

UAITR20 - INSTITUTIONAL TRAINING

Each student shall be required to prepare on the basis of the training undergone by her in a business or industrial organization. The report should demonstrate the capability of the student in studying the organization and its process in totality.

EVALUATION PATTERN

- ✓ Each student should undergo the training separately.
- ✓ The mode of evaluating the student will consist of two parts. One on the basis of the report writing and the other will be through Viva-Voce.
- ✓ The valuation of the report writing will be done by the Internal Examiner while for the oral i.e. Viva-Voce Examination an External Examiner will be called for.
- ✓ 60 marks will be awarded for the report writing and 40 marks for the Oral (Viva-Voce) Examination.
- ✓ Training will be for a period of 25 days which will be during the month of December of every academic year.
- ✓ Each student should find a reputed organization which carries out the important functions like Production, Human Resource, Finance and Marketing to carry out her investigation with the approval of the department
- ✓ Records should be maintained for the daily activities signed by the concerned authorities in the organization.
- ✓ After completion of the training, the students should get the Completed Certificate and the Attendance Certificate from the company when she comes to the College.
- ✓ Any change of the organization during the course of the Training should be done only after getting the consent from the Head of the Department of the College in a written format
- ✓ The following are the components for Report Writing (60 Marks)

Content	40 Marks
Layout	10 Marks
Grammar	10 Marks

- ✓ For the Viva-Voce Examinations (Semester – 40 Marks)

Oral Presentation	30 Marks
Question and Answer	10 Marks

SEMESTER – V

UCBAN20 – Banking and Insurance

Year: III	Course Code: UCBAN20	Title of the Course: Banking and Insurance	Course Type: Theory	Course Category: Core	H/W 6	Credits 4	Marks 100
Sem: V							

Objectives

1. To impart knowledge to learners on banking system and its evolution
2. To make the learners understand the functions of RBI and Negotiable instruments including cheque
3. To enable the learners to understand procedures of opening of accounts in bank, bank customer relationship and e - banking services
4. To provide knowledge over insurance and its need principles etc., to the learners
5. To impart knowledge over different types of insurance to the learners

Course Outcomes (CO)

The learners will be able to

1. Gain knowledge on banking system and its services
2. Equip with the knowledge of RBI and its functions and importance of negotiable instruments
3. Gain the knowledge as to how to open and operate accounts in bank and also maintaining relationship with bankers
4. Understand the meaning of the insurance and its necessary principles
5. Gain knowledge over different types of insurance, their applicability and benefits

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

(Low - L, Medium – M, High - H)

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

(Low - L, Medium – M, High - H)

Course Syllabus

UNIT I - Banks and their modern services

(15 Hours)

- 1.1: Definition of Banking – Classification of Banks (K1, K2)
- 1.2: RBI – objectives – functions (K1,K2,K3)
- 1.3 : Commercial Banking - functions (K1,K3)
- 1.4 : Opening of accounts – meaning – types of accounts – steps in opening account- bank customer – meaning – relationship – types (K1,K2,K3)
- 1.5 : E-banking – meaning - services – benefits (K1,K2,K3)
- 1.6: Internet banking – meaning – services (K1,K2,K3)

UNIT II - Negotiable instruments

(15 Hours)

- 2.1: Negotiable Instrument – Meaning – characteristics (K1,K2,K3)
- 2.2: Cheques –types (K1,K3)
- 2.3 : Promissory notes – features (K1,K2,K3)
- 2.4 : Bill of exchange – features – types (K1,K2,K3)
- 2.5 : Endorsements – meaning – components – types – effects of endorsement (K1,K2,K3)
- 2.6: Crossing of cheques – meaning – objectives – need – types (K1,K2,K3)

UNIT III - Paying and Collecting bankers

(15 Hours)

- 3.1: Paying banker – meaning – Banker’s duty (K1,K2,K3)
- 3.2: Refusal of cheques payment (K1,K2,K3)
- 3.3 : Collecting banker –meaning (K1,K2,)
- 3.4 : Collecting banker’s role- duty (K1,K2,K3)
- 3.5 : Bank lending – meaning – significance of bank (K1,K2,K3)
- 3.6: Lending – forms of lending – securities of lending (K1,K2,K4)

UNIT IV Introduction to Insurance

(15 Hours)

- 4.1: Introduction – Meaning of insurance (K1,K2,K3)
- 4.2: Evolution of insurance (K1, K4)
- 4.3 : Features of insurance (K1, K2)
- 4.4 : Functions and importance of insurance (K1,K2,K3)
- 4.5: Principles of insurance (K1,K2,K3)
- 4.6: Role of IRDA (K1,K2,K3)

