

SEMESTER V			
Core Integral – I Research Methodology			
CODE: 18UBAI51	Hrs/week: 5	Hrs/sem: 75	Credits: 4

Vision

To enable the students to learn the basic concepts of Research and its Methodology.

Mission

Provide knowledge on research methods, techniques and process and to develop skills in the application of research methods for solving problems in business.

Course Outcome:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the objectives of research, types of research and criteria of good research.	1	Un
CO-2	know the research problem and research design.	2	Un.Re
CO-3	gain knowledge of sampling design and methods of data collection.	5	Un,Cr
CO-4	construct the questionnaires and interview schedule.	2	Un,Cr
CO-5	gain insights in the interpretation of data and report writing.	4	Re,Cr
CO - 6	conduct pre-test for doing research.	1,4	Re
CO - 7	understand and undertake pilot study	3	Cr,Ev
CO - 8	write research report.	6	Cr,Ev

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CODE: 18UBAI51	Hrs/week: 5	Hrs/Sem: 75	Credits: 4

Unit – I Research methodology:

Meaning of Research - Definition - Types - Research process - Criteria of good research

Unit – II Defining the Research problem and Research design:

Identification and formulation of Research problem - Selection of research topic - Statement of Research object - Hypothesis - Definition - Meaning and Types - Research design - Explorative description - Diagnostic and Experimental design

Unit – III Sampling design and measure of data collection:

Sampling - Meaning and Definition - Types and Sampling - Random and Non-Random sampling - Sample Size - Sample error - Data collection – Observation - Construction of questionnaires and interview schedule - Pilot study and pre-test

Unit – IV Data Analysis: Coding - Data entry -Analysis Interpretation of data -Tabulation – Types- Tools for analysis (Percentage and Chi-square analysis only).

Unit – V Interpretation - Generalization of data - Report writing - Introduction – Chapterisation - References - Bibliography - Presentation and Documentation.

Note : Theory Only

Text Book:

1. Kothari.C.R. 1992, Research Methodology, New Delhi: Vikas Publishing Ltd.,

Books for Reference:

1. Levin J.Kchard 1948, Statistics for Management, New Delhi: 3rd Edition, Prentice Hall
2. Gupta C.B & Kapoor.V.K.1987, Fundamentals of Applied Statistics. New Delhi: Sultan Chand & Sons.

Semester V			
Core Integral II – Case Study			
Code:18UBAI52	Hrs/Week:5	Hrs/Sem:75	Credits:4

Vision:

To develop interpersonal skills through both a team work and completing individual tasks.

Mission:

Enable a researcher to gain a more detailed, un-biased understanding of a complex situation, through the use of a range of research tools.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the overall situations as well as to analyse the company's strategy.	8	Ev
CO-2	know the process key information needed for decision making.	5,7	An
CO-3	identify the company's strength and weakness.	6	An,Ev
CO-4	know the strategically and applied critical thinking.	1	Re
CO-5	understand the decision making techniques.	5,7	An,Ap
CO-6	identity the alternatives in research.	1	Ev
CO-7	understand and evaluate the opinion of others.	1	Un,Ev
CO-8	analyse the criticism in organisation.	4	Ap

Semester V			
Core Integral II – Case Study			
Code:18UBAI52	Hrs/Week:5	Hrs/Sem:75	Credits:4

CASE ANALYSIS

One case per week is to be discussed by the students. The cases could be from different functional areas of management.

The students would be provided with the case lets. They would discuss the ‘case’ in groups. The teacher would guide and facilitate group discussions so as to impart, develop and hone the GD Skills.

Semester VI			
Core Integral III - Banking Practices			
Code : 18UBA161	Hrs/Week : 5	Hrs/Sem : 75	Credit : 4

Vision:

To make students understand about the banking practices.

Mission:

Develop students with the theoretical and legal concepts of banking.

