

**JAYARAJ ANNAPACKIAM COLLEGE
FOR WOMEN (AUTONOMOUS)**

A Unit of the Sisters of St. Anne of Tiruchirappalli

Accredited with 'A' Grade (3rd Cycle) by NAAC

DST FIST Supported College

Affiliated to Mother Teresa Women's University,

Kodaikanal

**PERIYAKULAM – 625 601, THENI DT.
TAMIL NADU.**



ACADEMIC COUNCIL

DEPARTMENT OF COMMERCE

09.09.2020

PG AND RESEARCH DEPARTMENT OF COMMERCE

P.G. PROGRAMME OUTCOMES

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Endow with in-depth knowledge, analyze, apply the understanding of their discipline for aspiring better life and develop a sense of articulating those ideas in relation to the global context.
2.	Synthesize ideas from various disciplines, enhance the overall personality and extend their knowledge and understanding required for their professional role.
3.	Explore historical, cultural, social, and political concepts that shaped the world in wider perspective.
4.	Achieve idealistic goals to tackle the societal challenges identified in different writings, historical concerns, and modern inventions.
5.	Develop problem solving and computational skills and gain confidence to appear the competitive examination.
6.	Enhance knowledge regarding research by accumulating practical knowledge in specific areas of research.

P.G. PROGRAMME SPECIFIC OUTCOMES

PSO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
1.	Gain advanced knowledge on all subjects related to business lead to pursue research/write competitive exam in higher cadre.	PO - 1
2.	Crab job opportunities with higher level of knowledge on all subjects related to business.	PO - 2
3.	Take appropriate business decisions by applying managerial decision making process.	PO - 4
4.	Take risks in starting a new business with in-depth knowledge in all areas related to business.	PO - 5
5.	Develop a report using research techniques.	PO - 6

PG COURSE PATTERN (2020 - 2023) (UGC/ TANSICHE/ MTU)

Sem.	Code	Title of the Course	Hours	Credit
I	20PCO1C01	Operations Research	6	5
	20PCO1C02	Advanced Corporate Accounting	6	5
	20PCO1C03	Advertising and Salesmanship	6	5
	20PCO1C04	Business Economics and Environment	6	4
	20PCO1E1A/ 20PCO1E1B/ 20PCO1E1C	Corporate Governance/ Organizational Behaviour/ Strategic Management	6	4
		Total	30	23
II	20PCO2C05	Goods and Service Tax	6	5
	20PCO2C06	Cost and Management Accounting	6	5
	20PCO2C07	Customer Relationship Management	6	5
	20PCO2E2A/ 20PCO2E2B/ 20PCO2E2C	Business Ethics and Corporate Social Responsibility/ International Business/ Consumer Behaviour	6	4
	20PCO2GE1	IDC - Marketing Management	4	3
	20PSE2S01	Soft Skills	2	1
		Total	30	23
III	20PCO3C08	Financial Services	6	5
	20PCO3C09	Business Statistics and Research Methods	6	5
	20PCO3C10	Entrepreneurship and New Venture Planning	6	5
	20PCO3E3A/ 20PCO3E3B/ 20PCO3E3C	Advanced computerized Accounting (Lab) Database Management Internet and E-Commerce	6	4
	20PCO3GE2	IDC - Accounting for Managerial Decisions	4	3
	20PSE3H02	Human Rights & Duties	2	1
	20PCO3IN1	Internship	-	2*
		Total	30	23+2*
IV	20PCO4C11	Total Quality Management	6	5
	20PCO4C12	Supply Chain Management	6	5
	20PCO4C13	Disaster Management	6	5
	20PCO4R01	Project	12	6
	20PCO4SM1	MOOC'S	-	1*
	20PCO4S01	Comprehensive Examination	-	2*
		Total	30	21+3*
		Total for All Semesters	120	90 + 5*

Internship for atleast 10 days after II semester i.e. during the Semester Holidays - Extra credits

Continuous Internal Assessment Component (CIA)

Component	Marks	Marks
Internal Test I		Converted to 50
Theory	25	
Problems	25	
Total	50	
Internal Test II		
Theory	25	
Problems	25	
Total	50	
Total	100	50

INTERNAL QUESTION PATTERN (Maximum Marks-40)

PART - A

10 Questions × 1Mark = 10 Marks

PART - B

2 Questions × 5 Marks = 10 Marks
(Internal Choice and One Question from Each Unit)

PART - C

2 Questions × 10 Marks = 20 Marks
(Open Choice, Two Questions out of Three)

EXTERNAL QUESTION PATTERN (Maximum Marks-75)

PART - A

10 Questions × 1Mark = 10 Marks
(Two Questions from each Unit)

PART - B

5 Questions × 5 Marks = 25 Marks
(Internal Choice and one set of Question from each Unit)

PART - C

5 Questions × 8 Marks = 40 Marks
(Open Choice Five Questions out of Seven
Atleast One Question from each Unit)

OPERATIONS RESEARCH

Semester: I

Hours: 6

Code : 20PCO1C01

Credits: 5

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Apply research techniques in quantitative and qualitative aspects.	PSO-1	K
CO - 2	Complete the project within a span of time.	PSO-2	Ap
CO - 3	Minimize the resource allocation for project.	PSO-3	Sy
CO - 4	Graphically locate the optimum peak point in completing the projects.	PSO-2	Ap
CO - 5	Work on project scheduling and controlling problems using PERT & CPM techniques.	PSO-5	Sy

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		OPERATIONS RESEARCH										Hours: 6
Code : 20PCO1C01												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	2	3	4	4	5	4	3	4	5	5	3.82
CO - 2	3	3	2	3	3	4	3	3	4	5	4	3.36
CO - 3	2	2	2	3	2	4	3	3	4	5	4	3.09
CO - 4	2	2	2	3	2	3	3	3	5	4	4	3.00
CO - 5	4	3	2	3	2	4	3	3	5	5	5	3.55
Overall Mean Score												3.36

Result: The score for this course is **3.36** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos\& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
---	--

UNIT I

Operation research - Origin and development - Role in decision making - Characteristics - Phases - General - General approaches - Linear programming problem - Applications and limitations - Formulation of LPP - Graphical - Solution - Simplex method (maximization and minimization). **(18 Hours)**

UNIT II

Transportation problem - Methods for finding initial solution - NWCM - LCM - VAM - Test for optimality - Stepping stone method - Variations in transportation problem - Unbalanced transportation problem - Assignment problem. **(18 Hours)**

UNIT III

Replacement- Meaning - Reasons for replacement - Types of replacement - Replacement decision- Replacement policy with or without change in money value - Replacement of items that fail completely (individual and group replacement). **(18 Hours)**

UNIT IV

Queuing theory - Decision analysis - Decision tree analysis - EMV criterion. **(18 Hours)**

UNIT V

Network analysis- Scheduling activities - Determining critical path - Calculation of floats - PERT/CPM - Concepts of PERT and CPM techniques and their applications - Construction of network diagram - Simple CPM calculation. **(18 Hours)**

COURSE BOOK:

- V.K. Kapoor, Operation Research, Sultan Chand and Sons, New Delhi, 2014.

