

**SEMESTER I**  
**PCBAB20 ORGANIZATIONAL BEHAVIOR**

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / I	PCBAB20	Organizational Behavior	Theory	Core	6	3	100

**OBJECTIVES**

1. To give a comprehensive view on the behavior of individuals and groups within diverse organizations and on organizational structure and processes.
2. To introduce students to theories and concepts of organizational behavior, increase knowledge and understanding of organizational behavior terminology and main concepts.
3. To develop students' skills in organizational behavior analysis, by providing practice in assessing organizational behavior problems.
4. To acquaint the students with the determinants of intra -individual, inter-personnel and inter group behaviour in organisational setting and to equip them with behavioural skills in managing people at work.

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Asses an organization and classify the contributing disciplines, approaches to OB

**CO2:** Acquire knowledge in applying personality traits and motivational theories.

**CO3:** Analyze the behavior of individuals and groups in organizations in terms of key factors.

**CO4:** Ability to comprehend the leadership skills and effective communication systems.

**CO5:** Assess the potential effects of organizational factors develop skills in handling stress and manage Quality of work life.

CO	PO					
	1	2	3	4	5	6
CO1	H	L	H	H	H	L
CO2	M	M	M	M	L	H
CO3	H	M	M	M	H	H
CO4	H	H	M	M	H	H
CO5	M	H	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	L	M	L
CO2	M	M	H	L	M	L
CO3	H	L	M	L	H	M
CO4	H	M	M	M	M	L
CO5	H	L	L	L	L	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit - I Focus and Purpose**

**(15 hours)**

- 1.1 Definition , Need (K1,K2,K3)
- 1.2 Importance of Organizational Behavior , Nature (K1,K2,K3)
- 1.3 Scope , Framework , Organizational behavior models (K1,K2,K3)
- 1.4 Challenges of OB ,Role of OB (K1,K2,K3)
- 1.5 Diversity in Organizations-Discrimination-Biographical Characteristics (K1,K2,K3)
- 1.6 Disabilities, Implementing Diversity Management Strategies (K1,K2,K3)

**Unit – II Individual Behavior**

**(15 hours)**

- 2.1 Personality, Types, Factors influencing personality (K1, K2, K3)
- 2.2 Theories, Learning, Types of Learners (K1, K2, K3)
- 2.3 Learning process, Learning theories, Organizational behavior modification (K1, K2, K3)
- 2.4 Emotional Intelligence, Attitudes, Characteristics, Components, Formation (K1, K2, K3)
- Measurement, Values, Perception, Importance
- 2.5 Factors influencing perception, Impression Management (K1, K2, K3)
- 2.6 Motivation, Theories, Maslow, Herzberg, Mc Clelland, Vrooms , X and Y Theory (K1, K2, K3)

**Unit – III Group Behavior**

**(15 hours)**

- 3.1 Groups in organizations, Influence (K1, K2, K3, K4)
- 3.2 Group dynamics (K1, K2, K3, K4)
- 3.3 Formal and informal (K1, K2, K3, K4)
- 3.4 Group cohesiveness, Group decision making techniques (K1, K2, K3, K4)
- 3.5 Interpersonal behaviour (K1, K2, K3, K4)
- 3.6 Work teams, Concept,Types, Effective teams (K1, K2, K3, K4)

## **Unit – IV Leadership and Power**

**(15 hours)**

- 4.1 Meaning, Importance (K1, K2, K3, K4)
- 4.2 Leadership styles, Theories, Leaders Vs Managers (K1, K2, K3, K4)
- 4.3 Sources of power, Power centers (K1, K2, K3, K4)
- 4.4 Power and politics, Communication (K1, K2, K3, K4)
- 4.5 Functions, Model, Choice of Communication (K1, K2, K3, K4)
- 4.6 Barriers to Effective Communication (K1, K2, K3, K4)

## **Unit – V Dynamics of Organizational Behavior**

**(15 hours)**

- 5.1 Organizational Change, Importance (K1, K2, K3, K4)
  - 5.2 Stability Vs change, Proactive Vs Reactive change (K1, K2, K3, K4)
  - 5.3 Change process, Resistance to change, Managing change , Stress (K1, K2, K3, K4)
  - 5.4 Work stressors, Prevention and management of stress (K1, K2, K3, K4)
  - 5.5 Balancing work and life, Organizational Development (K1, K2, K3, K4)
  - 5.6 Characteristics, Objectives, Organizational interventions(K1, K2, K3, K4)
- Note:** Case studies for all units. (K5,K6)

### **Text Books**

1. Stephen P. Robins, Organizational Behavior, PHI Learning Pearson Education, 11<sup>th</sup> Edition, 2008.
2. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Organizational Behavior, PHI Learning Pearson Education, 18<sup>th</sup> Edition, 2019.

### **References**

1. Schermerhorn, John Wiley, Hunt and Osborn, Organizational Behavior, 9<sup>th</sup> Edition, 2008.
2. Udai Pareek, Understanding Organizational Behavior, Oxford Higher Education, 2<sup>nd</sup> Edition, 2004.

### **Websites**

1. [www.obweb.org](http://www.obweb.org)
2. [www.coursera.org](http://www.coursera.org)

**SEMESTER – I****PJBAA20 - BUSINESS LAB – I: ENGLISH FOR PROFESSIONAL COMMUNICATION**

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PJBAA20	Business Lab- I English for Professional Communication	Theory & Practical	Elective	6	2	100

**OBJECTIVES**

1. To enriching business English vocabulary with self-confidence to communicate effectively in professional contexts and business environment.
2. To assist students to improve fluency and accuracy needed for various domains.
3. To improve professional etiquette in business negotiations, telephone conversations, written reports and emails, and professional presentations .

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Apply the basics of speaking English in everyday conversation and professional need.

