



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN
(AUTONOMOUS)**

Vaniyambadi – 635 751

PG & Research Department of Management Studies

For

Undergraduate Programme

Bachelor of Business Administration

From the Academic Year 2024-2025

| Semester - III | | | | | | |
|------------------------------------|--|---|---|-----------|-----------|---|
| 24UFTA31/ 24UFUR31/ 24UFHI31 | Language - 3 | 4 | 1 | 0 | 0 | 3 |
| 24UFEN31 | English – 3 | 4 | 1 | 0 | 0 | 3 |
| 24UMSC31 | CC – 5 Financial Management | 3 | 1 | 2 | 0 | 5 |
| 24UMSC32 | CC – 6 Organizational Behavior | 4 | 1 | 0 | 0 | 4 |
| 24UMSA33 | EC - 3 AL Business Statistics | 4 | 1 | 0 | 0 | 4 |
| 24UMSS31 | SEC - 4 Managerial Competencies | 1 | 0 | 1 | 0 | 2 |
| 24UAEC31 | AEC – 2 Human Values and Indian Knowledge System | 1 | 1 | 0 | 0 | 2 |
| | | | | 30 | 23 | |

| Semester- IV | | | | | | |
|------------------------------------|---|---|---|-----------|-----------|---|
| 24UFTA41/ 24UFUR41/ 24UFHI41 | Language –4 | 4 | 1 | 0 | 0 | 3 |
| 24UFEN41 | English-4 | 4 | 1 | 0 | 0 | 3 |
| 24UMSC41 | CC-7 Business Regulatory Framework | 3 | 1 | 2 | 0 | 5 |
| 24UMSC42 | CC-8 Business Research Methods | 4 | 1 | 0 | 0 | 4 |
| 24UMAA44 | EC-4 AL Applied Operations Research / Principles of Insurance | 4 | 1 | 0 | 0 | 4 |
| 24UMSA41 | SEC-5 Personal Wealth Management | 1 | 0 | 1 | 0 | 2 |
| 24UAEC41 | AEC – 3 Environmental Studies and Disaster Management | 1 | 1 | 0 | 0 | 2 |
| | | | | 30 | 23 | |

Students must complete at least one online course (MOOC) from platforms like SWAYAM, NPTEL, or Nan Mudhalvan within the fifth semester. Additionally, engaging in a specified Self-Learning Course is mandatory to qualify for the degree. Successful participation will be acknowledged with an extra credit of 2.

| Course Code | Course Name | Category | Marks | | | | | | | | |
|-------------|----------------------|----------|-------|---|---|---|---------|-------|-----|----------|-------|
| | | | L | T | P | S | Credits | Hours | CIA | External | Total |
| 24UMSC31 | Financial Management | Core | 3 | 1 | 2 | 0 | 5 | 6 | 25 | 75 | 100 |

Learning Objectives

| | |
|------------|--|
| LO1 | To understand the importance and functions of financial management |
| LO2 | To analyze capital structure planning, factors affecting capital structure, and the Leverage concept and to compute equity, debt, preference shares, and WACC. |
| LO3 | To apply capital budgeting techniques such as ARR, Payback period, NPV, and IRR for investment decisions. |
| LO4 | To examine dividend policies. |
| LO5 | The Working capital components and factors influencing Working capital decisions. |

| Unit | Content | Hours |
|------|---|-------|
| 1 | Introduction: Meaning, objectives and Importance of Finance –Sources of finance – Functions of Financial management – Role of Financial manager - Time value of Money(Theoretical concept)-Financial decisions and its role and objectives. | 18 |
| 2 | Capital Structure: Capital structure planning- Factors affecting capital structures (only basic concepts) – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt–Cost of retained earnings–Weighted Average (or)Composite Cost of Capital (WACC) | 18 |
| 3 | Capital Budgeting : ARR, Pay- back period, Net present value, IRR, Capital Rationing, simple problems on Capital Budgeting Methods. | 18 |
| 4 | Dividend policies: Factors affecting dividend payment-Company Law Provision on dividend payment–Various Dividend Models (Walter's Gordon's – M.M. Hypothesis) | 18 |
| 5 | Working capital: Components of Working Capital – Operating Cycle – Factors influencing Working Capital – Determining (or) Forecasting of Working Capital Requirements. | 18 |
| | Total | 90 |
| | Weightage : Theory-40% Problems -60% | |

| | |
|------------|--|
| CO | Course Outcomes : At the end of the course learners will be able to |
| CO1 | Explain the fundamental concepts of finance, financial management, and the role of a financial manager. |
| CO2 | Evaluate different capital structure theories and determine the debt-equity proportion for a business calculate the cost of various sources of capital and determine WACC for financial decisions. |
| CO3 | Apply capital budgeting techniques to assess investment feasibility and decision -making. |
| CO4 | Examine difference types of Dividends. |
| CO5 | Analyze working capital components, operating cycles, and forecast working capital requirements. |