Course Outcome:

CO. NO	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand about the banker and customer	1,3	Un
CO-2	know about the types of deposits	4,6	Un
CO-3	identify loans and advances	1,2,7	Re
CO-4	understand the different approaches to technological change.	2	Un
CO-5	understand the different modes of charging security.	5	Un
CO-6	understand the basic concepts of electronic banking.	1,5	Un
CO-7	understand and analyse the types of ebanking services.	1,5	Un
CO-8	gain knowledge on benefits and constraints of banking	2,5	Ap

Semester VI			
Core Integral III – Banking Practices			
Code:18UBAI61	Hrs./Week:5	Hrs./Sem: 75	Credits:4

Unit –I Introduction to Bank:

Banker and Customer: Meaning – Definition – General and Special relationship between Banker and Customer – Functions of Bank

Unit –II Deposits:

Types of Deposits –Pass Book – Negotiable Instruments – Cheque - Definition – Difference

Between Cheque And Bill Of Exchange, Endorsement, Crossing, Marking, Material Alteration.

Unit –III Loans and Advances:

Loans and Advances – Principles of Sound Lending – Secured and Unsecured Advance – Forms of Advances.

Unit –IV Modes of Security:

Modes of Charging Security – Lien – Pledge – Mortgage – Assignment – Hypothecation.

Unit –V e-Banking:

Electronic Banking – Traditional Vs e-Banking – Types of e-Banking – Advantages-Constraints.

Text Book

1.Kandasami K.P,S.Natarajan, Parameswaran. R,Banking law and Practice. New Delhi: S.Chand Publications.

Book for Reference:

1. Gordon.E and Natarajan.K Banking theory Law and Practice, Mumbai: 21'st Revision Edition.Himalaya Publishing House Ltd.

Se mester VI			
Project			
Code:18UBAP61	Hrs/Week:7	Hrs/Semester:105	Credits:4

Vision:

To enhance the knowledge on a specific area of study.

Mission:

The students will acquire practical exposure of different specialization of business studies.

Each group has to be assigned a project work in the beginning of the VI Semester. The report of the project work shall be submitted at the end of the VI Semester 30 days prior to the commencement of the end semester examination. Each group consists of not exceeding three students.

The report shall be prepared by the group under the supervision of a faculty member of the department. Each report shall be neatly typed, in not more than 60 pages on the recent trends in business administration of their choices. Each group shall submit 2 copies of the report, of which one shall be forwarded to the department.

Internal examiner and external examiner shall conduct project evaluation and viva – voce examinations.

- Evaluation of Project report
60 marks
- Viva – voce examination
40 marks □ Total 100 marks.

SEMESTER III			
Allied III – Banking Practices			
Course Code:21UBAA31	Hrs/Week: 4	Hrs/Sem: 60	Credits :4

Objectives:

- To make students understand about the banking practices.
- Develop students with the theoretical and legal concepts of banking.

Course Outcome:

CO. NO	Upon completion of this course, students will be able to	PSO addressed	CL
CO -1	understand about the banker and customer	1, 3	Un
CO - 2	know about the types of deposits	4, 6	Un
CO - 3	identify loans and advances	1, 2 , 7	Re
CO - 4	understand the different approaches to technological change.	2	Un
CO - 5	understand the different modes of charging security.	5	Un
CO - 6	understand the basic concepts of electronic banking.	1, 5	Un
CO - 7	understand and analyse the types of e-banking services	1, 5	Un
CO - 8	gain knowledge on benefits and constraints of banking	2, 5	Ap

SEMESTER III			
Allied III – Banking Practices			
Course Code:21UBAA31	Hrs/Week: 4	Hrs/Sem: 60	Credits :4

Unit I – Banker and Customer

Origin of Banking – Banker – Customer – the relationship between Banker and a Customer: General Special – A banker's Duty to maintain secrecy of customer's account. Bank customers – special types – classification.

Unit II – Deposits

General precautions of opening accounts – KYC norms – current deposit account – fixed deposit account – savings deposit account – recurring deposit – other deposits.

Unit III – Financial Instruments

Cheque – definition – salient features of cheque – proper drawing of a cheque – bankers cheque – crossing – meaning – kinds of crossing.

Unit IV– Loans and advances and Modes of security

Principles of sound lending – secured and unsecured advances – forms of advances.

Modes of charging security – lien – pledge – mortgage – assignment – hypothecation.

