

E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.

(An Autonomous Institution – Affiliated to Madurai Kamaraj University)

Re-accredited (3rd Cycle) with Grade **A+** & **CGPA 3.51** by NAAC

DEPARTMENT OF BUSINESS ADMINISTRATION



TANSCHÉ - CBCS With OBE

BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME CODE - B

COURSE STRUCTURE

(w.e.f. 2023 – 2024 Batch onwards)

E.M.G. YADAVA WOMENS COLLEGE, MADURAI -14.**(An Autonomous Institution – Affiliated to Madurai Kamaraj University)****Re –accredited (3rd cycle) with Grade A⁺ and CGPA 3.51 by NAAC****TANSICHE – CBCS with OBE****DEPARTMENT OF BUSINESS ADMINISTRATION-UG****(w.e.f. 2023 – 2024 Batch onwards)****COURSE STRUCTURE**

Sem	Part	Course Code	Title of the paper	Teaching hrs (Per week)	Exam Duration (hrs)	Marks Allotted			
						CIA	SE	Total	Credits
III	I	23OU1TA3 / 23OU1HIN3	Part I :Tamil / Hindi	6	3	25	75	100	3
	II	23OU2EN3	Part II :General English - III	6	3	25	75	100	3
	III	23OUBA31	Core Course 5: Organizational Behavior	5	3	25	75	100	5
	III	23OUBA32	Core Course 6 : Financial Management	5	3	25	75	100	5
	III	23OUBAGEBA3	GEC 3 : Business Statistics	4	3	25	75	100	3
	IV	23OUBASEC31P	SEC- 4 Computer Application in Business - Practical	2	3	40	60	100	2
	IV	23OUBASEC32	SEC- 5 Entrepreneurial Skill New Venture Management	1	3	25	75	100	1
	IV		Environmental Studies	1					
		Total		30					22
IV	I	23OU1TA4 / 23OU1HIN4	Part I :Tamil / Hindi	6	3	25	75	100	3
	II	23OU2EN4	Part II :General English - IV	6	3	25	75	100	3
	III	23OUBA41	Core Course 7: Business Environment	5	3	25	75	100	5
	III	23OUBA42	Core Course 8: Business Regulatory Frame Work	5	3	25	75	100	5
	III	23OUBAGEBA4	GEC 2: Operations Research	3	3	25	75	100	3
		23OUBASEC4P	SEC- 6 Tally - Practical	2	3	40	60	100	2
	IV	23OUBASEC42	SEC-5 Intellectual Property Rights	2	3	25	75	100	2
	IV	23OU4EV4	Environmental Studies	1	3	25	75	100	2
		Total		30					25

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
III	Core	23OUBA31	Organizational Behaviour	5	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship oriented
✓		

Course Objectives:

1. To develop an understanding of interpersonal and organizational dynamics
2. To develop the personality of an individual
3. To enhance the understanding of Group Behaviour
4. To understand Organisational Change, Conflict and Power
5. To understand the emerging issues in organizational dynamics environment

Course Content

Unit-I Need and scope of organizational behaviour - Theories of organization - Individual Difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature – Types and uses of perception.

Unit-II Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

Unit-III Work environment - Good house-keeping practices - Design of work place – Fatigue & stress – Causes and prevention and their importance – Work place counseling - Leadership -Types and theories of leadership

Unit-IV Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

Unit-V Organizational culture and climate - Organizational Development

Books for Study:

1. Neharika Vohra Stephen P. Robbins, Timothy A. Judge , *Organizational Behaviour*, Pearson Education, 18th Edition, 2022.
2. Fred Luthans, *Organizational Behaviour*, Tata Mc Graw Hill, 2017.
3. Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, *Organizational Behaviour*, John Wiley & Sons, 2011.
4. Louis Bevoc, Allison Shearsett, Rachael Collinson, *Organizational Behaviour Reference*, Nutri Niche System LLC (28 April 2017).
5. Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, *Organizational Behaviour: A Skill-Building Approach*, SAGE Publications, Inc; 2nd edition (29 November 2018).

Books for Reference:

1. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd.
2. Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition.
3. S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
4. J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017..
5. John Newstrom, *Organizational Behaviour: Human Behaviour at Work*, McGraw Hill Education; 12th edition (1 July 2017).

