



**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 24UMSA41	EC-4 AL Applied Operations Research / Principles of Insurance	4	1	0	0	4
24UAEC41	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	L	T	P	S	Credits	Hours	Marks		
									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. Venkatachalapathy, 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 Pablos, <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/art-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		
									CIA	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