UNIT V Types of Insurance

(15 Hours)

- 5.1 : Life insurance – Introduction – Meaning of Life Insurance – Definition of Life Insurance – (K1, K2, K3)
- 5.2 : Characteristic of life insurance – Advantages of life insurance (K1,K2,K3)
- 5.3 : Fire insurance – Meaning of life insurance – definition of life insurance (K1,K2,K3)
- 5.4 : Functions of life insurance- kinds of fire policies - Meaning of Marine insurance (K1,K2,K3)
- 5.5: Types of Marine insurance - Procedure involved in taking a marine policy (K1,K2,K3,K4)
- 5.6: Marine losses- types of marine losses (K1,K2,K3)

Text Books

1. Dr. S. Gurusamy, Banking Theory Law and Practice, Vijay Nicole Imprints Private Ltd, Chennai, 4th Edition, 2017
2. Varshney P. N, Banking Law and Practice, Sultan Chand and Sons, New Delhi, 25th Reprint Edition, 2019

Reference Books

1. Sundaram K.P.M, Banking Law and Practice, Sultan Chand & Sons, New Delhi, 2nd Edition, 2015.
2. D. Muraleedharan, Modern Banking Theory and Practice, PHL Learning Private Limited, New Delhi, 2nd Edition, 2018

UCBAR20 – PROJECT

Each student shall be required to do a project and prepare the report on the basis of the investigation carried out by her in an institution or industrial organization. The student is expected to identify a problem in the organization based on her area of specialization and provide solutions and suggestions to the management. The report should demonstrate the capability of the students in analysing and evaluating the problem and to create original approach in providing solutions to the problem.

The project should include field studies, surveys, interpretation, planning and designing of the Research Methodology presented in a comprehensive manner with recommendations for solutions based on scientifically worked out data and Viva-Voce Examinations will be conducted on the basis of the report and presentation.

EVALUATION PATTERN

- ✓ Each student should undergo the training separately.
- ✓ The mode of evaluating the student will consist of two parts. One on the basis of the report writing and the other will be through Viva-Voce.
- ✓ The valuation of the report writing will be done by the Internal Examiner while for the oral i.e. Viva-Voce Examination an External Examiner will be called for.
- ✓ 60 marks will be awarded for the report writing and 40 marks for the Oral (Viva-Voce) Examination.
- ✓ Training will be for a period of 30 days (One Month) which will be during the month May – June of every academic year.
- ✓ Each student should find a reputed organization which carries out the important functions like Production, Human Resource, Finance and Marketing to carry out her investigation with the approval of the department
- ✓ Records should be maintained for the daily activities signed by the concerned authorities in the organization.
- ✓ After completion of the training, the students should get the Completed Certificate and the Attendance Certificate from the company when she comes to the College.
- ✓ Any change of the organization during the course of the Training should be done only after getting the consent from the Head of the Department of the College in a written format
- ✓ The following are the components for Report Writing (60 Marks)

Content	40 Marks
Layout	10 Marks
Grammar	10 Marks

- ✓ For the Viva-Voce Examinations (Semester – 40 Marks)

Oral Presentation	30 Marks
Question and Answer	10 Marks

SEMESTER – VI

UEBAD20 – Entrepreneurial Development

Year: III Sem: VI	Course Code: UEBAD20	Title of the Course: Entrepreneurial Development	Course Type: Theory	Course Category: Elective	H/W 5	Credits 5	Marks 100
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Objectives

1. To develop entrepreneurial way of thinking
2. To understand to design the business plan for getting institutional support
3. To understand the different level of entrepreneur and their roles in the economy
4. To know the strategies for entering into new market to be successful in business
5. To nurture the entrepreneurial skills and help to identify the new business opportunity

Course Outcomes (CO)

The learners will be able to

1. Have the ability to discern entrepreneurial traits
2. Know the different entrepreneur and supporting institution and Write a business plan
3. Know the parameters to assess opportunities for new business ideas
4. Identify the various forms of entrepreneur and to correlate which form of business will suit their need
5. Understand the environment and to apply the strategies to enter into new market

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

H- High (3), M- Moderate (2), L- Low (1)

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

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I: Introduction (15 Hours)

- 1.1 Introduction – Definition- Understanding the meaning of entrepreneurship (K1)
- 1.2 Importance of entrepreneurship (K1, K2)
- 1.3 Characteristics of an entrepreneur (K1, K2)
- 1.4 Classification of the entrepreneurs (K1, K2)
- 1.5 Factors influencing entrepreneurship (K1, K2)
- 1.6 Role played by Government and non- government agencies (K1, K2)

UNIT II: Entrepreneurial growth, Project appraisal (15 Hours)

