



# ANNA UNIVERSITY, CHENNAI

## POSTGRADUATE CURRICULUM (NON-AUTONOMOUS AFFILIATED INSTITUTIONS)

**Programme:** MBA (Integrated) – 5 years

**Regulations:** 2025

**Abbreviations:**

**HUM** – Humanities (Languages, Management, Heritage, and others)

**BS** – Basic Science (Mathematics, Physics, Chemistry)

**ES** – Engineering Science (General (**G**), Programme Core (**PC**), Programme Elective (**PE**) & Emerging Technology (**ET**))

**SD** – Skill Development

**SL** – Self Learning

**CDP** – Capstone Design Project

**OE** – Open Elective

**NEC** – Non - Functional Elective

**L** – Laboratory Course

**T** – Theory

**LIT** – Laboratory Integrated Theory

**PW** – Project Work

**IPW** – Internship cum Project Work

**DIC** – Department Introductory Course

**TCP** – Total Contact Period(s)

### Semester – I

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MI25101	Foundation of Management	T	3	0	0	3	3	ES (PC)
2.	MI25102	Indian Economy	T	3	0	0	3	3	ES (PC)
3.	MI25103	Business Mathematics	T	3	1	0	4	4	BS
4.	MI25104	English	T	3	0	0	3	3	HUM
5.	MI25105	Principles of Accounting	T	3	0	0	3	3	ES (PC)
6.	MI25106	Basic Psychology	T	3	0	0	3	3	ES (PC)
7.	MI25107	English Language Laboratory	L	0	0	4	4	2	HUM
<b>Total Credits</b>							<b>23</b>	<b>21</b>	

**Semester – II**

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MI25201	Management Accounting	T	3	0	0	3	3	ES (PC)
2.	MI25202	Business Organisation	T	3	0	0	3	3	ES (PC)
3.	MI25203	Business Statistics-I	T	3	1	0	4	4	ES (PC)
4.	MI25204	Fundamentals of Sociology	T	3	0	0	3	3	ES (PC)
5.	MI25205	Business Communication	T	3	0	0	3	3	ES (PC)
6.	MI25206	Fundamentals of Computers	T	3	0	0	3	3	ES (PC)
7.	MI25207	Computer Skills - I	L	0	0	4	4	2	ES (PC)
<b>Total Credits</b>							<b>23</b>	<b>21</b>	

**Semester – III**

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MI25301	Managerial Economics - I	T	3	0	0	3	3	ES (PC)
2.	MI25302	Management Information System	T	3	0	0	3	3	ES (PC)
3.	MI25303	Cost Accounting	T	3	1	0	4	4	ES (PC)
4.	MI25304	Marketing Management - I	T	3	0	0	3	3	ES (PC)
5.	MI25305	Business Law - I	T	3	0	0	3	3	ES (PC)
6.	MI25306	Business Statistics-II	T	3	1	0	4	4	ES (PC)
7.	MI25307	Computer Skills-II	L	0	0	4	4	2	ES (PC)
<b>Total Credits</b>							<b>24</b>	<b>22</b>	

**Semester – IV**

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MI25401	Managerial Economics - II	T	3	0	0	3	3	ES (PC)
2.	MI25402	Data Management	T	3	0	0	3	3	ES (PC)
3.	MI25403	Corporate Accounting	T	3	1	0	4	4	ES (PC)
4.	MI25404	Quality Management	T	3	0	0	3	3	ES (PC)
5.	MI25405	Business Law - II	T	3	0	0	3	3	ES (PC)
6.	MI25406	Applied Operations Research I	T	3	1	0	4	4	ES (PC)
7.	MI25407	Accounting Software	L	0	0	4	4	2	ES (PC)
8.	MI25408	Seminar I	--	0	0	2	2	1	--
<b>Total Credits</b>							<b>25</b>	<b>22</b>	

**Semester – V**

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MI25501	Organizational Behavior	T	4	0	0	4	4	ES (PC)
2.	MI25502	Applied Operations Research II	T	3	1	0	4	4	ES (PC)
3.	MI25503	Principles of Insurance	T	3	0	0	3	3	ES (PC)
4.	MI25504	Banking Theory and Practices	T	3	0	0	3	3	ES (PC)
5.	MI25505	Environmental Science and Engineering	T	3	0	0	3	3	ES (PC)
6.	MI25506	Business Policy	T	3	0	0	3	3	ES (PC)
7.	MI25507	Data Analysis Laboratory - I	L	0	0	4	4	2	ES (PC)
8.	MI25508	Seminar II	--	0	0	2	2	1	--
<b>Total Credits</b>							<b>26</b>	<b>23</b>	

### Semester – VI

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MI25601	Financial Management - I	T	3	1	0	4	4	ES (PC)
2.	MI25602	Human Resource Management	T	3	0	0	3	3	ES (PC)
3.	MI25603	Marketing Management - II	T	3	0	0	3	3	ES (PC)
4.	MI25604	Operations Management - I	T	3	0	0	3	3	ES (PC)
5.	MI25605	Information Management	T	3	0	0	3	3	ES (PC)
6.	MI25606	Enterprise Resource Planning	T	3	0	0	3	3	ES (PC)
7.	MI25607	Industrial Visit *	L	0	0	4	4	2	ES (PC)
8.	MI25608	Seminar III	--	0	0	2	2	1	--
<b>Total Credits</b>							<b>25</b>	<b>22</b>	

\* Students have to visit 4 organizations and submit individual reports.

### Semester – VII

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MI25701	Financial Management - II	T	3	1	0	4	4	ES (PC)
2.	MI25702	Retail Marketing	T	3	0	0	3	3	ES (PC)
3.	MI25703	Operations Management - II	T	3	0	0	3	3	ES (PC)
4.	MI25704	Research Methodology	T	3	0	0	3	3	ES (PC)
5.	MI25705	Income Tax	T	3	0	0	3	3	ES (PC)
6.	MI25706	Strategic Management	T	4	0	0	4	4	ES (PC)
7.	MI25707	Data Analysis Laboratory - II	L	0	0	4	4	2	ES (PC)
8.	MI25708	Seminar IV	--	0	0	2	2	1	--
<b>Total Credits</b>							<b>26</b>	<b>23</b>	

### Semester – VIII

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MI25801	International Business Management	T	4	0	0	4	4	ES (PC)
2.	MI25802	Event Management	T	3	0	0	3	3	ES (PC)
3.	MI25803	Entrepreneurship Development	T	3	0	0	3	3	ES (PC)
4.	MI25804	Business Ethics and Corporate Governance	T	3	0	0	3	3	ES (PC)
5.	MI25805	Business Analytics	T	4	0	0	4	4	ES (PC)
6.	MI25806	Creativity and Innovation	T	3	0	0	3	3	ES (PC)
7.	MI25807	Soft Skills Laboratory	L	0	0	4	4	2	ES (PC)
8.	MI25808	Seminar V	--	0	0	2	2	1	--
<b>Total Credits</b>							<b>26</b>	<b>23</b>	

**\*Summer internship – minimum of 4 weeks of internship**

Summer internship to be done for a period of 4 weeks after the completion of 8<sup>th</sup> Semester. The report along with the company certificate should be submitted within the two weeks of the reopening date of 9<sup>th</sup> semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 9<sup>th</sup> Semester.

### Semester – IX

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.		Programme Elective I	T	3	0	0	3	3	ES (PE)
2.		Programme Elective II	T	3	0	0	3	3	ES (PE)
3.		Programme Elective III	T	3	0	0	3	3	ES (PE)
4.		Programme Elective IV	T	3	0	0	3	3	ES (PE)
5.		Programme Elective V	T	3	0	0	3	3	ES (PE)
6.		Programme Elective VI	T	3	0	0	3	3	ES (PE)
7.	MI25901	Summer Internship *	L	0	0	4	4	2	ES (PC)
8.	MI25902	Professional Skill Development Laboratory	L	0	0	4	4	2	ES (PC)
9.	MI25903	Seminar VI	--	0	0	2	2	1	--
<b>Total Credits</b>							<b>28</b>	<b>23</b>	

**Semester – X**

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MI25000	Project Work	PW	0	0	24	24	12	SD
<b>Total Credits</b>							<b>24</b>	<b>12</b>	

**Total Credits = 212 Credits**

## PROFESSIONAL ELECTIVES (PEC)

### FUNCTIONAL SPECIALISATIONS

1. Students can take three elective subjects from two functional specializations  
Or
2. Students can take six elective subjects from one sectorial specialization

S. No.	Course Code	Course Title	Type	Periods Per Week			Total Contact Periods	Credits	Category
				L	T	P			
<b>Stream/ Specialization : Marketing Management</b>									
1.	MI25001	Consumer Behavior	T	3	0	0	3	3	ES (PE)
2.	MI25002	Integrated Marketing Communication	T	3	0	0	3	3	ES (PE)
3.	MI25003	Services Marketing	T	3	0	0	3	3	ES (PE)
4.	MI25004	Sales and Distribution Management	T	3	0	0	3	3	ES (PE)
5.	MI25005	Product and Brand Management	T	3	0	0	3	3	ES (PE)
6.	MI25006	Digital Marketing	T	3	0	0	3	3	ES (PE)
<b>Stream/ Specialization : Financial Management</b>									
7.	MI25007	Security Analysis and Portfolio Management	T	3	0	0	3	3	ES (PE)
8.	MI25008	Financial Markets	T	3	0	0	3	3	ES (PE)
9.	MI25009	Banking and Financial Services	T	3	0	0	3	3	ES (PE)
10.	MI25010	Financial Derivatives	T	3	0	0	3	3	ES (PE)
11.	MI25011	International Finance	T	3	0	0	3	3	ES (PE)
12.	MI25012	Behavioral Finance	T	3	0	0	3	3	ES (PE)
<b>Stream/ Specialization : Human Resource Management</b>									
13.	MI25013	Strategic Human Resource Management	T	3	0	0	3	3	ES (PE)
14.	MI25014	Industrial Relations and Labour Legislations	T	3	0	0	3	3	ES (PE)
15.	MI25015	Organizational, Design, Change and Development	T	3	0	0	3	3	ES (PE)

