traditional and Participative Model of MBO	Concepts of employee retention	Advantage & Disadvantage

Duration (hour)		12	12	12	12	12
S-7	SLO-1	Performance Management vs Performance Appraisal,	360-Degree Performance Appraisal	Strategic and Performance based model of MBO	Features of employee retention	Performance Management Audit: Meaning and definition
	SLO-2	Performance Management vs Performance Appraisal	360-Degree Performance Appraisal	Strategic and Performance based model of MBO	Strategies to retain employees.	Performance Management Audit: Features and components
S-8	SLO-1	Performance appraisal: Meaning, Definition	Performance Feedback	Need, Types, Factors and Obstacles in Learning Organization,	Competitive compensation and benefits	Performance Management Audit: Features and components
	SLO-2	Nature and Scope of Performance appraisal	Performance Feedback &	Need, Types, Factors and Obstacles in Learning Organization,	Career Development opportunities	Method of Performance audit
S-9	SLO-1	Principles of effective performance appraisal system	Counselling	Performance Management and Compensation:	Positive work environment	Ethical and Legal issues in Performance Management: Bias, Lack of Transparency, Manipulation
	SLO-2	Principles of effective performance appraisal system	Meaning and Definition	Performance Management and Compensation:	Work life balance	Ethical and Legal issues in Performance Management: Violation of confidentiality, Unfair feedback practices, unrealistic performance targets
S-10	SLO-1	Advantages of Performance appraisal system	Need for counselling	Concept of Performance Related Pay,	Effective leadership	Legal issues in Performance management: Discrimination Laws, Wrongful termination, Defamation.
	SLO-2	Advantages of Performance appraisal system	Importance of counselling	Concept of Performance Related Pay,	Employee engagement	Legal issue in Performance Management: Violation of Labor laws, Lack of proper documentation
S-11	SLO-1	Disadvantages of Performance appraisal system	Purpose of Counselling	Criteria for Performance Related Pay,	Effective Team management	Legal issue in Performance Management: Retaliation and Victimization,
	SLO-2	Disadvantages of Performance appraisal system	Objectives of counselling	Criteria for Performance Related Pay,	Training and Development, Job security	Legal Principles of Performance management: fairness, consistency, accuracy, confidentiality, Right to feedback
S-12	SLO-1	Role of Performance appraisal system in the development of organization	Performance analysis for Individual and organizational Development.	Installing and Monitoring PRP.	Various models of employee retention	Measures to Avoid Ethical and Legal Issues in performance management : Clear performance standards , Training for managers , proper documentation.
	SLO-2	Role of Performance appraisal system in the development of organization	Performance analysis for Individual and organizational Development.	Installing and Monitoring PRP.	Various models of employee retention	Measures to Avoid Ethical and Legal Issues in performance management: employee participation, regular monitoring, Use multiple evaluation methods , Grievance redressal system.

