

MAZHARUL ULOOM COLLEGE (AUTONOMOUS)

(Established & Managed by the Ambur Muslim Educational Society)

Accredited by NAAC with Grade 'A' CGPA 3.23 in Cycle 3

Affiliated to Thiruvalluvar University, Vellore

Ambur 635802 (Tirupattur District)



COURSE STRUCTURE & SYLLABUS

(For the students admitted from year 2026-2027 onwards)

Programme: BBA

Course: BBA

Program Outcomes (POs)	
PO Code	Program Outcome Statement
PO1	Disciplinary knowledge, Communication Skills and Critical Thinking Develop a sound understanding of core disciplines in commerce and management, demonstrate effective oral and written communication and apply critical thinking to evaluate real-world business challenges.
PO2	Problem Solving and Analytical Reasoning Identify, analyze and solve business and financial problems using appropriate tools and logical reasoning with a data-driven approach.
PO3	Research Related Skills and Teamwork Acquire research skills to investigate business issues systematically and collaborate effectively in diverse teams to achieve organizational objectives.
PO4	Scientific Reasoning and Reflective Thinking Apply principles of scientific enquiry and logical reasoning to assess economic and business scenarios and engage in reflective thinking for continuous personal and professional improvement.
PO5	Digital Literacy and Self-Directed Learning Use contemporary digital tools and platforms efficiently for commerce and management functions and cultivate the ability to learn independently and adapt to technological advancements.
PO6	Multicultural Competence and Moral and Ethical Awareness Demonstrate cultural sensitivity, inclusiveness and social responsibility, while upholding ethical values and integrity in personal, academic and professional spheres.
PO7	Leadership Qualities and Lifelong Learning Exhibit leadership skills, entrepreneurial mindset and decision-making abilities and embrace continuous learning for professional growth in a dynamic global environment

Program Specific Outcomes (POs)	
PSO Code	Program Specific Outcome Statement
PSO1	Acquire foundational knowledge of administration subjects such as management, accounting, marketing, managerial communication, taxation and economics to understand the functioning of trade and industry.
PSO2	Demonstrate effective communication skills for professional environments, including report writing, presentations and interpersonal interactions.
PSO3	Develop the ability to record and maintain basic financial transactions and prepare simple financial statements relevant to small and medium enterprises by using common business software like MS Office & Tally to enhance productivity and accuracy in commercial tasks.
PSO4	Gain basic entrepreneurial skills to identify business opportunities and understand the essentials of starting and managing a business.
PSO5	providing employment opportunities in administration-related roles and pursue further studies or professional certifications to advance career prospects.

Level	Definition	Key Actions
K1: Remembering	Ability to recall or recognize facts, terms, basic concepts, or answers without necessarily understanding them.	Retrieve, Memorize, Repeat, Define, Identify, Recognize
K2 : Understanding	Comprehending the meaning of information, interpreting or translating knowledge into your own words.	Explain, Describe, Summarize, Interpret, Paraphrase
K3: Applying	Using knowledge in new situations, such as solving problems or applying theories to real-world situations.	Use, Demonstrate, Implement, Calculate, Practice
K4: Analyzing	Breaking information into parts to explore understandings and relationships; identifying motives or causes.	Compare, Contrast, Categorize, Distinguish, Examine, Organize
K5: Evaluating	Making judgments based on criteria and standards, often involving checking and critiquing.	Judge, Critique, Justify, Assess, Prioritize, Recommend
K6: Creating	Putting elements together to form a new coherent whole or original product.	Design, Develop, Invent, Compose, Construct, Generate