S. No.	Course Code	Course Title	Type	Periods Per Week			Total Contact Periods	Credits	Category
				L	T	P			
16.	MI25016	Negotiation and Conflict Management	T	3	0	0	3	3	ES (PE)
17.	MI25017	Reward and Compensation Management	T	3	0	0	3	3	ES (PE)
18.	MI25018	International Human Resource Management	T	3	0	0	3	3	ES (PE)
<b>Stream/ Specialization : Operations Management</b>									
19.	MI25019	Supply Chain Management	T	3	0	0	3	3	ES (PE)
20.	MI25020	Logistics Management	T	3	0	0	3	3	ES (PE)
21.	MI25021	Materials Management	T	3	0	0	3	3	ES (PE)
22.	MI25022	Services Operations Management	T	3	0	0	3	3	ES (PE)
23.	MI25023	Supply Chain Analytics	T	3	0	0	3	3	ES (PE)
24.	MI25024	Project Management	T	3	0	0	3	3	ES (PE)
<b>Stream/ Specialization : Business Analytics</b>									
25.	MI25025	Data Mining for Business Intelligence	T	3	0	0	3	3	ES (PE)
26.	MI25026	Deep Learning and Artificial Intelligence	T	3	0	0	3	3	ES (PE)
27.	MI25027	Social Media Web Analytics	T	3	0	0	3	3	ES (PE)
28.	MI25028	e-business	T	3	0	0	3	3	ES (PE)
29.	MI25029	R programming	T	3	0	0	3	3	ES (PE)
30.	MI25030	Cloud computing	T	3	0	0	3	3	ES (PE)

## SECTORIAL SPECIALIZATIONS

1. Students can take three elective subjects from two functional specializations

Or

2. Students can take six elective subjects from the sectorial specialization

a) Logistics and Supply Chain Management

b) Tourism Management

S. No.	Course Code	Course Title	Type	Periods Per Week			Total Contact Periods	Credits	Category
				L	T	P			
Stream/ Specialization: <b>Logistics and Supply Chain Management</b>									
1.	MI25031	Supply Chain Concept and Planning	T	3	0	0	3	3	ES (PE)
2.	MI25032	Sourcing and Supply Management	T	3	0	0	3	3	ES (PE)
3.	MI25033	Supply Chain Inventory Management	T	3	0	0	3	3	ES (PE)
4.	MI25034	Supply Chain Information System	T	3	0	0	3	3	ES (PE)
5.	MI25035	Warehouse Management	T	3	0	0	3	3	ES (PE)
6.	MI25036	Transportation and Distribution Management	T	3	0	0	3	3	ES (PE)
7.	MI25037	Reverse and Contract Logistics	T	3	0	0	3	3	ES (PE)
8.	MI25038	Air Cargo Management	T	3	0	0	3	3	ES (PE)
9.	MI25039	Containerization and Allied Business	T	3	0	0	3	3	ES (PE)
10.	MI25040	Exim Management	T	3	0	0	3	3	ES (PE)
11.	MI25041	Fundamentals of Shipping	T	3	0	0	3	3	ES (PE)
12.	MI25042	Port and Terminal Management	T	3	0	0	3	3	ES (PE)
Stream/ Specialization: <b>Tourism Management</b>									
13.	MI25043	Tourism Principles and Practices	T	3	0	0	3	3	ES (PE)
14.	MI25044	Travel Management	T	3	0	0	3	3	ES (PE)
15.	MI25045	International Tourism	T	3	0	0	3	3	ES (PE)
16.	MI25046	Tourism Geography	T	3	0	0	3	3	ES (PE)
17.	MI25047	Culture and Heritage	T	3	0	0	3	3	ES (PE)

S. No.	Course Code	Course Title	Type	Periods Per Week			Total Contact Periods	Credits	Category
				L	T	P			
18.	MI25048	Tourism Products in India	T	3	0	0	3	3	ES (PE)
19.	MI25049	Accommodation and House Keeping Management	T	3	0	0	3	3	ES (PE)
20.	MI25050	Travel Media and Public Relations	T	3	0	0	3	3	ES (PE)
21.	MI25051	Destination Planning and Management	T	3	0	0	3	3	ES (PE)
22.	MI25052	Tour Operations	T	3	0	0	3	3	ES (PE)
23.	MI25053	Leisure and Recreation Management	T	3	0	0	3	3	ES (PE)
24.	MI25054	Medical Tourism	T	3	0	0	3	3	ES (PE)

MI25101	Foundation of Management	L	T	P	C
		3	0	0	3
<b>Course Objectives:</b>					
<p>The objective of this course is to equip the foundational principles and theories of modern management. Through the study of key functions like planning, organizing, leading, and controlling, to analyze and solve complex business problems, make effective decisions, and develop ethical leadership skills essential for a globalized environment.</p>					
<p><b>Evolution and Fundamentals of Management:</b> Nature and scope of management – Management vs. Administration – Roles, skills and functions of managers – Management as science, art and profession – Professional management in India – Classical and behavioral theories: Contributions of Fayol, Taylor, Mayo, and Maslow – System and contingency approaches to management.</p>					
<p><b>Planning and Goal Setting:</b> Planning – Concept, process, significance – Types of plans – Strategic, tactical and operational – Planning premises – Objectives and goal setting – MBO (Management by Objectives) – Policy formulation – Strategy development and implementation.</p>					
<p><b>Decision Making Techniques:</b> Nature and process of managerial decision making – Types of decisions – Decision-making under certainty, risk and uncertainty – Quantitative and qualitative tools – Group decision-making techniques – Barriers to effective decision-making and overcoming them.</p>					
<p><b>Organization Design and Structure:</b> Organizing – Concept and process – Principles of organization – Departmentation – Authority, responsibility, and accountability – Delegation of authority – Decentralization – Organization structures: Line, functional, matrix, and project-based structures.</p>					
<p><b>Leadership and Motivation:</b> Direction – Meaning and importance – Leadership vs. Management – Leadership styles – Theories of leadership (Trait, Behavioral, Contingency) – Motivation theories: Maslow, Herzberg, McGregor – Communication: Process, types, and barriers.</p>					
<p><b>Control Systems and Contemporary Issues:</b> Controlling – Concept, process, and importance – Types of control: feedforward, concurrent and feedback – Requirements for effective control systems – Resistance to control – Contemporary issues in management: TQM, Six Sigma, Corporate Governance, Sustainability.</p>					
<p><b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.</p>					
<p><b>Assessment Methodology:</b> Written Test I &amp; II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)</p>					

**References:**

1. Koontz, H., & Weihrich, H. (2021). Essentials of Management. McGraw-Hill Education.
2. Robbins, S. P., & Coulter, M. (2022). Management (15th ed.). Pearson Education.
3. Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (2020). Management. Pearson.
4. Griffin, R. W. (2019). Management: Principles and practices. Cengage Learning.
5. Tripathi, P. C., & Reddy, P. N. (2020). Principles of management. Tata McGraw-Hill.

**E-Resources:**

1. <https://nptel.ac.in/courses/110105034>
2. <https://pll.harvard.edu/subject/business/free>
3. <https://ocw.mit.edu/collections/sloan-mba-first-semester-core/>

	Description of CO	Mapped POs	PSO1	PSO2
<b>CO1</b>	Demonstrate conceptual knowledge of the evolution and fundamentals of management, planning and goal setting, decision-making techniques, organization design and structure, leadership and motivation, and control systems and contemporary issues.	PO5(3)	3	-
<b>CO2</b>	Interpret and relate to the classical and behavioral theories of management, planning and goal-setting processes, managerial decision-making techniques, principles of organization design, leadership and motivation theories, and the process of control and its contemporary challenges.	PO1(1) PO5(3)	3	-
<b>CO3</b>	Apply the theories and concepts of management to planning, decision-making, organizing, leadership, motivation, and control to solve real-world business problems.	PO1(3) PO5(3)	2	-
<b>CO4</b>	Analyze management theories and practices, strategic planning methodologies, decision-making frameworks, organizational structures, leadership styles, and control systems in dynamic organizational settings.	PO1(3) PO2(2) PO5(2)	-	2
<b>CO5</b>	Evaluate the theories related to management, including planning, decision-making, organizing, leading, and controlling, to build models for enhancing organizational performance and fostering ethical responsibility.	PO1(2) PO3(2)	-	3
<b>CO6</b>	Develop contemporary practices, adapt and modify management concepts related to the evolution of management, planning, decision-making, organizing, leadership, and control to suit a globalized business environment and address contemporary issues like TQM, Six Sigma, and sustainability.	PO1(2) PO3(2) PO4(3)	-	2

MI25102	Indian Economy	L	T	P	C
		3	0	0	3
<b>Course Objectives:</b>					
This course aims to provide a comprehensive understanding of the structure and characteristics of the Indian economy. It explores various facets such as demography, economic planning, agricultural and industrial sectors, and India's position in global trade					
<b>Structure and Characteristics of Indian Economy:</b> Definition and classification of economy – Developed and developing economies – Structure of Indian economy: agriculture, industry, and services – Sectoral contribution to national income – Key demographic, economic, and social characteristics – Major development issues in India.					
<b>Population Dynamics and Poverty:</b> Population size and growth – Rural-urban distribution, sex ratio, density, age and occupational structure – Causes and consequences of population growth – Concepts and types of poverty – Government initiatives and poverty eradication programs					
<b>Planning and Agriculture:</b> Overview of Indian planning – Evolution of Five-Year Plans – Achievements and challenges – Twelfth Five-Year Plan objectives – Resource allocation to agriculture, industry, and services – Post- reform agricultural performance and related issues.					
<b>Industrial Policy and Reforms:</b> New Industrial Policy of 1991 – Liberalization, privatization, and globalization (LPG) – Trends in industrial growth post-economic reforms – Role and challenges of MSMEs and SMEs in industrial development.					
<b>External Sector and Trade Policy:</b> India's balance of payments (BoP) trends since 2007 – Composition and direction of exports and imports – Trade Policy 1991 and its impact – Exchange rate mechanism – Government interventions for exchange rate stabilization.					
<b>Contemporary Economic Challenges and Policy Measures:</b> Fiscal policy and budgetary trends – Infrastructure development – Sustainable development and climate change – Government initiatives for inclusive growth – Current economic issues: unemployment, inflation, digital economy, and rural development.					
<b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.					
<b>Assessment Methodology:</b> Written Test I & II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)					
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Datt, R., &amp; Sundaram, K. P. M. (2023). Indian economy. S. Chand &amp; Co.</li> <li>2. Datt, G., &amp; Mahajan, A. (2023). Indian economy. S. Chand &amp; Co.</li> <li>3. Misra, S. K., &amp; Puri, V. K. (2022). Indian economy. Himalaya Publishing House.</li> <li>4. Gopal Ji, Bhakri, S., &amp; Bhakri, A. (2021). Indian economy – Performance and policies. Vikas Publishing.</li> <li>5. Acharya, S., &amp; Mohan, R. (2020). Indian economy: Performance and challenges. Oxford University Press.</li> <li>6. Kapila, U. (Ed.). (2022). Indian economy: Economic development and policy. Academic</li> </ol>					

Foundation.