BOOKS FOR REFERENCE:

1. S.Kalavathy, Operation Research, Vikas Publishing House Private Ltd, New Delhi, 2013.
2. Dr.N.P.Agarwal, Dr.Sonia Agarwal, Quantitative Techniques for Management, Professional RBD Publications, New Delhi, 2009.
3. C.R.Kothari, Quantitative Techniques, Third Revised Edition, Vikas Publishing House Pvt Ltd., New Delhi, 2009.
4. Kanti Swarup, P.K.Gupta, Manmohan, Operation Research, Sultan Chand and sons, New Delhi, 2009.
5. UK Srivastava, G.V. Shenoy, S.C.Sharma, Quantitative Techniques for Managerial Decisions, New age International Publishers, New Delhi, 2008.

Part A (MCQ) Only Theory Questions Part B & C Problems

ADVANCED CORPORATE ACCOUNTING

Semester: I

Hours: 6

Code : 20PCO1C02

Credits: 5

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the advanced issues in accounting for assets, liabilities and owners equity.	PSO-1	K & c
CO - 2	Analyze the strategic and legal issues in merger and acquisition of business.	PSO-2	Ap
CO - 3	Prepare consolidated report for group of companies.	PSO-3	Ap & sy
CO - 4	Assess the financial performance of banking and insurance companies.	PSO-3	Ap & sy
CO - 5	Maintain accounts in the corporate sector.	PSO-5	Ap & sy

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		ADVANCED CORPORATE ACCOUNTING										Hours: 6
Code : 20PCO1C02												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	2	3	5	3	4	4	4	3	3	3.64
CO - 2	5	4	1	2	4	2	5	4	3	4	3	3.36
CO - 3	4	4	1	1	5	2	4	5	4	4	2	3.27
CO - 4	4	5	2	1	4	3	5	4	4	4	2	3.45
CO - 5	5	4	2	2	4	2	5	5	3	3	1	3.27
Overall Mean Score											3.34	

Result: The score for this course is **3.34** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos\& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
---	--

UNIT I

Company financial statements- Statutory and accounting standard requirements- Preparation of financial statements -Profit and loss account - Adjustments - Balance sheet. **(18 Hours)**

UNIT II

Amalgamation in the nature of merger and purchase - Absorption -External reconstruction - Accounting aspects of AS14 - Calculation of Purchase consideration under various method-Alternation of share capital-Internal reconstruction. **(18 Hours)**

UNIT III

Consolidated financial statements-Fundamental principles of simple consolidation-Elimination of investment accounts-Minority interest, Un-realized profit, cost of control or capital reserve-Capital and revenue profits, Elimination of intra- group transactions -Consolidated balancesheet. **(18 Hours)**

UNIT IV

Insurance company account- Accounts of life insurance and general insurance business. **(18 Hours)**

UNIT V

Bank accounts-Legal requirements- Preparation of profit and loss account and balancesheet. **(18 Hours)**

COURSE BOOK:

- R. L. Gupta, Advanced Accounting, Sultan Chand Company, New Delhi, 2014.

BOOKS FOR REFERENCE:

1. M.C. Shukla & T.S.Grewal, Advanced Accounts, Vol. II, S.Chand Publications & Co Ltd , New Delhi, 2016.
2. Ambrish Gupta, Financial Accounting for Management, Vol. II Pearson India Education Services PVT Ltd, New Delhi, 2016.
3. Dr. M.A. Arulanandam & Dr. K.S. Raman, Advanced Accountancy, Vol. II Himalaya Publishing House, Bombay, 2019.
4. S.P. Jain & K. L. Narang, Advanced Accounting, Kalyani Publishers, Vol. II New Delhi, 2014.
5. S.N. Maheswari & S.K. Maheswari, Advanced Accountancy, Vol. II Vikas Publishing House Private Ltd., New Delhi, 2009.

Part A (MCQ) Only Theory Questions Part B & C Problems

ADVERTISING AND SALESMANSHIP

Semester: I

Hours: 6

Code : 20PCO1C03

Credits: 5

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Explain advertising functions classification and social economy and ethical issues.	PSO-1	K & C
CO - 2	Discuss the advertising process, buying behavior, advertising plan and advertising copy.	PSO-2	AP
CO - 3	Outline the advertising media selection decision for advertisement and evaluating advertising effectiveness.	PSO-3	AP & Sy
CO - 4	Developing knowledge on sales promotion techniques, its importance and effective selling strategies.	PSO-3	AP & Sy
CO - 5	Analyze the importance of salesmanship their recruitment, motivation and rewarding of sales personnel.	PSO-5	AP & Sy

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		ADVERTISING AND SALESMANSHIP										Hours: 6
Code: 20PCO1C03												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	2	3	2	3	4	4	1	3	5	3	3.09
CO - 2	3	3	4	3	3	2	5	3	2	4	3	3.18
CO - 3	5	3	3	4	4	1	3	2	4	3	3	3.18
CO - 4	5	3	2	3	3	4	4	3	3	3	3	3.27
CO - 5	4	4	3	3	2	3	3	4	3	3	4	3.27
Overall Mean Score											3.19	

Result: The score for this course is **3.19** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos\& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
---	--

UNIT I

Advertising - Its purpose, Scope - Primary and secondary function - Classification of advertising on the basis of prospects - On the basis of types of products -On the basis of geographical area - Social and economic aspects of advertising, ethical issues in advertising. **(18 Hours)**

UNIT II

Advertising process - Advertising agency - Role of advertising agencies - Types of advertising agencies- Selection of advertising agencies - Advertising copy- Elements of advertising copy - Classification of advertising copy. **(18 Hours)**

UNIT III

Advertising media - Role of media - Print media - Radio and television- Media selection - Advertising budget - Preparation of advertising budget - Factors influencing advertising budget - Evaluation and effectiveness of advertising. **(18 Hours)**

UNIT IV

Sales Promotions - Scope - Function and importance - Sales promotion methods - Fundamental of successful selling - Case studies -Retailmarketing. **(18 Hours)**

UNIT V

Salesmanship - Salesmen Recruitment and Training - Skills for goodsalesmanship - Training of sales personnel - Motivating and evaluating sales personnel - Sales records - Rewarding good salesmanship -Casestudies. **(18 Hours)**

COURSE BOOK:

- Mahendra Mohan, Advertising Management, Tata McGrew Hill Publishing Co., Ltd., New Delhi.2008.