Learning Resource	<p>5. Armstrong, M. (2003). Handbook of Strategic Human Resource Management: a guide to action. Crest.</p> <p>2. Armstrong, M. (2006). Performance management: Key strategies and practical guidelines. Kogan page. 3. Berger, L. A., & Berger, D. R. (2004). The talent management handbook. New York, NY: McGraw-Hill.</p> <p>4. Bhattacharyya, D. K. (2011). Performance management systems and strategies. Pearson Education India.</p> <p>5. Dencker, J. C. (2009). Relative bargaining power, corporate restructuring, and managerial incentives. Administrative Science Quarterly, 54(3), 453-485.</p> <p>6. Jordan, A. H., & Audia, P. G. (2012). Self-enhancement and learning from performance feedback. Academy of management review, 37(2), 211-231.</p> <p>7. Liu, D., Mitchell, T. R., Lee, T. W., Holtom, B. C., & Hinkin, T. R. (2012). When employees are out of step with coworkers: How job satisfaction trajectory and dispersion influence individual-and unit-level voluntary turnover. Academy of management journal, 55(6), 1360-1380.</p>	<p>8. McDonnell, A. (2011). Still fighting the “war for talent”? Bridging the science versus practice gap. Journal of business and psychology, 26, 169-73.</p> <p>9. Rao, T. V. (2004). Performance Management and Appraisal Systems: HR tools for global competitiveness. SAGE Publications India.</p> <p>10. Silzer, R., & Dowell, B. E. (2009). Strategy-Driven Talent Management. John Wiley & Sons.</p>
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	Bloom's Level of Thinking	<i>Continuous Learning Assessment (50% weightage)</i>								<i>Final Examination (50% weightage) Marks -100 which will be weighted at 50%</i>	
		<i>CLA – 1 (10%)</i>		<i>CLA – 2 (10%)</i>		<i>CLA – 3 (20%)</i>		<i>CLA – 4 (10%)</i>			
		<i>Theory</i>	<i>Practice</i>	<i>Theory</i>	<i>Practice</i>	<i>Theory</i>	<i>Practice</i>	<i>Theory</i>	<i>Practice</i>	<i>Theory</i>	<i>Practice</i>
Level 1	Remember	30%	-	30%	-	30%	-	30%	-	30%	-
Level 2	Understand										
Level 3	Apply	40%	-	40%	-	40%	-	40%	-	40%	-
Level 4	Analyze										
Level 5	Evaluate	30%	-	30%	-	30%	-	30%	-	30%	-
Level 6	Create										
	Total	100%		100%		100%		100%		100%	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 Continuous Internal Assessment CLA-3 Model Examination CLA –4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,)

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	
1. Dr. M. Ramanathan, Senior Manager-Strategy, DOW chemicals, Tamarai tech park, Guindy	1. Dr. Jeganathan Gomathi Sankar, AP-MBA, Saveetha School of management	1. Dr. A. Gajendran, Associate Professor and former HOD and Chairperson - BBA, SRMIST / FOM / KTR CAMPUS
Mr. N. Vijayakumar, Digital transformation and strategy consultant; former consulting leader in large firms. TATA Consultancy services. Chennai	Dr. M. S. Sriram, Professor, Indian Institute of Management, Bangalore, Karnataka, India	1. Dr. A. Anbu Assistant Professor, SRMIST / FOM / KTR CAMPUS

Course Code	UBA24E23T	Course Name	Finance Analytics	Course Category	DSE	Discipline Specific Elective - 4	L	T	P	C
							3	1	0	4

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department	Faculty of Management		Data Book / Codes/Standards		

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 develop the ability to summarize, visualize, and interpret financial data using analytical tools for effective decision-making.	1	2	3	1	2	3	4	5
CLR-2:	To enable learners to apply pricing analytics and risk analytics techniques, including risk-based pricing, fraud detection, and portfolio stress testing.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-3:	To build competency in financial data analysis and modeling, including computation of returns, risks, and application of factor models.								
CLR-4:	To equip students with the skills to analyze time-series data, identify its components, and apply forecasting techniques.								
CLR-5:	To develop the ability to apply advanced forecasting models such as ARIMA and evaluate forecast accuracy for financial decision-making.								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLO-1:	Apply tools such as PivotTables and charts to summarize, visualize, and interpret financial data.	1	90	80	3	2	-	-	-
CLO-2:	Analyze and apply pricing analytics and risk analytics techniques, including risk-based pricing, fraud detection, and portfolio stress testing.	2	90	80	3	3	-	-	-
CLO-3:	Implement financial data analysis and modeling techniques to compute security returns, portfolio returns, and associated risks.	3	90	80	2	3	-	-	-
CLO-4:	Analyze time-series data by identifying its components and applying trend analysis and smoothing techniques for forecasting.	3	90	80	2	3	-	-	-
CLO-5:	Evaluate and apply advanced time-series models such as ARIMA and assess forecast accuracy for model selection.	4	90	80	3	3	-	-	-

Duration (hour)	9		9		9		9		9	
S-1	SLO-1	Summarize financial data	Understand Pricing Analytics	Analyze financial data	Understand Time Series Data	Understand Autocorrelation				
	SLO-2	Understand financial datasets	Interpret pricing decisions	Understand process of data	Identify Component Factors of the Time-Series Model	Interpret autocorrelation results				
S-2	SLO-1	Apply descriptive statistics to financial data	Understand Risk based pricing	Implement financial models using software	Analyze Component Factors of Time-Series Model	Understand Auto Regression				