**E-Resources:**

1. NPTEL – Introduction to Management – <https://nptel.ac.in/courses/110105034>

2. Harvard University – Free Business Courses – <https://pll.harvard.edu/subject/business/free>

	Description of CO	Mapped POs	PSO1	PSO2
CO1	<b>Demonstrate</b> conceptual knowledge of the structure and characteristics of the Indian economy, population dynamics and poverty, planning and agriculture, industrial policy and reforms, the external sector and trade policy, and contemporary economic challenges and policy measures.	PO5(3)	3	-
CO2	<b>Interpret</b> and <b>relate</b> to the sectoral characteristics of the Indian economy, population dynamics and poverty eradication programs, the evolution of economic planning and agricultural strategies, industrial policy reforms and their impact, foreign trade performance and balance of payments, and contemporary economic challenges like inflation and unemployment.	PO5(3)	3	2
CO3	<b>Apply</b> the theories and concepts of Indian economic structure, population dynamics, planning and agriculture, industrial reforms, trade policies, and contemporary policy measures to formulate informed opinions on national economic issues.	PO1(3) PO2(2)	3	-
CO4	<b>Analyze</b> the demographic, economic, and social characteristics of India, the impact of population growth and poverty, the performance of Five-Year Plans and agricultural policies, the effects of industrial reforms (LPG), the trends in India's balance of payments, and policy responses to contemporary economic challenges.	PO1(3) PO4(2)	-	2
CO5	<b>Evaluate</b> the theories and effectiveness of economic planning and agricultural policies, industrial reforms, foreign trade and exchange rate mechanisms, and contemporary policy responses to build models for sustainable development and inclusive growth.	PO1(3) PO3(3)	-	3
CO6	<b>Develop</b> contemporary practices, <b>adapt</b> and <b>modify</b> economic concepts related to the Indian economy's structure, population dynamics, planning, industrial policy, external trade, and contemporary challenges to suit sustainable development goals and address national	PO1(3) PO3(3) PO4(2)	-	3

	economic issues.			
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MI25103	Business Mathematics	L	T	P	C
		3	1	0	4
<p><b>Course Objectives:</b></p> <p>This course equips the mathematical concepts and analytical skills needed to model and solve quantitative business problems. It focuses on applying principles from algebra and calculus to support data-driven managerial decisions.</p>					
<p><b>Sequences and Series in Business Applications:</b> Arithmetic, geometric and harmonic progressions – Means of two positive real numbers – Relationship among A.M., G.M., and H.M. – Sequences via rule and recursion – Binomial expansion – Applications in compound interest – Nominal vs. effective interest rates.</p>					
<p><b>Matrices, Vectors and Determinants:</b> Vectors – operations and applications – Matrices: types, operations (addition, subtraction, scalar multiplication, and product) – Determinants of order 2 and 3 – Properties and evaluation – Singular and non-singular matrices – Rank – Business applications of matrices and determinants.</p>					
<p><b>Sets, Relations and Functions:</b> Basic set theory: sets, subsets, Venn diagrams – Set operations – Cartesian product of sets – Functions: types including polynomial, linear, quadratic, rational, exponential, logarithmic and trigonometric – Inverse functions – Laws of logarithms and their business applications.</p>					
<p><b>Differential Calculus and Its Applications:</b> Limits and continuity – Differentiation (first principles and rules) – Chain rule – Logarithmic differentiation – Parametric equations – Second-order derivatives – Applications in marginal analysis – Maxima and minima – Business problem applications.</p>					
<p><b>Integral Calculus and Applications:</b> Standard integrals – Integration techniques: rational functions, substitution methods, trigonometric integrals and substitution – Integration by parts – Definite integrals and their properties – Applications in revenue, cost, and profit analysis.</p>					
<p><b>Applied Mathematics for Management Decisions:</b> Application of calculus in marginal cost and revenue analysis – Break-even analysis – Economic order quantity models – Demand and supply functions – Elasticity concepts – Use of mathematical tools in optimization and decision-making in business.</p>					
<p><b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.</p>					
<p><b>Assessment Methodology:</b> Written Test I &amp; II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)</p>					

**References:**

1. B.M. Aggarwal (2015). Business Mathematics and Statistics, Ane Books Pvt. Ltd., Chennai.
2. M. Raghavachari (2015). A First Course in Mathematics for Management, McGraw-Hill Education, New Delhi.
3. H. Anton, I. Bivens & S. Davis (2014). Calculus, Wiley India Pvt. Ltd., New Delhi.
4. James Stewart (2008). Calculus with Early Transcendental Functions, CENGAGE Learning, New Delhi.
5. John Bird (2006). Higher Engineering Mathematics, Newnes (Elsevier), Indian Edition, Noida.
6. Sancheti, D.C. & Kapoor, V.K. (2020). Business Mathematics, Sultan Chand & Sons, New Delhi.

**E-Resources:**

1. NPTEL Course on NOC: Multivariable Calculus, IIT Roorke – <https://nptel.ac.in/courses/111107108>
2. MIT OpenCourseWare – Calculus and Applications – <https://ocw.mit.edu>

	Description of CO	Mapped POs	PSO1	PSO2
CO1	<b>Demonstrate</b> conceptual knowledge of sequences and series, matrices and determinants, sets, relations and functions, differential calculus, integral calculus, and applied mathematics for management decisions.	PO1(1) PO5(3)	3	-
CO2	<b>Interpret</b> and <b>relate</b> to progressions in business applications, operations with matrices and determinants, the properties of various functions, differential calculus for marginal analysis, integral calculus for economic functions, and mathematical modeling for business optimization.	PO1(2) PO5(3)	3	-
CO3	<b>Apply</b> the theories and concepts of sequences and series, matrices and vectors, sets and functions, differential calculus, integral calculus, and applied mathematics to solve quantitative business problems and support managerial decisions.	PO1(3) PO5(3)	2	-
CO4	<b>Analyze</b> methodologies related to sequences and series, matrix and determinant evaluations, functions, differentiation for business problems, integration for economic analysis, and mathematical tools for optimization and decision-making.	PO1(3) PO4(1)	-	1
CO5	<b>Evaluate</b> the theories related to sequences and series, matrices, sets and functions, differential calculus, and integral calculus to build mathematical models for revenue, cost, profit, and other management decisions.	PO1(3) PO4(2)	-	2
CO6	<b>Develop</b> contemporary practices, <b>adapt</b> and <b>modify</b> mathematical theories and concepts related to progressions, matrices, functions, calculus, and mathematical modeling to suit various business scenarios and real-world problems.	PO1(2) PO4(3)	-	2

MI25104	English	L	T	P	C
		3	0	0	3
<p><b>Course Objectives:</b></p> <p>This course is designed to develop professional and academic English proficiency, focusing on the core communication skills of listening, speaking, reading, and writing (LSRW). The course is to equip the ability to communicate effectively in a wide range of business and real-world settings.</p>					
<p><b>Listening and Speaking Foundations:</b> Listening: Barriers and strategies for improvement – Listening to stories and short talks – Speaking: Effective speech characteristics, voice quality, rate of speech, articulation – Self-introduction, discussing experiences, and music – Grammar: Tenses, adjectives, adverbs – Vocabulary: Synonyms, antonyms, contextual meaning.</p>					
<p><b>Reading for Purpose and Informal Writing:</b> Listening: TED Talks, short speeches, conversations – Speaking: Informal discussions, expressing viewpoints – Reading: Articles, reading techniques (skimming, scanning, predicting, inferring, critical reading) – Writing: Articles, blog posts, emails – Grammar: Clauses, comparison of adjectives – Vocabulary: Prefixes, suffixes, foreign words and phrases.</p>					
<p><b>Telephonic Communication and Business Writing:</b> Listening: Telephonic conversations, voice messages – Speaking: Exchanging information, future planning – Reading: Emails, brochures, business texts – Writing: Business letters (quotation, complaint) – Grammar: Determiners, relative clauses, conditionals – Vocabulary: Phrasal verbs, single-word substitutions.</p>					
<p><b>Presentations and Essay Writing:</b> Listening: Dialogues, interviews – Speaking: Presentations, discourse markers – Reading: Newspaper reports, product reviews – Writing: Analytical and argumentative essays, letters for permission and enquiries – Grammar: Cause-effect expressions, modals – Vocabulary: Word formation techniques.</p>					
<p><b>Interview Skills and Official Communication:</b> Listening: Narratives, conversational audio – Speaking: Neutral and inclusive language, role plays – Reading: Jumbled texts – Writing: Recommendations, short reports, notices – Grammar: Reported speech – Vocabulary: Sequencing words, logical linkers.</p>					
<p><b>Applied Language Skills for Business:</b> Integrated LSRW practice in case scenarios – Workplace communication strategies – Professional etiquette and tone in writing – Cross-cultural communication – Grammar: Business sentence structures – Vocabulary: Industry-specific terminology and expression building.</p>					
<p><b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.</p>					
<p><b>Assessment Methodology:</b> Written Test I &amp; II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)</p>					

**References:**

1. Michael J. Wallace (1980). Study Skills in English, Cambridge University Press.
2. P. Kiranmai Dutt, Geetha Rajeevan & C.L.N. Prakash (2008). A Course in Communication Skills, Foundation Books.
3. Meenakshi Raman & Sangeeta Sharma (2012). Technical Communication: Principles and Practice, Oxford University Press.
4. Krishna Mohan & Meera Banerji (2016). Developing Communication Skills, Macmillan Publishers.
5. T. Balasubramanian (2015). A Textbook of English Phonetics for Indian Students, Macmillan.