**CO2:** Ability to draft letters based on the requirement

**CO3:** Acquire the ability to write reports, agenda and minutes of a meeting

**CO4:** Prepare and make appropriate business presentations

**CO5:** Increase employability quotient with professional and ethical responsibilities.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	L	L	M	L
CO2	H	H	M	L	M	L
CO3	H	H	M	M	M	L
CO4	H	M	M	L	M	L
CO5	H	L	M	L	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	M	L	L	H	H	H

<b>CO2</b>	M	M	H	H	L	H
<b>CO3</b>	M	L	L	H	L	H
<b>CO4</b>	M	L	M	H	H	H
<b>CO5</b>	M	H	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

### **Unit – I Communication Skills**

Introduction of oneself and others - Business vocabulary - Nouns - Verbs - Adjectives

### **Unit – II Writing skill**

Comprehension – Review Writing - Letter Writing - Complaint Letters - Sales – Trade enquiry – Offers and quotations – Collection letters – Circular letters.

### **Unit - III Reporting Skills**

Report : Types - Agenda – Minutes

### **Unit - IV Presentation Skills**

Email Etiquette - Organizing Presentation - Negotiation skills

### **Unit - V Employability Skills**

Applying for a job - Interview Techniques - Preparation of Resume - Group Discussion: Techniques

- Dos' and Don'ts

### **Text Books**

1. Michael Swan, Practical English Usage, Oxford University Press, Revised Edition 2017
2. Stephen Robbins & [Phillip L Hunsaker](#), Training in interpersonal skills, Pearson Education Limited, Revised Edition 2014.

### **Reference Books**

1. R.S.N.Pillai & Bhagavathi, Modern commercial correspondence, Revised Edition 2010, Reprint 2013.
2. Aysha Viswamohan, English for Technical communication, Tata McGraw Hill Publications, New Delhi, Reprint 2009.

### **Websites**

1. [www.talkenglish.com](http://www.talkenglish.com)
2. [www.englisheverywhere.com](http://www.englisheverywhere.com)

## SEMESTER I

### PJBAB20 - PRACTICAL – I: MS OFFICE AND ADVANCED EXCEL

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PJBAB20	MS Office and Advanced Excel	Practical	Elective	2	2	100

#### OBJECTIVES

1. To heighten their awareness of correct usage of Office Software.
2. Assist students to improve fluency and accuracy in mailing, creating presentations
3. To use advanced excel for data analysis purposes in business environment
4. To equip students with the knowledge and skills required to accomplish Word, Excel and PowerPoint tasks efficiently

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Master in the use of strategies, such as mail merging, creating articles.

**CO2:** Draft and to animate the presentations using power point

**CO3:** Analyse formulas and feeding the data in the excel

**CO4:** Develop and create charts and pivot table

**CO5:** Enhance and develop their ability to solve using conditionals and lookup functions in advanced excel.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	M	L
CO2	H	H	M	M	M	L
CO3	H	H	L	L	M	L
CO4	H	H	L	L	M	M
CO5	M	H	L	M	M	M

CO	PSO					
	1	2	3	4	5	6
CO1	M	H	H	H	H	L
CO2	H	H	M	H	H	L

<b>CO3</b>	M	H	H	H	H	L
<b>CO4</b>	M	H	H	H	H	L
<b>CO5</b>	M	H	M	L	M	M

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

#### **Unit – I Introduction to Microsoft Office 2007**

Introduction to Microsoft Office 2007- Creating a Document in Word – Saving – Formatting – Alignment –Fonts-Borders and Shading – Charts – Hyperlinks – Inserting Clip Art – Mail Merge.

#### **Unit – II Introduction to Microsoft PowerPoint 2007**

Introduction to Microsoft PowerPoint 2007 – Working with all Menus – Creating Presentation from Template – Changing Color – Working with Charts – Reordering Slides – Duplicating Slides – Making Slide Shows – Adding Audio – Adding Video Effect – Adding Animation – Adding Action Buttons.

#### **Unit – III Introduction to Microsoft Excel 2007**

Introduction to Microsoft Excel 2007 – Understanding Spreadsheets – Working with Format menu, Tools menu, Data menu – Editing Data – Formatting Text – Worksheet Creation – Formulas – Functions in Excel.

#### **Unit – IV Charts and Pivot Tables**

Understand Charts - Chart Design - Options and Tools - Chart Format Tools - Combo Charts- Understanding Pivot table-Creating Pivot table - Slicers -Report Filters for basic analytics.

#### **Unit – V Conditionals and Lookup Tables**

Scenario Analysis, Data Tables in Scenario Analysis, What-if Analysis, Math and Trig Functions, Text Functions in Excel, Using Lookup Functions, Vlookups, HLookups

#### **Text Books**

1. John Walkenbach Michael Alexander Microsoft Office 2013 John Wiley & Sons Ltd 4<sup>th</sup> Edition,2013
2. John Walkenbach -Excel 2016 Bible, , John Wiley & Sons Ltd 10<sup>th</sup> Edition,2016

#### **Reference books**

1. Ramesh Bangia - Learning HTML – Khanna Book Publishing Ltd, 2<sup>nd</sup> Edition,2013
2. A. Rajathi, P. Chandran -SPSS for you- MJP publishers, 1<sup>st</sup> Edition,2011

#### **Websites**

1. [www.coursera.org](http://www.coursera.org)
2. [www.open.edu](http://www.open.edu)

**SEMESTER –II****PCBAJ20 - FINANCIAL MANAGEMENT**

Year/Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / II	PCBAJ20	Financial Management	Problem	Core	6	3	100

**COURSE LEARNING OBJECTIVES**

1. To enable the learners understand the concept of financial management, scope, objectives and time value of money. Also valuation of bonds and shares.
2. To help the learners to acquire knowledge over evaluation of capital investment.
3. To make the learners understand the classification of cost of capital, its features and importance.
4. To make the learner understand the capital structure theories and practical. Also dividend theory and policy.
5. To enable the students understand the working capital and enable then to estimate working capital requirements.