BOOKS FORREFERENCE:

1. R.S.N. Pillai&Bhagavathi, Salesmanship, S.Chand& Co Ltd New Delhi,Reprint 2013.
2. Philip Kotler, Marketing Management ,Preticen Hall of India (P) Ltd., New Delhi, 2016.
3. Rathore, Advertising Management, Himalaya Publishing House New Delhi, 2016.
4. Daver, Salesmanship & Advertising, Progressive Publishers Bombay,1980.
5. Rustom S. Davar, Salesmanship and Publicity, Vikas Publishing House Private Limited, Bombay,1996.
6. Chunawalla, Kumar, Sethia, Subramanian, Suchak, Advertising Theory and Practice, Himalaya Publishing House, New Delhi, 2018.

BUSINESS ECONOMICS AND ENVIRONMENT

Semester: I

Hours: 6

Code : 20PCO1C04

Credits: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify the factors influencing business and economic policies of the country	PSO-1	K
CO-2	Analyze the optimum utilization of factors of production	PSO-1	Ap
CO-3	Analyze various types of costs of production and frame effective cost policy for business.	PSO-4	Ap
CO-4	Acquire knowledge on the sources of finance in international trade	PSO-5	An
CO-5	Acquire knowledge on the significance of economic integration and sustainable business	PSO-1	K

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		BUSINESS ECONOMICS AND ENVIRONMENT										Hours: 6
Code : 20PCO1C04												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	2	3	2	3	4	4	1	3	5	3	3.09
CO - 2	3	3	4	3	3	2	5	3	2	4	3	3.18
CO - 3	4	3	3	4	4	2	3	2	4	3	3	3.18
CO - 4	5	3	2	3	3	4	4	3	3	3	3	3.27
CO - 5	4	4	3	3	2	3	3	4	3	3	4	3.27
Overall Mean Score											3.19	

Result: The score for this course is **3.19** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos\& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
---	--

UNIT I: INTRODUCTION

Business economics-Meaning and objectives-Business environment - Meaning and elements - Economic environment - Components of economic environment - Economic Policies-Monetary and fiscal policies- Definitions and objectives only - Economic Planning and its objectives - Legal environment-Political environment- Technological environment - Consumer protection - Environmentalprotection.
(18 Hours)

UNIT II: PRODUCTION ANALYSIS

Production function-Use of production function in decision making- Laws of returns - Increasing, constant and decreasing returns- Returns to scale- Difference between laws of returns and returns to scale - Three phases of returns to scale- Law of variable proportions.
(18 Hours)

UNIT III: COST AND REVENUE ANALYSIS

Meaning- Types of cost-Money cost-Real cost-Opportunity cost- Explicit and implicit cost- Short and long run costs- L and U shaped cost curves- Revenue - Meaning-Total revenue- Average revenue-Marginal revenue-Relationship between total and marginal revenue.
(18 Hours)

UNIT IV: INTERNATIONAL BUSINESS AND INTERNATIONAL ECONOMIC INSTITUTIONS

International business: Meaning - Objectives - Scope - Globalization- Meaning Causes and types - World Trade Organization - (WTO) Functions and objectives of WTO - Balance of payments-Importance and components of balance of payment - International economic institutions-International Monetary Fund-Meaning and objectives - Changing nature of lending operations- World Bank - Objectives and functions - Lending operations of the world bank- Asian Development Bank (ADB) - Policies and strategies.
(18 Hours)

UNIT V: ECONOMIC AND REGIONAL TRADE INTEGRATION

Economic integration and regional trade: Definitions - Need for economic integration - Regional Vs international trade-Meaning and benefits - Kinds of economic integration-Regional economic agreements-South Asian Association Regional Countries (SAARC)- Association of South East Asian Nations(ASEAN)- North American Free Trade Agreement(NAFTA).
(18 Hours)

COURSE BOOK:

UNITS I, IV & V

1. S. Sankaran, Business Environment, Margham Publications, Chennai, 2017.

UNIT II & III

2. S. Sankaran, Business Economics Margham Publications, Chennai, 2014.

BOOKS FOR REFERENCE:

1. R.L Varshney & K.L. Maheswari, Managerial Economics, Sultan Chand & Sons, New Delhi, 2014.
2. P.N. Chopra, Managerial Economics, Kalyani Publishers, New Delhi, 2009.
3. S.K. Misra & R.K. Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2015.
4. H.L. Ahuja, Modern Economics, S. Chand and Company Ltd, New Delhi, 2009.
5. R. Cauvery, Dr. M. Girija, Dr. R. Meenakshi, Managerial Economics, S. Chand & Company Ltd, New Delhi, 2013.

CORPORATE GOVERNANCE

Semester: I

Hours: 6

Code : 20PCO1E1A

Credits: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the problems resulting from the separation of ownership and control	PSO-1	K
CO - 2	Analyze the shareholders rights and responsibilities	PSO-3	Ap
CO - 3	Apply best practices in corporate sector	PSO-4	An
CO - 4	Evaluate corporate reform in India	PSO-1	K
CO - 5	Organize meeting in department, college, company and public	PSO-1	C

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		CORPORATE GOVERNANCE										Hours: 6
Code : 20PCO1E1A												Credits: 4
Course Outcomes	Programme Outcome (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	2	4	3	3	4	5	3	1	4	5	3.36
CO - 2	4	5	3	4	3	3	3	4	2	3	1	3.18
CO - 3	4	3	4	3	2	4	3	4	4	3	3	3.36
CO - 4	3	1	3	4	4	3	5	4	3	2	4	3.27
CO - 5	3	4	3	4	3	4	3	2	3	4	5	3.45
Overall Mean Score											3.32	

Result: The score for this course is **3.32** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos\& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
---	--

UNIT I

Corporate governance - Meaning and scope - Structures and processes of corporate governance - Principles of good governance - Environmental issues and corporate Governance - OECD principles on corporate governance - Corporate governance in India. **(18 Hours)**

UNIT II

Company administration - Hierarchy - Shareholders, Directors, Secretary - Qualifications and disqualifications - Powers and duties - Appointments and dismissals. **(18 Hours)**

UNIT III

Meetings and resolutions - Kinds of meetings - Board of directors meetings - Statutory meetings - Annual general meeting - Extra - Ordinary general meetings - Requisites of valid Meeting - Resolution - Methods of voting. **(18 Hours)**

UNIT IV

Corporate reforms in India - Recommendations of national committees on corporate governance - Role of SEBI in promoting responsible corporate governance - Select summary of recommendation of committees on corporate governance - SEBI and CII. **(18 Hours)**

UNIT V

Indian Companies Act 2013 - One person company(OPC) - Major E-Governance provision under Companies Act 2013 - NCLT and NCLAT - Orders, powers, procedures, president and members - Benches of NCLT - Appeal to supreme court. **(18 Hours)**

COURSE BOOKS:

- Subash Chandra Das, Corporate Governance, PHII Learning Private Ltd., New Delhi 2012.
- P.P.S.Gogna Company Law(Corporate Law), S.Chand & Company Ltd, Ram Nagar, New Delhi, Ninth Revised Edition, 2013.