- 2.1 Project Appraisal – Techniques (K1, K2)
- 2.2 Business plan - Content of business plan (K1, K2, K3)
- 2.3 EDP's (K, K2)
- 2.4 SIDBI (K1, K2)
- 2.5 DIC– MSME (K1, K2)
- 2.6 Industrial policy of Government of India (K1, K2)

UNIT III: Business Idea generation technique (15 Hours)

- 3.1 Starting an enterprise (K1)
- 3.2 Business Generation Techniques (K1)
- 3.3 Marketing feasibility (K1)
- 3.4 Financial feasibility (K1)
- 3.5 Technical feasibility – Legal feasibility (K1)
- 3.6 Managerial and Location feasibility (K1)

UNIT IV: Forms of Entrepreneur (15 Hours)

- 4.1 Rural entrepreneurs (K1, K2)
- 4.2 Small scale entrepreneurs (K1, K2)
- 4.3 Export entrepreneur-Export procedure (K1, K2, K3)
- 4.4 Family Business - Importance of family business - Responsibilities and rights of shareholders of a family business Pitfalls of the family business (K1, K2)
- 4.5 Women entrepreneurship – Meaning - Definition- Problems of women entrepreneur (K1, K2)
- 4.6 Prospects of women entrepreneur – Success stories of women entrepreneurs (K1, K2)

UNIT V: Entering the Market (15 Hours)

- 5.1 Michael porter's five force model (K1, K2)
- 5.2 Acquisition (K1, K2, K3)
- 5.3 Joint ventures (K1, K2, K3)
- 5.4 Franchising (K1, K2, K3)
- 5.5 Licensing (K1, K2, K3)
- 5.6 Piggybacking (K1, K2)

Text Books

1. Jayshree Suresh, Entrepreneurial Development, Margham Publication, Chennai, 5th Edition, 2012.
2. S S Khanka, Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 5th Edition, 2013.

Reference Books

1. Robert, Michael, Dean A. Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi, 10th Edition, 2017
2. Poornima M. Charantimath, Entrepreneurship Development: Small Business Enterprises, Pearson Education, New Delhi, 2nd Edition, 2013.

SEMESTER – V/VI

UGBAA520/ UGBAA620 – Non Major Elective : Human Resource Management

Year: III Sem: V/VI	Course Code: UGBAA520/ UGBAA620	Title of the Course: Human Resource Management	Course Type: Theory	Course Category: Non Major Elective	H/W 3	Credits 2	Marks 100
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Objectives

1. To understand the basic concepts of HRM
2. To have a good understanding on Recruitment, Selection and Training process
3. To gain knowledge on the performance appraisal and training of the employees
4. To familiarize the students with the provisions of welfare and safety measures
5. To develop deep insight about the challenges in HRM

Course Outcomes (CO)

The learners will be able to

1. Integrate the knowledge of HR concepts
2. Apply the gained knowledge of Recruitment, Selection and Training in their career
3. Be able to implement and evaluate the requirements of performance appraisal and training of the employees
4. Gain knowledge over welfare measures and safety measures of the employees
5. Equip with the knowledge of the challenges of HR and talent management

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

H- High (3), M- Moderate (2), L- Low (1)

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

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I Introduction to Human Resource Management (9 Hours)

- 1.1: Definition - Scope of HRM (K1, K2, K3, K4)
- 1.2: Objectives of HRM (K1, K2, K3, K4)
- 1.3: Qualities of a HR manager (K1, K2, K4)
- 1.4: Difference between HRM and Personnel management (K1, K2)
- 1.5: HR Planning – Need – Process – Requisites and barriers (K1, K2)
- 1.6: HRIS – E-HR (K1, K2)

Unit II Recruitment and Selection (9 Hours)

- 2.1: Recruitment – Factors (K1, K2, K3)
- 2.2: Process of Recruitment (K1, K2, K3)
- 2.3: Sources of Recruitment (K1, K2, k3)
- 2.4: Selection – Process (K1, K2, K4)
- 2.5: Induction and Orientation – Purpose – Strategic Choices – Problems (K1, K2, K4)
- 2.6: Placement (K1, K2, K4)

Unit III Performance Appraisal and Training (9 Hours)

- 3.1: Performance appraisal – Meaning – Objectives (K1, K2, K4)
- 3.2: Process and Problems of Performance Appraisal (K1, K2, K4)
- 3.3: Methods of Performance Appraisal (K1, K2, K3)
- 3.4: Training – Inputs – Process (K1, K2, K3)
- 3.5: Techniques of Training (K1, K2, K3, K4)
- 3.6: Career Planning and Development (K1, K2, K3)

Unit IV Employee Welfare and Safety Measures (9 Hours)