	SLO-2	Interpret summarized data	Analyze pricing strategies	Understand model structure	Interpret time-series components	Apply autoregressive models
S-3	SLO-1	Slicing and dicing financial data with PivotTables	Apply Pricing Analytics	Apply process of data in modeling	Perform Trend Analysis	Analyze Autoregressive Models
	SLO-2	Interpret PivotTable outputs	Evaluate pricing outcomes	Interpret model inputs	Interpret trends	Interpret model outputs
S-4	SLO-1	Apply PivotTables for financial analysis	Understand Fraud Detection and Prediction	Generate Prices and individual security returns	Analyze Seasonal Behaviour	Understand ARIMA Time-Series Model
	SLO-2	Analyze summarized financial data	Interpret fraud detection outputs	Interpret returns	Interpret seasonal patterns	Identify ARIMA components
S-5	SLO-1	Use Basic Charts to summarize financial data	Apply Fraud Detection and Prediction techniques	Calculate Portfolio returns	Analyze Cyclical Behaviour	Apply ARIMA Time-Series Model
	SLO-2	Compare chart types	Analyze fraud risk	Compare portfolio performance	Interpret cyclical movements	Interpret ARIMA outputs
S-6	SLO-1	Apply charts for financial reporting	Understand Recovery Management	Measure Risks	Apply Moving averages	Perform Time-Series Forecasting of Monthly or Quarterly Data
	SLO-2	Interpret visual financial data	Analyze recovery processes	Analyze risk	Smooth time-series data	Evaluate forecast accuracy
S-7	SLO-1	Integrate PivotTables and charts	Understand Loss Risk Forecasting	Apply risk-return analysis	Apply Exponential smoothing	Use Accuracy Statistics
	SLO-2	Generate summarized financial reports	Interpret loss forecasting results	Interpret risk-return relationship	Compare smoothing techniques	Perform Forecast Model Selection
S-8	SLO-1	Apply data summarization using Excel/SPSS/R	Apply Risk Profiling	Understand Factor Models	Perform Least-Squares Trend Fitting	Compare forecasting models
	SLO-2	Interpret outputs generated	Classify financial risk	Interpret factor model outputs	Interpret fitted models	Understand Families of Forecasting Models
S-9	SLO-1	Analyze financial data using visualization techniques	Perform Portfolio Stress Testing	Implement financial models using Excel/SPSS/R/Python	Forecast using Linear models	
	SLO-2	Evaluate presentation of financial data	Analyze stress scenarios	Generate model outputs	Interpret forecasts	Classify forecasting approaches
S-10	SLO-1	Interpret financial dashboards	Apply risk analytics using tools	Analyze outputs of financial models	Apply Quadratic and Exponential models	Apply Hierarchical Forecasting
	SLO-2	Analyze insights from summarized data	Interpret risk outputs	Evaluate model performance	Compare forecasting models	Interpret hierarchical forecasts
S-11	SLO-1	Case discussion: summarizing financial data	Case study: pricing and risk analytics	Case study: financial data analysis and modeling	Case discussion: time-series forecasting	Apply Adjustments to Statistical Forecasts

	SLO-2	Apply visualization techniques	Apply risk and pricing concepts	Apply modeling concepts	Evaluate forecasting outputs	Evaluate adjusted forecasts
S-12	SLO-1	Apply concepts of data summarization and visualization	Apply concepts of pricing and risk analytics	Apply financial modeling techniques	Apply time-series forecasting techniques	Case study: advanced time-series forecasting
	SLO-2	Solve practical problems	Solve applied problems	Solve analytical problems	Solve forecasting problems	Apply model evaluation techniques

