

# **HAJEE KARUTHA ROWTHER HOWDIA COLLEGE**

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Re-Accredited with A++ Grade by NAAC (3<sup>rd</sup> Cycle)

Uthamapalayam - 625 533.



## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **PART IV - BUSINESS ADMINISTRATION SYLLABUS**

**Choice Based Credit System – CBCS**

**(As per TANSCHÉ)**

With

**Outcome Based Education (OBE)**

**(Academic Year 2023 -2026)**

### Semester I

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part IV	23UBASE11	Basics of Event Management (NME)	2	25	75	100	2
	23UBAFN11	Managerial Communication	2	25	75	100	2

### Semester II

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part IV	23UBASE21	Managerial Skill Development (NME)	2	25	75	100	2
	23UBASE22	Business Etiquette and Corporate Grooming	2	25	75	100	2

### Semester III

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part IV	23UBASE3P	Computer Applications in Business	1	40	60	100	1
	23UBASE32	New Venture Management	2	25	75	100	2
	23UGEVS41	Environmental Studies	1	-	-	-	-

### Semester IV

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part IV	23UBASE4P	Tally	2	40	60	100	2
	23UBASE42	Intellectual Property Rights	2	25	75	100	2
	23UGEVS41	Environmental Studies	1	25	75	100	2

### Semester V

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part IV	23UGVED51	Value Education	2	25	75	100	2
	23UBAIS51	Internship /Industrial Training	-	-	-	-	2

### Semester VI

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part - IV	23UBASE61	Quantitative Aptitude	2	25	75	100	2



5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadini k Create Space Independent Publishing Platform, 2015
<b>Web Resources</b>	
1.	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>
2.	<a href="https://www.inderscience.com/jhome.php?jcode=ijhem">https://www.inderscience.com/jhome.php?jcode=ijhem</a> International Journal of Hospitality & Event Management
3.	<a href="https://www.emeraldgrouppublishing.com/journal/ijefm">https://www.emeraldgrouppublishing.com/journal/ijefm</a> International Journal of Event and Festival Management
4.	<a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a>
5.	<a href="https://www.eventindustrynews.com/">https://www.eventindustrynews.com/</a>

### Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3	3	3	2	3	3	3
CO 2	2	3	3	3	2	3	3	3
CO 3	3	2	3	3	3	3	3	2
CO 4	3	2	3	3	3	3	3	3
CO 5	2	3	3	3	2	3	3	3

**S-Strong-3 M-Medium-2 L-Low-1**

### Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

**Strong-3 M-Medium-2 L-Low-1**

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UBAFN11	MANAGERIAL COMMUNICATION	Foundation Course	2	2	25	75	100

Learning Objectives		
L1	To educate students role & importance of communication skills	
L2	To build their listening, reading, writing & speaking communication skills.	
L3	To introduce the modern communication for managers.	
L4	To understand the skills required for facing interview	
L5	To facilitate the students to understand the concept of Communication	
UNIT	Contents	No. of Hours
I	Definition – Methods – Types – Principles of effective Communication– Barriers to Communication – Communication etiquette.	6
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances	6
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language	6
IV	Communication through Reports Agenda- Minutes of Meeting – Resume Writing	6
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites	6
	Total	30
Course Outcomes		
CO	On completion of this course, students will	Knowledge Level
1	Understand communication process and its barriers.	K1,K2,K3,K4
2	Develop business letters in different scenarios	K1,K2,K3,K4,K5,K6
3	Develop oral communication skills & conducting interviews	K1,K2,K3,K4,K5,K6
4	Use managerial writing for business communication	K1,K2,K3,K4,K5,K6
5	Identify usage of modern communication tools & its significance for managers	K1,K2,K3,K4,K5
Textbooks		
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008	
2.	Mallika Nawal –Business Communication – CENGAGE	
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.	
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008	
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai	
Reference Books		

1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015
<b>Web Resources</b>	
1.	<a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a>
2.	<a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a>
3.	<a href="https://www.oercommons.org/curated-collections/469">https://www.oercommons.org/curated-collections/469</a>
4.	<a href="https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/">https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/</a>
5.	<a href="https://open.umn.edu/opentextbooks/textbooks/8">https://open.umn.edu/opentextbooks/textbooks/8</a>

### Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	3	2	3	3	3
CO 2	3	3	3	3	3	3	2	2
CO 3	2	3	3	3	3	3	3	2
CO 4	3	3	2	3	3	3	2	3
CO 5	2	2	3	3	3	3	3	3
<b>Strong-3      Medium-2                      Low-1</b>								