Unit V – E - Banking

E- banking – meaning – traditional banking vs E- Banking – Electronic delivery channels – facets of E-Banking – E banking services – advantages – mobile banking – electronic mobile wallets – IMPS – frauds in Internet banking – RTGS.

TextBook:

1. Gordon.E and Natarajan.K *Banking theory Law and Practice*, Mumbai: Himalaya Publishing House Ltd, 21'st Revision Edition.

Books forReference:

2. Kandasami K.P,S.Natarajan, Parameswaran. R, *Banking law and Practice*. New Delhi: S.Chand Publications, 2020.

Semester I			
Core – I		Principles of Management	
Course Code:21UBAC11	Hrs/Week:5	Hrs/Semester: 75	Credits:5

Objectives:

- Provide thorough knowledge about historical developments, theoretical aspects and emerging trends and developments in management.
- To enable student to understand fundamental concepts and principles of management, including the basic roles, skills and functions of management.

Course Outcomes:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic principles, nature and levels of management.	1,4	Un
CO-2	understand the scientific approaches of management	4	Un
CO-3	know the importance of planning, its procedures and limitations.	1	Cr
CO-4	analyze the organizational structure and span of control.	2,3,5	An
CO-5	understand the steps in staffing.	1,8	Un
CO-6	identify the difference between power and authority.	7	Re
CO-7	evaluate the effectiveness of directing and coordinating.	5	Ev
CO-8	understand the techniques and importance of controlling.	1,2	Un

Semester I			
Core – I		Principles of Management	
Course Code:21UBAC11	Hrs/Week:5	Hrs/Semester: 75	Credits:4

UNIT – I Introduction of Management:

Management: Meaning - Definition – Functions of Management-Managerial Skills- Management Level-Role of manager- Contributions to Management by F.W Taylor, Henry Fayol, Elton Mayo, Peter .F .Drucker, Bureaucracy, Hawthorne Experiments – Management by objective.

(15 hours)

UNIT- II Planning &Organizing:

Planning- Meaning – Definition – Characteristics – Objectives- Nature - Importance of Planning – Process of planning– Types-Steps in planning process – Methods of planning - Limitations- Business Forecasting – Choosing the best alternative – Decision making. Organization – Meaning – Definition – functions – Principles – Nature – Importance – Classification- Difference between formal and informal organisation – Theories of organisation.

(15 hours)

UNIT – III Delegation of Authority & Decentralisation

Authority – Definition – Characteristics – Sources of authority.

Delegation – Meaning, Definition, Importance – Types – Advantages- Problems – Steps – Pre requisites – Common faults.

Decentralisation – Meaning – Advantages – Disadvantages – Responsibility – Elements of responsibility – Span of management.

(15 hours)

UNIT-IV Staffing and Directing:

Staffing: Meaning – Definition – Functions of Staffing – Process of Staffing.

Directing: Meaning – Definition – Principles – Issuing orders or instruction – Characteristics - Importance of Directing.

(15 hours)

UNIT-V Co-ordination and Controlling:

Co-ordination: Meaning – Definition –Features – Principles – Techniques - Requirements of effective coordination

Controlling: Meaning – Definition – Advantages – Characteristics – Process - Techniques in control process.(Control Techniques, Statistical Report, Critical Path Method, Management Audit, Managerial Audit, Managerial Statistics, Standing Orders).

(15 hours)

Text Book:

1. L.M.Prasad, *Principles & Practice of Management* – Sultan Chand & Sons – 14th Edition 2020 -New Delhi.

Books for Reference:

1.C.B.Gupta - *Management Theory & practice*, New Delhi, Sultan Chand & Sons, 5th Edition 2017

2.P.C. Tripathi& P.N Reddy - *Principles of Management*, New Delhi, Tata McGraw Hill, 6th Edition 2010.