**E-Resources:**

1. British Council – Learn English – <https://learnenglish.britishcouncil.org>
2. BBC Learning English – <https://www.bbc.co.uk/learningenglish>
3. Dave's ESL Café – <https://www.eslcafe.com>
4. TED Talks – <https://www.ted.com>

	Description of CO	Mapped POs	PSO1	PSO2
<b>CO1</b>	<b>Demonstrate</b> conceptual knowledge of listening and speaking foundations, reading and informal writing, telephonic and business writing, presentations and essay writing, interview skills and official communication, and applied language skills for business.	PO1(1) PO4(3) PO5(3)	-	1
<b>CO2</b>	<b>Interpret</b> and <b>relate</b> to effective listening and speaking characteristics, reading techniques for various texts, business and telephonic communication, the structure of presentations and essays, interview skills, and applied language skills for real-world business scenarios.	PO1(2) PO4(3) PO5(3)	1	2
<b>CO3</b>	<b>Apply</b> the theories and concepts of listening, speaking, reading, writing, and vocabulary to produce clear, coherent, and context-sensitive communication in professional and academic settings.	PO1(3) PO4(3)	2	3
<b>CO4</b>	<b>Analyze</b> methodologies for effective listening and speaking, purposeful reading and informal writing, telephonic and business writing, giving presentations and writing essays, preparing for interviews and official communication, and applying language skills for business.	PO1(3) PO4(2)	2	3
<b>CO5</b>	<b>Evaluate</b> the theories and practices of listening, speaking, reading, writing, grammar, and vocabulary to build models for effective communication in various business contexts, including presentations, interviews, and written reports.	PO1(3) PO2(2) PO4(2)	3	3
<b>CO6</b>	<b>Develop</b> contemporary practices, <b>adapt</b> and <b>modify</b> English language skills related to LSRW, grammar, vocabulary, and communication strategies to suit professional and academic settings and address challenges in cross-cultural communication.	PO1(3) PO2(2) PO4(3)	3	3

MI25105	Principles of Accounting	L	T	P	C
		3	0	0	3
<p><b>Course Objectives:</b></p> <p>This course provides the foundational knowledge and practical skills needed to understand, prepare, and analyze financial statements. It focuses on applying core accounting principles, from preparing final accounts to rectifying errors and managing depreciation, to support effective financial decision-making in a modern business context.</p>					
<p><b>Introduction to Accounting Systems:</b> Nature and scope of accounting – Differences between financial, cost, and management accounting – Principles, concepts, and conventions of accounting – Bookkeeping vs. accounting – Types of accounting systems – Preparation of journal entries, ledger accounts, cash book and trial balance – Errors disclosed and not disclosed by trial balance.</p>					
<p><b>Final Accounts of Sole Proprietors:</b> Structure and format of final accounts – Preparation of trading and profit &amp; loss account – Balance sheet preparation – Simple adjustments in final accounts – Revenue vs. capital expenditure – Closing stock, outstanding and prepaid adjustments.</p>					
<p><b>Rectification of Errors and Depreciation:</b> Types of accounting errors – Rectification process including suspense account – Types and causes of depreciation – Methods of charging depreciation: straight-line and written down value – Accounting entries for depreciation – Effects on profit and asset valuation.</p>					
<p><b>Bank Reconciliation and Insurance Accounting:</b> Bank reconciliation statement: need and preparation – Causes of differences between passbook and cash book – Simple practical problems – Insurance claim accounting – Average clause and valuation of assets for claims (loss of profit excluded).</p>					
<p><b>Accounting for Non-Profit Organizations:</b> Nature of accounting in non-profit entities – Preparation of receipts and payments account – Income and expenditure account – Balance sheet for clubs, societies and other charitable organizations – Treatment of specific donations, subscriptions, and legacy.</p>					
<p><b>Applied Accounting Practices and Contemporary Trends:</b> Role of accounting in decision-making – Overview of accounting standards – Introduction to computerized accounting systems – Application of accounting in business forecasting and budgeting – Common software used in modern accounting.</p>					
<p><b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.</p>					
<p><b>Assessment Methodology:</b> Written Test I &amp; II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)</p>					

**REFERENCES:**

1. Reddy, P. H., & Reddy, H. P. (2023). *Financial accounting* (Reprint). Margham Publications.
2. Gupta, R. L., & Radhaswamy, M. (2015). *Advanced accounting – Volume I*. Sultan Chand & Sons.
3. Tulsian, P. C. (2002). *Financial accounting*, Pearson Education India.
4. Williams, J. (2024). *Financial and managerial accounting: The basics for business decisions*, Tata McGraw-Hill.
5. Stice, E. K., & Stice, J. D. (2015). *Financial accounting: Reporting and analysis*. Cengage Learning.

**E-Resources:**

1. NPTEL – Financial Accounting – <https://nptel.ac.in/courses/110101003>
2. YouTube – ICAI Accounting Lectures – <https://www.youtube.com/@theicai/videos>
3. Investopedia – Accounting Basics – <https://www.investopedia.com/>

	Description of CO	Mapped POs	PSO1	PSO2
CO1	<b>Demonstrate</b> conceptual knowledge of accounting systems, final accounts for sole proprietors, rectification of errors and depreciation, bank reconciliation and insurance accounting, accounting for non-profit organizations, and applied accounting practices and contemporary trends.	PO5(3)	3	-
CO2	<b>Interpret</b> and <b>relate</b> to the principles and concepts of accounting, preparation of final accounts, types of accounting errors and depreciation methods, bank reconciliation and insurance claim accounting, the accounting for non-profit entities, and contemporary trends like computerized accounting.	PO1(1) PO5(3)	3	-
CO3	<b>Apply</b> the theories and concepts of accounting systems, final accounts preparation, error rectification, depreciation methods, bank reconciliation, and accounting for non-profit organizations to handle financial transactions and prepare financial statements.	PO1(2) PO5(3)	2	-
CO4	<b>Analyze</b> methodologies for preparing journals and ledgers, final accounts for sole proprietors, rectifying errors, calculating depreciation, preparing bank reconciliation statements, and handling accounting for non-profit organizations.	PO1(3) PO5(2)	-	1
CO5	<b>Evaluate</b> the theories and practices of accounting to build models for financial reporting, depreciation, and bank reconciliation to support effective financial decision-making.	PO1(3) PO3(2)	-	2
CO6	<b>Develop</b> contemporary practices, <b>adapt</b> and <b>modify</b> accounting concepts related to financial transactions, final accounts, error rectification, bank reconciliation, and accounting for non-profit organizations to suit modern	PO4(2) PO5(2)	-	3

	business and computerized accounting environments.				
MI25106	Basic Psychology	L	T	P	C
		3	0	0	3
<b>Course Objectives:</b>					
<p>This course provides a foundational understanding of key psychological principles and theories, covering human behavior, cognition, and development. It equips to apply these concepts to analyze and evaluate human behavior for enhanced managerial and interpersonal effectiveness.</p>					
<p><b>Foundations of Psychology and Biological Bases:</b> Nature, scope and evolution of psychology – Major perspectives in modern psychology – Subfields of psychology – Cultural and individual diversity – Evolutionary psychology – Methods in psychology – Biological basis of behavior: neurons and nervous system – Brain structure and function.</p>					
<p><b>Sensation, Perception and Conscious Experience:</b> Sensory thresholds – Psychophysical principles – Sensory adaptation – Vision: structure of eye, light processing, brain interpretation – Hearing: ear structure, pitch and sound localization – Touch, smell, taste, kinesthetic and vestibular senses – Perception: organizing principles, illusions, constancy – Extrasensory perception – Influence of learning on perception.</p>					
<p><b>Human Memory Systems: Models of memory:</b> Models of memory: Atkinson-Shiffrin model and neural networks – Types of memory – Encoding, storage and retrieval – Causes of forgetting – Memory distortion and construction – Role of brain in memory – Case studies on memory impairments.</p>					
<p><b>Cognition, Intelligence and Creativity:</b> Cognition: thinking, decision-making, problem-solving – Language and thought – Intelligence: definitions, measurement, heredity vs. environment – IQ testing – Emotional intelligence – Creativity and divergent thinking – Group differences in intelligence scores</p>					
<p><b>Human Development Across the Lifespan:</b> Childhood development: physical, perceptual, cognitive, moral, emotional – Social behavior and gender identity – Adolescence: identity formation – Adulthood: aging, relationships – Later life and bereavement – Influence of social and cultural factors in development.</p>					
<p><b>Applications of Psychology in Professional Life:</b> Research methods in psychology – Observation, survey, experiments – Psychological application in education, workplace, marketing, and leadership – Stress and coping – Attitudes and behavior – Ethical considerations – Case studies on applied psychology in organizations.</p>					
<p><b>Weightage:</b> Continuous Assessment: 40%, End Semester Examinations: 60%.</p>					
<p><b>Assessment Methodology:</b> Written Test I &amp; II (60%) Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project (40%)</p>					
<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Baron, R. A. (2015). <i>Psychology</i>, Pearson Education.</li> <li>2. Mangal, S. K. (2022). <i>An introduction to psychology</i>, Sterling Publishers. (Original</li> </ol>					

<p>work published 2014)</p> <p>3. Kalat, J. W. (2016). <i>Introduction to psychology</i>, Cengage Learning. (Original work published 2013)</p> <p>4. Lahey, B. B. (1998). <i>Psychology: An introduction</i>. Tata McGraw Hill.</p> <p>5. Murthy, M. R. (2010). <i>Foundations of psychology</i>. Allied Publishers.</p> <p>Morgan, C. T., &amp; King, R. A. (2025). <i>Introduction to psychology</i> (9th Indian ed.). McGraw Hill. (Original work published 1993)</p>
<p><b>E-Resources:</b></p> <p>1. NPTEL – Introduction to Psychology –  <a href="https://onlinecourses.nptel.ac.in/noc21_hs49/preview">https://onlinecourses.nptel.ac.in/noc21_hs49/preview</a></p> <p>2. YouTube – CrashCourse Psychology –  <a href="https://www.youtube.com/playlist?list=PL8dPuuaLjXtOPRKzVLY0jJY-uHOH9KVU6">https://www.youtube.com/playlist?list=PL8dPuuaLjXtOPRKzVLY0jJY-uHOH9KVU6</a></p>