**COURSE OUTCOMES**

The Learners will be able to

**CO1:** Be well-versed in the financial decision, functions and organization of financial managements. The can also come out with knowledge to value bonds and shares in practice.

**CO2:** Can come out with the practical knowledge of evaluating capital investment using traditional and modern capital budgeting methods.

**CO3:** Gain practical knowledge in calculating cost of different capitals.

**CO4:** Acquire knowledge over capital structure and work out capital structure under different approaches. Students also gain practical knowledge over dividend policy and its determinants.

**CO5:** Gain both theoretical and practical knowledge on working capital management including receivables, payables, inventory and cash management.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	M	H	H
CO2	M	L	H	H	H	H
CO3	H	L	H	M	H	H
CO4	H	M	M	M	H	M
CO5	H	M	L	H	H	H



CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I – Foundations of Finance (15 Hours)**

- 1.1: Financial Management – Scope – Objectives – Profit Maximization – Wealth Maximization (K1, K2, K3)  
 1.2: Financial Decisions (K1, K2, K3)  
 1.3: Functions of Financial Management (K1, K2, K3)  
 1.4: Organization of Financial Management – Functions of Treasurer and Controller (K1, K2, K3)  
 1.5: Time Value of Money – Concept – Reasons for time preferences of money (K1, K2, K3, K4)  
 1.6: Valuation of bonds and shares – Concept of value – Book value – Market value – Liquidation value – Replacement value – Going concern value – Bonds or debentures value. (K1, K2, K3, K4)

**Unit II – Capital Budgeting (15 Hours)**

- 2.1: Capital budgeting – Concept – Need of capital budgeting (K1, K2, K3, K4)  
 2.2: Pay back (K1, K2, K3, K4)  
 2.3: ARR (K1, K3, K4)  
 2.4: NPV (K1, K3, K4)  
 2.5: IRR (K1, K3, K4)  
 2.6: PI. (K3, K4)

**Unit III – Cost of Capital (15 Hours)**

- 3.1: Cost of capital – Features – Importance (K1, K2, K4)  
 3.2: Classification of cost (K1, K2, K4)  
 3.3 Cost of Debt (K1, K2, K3, K4)  
 3.4: Cost of Preference share capital (K1, K2, K3, K4)  
 3.5: Cost of Equity share capital (K1, K2, K3, K4)  
 3.6: Retained Earnings – CAPM – WACC. (K1, K2, K4)

#### **Unit IV – Financial and Dividend Decisions**

**(15 Hours)**

4.1: Leverage – Meaning – Types – Financial – Operating leverage and combined leverage

(K1,K2, K3, K4)

4.2: Capital structure – Designing capital structure (K1,K2, K3, K4)

4.3: Theories of Capital structure – Net Income approach- Net operating income approach

(K1,K2, K3, K4)

4.4: Traditional Approach - Modigliani Miller approach (K1,K2, K3, K4)

4.5: Dividend policy – Determinant of dividend policy – forms of dividend policy – form of dividends Dividend theory (K1,K2, K3, K4)

4.6: Walter model, Gordon model. (K1,K2, K3, K4)

#### **Unit V – Working Capital Management**

**(15 Hours)**

5.1: Principle of Working capital – Concept – Need (K2, K3, K4, K5)

5.2: Determinants – Issues and estimation of working capital (K2, K3, K4, K5)

5.3: Account receivables management and factoring (K2, K3, K4, K5)

5.4: Inventory management EOQ (K2, K3, K4, K5)

5.5: Stock levels (K2, K3, K4, K5)

5.6: Cash management. (K2, K3, K4, K5)

**Note:** 80% problems and 20% theory

#### **Text Books:**

1. Dr. S. N. Maheswari – Financial Management Principle And Practice, 2<sup>nd</sup> Edition Sultan Chand & Sons Educational Publishers, New Delhi 2004.
2. M. Y. Khan and P. K. Jain – Financial Management: Text, problem and cases, 5<sup>th</sup> Edition – Tata Mc Graw Hill, 2008.

#### **Reference Books**

1. M. Pandey – Financial Management – Vikas publishing House, 2007.
2. Chandra. P. Financial Management, New Delhi: Tata Mc Graw Hill, 8<sup>th</sup> Edition 2012.

#### **Websites**

1. [www.tutu.net](http://www.tutu.net).
2. [www.udemy.com](http://www.udemy.com)

## SEMESTER -II

### PCBAL20 – ENTERPRISE RESOURCE PLANNING

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAL20	Enterprise Resource Planning	Theory	Core	6	2	100

#### OBJECTIVES

1. To enable the evolution and role of ERP in business integration.
2. To integrate emerging technologies into ERP systems including supply chain management and customer relationship management
3. To understand Transition of ERP architecture, design, development, implementation, and project management. To choose perfect project team.
4. To find out the Effective Management concepts implemented in ERP after implementation
5. To get an idea with enterprise software from SAP.