- 4.1: Participative management – Types (K1, K2, K3)
- 4.2: Employee welfare – Measures (K1, K2, K3)
- 4.3: Approaches to Employee Welfare (K1, K2)
- 4.4: Safety - Need – Health (K1, K2, K3)
- 4.5: Industrial Relations (K1, K2, K4)
- 4.6: Trade unions (K1, K2, K4)
- 4.7: Work Stress – Reasons (K1, K2, K4)
- 4.8: Coping strategies of stress (K1, K2, K3, K4)

Unit V Talent Management (9 Hours)

- 5.1: Talent acquisition and retention (K1, K2, K4)
- 5.2: Quality of Work Life – Factors (K1, K2, K3)
- 5.3: Job Enlargement – Reasons (K1, K2, K3, K4)
- 5.4: Job enrichment – Features (K1, K2, K4)
- 5.5: Job Rotation – Job Analysis – Job Specification (K1, K2, K3)
- 5.6: HR Audit – Approaches (K1, K2)
- 5.7: Challenges in HR (K1, K2)

Text Books

1. V. S. P Rao, Human Resource Management: Text and Cases, Excel Books, New Delhi, 3rd Edition, 2010
2. K Aswathappa, Human Resource Management and Personnel Management, Tata McGraw Hill, New Delhi, 8th Edition, 2015

Reference Books

1. P.L Rao, Human Resource Management - Excel Books, 2008
2. P.C. Tripathi, Human Resource Development, Sultan Chand and Sons, New Delhi, 6th Edition, 2010

SEMESTER – V/VI

USBAE520/USBAE620 – Campus to Corporate

Year: III Sem: V/VI	Course Code: USBAE520/ USBAE620	Title of the Course: Campus to Corporate	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To build confidence, develop self-esteem, and to bring positive changes in the attitude & behaviour of the students
2. To give inputs to write their resumes, to face interviews and to learn corporate etiquette
3. To enable the students to identify, discuss and implement key job interview skills
4. To familiarize students with the interview skills and techniques
5. To develop the students skill in group discussion

Course Outcomes (CO)

The learners will be able to

1. Gain understanding and practice of attitude, behaviour and skills required in the corporate environment
2. Complete a professional resume that highlights their skills specific to their career field
3. Build a solid foundation to face interviews
4. Proactively manage the transition from being the student to the employee
5. Deliver best at group discussions

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

H- High (3), M- Moderate (2), L- Low (1)

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

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

UNIT I Personality Development (6 hours)

- 1.1 : Developing Workplace Skills (K1, K2, K3, K4)
- 1.2 : Personal Skills Development - Career Planning (K1, K2, K3, K4)
- 1.3: Self – Assessment Tools- SWOT Analysis (K1, K2, K3, K4)
- 1.4: AMBIVERT Personality- Personality Types - Setting SMART Targets (K1, K2, K3, K4)
- 1.5: Corporate Expectation - Public Speaking – How to overcome nervousness (Stage fear v/s audience fear) (K1, K2, K3)
- 1.6: Etiquettes: Telephone - Email – Dining (K1, K2, K3, K4)

UNIT II Resume (6 hours)

- 2.1 : Resume (K1, K2, K3, K4)
- 2.2 : About writing your resume (K1, K2, K3)
- 2.3 : Drafting Application for various situations (K1, K2, K3, K4)
- 2.4: Cover letter – Types (K1, K2, K3)
- 2.5: Sample cover letter format (K1, K2, K3, K4)
- 2.6: Preparing a Scannable Resume (K1, K2, K3)

UNIT III Interview (6 hours)

- 3.1: Interview – Meaning – Purpose – Types (K1, K2, K3)
- 3.2: First impression – Appearance (K1, K2, K3, K4)
- 3.3: Grooming – Attire - Body Language (K1, K2, K3, K4)
- 3.4: Posture – Gestures (K1, K2, K3, K4)
- 3.5: Eye contact – Greeting – Smile (K1, K2, K3)
- 3.6: Parts of an interview (K1, K2, K3)

UNIT IV Preparing for an Interview (6 hours)

- 4.1 : When to prepare – Steps (K1, K2, K3, K4)
- 4.2 : Factors (Managing your image at the interview) (K1, K2, K3, K4)
- 4.3 : Principles (Basic tenets) - Tips on what to wear for interviews (K1, K2, K3, K4)
- 4.4: Grooming Men and Women (K1, K2, K3, K4)
- 4.5: Preparing for the interview (K1, K2, K3, K4)
- 4.6: Online Interview – Etiquette (K1, K2, K3)

UNIT V Group Discussion (6 hours)