BOOKS FOR REFERENCE:

1. Swami Parthasarathy, Corporate Governance, Principles, Mechanisms and Practice, Dreamtech, New Delhi, 2007.
2. Vinod Kothari, The Companies Act 2013, Lexis Nexis Publication, Haryana, 2013.
3. Autar Singh, 'Company Law', Eastern Book Co., Lucknow, 2000.
4. Mallin, A.Christine, Corporate Governance (Indian Edition), Oxford University Press, New Delhi, 2000.
5. JayatiSarkar & Subrata Sarkar, Corporate Governance in India Sage Publication, New Delhi, 2012.

ORGANISATIONAL BEHAVIOUR

Semester: I

Code : 20PCO1E1B

COURSE OUTCOMES:

Hours: 6

Credits: 4

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the fundamental concept of organisational behaviour.	PSO-1	K
CO - 2	Discuss the concept of organisation and know about the organisation relation to the work environment.	PSO-2	Ap
CO - 3	Acquire Knowledge about the Behaviour determinants such as individual and group behaviour	PSO-4	K
CO - 4	Analyse the organizational culture of an organization in the present scenario.	PSO-1	An
CO - 5	Understand the organizational change and development.	PSO-1	C

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		ORGANISATIONAL BEHAVIOUR										Hours: 6
Code : 20PCO1E1B												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	3	4	3	3	4	4	2	3	2	3	3.18
CO - 2	5	4	3	3	2	4	5	3	3	2	2	3.27
CO - 3	5	4	4	4	2	3	3	4	3	4	2	3.45
CO - 4	4	3	5	3	3	4	2	4	5	4	3	3.64
CO - 5	4	3	4	3	2	3	2	4	4	5	3	3.36
Overall Mean Score											3.38	

Result: The score for this course is **3.38** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos\& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
---	--

UNIT I: ORGANISATIONAL BEHAVIOUR

Meaning - Definition and scope of organisational behaviour - Features of organisational behaviour- Importance of organizational behaviour, Recent trends of organizational behaviour. **(18 Hours)**

UNIT II: BEHAVIOUR DETERMINANTS

Individual Behaviour and Group Behaviour, Personality: Concept, Meaning, Determinants perception; Meaning and Importance - Factors influencing Perception - Perception in individual decision making - Meaning and techniques of group decision making. **(18 Hours)**

UNIT III: ORGANISATION CONCEPT

Organisation rules power, authority and status, the organisation relation to its environment - Meaning and types of conflict - Negotiation process. Stress and behaviour-Sources of stress - General stress syndrome - Individual and organisational strategies in managing stress. **(18 Hours)**

UNIT IV: ORGANISATIONAL CULTURE

Organisational culture: creation and reinforcement of organisational culture- Organisational culture vs national culture - Functions of culture - Models of culture - Assessment of organisational Culture. **(18 Hours)**

UNIT V: ORGANISATIONAL CHANGE AND DEVELOPMENT

Meaning - Need and significance - External and internal forces - Resistance to change - Steps in managing change - Organisation health - Organisation development - Objectives of OD program - Basic OD assumption - OD interventions - Development and effectiveness - Management of culture cross cultural management. **(18 Hours)**

COURSE BOOK

- Arun Kumar and N.Meenakshi, Organisation Behaviour and a Modern Approach; Vikas Publishing House Private Ltd; 2015.

BOOKS FOR REFERENCE:

1. Prasad L.M., Organisational Behaviour, Sultan Chand & Sons, New Delhi, 2000
2. Davis & Newstorm, Organisational Behaviour, McGraw Hill Publishers New Delhi, 1985.
3. Jerald Green Berg and Robert; Behaviour in Organisation's, Indian Edition, HH Learning Private Ltd. New Delhi, 2012
4. Robbins S. P. and Timothy A. J., Organizational Behaviour, Prentice -Hall, New Delhi, 2000.
5. UmaSekaran, Organisational Behaviour, Tata Mr. Graw Hill, New Delhi, 2012.
6. S.Fayyaz Ahamed and Nelson and Quick; Organisationl Behaviour, Vikas India Edition, New Delhi, 2012.

STRATEGIC MANAGEMENT

Semester: I

Hours: 6

Code : 20PCO1E1C

Credits: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire in-depth knowledge in mission and objectives of strategic management.	PSO-1	K
CO - 2	Acquire the skill of analyzing business plans.	PSO-2	Ap
CO - 3	Assess the competitive forces including threats of new entrants and substitutes.	PSO-2	An
CO - 4	Grab the opportunity of becoming strategic planning associate in corporates.	PSO-3	C
CO - 5	Find alternative solution for business problems.	PSO-2	U

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		STRATEGIC MANAGEMENT										Hours:6
Code : 20PCO1E1C												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	2	3	2	3	3	3	3	3	4	3	4	3.00
CO - 2	3	3	2	2	3	3	3	4	4	2	4	3.00
CO - 3	3	2	3	2	4	2	5	3	5	3	4	3.27
CO - 4	2	3	3	3	3	3	3	2	4	2	4	2.91
CO - 5	2	3	2	3	3	3	3	3	2	3	5	2.91
Overall Mean Score											3.02	

Result: The score for this course is (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
--	--

UNIT I

Strategy - strategy management - Definition - Strategic management process - Mission and objectives: Elements and communication of mission - Importance and hierarchy of objectives - Benefits and limitations of strategic management.

(18 Hours)

UNIT II

Business Environment: Internal Environment; External Environment; Micro Environment and Macro Environment. SWOT analysis - Techniques for environmental analysis relating to SWOT.

(18 Hours)

UNIT III

Portfolio strategy: Business portfolio analysis - Models of portfolio strategy - Trends in portfolio strategy - Factors influencing portfolio strategy.

(18 Hours)

UNIT IV

Competitive analysis and strategies - Competitive forces: Rivalry among existing firms, threats of new entrants, threats of substitutes, bargaining power of suppliers, bargaining power of buyers. Competitors analysis - Generic competitive strategies - Strategic positioning - Four routes to strategic advantage.