Web Resources / E.Books:

1. <https://www.iedunote.com/organizational-behavior>
2. <https://www.london.edu/faculty-and-research/organisational-behaviour>
3. [Journal of Organizational Behavior on JSTOR](#)
4. International Journal of Organization Theory & Behavior | Emerald Publishing
5. <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and On the spot test

Rationale for nature of Course:**Knowledge and Skill:**

Able to understand the interpersonal and organizational dynamics.

Able to identify the personality of an individual.

Able to analyze the emerging issues in organizational dynamics environment

Activities to be given:

Conducting debate on group decision making.

Create a collage of articles and images related to this topic.

Anticipate short articles with relevant facts.

Play unique activity in the classroom to get students up and working together as a team

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Develop the implications of organizational behaviour on the process of management	K1 to K3
CLO2	Apply various theories of motivation from the past and to evaluate motivational strategies used in a variety of organizational settings	K1 to K3
CLO3	Analyse the Group cohesiveness and enhance productivity of the organization by ensuring required job satisfaction and employee attitude	K1 to K4
CLO4	Find the causes of resistance to change	K1 to K3
CLO5	Focus on the organizational development Intervention	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	po5	PO6
CLO1	2	3	1	2	3	2
CLO2	3	3	2	3	3	2
CLO3	3	3	1	2	2	1
CLO4	3	2	2	1	1	2
CLO5	3	3	1	2	3	1

1-Basic Level**2- Intermediate Level****3- Advanced Level****LESSON PLAN: TOTAL HOURS (75 Hrs)**

UNIT	DESCRIPTION	Hr s	MODE
I	Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature – Types and uses of perception	15	Chalk and Talk, PPT, quiz, on the spot test
II	Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity	15	Chalk and Talk, PPT, quiz, on the spot test
III	Work environment - Good house-keeping practices - Design of work place – Fatigue & stress – Causes and prevention and their importance – Work place counseling - Leadership -Types and theories of leadership	15	Chalk and Talk, PPT, quiz, on the spot test
IV	Group dynamics -Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status	15	Chalk and Talk, PPT, quiz, on the spot test
V	Organizational culture and climate - Organizational Development	15	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer(s)**Mrs. T.Usharani**

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
III	Core	23OUBA32	Financial Management	5	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
✓		

Course Objectives:

1. To learn the principles of financial Management
2. To Understand the basics of finance and roles of finance manager
3. To apply the financial management principles in real situation
4. To make sound financial Decision in business
5. To understand the Capital Budgeting.

Course Content:

Unit I Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

Unit II Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)

Unit III Capital Budgeting: ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.

Unit VI Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's –M.M. Hypothesis).

Unit V Working capital – Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements

Books for Study:

1. DrKulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011
2. Advanced Financial Management kohok, M A, Everest Publishing House.
3. Financial Management Kishore R M, Taxman Allied Service
4. Strategic Financial Management Jakhotiya
5. Financial Management & Policy Srivastava, R M Himalaya.

Books for Reference:

1. Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai.
2. Financial Management - I.M.Pandey, 2009 Vikas Publishing.
3. Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi.
4. Financial Management – S.N.Maheswari.
5. Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons.
6. Financial Management – A. Murthy

Web Resources / E.Books:

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
2. https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_1_0201_Financial_Management_up201904181129_1555567170_5654.pdf
3. [Journal of Financial Management \(esciencepress.net\)](http://www.esciencepress.net)
4. [Financial Management on JSTOR](http://www.jstor.org)
5. Financial Management Wiley online library

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs

Rationale for nature of Course:

Knowledge and Skill: To understand the concept of financial management.

Activities to be given:

Practicing the students to prepare Capital Budgeting.

Practice the students to collect data from various companies and prepare capital structure and cost of capital.

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Understand the basics of finance and roles of finance manager	K1 to K3
CLO2	Identify the Capital structure & Cost of capital	K1 to K3
CLO3	Analyse the Capital budgeting	K1 to K4
CLO4	Assessing dividend policy	K1 to K3
CLO5	Evaluate the Working Capital	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management	15	Chalk and Talk, PPT, quiz, on the spot test
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)	15	Chalk and Talk, PPT, quiz, on the spot test
III	Capital Budgeting: ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.	15	Chalk and Talk, PPT, quiz, on the spot test
IV	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter's Gordon's – M.M. Hypothesis)	15	Chalk and Talk, PPT, quiz, on the spot test
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.	15	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer(s)
Dr. T.Sathiya Sheila

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
III	GEC-3	23OUBAGEBA3	Business Statistics	3	4	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
✓		

Course Objectives:

1. To apply the Measures of Central Tendency in business
2. To Understanding the Measures of Variation
3. To Analyze of Time Series
4. To Understand Index Numbers and Statistical quality control
5. To understand the Testing of hypothesis

Course Content:

Unit I Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.