### Level of Correlation between PSO's and CO's

CO /PSO	PS01	PS02	PS03	PS04	PS05
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
<b>Strong-3      Medium-2                      Low-1</b>					

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIA	TE	Total
23UBASE21	MANAGERIAL SKILL DEVELOPMENT (NME)	NME	2	2	25	75	100

Learning Objectives		
L1	To improve the self-confidence, groom the personality and build emotional competence	
L2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.	
L3	To assess the Emotional intelligence	
L4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions	
L5	To improve professional etiquettes	
UNIT	Contents	No. of Hours
I	<b>Self:</b> Core Competency, Understanding of Self, Components of Self—Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills	6
II	<b>Self Esteem:</b> Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.	6
III	<b>Building Emotional Competence:</b> Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.	6
IV	<b>Thinking skills:</b> The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.	6
V	<b>Communication related to course:</b> How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions	6
	<b>Total</b>	<b>30</b>
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	To define pre-interview stage and factors consider in choosing a job for applying certificate arrangements	K1,K2,K3,K4
2	To analyse need for punctuality and dress code	K1,K2,K3,K4,K5,K6

3	To explain attitude formation and its components	K1,K2,K3,K4,K5,K6
4	To define territories and zones.	K1,K2,K3,K4,K5,K6
5	To measure hand and arm gestures and courtship gestures	K1,K2,K3,K4,K5
<b>Textbooks</b>		
1.	<a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5298161/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5298161/</a>	
2.	<a href="https://central.edu/writing-anthology/2019/06/04/dress-codes-in-the-workplace-effects-on-organizational-culture/">https://central.edu/writing-anthology/2019/06/04/dress-codes-in-the-workplace-effects-on-organizational-culture/</a>	
3.	<a href="https://www.verywellmind.com/attitudes-how-they-form-change-shape-behavior-2795897">https://www.verywellmind.com/attitudes-how-they-form-change-shape-behavior-2795897</a>	
4.	<a href="https://escholarship.org/uc/territories/1/1">https://escholarship.org/uc/territories/1/1</a>	
5.	<a href="https://www.sciencedirect.com/science/article/abs/pii/S1090513804000601">https://www.sciencedirect.com/science/article/abs/pii/S1090513804000601</a>	
<b>Reference Books</b>		
1.	Shalibni Varma – –art of reading gestures and posture – , S.Chand & Co	
2.	Allasn Pease – –How to read others thoughts – ,Sudha Publications, New Delhi	
3.	Farhatullah – –Planning Career in 21st Century Job Market – -Boston Publishers. Sudhir Andrews – –How to succeed Interviews – - Tata Mc Graw Hill Company.	
4.	Vinay Mohan – –Understanding Body Language  - Pustak Mahal publications.	
5.	Diane Berk – –Preparing for interview, Viva Books Pvt. Ltd.	
<b>Web Resources</b>		
1.	<a href="https://www.businessmanagementideas.com/human-resource-management-2/types-of-interviews/types-of-interviews/20222">https://www.businessmanagementideas.com/human-resource-management-2/types-of-interviews/types-of-interviews/20222</a>	
2.	<a href="https://www.vedantu.com/blog/punctuality-is-the-key-to-success">https://www.vedantu.com/blog/punctuality-is-the-key-to-success</a>	
3.	<a href="https://study.com/learn/lesson/negative-attitude-concept-examples.html">https://study.com/learn/lesson/negative-attitude-concept-examples.html</a>	
4.	<a href="https://www.academia.edu/19393692/body_language">https://www.academia.edu/19393692/body_language</a>	
5.	<a href="https://www.paulekman.com/nonverbal-communication/types-of-gestures/">https://www.paulekman.com/nonverbal-communication/types-of-gestures/</a>	

### Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	3	3	3	2	2	3
CO 2	2	2	3	3	3	3	3	2
CO 3	3	3	3	3	3	3	3	1
CO 4	3	3	3	3	3	3	2	3
CO 5	2	2	3	3	3	2	3	3