(18 Hours)

UNIT V

Corporate level Generic Strategies: Stability Strategy, Growth Strategy, Retrenchment Strategies, Combination Strategy. Business Growth: Reasons- Indicators - Risks of growth - Growth Strategies: Intensive, Integrative, diversification and External growth Strategy.

(18 Hours)

COURSE BOOK:

- Francis Cherunilam, Strategic Management, Sultan & Chand Sons, New Delhi, 2009.

BOOKS FOR REFERENCE:

1. L.M. Prasad, Strategic Management, Sultan & Chand Sons, New Delhi, 2009.
2. G. Sudarsana Reddy, K. Aswathappa, Strategic Management - Concepts & Cases, Himalaya Publishing House, Mumbai, 2008.
3. Dr. AnandPrakash, Strategic Management, Sonali Publications, New Delhi, 2012.
4. Michael, A.Hitt, R.Duane Ireland & Robert E., Strategic Management Competitiveness & Globalization - Concepts & Cases, Thomson Asia Pvt., Ltd., Singapore, 2011.

GOODS AND SERVICE TAX

Semester: II

Hours: 6

Code : 20PCO2C05

Credits: 5

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Distinguish the earlier Indirect Tax and present Indirect Tax system.	PSO-1	Ap & Sy
CO - 2	Acquire knowledge on provisions of levy of GST.	PSO-1	K
CO - 3	Comprehend the place of supply.	PSO-3	Ap
CO - 4	Understand how to determine time of supply	PSO-4	Sy
CO - 5	Familiarise with Tax Invoice, credit notes and debit notes.	PSO-2	Ap

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		GOODS AND SERVICE TAX										Hours: 6
Code : 20PCO2C05												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	3	5	2	1	2	5	2	4	4	3	3.18
CO - 2	4	5	5	2	3	3	3	2	5	5	3	3.64
CO - 3	5	2	3	4	2	1	5	4	4	4	3	3.36
CO - 4	3	5	4	4	3	2	3	4	3	5	2	3.45
CO - 5	3	4	4	5	2	2	3	3	2	5	3	3.27
Overall Mean Score											3.38	

Result: The score for this course is **3.38** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
--	--

UNIT I: INTRODUCTION

Background of taxation - Difference between direct tax and indirect tax -Pre GST indirect tax structure in India - GST council - Framework of GST as introduced in India. **(18 Hours)**

UNIT II: LEVY OF GST

Basis of charge of GST - GST in inter state supply - GST in intra state - Supply-GST rates notified for supply of various goods. **(18 Hours)**

UNIT III: PLACE OF SUPPLY

Exempted goods - Exempted services - Location of supplier and place of supply. **(18 Hours)**

UNIT IV: TIME OF SUPPLY

Taxable Event - Supply - Consideration - Types of supply - Time of supply- Significance - Rules for determination of time of supply of goods. **(18 Hours)**

UNIT V: TAX INVOICE

Tax invoice - Different assessment under GST - Electronic liability ledger - Electronic cash ledger - Electronic credit ledger. **(18 Hours)**

COURSE BOOK:

- Vinod . K.Singhania, Direct Taxes Law and Practice, Taxmann Publications Pvt. Ltd., New Delhi (Latest Edition).

BOOKS FOR REFERENCE:

1. V.P Gaur, and Narang, Income Tax Law and Practice, Kalyani Publishers, New Delhi, (Latest Edition).
2. Bagavathi Prasad, Income Tax Law and Practice, Wishwa Prakashan, New Delhi (Latest Edition).
3. H.C. Mehrothra, Income Tax Law and Practice, Sahitya Bhavan Publications, Agra, (Latest Edition).
4. B.B. Lal., Direct Taxes Practice and Planning, Sultan Chand & Sons, New Delhi, (Latest Edition).

Part A and Part C only Theory. Part B only Problems.

COST AND MANAGEMENT ACCOUNTING

Semester: II

Hours: 6

Code : 20PCO2C06

Credits: 5

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Identify the costing methods for different type of industries.	PSO-1	K
CO - 2	Summarize process cost accounting and prepare a process cost statement	PSO-1	Ap
CO - 3	Provide information to management for various managerial decisions.	PSO-3	An
CO - 4	Prepare income statements using variable costing and absorption costing	PSO-5	C
CO - 5	Prepare periodical report in organization.	PSO-5	Ap

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		COST AND MANAGEMENT ACCOUNTING										Hours: 6
Code : 20PCO2C06												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	2	3	4	3	4	4	5	5	3	3.91
CO - 2	2	3	2	2	2	3	4	4	4	4	4	3.45
CO - 3	2	3	3	2	2	3	3	5	4	5	3	3.45
CO - 4	4	3	3	3	2	2	3	5	4	4	3	3.55
CO - 5	2	4	2	2	3	2	3	4	5	4	4	3.55
Overall Mean Score											3.58	

Result: The score for this course is **3.58** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
--	--

UNIT I

Cost accounting information system - Need - Designing cost accounting information system - Steps - Objectives - Characteristics of an ideal costing system - Installation of costing system - Steps for installation - Practical difficulties in installing a costing system - Costsheet - Preparation of cost sheet - Tenders. **(18 Hours)**

UNIT II

Process costing - Its application - Process losses - Normal and abnormal loss and abnormal gain - Inter process profits - Equivalent production - (with opening , closing work in progress and process losses) - Valuation of work in progress under FIFO method and average cost method - Joint and by products costing. **(18 Hours)**

UNIT III

Marginal costing - Basic concepts - Marginal and absorption costing - BEP analysis- CVP analysis - Differential cost analysis - Application for management decision making. **(18 Hours)**

UNIT IV

Management Accounting - Financial statement analysis - Preparation of comparative statements - Common size statements - Trend analysis - Ratio analysis - Preparation of balance sheet. **(18 Hours)**

UNIT V

Cash flow analysis - Schedule of changes in working capital - Preparation of cash flow statements - Partnership firm - Without sale of fixed assets - With sale of fixed assets. **(18 Hours)**

COURSE BOOKS:

- Prof. T.S. Reddy & Dr. Y. Hariprasad, Cost and Management Accounting, Margham Publications, Chennai, 2011.

BOOKS FOR REFERENCE:

1. Dr. S.N. Maheswari, Advanced Management Accounting, Sultan Chand, New Delhi, 2008.
2. Dutta, Cost Accounting: Principles and Practice, Pearson Education, Delhi, 2008.
3. B.M. Lall Nigam, Cost Accounting Principles and Practices, Himalaya Publishing House, New Delhi, 2012.
4. J. Made Gowda, Advanced Cost Accounting, Himalaya Publishing House, New Delhi, 2005.
5. B.S. Khanna, I.M. Pandey, Practical Costing, S. Chand Co., Ltd., New Delhi, 2005.