Unit II Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.

Unit III Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations.

Unit IV Index Numbers – Consumer Price Index – And Cost of Living Indices

Unit V Testing of hypothesis: Chi-Square test – Test of goodness of fit, Test of Homogeneity, T Test – Test the significance of the mean of a random sample, Testing Difference between means of two samples (Independent and Dependent Samples), F Test.

Books for Study:

1. Arun Kumar Singla, *Business Statistics*, Kalyani Publishers, Chennai, 2024
2. P.R. Vittal, *Business Mathematics and Statistics*, Margham Publications, Chennai, 2004.
3. S.P. Gupta, *Statistical Methods*, Sultan Chand & Sons, New Delhi, 2007
4. S.P. Gupta, *Elements of Business Statistics*, Sultan Chand & Sons, New Delhi, 2007.
5. J.K. Sharma, *Business Statistics*, Pearson Education, New Delhi, 2007

Books for Reference:

1. David M. Levine, David F. Stephan et al. *Business Statistics: A first Course*, 7th edition
2. Dina Nath Pandit, *Statistics: A Modern Approach*, Hindustan Publishing Corporation.
3. Hazarika Padmalochan, *A textbook of Business Statistics*, S.Chand Publications.
4. Vohra ND, *Business Statistics: Text and Problems – With Introduction to Business Analytics*, Mc Graw Hill, 2021.

5. Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics, 12th Media Services, 2017.

Web Resources / E-Books:

1. <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
2. <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
3. <http://www.statisticshowto.com>
4. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
5. <https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>

Rationale for nature of Course:

Knowledge and Skill:

Able to understand the various formulas of statistics and applied in research.

Able to understand and solve the business and industrial problems by using analytical skills.

Able to apply various index Numbers in practical situations.

Activities to be given:

Practicing identification of various statistical tools used in Research.

Practice the students to apply the formulas for find out solutions of various problems.

Practice the students in correlation and Regression problems to improve their decision making skill

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Identify and apply Mean, Median and mode in Business	K1 to K3
CLO2	Understand the measures of variations and apply Correlation & Regression	K1 to K3
CLO3	Analyze of Time Series and Secular Trend	K1 to K4
CLO4	Examine the Consumer Price Index and Cost of living Index.	K1 to K3
CLO5	Evaluate the Testing of Hypothesis	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (60 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.	12	Chalk and Talk, PPT, quiz, on the spot test
II	Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve – Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.	12	Chalk and Talk, PPT, quiz, on the spot test
III	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations	12	Chalk and Talk, PPT, quiz, on the spot test
IV	Index Numbers – Consumer Price Index – And Cost of Living Indices.	12	Chalk and Talk, PPT, quiz, on the spot test
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.	12	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer(s)
Dr.V.Selva Subashini

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
III	Skill Enhancement Course - 4	23OUBAS EC31P	Computer Application in Business - Practical	2	2	40	60	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives:

1. To create tables, charts and slides using various applications of Ms-Office
2. To Acquire adequate knowledge in access database
3. To create and view images, marquees in web pages.
4. To Create application of computer knowledge in Accounting System.
5. To acquire and keep abreast of contemporary issues of computer applications like GOOGLE forms through self-paced and self-directed learning.

Practical - Lab Test

Unit – I: Ms – Word

1. Adding Header & Footer to the documents and Adding Bullets & Numbering to the text
2. Creating Tables and working with Tables

Unit – II: Ms-Excel

3. Entering Data in the worksheets
4. Creating a Charts

Unit – III: Ms- Power Point

5. Applying Transition effect and Animation effects
6. Clip Arts

Unit – IV: Ms- Access

7. Preparation of ledger of Accounts
8. Financial statutory Reports

Unit – V: Google Forms

9. Usage of various Search Engines
10. Create a google form for opinion survey

Books for Reference:

1. P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019
2. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4. Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013
5. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
III	Skill Enhancement Course - 4	23OUBASEC32	Entrepreneurial Skill New Venture Management	1	1	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives:

1. To learn to generate and evaluate new business ideas
2. To learn about a business model that generates money
3. To understand how to find, evaluate and buy a business
4. To evaluate the feasibility of idea into a Venture
5. To understand sources who lend for new ventures

Course Content:

Unit I Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

Unit II Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm

Unit III Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability

Unit IV Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship

Unit V Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions

Books for Study:

1. Journal of Business Venturing – Elsevier.
2. Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald.
3. Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,

4. Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008).
5. Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill.