#### COURSE OUTCOME

The learners will be able to

**CO1:** Understand how ERP is evolved and analyze various risk in ERP

**CO2:** Be able to integrate and analyze related technologies with ERP and also to understand the entire product life cycle starting from manufacturing till SCM and CRM

**CO3:** Be able to classify the legacy system with ERP system and able to apply various transition strategies according to the organization

**CO4:** Can analyze the success and failure factors and will be able to apply the success factors in post implementation phase

**CO5:** Understand and use the idea of SAP AG, SAP Net weaver in the enterprise.

CO	PO					
	1	2	3	4	5	6

<b>CO1</b>	H	H	M	M	H	H
<b>CO2</b>	H	H	H	M	H	L
<b>CO3</b>	M	M	H	H	M	H
<b>CO4</b>	H	H	H	H	M	M
<b>CO5</b>	M	M	H	H	M	L

CO	PSO					
	1	2	3	4	5	6
<b>CO1</b>	H	L	H	M	M	L
<b>CO2</b>	M	L	H	H	M	L
<b>CO3</b>	H	M	H	M	M	M
<b>CO4</b>	M	M	M	H	M	M
<b>CO5</b>	H	L	M	M	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

### **Unit I: Introduction**

**(15 hours)**

- 1.1 Introduction to ERP –Common ERP Myths (K1, K2, K3)
- 1.2 History and Evolution of ERP - Reasons for the Growth- Advantages(K1, K2, K3)
- 1.3 Why ERP- Roadmap for successful ERP Implementation (K1, K2, K3)
- 1.4 Basic ERP Concepts - ERP Fit (K1, K2, K3)
- 1.5 Importance - Create Value (K1, K2, K3)
- 1.6 ERP Architecture- Risks of ERP(K1, K2, K3)

### **Unit II: ERP and Technology**

**(15 hours)**

- 2.1 Benefits of ERP- ERP and related technologies (K1, K2, K3,K4)
- 2.2 Business Process Reengineering -Business Intelligence (K1, K2, K3,K4)
- 2.3 Product life cycle management (K1, K2, K3)
- 2.4 Customer Relationship Management (K1, K2, K3)
- 2.5 Supply Chain Management (K1, K2, K3)
- 2.6 Advanced technology and ERP Security- Business models of an ERP packages (K1, K2, K3)

### **Unit III: ERP Implementation**

**(15 hours)**

- 3.1 ERP Implementation Transition Strategies (K1, K2, K3)
- 3.2 Life Cycle (K1, K2, K3,K4)
- 3.3 Implementation Process (K1, K2, K3,K4)
- 3.4 Training and Education (K1, K2, K3,K4)
- 3.5 Data Migration (K1, K2, K3,K4)
- 3.6 ERP Project Teams (K1, K2, K3,K4)

**Unit IV: Operation, Maintenance and Future Trends in ERP (15 hours)**

- 4.1 ERP Operation (K1, K2, K3,K4)
- 4.2 ERP Maintenance (K1, K2, K3,K4)
- 4.3 Success factors of ERP implementation (K1, K2, K3,K4)
- 4.4 Failure factors of an ERP Implementation (K1, K2, K3,K4)
- 4.5 Future directions in ERP (K1,K2, K3,K4,)
- 4.6 Trends in ERP(K1,K2,K3,K4)

**Unit V: SAP (15 hours)**

- 5.1 SAP AG -SAP Business Basics (K1, K2, K3,K4)
- 5.2 SAP Technology Basics- SAP Project Basics (K1, K2, K3,K4)
- 5.3 Overview of SAP Applications and Components (K1, K2, K3,K4)
- 5.4 A Business User Perspective on Implementing SAP (K1, K2, K3,K4)
- 5.5 Logging On and Using SAP's User Interface (K1, K2, K3,K4)
- 5.6 SAP User Roles and Authorizations (K1, K2, K3,K4)

**Note:** Case Studies for all Units. (K5.K6)

**Text books**

1. Alexis Leon -ERP Demystified, Tata McGraw Hill Education Private Limited, Third Edition, 2014.
2. Dr. George W. Anderson - Sams Teach Yourself-in 24 hrs. , Fourth Edition , SAMS publication, 5<sup>th</sup> Edition ,2011

**Reference Books**

1. Anthony T Veltro, Toby J Veltro,Robert Elsenpeter -Cloud Computing - A practical Approach, Tata Mc Graw Hill,2010
2. Marainne Bradford - Modern ERP , lulu.com; Third Edition (January 2,2015)

**Websites**

1. [www.coursera.org](http://www.coursera.org)
2. [www.udemy.com](http://www.udemy.com)

## SEMESTER – II

### PJBAC20 - INNOVATION AND START-UP MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PJBAC20	Innovation and Start-Up Management	Theory & Practical	Skill Based Elective	4	2	40+60

### OBJECTIVES

1. The students develop and can systematically apply an entrepreneurial way of thinking that will allow them to identify and create business Opportunities that may be commercialized successfully.
2. The students will nurture the entrepreneurial skills and help to identify the new business opportunity.
3. The students can able to tap the new Governmental schemes available to kindle the interest of emerging entrepreneur.
4. The students will generate the interest and for patent and trade mark registration.
5. The students can design their business plan for getting institutional support.

### COURSE OUTCOMES

The Learner will be able to

**CO1:** Have the ability to discern distinct entrepreneurial traits

**CO2:** Write a business plan.

**CO3:** Be able to know the parameters to assess Opportunities for new business ideas.

**CO4:** Understand the Governmental schemes for entrepreneurial growth in India.

**CO5:** Know to register in e-commerce, trade mark and patent.

CO	PO					
	1	2	3	4	5	6
CO1	M	M	H	H	M	H
CO2	H	H	H	M	H	M
CO3	H	M	M	H	M	H
CO4	H	M	M	H	M	H
CO5	M	H	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	L	M	M	M
CO2	H	H	M	L	H	H
CO3	M	H	M	H	H	H
CO4	M	H	H	H	M	M
CO5	M	M	H	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

### **Unit I - Introduction to Entrepreneurship (12 Hours)**

- 1.1 Definition- Characteristics of entrepreneurship(K1)
- 1.2 Types of Entrepreneur(K1, K2)
- 1.3 Benefits and drawbacks of entrepreneurship(K1, K2)
- 1.4 Technopreneurs(K1)
- 1.5 Characteristics of technopreneur(K1, K2)
- 1.6 Women Entrepreneurship- Success stories of Women Entrepreneur(K1, K2)