| | |
|-------------------------|---|
| Text Books: | |
| 1 | Financial Management—I.M.Pandey,2009 Vikas Publishing |
| 2 | Financial Management—S.N.Maheswari, MarghamPublications |
| Reference Books: | |
| 1 | Dr. K. Ganesan & S. Ushena Begam, <i>Financial Management</i> , Charulatha Publications, Chennai. |
| 2 | Eugene F. Brigham & Michael C. Ehrhardt, <i>Financial Management: Theory & Practice</i> , Cengage Learning, 16th Edition, 2019. |
| 3 | Prasanna Chandra, <i>Financial Management</i> , Tata McGraw Hill, New Delhi, 2008. |
| 4 | Richard A. Brealey, Stewart C. Myers, & Franklin Allen, <i>Principles of Corporate Finance</i> , McGraw-Hill Education, 14th Edition, 2022. |
| 5 | Y. Khan & Jain, <i>Financial Management</i> , Sultan Chand & Sons, 2009 Edition. |
| Web Resources: | |
| 1 | https://www.mu.ac.in/wp-content/uploads/2021/10/FYBCOM-Financial-Management.pdf |
| 2 | https://www.pasc.edu.in/wp-content/uploads/2020/06/FINANCIALMANAGEMENT.pdf |
| 3 | https://www.mu.ac.in/wp-content/uploads/2021/10/FYBCOM-Financial-Management.pdf |
| 4 | https://sitams.org/wp-content/uploads/2023/COURSE/MBA/R22/II%20sem/LEC%20Notes/FM.pdf |
| 5 | https://www.icsi.edu/WebModules/Financial%20and%20Strategic%20Management.pdf |

Mapping with Programme Outcomes and Programme Specific Outcomes

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| CO1 | 3 | 3 | 2 | 2 | 3 | 3 | 1 | 2 | 3 | 3 | 2 |
| CO2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 |
| CO4 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| Total | 14 | 14 | 14 | 11 | 13 | 15 | 10 | 12 | 15 | 15 | 13 |
| Average | 2.8 | 2.8 | 2.8 | 2.2 | 2.6 | 3 | 2 | 2.4 | 3 | 3 | 2.6 |

3—Strong, 2—Medium, 1— Low

| Course Code | Course Name | Category | L | T | P | S | Credits | Hours | Marks | | |
|-------------|-------------------------|----------|---|---|---|---|---------|-------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| 24UMSC32 | Organizational Behavior | Core | 4 | 1 | 0 | 0 | 4 | 5 | 25 | 75 | 100 |

Learning Objectives

| | |
|------------|--|
| LO1 | To understand extensive knowledge on Organizational Behavior and its scope . |
| LO2 | To gain awareness on Individual Behavior. |
| LO3 | To enhance the understanding of Group Behavior. |
| LO4 | To know the basics of Organizational Culture and Organizational Structure. |
| LO5 | To understand overview of Organizational Power and Politics. |

| Unit | Content | Hours |
|------|---|-----------|
| 1 | INTRODUCTION: Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations). | 15 |
| 2 | INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation: Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland) 3. Overview of Personality ,Values and Perception. | 15 |
| 3 | GROUP BEHAVIOUR: 1. Groups and Work Teams: Concept: Five Stage model of group development; Group norms, cohesiveness; Group think and shift; Teams; types of teams; 2. Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal). | 15 |
| 4 | ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture : Concept of structure, Prevalent organizational designs. | 15 |
| 5 | ORGANISATIONAL POWER AND POLITICS: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organizational development); Concept of conflict, Conflict process; Types, Functional / Dys functional, Introduction to power and politics. | 15 |
| | Total | 75 |

| | |
|------------|---|
| CO | Course Outcomes: At the end of the course learners will be able to |
| CO1 | Define Organizational Behavior and understand the opportunities through OB. |
| CO2 | Apply self-awareness, motivation, leadership, and learning theories in the workplace. |
| CO3 | Analyze the complexities and solutions of group behavior. |
| CO4 | Know the impact and bring positive change in the culture of the organization. |
| CO5 | Create a congenial climate in the organization. |

Text Books:

| | |
|---|---|
| 1 | Neharika Vohra, Stephen P. Robbins & Timothy A. Judge, <i>Organizational Behaviour</i> , Pearson Education, 18th Edition, 2022. |
| 2 | Fred Luthans, <i>Organizational Behaviour</i> , Tata McGraw Hill, 2017. |

References Books

| | |
|---|---|
| 1 | Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011. |
| 2 | Louis Bevoc, Allison Shearsett & Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC, 28 April 2017. |
| 3 | Dr. Christopher P. Neck, Jeffery D. Houghton & Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc., 2nd Edition, 29 November 2018. |
| 4 | Uma Sekaran, <i>Organizational Behaviour: Text & Cases</i> , 2nd Edition, Tata McGraw Hill Publishing Co. Ltd. |

