

LEARNING OUTCOMES–BASED CURRICULUM FRAMEWORK (LOCF)

in the

**UNDERGRADUATE PROGRAMME
BACHELOR OF BUSINESS ADMINISTRATION WITH
COMPUTER APPLICATIONS DEGREE PROGRAMME**

**FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2021 - 2022 AND ONWARDS**



HICAS

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

(Affiliated to Bharathiar University and Accredited by NAAC)

COIMBATORE-641028

TAMILNADU, INDIA.

Phone: 0422-4440555

Website: www.hindusthan.net/hicas/

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF BUSINESS ADMINISTRATION WITH
COMPUTER APPLICATIONS

PREAMBLE

The program of BBA with Computer Applications is a blend of management with computer applications which enables the students to identify opportunities in the growing sector of management and with an edge in applications of management in Computers.

VISION

Our Department aims to provide quality education to enhance the professional skills of a student, build moral values and ethics to approach life with optimism and to face the ever changing business environment.

MISSION

Our Mission is to provide an overall development of the student to cater to the needs of the society through ethical standards.

Programme Educational Objectives (PEO)

Under Graduates of **Business Administration with Computer Applications** program will be
PEO1: Graduates will be able to create an environment and industry ready in facing the challenges by ethically responsible in contribution to the society and in the business field.

PEO2: Graduates will have an ability to adapt changes in the context of growing demand for computer based business applications with a high degree of competency in solving an application of management and systems knowledge in the ever changing global scenario.

PEO3: Graduates will Acquire competence by understanding and developed innovative thinking to evaluate business situation

PEO4: Students will develop critical analysis of the business environment, teamwork, leadership skills resulting in a holistic development.

PEO5 : Graduates will demonstrate IT skills enabling them to make decisions using technology related applications and explore business opportunities.

PROGRAM OUTCOME (PO):

- PO1: On graduation the students will gain discipline specific knowledge
- PO2: Enhances students leadership ability to explore opportunities in local, regional, national and global level.
- PO3: Enhancing entrepreneurial skills with social responsibility and ethical code of conduct.
- PO4: To provide knowledge and ability in programming languages.
- PO5: To develop skills in the areas of office management software needed for business.

PROGRAM SPECIFIC OUTCOME (PSO):

- PSO1: Ability to take opportunities in various business areas like Business Consultant / Management Analyst, Marketing and Sales Executive, Market Research Analyst, Human Resources Management, Retail store Management, Tax Assistant and Material /Stores Assistants.
- PSO2: Communicate effectively on business management activities with the business community and with society at large, such as being able to comprehend and write effective reports, design documentations and make effective presentations.
- PSO3: Recognize the need for and have the preparation and ability to engage in independent learning in applying ICT tools in the Context of business environment.
- PSO4: Understand the changes of the evolving business environment and analyse them in the areas of production, finance, marketing, human resource and IT.
- PSO5: Develop information technology skills to solve business problems, develop their own customized programme relating to their business.

**HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS),
COIMBATORE-641028**

SCHEME OF EXAMINATIONS - CBCS & LOCF PATTERN

(For the Students admitted from the Academic year 2021-2022 and Onwards)

UG PROGRAMME

Programme: BBA COMPUTER APPLICATIONS

Branch: MANAGEMENT

Part	Course Code	Course Type	Course Title	Credit points	Lecture Hours/ Week		Exam Duration (hours)	MAX. MARKS		
					Theory	Practical		I.E.	E.E.	Total
Semester - I										
I	21LAT01/ 21LAH01/ 21LAM01/ 21LAF01	MIL	Tamil-I/ Hindi-I/ Malayalam – I/ French-I	4	6	-	3	30	70	100
II	21ENG01	AECC	English – I	4	6	-	3	30	70	100
III	21BCU01	DSC	Core - I :Principles of Management	5	5	-	3	30	70	100
III	21BCU02	DSC	Core-II: Business Communication	3	4	-	3	30	70	100
III	21BCU03	DSC	Core - III :Practical – I - Business Communication (using MS-Office)	2	-	3	3	40	60	100
III	21BCU04	GE	Allied-I - Mathematics for Management -I	4	5	-	3	30	70	100
IV	21BCUE01	AEE	Open Elective – I -	2	3	-	3	100	-	100
IV	21GSU01	AECC	Environmental studies	1	2	-	2	50	-	50
IV	21BCUV01	SEC	Life Skills-I @ / - VAC-I- Communicative Skills	1*	2	-	2	50	-	50**
IV	-	SEC	SDR - Student Development	Assessment will be in the Fifth Semester						

			Report							
V	-	AECC	Extension Activities NSS/NCC/SPORTS/YRC/SIS/SA	Assessment will be in the Fourth Semester						
Total				25	33	3		340	410	750

			Semester - II	Credit points	Theory	Practical	Exam	I.E.	E.E	Total
I	21LAT02/ 21LAH02/ 21LAM02/ 21LAF02	MIL	Tamil-II/ Hindi-II/ Malayalam-II/ French-II	4	6	-	3	30	70	100
II	21ENG02	AECC	English – II	4	6	-	3	30	70	100
III	21BCU05	DSC	Core -IV :Organisational Behaviour	5	5	-	3	30	70	100
III	21BCU06	DSC	Core - V : Web Technology	2	3	-	3	30	70	100
III	21BCU07	DSC	Core - VI- Practical – II – Web Technology	2	-	3	3	40	60	100
III	21BCU08	DSC	Core – VII: Retail Management	2	3	-	3	30	70	100
III	21BCU09	GE	Allied-II- Mathematics for Management- II	5	6	-	3	30	70	100
III	21BCU10	SEC	Internship / Industrial Visit / Mini Project	1	-	-	-	100	-	100
IV	21BCUV02	SEC	Life Skills-II @ /- VAC II- Language	1*	2	-	2	50	-	50**
IV	21BCUJ01	SEC	Aptitude / Placement Training	Grade *	2	-	2	50	-	50**
Total				25	33	3	-	320	480	800