	Description of CO	Mapped POs	PSO1	PSO2
CO1	<b>Demonstrate</b> conceptual knowledge of the foundations and biological bases of psychology, sensation, perception and conscious experience, human memory systems, cognition, intelligence and creativity, human development across the lifespan, and applications of psychology in professional life.	PO5(3)	3	-
CO2	<b>Interpret</b> and <b>relate</b> to the major perspectives and biological bases of behavior, sensory and perceptual processes, models of memory, the nature of cognition and intelligence, stages of human development, and the application of psychological principles in a professional context.	PO2(1) PO5(3)	3	-
CO3	<b>Apply</b> the theories and concepts of psychology, biological bases of behavior, sensation and perception, memory, cognition, intelligence, human development, and professional applications to understand and explain human behavior.	PO2(3) PO5(3)	-	2
CO4	<b>Analyze</b> methodologies and theories related to the foundations of psychology, sensation and perception, memory systems, intelligence and creativity, human development, and research methods in psychology to interpret and recommend solutions for behavioral issues.	PO1(3) PO2(3)	-	2
CO5	<b>Evaluate</b> the theories and principles of psychology to build models for understanding perception, memory, cognition, intelligence, development, and ethical considerations in applying psychology in professional settings.	PO1(2) PO3(3)	-	3
CO6	<b>Develop</b> contemporary practices, <b>adapt</b> and <b>modify</b> psychological concepts related to the foundations of psychology, sensation, perception, memory, cognition, development, and professional applications to suit personal, academic, and managerial contexts.	PO2(3) PO4(2)	-	3

MI25107	English Language Laboratory	L	T	P	C
		0	0	4	2

**Course Objectives:**

This course is designed to develop professional communication and soft skills through practical training in listening, speaking, reading, and writing. It prepares them for effective participation in professional settings such as presentations, group discussions, and job interviews, thereby enhancing their employability.

**Listening and Interpretation:** Listening to academic and professional lectures – Understanding spoken English through podcasts, speeches, interviews – Note-taking – Identifying tone, intent, and message – Summarizing oral input.

**Practical Exercise:**

1. Play a 5–7-minute professional podcast (e.g., a TED Talk or business interview).
2. Students take structured notes during the listening.
3. After listening:
  - Identify tone (e.g., formal, persuasive).
  - State the main idea and supporting points.
  - Write a 100-word summary.
  - Discuss interpretations in small groups.

**Speaking in Group and Public Settings:** Participating in-group discussions – Understanding group dynamics – Turn-taking and interruption strategies – Brainstorming – Using professional body language – Presenting opinions confidently – Handling disagreements diplomatically.

**Practical Exercise:**

1. Divide students into groups of 5–6.
2. Assign a current topic (e.g., "Is remote work the future of employment?").
3. Conduct a timed group discussion (8–10 minutes).
4. Record the session and give peer/instructor feedback on:
  - Participation
  - Turn-taking
  - Confidence and clarity
  - Body language

**Presentation Skills and Visual Communication:** Structuring and delivering individual presentations – Introducing self and topic – Handling audience questions – Designing PowerPoint slides – Visual aesthetics – Interpreting and presenting graphical data.

**Practical Exercise:**

1. Each student prepares a 3-minute presentation on a professional topic (e.g., "The Impact of AI on Business").
2. Use 3–4 PowerPoint slides with:
  - Proper formatting
  - Minimal text
  - Visuals/graphs
3. Peers ask follow-up questions; presenter responds.

**Reading Comprehension and Report Analysis:** Reading business reports, articles, and news – Extracting key points – Critical interpretation – Summarizing – Making oral and written presentations based on reading – Drafting recommendations from data sets.

**Practical Exercise:**

1. Provide a short business report or news article (1–2 pages).
2. Students:
  - Read and highlight key points.
  - Write a summary (150 words).
  - Draft 2–3 actionable recommendations based on the data.
  - Share insights orally in class.

**Professional Writing:** Writing job applications, covering letters, résumés – Writing emails and observing netiquette – Memo drafting – Writing for blogs, research papers, and conference abstracts – Formatting and tone in business communication.

**Practical Exercise:**

1. Choose a real or fictional job posting.
2. Students write:
  - A tailored résumé (1 page)
  - A cover letter (150–200 words)
  - A professional email submitting the application
3. Review and peer-evaluate formatting, tone, and clarity.

**Interview and Employability Skills:** Preparing for interviews – Mock interviews with feedback – Dress code and body language – Voice modulation – Addressing HR questions – Handling stress interviews – Workplace communication etiquette.

**Practical Exercise:**

1. Pair students: One is the interviewer (using HR questions), and the other is the candidate.
2. Rotate roles after 10 minutes.
3. Use rubrics to assess:
  - Verbal/non-verbal communication

- Clarity of answers
- Confidence and etiquette

4. Instructor provides feedback; video recording optional for reflection.

**Reference:**

1. Adair, J. (2009). Effective communication (Revised ed.). Pan Publishing. (Original work published 2003)
2. Mohan, K., & Raman, M. (2003). Effective English communication. Tata McGraw Hill.
3. Jain, A., Pravin, S., Bhatia, R., & Sheikh, A. M. (2005). Professional communication skills. S. Chand & Company.
4. Raman, M., & Sharma, S. (2022). Technical communication: Principles and practice. Oxford University Press. (Original work published 2012)
5. Lesikar, R. V., & Pettit, J. D. (2008). Business communication: Theory and application. Tata McGraw Hill.
6. Dhanavel, S. P. (2010). English and soft skills. Orient Black Swan.
7. Verma, S. (2014). Enhancing employability skills. Pearson Education.

**Resources:**

1. British Council – Learn English – <https://learnenglish.britishcouncil.org>
2. BBC Learning English – <https://www.bbc.co.uk/learningenglish>
3. TED Talks – <https://www.ted.com>
4. NPTEL – Soft Skills Development – [https://onlinecourses.nptel.ac.in/noc24\\_hs73/preview](https://onlinecourses.nptel.ac.in/noc24_hs73/preview)
5. Language Learning Resources – <https://www.englishlab.co.in>

	Description of CO	Mapped POs	PSO1	PSO2
CO1	<b>Demonstrate</b> conceptual knowledge of listening and interpretation, speaking in group and public settings, presentation skills, reading comprehension and report analysis, professional writing, and interview and employability skills.	PO2(1) PO5(3)	3	-
CO2	<b>Interpret and relate</b> to spoken English and professional lectures, group dynamics and public speaking, presentation structures and visual aids, professional reports and business content, professional writing conventions, and interview etiquette and body language.	PO2(2) PO5(3)	3	1
CO3	<b>Apply</b> the theories and concepts of listening, speaking, presenting, reading, and writing to enhance communicative competence in academic and professional contexts.	PO2(3) PO5(3)	-	2
CO4	<b>Analyze</b> methodologies for listening and interpreting, participating in group discussions, delivering presentations, reading and analyzing business reports, writing professional documents, and preparing for interviews to improve employability.	PO2(3) PO5(3)	-	2
CO5	<b>Evaluate</b> the theories and practices of listening, speaking, presenting, reading, and writing to build models for effective and confident communication in diverse professional and global settings.	PO2(3) PO5(2)	-	3
CO6	<b>Develop</b> contemporary practices, <b>adapt</b> and <b>modify</b>	PO2(3)	-	3

	communication skills related to listening, speaking, presenting, reading, and writing to suit workplace scenarios and address challenges in cross-cultural communication.	PO3(2)		
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**Course Objectives:**

This course aims to provide students with a sound understanding of the principles, tools, and techniques used in management accounting to facilitate decision-making and control in organizations. It introduces students to the concepts of financial statement analysis, ratio analysis, fund flow and cash flow analysis, budgetary control, and marginal costing. Through practical illustrations and analytical tools, students will learn to interpret financial data and evaluate performance for internal management purposes. The course enables future managers to make informed financial decisions by leveraging accounting data for planning, control, and strategic management.

**Introduction to Management Accounting**

Definition, scope, objectives, and limitations of management accounting – Difference between management accounting and financial accounting – Role of management accountant – Financial statement analysis: tools and methods – Comparative statements – Common size statements – Trend analysis.

**Ratio Analysis for Performance Evaluation**

Meaning, objectives, merits and demerits of ratio analysis – Classification of ratios: liquidity, profitability, turnover, solvency, and leverage – Calculation and interpretation of key ratios – Use of ratios in business decision-making (simple problems only).

**Fund Flow and Cash Flow Statements**

Concept and need for fund flow and cash flow analysis – Preparation of fund flow statements – Sources and uses of funds – Preparation of cash flow statements as per AS3 – Operating, investing and financing activities (simple problems only).

**Budgetary Control and Budgeting Techniques**

Definition and significance of budgetary control – Types of budgets: sales, production, cash – Fixed and flexible budgets – Steps in preparation – Advantages and limitations of budgeting – Budgeting as a planning and control tool.

**Marginal Costing and Cost Volume Profit Analysis**

Introduction to marginal costing – Concepts of contribution, P/V ratio, BEP, margin of safety – Break-even analysis and charts – Applications in managerial decision-making – Limiting factors and their influence (decision-making scenarios excluded).

**Application of Management Accounting Tools**

Integration of financial and non-financial data – Using management accounting in strategic decisions – Introduction to responsibility accounting – Contemporary trends in cost control and performance measurement – Managerial implications.

**Text Books:**

1. Reddy & Hari Prasad Reddy (2015). Management Accounting, Margham Publications, Chennai. → Revised Sixth Edition (Reprint), 2023.
2. S.N. Maheswari (2014). Management Accounting, Sultan Chand & Sons, New Delhi. → "Principles of Management Accounting," 18th Revised Edition, 2021.
3. Sharma & Shashi Gupta (2014). Management Accounting, Kalyani Publishers, New Delhi. → Management Accounting: Principles and Practice, 13th Edition, 2016.