Web Resources:

| | |
|---|---|
| 1 | https://www.iedunote.com/organizational-behavior |
| 2 | https://www.london.edu/faculty-and-research/organisational-behaviour |
| 3 | Journal of Organizational Behavior on JSTOR. |
| 4 | International Journal of Organization Theory & Behavior Emerald Publishing. |

Mapping with Programme Outcomes and Programme Specific Outcomes

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| CO1 | 3 | 2 | 3 | 1 | 1 | 2 | 3 | 3 | 2 | 3 | 2 |
| CO2 | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 3 | 1 | 3 |
| CO3 | 3 | 1 | 1 | 3 | 1 | 2 | 3 | 2 | 3 | 2 | 2 |
| CO4 | 3 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 2 | 3 | 2 |
| CO5 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| 1Total | 14 | 06 | 07 | 09 | 07 | 09 | 15 | 09 | 15 | 11 | 12 |
| Average | 2.8 | 1.2 | 1.3 | 1.8 | 1.3 | 1.8 | 3 | 1.8 | 3 | 2.2 | 2.4 |

3-Strong,2-Medium,1-Low

| Course Code | Course Name | Category | L | T | P | S | Credits | Hours | Marks | | |
|-------------|---------------------|----------|---|---|---|---|---------|-------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| 24UMSA33 | Business Statistics | Core | 3 | 1 | 1 | 0 | 5 | 5 | 25 | 75 | 100 |

Learning Objectives

| | |
|------------|--|
| LO1 | To familiarize with the measures of central tendency. |
| LO2 | To Understand Measures of Dispersion. |
| LO3 | To conceptualize with correlation co-efficient and Regression. |
| LO4 | To gain knowledge on time series analysis. |
| LO5 | To Understand index number |

| Unit | Content | Hours |
|------|---|-------|
| 1 | Measures of Averages Arithmetic Mean- Geometric Mean - Harmonic Mean – Median-Quartile and Deciles-Mode. Chapter: V Pages:50-84 | 15 |
| 2 | Measures of Dispersion Range - Quartile Deviation and Mean Deviation - Variance and Standard Deviation and its Coefficient. Chapter: VI Pages: 85-89, 91-99 | 15 |
| 3 | Correlation and Regression Correlation –scatter diagram- Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation – Regression Lines and Coefficients. Chapter: VIII Pages: 178-207 Chapter: IX Pages:224-243 | 15 |
| 4 | Time Series Analysis Secular Trend – Seasonal Variation – Cyclical variations Chapter: XII Pages: 295-320 | 15 |
| 5 | Index Numbers Index Numbers – Aggregative and Relative Index – Chain and Fixed Index – Wholesale Index – Cost of Living Index. Chapter: XIII Pages: 321-331, 334-354 | 15 |
| | Total | 75 |
| | Theory 20%, Problem 80% | |

| CO | Course Outcomes : At the end of the course learners will be able to |
|------------|--|
| CO1 | Determine the measures of central tendency |
| CO2 | Work on Measures of dispersion |
| CO3 | Calculate the correlation and regression co-efficient |
| CO4 | Assess problems on time series analysis |
| CO5 | Calculate index number |

| RECOMMENDED TEXT | |
|-------------------------|---|
| 1 | Dr. P. R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai 2004. |
| Reference Books: | |
| 1 | Dr. P. R. Vittal, Mathematical Statistics, Margham Publications, Chennai 2002 |
| 2 | Dr. S.P Gupta, Statistical Methods, Sultan Chand & Sons, 1994. |
| 3 | S. G. Venkatachalam, Dr. H. Premraj, Statistical methods, Margham Publications-2018 |
| 4 | R.S.N. Pillai Bagavathi, Statistics theory and practice , S. Chand and company limited, 8th edition-2020 |
| 5 | Dr. B.N. Gupta, Business Mathematics & Statistics, Shashibhawan publishing house, Chennai |
| Web Resources: | |
| 1 | https://www.britannica.com/biography/Henry-Briggs 2 |
| 2 | https://corporatefinanceinstitute.com/resources/data-science/central-tendency/ |
| 3 | https://www.expressanalytics.com/blog/time-series-analysis/ |

Mapping with Programme Outcomes and Programme Specific Outcomes

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| CO1 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 |
| CO2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 |
| CO3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 |
| CO4 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 |
| CO5 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 |
| Total | 15 | 10 | 15 | 10 | 12 | 10 | 15 | 10 | 15 | 10 | 10 |
| Average | 3 | 2 | 3 | 2 | 2.4 | 2 | 3 | 2 | 3 | 2 | 2 |