			Semester - III	Credit points	Theory	Practical	Exam	I.E.	E.E	Total
III	21BCU11	DSC	Core - VIII- Financial Accounting	5	5	-	3	30	70	100
III	21BCU12	DSC	Core - IX - Production and Materials Management	5	5	-	3	30	70	100
III	21BCU13	DSC	Core - X - Marketing Management	3	4	-	3	30	70	100

III	21BCU14	DSC	Core - XI - Brand Management	2	3	-	3	30	70	100
III	21BCU15	DSC	Core - XII - Practical - III- Financial Accounting Package- Tally	2	-	3	3	40	60	100
III	21BCU16	GE	Allied-III :Legal Aspects of Business	4	5	-	3	30	70	100
III	21BCU17	DSE	Electives/DSE-I	2	3	-	3	30	70	100
IV	21BCUE02	AEE	Open Elective-II	2	3	-	3	100		100
IV	21GSU02	AECC	Human Rights	1	2	-	2	50		50
IV	21BCUJ02	SEC	Aptitude / Placement Training	Grade*	2	-	2	50	-	50**
IV	21BCUJ03	SEC	Online Course	-	1	-	-	-	-	C/N C#
Total				26	33	3		370	480	850

			Semester - IV	Credit points	Theo ry	Practical	Exam	I.E.	E.E	Tota l
III	21BCU18	DSC	Core - XIII: Financial Management	5	5	-	3	30	70	100
III	21BCU19	DSC	Core - XIV :Human Resource Management	5	5	-	3	30	70	100
III	21BCU20	DSC	Core - XV - Multimedia Programming	2	3	-	3	30	70	100
III	21BCU21	DSC	Core - XVI- Practical -IV - Multimedia Programming	2	-	3	3	40	60	100
III	21BCU22	DSC	Core - XVII :Advertising and sales promotion	4	5	-	-	30	70	100
III	21BCU23	DSE	Electives /DSE-II	2	3	-	0	30	70	100
III	21BCU24	GE	Allied-IV - Taxation	4	5	-	3	30	70	100
III	21BCU25	SEC	Internship / Institutional Training / Mini-Project	1	-	-	-	100	-	100
IV	21BCUV03	ACC	VAC-III	1*	2	-	2	50	-	50**

IV	21BCUJ04	SEC	Aptitude / Placement Training	Grade*	2	-	2	50	-	50**
IV	21BCUJ05	SEC	Online Course	-	1	-	-	-	-	C/NC #
IV	21GSU03	AECC	Internet Security	1	2	-	2	50	-	50
V	21GSU04	AECC	Extension Activities NSS/NCC/SPORTS/YRC /SIS/SA#	2	-	-	-	-	-	C/NC #
Total				28	33	3		370	480	850

			Semester - V	Credit points	Theory	Practical	Exam	I.E.	E.E	Total
III	21BCU26	DSC	Core - XVIII - Entrepreneurial Development and Project Management	5	5	-	3	30	70	100
III	21BCU27	DSC	Core - XIX - Cost and Management Accounting	5	6	-	3	30	70	100
III	21BCU28	DSC	Core - XX - Research Methods for Management	5	5	-	3	30	70	100
III	21BCU29	DSC	Core - XXI: Strategic Management	4	5	-	3	30	70	100
III	21BCU30	DSC	Core -XXII- RDBMS and Oracle	2	3	-	3	30	70	100
III	21BCU31	DSC	Core - XXIII :Practical V - RDBMS and Oracle	2	-	3	3	40	60	100
IV	21BCUE03	AEE	Open Elective-III	2	3	-	3	100	-	100
IV	21GSU05	AECC	General Awareness	1	1	-	2	50	-	50
IV	21GSU06	AECC	Law of Ethics	1	-	-	2	50	-	50
IV	21BCUV04	ACC	VAC-IV	1*	2	-	2	50	-	50**
IV	21BCUJ06	SEC	Aptitude / placement Training	Grade*	2	-	2	50	-	50**
IV	21BCUJ07	SEC	Online Course	-	1	-	-	-	-	C/NC #
IV	21BCUJ08	SEC	SDR- Student Development Report	2*	-	-	-	-	-	-
Total				27	33	3		390	410	800

			Semester - VI	Credit points	Theory	Practical	Exam	I.E.	E.E	Total
III	21BCU32	DSE	ELECTIVES/DBE- III	3	4	-	3	30	70	100
III	21BCU33	DSE	ELECTIVES/ DBE - IV	3	4	-	3	30	70	100
III	21BCU34	SEC	Project Work /Student Research / Paper	-	-	-	-	40	60	100
III	21BCU35	DSC	Core XXIV:Self-Study Course	3	-	-	3	30	70	100
Total				9	8	-		130	270	400
Grand Total				140						4450

- *denotes Extra credits which are not added with total credits.
- **denotes Extra marks which are not added with total marks.
- VAC-Value Added Course(Extra Credit Courses)
- *Grades depends on the marks obtained
- [✓] C-Completed/ NC- Not Completed

Range of Marks	Equivalent remarks
80 and above	Exemplary
70-79	Very good
60-69	Good
50-59	Fair
40-49	Satisfactory
Below 40	Not Satisfactory-Not completed

- Part IV& V not included in total marks and CGPA calculation.
- I.E-Internal Exam
- E.E-External Exam
- J-Job Oriented Course
- E-Open Elective Papers

PASSING MINIMUM

- Passing Minimum for UG 40% and for PG 50 %
- For UG : 35 % (25 marks) in I.E and 40 % in Total Marks
- For PG 50 % (30 marks) in I.E and 50 % in Total Marks

ABSTRACT FOR SCHEME OF EXAMINATION

(For the candidates admitted during the academic year 2021 - 2022 and onwards)