Department of Business Administration

SYLLABUS AND SCHEME OF EXAMINATIONS – III & IV SEMESTER

Sem	Course Code	Part	Course Category	Course Title	Ins. Hrs/ Week	Credit	Marks		Total
							CIA	ESE	
Semester III		I	Language – III (Tamil / Urdu)	Urdu III	6	3	25	75	100
		II	English – III	General English III	6	3	25	75	100
		III	Core – V	Organizational Behaviour	4	4	25	75	100
		III	Core – VI	Financial Management	5	5	25	75	100
		III	Elective – III	a) Business Statistics I	3	3	25	75	100
				b) Operation Research I					
		IV	Skill Enhancement Course – IV (SEC - IV)	Computer Applications in Business	2	2	25	75	100
		IV	Skill Enhancement Course – V (SEC - V)	New Venture Management	2	2	25	75	100
		IV		Environment Studies	2	2	25	75	100
	Total				30	24			
Semester IV		I	Language – IV (Tamil / Urdu)	Urdu IV	6	3	25	75	100
		II	English – IV	General English IV	6	3	25	75	100
		III	Core – VII	Business Environment	5	5	25	75	100
		III	Core – VIII	Business Regulatory Framework	5	5	25	75	100
		III	Elective – IV	a) Business Statistics II	4	3	25	75	100
				b) Operation Research II					
		IV	Skill Enhancement Course – VI (SEC - VI)	Tally	2	2	25	75	100
		IV	Skill Enhancement Course – VII (SEC - VII)	Intellectual Property Rights	2	2	25	75	100
	Total				30	23			

SEMESTER III

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III		CORE – V	4	4	25	75	100
Course Title		ORGANIZATIONAL BEHAVIOR					

Learning Objectives	
LO1	To have extensive knowledge on OB and the scope of OB.
LO2	To create awareness of Individual Behavior.
LO3	To enhance the understanding of Group Behaviour
LO4	To know the basics of Organizational Culture and Organizational Structure
LO5	To understand Organizational Change, Conflict and Power

SYLLABUS		
Unit	Contents	Hours
I	Introduction: Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change)	12
II	Individual Behaviour: Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: impact of satisfied employees on workplace. - Motivation: Concept; Theories (Hierarchy of needs, Herzberg's Two factor, McClelland) - Personality and Values: Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Perception, Decision Making: Perception; Factors; Linking perception to individual decision making.	12
III	Group Behaviour: Groups and Work Teams: Concept: Five Stage model of group development; Group norms, Group think and shift; Teams; types of teams - Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey).	12
IV	Organizational Culture and Climate: Organizational Culture – Concepts – Distinction between Organizational Culture and Organizational Climate – Factors influencing Organizational Culture – Morale	12
V	Organizational Change, Conflict and Power: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organizational development)- conflict resolving process- Types - Introduction to power and politics.	12

Textbook(s):
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. L.M Prasad, Sultan Chand & sons, 6th Edition, Publishing, 2025
Reference Book(s):
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.
Web Resource(s):
1. https://www.iedunote.com/organizational-behavior 2. https://www.london.edu/faculty-and-research/organisational-behaviour 3. https://dpvipracollege.ac.in/wp-content/uploads/2023/01/Organisational-Behaviour.pdf

Course Outcomes

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

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To define Organizational Behaviour, Understand the opportunity through OB.	K2
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.	K3
CO3	To analyze the complexities and solutions of group behaviour.	K4
CO4	To impact and bring positive change in the culture of the organization.	K5
CO5	To create a congenial climate in the organization.	K6

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	1	1	2	1	1	1	3	2	1	1	1	1.50
CO2	3	3	2	2	1	2	2	3	2	1	2	2	2.08
CO3	3	3	3	2	1	2	2	3	2	1	2	2	2.17
CO4	3	3	3	3	1	3	3	3	2	1	3	2	2.50
CO5	3	3	3	3	1	3	3	3	3	1	3	2	2.58
	Mean Overall Score												2.17
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III		CORE - VI	5	5	25	75	100
Course Title		FINANCIAL MANAGEMENT (30 Theory: 70 Problem)					

Learning Objectives	
LO1	Understand the basic concepts and importance of financial management.
LO2	Understand capital structure decisions and cost of capital.
LO3	Understand investment decision methods in capital budgeting.
LO4	Understand dividend policies and theories.
LO5	Understand working capital management in business.

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Finance: Introduction: Meaning, objectives and Importance of Finance – Sources of finance: Short term Finance and Long-Term Finance – Functions of financial management – Role of financial manager in Financial Management.	15
II	Capital structures: Capital structures: Planning - Factors affecting capital structures– Theories of capital structures – Leverage theory – Problems of Leverage. Cost of capital – Cost of equity – Cost of debt Weighted Average (or) Composite cost of capital (WACC) (Simple Problems only)	15
III	Capital Budgeting Capital Budgeting: Payback period, ARR, Net Present Value, IRR, Capital rationing, simple problems on capital budgeting methods.	15
IV	Dividend policies: Capital Budgeting Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis)	15
V	Working capital: Working capital: Components of working capital – operating cycle – Factors influencing working capital – Determining and Forecasting of Working Capital Requirements. (Basic Problem only)	15