- 5.1 : Group Discussion (K1, K2, K3)
- 5.2 : Difference between Discussion and Debate (K1, K2, K3)
- 5.3: Reasons for Conducting GD (K1, K2, K3, K4)
- 5.4: Ways to equip oneself for GD (K1, K2, K3, K4)
- 5.5: Different phases of GD (K1, K2, K3, K4)
- 5.6: Parameters – Exercise (K1, K2, K3, K4)

Text Books

1. K K Ramachandran and K K Karthick, From Campus to Corporate, Pearson, 2016

Reference Books

1. Rajendra Pal & Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, 2018
2. S K Mandal, Effective Communication and Public Speaking, Jaico Publishing, 2011

SEMESTER – V/VI**USBAF520/USBAF620– Applications of GST**

Year: III Sem: V/VI	Course Code: USBAF520/ USBAF620	Title of the Course: Applications of GST	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To enable the students to learn the concepts of GST from the pre-GST period to post- GST period
2. To Attain knowledge in formalities and registration
3. To study the procedure of filing GST returns
4. To comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy
5. To understand the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes
6. To make them to be a tax consultant in preparing the tax planning, tax management, Payment of tax and filing of tax returns

Course Outcomes (CO)

The learners will be able to

1. Study the basic concepts of GST
2. Learn the registration of tax filling
3. Understand the GST returns
4. Learn the composition scheme
5. Know the input tax credit

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

H- High (3), M- Moderate (2), L- Low (1)

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

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I - Introduction to Goods and Services Tax (12 Hours)

- 1.1 Introduction - Stages of Evolution of Goods and Services Tax (K1)
- 1.2 Methodology of GST (K1, K2, K3)
- 1.3 Constitutional background (K1, K2, K3)
- 1.4 Benefits of implementing GST (K1, K2, K3)
- 1.5 Structure of GST- Central Goods and Services Tax - State Goods and Services Tax (K1, K2, K3)
- 1.6 UTGST - Integrated Goods and Services Tax (K1, K2, K3)

Unit II: Levy, Tax Collection and Reverse Charge Mechanism (12 Hours)

- 2.1 Levy and Collection of Tax (K1)
- 2.2 Rates of GST- Scope of Supply (K1, K2, K3)
- 2.3 Composite and Mixed Supplies (K1, K2, K3)
- 2.4 E-commerce under GST regime (K1, K2, K3)
- 2.5 Composition Scheme of Levy-Value of taxable supply (K1, K2, K3)
- 2.6 Interstate supply-Intra state supply (K1, K2, K3)

Unit III-Concept of time and place of supply & Import and Export (12 Hours)

- 3.1 Time of supply (K1)
- 3.2 Place of supply (K1, K2, K3)
- 3.3 Significance (K1, K2,K3)
- 3.4 Time and place of supply in case of intra state supply (K1, K2, K3)
- 3.5 Interstate supply (K1, K2,K3)
- 3.6 Import and export of goods and services (K1, K2, K3)

Unit IV- Input Tax Credit & Payment of GST (12 Hours)

- 4.1 Cascading Effect of Taxation- Benefits of Input Tax Credit (K1)
- 4.2 Computation - Input service distribution (K1,K2,K3)
- 4.3 Recovery of Credit -Reversal of credit-Utilization of Input tax credit (K1,K2,K3)
- 4.4 Cases in which input tax credit is not available (K1,K2,K3)
- 4.5 Tax Invoice - Unauthorized Collection of Tax - Credit Notes - Debit Notes (K1,K2,K3)
- 4.6 Electronic Cash Ledger - Electronic Credit Ledger - Electronic liability ledger (K1,K2,K3)

Unit V – Registration, Returns and Accounts and Assessment (12 Hours)

- 5.1 Registration - Persons Liable for Registration (K1,K2,K3)
- 5.2 Compulsory Registration - Deemed Registration (K1,K2,K3)
- 5.3 Procedure For Registration - GSTIN (K1,K2,K3)
- 5.4 Amendment of Registration - Cancellation of Registration (K1,K2,K3)
- 5.5 Revocation of cancellation (K1,K2,K3)
- 5.6 Furnishing Details of Supplies - Returns - Accounts and Records(K1,K2,K3)

Text Books

1. Goods and service taxes (GST) by Dr.M.C Mehotra and Prof.V.P.Agarwal - Sahitya Bhawan publication, 5th Edition, 2019.
2. Goods and Services Tax (GST) in India B. Viswanathan, 1st Edition, 2016.