Part	Course	Papers	Credit	Total Credits	Marks	Total Marks
Part I	Languages/ (MIL)	2	4	8	100	200
Part II	English/AECC-I	2	4	8	100	200
Part III	Core /DSC	23		79	100	2300
	Self-Study Course / DSC	1	3	3	100	100
	Allied /GE	4		17	100	400
	Electives/DSE	4		10	100	400
	Project / SEC	1		-	100	100
	<i>Internship/Institutional Training/Mini-Project</i>	2	1	2	100	200
Part IV	Open Electives /AEE	3	2	6	100	300
	AECC –EVS/ HR/IS/GA/LE	5	1	5	50	250
	<i>Value Added Course</i>	2	1	2*	50	100**
	Aptitude / Placement Training / SEC	4	Grade*	Grade*	50	200**
	Online courses / SEC	3	-	-	-	C/NC
	Life Skills / SEC	2	1	2*	50	100**
	<i>SDR- Student Development Report</i>	1	2	2*	-	-
Part V	Extension Activities NSS / NCC/Sports/YRC / SIS / SA - AECC	1	-	2	-	C/NC
	Total			140 (6 Extra Credits)		4450 + (400**)


List of Open Elective Papers &**Open
Electives**


Yoga for Human Excellence
Human Health & Hygiene
Indian Culture and Heritage
Indian Constitution and Political System
Consumer Awareness and Protection
Professional Ethics and Human Values
Human Rights, Women's Rights & Gender Equality
Disaster Management
Green Farming
Corporate Relations
start a Business?
Research Methodology and IPR
General Studies for Competitive Examinations
IIT JAM Examination (for Science only)
CUCET Examination


VAC Papers**Courses
offered by the
Departments
to other
Programmes**


ACADEMIC YEAR: 2021 – 2022

List of Elective Papers/ DSE (Can choose any one of the paper as electives)		
	Course Code	Title
Electives/ DSE-I	21BCU17A	Fundamental Of Logistics
	21BCU17B	Export Management
Electives/ DSE-II	21BCU23A	Services Marketing
	21BCU23B	Artificial Intelligence
Electives/ DSE-III	21BCU32A	ERP -I
	21BCU32B	Global Marketing Management
	21BCU32C	Introduction to Event Management
	21BCU32D	Management Information System
Electives/ DSE-IV	21BCU33A	Internet of Things
	21BCU33B	International Trade
	21BCU33C	Business Environment
	21BCU33D	Managerial Economics


Syllabus Coordinator


Academic Council - Member Secretary


Co-ordinator
Academic Audit Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.


BOS-Chairman/Chairperson


PRINCIPAL

PRINCIPAL
Hindusthan College of Arts and Science
Hindusthan Gardens, Behind Neva
Coimbatore - 641 028.

BATCH	YEAR	SEM	Course Title	
2021-2024	I	I	21BCUV01	VAC –I Communicative English
		II	21BCUV02	VAC –II Language
	II	IV	21BCUV03	VAC –III Fundamentals of Logistics
	III	V	21BCUV04	VAC –IV Tourism and Travel Management

Regulations

1. Internship / Institutional Training / **Mini-Project** is related to the discipline can be permitted to complete during the end of I and III semesters for minimum seven days each and permitted to submit a report.

Internship / Institutional Training	Not more than seven days
Mini project	Depends on the departments

2. Project work is considered as a special course involving application of knowledge in problem solving / analyzing /exploring a real-life situation. A Project work may be given in lieu of a discipline specific elective paper.

3. **FAST TRACK SYSTEM:**

Two core courses DSE- III & DSE- XIV are the subjects which are to be related with NPTEL courses.

The Students have the options of taking two subjects of the sixth semester of _____ programme through NPTEL / Swayam portal from the list given or offered by NPTEL and approved by the department for which credit transfer is permitted. The students should inform the department prior to the registration of the course and get due approval for the same. If the student completes these courses before the start of the sixth semester, the student can be considered for a fast track programme, and do the project work alone during the sixth semester apart from the self study paper. Once the student submits the successful course completion credentials as required by the college for the NPTEL/SWAYAM online courses, then the credit transfer will be considered for qualifying the degree.

4. **If the students who are all completed the NPTEL courses before semester -V, they can avail exemption from appearing exams of DSC- XVIII & DSC- XIX in Fast track scheme.**
5. NSS / NCC/Sports/YRC / SIS / SA is mandatory for all students as per New Education Policy and the students must attend the allocated hours within two years and complete the programme. They will be evaluated during the end of second year (Fourth Semester) and also a certificate will be issued.
6. SDR – Student Development Report to be received by the department from the students till end of

the fifth semester. (Evidences of Curriculum activities and Co-curriculum activities)

7. For online courses minimum of 2 certificates in any of the online platform is mandatory.

Extension Activities

NSS – National Service Scheme, as enrolled member with the College Unit.

NCC – National Credit Corps, as enrolled member with the College Unit.

SPORTS – Sports & Games Participation with College Team

YRC/RRC–Youth Red Cross / Red Ribbon Club, as enrolled member with the College Unit.

Rotaract Club - Rotaract Club, as enrolled member with the College Unit.

SIS – Special Interest Subjects, as approved by the Academic Council

SA – Social Activity for not less than 50 hours with NGGO like Aram Foundation / Shanthi Social Service / Siruthuli / Kulangal Pathukappu Amaipu /Old age Home / Nature Foundation / etc.

SEC-Skill Enhancement Course (Life Skills/ Aptitude/Placement Training/online course/Internship/SDR)

ECC- Ability Enhancement Compulsory Course (Environmental Studies/ Human Rights/Internet Security/ General Awareness/ Law of Ethics/Extension Activities)

UG Courses- Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2021-2022 and onwards)

1. Internal Marks for all UG

Components	Marks
Test I	5
Test II	5
Model Exam	10
Assignment	5
Attendance*	5
TOTAL	30

*Split-up of Attendance Marks

- ▲ 75-79 - 1 marks
- ▲ 80-84 - 2 marks
- ▲ 85-89 - 3 marks
- ▲ 90-94 - 4 marks
- ▲ 95-100 - 5 marks

2. a) Components for Practical I.E.