**References:**

1. Horngren, C.T. et al. (2015). Introduction to Management Accounting, PHI Learning. → 17th Ed. (Global Edition), 2021
2. Charles T. Horngren & Gary N. Sundem (2012). Management Accounting, Pearson Education.
3. Chadwick, L. (2014). The Essence of Management Accounting, Prentice Hall of India.
4. Garrison, R.H., Noreen, E.W. & Brewer, P.C. (2020). Managerial Accounting, McGraw-Hill. → 18th Edition, 2023,

**E-Resources:**

1. NPTEL – Management Accounting
2. Accounting Coach – Management Accounting
3. Investopedia – Financial Ratios & Analysis
4. Coursera – Managerial Accounting: Tools for Facilitating and Guiding Business Decisions
5. edX – Accounting Essentials

**Internal Assessment Methodology (100 Marks):**

Component	Weightage
Written Test I & II	60%
Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project	40%

**Course Outcomes (CO):**

By the end of this course, students will be able to:

- **CO1: Demonstrate** conceptual knowledge of management accounting, financial statement analysis, ratio analysis, fund flow and cash flow statements, budgetary control, marginal costing, and the application of these tools in strategic decisions and contemporary trends.
- **CO2: Interpret and relate** to the principles and objectives of management accounting, financial statement analysis, ratio analysis, fund flow and cash flow statements, budgetary control techniques, marginal costing concepts, and their application in business decision-making.
- **CO3: Apply** the theories and concepts of management accounting to financial statement analysis, ratio analysis, preparation of fund flow and cash flow statements, budgetary control, marginal costing, and using these tools for strategic decisions and business forecasting.
- **CO4: Analyze** methodologies for financial statement analysis (comparative, common size), ratio analysis, preparing fund flow and cash flow statements, budgetary control, marginal costing techniques, and the application of management accounting tools for cost control and performance measurement.
- **CO5: Evaluate** the theories related to management accounting, financial statement analysis, fund flow and cash flow statements, budgetary control, and marginal costing to build models for performance evaluation, financial planning, and strategic management.

- **CO6: Develop** contemporary practices, **adapt** and **modify** management accounting concepts related to financial analysis, ratio analysis, fund and cash flow statements, budgetary control, and marginal costing to suit modern business and strategic decision-making environments.

**CO–PO–PSO Mapping Matrix:**

CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	3	3	2	2	2	3	3
CO3	3	3	3	2	2	3	2
CO4	2	3	3	2	1	2	2
CO5	3	2	3	3	2	3	3
CO6	3	2	3	3	3	3	3

**Note: 1 - Low, 2 - Medium, 3- High**

**Course Objectives:**

This course aims to provide students with a foundational understanding of business, trade, commerce, and industry in a structured organizational context. It covers the evolution, structure, and environment of modern business entities and explores key concepts such as location decisions, scale of operations, business forms, and corporate frameworks. It also examines business combinations, mergers, and trade associations essential to navigating today's competitive business environment. The course prepares students to effectively assess and engage with various forms of business organization and understand their roles in the economy and society.

**Fundamentals of Business and Organisation**

Meaning and definition of business – Business vs. profession – Scope, essentials, and classification of business activities – Trade, commerce, and industry – Definition, characteristics, objectives of business organisation – Evolution of business organisation – Business as a system – Business environment – Social responsibility of business.

**Location and Scale of Industry**

Factors influencing location of industry – Size and scale of operations – Concept of optimum firm – Advantages and limitations of large-scale and small-scale operations – Industrial estates – District industries centres – MSME policies and ecosystem in India.

**Forms of Business Organisation**

Sole proprietorship: features, merits, demerits – Suitability – Partnership: types of partners, advantages, limitations – Joint Hindu family firms – Cooperative societies: types, features, advantages, limitations – Choosing the right business form based on context.

**Joint Stock Companies and Public Sector**

Definition and features of joint stock company – Public vs. private limited companies – Government companies and public enterprises – Characteristics and structure of MNCs – Role of public utilities in national development – Incorporation and compliance.

**Business Combinations and Integration**

Business combinations: meaning, causes, objectives – Horizontal, vertical and conglomerate combinations – Advantages and disadvantages – Mergers, takeovers, and acquisitions – Strategic alliances – Trade associations and chambers of commerce.

**Emerging Perspectives in Business Organisation**

Corporate governance – Ethical considerations in business structure – Digital transformation and new-age business models – Start-ups and entrepreneurship – Regulatory bodies and compliance – Case studies on successful business forms.

**Textbooks:**

1. Y.K. Bhushan (2013). Fundamentals of Business Organisation and Management, Sultan Chand & Sons. → 20th Revised Edition, 2021
2. Tulsian, P.C. (2002). Business Organisation and Management, Pearson Education, New Delhi. → Revised Edition, 2025
3. R.C. Bhatia (2000). Business Organisation and Management, ANE Books. → 4th Edition, 2023
4. C.D. Balaji & G. Prasad (2012). Business Organisation, Margham Publications. → Latest cited publication 2022

5. R.C. Bhatia (2012). Business Organisation and Management, Taxmann Publications Pvt. Ltd. → 2nd Edition, June 2022

**F-Resources:**

1. NPTEL – Business Environment
2. Investopedia – Forms of Business
3. MyGov India – MSME Resources
4. Startup India Portal
5. IndiaStat – Trade & Commerce Reports
6. YouTube – Corporate Governance by ICAI

**Internal Assessment Methodology (100 Marks):**

Component	Weightage
Written Test I & II	60%
Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project	40%

**Course Outcomes (CO):**

Upon successful completion of this course, students will be able to:

- **CO1: Demonstrate** conceptual knowledge of the fundamentals of business and organization, location and scale of industry, forms of business organization, joint stock companies and the public sector, business combinations and integration, and emerging perspectives in business organization.
- **CO2: Interpret and relate** to the evolution of business and the business environment, factors influencing industrial location and scale, the features of different business forms, the structure of joint stock companies and MNCs, the nature of business combinations, and contemporary trends like corporate governance and digital transformation.
- **CO3: Apply** the theories and concepts of business organization, location and scale, different business forms, corporate structures, business combinations, and ethical considerations to understand and assess business entities in a structured context.
- **CO4: Analyze** methodologies for understanding the business environment, the impact of location and scale, the suitability of various business forms, the structure of joint stock companies, the objectives of business combinations, and emerging business models and regulatory compliance.
- **CO5: Evaluate** the theories and practices related to business organization, location and scale, business forms, corporate structures, business combinations, and new-age business models to build frameworks for strategic decision-making and sustainable growth.
- **CO6: Develop** contemporary practices, **adapt** and **modify** business concepts related to organization, location, business forms, corporate frameworks, business combinations, and corporate governance to suit the competitive and global business environment.

**CO–PO–PSO Mapping Matrix:**

<b>CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	2	2	1	2	3	2
CO2	3	3	2	2	1	3	2
CO3	3	3	2	2	2	3	3
CO4	2	3	3	2	2	3	2
CO5	3	2	3	3	3	3	3
CO6	3	2	3	3	3	3	3

**Note: 1 - Low, 2 - Medium, 3- High**

**Course Objectives:**

This course equips students with a foundational understanding of statistical tools and methods essential for business decision-making. It covers data types, sampling, descriptive and inferential statistics, probability theory, and probability distributions. Students will learn to collect, present, interpret, and analyze data for business insights and predictive analysis. The course also introduces discrete and continuous probability distributions used in real-world managerial contexts and prepares students for advanced statistical and analytical reasoning in decision-making scenarios.

**Introduction to Business Statistics and Data Visualization**

Statistics: Definition, need, and relevance in business – Types of data: primary, secondary, qualitative, quantitative – Population and sample – Sampling techniques – Frequency distribution – Cross-tabulation – Graphical representation: histogram, frequency polygon, ogive, pie-chart.

**Descriptive Statistics and Data Summary**

Descriptive vs. inferential statistics – Central tendency: mean, median, mode – Measures of dispersion: range, interquartile range, standard deviation, variance – Skewness and kurtosis – Quartiles, percentiles, deciles – Interpretation of results in business settings.

**Probability Concepts and Applications**

Basic probability concepts – Classical and axiomatic definitions – Events: independent, mutually exclusive – Set operations, Venn diagrams – Conditional probability – Law of total probability – Bayes' theorem – Applications in business risk analysis.

**Discrete Probability Distributions**

Random variables – Discrete probability distribution – Cumulative distribution function (CDF) – Expectation and variance – Binomial, Poisson, and Hypergeometric distributions – Business use cases and interpretation.

**Continuous Probability Distributions**

Continuous random variables – Probability density function (PDF) – CDF – Normal, uniform, and exponential distributions – Business application of normal distribution – Properties and interpretation – Moment calculations.

**Theoretical Foundations and Statistical Limits**

Inequalities in probability: Markov's inequality, Chebyshev's theorem – Central limit theorem (CLT) – Importance of CLT in statistical inference – Introduction to sampling distributions – Transition to inferential statistics.