Books for Reference:

1. New Venture Creation, Kathleen R. Allen, Cengage Publication (2013).
2. Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
3. Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
4. The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise.
5. Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication.

Web Resources / E.Books:

1. <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217>
2. <https://core.ac.uk/download/pdf/98660713.pdf>
3. <https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>
4. https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm
5. <https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and On the spot test

Rationale for nature of Course

Knowledge and Skill:

Able to discuss about the successful entrepreneurs in today's world.

Able to analyze the issues relevant to entrepreneurs such as “green” business practices, environmental sustainability, social entrepreneurship, and intellectual property.

Activities to be given:

Create entrepreneurial and teamwork abilities to identify, assess, and start developing new ventures.

Make a collage with articles and photos about the successful entrepreneurs.

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	K1 to K3
CLO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	K1 to K3
CLO3	Develop a credible business plan for real life situations	K1 to K3
CLO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	K1 to K3
CLO5	Apply different sources for financing new venture	K1 to K3

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	3	2	1	3
CLO2	2	2	1	3	2	3
CLO3	3	3	1	1	1	3
CLO4	2	1	2	3	2	3
CLO5	3	2	2	1	1	3

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (30 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity	6	Chalk and Talk, PPT, quiz, on the spot test
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.	6	Chalk and Talk, PPT, quiz, on the spot test
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability	6	Chalk and Talk, PPT, quiz, on the spot test
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship	6	Chalk and Talk, PPT, quiz, on the spot test
V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions	6	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer(s)
Mrs.G.Jayakavi

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
IV	Core	23OUBA41	Business Environment	5	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
✓		

Course Objectives:

1. To impart knowledge on the concept of business environment & its significance
2. To know the political environmental factors and its impact on business
3. To know the Economic environmental factors and its impact on business
4. To throw light on importance of the types of Social Organization.
5. To create awareness of industrial-technological advancements

Course Content:

Unit I The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions.

Unit II Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.

Unit III Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization.

Unit IV Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organisation.

Unit V Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics

Books for Study:

1. Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition
2. Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition

3. K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana.

Books for Reference:

1. Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan
2. Business Environment [Ruchi Goyal](#) Publisher: Neelkanth Publishers Pvt. Ltd.2019
3. Business Environment, Fourth Edition, By Pearson
4. Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning

Web Resources / E.Books:

1. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>
2. <https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences>
3. Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
4. <https://pestleanalysis.com/political-factors-affecting-business/>
5. <https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and On the spot test.

Rationale for nature of Course:

Knowledge and Skill:

- Able to indulgent of the business environment.
- Able to identify the various environmental factors affecting business.
- Able to analyze the various elements of culture.
- Able to develop an attitude of social responsibility

Activities to be given:

- Conducting debate on globalization and international trade
- Create a colleague of articles and images related to this topic
- Anticipate short articles with relevant facts

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Develop an understanding of the business environment	K1 to K3
CLO2	Enlighten the Government and political environment	K1 to K3
CLO3	Analyse the economical environmental factors that are conducive to the businesses	K1 to K4
CLO4	Understand the relations of society and culture to the business	K1 to K3
CLO5	Evaluate a simple and basic comprehension of the international scenario about the borderless business world due to technological changes	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	1	1	1	2	1	3
CLO2	3	3	3	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	3	3	3	1	1	1

1-Basic Level**2- Intermediate Level****3- Advanced Level****LESSON PLAN : TOTAL HOURS (75 Hrs)**

UNIT	DESCRIPTION	Hrs	MODE
I	The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions	15	Chalk and Talk, PPT, quiz, on the spot test
II	Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention	15	Chalk and Talk, PPT, quiz, on the spot test
III	Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization	15	Chalk and Talk, PPT, quiz, on the spot test
IV	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organisation	15	Chalk and Talk, PPT, quiz, on the spot test
V	Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics	15	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer(s)**Mrs.G.Jayakavi**

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
IV	Core	23OUBA42	Business Regulatory Frame Work	5	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives:

1. To understand Indian Contracts Act.
2. To understand sales of goods act & Contract of agency
3. To understand Indian Companies Act
4. To understand Consumer Protection Act- RTI
5. To understand Cyber law

Course Content:

Unit I Brief outline of Indian Contracts Act - Special Contracts Act

Unit II Sale of goods Act - Contract of Agency

Unit III Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA-Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up