Components	Marks
Test -I	20
Test - II	20
Total	40

b) Components for Practical E.E.

Components	Marks
Experiments	50
Record	5
Viva	5
Total	60

3. Institutional/ Industrial Training, Mini Project and Major Project Work

Institutional / Industrial Training (I.E)		Mini Project (I.E)	Major Project Work		
Component	Marks	Marks	Component	Marks	Total Marks
Work diary	25	-	I.E		
Report	50	50	a)Attendance	10	
Viva-voce	25	50	b)Review/Work diary*	30	40
Total	100	100	E.E:**	a) Final report	40
			b)Viva-voce	20	60
			Total		100

*Review is for Individual Project and Work Diary is for Group Projects.
(group consisting of minimum 3 and maximum 5)

**Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

4. Guidelines for Internet Security/Human Rights/Law of Ethics/Environmental studies (Part IV)

Components	Marks
Two Tests (each 2 hours) of 20 marks each [4 out of 7 descriptive type questions 4 x 5 = 20 Marks]	40
Two assignments (2 x 5)	10
Total	50

5. Guidelines for General Awareness (Part IV)

Components	Marks
Two Tests (each 2 hours) of 25 marks each [50 objective type questions $50 \times 1/2 = 25$ Marks]	50

6. Guidelines for Open Elective (Part IV)

No of Activities	Marks
Two Tests (each 3 hours) of 50 marks each [5 out of 8 descriptive type questions $5 \times 10 = 50$ Marks]	100

7. Value Added Courses / Aptitude/Placement courses:

Components	Marks
Two Test (each 1 hour) of 25 marks each QP is objective pattern ($25 \times 1 = 25$)	50
Total	50

Guidelines:

1. The passing minimum for these items should be 40%.
2. If the candidate fails to secure 40% passing minimum, he / she may have to reappear for the same in the subsequent Semesters.
3. Item No's: 4, 5, 6 and 7 are to be treated as 100% Internal papers.
4. For item No. 07, Tests conducted through online modules (Google Form/any other)

UG PATTERN

QUESTION PAPER PATTERN FOR CIA I and CIA II EXAM

Reg.No:-----

Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

----- **DEGREE CIA-I/CIA-II EXAMINATIONS** -----20---

(----- SEMESTER)

BRANCH: -----

SUBJECT NAME: -----

Time: Two Hours

Maximum:50 Marks

SECTION - A (6 x 1 = 6 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 1 to 6: Multiple choice/Fill up the blanks /True or False questions)

SECTION - B (4x 5 = 20 marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 7 to 10 Either Or type)

SECTION - C (2x12 = 24 marks)

Answer any **TWO** Questions out of **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 11 to 13)

QUESTION PAPER PATTERN FOR MODEL/END SEMESTER EXAMINATION

Reg.No:-----

Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

----- **DEGREE MODEL EXAMINATIONS** -----20-----

(-----SEMESTER)

BRANCH : -----

SUBJECT NAME:-----

Duration: Three Hours

Maximum: 70 Marks

SECTION - A (10x1=10 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No 1 to 10 Multiple choice/Fill up the blanks /True or False questions)

(Two questions from each unit)

SECTION - B (5x6=30 Marks)

Answer **ALL** Question

ALL Questions Carry **EQUAL** Marks

(Q.No 11 to 15 Either or type)

(One question from each Unit)

SECTION- C (3x10=30 Marks)

Answer any **THREE** Questions out of **FIVE** Questions

ALL Questions carry **EQUAL** Marks

(Q.No 16 to 20) (One question from each Unit)

For UG (Question paper pattern) (Max. 70 marks)

Sec-A (10x1=10marks)	All Questions will be in K1 Level
Sec-B (5x6=30marks) Either or type	4 Questions will be in K1 Level, 3 Questions will be in K2, K3 each
Sec-C (3x10=30marks) Any 3 out of 5 questions	2 Questions will be in K2, 3 Questions will be in K3 & K4 level

Course Code:	21BCU01	Course Title					Batch:	2021-2022 and Onwards	
		PRINCIPLES OF MANAGEMENT					Semester:	I	
Hrs/Week:	5	L	5	T	-	P	-	Credits:	5

COURSE OBJECTIVE:

- 1.To create an understanding of the fundamental principles of management
- 2.To enable students understand the Roles of a Manager in an organization.
- 3.To understand the various forms of organisation structures and analyse a suitable organisation structure.
- 4.To enable effective decision making and control for desired outcome.
- 5.To Develop the managerial skills of students for an effective application in their career.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define basic concepts of management and evolution in management.	K1,K2
CO2	Understand the importance of planning for business. Decision making based on plans.	K2,K3
CO3	Identify the various organization structures for grouping of activities, hierarchy of authority and responsibility, relationship for achievement of common goals.	K3,K4
CO4	Analyze and interpret the concepts of directing the workforce, improving performance through motivation and effective leadership.	K1,K3,K4
CO5	Identify and Examine the techniques of Control, Coordination and their Characteristics	K1,K3,K4
K1- Remember, K2- Understand, K3- Apply, K4- Analyse,		