3-Strong, 2-Medium,1- Low

| Course Code | Course Name | Category | L | T | P | S | Credits | Hours | Marks | | |
|-------------|-------------------------|----------|---|---|---|---|---------|-------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| 24UMSS31 | Managerial Competencies | Skill | 1 | 0 | 1 | 0 | 2 | 2 | 25 | 75 | 100 |

Learning Objectives

| | |
|------------|---|
| LO1 | To understand self-identity, self-concept, self-confidence, and self-image. |
| LO2 | To analyze self-esteem, personality traits, and their impact on success. |
| LO3 | To develop emotional intelligence and effectively manage emotions. |
| LO4 | To enhance critical thinking, reasoning, and problem-solving skills. |
| LO5 | To improve creativity, idea generation, and decision-making abilities. |

| Unit | Content | Hours |
|------|---|-------|
| 1 | Self: 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 | 06 |
| 2 | Self Esteem: Meaning& Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence. | 06 |
| 3 | Building Emotional Competence : 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. | 06 |
| 4 | Thinking skills : The Mind / Brain / Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. | 06 |
| 5 | Creativity skills : Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation. | 06 |
| | Total | 30 |

| | |
|------------|--|
| CO | Course Outcomes At the end of the course, learners will be able to: |
| CO1 | Identify personal strengths, skills, and areas for improvement. |
| CO2 | Assess self-esteem and apply techniques to build confidence. |
| CO3 | Use emotional intelligence to manage emotions and relationships effectively. |
| CO4 | Apply critical thinking and problem-solving skills in real-life situations. |
| CO5 | Generate and evaluate creative ideas for effective decision-making. |

| | |
|-------------------------|---|
| Text Books: | |
| 1 | P. Varshney & A. Dutta, <i>Managerial Skill Development</i> , Alfa Publications, 2012. |
| 2 | E. H. McGrath, <i>Basic Managerial Skills</i> , 9th Edition, Prentice Hall India Learning Private Limited, 2011. |
| Reference Books: | |
| 1 | Dr. Sumeet Suseelan, <i>EQ: Soft Skills for Corporate Career</i> . |
| 2 | D. Whetten, <i>Developing Management Skills</i> , 8th Edition, Prentice Hall India Learning Private Limited, 2011. |
| 3 | G. Joshi, <i>Campus to Corporate: Your Roadmap to Employability</i> , Sage Publications, 2015. |
| 4 | Patricia Ordóñez de Pablo, <i>Managerial Competencies for Multinational Businesses</i> , IGI Global, 2018. |
| 5 | Gallagher, <i>Skills Development for Business & Management Students</i> , Oxford University Press, 2010. |
| Web Resources: | |
| 1 | https://surveysparrow.com/blog/managerial-competencies/ |
| 2 | https://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/self-esteem/article?id=20047976 |
| 3 | https://www.verywellmind.com/what-is-emotional-intelligence-2795423 |
| 4 | https://www.insightassessment.com/wp-content/uploads/ia/pdf/whatwhy.pdf |
| 5 | https://www.mindtools.com/pages/article/creativity-innovation.htm |

Mapping with Programme Outcomes and Programme Specific Outcomes

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| CO1 | 2 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 1 | 2 | 3 |
| CO2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| CO3 | 2 | 1 | 1 | 2 | 3 | 2 | 3 | 3 | 2 | 1 | 3 |
| CO4 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 2 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 2 | 3 |
| Total | 11 | 11 | 10 | 12 | 14 | 14 | 12 | 15 | 11 | 10 | 15 |
| Average | 2.2 | 2.2 | 2 | 2.4 | 2.8 | 2.8 | 2.4 | 3 | 2.2 | 2 | 3 |