Learning Resources	<ol style="list-style-type: none"> 1. Financial Analytics, Pitabas Mohanty 2. Processing and Analyzing Financial Data with R, by Marcelo S Perlin 3. Business Forecasting”, Hanke/Wichern, Pearson Publications 4. Business Forecasting: A Practical Approach, A. Reza Hoshmand 5. Statistics and Data Analysis for Financial Engineering: with R examples; David Ruppert, David S. Matteson, Springers. 6. Practical Time Series Forecasting with R: A Hands-On Guide" by Galit Shmueli, Kenneth C. Lichtendahl Jr.
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	Bloom’s Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage) Marks -100 which will be weighted at50%	
		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										
Level 2	Understand	30%	-	30%	-	30%	-	30%	-	30%	-
Level 3	Apply	40%	-	40%	-	40%	-	40%	-	40%	-
Level 4	Analyze										
Level 5	Evaluate	30%	-	30%	-	30%	-	30%	-	30%	-
Level 6	Create										
	Total	100%		100%		100%		100%		100%	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 Continuous Internal Assessment CLA-3 Model Examination CLA –4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,)

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
1. Dr. M. Ramanathan, Senior Manager-Strategy, DOW chemicals, Tamarai tech park, Guindy	1. Dr. Jeganathan Gomathi Sankar, AP-MBA, Saveetha School of management	Dr. Nidhi Agarwala, Assistant Professor, SRMIST, KTR

Course Code	UBA24E24T	Course Name	International Supply Chain Management	Course Category	DSE	Discipline Specific Elective-4	L	T	P	C
							3	1	0	4

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department	Faculty of Management		Data Book / Codes/Standards							

Course Learning Rationale (CLR):		Learning			Program Learning Outcomes (PLO)				
Course Learning Rationale (CLR):		Learning			Program Learning Outcomes (PLO)				
Course Learning Rationale (CLR):		1	2	3	1	2	3	4	5
CLR-1:	Develop foundational knowledge of supply chain management concepts, functions, and network structures.	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLR-2:	Understand and apply logistics operations, supply chain strategies, and integration approaches.								
CLR-3:	Analyze global logistics networks, facility decisions, and supply chain risk management.								
CLR-4:	Apply information systems and performance measurement tools for effective supply chain decision-making.								
CLR-5:	Evaluate the impact of globalization, legal, cultural, and sustainability factors on supply chains.								
Course Learning Outcomes (CLO):		Learning			Program Learning Outcomes (PLO)				
Course Learning Outcomes (CLO):		1	2	3	1	2	3	4	5
CLO-1:	Explain and apply fundamental concepts of supply chain management and logistics operations.	3	80	70	3	-	2	-	-
CLO-2:	Analyze supply chain strategies, integration, and logistics decisions for improving organizational performance.	3	80	70	3	-	2	-	-
CLO-3:	Evaluate global logistics network design, outsourcing (3PL/4PL), and risk management strategies.	3	75	70	2	-	3	-	-
CLO-4:	Apply information systems and performance measurement frameworks (SCOR model) in supply chain analysis.	3	85	70	2	-	3	-	-
CLO-5:	Assess the impact of globalization, legal, cultural, and economic factors on supply chain management.	3	85	70	2	-	3	-	-

Duration (hour)		12 Unit 1: Foundations of Supply Chain Management	12 Unit 2: Logistics & Supply Chain Operations	12 Unit 3: Advanced Logistics Systems	12 Unit 4: Information System & Performance Systems	12 Unit 5: Global Supply Chain Environment
S-1	SLO-1	Introduction to SCM: Scope and Definition	Channel Selection & Management: distribution channel structures	Logistics Service Firms	Information Systems in SCM	Global supply chain
	SLO-2	Key components of a supply chain in real-world businesses	Channel selection strategies for different products	Role of logistics service firms in supply chain efficiency	Components of information systems in SCM	Structure and flows in a global supply chain
S-2	SLO-1	Evolution and key concepts of SCM	Supply Chain Strategy Alignment	Third Party Logistics (3PL)	System integration in SCM	Societal influences on supply chains
	SLO-2	Compare traditional logistics with modern supply chain systems	Alignment between business strategy and supply chain design	Benefits and limitations of 3PL	System effectiveness in SCM	Social impact of globalization
S-3	SLO-1	Objectives of Supply Chain Management	Internal and external supply chain integration	Fourth Party Logistics (4PL)	Role of IS in decision-making	Business environment factors
	SLO-2	SCM objectives contribute to organizational performance	Benefits of integration in improving performance	4PL framework, Compare 3PL and 4PL models	Role of IS in global operations	Global business challenges
S-4	SLO-1	Functions of SCM	Strategic partnerships in supply chains	Reverse Logistics - process	Limitations of Information Systems in SCM	Cultural differences in global supply chains
	SLO-2	Integration of functions within a supply chain	Benefits and risks of collaboration	Sustainability benefits of reverse logistics	Risks in information management	Cultural impact on operations
S-5	SLO-1	Issues in supply chain management	Logistics management concepts	Global Logistics Network Structures	Telecommunication Systems	Impact of Global Supply Chains
	SLO-2	Causes of inefficiencies in supply chains	Logistics contribution to customer value	Factors influencing network design	Impact on coordination in SCM	Economic and operational implications
S-6	SLO-1	Demand variability and bullwhip effect	Scope of Logistics	Network configuration models	Control systems in SCM	Business perspectives in globalization
	SLO-2	Strategies to overcome supply chain issues	Logistics coordination and trade-offs in decision-making	Responsiveness vs efficiency trade-offs in logistics systems	Role of control system in performance improvement	Competitive strategies
S-7	SLO-1	Supply chain network structures	Modes of transportation	International Facility Location	Performance activity in SCM	Social science viewpoints