SYLLABUS

21BCU01	PRINCIPLES OF MANAGEMENT	Sem: I
Unit No.	Topics	Hours
I	Management: Meaning – Definitions –Nature - Scope- Distinction between Management and Administration. Management: A science or an art – Functions of Management- Levels of Management - Roles and Skills of a Manager- The evolution of Management Theory-(Henry Fayol, F.W. Taylor, Elton Mayo.)	12
II	Planning: Definition – Nature and Characteristics of Planning – Importance –Planning process- Types of Plans – Limitations, MBO-Definition –Process of MBO- Pros & Cons. Decision making: concept of decision and decision making - Decision making process - Types of Decisions –Environmental factors affecting management Decisions.(Globalization, Diversification and Technology)	12
III	Organizing: Meaning- Definition -Nature & Importance - Types of Organization - Organizational structure - Span of control. Delegation: Meaning – importance - Centralization Vs Decentralization. Departmentation: Meaning –Bases of Departmentation.	12
IV	Staffing & Directing: Staffing: Meaning – Definition-Objectives, Factors affecting staffing. Directing: Meaning-Nature - Importance–principles – Elements of Directing	12
V	Co-ordination &Controlling: Co-ordination: Meaning- Principles & Effective Coordination Techniques- Controlling: Definition – Characteristics of control – Steps in controlling –Controlling Techniques – Computers as management Tools. <i>Trend's in Management- Meaning – Importance, Crisis Management – Knowledge Management – Risk Management –Artificial Intelligence – Business Analytics – Six Sigma management – meaning- importance. *Self-Study</i>	12

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

1. P.C.Tripathy, P.N.Reddy, *Principles of Management, 3rd Edition, Tata MC Graw Hill publishing Company Ltd.*
2. Harold Kootz, Heinz Weinrich, *Essential of Management, 6th Edition, Tata MC Graw Hill publishing company Ltd.*

REFERENCE BOOKS

1. Bhushan Y K, *Business Organization, 4th Edition, Tata MC Graw Hill publishing company Ltd.*
2. L.M.Prasad, *Principles of Management, 5th Edition, Himalaya Publication*
3. Dinkar Pagare, *Principles of Management, Sultan Chand & Sons*

WEB RESOURCES

Web Link: SELF STUDY TOPIC*

<https://www.toppr.com> ,

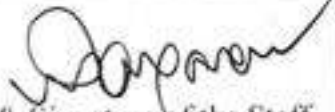
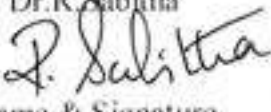

*<https://www.stratx-exl.com>

MAPPING WITH PROGRAM OUTCOMES

CO	PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M	
CO2	S	S	S	M	M	
CO3	M	M	M	M	M	
CO4	S	M	M	S	S	
CO5	S	S	M	S	S	

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name & Signature of the Staff	Dr. R. Sabitha  Name & Signature	 Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21BCU02	Course Title						Batch:	2021-2022 and Onwards
		BUSINESS COMMUNICATION						Semester:	I
Hrs/Week:	4	L	4	T	-	P	-	Credits:	3

COURSE OBJECTIVE:

- 1.To create an understanding of Business Communication and applications in organizations.
- 2.To Draft official letters to convey instructions , Policies and directions for sharing information.
- 3.To prepare business reports aiming at critical analysis of business environment to support decision making.
- 4.To recognize importance of grooming and observing etiquettes in enhancing ones personality and self esteem.
- 4.To improve the overall communication and personality to compete in the business.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Recall and remember the basics of business communication.	K1,K2
CO2	Interpreting information through letters and understanding technology based modes of communication.	K2,K3
CO3	Analyzing and examining the business situations and the subsequent preparation and presentation of business reports.	K2,K3,K4
CO4	Examine in choosing a career path and plan towards professional growth at work place.	K2,K3,K4
CO5	Analyse grooming and etiquettes in business environment.	K3,K4
KI- Remember, K2- Understand, K3- Apply, K4- Analyse,		

SYLLABUS

21BCU02	SUBJECT NAME	Sem: I
Unit No.	BUSINESS COMMUNICATION	Hours
I	Introduction to communication: Meaning, Definition - Essential and Importance of Business Communication. Types of Communication – Barriers in Communication, Communication media.	8
II	Communication through letters: Essentials of an effective business letter - Layout of letters - Business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Complaint letters. Technology based communication: E-mail, Blog, Tweet, Linked In. SELF STUDY TOPICS: Cross-cultural communication- concept- styles	10
III	Official Communication: Meaning - Memo – Circulars – Notices – Agenda – Minutes – Preparation. Report writing: Meaning - Importance - Types - Layout – Contents – Preparation – Presentation. SELF STUDY TOPICS: Teleconferencing- Web conferencing- Advantages and disadvantages.	10
IV	Career oriented communication: Resume format, preparation, Job application - Appointment Orders. Interview: Meaning - Definition - Principles of interview – Non-Verbal aspects of interview – Interview Skills - Styles of Interview	10
V	Grooming for Corporate: Etiquettes – Meaning – Importance- Types (<i>Dressing & Grooming skills, Networking etiquettes, Work place Etiquettes, E-mail Etiquettes, Telephone Etiquettes and Meeting Etiquettes</i>). Ethics in business communication: Ethical code in communication, Ethical dilemmas faced by managers- Types of Dilemmas (<i>Secrecy, Whistle-blowing, Leaks, Rumors and gossip, Lying and Ambiguity</i>). Listening Skills: Listening – Meaning – Effective and ineffective listening skills. SELF STUDY TOPICS: <input type="checkbox"/> Listen from movie clips, news items, inspiring speeches by great personalities. <input type="checkbox"/> Prepare a report on any business related topic.	10

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

1. Rajendra Pal Korahalli —Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
2. Business Communication - Anjane Sethi, Bhavana Adhikari, Tata McGraw Hill Publication.

REFERENCE BOOKS

1. Bhushan Y.K, Business Organization, 4th Edition, Tata MC Graw Hill publishing company Ltd.
2. L.M.Prasad, Principles of Management, 5th Edition, Himalaya Publication.
3. Dinkar Pagare, Principles of Management, Sultan Chand & Sons.