3—Strong, 2—Medium, 1—Low

II YEAR FOURTH SEMESTER

| Course Code | Course Name | Category | L | T | P | S | Credits | Hours | Marks | | |
|----------------------------|--|----------|---|---|---|---|---------|-------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| 24UMSC41 | BUSINESS REGULATORY FRAMEWORK | Core | 3 | 1 | 2 | 0 | 5 | 6 | 25 | 75 | 100 |
| Learning Objectives | | | | | | | | | | | |
| LO1 | Explain Indian Contracts Act | | | | | | | | | | |
| LO2 | Understand Sales of Goods Act & Contract of Agency | | | | | | | | | | |
| LO3 | Understand Indian Companies Act | | | | | | | | | | |
| LO4 | Understand Consumer Protection Act – RTI | | | | | | | | | | |
| LO5 | Understand Cyber Law | | | | | | | | | | |
| Unit | Content | | | | | | | | Hours | | |
| 1 | Indian Contracts Act and Special Contracts: Elements – Valid Contract – Void Contract – Offer and Acceptance – Consideration and Intention to Create Legal Relations – Capacity to Contract and Free Consent – Legality of Object and Agreement – Performance and Discharge of Contract – Breach of Contract and Remedies. | | | | | | | | 18 | | |
| 2 | Sale of Goods Act and Contract of Agency: Conditions and Warranties in Sale of Goods – Transfer of Property and Risk – Rights and Duties of Unpaid Seller – Performance of Agency Contract – Termination of Agency Relationship. | | | | | | | | 18 | | |
| 3 | Indian Companies Act: Memorandum and Articles of Association – Content and Alteration – Issue and Transfer of Shares – Directors; Powers, Rights and Liabilities – Shareholder. | | | | | | | | 18 | | |
| 4 | Consumer Protection Act: Consumer Rights – Responsibilities – Consumer Disputes Redressal Mechanisms – Role of Consumer Forums and Commissions. | | | | | | | | 18 | | |
| 5 | Cyber Laws and IT Acts: Data Protection and Privacy Laws – Intellectual Property Rights in the Digital Space – Cybercrimes and Jurisdiction – E-commerce Regulations and Online Transactions. | | | | | | | | 18 | | |
| | Total | | | | | | | | 90 | | |

| | |
|-----|--|
| CO | Course Outcomes: At the end of the course learners will be able to: |
| CO1 | Explain Indian Contracts Act |
| CO2 | Understand Sales of Goods Act and Contract of Agency |
| CO3 | Understand Indian Companies Act |
| CO4 | Understand Consumer Protection Act – RTI |
| CO5 | Understand Cyber Law |

| | |
|-------------------|---|
| Textbooks: | |
| 1 | Tulsian, P.C. Business Law (2018) Third Edition, McGraw Hill Publications |
| 2 | Pillai, R.S.N., Bhagavati, Business Law, Third Edition, Sultan Chand |
| 3 | N.D. Kapoor (2019), Elements of Mercantile Law, Sultan Chand & Sons |

| | |
|-------------------------|--|
| Reference Books: | |
| 1 | Business Regulatory Framework, Sahitya Bhawan Publications, Revised, 2022. |
| 2 | Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013 |
| 3 | Business Regulatory Framework, Pearson Education India, 2011 |
| 4 | Bare Acts – RTI, Consumer Protection Act |
| 5 | Business Regulatory Framework, Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015 |

| | |
|-----------------------|---|
| Web resources: | |
| 1 | https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html |
| 2 | http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/ |
| 3 | https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661 |
| 4 | International Journal of Law (lawjournals.org) https://www.lawjournals.org/ |
| 5 | https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework |

Mapping with Programme Outcomes and Programme Specific Outcomes

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | 3 | 1 | 1 | 3 | 2 | 1 | 1 | 2 | 3 | 3 | 1 |
| CO2 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 1 |
| CO3 | 3 | 1 | 1 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 1 |
| CO4 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 1 |
| CO5 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 1 |
| Total | 13 | 8 | 8 | 15 | 13 | 9 | 11 | 9 | 15 | 15 | 5 |
| Average | 2.6 | 1.6 | 1.6 | 3 | 2.6 | 1.8 | 2.2 | 1.8 | 3 | 3 | 1 |

3 – Strong, 2- Medium, 1- Low

| Course Code | Course Name | Category | L | T | P | S | Credits | Hours | Marks | | |
|-------------|----------------------------------|----------|---|---|---|---|---------|-------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| 24UMSC42 | BUSINESS RESEARCH METHODS | Core | 4 | 1 | - | - | 4 | 5 | 25 | 75 | 100 |

Learning Objectives

| | |
|------------|--|
| LO1 | To understand the fundamentals of business research, its need, and process including problem formulation, sampling, and pilot testing. |
| LO2 | To analyze various research designs such as exploratory, descriptive, and causal, and to learn hypothesis formulation and measurement tools. |
| LO3 | To identify and apply appropriate sources and methods for data collection including surveys, observations, experiments, questionnaires, and schedules. |
| LO4 | To acquire skills in data analysis and preparation, including data entry, coding, editing, classification, tabulation, cross-tabulation, and presentation. |
| LO5 | To develop competency in presenting research results through written reports and to understand research ethics, with emphasis on plagiarism. |

| Unit | Content | Hours |
|------|--|-------|
| 1 | Introduction to Business Research – Research in Business – Research Process – Research need, formulating the problem, sampling, pilot testing. | 15 |
| 2 | Research Design – Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement – characteristics of sound measurement tool. | 15 |
| 3 | Sources and Collection of Data – Primary and secondary sources, survey, observation, experimentation – Questionnaires – schedules. | 15 |
| 4 | Data Analysis and Preparation – Data entry, Data coding, editing, classification and tabulation & cross tabulation – presentation of data. | 15 |
| 5 | Presenting Results and Writing the Report – The written research Report & Research Ethics – Plagiarism. | 15 |
| | Total | 75 |