Unit IV Consumer Protection Act – RTI

Unit V Brief outline of Cyber laws – IT Act 2000 & 2008

Books for Study:

1. Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications
2. Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3. N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons
4. Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni
5. Business Law (Commercial Law) – Dr. M.R. Sreenivasan

Books for Reference:

1. Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.
2. Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013.
3. Business Regulatory Framework Pearson Education India, 2011
4. Bare Acts- RTI, Consumer Protection Act.
5. Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015

Web Resources / E.Books:

1. <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html>
2. <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
3. <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regulatory-framework/51661>
4. [International Journal of Law \(lawjournals.org\)](http://www.lawjournals.org/)
5. <https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book TitleM=%20Business%20Regulatory%20Framework>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and On the spot test.

Rationale for nature of Course:**Knowledge and Skill:**

Able to learn the hard and soft skills that are both specific to Legal Acts and Insurance.

Activities to be given:

Prepare a case study related to Labour Law.

Demonstrate the Court Procedure.

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Explain Indian Contracts Act	K1 to K3
CLO2	Understand Sales of goods act and Contract of Agency	K1 to K3
CLO3	Demonstrate Indian Companies Act 1956	K1 to K4
CLO4	Apply Consumer Protection Act – RTI	K1 to K3
CLO5	Analyse Cyber law	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Brief outline of Indian Contracts Act - Special contracts Act	15	Chalk and Talk, PPT, quiz, on the spot test
II	Sale of goods Act - Contract of Agency	16	Chalk and Talk, PPT, quiz, on the spot test
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up	14	Chalk and Talk, PPT, quiz, on the spot test
IV	Consumer Protection Act – RTI	15	Chalk and Talk, PPT, quiz, on the spot test
V	Brief outline of Cyber laws – IT Act 2000 & 2008	15	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer(s)
Mrs.T.Usharani

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
IV	GEC 4	23OUBAGEBA4	Operation Research	3	3	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
✓		

Course Objectives:

1. To familiarize students with basic concepts of operation research
2. To formulation of transportation problem and finding an initial basic feasible solution.
3. To know the concepts expressing assignment problem, hungarian method- minimization and maximization case and sequencing problem
4. To analyse network models and constructing network- critical path, various floats
5. To analyse game theory and decision theory

Course Content:

Unit I Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.

Unit II Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry Method-Vogel's approximation method to find the optimal solution.

Unit III Assignment Problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.

Unit IV Network models-PERT and CPM — difference between PERT and CPM-constructing network- critical path, various floats, three-time estimates for PERT.

Unit V Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game. Decision Theory –statement of Baye's theorem application - decision trees.

Books for Study:

1. P.R. Vittal & V. Malini, Operative Research – Margham Publications – Chennai – 17.
2. P.K. Gupta & Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
3. V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi.
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi
5. P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

Books for Reference:

1. DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019,
2. International Journal of Operations research
3. Prabandhan : Journal of Management

Web Resources / E.Books:

1. chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf
2. chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queueing%20theory.pdf
3. [Operations Research | Pubs Online \(informs.org\)](https://pubs.informs.org/)
4. [Operational Research | Research.com](https://www.research.com/)
5. www.pondiuni.edu.in > sites > default > files

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and On the spot test.

Rationale for nature of Course:**Knowledge and Skill:**

To understand the Linear Programming problem.

Activities to be given:

Practicing network models by using PERT and CPM.

Course learning Outcomes (CLOs):`

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Discuss the Linear Programming	K1 to K3
CLO2	Explain Transportation problem	K1 to K3
CLO3	Analyse Assignment problem	K1 to K4
CLO4	Apply the Network models	K1 to K3
CLO5	Evaluate the Game Theory and Decision Theory	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	2	1	1	3	1	3
CLO2	3	3	3	2	3	3
CLO3	2	3	3	3	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

1-Basic Level**2- Intermediate Level****3- Advanced Level**

LESSON PLAN: TOTAL HOURS (60 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP-simple problems.	12	Chalk and Talk, PPT, quiz, on the spot test
II	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry Method-Vogel's approximation method to find the optimal solution.	12	Chalk and Talk, PPT, quiz, on the spot test
III	Assignment Problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.	12	Chalk and Talk, PPT, quiz, on the spot test
IV	Network models-PERT and CPM — difference between PERT and CPM- constructing network-critical path, various floats, three-time estimates for PERT	12	Chalk and Talk, PPT, quiz, on the spot test
V	Game Theory- Maximin - Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game. Decision Theory – statement of Baye's theorem application - decision trees.	12	Field study, Seminar, PPT presentation, Activity and Model Preparation

Course Designer(s)
Dr.V.Selva Subashini

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
IV	Skill Enhancement Course - 5	23OUBASEC4P	Tally	2	2	40	60	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives:

1. To impart knowledge about basic use of Tally and its functions
2. To understand the creation of groups and Ledgers
3. To provide understanding about Data Management in Tally
4. To understand the process of GST, EPF etc.
5. To familiarize students about significance of Tally in implications in the Organizations

Course Content:**UNIT I**

Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.