WEB RESOURCES

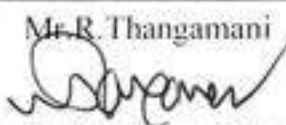

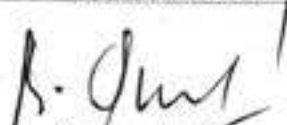
1. [*https://www.finsmes.com](https://www.finsmes.com) * <https://www.yourarticlelibrary.co>
 2. <https://study.com/>
 3. <https://www.tecweb.org>
 4. <https://www.scoopwoop.com>
- Self-Study Topics
Cross cultural
Tele conferencing*
Speeches by great

MAPPING WITH PROGRAM OUTCOMES

CO	PO	PO1	PO2	PO3	PO4	PO5
CO1		S	S	S	M	M
CO2		S	S	M	S	S
CO3		S	M	S	S	S
CO4		S	M	M	S	M
CO5		M	M	S	M	M

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mr. R. Thangamani  Name & Signature of the Staff	Dr. R. Sabitha  Name & Signature	 Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21BCU03	Course Title						Batch:	2021-2022 and Onwards
		PRACTICAL I – BUSINESS COMMUNICATION (USING MS - OFFICE)						Semester:	I
Hrs/Week:	3	L	3	T	-	P	-	Credits:	2

COURSE OBJECTIVE:

- 1.To create an understanding of Business Communication.
- 2.To manage files using word processing and Spreadsheets.
- 3.To understand the use of Google Apps.
- 4.To enable students to learn Power point presentations to address large team with audio and visual effects.
- 5.To understand the use of MS Access to build data and gain the advantage of data sources and build models for analyzing business data.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Recall the features of Microsoft Office Applications for an error free business communication	K1,K2
CO2	Understanding and relating skills using MS-Excel worksheets for business.	K2,K3
CO3	Understanding the skills of Google Apps.	K3,K4
CO4	Apply PowerPoint using various tools for business presentations.	K3,K4
CO5	Analyze and build database in MS-access.	K3,K4
K1- Remember, K2- Understand, K3- Apply, K4- Analyse,		

SYLLABUS

21BCU03	SUBJECT NAME	Sem: I
Unit No.	PRACTICAL I-BUSINESS COMMUNICATION USING (MS OFFICE)	Hours
I	<p>MS-WORD</p> <ol style="list-style-type: none"> 1. Neatly type at least two pages of Text using Times New Roman 12 in A4 page layout. Use different fonts and also show different font colors and text highlighting. Show different alignments in MS-Word. 2. Type two pages of Text and Add bullets, header and footer to your document in MS-Word. 3. Type one full page in 12 size font and insert a clip-art and picture by posting the image at different places in MS-Word. 4. Prepare a Class Time Table in MS-Word. 	7
II	<ol style="list-style-type: none"> 5. Open MS-Word and type one page about "College". Carry out the below-listed tasks on the same. <ol style="list-style-type: none"> a) Type the heading – "College" at the top of the Document. Use WORD ART to do this. b) Justify all the text. c) Find all instances of the word –"College" and replace it with "BBA CA". d) Check Spelling and Grammar. 6. Perform mail merge operation for your company interview call letter in MS-Word. 7. Prepare Resume and Job Application Letter in Ms-Word. 8. Prepare Memo, Circulars and Notices for your Company using Ms-Word. 	7
III	<p>9. Prepare an Agenda and Minutes for a meeting using Ms-Word.</p> <p>10. Prepare a Document using Google Docs.</p> <p>MS – EXCEL</p> <ol style="list-style-type: none"> 11. Create a spreadsheet using MS-Excel and do the following operations: <ol style="list-style-type: none"> a) Merge , Split and Format cells 	8

	<p>b) Enter the student mark details</p> <p>c) Perform data sorting(Both Number and Alphabets)</p> <p>12. Bring out the student data in worksheet and find out the total and average by using Formulae and Built-in Functions in MS-Excel.</p> <p>13. Create a spreadsheet for three countries data set and insert a different type of charts in Ms-Excel.</p> <p>14. Prepare a Spread sheet using Google Sheets.</p>	
IV	<p>MS-POWER POINT</p> <p>15. Design a PowerPoint presentation to inaugurate your Department activities. Your presentation should consist of:</p> <p>a) 4 slides explaining the college and department.</p> <p>b) Different slide layout for each slide.</p> <p>c) Different slide design for each slide and add animation and transition effects for each slide.</p> <p>16. Draw an organization chart with minimum three hierarchical levels in MS-PowerPoint.</p> <p>17. Design an advertisement campaign with minimum three slides and insert clipart and pictures with a different slide design for each slide.</p> <p>18. Prepare a Presentation using Google Slides.</p>	7
V	<p>MS-ACCESS</p> <p>19. Develop a student database in MS-Access and do the following Operations:</p> <p>a) Enter the student details and perform sorting in Name Field.</p> <p>b) Create Forms and Labels.</p> <p>Prepare Report using Report Wizard.</p>	7

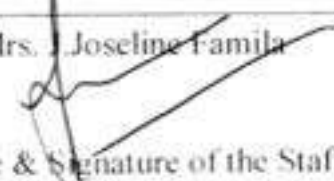

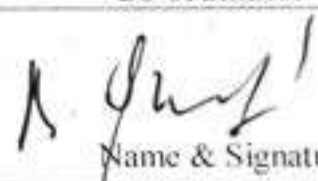
Teaching Methods: Practical Computer lab session Demonstration using LCD Projectors.