**Textbooks:**

1. S.C. Gupta & V.K. Kapoor (2014). Elements of Mathematical Statistics, 3rd Edition, Sultan Chand & Sons. → 12th Thoroughly Revised Edition, July 2020
2. W. Mendenhall, R. Beaver & B.M. Beaver (2016). Introduction to Probability and Statistics, CENGAGE Learning. → 15th Edition, 2019 (Copyright 2020)
3. B.M. Aggarwal (2016). Essentials of Business Statistics, Ane Books Pvt. Ltd.
4. Prem S. Mann (2013). Introductory Statistics, 8th Edition, Wiley Publications. → 10th Edition
5. David M. Levine (2015). Business Statistics – A First Course, 7th Edition, Pearson Publications. → 8th Edition, 2019

### References:

1. Sanjiv Jaggia & Alison Kelly (2016). Business Statistics – Communicating with Numbers, 2nd Edition, Tata McGraw Hill. → 5th Edition, 2025,
2. L.J. Kazmier (2004). Business Statistics, Schaum's Outlines, 4th Edition, Tata McGraw Hill.
3. Richard I. Levin & David S. Rubin (2010). Statistics for Management, Pearson Education. → 8th Edition, 2022,
4. Navai Bajpai (2009). Business Statistics, Pearson Education. → 3rd Edition, 2024

### E-Resources:

1. NPTEL – Statistics for Business
2. Khan Academy – Probability and Statistics
3. Stat Trek – Probability Distributions
4. MIT OpenCourseWare – Probability & Statistics
5. Coursera – Data Analysis and Statistics Specialization

### Internal Assessment Methodology (100 Marks):

Component	Weightage
Written Test I & II	60%
Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project	40%

### Course Outcomes (CO):

Upon successful completion of the course, students will be able to:

- **CO1: Demonstrate** conceptual knowledge of business statistics and data visualization, descriptive statistics, probability concepts, discrete probability distributions, continuous probability distributions, and theoretical foundations and statistical limits.
- **CO2: Interpret and relate** to the definitions and need for business statistics, measures of central tendency and dispersion, basic probability concepts, binomial and Poisson distributions, normal and exponential distributions, and the importance of the Central Limit Theorem.
- **CO3: Apply** the theories and concepts of business statistics, descriptive measures, probability, discrete distributions, and continuous distributions to collect, analyze, and interpret data for business insights and decision-making.
- **CO4: Analyze** methodologies for data visualization and summarization, probability concepts and conditional probability, discrete and continuous probability distributions, and statistical theorems to solve business problems and make predictive inferences.
- **CO5: Evaluate** the theories related to descriptive statistics, probability distributions, and statistical theorems to build models for business risk analysis, performance interpretation, and predictive analysis.
- **CO6: Develop** contemporary practices, **adapt** and **modify** statistical concepts related to data visualization, descriptive statistics, probability theory, and probability distributions to suit real-world managerial contexts and decision-making scenarios.

**CO–PO–PSO Mapping Matrix:**

<b>CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	2	2	2	2	3	2
CO2	2	3	2	2	2	2	3
CO3	3	3	2	2	2	3	2
CO4	3	2	3	2	2	3	3
CO5	3	3	3	3	2	3	3
CO6	2	2	3	3	2	3	3

**Note: 1 - Low, 2 - Medium, 3- High**

**Course Objectives:**

This course introduces students to the foundational concepts, perspectives, and methods of sociology and their application in understanding social behavior and institutions. It explores the interplay between individuals, culture, and society, emphasizing how social structures influence identity, interaction, and organization. The course also examines socialization processes, institutional dynamics, and social inequalities including race, class, and gender. Students will gain awareness of key social issues such as environmental challenges and sustainability in the context of industrialization and urbanization. Overall, the course aims to develop a sociological perspective that enhances critical thinking and social awareness in business and managerial contexts.

**Foundations of Sociology**

Origin, nature, scope and importance of sociology – Key sociological methods – Relationship of sociology with economics, psychology, political science and anthropology – Applications of sociology in business and management.

**Basic Sociological Concepts**

Core concepts: society, community, institution, social structure, social system – Types of social groups – Formal and informal social organization – Relationship between individual and society – Culture and social norms.

**Socialization and Social Control**

Meaning and stages of socialization – Agents of socialization: family, peers, education, media – Social learning and identity development – Conformity, deviance, and the need for social control – Mechanisms of enforcing norms.

**Social Institutions and Social Process**

Structure and function of major social institutions: family, marriage, religion, kinship, peer groups – Social stratification and mobility – Causes of social disorganization and remedies – Changing nature of institutions in urban contexts.

**Social Inequality and Marginalization**

Concepts of inequality and marginalization – Dimensions of inequality: race, class, caste, gender – Discrimination and exclusion – Affirmative action and inclusion strategies – Indian social problems and government interventions.

**Applied Sociology and Environmental Concerns**

Sociology of environment – Industrialization and urbanization impacts – Environmental degradation, pollution, global warming, and sustainability issues – Role of corporations in ecological balance – Sociological dimensions of sustainable development.

**Textbooks:**

1. C.N. Sankar Rao (2007). Sociology, Sultan Chand & Sons. → Sociology: Principles of Sociology with an Introduction to Sociological Thought, 8th Edition, 2023,
2. H.K. Rawat (2001). Sociology: Basic Concepts, Rawat Publications, New Delhi. → Sociology: Basic Concepts, New Edition, 2020,
3. M.L. Anderson & H.F. Taylor (2008). Sociology: Understanding a Diverse Society, 4th Edition, Wadsworth.

## References:

1. Vidya Bhushan (2005). Sociology, Kitab Mahal, New Delhi. → 38th Revised & Enlarged Edition, 2005,
2. J. Stockard (1996). Sociology: Discovering Society, 1st Edition, Wadsworth. → Second Edition, 1999,
3. Harry M. Johnson (2003). Sociology, Allied Publishers Pvt. Ltd., New Delhi.
4. James M. Henslin. Essentials of Sociology, 4th Edition. → 14th Edition, 2024,
5. Joan Ferrante. Sociology: A Global Perspective. → 9th Edition, published in 2014

## F-Resources:

1. NPTEL – Introduction to Sociology
2. Khan Academy – Social Sciences
3. OpenStax – Sociology Textbook
4. UNESCO – Social and Human Sciences
5. Coursera – Social Norms, Social Change

## Internal Assessment Methodology (100 Marks):

Component	Weightage
Written Test I & II	60%
Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project	40%

## Course Outcomes

By the end of the course, students will be able to:

- **CO1: Demonstrate** conceptual knowledge of the foundations of sociology, basic sociological concepts, socialization and social control, social institutions and processes, social inequality and marginalization, and applied sociology and environmental concerns.
- **CO2: Interpret** and **relate** to the nature, scope, and evolution of sociology, core concepts like society and culture, the process and agents of socialization, the structure and function of social institutions, the dimensions of social inequality, and the sociological dimensions of sustainable development.
- **CO3: Apply** the theories and concepts of sociology to analyze social structures and institutions, socialization processes, social inequalities, and the interplay between individuals, society, and the environment.
- **CO4: Analyze** methodologies for understanding the foundations of sociology, the relationship between individuals and society, the mechanisms of social control, the dynamics of social institutions, the impact of inequality and marginalization, and the effects of industrialization and urbanization.
- **CO5: Evaluate** the theories and perspectives of sociology to build models for understanding social behavior, institutional dynamics, social inequality, and the role of corporations in environmental balance and sustainable development.
- **CO6: Develop** contemporary practices, **adapt** and **modify** sociological concepts related to social institutions, inequality, and social change to suit business and managerial contexts, and to address key social and environmental issues.

**CO–PO–PSO Mapping Matrix:**

<b>CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	2	2	1	2	3	2
CO2	3	3	2	2	2	2	3
CO3	3	2	3	2	1	3	2
CO4	3	3	3	2	2	3	3
CO5	3	2	3	3	3	3	3
CO6	3	2	3	3	3	3	3

**Note: 1 - Low, 2 - Medium, 3- High**

**Course Objectives:**

This course aims to enhance students' communication proficiency in professional and business environments by integrating the LSRW (Listening, Speaking, Reading, Writing) skills. It equips learners with practical knowledge of business correspondence, corporate presentations, report drafting, non-verbal and intercultural communication. The course fosters soft skills including negotiation, group discussion, leadership communication, and persuasive writing. Students are trained to utilize communication tools such as email and digital platforms professionally, thereby preparing them for real-world business interactions and placement interviews.

**Fundamentals of Business Communication**

Introduction to formal and informal communication – Listening to conversations, interviews, product introductions – Small talk – SWOT analysis – Storytelling techniques – Reading and summarizing business news – Formal letters: quotations, follow-ups, complaints.

**Presentation and Group Communication**

Speaking in seminars and conferences – Designing and using PowerPoint presentations – Reading and interpreting company profiles and business cases – Writing reports: survey, feasibility, evaluation – Case study analysis.

**Business Documentation and Writing**

Press communication – Group discussion dynamics – Critical thinking and business problem-solving – Writing company profiles, meeting minutes, job applications, emails, and cover letters – Structured resume writing.

**Non-Verbal and Cross-Cultural Communication**

Understanding grooming and body language – Tone, pitch, and voice modulation – Intercultural and cross-cultural communication barriers – Drafting proposals, mini-project reports, tenders, and circulars.

**Telephonic and Digital Etiquette**

Telephone communication – Executing formal phone conversations – Listening to sales meetings and panel discussions – Accents and communication clarity – Writing requisition and recommendation letters, SOPs, persuasive emails, and online portfolios.

**Advanced Business Communication Practices**

Negotiation and life skills – Elevator pitch – Leadership communication behavior – Meetings: roles, procedures, documentation – Effective use of persuasive language in professional writing.

**Textbook:**

1. Koester, A., Pitt, A., Hanford, M., & Lisboa, M. (2012). Business Advantage – Intermediate Student's Book. Cambridge University Press.

**Reference Books:**

1. Harvard Business Essentials, Business Communication, HBS Press.
2. John V. Thill & Courtland L. Bovee, Excellence in Business Communication, Pearson, 015.→14th Edition, 2024,
3. Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press. → Second Edition, 2012
4. Shirley Taylor, Model Business Letters, Emails and Other Business Documents, Pearson Education. → Seventh Edition, 2012

**E-Resources:**

1. [www.businesscommunication.org](http://www.businesscommunication.org)
2. [www.mindtools.com](http://www.mindtools.com)
3. [www.businesscommunicationskills.com](http://www.businesscommunicationskills.com)
4. [www.businesstrainingworks.com](http://www.businesstrainingworks.com)
5. <https://owl.purdue.edu> – (Writing Lab for business writing formats)

**Internal Assessment Methodology (100 Marks):**

Component	Weightage
Written Test I & II	60%
Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project	40%

**Course Outcomes (COs):**

By the end of this course, students will be able to:

- **CO1: Demonstrate** conceptual knowledge of the fundamentals of business communication, presentation and group communication, business documentation and writing, non-verbal and cross-cultural communication, telephonic and digital etiquette, and advanced business communication practices.
- **CO2: Interpret and relate** to formal and informal communication, group dynamics and presentation techniques, professional writing for business documents, non-verbal cues and intercultural barriers, telephonic and digital etiquette, and leadership and negotiation communication.
- **CO3: Apply** the theories and concepts of business communication, presentation and group communication, professional writing, non-verbal and cross-cultural communication, digital etiquette, and advanced communication skills to effectively manage professional interactions.
- **CO4: Analyze** methodologies for listening, speaking, reading, writing, delivering presentations, drafting professional documents, understanding non-verbal and cross-cultural cues, using digital communication platforms, and managing negotiations and meetings in professional settings.
- **CO5: Evaluate** the theories related to business communication, presentations, professional writing, non-verbal and cross-cultural communication, digital etiquette, and negotiation to build models for effective communication in diverse business environments.
- **CO6: Develop** contemporary practices, **adapt** and **modify** communication skills related to business fundamentals, presentations, professional writing, non-verbal and cross-cultural communication, digital platforms, and advanced negotiation to suit diverse business and global settings.