| CO | Course Outcomes: At the end of the course learners will be able to: |
|-----|---|
| CO1 | Demonstrate knowledge of business research concepts, processes, and techniques for solving business problems. |
| CO2 | Apply suitable research designs, formulate hypotheses, and evaluate measurement tools effectively. |
| CO3 | Utilize primary and secondary sources for collecting reliable data through appropriate research methods. |
| CO4 | Perform data analysis using proper coding, classification, tabulation, and present findings effectively. |
| CO5 | Prepare professional research reports while adhering to ethical standards and avoiding plagiarism. |

| Textbooks: | |
|------------------|---|
| 1 | C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019. |
| 2 | Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018. |
| Reference Books: | |
| 1 | Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011. |
| 2 | Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017. |
| 3 | Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021 |
| 4 | Gill, John & Johnson, Phil – Research Methods for Managers (SAGE, 5th Ed.). |
| 5 | Bryman, Alan & Bell, Emma – Business Research Methods (Oxford University Press, 5th Ed.). |
| Web resources: | |
| 1 | https://research-methodology.net |
| 2 | https://methods.sagepub.com |
| 3 | https://www.coursera.org/courses?query=business%20research%20methods |
| 4 | https://link.springer.com/journal/40685 |
| 5 | https://hbswk.hbs.edu |

Mapping with Programme Outcomes and Programme Specific Outcomes

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | 3 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | 3 | 3 | 1 |
| CO2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 1 |
| CO3 | 2 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | 3 | 3 | 1 |
| CO4 | 2 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 3 | 3 | 1 |
| CO5 | 2 | 2 | 3 | 3 | 1 | 1 | 1 | 1 | 3 | 3 | 1 |
| Total | 11 | 14 | 15 | 15 | 6 | 6 | 6 | 6 | 15 | 15 | 5 |
| Average | 2.2 | 2.8 | 3 | 3 | 1.2 | 1.2 | 1.2 | 1.2 | 3 | 3 | 1 |

3 – Strong, 2- Medium, 1- Low

II YEAR : FOURTH SEMESTER (II B.Com , II BBA)

| Course Code | Course Name | Category | L | T | P | S | Credits | Hours | Marks | | |
|-------------|------------------------------------|----------|---|---|---|---|---------|-------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| 24UMAA44 | Applied Operations Research | Elective | 3 | 1 | 1 | 0 | 4 | 5 | 25 | 75 | 100 |

Learning Objectives

| | |
|-----|--|
| LO1 | To introduce operations research scope and linear programming techniques |
| LO2 | To impart knowledge about transportation and assignment problems. |
| LO3 | To develop abilities to analyze the problems in Sequencing. |
| LO4 | To acquire knowledge on network analysis |
| LO5 | To get acquainted with game theory. |

| Unit | Content | Hours |
|------|---|-----------|
| 1 | Introduction to Operations research and Linear Programming Problem: Operations research–Introduction–Definition-Origin and development -Scope-Role in decision making-Phases and approaches to OR – Linear programming problem – Applications and limitations - Formulation of LPP - Optimal Solution to LPP – Graphical method. Chapter : I &II | 15 |
| 2 | Transportation and Assignment Problem : Transportation Problem–methods - North West corner method - Least cost method - Vogel's approximation method –Assignment Problem. Chapter: V& VI | 15 |
| 3 | Sequencing: Sequencing Problem–Processing of n Jobs through two machines and Three machine. Chapter: XI | 15 |
| 4 | Network Analysis: Network models-CPM and PERT Determination of Critical Path Method (CPM)- PERT cost Scheduling of a project- Applications of PERT and CPM. Chapter: XII | 15 |
| 5 | Game Theory : Game Theory –different strategies followed by the players in a game - Optimal strategies of a game using maxi-min criterion - Dominance property - Graphical method. Chapter: XIV. | 15 |
| | Total | 75 |
| | Theory40%problem60% | |

| | |
|--------------------------------------|---|
| CO | Course Outcomes The students will be able to |
| CO1 | Frame a linear programming problem for quantitative decisions in business planning |
| CO2 | Optimize solution by applying transportation and assignment problems. |
| CO3 | Analyze the concept of Sequencing problems. |
| CO4 | Construct Network and calculate CPM. |
| CO5 | Apply the concept of game theory |
| Text books: | |
| 1 | V.K.Kappor,"OperationsResearch-ProblemsandSolutions",SultanChand& SonsPublisher,NewDelhi-1999 |
| Reference Books: | |
| 1 | P.R.Vittal-Operations Research, MarghamPublications, Chennai |
| 2 | C.R.Kothari,“QuantitativeTechniques”,VikasPublications,Noida |
| 3 | SKalavathy,OperationsResearch,VikasPublications, Noida |
| 4 | S.P.Gupta,“Statistical Methods”,S.Chand& SonsPublisher,NewDelhi. 2019 |
| 5 | AnandSharma,OperationResearch,HimalayaPublishingHouse, 2014,Mumbai |
| Website and e-Learning Source | |
| 1 | www.orsi.in |
| 2 | www.learnaboutor.co.uk |
| 3 | www.theorsociety.com |