	SLO-2	Relationships among suppliers, manufacturers, and distributors	Compare transportation options based on cost, time, and speed	Location decision factors	Performance indicators of SCM	Societal outcomes
S-8	SLO-1	Relationship management in supply chains	Warehousing objective and functions	Facility location frameworks	Performance information systems	Engineering role in supply chains
	SLO-2	Collaboration strategies for supply chain partners	warehouse design and layout decisions	Global facility strategies	Effectiveness of performance information systems	Technological integration
S-9	SLO-1	International sourcing and its importance	Inventory types and functions	Risk management in global logistics networks	Functional integration measurement	Legal frameworks
	SLO-2	Factors influencing global sourcing decisions	Inventory control techniques in decision-making	Disruption handling and mitigation strategies	Measurement techniques	Regulatory impact on supply chains
S-10	SLO-1	Risks and benefits of international sourcing	Packing & Unitization	Mapping Network Approaches - mapping techniques	Sectoral Integration Measurement	Drivers of globalization
	SLO-2	Sourcing strategies for global competitiveness	Role of packing & unitization in logistics efficiency	Mapping tools to logistics networks	Integration performance	Labor and cost factors in global SCM
S-11	SLO-1	International distribution Management	Control mechanisms in logistics	Capacity planning concepts	SCOR model components	Regulatory and resource drivers
	SLO-2	Challenges in global distribution networks	Information flow management in logistics networks	Expansion strategies	Supply chain processes using SCOR	Globalization strategies
S-12	SLO-1	Types of intermediaries in supply chains	IT in logistics systems	Capabilities of logistics systems	SCOR performance metrics	Impact on world economies
	SLO-2	Role of intermediaries in improving efficiency	Impact of digital technologies on logistics performance	Role of logistics capabilities in achieving competitive advantage	SCOR model to real-world scenarios	National economic implications

Learning Resources	<ol style="list-style-type: none"> 1. Rushton, A., Croucher, P. and Peter Baker: Handbook of Logistics and Distribution Management, Kogan Page Pub , 4th edition, 2. Christopher Martin: Logistics and Supply Chain Management, Creating Value-adding Networks, Pearson Education , 4th edition, 3. Chopra Sunil and Meindl Peter: Supply Chain Management, Pearson Education
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	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA– 2 (10%) Cycle Test-II		CLA– 3 (20%) Model Examination		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	30%	-	30%	-	20%	-	20%	-	30%	-
Level 2	Apply Analyze	70%	-	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-	20%	-
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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 Expert	Internal Expert
1. Dr.M.Ramanathan, Senior Manager-Strategy, DOW chemicals, Tamarai tech park, Guindy	1. Dr.Jeganathan Gomathi Sankar, AP-MBA, Saveetha School of management	Dr. Noble Kennedy E Assistant Professor Faculty of Management, SRM IST.