UNIT II

Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.

UNIT III

Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.

UNIT IV

Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax

UNIT V

Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9

Books for Study:

1. Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
2. Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications
3. Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education
4. Bimlendu Shekhar, Tally Practical Work Book -1, 2nd Edition
5. Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020

Books for Reference:

1. NadhaniA.K, Nadhani.K.K, Complete Tally, BPB Publications, New Delhi, 2006.
2. Namrata Agrawa., Tally 9, Dream tech Publications, New Delhi, 2009.
3. Nellai Kannan.C, Tally (Ver. 9), Nels Publications, Tirunelveli, 2008
4. Palanivel.S, Tally Accounting Software, Margham Publications, Chennai, 2007
5. Tally. ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
IV	Skill Enhancement Course - 5	23OUBASEC42	Intellectual Property Rights	2	2	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
✓		

Course Objectives:

1. To learn aspects of Intellectual Property Rights to students who are going to play a major role in development and management of innovative projects in industries.
2. To disseminate knowledge on patents, patent regime in India and a broad and registration aspects.
3. To evaluate the copyright law
4. To disseminate knowledge on copy rights and its related rights and registration aspects
5. To understand about Geographical Indicators

Course Content:

Unit I IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications –Important Principles of IP Management –Commercialization of Intellectual Property Rights by Licensing–Intellectual Property Rights in the Cyber World.

Unit II Introduction–Classification–Importance–Types of Patent Applications in India - Patentable Invention– Inventions Not Patentable.

Unit III Introduction–Fundamentals – Concept–Purpose – Functions – Characteristics – Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks–Industrial Designs –Need for Protection of Industrial Designs.

Unit IV Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred by Copy Right- Registration – Transfer – Infringement–CopyrightpertainingtoSoftware/InternetandotherDigitalmedia.

Unit V GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance

Books for Study:

1. Intellectual Property Rights Text and Cases: DR.R.Radhakrishnan,
2. Intellectual Property Patents, TradeMarks, And Copy Rights–RichardStim
3. Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley
4. Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS

Books for Reference:

1. Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2. Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
3. Introduction to Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House
4. Introduction to Intellectual Property Rights by Chawkam H.S, Oxford &Ibh
5. Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain

Web Resources / E.Books:

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>
5. https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and On the spot test.

Rationale for nature of Course:**Knowledge and Skill:**

To improve the thinking skills, an oral presentation and build the IP Management

Activities to be given:

Students shall be able to improve the competency in applying Intellectual Property Rights in the Cyber World.

Course learning Outcomes (CLOs): `

CLO	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Explain the need for intellectual property right	K1 to K3
CLO2	Apply the knowledge in Patentable Invention	K1 to K3
CLO3	Understand the process of acquiring a trademark	K1 to K3
CLO4	Create an awareness about copyrights and Related Rights	K1 to K3
CLO5	Understand geographical indicators	K1 to K3

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	3	2	1	3
CLO2	3	2	1	3	2	3
CLO3	3	3	1	1	1	3
CLO4	3	2	2	1	2	3
CLO5	3	2	2	1	1	3

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN : TOTAL HOURS (30 Hrs)

UNIT	Details	No. of Hours	Mode of Teaching
I	IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights By Licensing–Intellectual Property Rights in the Cyber World.	6	Chalk and Talk, PPT, quiz, on the spot test
II	Introduction–Classification–Importance–Types of Patent Applications in India - Patentable Invention– Inventions Not Patentable.	6	Chalk and Talk, PPT, quiz, on the spot test
III	Introduction–Fundamentals –Concept–Purpose– Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable TrademarksIndustrial Designs –Need for Protection of Industrial Designs.	6	Chalk and Talk, PPT, quiz, on the spot test
IV	Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement– CopyrightpertainingtoSoftware/InternetandotherDigital media.	6	Chalk and Talk, PPT, quiz, on the spot test
V	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance	6	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer(s)
Dr.T.Sathiya Sheila