### **Unit II - Crafting a winning business plan (12 Hours)**

- 2.1 Need and importance of business plan(K1, K2)
- 2.2 Elements of a business plan(K1, K2)
- 2.3 Ascertain initial viability of a business proposal(K1)
- 2.4 Enlisting technical aspects of business Plan(K1, K2, K3)
- 2.5 Financial aspects of business Plan (K1, K2, K3)
- 2.6 Marketing and Commercial business Profitability aspects of business Plan (K1, K2, K3)

### **Unit III - Institutional Support System for Entrepreneurs (12 Hours)**

- 3.1 Central Government Support System - National Board for Micro, Small and Medium Enterprises (NBMSME)-Small Scale Industries Board (SSIB) (K1, K2)
- 3.2 National Bank for Agriculture and Rural Development (NABARD) (K1, K2)
- 3.3 Small Industries Development Organisation (SIDO) - National Small Industries Corporation (NSIC) - Small Industries Development Bank of India (SIDESI) (K1, K2)
- 3.4 Khadi and Village Industries Commission (KVIC) (K1, K2)
- 3.5 State Government Support System - State Financial Corporation (SFC) - State Small Industries Development Corporation (SSIDC) (K1, K2)

3.6 Non-Government Support System -District Industries Centres (DIC). (K1, K2)

#### **Unit IV - Governmental Schemes (12 Hours)**

4.1 Prime Minister Employment Generation Programme and Other Credit Support Schemes (K1, K2)

4.2 Start-Up India- Make In India – Atal Innovation Mission (AIM) (K1, K2)

4.3 Support To Training And Employment Programme For Women (STEP) - Jan Dhan-Aadhaar Mobile (JAM) (K1, K2)

4.4 Biotechnology Industry Research Assistance Council (BIRAC) (K1, K2)

4.5 Stand-Up India -Trade Related Entrepreneurship Assistance And Development (TREAD) (K1, K2)

4.6 Pradhan Mantri Kaushal Vikas Yojana (PMKVY)-National Skill Development Mission. (K1, K2)

#### **Unit V - E-entrepreneur (Practical) (12 Hours)**

Basic approaches to launch an E-commerce effort - Trade Mark and Patent registration process- Business Incubation centre (K1, K2, K3)

**Note:** 60% Theory, 40% Practicals.

#### **Text Books**

1. Thomas W. Zimmerer, and Norman M.Scarborough Essentials of Entrepreneurship and Small Business management 5<sup>th</sup> Edition , PHI,2016
2. Jayashree Suresh – Entrepreneurial Development, 1<sup>st</sup> Edition – Margham Publication, , Latest Edition, 2012

#### **Reference Books**

1. Kathleen R. Allen- Bringing New Technology to Market, Prentice Hall,2003
2. Mary Coulter -Entrepreneurship in Action, 2<sup>nd</sup> Edition , Prentice Hall,2001

#### **Websites**

1. [www.bplan.com/](http://www.bplan.com/) [Businessplan]
2. [www.entrepreneur.com/businessplan](http://www.entrepreneur.com/businessplan) [Businessplan]
3. <https://msme.gov.in/all-schemes> [GovernmentalSchemes]
4. [www.businessmanagementideas.com](http://www.businessmanagementideas.com) [Institutional Support System forEntrepreneurs]



## PJBAD20 - ACCOUNTING SOFTWARE

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PJBAD20	Accounting Software	Theory & Practical	Skill	4	2	100

### OBJECTIVES

1. To introduce the students to the basic of accounts and the usage of accounting software for accounting purpose.
2. To acquaint students with the accounting concept, tools and techniques influencing business organization will be liable for preparation of financial statements in the modern technological era.
3. To enable the students to record the business transactions and manage the accounts information for an organization using the Business Accounting Software.
4. To enable the students to explore to and acquire skills in respect of most sophisticated computerized accounting procedures and practices

### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand and learn the various accounting packages and the basics of Tally Erp 9.0

**CO2:** Be able to enter accounting vouchers and to print profit and loss and Balance Sheet.

**CO3:** Be able to prepare inventory and stock items for an organization and print the stock summary report.

**CO4:** Understand how to create and maintain cost categories, cost centres of a product for easy processing of sales and purchase inventories.

**CO5:** Analyze the financial statements using ratio analysis and interpreting the results thereof.

CO	PO					
	1	2	3	4	5	6
CO1	M	H	H	M	H	M
CO2	M	H	H	M	H	L
CO3	M	H	L	H	H	H
CO4	H	M	L	H	M	M
CO5	H	M	H	L	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	M	H	H	M	H	H
CO3	H	H	H	H	M	H
CO4	M	M	M	H	H	M
CO5	L	M	M	H	H	H

**H-HIGH (3), M-MODERATE(2), L-LOW(1)**

### **Unit I - Introduction**

Introduction to Tally - Journal, ledger accounts - Trial Balance – Trading and profit and Loss account

– Profit and Loss account – Balance Sheet

### **Unit II - Creation of Accounts Master**

Fundamentals of Inventory - Accounts Master Creation: Accounts Information – Groups (Create, Display, and Delete) – Multiple groups – Ledgers (Create, display, Alter) – Multiple Ledgers.