**CO–PO–PSO Mapping Matrix:**

<b>CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	3	2	2	2	3	2
CO2	3	3	2	2	2	3	2
CO3	3	3	2	2	2	3	3
CO4	2	2	2	3	2	2	2
CO5	2	2	3	2	3	3	2
CO6	3	2	3	3	2	2	3

**Note: 1 - Low, 2 - Medium, 3- High**

**Course Objectives:**

This course introduces students to the fundamental concepts of computer systems and their applications in business and data management. It emphasizes key components such as hardware, software, storage systems, and operating systems. Students will develop hands-on skills in word processing, spreadsheets, and presentations, along with an understanding of the internet, email communication, and research using web resources. The course fosters digital literacy, enhances productivity, and prepares learners to use IT tools effectively in a business context.

**Basics of Computer Systems**

Computer and its applications – Importance of computers in individual and organizational settings – Components of a computer system: Hardware, Software, CPU, Memory, Input and Output Devices, Storage Devices – System Software and Application Software.

**Input, Output and Storage Devices**

Input Devices: Keyboard, Mouse, Optical and AV input devices – Output Devices: Monitor, Projector, Speakers, Printers, Plotters – Data vs Information – Data representation and processing – Storage devices: Primary, Secondary, Removable storage – Smart Cards.

**Operating Systems and GUI**

Operating System basics – Types of OS – User interface – Managing files and hardware – Proprietary and Open-Source OS – GUI-based OS: Taskbar, Icons, Menus, Applications – OS settings: Date, Time, Display, Mouse, Printers – File and directory management.

**Internet and Web Services**

Introduction to computer networks – LAN, WAN, Internet basics – History and services of the Internet – World Wide Web – Web browsers and navigation – Search engines and researching – Email: Structure, Usage, Etiquette, Spam control – Web-based email platforms.

**Word Processing and Spreadsheets**

Word processors: Create/edit/format documents – Tables, headers/footers, inserting pictures – Spreadsheet basics: Create/modify spreadsheets – Data entry and cell operations – Formatting and sorting – Formulas and functions: SUM, AVERAGE, COUNT – Saving and printing.

**Presentation Tools and Productivity Software**

Presentation software: Auto content wizard, design templates, adding and deleting slides – Importing media – Drawing tools – Transitions and animations – Slide numbering, saving and printing presentations.

**Textbooks:**

1. Peter Norton, Introduction to Computers, 6th Edition, Tata McGraw Hill, 2007.
2. Ran Mansfield, Working in Microsoft Office, Tata McGraw Hill, 2008.

### Reference Books:

1. Reema Thareja, Fundamentals of Computers, Oxford University Press, 2014. → Second Edition, 2019.
2. Rajaraman V & Adabala N, Fundamentals of Computers, PHI, 6th Edition, 2014.
3. Faithe Wempen, Computing Fundamentals: Introduction to Computers, Wiley, 2014.

### E- Resources:

1. <https://www.gcflearnfree.org>
2. <https://edu.gcfglobal.org/en/computerbasics>
3. [https://www.tutorialspoint.com/computer\\_fundamentals](https://www.tutorialspoint.com/computer_fundamentals)
4. <https://support.microsoft.com>.

### Internal Assessment Methodology (100 Marks):

Component	Weightage
Written Test I & II	60%
Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project	40%

### Course Outcomes (COs):

Upon completion of the course, students will be able to:

- **CO1: Demonstrate** conceptual knowledge of the basics of computer systems, input, output and storage devices, operating systems and GUI, the internet and web services, word processing and spreadsheets, and presentation tools and productivity software.
- **CO2: Interpret and relate** to the components of a computer system, the function of various input/output and storage devices, the role of an operating system, the services of the internet and web browsers, the features of word processors and spreadsheets, and the tools available in presentation software.
- **CO3: Apply** the theories and concepts of computer systems, operating systems, internet services, and productivity software to perform basic computing tasks, manage files, and use software effectively for business tasks.
- **CO4: Analyze** methodologies for understanding computer hardware and software, managing operating systems, utilizing internet resources, creating professional documents and spreadsheets, and designing effective presentations for business and organizational settings.
- **CO5: Evaluate** the theories and practices of computer systems, operating systems, internet services, and productivity software to build models for enhancing digital literacy and increasing productivity in a business context.
- **CO6: Develop** contemporary practices, **adapt** and **modify** knowledge of computer systems, storage, operating systems, internet tools, and productivity software to suit modern business environments and to create professional documents and presentations.

**CO-PO-PSO Mapping Matrix:**

<b>CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	2	1	1	1	3	2
CO2	3	2	2	1	2	3	2
CO3	3	2	2	1	2	3	2
CO4	3	2	2	2	2	2	2
CO5	3	3	3	2	3	3	3
CO6	3	3	2	2	3	3	3

**Note: 1 - Low, 2 - Medium, 3- High**

**Course Objectives**

This course aims to provide hands-on experience with essential office productivity tools such as word processors, spreadsheets, presentation software, and email applications. It equips students with foundational digital skills necessary for effective document creation, data analysis, visual communication, and professional correspondence. The course emphasizes practical application to business contexts including reporting, profiling, budgeting, and project presentations. It also introduces internet usage, web browsing, and digital etiquette in communication.

**Spreadsheet Fundamentals and Data Entry**

Creating and editing worksheets – Navigating cells – Entering and modifying data – Using cut/copy/paste – Referencing cells – Inserting/deleting rows, columns, and cells – Sorting/filtering data – Saving, opening, and managing worksheet files.

**Spreadsheet Formatting and Functions**

Applying manual and auto formatting – Conditional formatting – Adjusting alignment, fonts, colors, borders, shading – Page setup – Protecting cells/documents – Applying functions (SUM, AVERAGE, PERCENTAGE, RANK, RANDOM) – Using formulas – Handling errors.

**Charts, Pivot Tables & Business Reports**

Creating and modifying charts – Using chart wizard – Trend lines – Pivot tables and pivot charts – Creating business reports: sales reports, cash flow statements, and balance sheets – Embedding graphics in spreadsheets.

**Word Processing and Document Creation**

Creating/editing documents – Formatting text and paragraphs – Using headers, footers, hyperlinks – Creating tables – Importing images – Creating resumes, blogs, business letters, brochures, and project reports.

**Presentations and Visual Communication**

Creating slide decks using templates and blank formats – Adding slides, images, transitions – Building company profiles, product pitches, and project presentations – Saving, organizing, and printing presentations.

**Internet Skills and Email Communication**

Using web browsers and search engines – Downloading, printing web pages – Managing bookmarks – Understanding URLs – Creating and managing email accounts – Composing, replying, forwarding emails – Email etiquette – Inbox organization.

**Textbooks:**

1. Taxali R.K., PC Software for Windows Made Simple, Tata McGraw Hill.
2. Curtis Frye, Microsoft Excel 2016 Step by Step, PHI, 2016.
3. Vishnu P. Singh, MS Office 2013, Computech Publications, 2012.

**References:**

1. Reema Thareja, Fundamentals of Computers, Oxford University Press, 2014. → Second Edition, 2019
2. Rajaraman V and Adabala N, Fundamentals of Computers, 6th Edition, PHI, 2014.
3. Faithe Wempen, Computing Fundamentals, Wiley, 2014.

**E-Resources:**

1. OpenOffice.org Documentation
2. www.gcflearnfree.org – MS Office tutorials
3. www.tutorialspoint.com/ms\_office\_basics
4. www.microsoft.com/learning

**Internal Assessment Methodology (100 Marks)**

Component	Weightage
Written Test I & II	60%
Assignment, Presentation, Case Study, Quiz, Simulation, Online Certification, Seminar, Mini project	40%

**Course Outcomes (COs)**

Upon completion of the course, students will be able to:

- **CO1: Demonstrate** conceptual knowledge of spreadsheet fundamentals and data entry, spreadsheet formatting and functions, charts, pivot tables and business reports, word processing and document creation, presentations and visual communication, and internet skills and email communication.
- **CO2: Interpret** and **relate** to the structure and functions of spreadsheets, the use of formulas and functions, the role of charts and pivot tables, the features of word processors for document creation, the design of presentations, and the use of internet resources and email.
- **CO3: Apply** the theories and concepts of office productivity tools to create and manage professional spreadsheets, format data, produce business reports and documents, design presentations, and use internet and email services effectively.
- **CO4: Analyze** methodologies for data entry and manipulation in spreadsheets, applying functions and formulas, generating charts and pivot tables, creating formal business documents, designing presentations with visual appeal, and using internet and email for professional communication.
- **CO5: Evaluate** the theories and practices of spreadsheets, word processing, presentation software, and internet communication to build models for enhancing productivity, creating impactful business reports and presentations, and managing professional correspondence.
- **CO6: Develop** contemporary practices, **adapt** and **modify** computer skills related to spreadsheets, word processing, presentations, and internet services to suit modern business and professional contexts.

**CO-PO-PSO Mapping Matrix:**

<b>CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>
CO1	3	2	2	3	2	3	2
CO2	3	3	2	3	2	3	2
CO3	3	3	2	2	3	3	3
CO4	2	2	3	2	3	2	2
CO5	2	2	3	3	3	3	2
CO6	2	2	2	3	3	3	3

**Note: 1 - Low, 2 - Medium, 3- High**