Reference Books

1. GST Guidebook - ClearTax - Reckitt Benckinser

SEMESTER – I/II

USBAA120/USBAA220 – Life Style Management

Year: I Sem: I/II	Course Code: USBAA120/ USBAA220	Title of the Course: Life Style Management	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To know the fundamental concepts of self management
2. To acquire the knowledge of Stress management
3. To have the knowledge about time management
4. To assess the knowledge about situations management
5. To study the knowledge related to Career Management

Course Outcomes (CO)

The learners will be able to

1. Be equipped with the talent of self management
2. Acquire the skills of Stress management
3. Be able to manage time
4. Be able to tackle and manage various situations
5. Familiarized in the skills of Career Management

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

H- High (3), M- Moderate (2), L- Low (1)

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

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I Self-Management

(6 hours)

- 1.1 Meaning – Self Awareness (K1,K2)
- 1.2 Dimensions of Personality Development (K1,K2,K3)
- 1.3 Interpersonal Relations – Types of Complexes (K1,K2,K3)
- 1.4 Emotional Intelligence – Emotional Management (K1,K2,K3)
- 1.5 Components of EI – SWOT Analysis (K1,K2,K3,K4)
- 1.6 Health and Nutrition Management (K1,K2,K3)

Unit II Stress Management

(6 hours)

- 2.1 Meaning - Definition of stress (K1,K2,)
- 2.2 Life style stressors (K1,K2,K3)
- 2.3 Major sources of stress (K1,K2,K3)
- 2.4 Work Stress (K1,K2,K3)
- 2.5 Symptoms – Guidelines to reduce stress (K1,K2,K3)
- 2.6 Workplace humor (K1,K2,)

Unit III Time Management

(6 hours)

- 3.1 Definition (K1,K2)
- 3.2 Tips for Time Management (K1,K2,K3)
- 3.3 Advantages (K1,K2,K3)
- 3.4 Common mistakes students make in Time Management (K1,K2,K3,K4)
- 3.5 Goals of Time Management (K1,K2,K3,K4)
- 3.6 Technology and Media Management (K1, K2, K3)

Unit IV Situations Management

(6 hours)

- 4.1 Conflict management (K1,K2,K3)
- 4.2 Styles of managing Conflict (K1,K2,K3)
- 4.3 Anger management (K1,K2,K3)
- 4.4 Crisis management (K1,K2,K3)
- 4.5 Event management (K1,K2,K3)
- 4.6 Components of a successful Event (K1, K2, K3)

Unit V Career Management

(6 hours)

- 5.1 Career Planning (K1,K2,K3)
- 5.2 Elements of Career management in Business (K1,K2,K3)
- 5.3 Team building (K1,K2,K3)
- 5.4 Change management (K1,K2,K3)
- 5.5 Creativity management (K1,K2,K3)
- 5.6 Work Life Balance (K1, K2, K3)

Text Books

1. Richard Regis, Stress Management, National HRD Net Work Publication, 2008
2. Materials will be provided

Reference Books

1. P.C. Tripathi, Human Resource Development, Sultan Chand & Sons, 2010

SEMESTER – I/II

USBAB120/USBAB220 – Winning Through Communication

Year: I Sem: I/II	Course Code: USBAB120/ USBAB220	Title of the Course: Winning Through Communication	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To understand the role of communication in Personal and Professional success
2. To impart the correct practices and strategies of effective letter writing and drafting of resume
3. To provide an overview of prerequisites to business correspondence
4. To understand and evaluate key approaches used in report writing
5. To develop skills in report writing

Course Outcomes (CO)

The learners will be able to

1. Be able to understand the concepts in communication
2. Attain skill in writing letters and resume
3. Be trained in drafting business correspondence
4. Able to draft effective business report with brevity and clarity
5. Gain confidence in various career development initiatives like Group Discussion, Role play and interviewing techniques

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

H- High (3), M- Moderate (2), L- Low (1)

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

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I - Introduction to Communication

(6 Hours)

- 1.1 : Definition of communication – Elements (K1, K2, K3)
- 1.2 : Guidelines for effective business communication (K1, K2, K3, K4)
- 1.3: Steps in communication process (K1, K2, K3, K4)
- 1.4: Types and media of communication (K1, K2)
- 1.5: Barriers in communication (K1, K2, K3)
- 1.6: Technology in Communication (K1, K2)

Unit II Letter writing skills

(6 Hours)

- 2.1: Business Letter – Meaning (K1, K2, K3, K4)
- 2.2: Structure of business letter (K1, K2, K3)
- 2.3: Leave letter (K1, K2, K3, K4)
- 2.4: Complaint letter (K1, K2, K3)
- 2.5: Letter of application (K1, K2, K3)
- 2.6: Preparation of resume/CV (K1, K2, K3, K4)

Unit III Business Letter

(6 Hours)