Part A (MCQ) Only Theory Questions Part B & C Problems

CUSTOMER RELATIONSHIP MANAGEMENT

Semester: II

Hours: 6

Code : 20PCO2C07

Credits: 5

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Realize the importance of enterprise Marketing Automation.	PSO-1	K
CO - 2	Understand the concept of call centers.	PSO-1	Ap
CO - 3	Comprehend customer satisfaction.	PSO-4	An
CO - 4	Develop scale to measure customer satisfaction.	PSO-5	C
CO - 5	Appreciate the role of employees in CRM.	PSO-5	Ap

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		CUSTOMER RELATIONSHIP MANAGEMENT										Hours: 6
Code : 20PCO2C07												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	4	2	3	4	3	4	4	4	5	3	3.91
CO -2	2	5	2	2	2	3	4	4	4	4	3	3.55
CO -3	2	3	3	3	3	3	3	5	3	2	2	3.18
CO-4	3	3	3	3	2	3	3	2	4	4	3	3.27
CO -5	2	3	2	2	3	2	3	4	4	4	4	3.36
Overall Mean Score											3.45	

Result: The score for this course is **3.45** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
--	--

UNIT I: INTRODUCTION TO CRM

Customer - CRM - CRM technology - Component - Customer life style - customer interaction. Difference between CRM and E-CRM - Features of E - CRM - Sales Force Automations (SFA) definition and need of SFA - Barriers to successful SFA - Functionality, technological aspect of SFA, data synchronization - Flexibility and performance, reporting tools. **(18 Hours)**

UNIT II: ENTERPRISE MARKETING AUTOMATION (EMA)

Enterprise Marketing Automation (EMA) - Components of EMA, Marketing campaign, Campaign planning and management, Business analytic tools, EMA components (promotions, events loyalty and retention programs), Response management. **(18 Hours)**

UNIT III: CALL CENTERS

Call centers - Types of call center - Meaning - Customer interaction - The functionality - Technological implementation - What is ACD (Automatic Call Distribution) - IVR (Interactive Voice Response) - CTI (Computer Telephony Integration) - Web enabling the call center - Automated intelligent call routing - Logging & monitoring. **(18 Hours)**

UNIT IV: CUSTOMER SATISFACTION AND SERVICE QUALITY

Customer satisfaction - Meaning - Definition - Importance - Components - Customer satisfaction models - Customer satisfaction practices. Service quality: Meaning - Definition - Types - Dimensions - Gaps - Measurement scales. **(18 Hours)**

UNIT V: EMPLOYEES IN CRM

CRM & Employees - Customer linkage - Factors effecting employees' customers oriented behaviors - Service failure - Service recovery management - Customer recall management - Customer experience management. **(18 Hours)**

COURSE BOOK:

- Jaspreet Kaur Bhasin, Customer Relationship Management, Dreamtech Press, (2012).

BOOKS FOR REFERENCES:

1. Alok Kumar Rai, Customer Relationship Management - Concepts and cases, PHI Learning Pvt Ltd., J Reinartz, WILRY India Edition, New Delhi, (2013).
2. Kristin Anderson and Carol Kerr TM, Customer Relationship Management, Tata McGraw - Hill Publishing Company Ltd, New Delhi, 2008.
3. Jagdish N Sheth, AtulParvatiya, G.Shainesh, Customer Relationship Management - Emeging Concepts, Tools and Applications , Tata McGraw - Hill Publishing Company Ltd, New Delhi, 2008.
4. Kaushik Mukerjee, Customer Relationship Management - A Strategic Approach to Marketing, PHI Learning PVT Ltd, New Delhi, 2009.

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Semester: II

Hours: 6

Code : 20PCO2E2A

Credits: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire the capability of making decisions at professional level.	PSO-3	K
CO - 2	Understand regulatory obligations imposed on corporations.	PSO-5	Ap
CO - 3	Understand the companies need to protect the interests of shareholders, employees, customers and society.	PSO-4	An
CO - 4	Reflect on and critically examine their own values and the importance in business and work place decision making.	PSO-4	C
CO - 5	Understand the scope and complexity of Corporate Social responsibility in the global and Indian context.	PSO-1	U

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY										Hours:6
Code : 20PCO2E2A												Credits:4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	3	2	4	4	5	4	3	2	3	3.55
CO - 2	4	5	3	2	4	4	5	4	3	2	3	3.55
CO - 3	4	5	2	3	4	3	4	5	3	2	3	3.45
CO - 4	4	4	2	5	2	3	2	3	5	2	4	3.27
CO - 5	4	5	4	4	3	3	2	4	5	4	2	3.64
Overall Mean Score											3.49	

Result: The score for this course is **3.49** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos\& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
---	--

UNIT I

Ethics - Objectives-Business ethics - Different views of ethics - Need for businessethics - Ethical Theories - Ethical corporateCode - Characteristics of an ethical organization. **(18 Hours)**

UNIT II

Ethical issues in marketing management - Ethical issues in marketing strategy - Ethical issues in marketing mix - Ethical issues and consumerism - Ethical issues in operation management . **(18 Hours)**

UNIT III

Ethical issues in purchase management - Role of purchase manager - Code of ethics for purchases - Ethical issues in human resource management - Principle of ethical hiring - Ethics and remuneration and retrenchment. **(18 Hours)**

UNIT IV

Ethical issues in Finance - Ethical issues in Mergers and Acquisitions - Transparency in Disclosures - Money laundering - Role of Accountants - Professional Conduct of Accountants - Ethical Audit. **(18 Hours)**

UNIT V

Corporate social responsibility - Internal and external stakeholders- Ethics and social responsibility of business - Ethical issues in global business - Environmental ethics- Environmental issues in India - Social responsibility tools . **(18 Hours)**

COURSE BOOK:

- A.C. Fernando, Business Ethics & Corporate Governance, Second Edition, Dorling Kindersley (India) Pvt., Ltd, New Delhi, 2015.

BOOKS FOR REFERENCE:

1. Francis Cherunilam, Business Environment, Text and Cases, Himalaya Publishing House, New Delhi, 2008.
2. Fr. Cyriac K. Managerial Ethics and Social Issues, XLRI, Jamshedpur, 1989.
3. Mr. Fernando (LIBA), Business Ethics, Dorling Kindersley (India) Pvt. Ltd., licensees of Pearson Education in South Asia, New Delhi, 2010.
4. C.V.S Murthy, Business Ethics, Himalaya Publishing House, New Delhi, 2007.
5. V. Balachandran and V. Chndrasekaran , “Corporate Governance, Ethics and Social Responsibility” 2nd Edition, PHI, New Delhi, 2007.
6. John R Boartright, Ethics and the conduct of business, Pearson Eduction (Singapore) Pvt Ltd., Indian Branch, Delhi, (2009).
7. Cyriac K, “Managerial Ethics and Social Issues- Regarding andCases”, Reading Materials for Business Ethics, XLRI Jamshedpur, 2000.