Mapping with Programme Outcomes and Programme Specific Outcomes

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| CO1 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO4 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO5 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 |
| Total | 15 | 11 | 15 | 10 | 13 | 10 | 10 | 10 | 15 | 10 | 10 |
| Average | 3 | 2.2 | 3 | 2 | 2.6 | 2 | 2 | 2 | 3 | 2 | 2 |

3– Strong,2-Medium,1-Low

| Course Code | Course Name | Category | L | T | P | S | Credits | Hours | Marks | | |
|-------------|-------------------------|----------|---|---|---|---|---------|-------|-------|----------|-------|
| | | | | | | | | | CLA | External | Total |
| 24UMSA41 | Principles of Insurance | Elective | 4 | 1 | 0 | 0 | 4 | 5 | 25 | 75 | 100 |

Learning Objectives

| | |
|-----|--|
| LO1 | To understand the basic functions and legal principles of Insurance. |
| LO2 | To attain the knowledge of various types of Insurance. |
| LO3 | To apply the knowledge on the insurance-related legal principles. |
| LO4 | To attain in-depth knowledge in Life Insurance. |
| LO5 | To understand Marine and Fire Insurance. |

| Unit | Content | Hours |
|------|---|-----------|
| 1 | Definition of insurance - classification of Contracts of Insurance - Marine and Non-Marine - General principles of law as applied to non-marine insurance. | 15 |
| 2 | Life Assurance - objectives of Life Assurance - principles of Life Assurance - different plans of Life Assurance and annuities - policy condition and privilege - assignment and nomination - lapses and revivals - surrender values and loans - claims - double insurance. | 15 |
| 3 | Marine Insurance - principles of marine insurance - functions of marine insurance - proximate clause - subrogation and contribution. | 15 |
| 4 | Types of marine policy - clauses in general use - warranties - kinds of marine losses - reinsurance and double insurance. | 15 |
| 5 | Fire insurance - principles of law as applied to fire insurance - the subject matter of fire insurance - fire waste - hazard types of fire policy - cover notes - surveys and inspection average- re-insurance - renewals. | 15 |
| | Total | 75 |

| CO | Course Outcomes |
|-------------------------|---|
| CO1 | The student understands the basic functions and legal principles of insurance. |
| CO2 | The student attains the knowledge of various types of Insurance. |
| CO3 | The student will be able to apply their knowledge on the insurance-related legal principles. |
| CO4 | The student gains in -depth knowledge acquisition in Life Insurance. |
| CO5 | The student acquires in depth understanding of Marine and Fire Insurance. |
| Textbooks: | |
| 1 | Periasamy P – Fundamentals of Insurance –Vijay Nicole Imprints (P) Ltd.Chennai. |
| 2 | Dr. A. Murthy, Elements of Insurance – Margham Publications,Chennai |
| 3 | Dr. A. Murthy-Principles and Practice of Insurance, Margham Publications Chennai |
| 4 | Gupta P K – Insurance and Risk Management – Himalaya Publishing House, Mumbai |
| 5 | Mishra M N – Principles and Practice of Insurance – S Chand & Co,New Delhi. |
| Reference Books: | |
| 1 | Panda G S –Principles and Practice of Insurance –Kalyani Publishers, New Delhi. |
| 2 | Dr. B. Vardharajan - Insurance Vol 1 and 2. - Tamil Text Book |
| 3 | R.S. Sharma - Insurance Principle & Practice - Vara Bombay, 2006. |
| 4 | A Murthy - Elements of Insurance Risk management & Insurance - Harrington, 2006 - Tata McGraw Hill |
| 5 | 4.Eswari Karthikeyan.M. Fundamental Principles of Insurance , Sahitya Bhawan Publications |
| Web resources: | |
| 1 | www.kaplanfinancial.com > insurance |
| 2 | www.insurancecareertraining.com |
| 3 | www.nationalonlineinsuranceschool.com |
| 4 | https://www.irdai.gov.in |
| 5 | https://www.investopedia.com/insurance-4427724 |

Mapping with Programme Outcomes and Programme Specific Outcomes

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| CO1 | 3 | 2 | 1 | 3 | 1 | 2 | 1 | 1 | 2 | 3 | 2 |
| CO2 | 3 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 3 | 3 | 3 |
| CO4 | 3 | 2 | 2 | 2 | 1 | 3 | 1 | 1 | 2 | 3 | 3 |
| CO5 | 3 | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 3 | 3 |
| Total | 14 | 11 | 11 | 12 | 6 | 12 | 6 | 5 | 13 | 15 | 13 |
| Average | 2.8 | 2.2 | 2.2 | 2.4 | 1.2 | 2.4 | 1.2 | 1.0 | 2.6 | 3.0 | 2.6 |