- 3.1 : Types of Business Letter (K1, K2, K3)
- 3.2 : Sales letter - Enquiry – Quotations (K1, K2, K3, K4)
- 3.3: Order – Adjustment Letter (K1, K2, K3, K4)
- 3.4: Follow up Letter - Reference letter (K1, K2, K3, K4)
- 3.5: Acknowledge Letter – Cover Letter (K1, K2, K3, K4)
- 3.6: Resignation Letter (K1, K2, K3, K4)
- 3.7: Banking Correspondence (K1, K2)

Unit IV Report Writing

(6 Hours)

- 4.1 : Report – Meaning (K1, K2)
- 4.2 : Features of a good Report (K1, K2, K3)
- 4.3 : Essentials Elements of the Research Report (K1, K2)
- 4.4: Classification of Reports (K1, K2, K3)
- 4.5 : Types of Business Report: Periodic Reports – Proposals (K1, K2, K3, K4)
- 4.6 : Types of Business Report: Policies and Procedures – Situational Reports (K1, K2, K3, K4)

Unit V Practical Session

(6 Hours)

- 5.1: Group discussion – Importance (K1, K2, K3,
- 5.2: Criteria for group discussion (K1, K2, K3, K4)
- 5.3: Process – Do's and Don'ts of group discussion (K1, K2, K3)
- 5.4: Creation of Gmail Account (K1, K2, K3)
- 5.5 : Role - Play (K1, K2, K3)
- 5.6 : Interviewing Techniques (K1, K2, K3)
- 5.7: Presentation Techniques (K1, K2, K3)

Text Books

1. Rajendra Pal & Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, 2017

Reference Books

1. R. C Sharma and Krishan Mohan, Business Correspondence and Report Writing, Tata McGraw Hill, 3rd Edition, 2017

SEMESTER – III/IV

USBAD320/USBAD420 – Hotel Planning and Administration

Year: II Sem: III/IV	Course Code: USBAD320/ USBAD420	Title of the Course: Hotel Planning and Administration	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To develop a conceptual understanding of the Hotel Planning and Administration
2. To procure knowledge on Front Office and its Operations
3. To obtain comprehensive understanding House Keeping and its Operations
4. To understand the importance of Housekeeping Management
5. To accustom the learners with the planning of landscaping and its maintenance in hotel

Course Outcomes (CO)

The learners will be able to

1. Understand the concepts in Hotel Planning and Administration
2. Acquire the acquaintance of Front Office and its operations
3. Gain knowledge on Housekeeping department and its operations
4. Understand the functions of control Desk and cleaning routines in hotel
5. Obtain knowledge on Horticulture and landscaping in the hotel management

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

H- High (3), M- Moderate (2), L- Low (1)

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

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I Introduction (15 hours)

- 1.1 Origin (K1, K2)
- 1.2 Introduction- (K1, K2)
- 1.3 Types of Hotel and their Categorisation (K1,K2,K3, K4)
- 1.4 Hotel Chain Associations- (K1, K2, K3)
- 1.5 Organisational structure of a Hotel (K1, K2, K3)
- 1.6 Hotel Management and Operations (K1, K2, K3)

Unit II Front office (15 hours)

- 2.1 Front office (K1, K2)
- 2.2 Definition (K1, K2)
- 2.3 Qualities of Front Office and salesmanship (K1, K2, K3)
- 2.4 Duties and Responsibilities of Front Office Personnel (K1, K2, K3, K4)
- 2.5 Organization Chart (K1, K2, K3)
- 2.6 Guest Cycle Stage (K1, K2, K3)

Unit III Housekeeping (15 hours)

- 3.1 Housekeeping (K1, K2)
- 3.2 Definition (K1, K2)
- 3.3 Types of Rooms (K1, K2, K3)
- 3.4 Competencies of Housekeeping Personnel (K1, K2, K3)
- 3.5 Duties and Responsibilities of Housekeeping Professional. (K1, K2, K3,K4)
- 3.6 Organization Chart (K1, K2, K3)

Unit IV Control Desk (15 hours)

- 4.1 Control Desk – Files and Registers (K1, K2)
- 4.2 Co-ordination and Control (K1, K2,)
- 4.3 Handling guest Priorities and request (K1, K2, K3)
- 4.4 Cleaning of Rooms and Bathroom (K1, K2, K3)
- 4.5 Bed Making Process – Turndown or Evening Service –
- 4.6 Inspection. (K1, K2,K3,K4)

UNIT V Landscaping (15 hours)

- 5.1 Horticulture (K1, K2, K3)
- 5.2 Landscaping (K1, K2)
- 5.3 Facilities and Equipment (K1, K2, K3)
- 5.4 Types of Garden (K1, K2, K3)
- 5.5 Safety (K1, K2, K3, K4)
- 5.6 Security (K1, K2,K3)

Text Books

1. Sudhir Andrews, Hotel Front Office, Tata McGraw Hill Publication, New Delhi, 2nd Edition, 2008.
2. Sudhir Andrews, Hotel Housekeeping, Tata McGraw Hill Publication, New Delhi, 1986.