3. Wehrich and Koontz – *Management, A Global Perspective.*, New Delhi, Tata McGraw Hill, 14th Edition 2019.

SEMESTER I			
Part IV Professional English for Management - I			
Course Code:21UBAPE1	Hrs/Week: 2	Hrs/Sem: 30	Credits :2

Objectives

- Create competent and skilled professionals who can control and manage business enterprise.
- To enable students to understand the importance of communication in business and train them to exhibit thinking, writing and speaking skills.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	recognize their own ability to improve their own competence in using the language.	1,4	Un
CO – 2	understand the importance of reading for life	3	Un
CO – 3	read independently unfamiliar texts	1,4,5	Un
CO – 4	understand the importance of writing in academic life	1,2	Un
CO – 5	write simple sentences without committing error of spelling or grammar	1,8	Ap
CO - 6	develop critical thinking skills	2	Ap,Cr
CO - 7	know the difference between brainstorming and brain writing	1,8	Un,Ap
CO - 8	demonstrate reading and writing skills	4,8	Ap,Cr

SEMESTER I			
Part IV Professional English for Commerce & Management - I			
Course Code:21UBAPE1	Hrs/Week: 2	Hrs/Sem: 30	Credits :2

Unit I – Communication

Meaning – Objectives – Process – Importance of Effective Communication in Business – Media – Reading Passages and Answering Questions – Developing Content with Pictures/Hints.

(6 hours)

Unit II – English for Effective Communication I

Essence of Business English – Words often Confused – Single Word for Group of Words – Prefixes and Suffixes – Synonyms and Antonyms

(6 hours)

Unit III – English for Effective Communication II (6 hours)

Some Spelling Rules – Some Words Commonly Misspelt – Aids to Correct Writing – Words Followed By Appropriate Prepositions

(6 hours)

Unit IV – Reading & Writing Skills

Listening to process description k- Drawing a flow chart – Role play (formal context) – **Reading** practice : Skimming / Scanning – Reading passages on products, equipments and gadgets – Writing : process description – compare and contrast – Paragraph – Sentence – Definition and Extended Definition – Free Writing

(6 hours)

Unit V – Critical Thinking Skills

Brainstorming – Importance – Types – Rules – Elements – Advantages – Disadvantages - Brainwriting – Importance – Types – Rules – Elements – Advantages – Disadvantages – Difference between brainstorming and brainwriting

(6 hours)

TextBook:

1. Rajendra Pal and Korlahalli. - *Essentials of Business Communication*. New Delhi, SultanChand&Sons, 13th Edition 2011

Books forReference:

1. TANSCHÉ - English for Commerce and Management, 1st Edition 2019.
2. UrmilaRai&S.M.Rai. *Business Communication*. NewDelhi, Himalaya Publishing House, 2nd Edition 2011.
3. Balasubramanyan. *Business communication*. NewDelhi, Vikas Publication, 2nd Edition 2016.

4. R.S.N.Pillai & Mrs.Bagavathi. Modern *Commercial Correspondence*.
New Delhi, S.Chand
&Co, Edition 2006.

SEMESTER II			
Part IV Professional English for Commerce & Management - II			
CourseCode:21UBAPE2	Hrs/Week: 2	Hrs/Sem: 30	Credits :2

Objectives:

- Create competent and skilled professionals who can control and manage business enterprise.
- To enable students to understand the importance of communication in business and train them to exhibit thinking, writing and speaking skills.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understand the internet in business	2	Un
CO – 2	know the different modes of online communication	1,2	Un
CO – 3	draft letters pertaining to business activities	4,6	Ap,Cr
CO – 4	demonstrate speaking skills	3	Ap,Cr
CO – 5	prepare power point presentations	1,8	Ap,Cr
CO - 6	demonstrate presentation skills	6,8	Ap,Cr
CO - 7	develop content with Pictures/Hints	1,2,8	Un,An, Cr
CO - 8	use language for speaking with confidence in an intelligible and acceptable manner	1,2,8	Un ,Ap

SEMESTER II			
Part IV Professional English for Commerce & Management - II			
Course Code:21UBAPE2	Hrs/Week: 2	Hrs/Sem: 30	Credits :2

Unit I – Electronic Communication

The internet: Understanding the internet in Business – Uses of the internet – Different modes of online communication – E-mail : Writing effective e-mails – The Language of e-mails – Golden Rules for effective e-mails – forwarding e-mails – e-mail attachments – specimen e-mails – latest trends in e-communication

(6 Hours)