MAPPING WITH PROGRAM OUTCOMES

CO	PO	PO1	PO2	PO3	PO4	PO5
CO1		S	S	M	M	S
CO2		S	M	S	S	M
CO3		M	S	S	M	M
CO4		S	S	S	M	S
CO5		S	M	M	S	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mrs. J. Joseline Familia  Name & Signature of the Staff	Dr. R. Sahitha  Name & Signature	 Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21BCU05	Course Title	Batch:	2021-2022 and Onwards
		ORGANISATIONAL BEHAVIOUR	Semester:	II

COURSE OBJECTIVE:

- 1.To impart knowledge on various aspects of human behavior in organization
- 2.To enable students in understanding the role of personality and their influence in organizations
- 3.To develop attitude to increase efficiency in contributing to organizations effectiveness.
- 4.To understand and recognize the importance of group and team work for a collaborative environment.
- 5.To enhance and develop readiness of the student for choices and changes to face ne challenges.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define the concepts of organizational behavior and their contribution to the development of an organisation	K1,K2
CO2	Inferring the role of personality, Perception and Motivation in an Organizational Context.	K1,K2,K3
CO3	Examining the determinants of Job Satisfaction, Employee Morale and Attitude	K2,K3,K4
CO4	Appraising the significance of working in a group and resolving conflicts.	K2,K3,K4
CO5	Apply the leadership skills acquired and their practical applications in employment and business.	K3,K4
K1- Remember, K2- Understand, K3- Apply, K4- Analyse,		

SYLLABUS		
21BCU05	ORGANISATIONAL BEHAVIOUR	Sem: II
Unit No.	Topics	Hours
I	Organisational Behaviour: Definition- Importance and Scope of Organizational Behaviour. Factors influencing OB- Evolutions in OB. Individual Differences - Intelligence tests - Measurement of Intelligence.	12
II	Personality: Meaning. Types, Determinants of Personality, Personality Theory (Psycho analytic Theory), Perception – Meaning- Process- Factors affecting Perception. Motivation – Meaning- Theories (Maslow's, Herzberg's, Aldermen's ERG, McGregors X and Y theory - Transactional Analysis	12
III	Learning – Meaning – Concepts – Process- Factors affecting learning Job Satisfaction-Meaning - Measurement of Job satisfaction, Morale – meaning- Importance. Attitude: Meaning and Components, Employee Attitude and Behaviour.	12
IV	Group dynamics: Group-Meaning-types, group cohesiveness –Group norms-Group decision making. Conflict – Meaning - Concepts, Types, Resolution of Conflict (Case Study – Internal Evaluation only).	11
V	Leadership: Meaning- Characteristics of a Successful Leader, Leadership Styles- Theories (Managerial Grid, Trait Theory, Situational Theory, Fielders Contingency Model). Counseling: Meaning- Importance – Types (Case Study – Internal Evaluation only).	13

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

1. Prasad L.M - "Organizational Behaviour, 5th Edition, Sultan Chand & Son, New Delh.
2. Stephen P. Robbins, Timothy A judge & Seema Sanghi - "Organizational Behaviour", Pearson Education Ltd.

REFERENCE BOOKS

1. Fred Luthan - "Organizational Behaviour" McGraw Hill
2. Dwivedi R.S - "Human Relations & Organizational Behaviour – a global perspective, Macmillan India Ltd, Delhi
3. M.Kousalyadevi & Dr. A. Jeyanthi – "Organisational Behaviour" pradent publisher
4. Shashi K. Gupta - "Organizational Behaviour" Kalyani Publishers

WEB RESOURCES

S.NO	Web Link:	
1.	https://www.wiley.com	SELF STUDY TOPIC*
2.	https://www.economics	
3.	https://www.Discussions.net	
4.	https://www.etcases.com	Case Studies

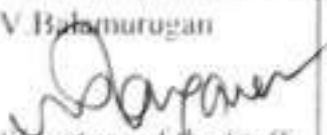
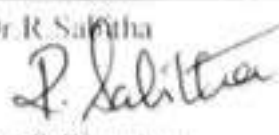

MAPPING WITH PROGRAM OUTCOMES

CO	PO	PO1	PO2	PO3	PO4	PO5
CO1		S	M	S	S	M
CO2		S	S	S	S	M
CO3		S	S	M	S	S
CO4		S	S	M	M	S
CO5		M	S	M	S	M

S-Strong M-Medium L-Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Dr. V. Balamurugan 	Dr. R. Sakitha 	
Name & Signature of the Staff	Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21BCU06	Course Title						Batch:	2021-2022 and Onwards
		WEB TECHNOLOGY						Semester:	II
Hrs/Week:	3	L	3	T	-	P	-	Credits:	2

COURSE OBJECTIVE:

- 1.To inculcate knowledge on Web Technology concepts and functioning of Internet.
- 2.To understand the skills of creating an effective web page using html tags.
3. Understand hyperlinks and frames to create attractive webpages.
- 4.To develop programming skills using Javascript.
- 5.To enhance and develop knowledge of creating Dynamic Web Pages using Dhtml.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define internet concepts and basics structures of HTML Program.	K1,K2
CO2	Construct HTML tags for lists, tables and images.	K2,K3
CO3	Examine Links and Frames in Html.	K2,K3,K4
CO4	Develop and apply Java Script language.	K3,K4
CO5	Analyse and design cascading style sheets.	K1,K3,K4
K1- Remember, K2- Understand, K3- Apply, K4- Analyze		

SYLLABUS

21BCU06	WEB TECHNOLOGY	Sem: II
Unit No.	Topics	Hours
I	Internet Basics and HTML Basics of Internet – Search Engines- E-mail & its working. Introduction to HTML: - Web server – Web Browser – HTML Tags – The Structure of HTML Program – Title and Footer – Formatting Text – Heading Styles – Drawing Lines – Text Style and Effects.	7
II	List, Tables and Images in HTML Lists: - Unordered Lists – Ordered Lists – Definition lists. Tables: – Caption Tag – Width, Border, Cellpadding, Cellspacing, BgColor, Rowspan, Colspan Attributes. Images in HTML: - Image Tag – Border, Width, Height, Align, Alt Attributes.	7
III	Links and Frames Links: - External Linking – Internal Page linking – Linking to Particular location – Images as Hyperlinks – Image Map. Frames: - Frameset – Frame and its Attributes – Target Attributes.	8
IV	JavaScript JavaScript in web pages: – Writing JavaScript into HTML – Data Types and Literals – Variables – JavaScript Array – Operators and Expressions – Conditional Checking – Loop – Functions in JavaScript – Dialog Boxes: - Alter, Prompt, Conform. Forms in HTML: - Input Tag and Attributes.	8
V	Dynamic HTML Dynamic HTML: - Cascading Style Sheets – Style Tag – Font, Color, Background, Text, Border, Margin and List Attributes – External Style Sheets.	6

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

1. Ivan Bayross, "Web Enabled Commercial Application Development Using Html.
2. DHTML, JavaScript", B&B Publications, New Delhi.
3. C.Xavier, "World wide web design with HTML." McGraw Hill Education(India) Pvt.Ltd.