### **Unit III - Cost categories**

Cost Categories – Cost Centers. Inventory Master Creation: Stock groups – Entering Vouchers; Voucher types – How to enter Voucher – Different Types of Accounting Vouchers (Payments / Receipt, Journal, Sales and purchase)

### **Unit IV - Inventory and stock accounts**

Preparation of inventory and stock accounts - Inventory Master Creation: Stock groups, stock items and units of measurement – Entering Vouchers- Results in trial balance and stock summary

### **Unit V - Ratio Analysis**

Preparation of Ratio analysis - Inventory Master Creation- Entering Vouchers- Checking Results

### **Lab Exercises:**

1. Trading and profit and loss account of a company.
2. Balance sheet of the company
3. Cost category and cost center
4. Inventory and stock

## 5. Ratio Analysis

### **Text Books**

1. Namrata Agarwal, Tally 9, Dream tech press 2<sup>nd</sup> Edition,2013
2. A.K.Nadhani, K.K.Nadhani, Implementing Tally 9, BPB Publications – 2<sup>nd</sup> Edition,2018

### **Reference Books**

1. Kogent Learning solutions Inc., Tally-ERP 9 in simple steps – 1<sup>st</sup> Edition,2012
2. Law point , Guide to Tally 9, 2<sup>nd</sup>Edition,2007

### **Websites**

1. [www.tally9book.com](http://www.tally9book.com)
2. [tallytraining.in](http://tallytraining.in)

**SEMESTER – III****PJBAE20 - STOCK TRADING**

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II /III	PJBAE20	Stock Trading	Theory	Skill Paper	4	2	100

**OBJECTIVES**

1. To learn the skill in trading and investing in the stock markets
2. To practice trading in a virtual stock market game
3. To gain experience and knowledge to be successful in stock market
4. To understand the derivative market
5. To practice the Systematic investments plan

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Understand the basics in stock market and stock exchanges

**CO2:** Study the capital market and trading settlement

**CO3:** Understand the stock charts and signals.

**CO4:** Understand the financial derivatives contracts

**CO5:** Learn the mutual funds and its investment modes

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	M	H	H	M	M	H
CO3	H	M	H	H	H	M
CO4	H	M	H	H	H	H
CO5	M	H	M	L	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	H	H	H
CO2	H	M	H	M	H	H
CO3	H	M	M	H	H	H
CO4	M	H	H	M	H	M
CO5	M	H	M	H	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

### **Unit I - Introduction about Stock**

Meaning of stock exchange – Classification of Stocks – Investing Strategies – Framework for intelligent stock market- How to invest in stock market with little money – Stock Quotations - Face Value of Share

### **Unit II - Market Intermediaries**

Capital Market and Its Types - Broker – Sub-Broker – Depository – Depository Participants – Procedures- Different type of orders – Clearing and Settlement – Demat A/c – Rolling Settlement – Internet Trading

### **Unit III - Fundamental and Technical Analysis**

Importance of rupee value – When to sell a stock – Fundamentals signals - Technical Signals - Share market chart - How to read stock charts for beginners

### **Unit IV - Understanding Derivatives**

Derivatives – Features – Types – Derivatives vs. Stock

### **Unit V - Understanding Mutual Fund**

Mutual Fund – Evolution – Types – How to Select a good Mutual fund – Invest in Mutual Fund through SIP – Mutual Fund ranking – Calculation of Risk Adjusted Return – Newspaper and Internet games.

**Text Books**

1. N.J. Yaraswy, Stock Market Investing, Vision Books, Reprinted 2013.
2. Uma Shashikanth, SUnitha Abraham, Arti Anand Bhargava,  
Understanding Mutual Funds, Tata Mc Graw Hill Education Private  
Limited, 2011.

**Reference Books**

1. Sundar Sankaran, Mutual Funds, Vision Books Private Limited, 3<sup>rd</sup>  
Edition 2012.
2. Van K. Tharp- Trade Your way to Financial Freedom, McGraw-Hill  
Education; 2 edition (December 13, 2006)

**Websites**

1. [www.nseindia.com](http://www.nseindia.com)
2. [www.mashable.com/2010/stockmarketgames](http://www.mashable.com/2010/stockmarketgames)

## **PIBAF20- MALL MANAGEMENT**

<b>Year/ Sem</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>Course type</b>	<b>Course Category</b>	<b>H/W</b>	<b>Credits</b>	<b>Marks</b>
I/II	PIBAF20	Mall Management	Theory	Independent Elective	-	2	100

### **OBJECTIVES**

1. To evolve comprehensive information on shopping mall
2. To acquaint the learners with revenue framework
3. To procure efficiency on promotional activities
4. To learn the prerequisites of mall management
5. To educate the learners on future of shopping malls

### **COURSE OUTCOMES**

The learners will be able to

**CO1:** Understand the Emergence and Development of Shopping Mall

**CO2:** Acquire Knowledge on Revenue Model of the mall

**CO3:** Gain knowledge in the Promotional Activities of Mall

**CO4:** Investigate the Facilities Required for Mall Management

**CO5:** Obtain the Awareness on Upcoming Mall Challenges

<b>CO</b>	<b>PO</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>CO1</b>	H	M	H	M	H	M
<b>CO2</b>	H	M	M	M	H	M
<b>CO3</b>	H	M	H	H	M	H
<b>CO4</b>	M	H	M	H	M	H
<b>CO5</b>	M	H	H	M	H	H

<b>CO</b>	<b>PSO</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>CO1</b>	H	H	L	M	M	H
<b>CO2</b>	H	M	H	H	H	H
<b>CO3</b>	H	H	H	H	H	H
<b>CO4</b>	H	M	H	H	H	H

CO5	H	H	H	H	H	H
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**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

### **Unit I: Introduction to Shopping Malls and Development Process**

- 1.1 Definition (K1, K2)
- 1.2 Types of Shopping Malls (K1, K2)
- 1.3 Evolution of Shopping mall (K1, K2)
- 1.4 India's entry into Shopping mall era (K1, K2, K3)
- 1.5 Mall Management (K1, K2, K3)
- 1.6 Factors contributing to growth of Shopping malls in India (K1, K2, K3, K4)

### **Unit II: Revenue Model and Design Planning.**

- 2.1 Capital sources for malls (K1, K2)
- 2.2 Private funds (K1, K2, K3 )
- 2.3 Strategic decisions in mall financing (K1, K2, K3,)
- 2.4 Sources of Revenue (K1, K2, K3)
- 2.5 Planning and Design Decisions (K1, K2, K3, K4)
- 2.6 Design Process – Characteristics of Small Designs (K1, K2, K3)