Unit II -Business Letters I

Layout – Need – Functions of a Business Letter – Specimen Letters

(6 Hours)

Unit III – Business Letters II

Drafting of Letters: Enquiries and Replies – Orders and their execution – Complaints and Adjustments

(6 Hours)

Unit IV– Speeches

Introduction – Characteristics of a Good Speech – Profile of a Good Speaker – Planning to Speak – Model Speech

(6 Hours)

Unit V – Presentation Skills

Introduction – Specifying the objective – Planning – Preparation – Practice and Rehearsal Getting Ready – Making the Presentation

(6Hours)

TextBook:

Rajendra Pal and Korlahalli. - *Essentials of Business Communication*. New Delhi: Sultan Chand&Sons, 13th edition 2011.

Books for Reference:

1. TANSCHÉ - English for Commerce and Management, 1st Edition 2019.
2. Urmila Rai & S.M.Rai. *Business Communication*. New Delhi: Himalaya Publishing House, 2nd Edition 2011.
3. Balasubramanyan. *Business communication*. New Delhi: Vikas Publication, 2nd Edition 2016.
4. R.S.N.Pillai & Mrs.Bagavathi. *Modern Commercial Correspondence*. New Delhi: S.Chand&Co, 2006 Edition

SEMESTER IV	
Self Study/Online course: Business Leadership Skills	
Course Code:21UBASS2	Credits:2

Objectives:

- To develop professionals who can apply critical thinking skills for starting a business.
- To ensure the understanding of different modes of doing a business.

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO Addressed	C L
CO-1	understand the importance of management	1	Un
CO-2	describe the emergence of goal setting in leadership	1	An
CO-3	construct the knowledge strategy	2	Un, Cr
CO-4	gain knowledge of strategic dimensions	5	Un, Cr
CO-5	investigate on leadership style and conflict management	7	Ap
CO-6	understand about perception and attitude.	4	Un
CO-7	understand and analyse the importance of communication	3	An, Cr
CO-8	learn the emergence of social graces.	8	Un, Ap

SEMESTER IV	
Self Study/Online course: Business Leadership Skills	
Course Code:21UBASS2	Credits:2

Unit I Nature of Management

Nature and functions of Management – Administration vs Management - Skills and levels of managers – Characteristics of a Manager - Different approaches to management – systems approach – Management Environment – Internationalization of management

Unit II Planning and Decision making

Planning – Nature – Importance – Types – Steps in planning process – MBO – Strategic planning process – TOWS matrix – Business portfolio matrix – Decision making process – Models of decision making - Formal / Informal organization – Organizational structure – organizing process – Departmentalization – Authority delegation – Decentralization – Coordination – Line / Staff relations – Staffing procedure – Training and development – Performance appraisal

Unit III Characteristics of Leadership

Direction and Communication – Processes and Barriers – Leadership – Characteristics of a leader – Approaches to leadership – Motivation concepts – Theories of motivation – Committee – Team – Group decision making - System and process of controlling – Control techniques – Organizational change and Development – Strategies for efficient OC and OD – Productivity – Operations management - Use of IT in management functions

Unit IV Values in Management

Ethics and values in Management – Professional values – Definition of Ethics – Evolution of Ethics - Ethical theories – Global perspective – Cooperative ethics - Ethical development and challenges

Unit V Corporate Social Responsibility

Corporate social responsibility (CSR) – Business for social responsibility (BSR) –
Barriers to CSR – Corporate governance – Clarity of goals – work committed culture –
Blind management – Mind management – common sense in management – TQM –
consumer protection and safety – Environmental protection

Text book:

1. Harold Koontz, Heinz Weihrich, *Essentials of Management – An International Perspective*, New Delhi, TATA McGraw Hill., 7th Edition, 2009

Books for Reference:

2. Hellriegel and Slocum, *Management: A competency based approach*, United Kingdom, Thomson Learning, 4th Edition, 2015

3. Marianne M. Jennings, *Cases in Business ethics*, Boston CA, Cengage Learning, 6th Edition, 2009

4. R C Sekhar, *Ethical choices in Business*, New Delhi, Sage Publications 6th Edition, 2007