Course Code	UBA24SE7T	Course Name	Corporate Governance	Course Category	SEC	Skill Enhancement courses -7	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			-

CLR-1:	<i>understand the basic concept and importance of corporate governance.</i>	1	2	3	1	2	3	4	5
CLR-2:	<i>learn about major corporate failures at the global level.</i>	Level of Thinking	Expected	Expected	Apply knowledge of management	Foster Analytical and critical thinking abilities for data	Ability to develop	Ability to understand, analyze and communicate	Ability to lead themselves and others in the achievement of
CLR-3:	<i>understand the role of boards and key governance practices.</i>								
CLR-4:	<i>know the corporate governance rules and regulations in India.</i>								
CLR-5:	<i>identify common governance issues and their impact on organizations.</i>								
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>								
CLO-1:	<i>demonstrate a clear understanding of corporate governance concepts</i>	3	80	70	3	2	-	-	2
CLO-2:	<i>critically analyze major global corporate failures and draw relevant lessons.</i>	3	80	70	3	3	2	-	3
CLO-3:	<i>explain and apply the roles and responsibilities of boards and governance mechanisms..</i>	3	75	70	2	3	3	-	2
CLO-4:	<i>interpret and apply corporate governance regulations in the Indian context..</i>	3	85	70	2	3	3	-	3
CLO-5:	<i>identify governance issues and evaluate their impact on organizational effectiveness.</i>	3	85	70	2	2	3	2	2

Duration (hour)	6	6	6	6	6	
S-1	SLO-1	Corporate Governance: Meaning	board composition:	Maxwell (UK), Enron (USA);	Kumar Mangalam Birla Committee (1999)	Relevant provisions of Companies Act, 2013.
	SLO-2	Corporate Governance: significance, and principles.	Executive directors.	Maxwell (UK), Enron (USA).	Kumar Mangalam Birla Committee (1999)	Relevant provisions of Companies Act, 2013.
S-2	SLO-1	Management and corporate governance.	non-executive directors	Maxwell (UK), Enron (USA)	Kumar Mangalam Birla Committee (1999)	SEBI: Listing Obligations and Disclosure Requirements Regulations (LODR),
	SLO-2	Management and corporate governance	independent directors;	Sir Adrian Cadbury Committee Report 1992,	NR Narayana Murthy Committee (2005)	SEBI: Listing Obligations and Disclosure Requirements Regulations (LODR), .
S-3	SLO-1	Theories of Corporate Governance	Role of Board and board committees	Sir Adrian Cadbury Committee Report 1992,	NR Narayana Murthy Committee (2005)	SEBI: Listing Obligations and Disclosure Requirements Regulations (LODR), 2015.
	SLO-2	Agency Theory.	Role of Board and board committees	SirAdrian Cadbury Committee Report 1992,	NR Narayana Murthy Committee (2005)	Satyam Computer Services Ltd.

S-4	SLO-1	Agency Theory.	Insider Trading;	SOX Act 2002,	Uday Kotak Committee (2017)	Kingfisher Airlines, PNB Heist.
	SLO-2	Stewardship theory.	Shareholder activism;	SOX Act 2002,	Uday Kotak Committee (2017);	ICICI Bank.
S-5	SLO-1	Stewardship theory.	Class action suits.	SOX Act 2002,	Uday Kotak Committee (2017);	Common Governance Problems in various Corporate Failures in India.
	SLO-2	Stakeholders' Theory.	Whistleblowing Mechanism	OECD Principles of Corporate Governance.	Regulatory framework	Common Governance Problems in various Corporate Failures in India
S-6	SLO-1	One Tier and Two-Tier Boards	CSR and Corporate Governance	OECD Principles of Corporate Governance.	Regulatory framework	Common Governance Problems in various Corporate Failures in abroad
	SLO-2	One Tier and Two-Tier Boards	CSR and Corporate Governance	OECD Principles of Corporate Governance.	Regulatory framework	Common Governance Problems in various Corporate Failures in abroad

Learning Resource	1. Act, S. O. (2002). Sarbanes-Oxley act. Washington DC.	4. Roy Chowdhury Ghosh, A. Corporate Governance Under the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015.
	2. Aparajita, S., & Rhudra, R. Insider Trading Regulation 2015. GNLU L. Rev., 4, 69.	5. Satheesh Kumar, T. N. Corporate Governance. India: Oxford University Press.
	3. Monks, R. a. G., & Minow, N. Corporate Governance. John Wiley & Sons.	6. Sharma, J. P. Corporate Governance, Business Ethics and CSR:(with Case Studies and Major Corporate Scandals). Ane Books Pvt. Ltd.