INTERNATIONAL BUSINESS

Semester: II

Hours: 6

Code : 20PCO2E2B

Credits: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the basic concepts of international business.	PSO - 1	K
CO - 2	Identify the environmental factors affecting domestic and international business.	PSO - 1	K
CO - 3	Analyze the strategies and legal issues in merger and acquisitions of International business	PSO - 2	An
CO - 4	Identify factors affecting the final choice of starting of International business.	PSO - 2	An
CO - 5	Evaluate social and ethical issues of globalization.	PSO - 3	Ap

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		INTERNATIONAL BUSINESS										Hours:6
Code : 20PCO2E2B												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	4	1	3	3	3	4	3	2	4	3.09
CO - 2	4	3	4	3	3	3	4	3	4	3	4	3.45
CO - 3	4	4	3	2	3	4	3	4	3	3	4	3.36
CO - 4	3	3	4	4	4	3	4	3	2	4	3	3.36
CO - 5	4	4	3	3	4	4	5	4	4	3	4	3.82
Overall Mean Score											3.41	

Result: The score for this course is **3.41** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
--	--

UNIT I

International business - Meaning - scope - Need - Importance of international business - Problems and challenges- Domestic Vs international business.

(18 Hours)

UNIT II

Environment analysis - Cultural environment - Definition - Scope - Elements of cultures - Cultural knowledge - Global economic environment - Meaning - Economic systems - Meaning - Elements of economic system - Foreign investment - Political environment - Nature - Types of government political systems - Meaning of intellectual property rights (IRRs).

(18 Hours)

UNIT III

Market Entry Strategies - Licensing - Exporting -Contract- Manufacturing - Management contracting - Turnkey contracts - Fully owned manufacturing facilities - Assembly operations - Merger and acquisitions - Strategic alliance - Counter trade.

(18 Hours)

UNIT IV

Organization of international business -Types - Nature of organizational structure centralization and decentralization - Corporate headquarters - Regional headquarter: Halfway house - Types of organizational structures - Factors affecting the final choice of organization of international business.

(18 Hours)

UNIT V

Globalisation - Meaning - Features - Globalisation of business - Essential conditions for globalization - Effect of globalization - Socio ethical issues of globalization - Strategic options for India.

(18 Hours)

COURSE BOOK

- Dr. P.C. Jain, International Business, Ramesh Book Depot Publications, New Delhi, 2010.

BOOKS FOR REFERENCE:

1. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai, 2009.
2. J.N. Jain & P.P. Singh Modern International Business, Regal. Publications, New Delhi, 2007.
3. Dr. S. Sankaran, International Trade, Margham Publications T. Nagar, Chennai, 2013.
4. SvendHollensenand Madhumita Banerjee, Global Marketing, Dorling Kindersley (India) Private Ltd, New Delhi, 2010.

CONSUMER BEHAVIOUR

Semester: II

Hours: 6

Code : 20PCO2E2C

Credits: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand consumer behavior and its relationship with marketing concepts	PSO-1	K
CO - 2	Analyse the process of consumer decision making	PSO-2	An
CO - 3	Describe the underlying variables resulting into differences in consumer decision making.	PSO-3	Sy
CO - 4	Know the socio cultural factors affecting consumer decision making.	PSO-2	Ap
CO - 5	Recognize social and ethical implications of marketing actions on consumer behaviour.	PSO-3	Sy

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		CONSUMER BEHAVIOUR										Hours: 6
Code : 20PCO2E2C												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	3	2	4	4	5	4	3	2	3	3.55
CO -2	4	5	3	2	4	4	5	4	3	2	3	3.45
CO -3	4	5	2	3	4	3	4	5	3	2	3	2.63
CO-4	4	4	2	5	2	3	2	3	5	2	4	3.27
CO -5	4	5	3	4	3	3	2	5	3	3	4	3.55
Overall Mean Score											3.29	

Result: The score for this course is **3.29** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
--	--

UNIT I: CONSUMER BEHAVIOUR

Concepts - Significance - Dimensions of consumer behaviour - Consumer involvement - Decision making process. **(18 Hours)**

UNIT II: SCOPE AND APPLICATION

Applications for consumer behaviour - Principles - Profit marketing - Not for profit marketing - Strategic marketing. **(18 Hours)**

UNIT III: FACTORS AFFECTING CONSUMER BEHAVIOUR

Consumer buying behaviour - Marketing implications - Consumer perceptions- Learning and attitudes - Motivation and personality - Values and lifestyles. **(18 Hours)**

UNIT IV: SOCIO CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR

Socio cultural influence - Environmental influences - Cross culture - Family group - Reference group. Marketing implications of the above group. **(18 Hours)**

UNITV: CONSUMER BEHAVIOUR HABITS AND PERCEPTIONS

Pre purchase and post purchase behaviour - Online buying behaviour - Consumer buying habits - Perceptions - Store choice shopping behavior - Issues of privacy and ethics. **(18 Hours)**

COURSE BOOK:

- Bennet and Kassarian, Consumer Behaviour, Prentice Hall of India, New Delhi, 2010.

BOOKS FOR REFERENCE:

1. Sangeetha Sahney, Consumer Behaviour, Oxford University Press, New Delhi, 2017
2. Suja R. Nair, Consumer Behaviour in Indian Perspective, Himalaya Publishing House, New Delhi, Latest Edition.
3. Ramanuj Majumdar, Consumer Behaviour - Insights from Indian Market, PHI Learning Pvt Ltd., New Delhi, 2010.
4. S. Ramesh Kumar, Consumer Behaviour - The Indian Context (Concepts & Cases), Second Edition, Pearson India Education Services Pvt Ltd, New Delhi, 2017.
5. P.C.Jain, Monika Bhatt, Consumer Behaviour - In Indian Context, S.Chand& Company Ltd, New Delhi, 2010.