**Strong-3      Medium-2      Low-1**

### Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

**Strong-3      Medium-2      Low-1**



Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UBASE22	BUSINESS ETIQUETTE AND CORPORATE GROOMING	SEC	2	2	25	75	100

Learning Objectives		
L1	To impart knowledge about basic etiquettes in professional conduct	
L2	To provide understanding about the workplace courtesy and ethical issues involved	
L3	To suggest on guidelines in managing rude and impatient clients	
L4	To familiarize students about significance of cultural sensitivity and the relative business attire	
L5	To stress on the importance of attire	
UNIT	Contents	No. of Hours
I	<b>Introduction to Business Etiquette:</b> Introduction- ABCs of etiquette-meeting and greeting scenarios- principles of exceptional work behavior- Role of good manners in business-professional conduct and personal spacing.	6
II	<b>Workplace Courtesy and Business Ethics:</b> Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer 's perspective - Hierarchy and Protocol. Ethical issues – preventing sexual harassment –conflicted solution strategies- Choosing appropriate gift in the business environment- real life work place scenarios -company policy for business etiquette	6
III	<b>Telephone Etiquette</b> , email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the work place, email etiquette, online chat etiquette guidelines -Basicdisability Etiquette practices	6
IV	<b>Diversity and Cultural Awareness</b> at Workplace Impact of diversity – Cultural Sensitivity-Taboos and Practices- Inter-Cultural Communication	6
V	<b>Business Attire and Professionalism</b> Business style and professional image-dress code-guidelines for appropriate business attire - grooming for success.	6
	<b>Total</b>	<b>30</b>
Course Outcomes		
CO	On completion of this course, students will	Knowledge Level
1	Describe basic concepts of business etiquette and corporate grooming.	K1,K2,K3,K4
2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	K1,K2,K3,K4,K5,K6
3	Create cultural awareness and moral practices in real life workplace scenarios	K1,K2,K3,K4,K5,K6
4	Analyze work place courtesy and resolve ethical issues with respect to etiquette and grooming for success	K1,K2,K3,K4,K5,K6

5	Apply the professionalism in the work place considering diversity and courtesy	K1,K2,K3,K4,K5
<b>Textbooks</b>		
1	<i>Journal of Computer Mediated Communication</i> By ICA	
2	<i>Business and Professional Communication</i> by Sage Journals	
3	<i>Business Etiquette Made Easy: The Essential Guide to Professional Success</i> by Myka Meier, Sky horse	
4	<i>Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success</i> by Peggy Post and Peter Post, William Morrow	
5	Shital Kakkar Mehra, – <i>Business Etiquette: A guide for the Indian Professional</i>   , Harper (2012)	
<b>Reference Books</b>		
1.	<b><i>Indian Business Etiquette</i></b> , Raghu Palat, JAICO Publishers	
2.	Nina Kochhar, - <b><i>At Ease with Etiquette</i></b>   , B.jain Publisher,2011	
3.	Nimeran Sahukar, Prem P.Bhalla,, The <b><i>Book of Etiquette and manners</i></b>   , Pustak Mahi publishers, 2004	
4.	Sarvesh Gulati(2012), <b><i>Corporate Grooming and Etiquette</i></b> , Rupa Publications India Pvt. Ltd.	
5.	<b><i>The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success</i></b> by Barbara Pachter, Mc Graw Hill Education	
<b>Web Resources</b>		
1.	<a href="http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf">http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf</a>	
2.	<a href="https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf">https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf</a>	
3.	<a href="https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp.pdf">https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp.pdf</a>	
4.	<a href="https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm">https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm</a>	
5.	<a href="https://wikieducator.org/Business_etiquette_and_grooming">https://wikieducator.org/Business_etiquette_and_grooming</a>	

### Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	3	3	3	2	2	3
CO 2	2	2	3	3	3	2	2	3
CO 3	2	2	3	3	3	2	2	3
CO 4	2	2	3	3	3	3	2	3
CO 5	2	2	2	3	3	3	2	3

Strong-3      Medium-2      Low-1

### Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

Strong-3      Medium-2      Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UBASE3P	COMPUTER APPLICATION IN BUSINESS	SEC	1	1	40	60	100

Learning Objectives		
L1	To build skills in Ms-Word	
L2	To build skills in Ms-Excel,	
L3	To build skills in Ms- Power Point	
L4	To understand the basics of tally	
L5	To familiarize students with google forms for students with relevance in business scenario and its applications.	
UNIT	Contents	No. of Hours
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .	3
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization	3
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	3
IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest	3

	computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	
V	Use Google forms to develop & share questionnaire.	3
	<b>Total</b>	<b>15</b>
<b>Course Outcomes</b>		<b>Knowledge Level</b>
<b>CO</b>	<b>On completion of this course, students will</b>	
1	Demonstrate hands on experience with Ms-word for business activities	K1,K2,K3,K4
2	Demonstrate hands on experience with Ms-Excel for business activities	K1,K2,K3,K4,K5,K6
3	Demonstrate hands on experience with Ms-power point for business activities	K1,K2,K3,K4,K5,K6
4	Demonstrate hands on experience with Tally for business activities	K1,K2,K3,K4,K5,K6
5	Demonstrate hands on experience with Tally for reporting in business	K1,K2,K3,K4,K5
<b>Textbooks</b>		
1.	International Journal of Computer Applications in Technology	
2.	International Journal of Computer Applications – IJCA	
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.	
4.	Computer Application in Business ( Tamil Nadu) by Dr. R.Paramaeswaran	
5.	Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .	
<b>Reference Books</b>		
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.	
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman	
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.	
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.	
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.	
<b>Web Resources</b>		
1.	<a href="https://www.microsoft.com/en-us/microsoft-365/blog/">https://www.microsoft.com/en-us/microsoft-365/blog/</a>	
2.	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18">https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18</a>	
3.	<a href="https://byjus.com/govt-exams/microsoft-word/">https://byjus.com/govt-exams/microsoft-word/</a>	
4.	<a href="https://edu.gcfglobal.org/en/google-forms/">https://edu.gcfglobal.org/en/google-forms/</a>	
5.	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	

### Mapping with Programme Outcomes:

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

**Strong-3      Medium-2      Low-1**

### Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	2	3	3
C02	3	3	3	3	3
C03	3	3	2	3	3
C04	3	3	3	3	3
C05	3	3	2	3	3

**Strong-3      Medium-2      Low-1**



1.	Journal of Business Venturing – Elsevier
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5.	Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill

#### Reference Books

1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication

#### Web Resources

1.	<a href="https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217">https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217</a>
2.	<a href="https://core.ac.uk/download/pdf/98660713.pdf">https://core.ac.uk/download/pdf/98660713.pdf</a>
3.	<a href="https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf">https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf</a>
4.	<a href="https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm">https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm</a>
5.	<a href="https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786">https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786</a>

#### Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3	2	3	3	3	2	2
CO 2	3	3	2	3	3	3	2	3
CO 3	3	3	2	3	3	3	3	3
CO 4	3	3	2	3	3	2	3	3
CO 5	2	3	2	3	2	3	2	2

**Strong-3      Medium-2      Low-1**

#### Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

**Strong-3      Medium-2      Low-1**

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
<b>23UBASE4P</b>	<b>TALLY</b>	<b>SEC</b>	<b>2</b>	<b>2</b>	<b>40</b>	<b>60</b>	<b>100</b>

Learning Objectives		
<b>L1</b>	To impart knowledge about basic use of Tally and its functions	
<b>L2</b>	To understand the creation of groups and Ledgers	
<b>L3</b>	To provide understanding about Data Management in Tally	
<b>L4</b>	To understand the process of GST, EPF etc.	
<b>L5</b>	To familiarize students about significance of Tally in implications in the Organizations	
UNIT	Contents	No. of Hours
<b>I</b>	Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.	6
<b>II</b>	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.	6
<b>III</b>	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.	6
<b>IV</b>	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.	6
<b>V</b>	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9	6
	<b>Total</b>	<b>30</b>
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	To understand about the basic accounting and Tally. ERP 9	K1,K2,K3,K4
2	Identify the maintained of Ledger and inventory system	K1,K2,K3,K4,K5,K6
3	Creation of various vouchers and bill wise details	K1,K2,K3,K4,K5,K6
4	Understand various taxes returns and filing	K1,K2,K3,K4,K5,K6
5	Relate and infer various reports generated in Tally. ERP 9	K1,K2,K3,K4,K5
Textbooks		
1.	Journal of Emerging Technologies and Innovative Research	
2.	Global Journal for Research Analysis	
3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press	
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017	
5.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications	



### Reference Books

1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 <sup>nd</sup> Edition
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020

### Web Resources

1.	<a href="https://tallysolutions.com/learning-hub/">https://tallysolutions.com/learning-hub/</a>
2.	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>
3.	<a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a>
4.	<a href="https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/">https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/</a>
5.	<a href="https://www.javatpoint.com/tally">https://www.javatpoint.com/tally</a>

### Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2	2	2	2	3	3	2
CO 2	3	2	2	2	2	3	3	3
CO 3	3	2	2	2	2	3	3	3
CO 4	2	2	2	2	2	2	3	2
CO 5	2	3	2	2	3	2	3	2