Learning Assessment											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50%weightage)	
		CLA – 1 (10%) Cycle Test-I		CLA – 2 (10%) Cycle Test-II		CLA – 3 (20%) Model Examination		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level1	Remember Understand	40%	-	40%	-	40%	-	30%	-	30%	-
Level2	Apply Analyze	40%	-	40%	-	40%	-	40%	-	40%	-
Level3	Evaluate Create	20%	-	20%	-	20%	-	30%	-	30%	-
	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. Dr. M. Ramanathan, Senior Manager-Strategy, DOW chemicals, Tamarai tech park, Guindy	1. Dr. Jeganathan Gomathi Sankar, AP-MBA, Saveetha School of management	1. Dr. J. Rajalakshmi, Asst. Prof, FoM, SRMIST

Course Code	UBA24SE8L	Course Name	Major Project	Course Category	SEC	Skill Enhancement courses -8	L	T	P	C
							0	0	8	4

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

Main Project Work and Dissertation

1. Each candidate has to undergo the Main project for 30 to 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 Main Project report shall contain analysis and interpretation of data, collected through survey by applying any of the statistical / financial tools.
3. It includes Internal and external Evaluation. The Internal and External Examiners appointed by Controller of Examination, will evaluate the performance through ViVa Voce Examinations.
4. Students should complete Main project 5th semester vacation and they should prepare and submit Main Project report in 6th semester.
5. Periodical Report / updates should be submitted by student to the guide and supervisor is mandatory.
6. Submission of main project 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

Course Code	UBA24E25T	Course Name	Managing Personal Finance	Course Category	DSE-AC2	Discipline Specific Elective -Audit Course-2	L	T	P	C
							2	1	0	0

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable					
Course Offering Department	Faculty of Management		Data Book / Codes/Standards							

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 introduce students to personal financial management and corporate financial basics	1	2	3	1	2	3	4	5
CLR-2:	To develop budgeting, saving, and investment planning skills	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and	Foster Analytical and critical thinking abilities for data-based decision	Ability to develop Value	Ability to understand, analyze and communicate global economic, legal	Ability to lead themselves and others in the achievement of organizational goals,
CLR-3:	To build knowledge of credit management and responsible borrowing								
CLR-4:	To explain risk management through insurance								
CLR-5:	To develop understanding of income tax and financial compliance								

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and	Foster Analytical and critical thinking abilities for data-based decision	Ability to develop Value	Ability to understand, analyze and communicate global economic, legal	Ability to lead themselves and others in the achievement of organizational goals,
CLO-1:	Apply knowledge of management theories and practices to solve business problems	3	80	70	3	2	-	-	2
CLO-2:	Foster analytical and critical thinking abilities for data-based decision making	3	80	70	3	3	2	-	3
CLO-3:	Ability to develop value-based financial decision making	3	75	70	2	3	3	-	2
CLO-4:	Understand economic, legal and ethical aspects of finance	3	85	70	2	3	3	-	3
CLO-5:	Ability to manage personal and professional financial responsibilities	3	85	70	2	2	3	2	2