MARKETING MANAGEMENT

Semester: II

Hours: 4

Code : 20PCO2GE1

Credits: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the basic concept of marketing.	PSO - 1	K
CO - 2	To Identify the costs and benefits of marketing products.	PSO - 2	An
CO - 3	To identify appropriate product mix for an industry.	PSO - 3	Ap
CO - 4	Develop marketing skills to enhance personal and professional effectiveness.	PSO - 3	C
CO - 5	Identify the roles of advertisement in marketing and apply the knowledge in the preparation of advertisement copy	PSO - 2	Ap

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		MARKETING MANAGEMENT										Hours: 4
Code : 20PCO2GE1												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	4	4	4	3	3	4	2	5	4	3.64
CO - 2	4	5	3	4	2	4	3	5	4	3	4	3.73
CO - 3	3	5	2	4	3	4	5	4	3	4	4	3.73
CO - 4	5	4	2	4	3	4	5	3	4	4	4	3.82
CO - 5	4	2	3	4	5	4	3	4	3	4	3	3.55
Overall Mean Score											3.69	

Result: The score for this course is **3.69** (High Relationship)

Note:

Mapping	1-20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
--	--

UNIT I

Nature and scope of marketing- Definitions - Classification of markets - Objectives importance - Features - Basic approaches to marketing - Modern marketing concept. **(12 Hours)**

UNIT II

Marketing Mix - Meaning - Definition - Elements - Problems - Marketing System-meaning - Marketing process - Concentration - Dispersion - Equalization - Marketing function - Classification - Function of exchange - Functions of physical supply- Facilitating function. **(12 Hours)**

UNIT III

Product Planning -Important features of product- Classification of products - Product planning and development- Product levels- product line- Product line decision- Product mix- Product line and product mix- Goals of product mix- Factors influencing product mix - Major product mix- Strategies- Expansion of product mix. **(12 Hours)**

UNIT IV

Pricing- Price strategy -importance of price- Pricing objectives- Factors affecting pricing decision- Procedure for price determination- Kinds of pricing- Price leader- Factors affecting changes in price- Price as an indicator of quality- One price Vs. variable price- Resale price maintenance. **(12 Hours)**

UNIT V

Advertising - Definition -Advertising and advertisement - Advertising objectives - Classification of advertising - Types of advertising copy - Types of advertising - Qualities of a good copy - Element of advertising copy -Salesmanship - Definition - Qualities of successful salesman - Duties of salesman - Types of salesman. **(12 Hours)**

COURSE BOOK:

- R.S.N. Pillai & Bagavathi. Modern Marketing. S. Chand & Company Ltd, New Delhi, 2011.

BOOKS FOR REFERENCE:

1. Dr.C.B.Gupta & Dr. RajanNair, Marketing Management, Sultan Chand & Sons, New Delhi, 2007.
2. B.V.H.Kameswara Sastry, Marketing Management, J.V.Publishing House, New Delhi, 2009
3. C.B. Memoria Joshi, Principles and Practices of Marketing, Pearson Education, 11thEdition New Delhi, 2003.
4. S.P. Bansal, Marketing Management, Kalyani Publishers, New Delhi, 2010.

SOFT SKILLS

Semester: II

Hours: 2

Code : 20PSE2S01

Credit: 1

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Develop their social, interpersonal, cognitive, ethical, professional, reading and communication skills	PSO-1	K
CO - 2	Increase their self-esteem and confidence.	PSO-2,4	Ap
CO - 3	Achieve their short and long term goals.	PSO-3	Sy
CO - 4	Prepare and formulate their resumes wisely.	PSO-4	Ap
CO - 5	Face the mock group discussions and interviews with a challenge and choose their right career.	PSO-5	Ap

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		SOFT SKILLS										Hours: 2
Code : 20PSE2S01												Credit: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO1	4	4	4	4	4	5	4	4	4	4	5	4.18
CO2	4	4	4	4	4	5	4	4	4	4	5	4.18
CO3	4	4	4	4	4	5	4	4	4	4	5	4.18
CO4	4	4	4	4	4	5	4	4	4	4	5	4.18
CO5	4	4	4	4	4	5	4	4	4	4	5	4.18
Overall Mean Score												4.18

Result: The Score for this Course is 4.18 (High Relationship)

Note:

Mapping	1 - 20%	21 - 40%	41 - 60%	61 - 80%	81 - 100%
Scale	1	2	3	4	5
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0	3.1 - 4.0	4.1 - 5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
--	--

UNIT I: SOFT SKILLS

Introduction - Soft skills - Importance of soft skills - Selling your soft skills - Attributes regarded as soft skills - Soft skills - Social - Soft skills - Thinking - Soft skills - Negotiating - Exhibiting your soft skills - Identifying your soft skills - Improving your soft skills - will formal training enhance your soft skills - Soft Skills training - Train yourself - Top 60 soft skills - Practicing soft skills - Measuring attitude. (6 Hours)

UNIT II: CAREER PLANNING

Benefits of career planning - Guidelines for choosing a career - Myths about choosing a career - Tips for successful career planning - Developing career goals - Final thoughts on career planning - Things one should know while starting career and during his/her career. (6 Hours)

UNIT III: ART OF LISTENING AND SPEAKING

Two ears, one mouth - Active listening - Kinds of Listening, Common - poor listening habits - Advantages of listening - Listening Tips. Special features of Communication - Process - Channels of Communication - Net Work - Barriers - Tips for effective communication and Powerful presentation - Art of public speaking - Public Speaking tips - Over coming fear of public speaking. (6 Hours)

UNIT IV: ART OF READING AND WRITING

Good readers - Benefits - Types - Tips - The SQ3R Technique - Different stages of reading - Rates of Reading - Determining a student's reading rate - Increasing reading rate - Problems with reading - Effective reader - Importance of writing - Creative writing - Writing tips - Drawbacks of written communication. (6 Hours)

UNIT V: PREPARING CV / RESUME

Meaning - Difference among Bio-data, CV and Resume - The terms - The purpose of CV writing - Types of resumes - Interesting facts about resume - CV writing tips - CV/Resume preparation - the dos - CV/Resume preparation - the don'ts - Resume check up - Design of a CV - Entry level resume - The content of the resume - Electronic resume tips - References - Power words - Common resume blunders - Key skills that can be mentioned in the resume - Cover letters - Cover letter tips. (6 Hours)

COURSE BOOK:

- ❖ Dr. K. Alex, Soft Skills, Chand & Company Pvt. Ltd., New Delhi.

REFERENCE BOOK:

1. Dr. T. Jeya Sudha & Mr. M.R. Wajida Begum : Soft Skills/Communication Skills, New Century Book House (P) Ltd., Chennai.
2. S. Hariharen, N. Sundararajan & S.P. Shanmuga Priya : Soft Skills, MJP Publishers, Chennai.

CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)**THEORY:**

COMPONENT	MARKS
Internal test I	40
Internal test II	40
Seminar	10
Term Paper	5
Attendance	5
Total	100

CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)**Passing Minimum: 50% out of 100****INTERNAL QUESTION PATTERN****(Maximum Marks-40)****Part - A**

10 Questions × 1Mark = 10 Marks

Part - B

2 Questions × 5 Marks = 10 Marks

(Internal Choice and One Question from Each Unit)

Part - C

2 Questions × 10 Marks = 20 Marks

(Open Choice, Two Questions out of Three)