Textbook(s):
1. Financial Management – A. Murthy, Margham Publication 2. Dr. K. Ganesan &S.Ushena Begam, Financial Management, Charulatha Publications , Chennai 3. Financial Management - I.M.Pandey, 2009 Vikas Publishing. 4. Financial Management & Policy Srivastava, R M Himalaya

Reference Book(s):	
1. Financial Management – S. N .Maheswari 2. Dr. Kulkarni and Dr. Sathya Prasad, Financial Management, 13 th Edition 2011 3. Financial Management – Prasanna Chandra , 2008, Tata McGraw Hill, New Delhi 4. Advanced Financial Management kohok, M A, Everest Publishing House	
Web Resource(s):	
1. https://mycbseguide.com/blog/financial-management-class-12-notes-businessstudies/ 2. https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.Pdf 3. https://baou.edu.in/assets/pdf/PGDF_102_slm.pdf 4. https://www.pasc.edu.in/wp-content/uploads/2020/06/FINANCIALMANAGEMENT.pdf	

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the basics of finance and roles of finance manager	K2
CO2	Evaluate Capital structure & Cost of capital, Leverage concept.	K3
CO3	Solve simple problems on Payback, ARR, NPV, IRR, and capital rationing.	K4
CO4	Explain dividend models and legal rules for dividend payment.	K5
CO5	Calculate working capital requirement using basic problems.	K6

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	1	1	1	3	1	2	1	2	1.67
CO2	3	3	2	2	1	1	2	3	1	3	2	2	2.08
CO3	3	3	2	3	1	1	2	3	1	3	2	2	2.17
CO4	3	2	1	2	1	2	2	3	2	2	2	2	2.00
CO5	3	3	2	3	2	1	2	3	1	3	2	2	2.25
	Mean Overall Score												2.03
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III		SKILL ENHANCEMENT COURSE – IV	2	2	25	75	100
Course Title		COMPUTER APPLICATION IN BUSINESS					

Learning Objectives	
LO1	To build skills in Ms-Word
LO2	To build skills in, Ms-Excel
LO3	To build skills in Advanced Ms-Excel
LO4	To understand the Ms- Power Point
LO5	To familiarize AI Tools,

SYLLABUS		
Unit	Contents	Hours
I	Microsoft word: Ms word - Basics of word processing, including menus, shortcuts, and document types; working with documents by opening, saving, editing, and using toolbars; formatting text and pages, inserting footnotes, breaks, pictures, and frames; creating and managing tables; adding and formatting drawings and pictures; and using tools like spell check, macros, word completion, and mail merge.	6
II	Microsoft Excel Basic: Ms Excel - Introduction to spreadsheet basics, including an introduction to spreadsheet applications, menus, toolbars, and icons; working with files by opening, saving, closing, printing, setting margins, and converting formats; entering and editing data with copy, cut, paste, undo, redo, find, search, and replace; filling rows and columns and inserting cells, rows, columns, and sheets; and performing computations using formulas and calculating totals in rows and columns.	6
III	Advanced Microsoft Excel: Advanced Ms Excel - Advance spreadsheet basics in a simple way: using functions like math, text, and date functions; formatting cells with fonts, colors, borders, and alignment; managing sheets with sorting, filtering, and totals; creating and labeling charts; and using tools like spell check, error check, and tracking changes.	6
IV	Microsoft Powerpoint: Ms Power Point - Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation Setting presentation style, adding text, Formatting Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects.	6
V	Basic AI Tools: Introduction to AI (Artificial Intelligence) – Application of AI in Business– Uses of Chat GPT , Gemini.	6

Textbook(s):
1. Computer Applications in Business – Vallabhan S.V. Srinivasa (Sultan Chand & Sons) — covers basics of MS Office, Internet, Tally etc. 2. Business Computer Applications – by Amy Savoury, Abigail Rusu, Joy Perrin, and Julie Lyon (adapted from Computer Usage and Applications) — covers Windows, Word, Excel, PowerPoint fundamentals. 3. Computer Usage and Applications – original international text (often used in business computer courses). 4. Microsoft Office / Business Software Training Manuals such as Microsoft Excel Bible, MS Office guides by international authors (best sellers worldwide).