Unit-wise Structure

Sl.No	SLO	UNIT I – Corporate Basics	UNIT II – Savings & Investment	UNIT III – Credit Management	UNIT IV – Risk & Insurance	UNIT V – Income Tax
1	SLO-1	Joining Formalities	Meaning of Personal Finance	Meaning of Credit	Meaning of Risk	Meaning of Income Tax
	SLO-2	Understand corporate processes	Understand financial basics	Understand credit system	Understand risk concept	Understand tax basics
2	SLO-1	Offer vs Appointment Letter	Managing Cash Flows	Credit Score Basics	Types of Risk	Tax Concepts
	SLO-2	Differentiate job documents	Track income & expenses	Interpret credit score	Identify risk types	Explain tax structure
3	SLO-1	Components of CTC	Budget Preparation	Credit Approval Process	Risk Management Methods	Deductions
	SLO-2	Analyze salary components	Prepare budget	Understand loan approval	Apply risk control	Identify deductions
4	SLO-1	Salary Deductions	Saving Techniques	Consumer Loans	Basics of Insurance	HRA Exemption
	SLO-2	Identify deductions	Apply saving methods	Understand loans	Explain insurance	Apply exemptions
5	SLO-1	Types of Leave	Investment Need	Interest Calculation	Types of Insurance	Tax Calculation
	SLO-2	Understand HR policies	Identify investment goals	Calculate interest	Compare insurance	Compute tax
6	SLO-1	Types of Separation	Investment Options	Credit Cards	Life Insurance	TDS
	SLO-2	Understand exit process	Compare investments	Manage credit cards	Understand life cover	Explain TDS
7	SLO-1	Exit Procedure	Mutual Funds & SIP	Managing Credit Cards	Health Insurance	Filing ITR
	SLO-2	Apply exit steps	Understand SIP	Control credit usage	Understand health cover	File tax returns
8	SLO-1	Corporate Policies	Insurance Basics	Debt Management	Motor Insurance	GST Basics
	SLO-2	Understand policies	Link insurance & investment	Manage debt	Understand motor insurance	Explain GST
9	SLO-1	Workplace Awareness	Risk Awareness	Financial Discipline	Policy Terms & Conditions	Tax Planning
	SLO-2	Apply workplace rules	Understand risk-return	Maintain discipline	Interpret policy terms	Plan taxes
10	SLO-1	Case Examples	Retirement Planning	Case Discussion	Case Discussion	Case Discussion

	SLO-2	Apply real cases	Plan retirement	Apply credit concepts	Apply insurance	Apply tax concepts
11	SLO-1	Benefits of CTC Understanding	Investment Strategies	Credit Behavior	Importance of Insurance	Tax Compliance
	SLO-2	Evaluate salary benefits	Choose investments	Analyze behavior	Evaluate insurance need	Ensure compliance
12	SLO-1	Summary	Summary	Summary	Summary	Summary
	SLO-2	Revise concepts	Revise concepts	Revise concepts	Revise concepts	Revise concepts

Learning Resource	Textbooks	References
	<ol style="list-style-type: none"> Kapoor, J. R., Dlabay, L. R., & Hughes, R. J. (2007). <i>Personal finance</i> (8th ed.). McGraw-Hill Education. Pandey, I. M. (2004). <i>Financial management</i> (9th ed.). Vikas Publishing House. Kishore, R. M. (2018). <i>Financial management</i>. Taxmann Publications. 	<ol style="list-style-type: none"> Dessler, G. (2017). <i>Human resource management</i> (15th ed.). Pearson Education. Aswathappa, K. (2013). <i>Human resource management: Text and cases</i> (7th ed.). McGraw-Hill Education. Subramanyam, P. V. (2016). <i>Retire rich: Invest ₹40 a day</i>. Network18 Publications. Singhania, V. K., & Singhania, M. (2020). <i>Direct taxes law and practice</i> (60th ed.). Taxmann Publications.

	Bloom's Level of Thinking	Continuous Learning Assessment (CLA) 100% weightage							
		CLA – 1 (20%) Cycle Test-I		CLA– 2 (20%) Cycle Test-II		CLA– 3 (30%) Model Examination		CLA – 4 (30%)#	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	50%	-	30%	-	20%	-	20%	-
Level 2	Apply Analyze	50%	-	50%	-	50%	-	50%	-
Level 3	Evaluate Create		-	20%	-	30%	-	30%	-
	Total	100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Innovative 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
Dr. Prakash S, Sr. Test Manager, Franklin Templeton, CHENNAI	Dr. S. T. Deepa, Director- Center for AI ShriShankarlalSundarbaiShasun Jain College Chennai - 600 017	Dr.G.Kumar Assistant Professor Faculty of Management, SRMIST-KTR
Mr. Milan Kumar, CIO, Wabco India	Dr.PriyaIyer, Associate Professor Department of Computer Science	Dr. P. Saravanan, Associate Professor,