3 – Strong, 2- Medium, 1- Low

| Course Code | Course Name | Category | L | T | P | S | Credits | Hours | Marks | | |
|----------------------------|---|----------|---|---|---|---|---------|-------|-------|----------|-------|
| | | | | | | | | | CIA | External | Total |
| 24UAEC41 | PERSONAL WEALTH MANAGEMENT | SEC-5 | 1 | - | 1 | - | 2 | 2 | 25 | 75 | 100 |
| Learning Objectives | | | | | | | | | | | |
| LO1 | Understand the concept and importance of personal wealth management. | | | | | | | | | | |
| LO2 | Explore different types of investment avenues and their features. | | | | | | | | | | |
| LO3 | Understand different pension schemes and the National Pension System (NPS). | | | | | | | | | | |
| LO4 | Gain a foundational understanding of personal income tax. | | | | | | | | | | |
| LO5 | Understand how psychological factors affect financial decisions. | | | | | | | | | | |
| Unit | Content | | | | | | | | | Hours | |
| 1 | Basics of Personal Wealth - Meaning and importance of personal wealth management -Setting financial goals -Income, expenses, savings, and investments -Time value of money and power of compounding. | | | | | | | | | 6 | |
| 2 | Investment Planning -Types of investments – equity, debt, mutual funds, real estate, gold - Risk and return concept - Diversification and asset allocation -Basics of mutual funds and SIP. | | | | | | | | | 6 | |
| 3 | Retirement and Insurance -Need for retirement planning - Pension schemes and NPS - Types of insurance – life, health, property - How to choose the right insurance. | | | | | | | | | 6 | |
| 4 | Tax and Estate Planning - Basics of income tax for individuals -Tax-saving investments (PPF, ELSS, insurance, etc.) -Writing a will and nomination - Basics of inheritance and succession. | | | | | | | | | 6 | |
| 5 | Behaviour and Ethics in Wealth Management - emotions affect financial decisions - Common investment mistakes - Ethics for financial advisors - New trends digital investment platforms, robo-advisors. | | | | | | | | | 6 | |
| | Total | | | | | | | | | 30 | |

| CO | Course Outcomes: At the end of the course learners will be able to: |
|-----|---|
| CO1 | Define personal wealth management and explain its significance. |
| CO2 | Identify and compare various investment options like equity, debt, gold, and real estate. |
| CO3 | Compare features of pension schemes and understand how NPS works. |
| CO4 | Calculate basic income tax liability and identify applicable tax slabs. |
| CO5 | Identify behavioral biases like overconfidence, loss aversion, and herd mentality.. |

| Textbooks: | |
|------------------|--|
| 1 | Personal Financial Planning" by Dr. Shalu Garg, Sultan Chand & Sons – A comprehensive guide covering personal wealth, goal setting, investments, insurance, retirement, taxation, and estate planning in the Indian context. |
| 2 | Khan, M.Y. & Jain, P.K. – Financial Management: Text, Problems and Cases (Tata McGraw-Hill, 9th Edition). |
| Reference Books: | |
| 1 | Kapoor, J.R., Dlabay, L.R., & Hughes, R.J. – Personal Finance (McGraw-Hill Education) |
| 2 | Sinha, Tapas Kumar – Personal Finance (Excel Books). |
| 3 | Madura, Jeff – Personal Finance (Pearson) |
| 4 | Gitman, L.J. & Joehnk, M.D. – Personal Financial Planning (Cengage Learning) |
| 5 | Ricciardi, Victor & Simon, H. – Behavioral Finance: Psychology, Decision-Making, and Markets (Routledge, 2nd Edition). |
| Web resources: | |
| 1 | https://www.investopedia.com/personal-finance-4689743 |
| 2 | https://www.moneycontrol.com/personal-finance/ |
| 3 | https://www.sebi.gov.in/investor.html |
| 4 | https://investor.sebi.gov.in/ |
| 5 | https://groww.in/ |

Mapping with Programme Outcomes and Programme Specific Outcomes

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | 3 | 1 | 1 | 3 | 1 | 2 | 2 | 2 | 3 | 3 | 1 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 |
| CO5 | 2 | 1 | 1 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 1 |
| Total | 13 | 11 | 11 | 13 | 11 | 11 | 11 | 11 | 15 | 15 | 8 |
| Average | 2.6 | 2.2 | 2.2 | 2.6 | 2.2 | 2.2 | 2.2 | 2.2 | 3 | 3 | 1.6 |

3 – Strong, 2- Medium, 1- Low