Reference Books

2. Hotel Housekeeping and Management Operations, Sudhir Andrews, Tata McGraw Hill Publication, New Delhi, 5th Edition Reprint, 2008.

SEMESTER – III/IV

USBAC320/USBAC420 – Hospital Planning and Administration

Year: II Sem: III/IV	Course Code: USBAC320 /USBAC420	Title of the Course: Hospital Planning and Administration	Course Type: Theory	Course Category: Skill Based Elective	H/W 2	Credits 2	Marks 100
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Objectives

1. To enable the students to understand the planning of Modern Hospital
2. To familiarize the students with Organization Structure and Medical Records of a Hospital
3. To make the students understand the importance of Hospital Waste Management
4. To assimilate the concept of Customer Experience Management to students in hospitals
5. To provide adequate knowledge about Clinical Support Services in Hospital

Course Outcomes (CO)

The learners will be able to

1. Understand and attain knowledge in the planning of Modern Hospital
2. Be familiarized with Organization Structure and Medical Records of a Hospital
3. Identify the importance of Hospital Waste Management
4. Understand the Customer Experience Management
5. Acquire adequate knowledge about Clinical Support Services in Hospitals

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

H- High (3), M- Moderate (2), L- Low (1)

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

H- High (3), M- Moderate (2), L- Low (1)

Course Syllabus

Unit I: Introduction to Hospital

(6 Hours)

- 1.1 Hospital – Introduction (K1,K2)
- 1.2 Classification of Hospitals (K1,K2)
- 1.3 Some important considerations in Hospitals (K1,K2,K3)
- 1.4 Planning of Modern Hospital (K1,K2,K3,K4)
- 1.5 Basic requirements of a Hospital (K1,K2)
- 1.6 Computer aided Diagnosis - Expert Systems-Structure (K1,K2,K3)

Unit II: Organization Structure and Medical Records

(6 Hours)

- 2.1 Organization Structure- Unique features of a Hospital (K1,K2,K3)
- 2.2 Structure and Context factors -Organizational structure – Structural dimensions of an organization (K1,K2,K3)
- 2.3 Organizational designs (K1,K2,K3)
- 2.4 Medical Records- Responsibilities (K1,K2,K3)
- 2.5 Computerization (K1,K2,K3)
- 2.6 Legal Aspects- Retention (K1,K2,K3)

Unit III: Hospital Waste Management

(6 Hours)

- 3.1 Hospital Waste Management (K1,K2)
- 3.2 Waste Group- Infectious waste management- Categories (K1,K2,K3)
- 3.3 Waste collection (K1,K2,K3)
- 3.4 Waste disposal (K1,K2,K3)
- 3.5 Waste treatment (K1,K2,K3)
- 3.6 Waste minimization options (K1,K2,K3)

Unit IV: Customer Experience Management

(6 Hours)

- 4.1 Customer Experience Management-Types (K1,K2,K3)
- 4.2 Customer Based factors - Meaning-Characteristics (K1,K2,K3)
- 4.3 Profitability of loyal customers (K1,K2,K3)
- 4.4 Environmental based factors (K1,K2,K3)
- 4.5 Customer Experience Management Framework (K1,K2,K3)
- 4.6 Design of customer experience (K1,K2,K3)

Unit V: Clinical Support Services

(6 Hours)

- 5.1 Chaplain and counseling - Pharmacy – Laboratories (K1,K2,K3)
- 5.2 Blood Bank – Radiology -Diagnostic service – Nuclear medicine (K1,K2,K3)
- 5.3 Patient Relations in Hospital- Process and practice of Patient Relations (K1,K2,K3)
- 5.4 Patient Relations applied to Support Services (K1,K2,K3)
- 5.5 Paradigm shift to Quality-TQM- ISO 9000 series (K1,K2,K3,K4)
- 5.6 Benefits of ISO Certification (K1,K2,K3)

Text Books

1. A.V. Srinivasan, Managing Modern Hospital, Sage Publication, 2nd Edition, 2018
2. Harris M G & Assoc, Managing Health Service: concept & practices, McLennan and Petty: Sydney, 2013

Reference Books

1. S L. Goel and R.Kumar, Management of Hospital, Deep and Deep Publishers, 2017
2. G.P. Mogli, Medical Records, Organization and Management, Jaypee Brothers, New Delhi.