Reference Book(s):	
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. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.	
Web Resource(s):	
1. https://www.microsoft.com/en-us/microsoft-365/blog/ 2. https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computerapplications-syllabus/18 3. https://edu.gcfglobal.org/en/google-forms/ 4. https://www.tutorialkart.com/tally/tally-tutorial/	

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the features and functions of MS-Word for business documentation	K2
CO2	Apply MS-Excel tools and formulas to perform business computations	K3
CO3	Analyze business data using advanced Excel functions, sorting, filtering, and charts.	K4
CO4	Design effective business presentations using MS-PowerPoint features and tools.	K6
CO5	Demonstrate hands on experience with Basics of AI Tools and Prompt Engineering.	K3

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	1	1	3	1	1	2	2	2	1	2	1.58
CO2	3	3	2	2	3	1	2	3	2	3	2	2	2.33
CO3	3	3	2	3	3	1	2	3	2	3	2	2	2.42
CO4	3	2	2	2	3	2	3	2	3	2	2	2	2.33
CO5	3	3	2	2	3	1	2	3	2	3	2	3	2.42
	Mean Overall Score												2.22
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III		SKILL ENHANCEMENT COURSE- V	2	1	25	75	100
Course Title		NEW VENTURE MANAGEMENT					

Learning Objectives

LO1	To learn to generate and evaluate new business ideas
LO2	To learn about a business model that generates money
LO3	To understand how to find, evaluate and buy a business
LO4	To evaluate the feasibility of idea into a Venture
LO5	To understand sources who lend for new ventures

SYLLABUS

Unit	Contents	Hours
I	Concept of Entrepreneurship: Evolution, importance, Importance of entrepreneurship, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.	6
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies, New Product, Franchising, Buying an existing firm.	6
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis, Industry and Competitor Analysis.	6
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
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, rules and regulations governing support by these institutions.	6

Textbook(s):

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

Reference Book(s):	
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	
Web Resource(s):	
1. https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venturedevelopment/new-venture-development-lecture-notes/15212217 2. https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18- mg36.pdf 3. https://core.ac.uk/download/pdf/98660713.pdf	

Course Outcomes

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

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	K2
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	K5
CO3	Develop a credible business plan for real life situations.	K6
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	K6
CO5	Evaluate different sources for financing new venture	K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	1	2	2	3	1	1	2	2	1.83
CO2	3	3	2	2	1	2	3	3	1	1	3	2	2.17
CO3	3	3	2	2	2	2	3	3	2	1	3	2	2.33
CO4	3	2	3	2	1	2	3	2	2	1	3	2	2.17
CO5	3	3	1	2	1	2	2	3	1	1	3	2	2.00
	Mean Overall Score												2.10
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

SEMESTER IV

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV		CORE - VII	5	5	25	75	100
Course Title		BUSINESS ENVIRONMENT					

Learning Objectives	
LO1	To impart knowledge on the concept of business environment & its significance
LO2	To know the political environmental factors and its impact on business.
LO3	To know the Economic environmental factors and its impact on business
LO4	To throw light on importance and the types of Social Environment.
LO5	To create awareness of industrial-technological advancements.

SYLLABUS		
Unit	Contents	Hours
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
II	Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.	15
III	Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters GDP (Gross Domestic Product) , Growth Rate, Population, National Income, establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; Business Liberalization, Privatization, and Globalization (LPG).	15
IV	Social Environment: cultural heritage; social attitudes; castes and communities Joint family systems.	15
V	Technology Environment: Industry 4.0-Meaning- Features- Basic Applications and Uses of AI, (Artificial Intelligence) AR (Augmented Reality), Big Data & Business Analytics.	15

Textbook(s):
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
Reference Book(s):
1. Business Environment: A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan 2. Business Environment Ruchi GoyalPublisher: Neelkanth Publishers Pvt. Ltd.2019 3. Business Environment, Fourth Edition, By Pearson

Web Resource(s):

1. <https://www.toppr.com/guides/commercial-knowledge/businessenvironment/ macro-political-legal-social-environment/>
2. <https://www.healthknowledge.org.uk/public-health-textbook/organisation>
3. https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf

Course Outcomes

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

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To understand the concepts of Business Environment.	K2
CO2	To apply knowledge in the business and strategic decisions.	K3
CO3	To analyze the economic environmental factors and its impact on business	K4
CO4	To evaluate the importance and the types of Social Environment.	K5
CO5	To determine the industrial-technological advancements	K6

Relationship Matrix:

Course Outcomes (Cos)	Program Outcomes (Pos)							Program Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	1	1	2	1	1	1	3	1	1	1	1	1.42
CO2	3	3	2	2	2	1	2	3	2	2	2	2	2.17
CO3	2	2	2	3	1	3	2	2	2	1	2	2	2.00
CO4	3	3	2	3	2	1	2	3	2	2	2	2	2.25
CO5	3	3	3	3	2	2	3	3	2	2	3	3	2.67
	Mean Overall Score												2.10
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV		CORE- VIII	5	5	25	75	100
Course Title		BUSINESS REGULATORY FRAMEWORK					

Learning Objectives	
LO1	Explain Indian Contracts Act
LO2	Understand how contracts are Performed and Discharged.
LO3	Understand bailment, pledge, and sale of goods Act.
LO4	Understand basic provisions of the Companies Act and company Management
LO5	Understand Consumer Protection law.

SYLLABUS		
Unit	Contents	Hours
I	Indian Contracts Act 1872: Classification – Elements – Valid Contract – Void Contract – Offer and Acceptance – Consideration and Intention to Create Legal Relations – Capacity to Contract and Free Consent – Legality of Object and Agreement	15
II	Performance of Contract: Meaning of Performance of contract – Discharge of Contract – Mode – Breach of Contract and Remedies.	15
III	Pledge and Bailment: Rights and Liabilities of Bailor and Bailee- Compare Bailment and Pledge – Sales goods Act 1930– Transfer of Property and Unpaid seller.	15
IV	Indian Companies Act 2013: Meaning and Definition of Company – Features of Company – Classification of Company – Formation of Company – Memorandum of Association and Articles of Association: Content of MOA and AOA – Prospectus, Content - Shares - Types of Share – Directors; Powers and Liabilities – Shareholder Rights.	15
V	Consumer Protection Act 2019: Consumer Rights – Responsibilities – Consumer Disputes Redressal Mechanisms – Role of Consumer Forums and Commissions.	15

Textbook(s):

1. Business law – V Balachandran and S Thothadri.- Vijay Nicole.
2. Thakur Publication Private Limited Chennai – Dr. Saroj Kumar Priyanshu saxena – Business Regulatory and Frame work.
3. Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
4. Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni
5. Business Law (Commercial Law) – Dr. M.R. Sreenivasan

Reference Book(s):

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

Web Resource(s):

1. <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---I.html>
2. <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatoryframework/>
3. <https://www.studocu.com/in/course/mahatma-gandhi-university/businessregularly-framework/51661>
4. https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework
5. https://bhagyaachievers.com/data/community-data-files/students-notes/1750404571notes_file.pdf

Course Outcomes

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

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the essential elements of a valid contract, offer, acceptance, consent and legality under the Indian Contract Act.	K2
CO2	Apply the provisions relating to performance, discharge and breach of contract to practical business situations.	K3
CO3	Analyze the rights and liabilities of bailor, bailee and unpaid seller under the Sale of Goods Act.	K4
CO4	Evaluate the legal procedures involved in the formation of a company and the significance of MOA, AOA, Prospectus, Directors' Powers, Shareholder rights	K5
CO5	Assess the consumer protection mechanisms in resolving business disputes.	K5

Relationship Matrix:

Course Outcomes (Cos)	Program Outcomes (Pos)							Program Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	1	1	2	1	2	1	3	2	1	1	1	1.58
CO2	3	3	2	2	1	2	2	3	2	2	2	2	2.17
CO3	3	3	2	3	1	2	2	3	2	2	2	2	2.25
CO4	3	3	2	3	1	2	2	3	2	2	2	2	2.25
CO5	3	3	2	3	1	3	3	3	2	2	2	2	2.42
	Mean Overall Score												2.13
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV		SKILL ENHANCEMENT COURSE- VI	2	2	25	75	100
Course Title		TALLY					

Learning Objectives

LO1	To impart knowledge about the basic use of Tally and its functions
LO2	To understand the creation of groups and Ledgers
LO3	To provide an understanding of Data Management in Tally
LO4	To understand the process of GST, EPF, etc.
LO5	To familiarize students with the significance of Tally in organizations

SYLLABUS

Unit	Contents	Hours
I	Basic of Accounting & Fundamentals of Tally: ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation.	6
II	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation, Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories.	6
III	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers.	6
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	6
V	Technological Advantages: Payroll, Report Generations, Short Keys in Tally. ERP 9	6

Textbook(s):