### **Unit III: Promotional Activities for Shopping Malls**

- 3.1 Marketing activities in Shopping Malls (K1, K2)
- 3.2 Promotion during planning and construction phase (K1, K2)
- 3.3 Importance of Promotional Activities (K1, K2,)
- 3.4 Components of Promotional Activities (K1, K2, K3)
- 3.5 Mall promotion calendar (K1, K2, K3 )
- 3.6 Theme based promotion. (K1, K2, K3, K4)

### **Unit IV: Facilities in Mall Management**

- 4.1 Facilities offered (K1, K2,)
- 4.2 Utilities (K1, K2)
- 4.3 Health and hygiene (K1, K2, K3)
- 4.4 Safety and security (K1, K2, K3)
- 4.5 Parking Ambience (K1, K2, K3)
- 4.6 Building management system. (K1, K2, K3, K4)

### **UNIT V: Future of Shopping Malls**

- 5.1 Comparison of Mall development in US and India (K1, K2, K3)
- 5.2 Challenges before Indian shopping malls (K1, K2, K3)



- 5.3 Life cycle stages of Shopping malls. (K1, K2)
- 5.4 Resurgence of Shopping Mall in India (K1, K2, K3)
- 5.5 Predicted Trends of Shopping Mall (K, K2, K3, K4)
- 5.6 Shopping Mall Management. (K1, K2, K3)

**Note:** Case Studies for all Units (K5.K6)

**Text Books**

1. Harvinder Singh, Sriniv R Srinivasan – Mall Management – Tata McGraw Hill Education, 2012.

**Reference Books**

1. Abhijit Das – Mall Management, 2<sup>nd</sup> Edition – Taxmann Publication, 2011.

**Websites**

1. [www.learnmail.in](http://www.learnmail.in)

**INDEPENDENT ELECTIVE PAPER - 10****PIBAJ20 – CYBER SECURITY AND LAWS**

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PIBAJ20	Cyber Security And Laws	Theory	Independent Elective	-	2	100

**OBJECTIVES**

1. To gain domain knowledge in all aspects of Cyber Security.
2. To enhance the security skills against cyber-crime
3. To implement the conceptual and practical cyber security knowledge in the workplace
4. To establish awareness in current issues from diverse aspects of technology.
5. To adhere to the values and ethics relevant to the business environment.

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Enable the student to understand about cybercrime and risk in Systems

**CO2:** Analyze application securities enable students to understand the type of hackers and the techniques

**CO3:** Be able to classify Security threats Security issues in hardware and able to implement in work place

**CO4:** Adhere to the values and ethics relevant to the Cybercrime in business environment.

**CO5:** Establish awareness in current issues from diverse aspects online transactions

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	H	M	H	M
CO3	M	H	H	M	H	M
CO4	M	H	M	H	M	H
CO5	H	H	M	H	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	M
CO2	H	L	M	M	H	M
CO3	M	M	M	H	H	M
CO4	L	M	H	M	H	H
CO5	L	L	M	M	H	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

### **Unit I - Information security**

- 1.1 Introduction – Cyber-crime (K1, K2, K3)
- 1.2 History – Cybercrime threats (K1, K2, K3)
- 1.3 Motives and reasons for Cyber- crime (K1, K2, K3)
- 1.4 Threats to Information Systems (K1, K2, K3)
- 1.5 Information Assurance (K1, K2, K3)
- 1.6 Cyber Security and Security Risk Analysis (K1, K2, K3,K4)

### **Unit II - Application security**

- 2.1 Introduction -Data Security Considerations (K1, K2, K3)
- 2.2 Disposal of Data -Security Technology (K1, K2, K3, K4)
- 2.3 Access Control (K1, K2, K3)
- 2.4 Intrusion Detection (K1, K2, K3)
- 2.5 Types of hackers (K1, K2, K3,K4)
- 2.6 Techniques used for hacking (K1, K2, K3, K4)

### **Unit III - Security threats Security issues in hardware**

- 3.1 Introduction- Data Storage and Downloadable Devices (K1, K2, K3, K4)
- 3.2 Physical Security of IT Assets (K1, K2, K3)
- 3.3 CCTV and Intrusion Detection System (K1, K2, K, K43)
- 3.4 Security Policies (K1, K2, K3)
- 3.5 Networks and Services Attacks (K1, K2, K3, K4)
- 3.6 Security Threats to ecommerce (K1, K2, K3, K4)

### **Unit IV - Information security standards**

- 4.1 Developing Secure Information System (K1, K2, K3)
- 4.2 Key Elements of Information Security Policy (K1, K2, K3)

- 4.3 IT Act 2000- Copyright-Patent (K1, K2, K3)
- 4.4 Intellectual Property Right (K1, K2, K3)
- 4.5 Cyber Law in India (K1, K2, K3)
- 4.6 Software Licensing - Semiconductor Law and Patent Law (K1, K2, K3, K4)

### **Unit V - Online Transactions**

- 5.1 Online transaction – E-commerce (K1, K2, K, K43)
- 5.2 Online banking system (K1, K2, K3, K4)
- 5.3 Real – Time gross settlement system (K1, K2, K3)
- 5.4 Advantages and disadvantages of online transaction (K1, K2, K3)
- 5.5 Electronic card fraud – ATM card (K1, K2, K3)
- 5.6 Credit card– Smart cards (K1, K2, K3)

**Note:** Case studies for all units. (K5.K6)

### **Text Books**

1. Mayank Bhushan, Raj Kumar Singh Rathore, Aatif Jamshed , Cyber security – Principles theory and Practices- BPB Publication, 1<sup>st</sup> edition , 2017

### **Reference Books**

- 1 M.K. Geetha, Swapna Raman, Cybercrimes and Fraud Management, Macmillan, Indian Institute of Banking and Finance., 1<sup>st</sup> Edition 2013.