**Strong-3      Medium-2      Low-1**

### Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	-	3	3
C02	3	3	-	3	3
C03	3	3	-	3	3
C04	3	3	-	3	3
C05	3	3	-	3	3

**Strong-3      Medium-2      Low-1**

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23UBASE42	INTELLECTUAL PROPERTY RIGHTS	SEC	2	2	25	75	100

Learning Objectives		
L1	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.	
L2	To disseminate knowledge on patents, patent regime in India and a broad and registration aspects	
L3	To evaluate the copyright law	
L4	To disseminate knowledge on copy rights and its related rights and registration aspects	
L5	To understand about Geographical Indicators	
UNIT	Contents	No. of Hours
I	<b>IPR Introduction:</b> and the need for intellectual property right – IPR in India –Different Classifications –Important Principles of IP Management –Commercialization of Intellectual Property Rights By Licensing–Intellectual Property Rights in the Cyber World.	6
II	Introduction–Classification–Importance–Types of Patent Applications in India - Patentable Invention– Inventions Not Patentable.	6
III	Introduction–Fundamentals –Concept–Purpose–Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks -Industrial Designs – Need for Protection of Industrial Designs.	6
IV	Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement–Copy right pertaining to Software/Internet and other Digital media.	6
V	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance	6
	<b>Total</b>	<b>30</b>
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	Imbibe the knowledge of IPR through various laws	K1,K2,K3,K4
2	Apply the knowledge of patents	K1,K2,K3,K4,K5,K6
3	Understand the process of acquiring a trademark	K1,K2,K3,K4,K5,K6
4	Create an awareness about copyrights	K1,K2,K3,K4,K5,K6
5	Understand geographical indicators	K1,K2,K3,K4,K5
Textbooks		
1.	Journal of Intellectual Property Rights	
2.	Intellectual Property Rights Text and Cases: DR.R.Radhakrishnan, DR.S. Balasubramanian	

3.	Intellectual Property Patents, Trade Marks, And Copy Rights–Richard Stim
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K. Toradmalle, Wiley
5.	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS
<b>Reference Books</b>	
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2.	Intellectual Property Rights in India by V.k. Ahuja, Lexis Nexis
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford & Ibh
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain
<b>Web Resources</b>	
1.	<a href="https://nptel.ac.in/courses/110/105/110105139/">https://nptel.ac.in/courses/110/105/110105139/</a>
2.	<a href="https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf">https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf</a>
3.	<a href="https://ipindia.gov.in/">https://ipindia.gov.in/</a>
4.	<a href="https://www.tutorialspoint.com/explain-the-intellectual-property-rights">https://www.tutorialspoint.com/explain-the-intellectual-property-rights</a>
5.	<a href="https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf">https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf</a>

### Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	2	3	2	2	2	2
CO 2	2	3	2	2	3	2	3	2
CO 3	2	3	3	3	2	3	3	2
CO 4	2	2	2	2	2	2	2	2
CO 5	2	2	2	2	3	2	3	2

**Strong-3      Medium-2      Low-1**

### Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

**Strong-3      Medium-2      Low-1**



1.	Barron"s by Sharon WelnerGreen and IraK Wolf (Galgotia Publications pvt.Ltd.)
2.	Quantitative Aptitude by UMohan Rao Scitech publications
3.	Quantitative Aptitude by Arun Sharma McGrawhill publications
4.	Quantitative Aptitude by Abhijit Guha
5.	Quantitative Aptitude by Pearson publications
<b>Web Resources</b>	
1.	<a href="https://www.careerride.com">https://www.careerride.com</a>
2.	<a href="https://aptitude-test.com">https://aptitude-test.com</a>
3.	<a href="http://www.practiceaptitudetests.com">http://www.practiceaptitudetests.com</a>
4.	<a href="https://www.assessmentday.com.uk">https://www.assessmentday.com.uk</a>

### Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
C01	3	3	2	2	3	3	2	2
C02	3	2	2	2	2	3	2	2
C03	3	3	2	2	2	3	2	2
C04	3	3	2	2	3	3	2	2
C05	3	2	2	2	2	3	2	2

**Strong-3**

**Medium-2**

**Low-1**

### Level of Correlation between PSO's and CO's

CO /PSO	PS01	PS02	PS03	PS04	PS05
C01	3	3	3	3	3
C02	3	3	3	3	3
C03	3	3	3	3	3
C04	3	3	3	3	3
C05	3	3	3	3	3

**Strong-3**

**Medium-2**

**Low-1**