1. The Simplest Book for Learning TallyPrime (Training Guide) – Asok K. Nadhani & Kanta Nadhani
2. Tally .ERP 9 in Simple Steps – Kogent Learning Solutions Inc.
3. Tally ERP 9: Power of Simplicity – Shraddha Singh
4. Comdex Tally.ERP Course Kit With GST and Excel – Vikas Gupta
5. TALLY 9 – G. Samidurai

Reference Book(s):	
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, 2 nd Edition 5. Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020	
Web Resource(s):	
1. https://tallysolutions.com/learning-hub/ 2. https://www.tutorialkart.com/tally/tally-tutorial/ 3. https://sscstudy.com/tally-erp-9-book-pdf-free-download/ 4. https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/ 5. https://www.javatpoint.com/tally	

Course Outcomes

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

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	To understand about the basic accounting and Tally. ERP 9	K2
CO2	Identify the maintained of Ledger and inventory system	K1
CO3	Creation of various vouchers and bill wise details	K6
CO4	Understand various taxes returns and filing	K2
CO5	Relate and infer various reports generated in Tally. ERP 9	K4

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	3	1	1	3	1	3	1	2	1.92
CO2	2	2	1	1	3	1	1	3	1	3	1	2	1.75
CO3	3	3	2	2	3	1	2	3	1	3	2	2	2.25
CO4	3	3	1	2	3	2	1	3	1	3	1	2	2.08
CO5	3	3	2	3	3	1	2	3	2	3	2	2	2.42
Mean Overall Score													2.08
Correlation													High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV		SKILL ENHANCEMENT COURSE- VII	2	2	25	75	100
Course Title		INTELLECTUAL PROPERTY RIGHTS					

Learning Objectives	
LO1	Understand basic concepts of data protection and cyber law.
LO2	Understand the importance of Intellectual Property Rights.
LO3	Gain knowledge about patents and trademarks.
LO4	Understand rules for trademark protection and GI.
LO5	Understand copyright law in digital media.

SYLLABUS		
Unit	Contents	Hours
I	Data Protection and Privacy Laws: IPR in the Digital Space - Cybercrimes and Jurisdiction - Information Technology Act – Definition- Digital & Electronic signature.	06
II	Introduction to IPR : Need – Classification of IPR – Importance and Principles of IP Management – Commercialization of IPR Rights in the cyber world.	06
III	Introduction to Patent: Classification – Importance–Types of Patent Applications in India. – Trade Mark - Concept–Purpose–Functions of Trade Marks.	06
IV	Trade Marks and Geographical Indication: Guidelines of Trade Marks: Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks - Geographical Indications: Concept, Protection & Significance	06
V	Copyright: Conceptual Basis – Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred by Copy Right- Registration – Transfer –Infringement– Copy right pertaining to Software/Internet and other Digital media.	06

Textbook(s):
1. Journal of Intellectual Property Rights 2. Intellectual Property Rights Text and Cases: DR. R. Radhakrishnan, DR.S. Balasubramanian 3. Intellectual Property Patents, Trade Marks, And Copy Rights–Richard Stim 4. Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley 5. Fundamentals of Intellectual Property Rights for Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS.

Reference Book(s):	
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 Resource(s):	
1. https://www.indiacode.nic.in/bitstream/123456789/13116/1/it_act_2000_updated.pdf 2. https://naarm.org.in/VirtualLearning/vlc/iprit.htm 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	

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Explain the concepts of cybercrimes, IT Act provisions, and digital signatures.	K2
CO2	Apply the classification of IPR in identifying their relevance in the digital world.	K3
CO3	Analyze the types of patents and functions of trademarks in business protection.	K4
CO4	Evaluate the procedures for registration and protection of trademarks and geographical indications	K5
CO5	Assess copyright registration, transfer, and infringement issues in digital media.	K5

Relationship Matrix:

Course Outcomes (COs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	3	2	1	2	1	1	1	2	1.75
CO2	3	3	2	2	3	2	2	2	1	1	2	2	2.08
CO3	3	3	2	3	2	2	2	3	1	1	2	2	2.17
CO4	3	3	2	3	2	3	2	3	1	1	2	2	2.25
CO5	3	3	2	3	3	3	2	3	1	1	2	2	2.33
	Mean Overall Score												2.12
	Correlation												High

3 – Strong, 2- Medium, 1- Low

Mean Overall Score	Correlation
<=1	Low
>1 & <=2	Medium
>2 & <=3	High