### **Websites**

- 1 [swayam.gov.in](http://swayam.gov.in)

## **SEMESTER - III**

### **PESSB20 – ELECTIVE IV B - DIGITAL BUSINESS AND E COMMERCE**

<b>Year/ Sem</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>Course Category</b>	<b>H/W</b>	<b>Credits</b>	<b>Marks</b>
II / III	PESSB20	Digital Business and E Commerce	Core Elective	6	3	100

## OBJECTIVES

1. To gain domain knowledge in all aspects of Digital and E-Commerce environment.
2. To enhance the technologies used in digital business.
3. To implement the conceptual and practical knowledge of E- CRM and E- SCM concepts in the workplace
4. To establish awareness of using digital payment methodologies from diverse aspects of technology.
5. To enhance various E- commerce strategies to master in the digital business environment.

## COURSE OUTCOMES

The learners will be able to

**CO1:** Understand about emergence of E-commerce

**CO2:** Analyze various technologies used to develop digital business environment

**CO3:** Understand the concepts of E- marketing and Digital payment

**CO4:** Students adhere to the values and ethics relevant to the digital payment in business environment

**CO5:** Have knowledge to establish new strategies and master in E- Commerce.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	M	H
CO3	M	M	H	M	H	H
CO4	M	M	H	M	H	H
CO5	H	H	M	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	M
CO2	H	M	H	H	H	M
CO3	H	M	H	M	H	L
CO4	L	M	M	M	H	H
CO5	L	M	H	M	H	M

**H-HIGH (3), M-MODERATE (2), L-LOW (1)**

### **Unit I - Introduction to E-Commerce**

**(15 hours)**

- 1.1 Emergence of the Internet – Emergence of the World Wide Web (K1, K2, K3)
- 1.2 Advantages and Disadvantages of E- commerce (K1, K2, K3)
- 1.3 BAM Model - Online Extension of a BAM Model (K1, K2, K3)
- 1.4 Transition of E-commerce in India – E-Transition Challenges for Indian Corporates (K1, K2, K3)
- 1.5 E- Business Models Based on Transaction Parties (K1, K2, K3, K4)
- 1.6 E- Business Models Based on Transaction Types (K1, K2, K3, K4)

### **Unit II - E-Commerce Enabling Technologies and E-Security**

**(15 hours)**

- 2.1 Digital Business concepts -Internet Client-Server Applications (K1, K2, K3)
- 2.2 Networks and Internets: Communication Switching (K1, K2, K3)
- 2.3 Developments in Transmission – Network Routers – The Internet Protocol Suite (K1, K2, K3)
- 2.4 Naming Conventions – URLs – Search Engines (K1, K2, K3)
- 2.5 Software Agents – Internet Service Provider (K1, K2, K3)
- 2.6 Information Security Environment in India (K1, K2, K3)

### **Unit III - Digital Business Ecosystems**

**(15 hours)**

- 3.1 E-Marketing: Traditional Marketing –Identifying Web Presence Goals (K1, K2, K3,K4)
- 3.2 The Browsing Behavior Model – Online Marketing – E-Advertising (K1, K2, K3, K4)
- 3.3 E-Payment Systems: Main Concerns in Internet Banking – People Drive Change – Digital Payment Requirements (K1, K2, K3, K4)
- 3.4 Digital Token-based E-payment Systems – Classification of New Payment Systems (K1, K2, K3, K4)

3.5 Properties of Electronic Cash – Cheque Payment Systems on the Internet (K1, K2, K3, K4)

3.6 Risk and E-Payment Systems- E Procurement (K1, K2, K3)

#### **Unit IV - E-CRM & E-SCM**

**(15 hours)**

4.1 E-Customer Relationship Management: Introduction- Typical Business Touch Points(K1, K2, K3, K4)

4.2 CRM and workflow Automation – Customer Relationship Management System for a Bank (K1, K2, K3)

4.3 Social Media Marketing (K1, K2, K3, K4)

4.4 E-Supply Chain Management: Supply Chain – Fulfilling Customer’s Needs – Smart Chains, Smarter Gains

(K1, K2, K3, K4)

4.5 SCM in Wal-Mart World – The pay-off –Seven Ways to Reduce Inventory –E-SCM Provides

“Real-time”Benefits(K1, K2, K3)

4.6 The Strategic Advantage - E-Supply Chain Components and Architecture –Major Trends in E-SCM

(K1, K2, K3)

#### **Unit V - Digital Business Web Design**

**(15 hours)**

5.1 E-Strategy: Information and Strategy- The Virtual Value Chain (K1, K2, K3)

5.2 Seven Dimensions of E-Commerce Strategy (K1, K2, K3)

5.3 Value Chain and E-Strategy (K1, K2, K3)

5.4 Planning the E-Commerce Project. (K1, K2, K3, K4)

5.5 Effective Web Design: Requirements of Intelligent Websites (K1, K2, K3)

5.6 Setting Website Goals and Objectives – Strategies for Website Development (K1, K2, K3)

**Note:** Case studies for all Units. (K5.K6)

#### **Text Books**

1. P.T. Joseph, S.J. - E-Commerce, An Indian Perspective, PHI Publications, 4<sup>th</sup> Edition 2012.
2. Gary.P.Schneider - Ecommerce, Cengage Learning, 9<sup>th</sup> Edition, 2011

#### **Reference Books**

1. Ravi Kalakota- Electronic Commerce, Pearson Education, 10<sup>th</sup> Edition, 2012..
2. Bharat Bhasker- Electronic Commerce, Frame Work Technologies and Applications, Tata McGraw Hill Publications, 3rd Edition, 2008.

#### **Websites**

1. [www.shopify.com](http://www.shopify.com)

2. [www.coursera.org](http://www.coursera.org)