REFERENCE BOOKS

1. Internet and web technologies – Rajkamal, -Tata McGraw Hill Education.
2. NIIT Ltd., "HTML & XML An Introduction"-PHI Learning Pvt.Ltd ,New Delhi.
3. D.P.Nagpal "Web technology design (theory and technique on the cutting edge)", S.Chand& company PVT LTD, New Delhi.
4. Thomas A.Powell, "The Complete Reference HTML & XHTML", Fourth Edition-Tata McGraw Hill Education.

WEB RESOURCES

Web Link:

<http://geeksforgEEKS.org>

<https://tms-opensource.com/blog/posts/web-technologies/>

MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	M
CO3	M	M	S	M	M
CO4	S	M	M	S	M
CO5	M	S	S	S	M

S-Strong M-Medium L-Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
I. Mrs. J. Joseline Pamila Name & Signature of the Staff	Dr. R. Sabina Name & Signature	 Name & Signature

Co-ordinator
Curriculum Development Cell
Pillayanthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21BCU07	Course Title						Batch:	2021-2022 and Onwards
		PRACTICAL II –WEB TECHNOLOGY						Semester:	II
Hrs/Week:	3	L	3	T	-	P	-	Credits:	2

COURSE OBJECTIVE:

- 1.To inculcate knowledge on Web Technology concepts.
- 2.To understand the text and formatting tags in html.
- 3.Develop knowledge in list, table, frame and form tags in HTML..
- 4.To develop programming skills using JavaScript.
- 5.To enhance and develop knowledge to create dynamic web pages using style sheets.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Remember the concepts of webpage designing.	K1,K2
CO2	Understanding the text and formatting tags.	K2,K3
CO3	Construct list, table, frame and form tags in HTML..	K3,K4
CO4	Develop and build Web pages using JavaScript.	K3,K4
CO5	Experiment Internal and External style sheets.	K3,K4
K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate		

SYLLABUS

21BCU07	PRACTICAL-IIWEB TECHNOLOGY	Sem: II
Unit No.	Topics	Hours
I	1. Create a web page in HTML using different text styles, text effects and marquee tag. 2. Create a web page for a Flower shop and make advertisement for that shop using HTML.	7
II	3.Design a Web page for the Mobile company in HTML using <ul style="list-style-type: none"> • Ordered List • Unordered list • Definition List. 4.Develop a HTML page to display your Class Time Table using Table tag. 5. Design a Web page in HTML and insert different images using the Image tag.	7
III	6.Develop 3 web pages for a college and link with each other using Link tag in HTML. 7. Develop a Web page with images and make image as Hyperlink in HTML. 8. Design a web page for Retail outlet using Frames in HTML.	8
IV	9. Write a JavaScript code block, which validates a User name and Password 10. Design a Web page in HTML for student registration form using form tag and its elements.	7
V	11.Design a web page for department in DHTML using Internal Style Sheets. 12.Design a web page in DHTML using External Style Sheets.	7

Teaching Methods: Practical Computer lab session Demonstration using LCD Projectors.



MAPPING WITH PROGRAM OUTCOMES

CO	PO	PO1	PO2	PO3	PO4	PO5
CO1		S	M	S	S	S
CO2		S	S	S	M	M
CO3		S	M	M	S	S
CO4		S	M	M	S	M
CO5		M	M	M	M	S

S-Strong M-Medium L-Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mrs. J. Josefine Emilia Name & Signature of the Staff	Dr. R. Sabitha  Name & Signature	 Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	21BCU08	Course Title						Batch:	2021-2022 and Onwards
		RETAIL MANAGEMENT						Semester:	II
Hrs/Week:	3	L	3	T	-	P	-	Credits:	2

COURSE OBJECTIVE:

1. To Understand the concept of Retail Management.
2. To know the retail models and how a retailer creates value for its customers and appropriates value from the markets.
3. To analyse the process of analysis, planning, acquisition, handling and control of the merchandise investments of a retail business.
4. To learn the evolving retail markets in India to maximize sales and enhance profits..
5. To Understand the applications of information technology for improving the customer service and raising the market share.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Defining the basic concepts of retailing & its environment.	K1,K2
CO2	Understanding the Retail models and its strategies.	K2,K3
CO3	Develop the Retail store planning Process and retailing in India.	K3,K4
CO4	Analyse the Retail Management Information System(E-Tailing)	K1,K3,K4
CO5	Apply the concepts of Retail Management Information Systems.	K3,K4

K1- Remember, K2- Understand, K3- Apply, K4- Analyze

SYLLABUS

21BCU08	RETAIL MANAGEMENT	Sem: II
Unit No.	Topics	Hours
I	Introduction to Retailing: Meaning; Functions and concepts, Emerging Trends in retailing; Challenges in Retailing- Retail Environment, Global retailing.	7
II	Retail Models and Strategies: Business models in retail - Store based retailing, Non-Store retailing, Service Retailing, The Concepts life cycle in Retail - Retail Strategy: Meaning, Definition- Retail Strategic planning Process.	7
III	Retail store planning: Meaning and Importance of retail locations, Types of retail location, Factors Determining Location Selection, Merchandising: Meaning, factors influencing merchandising - Merchandise Planning, Retail space management: definition, store layout and design, Visual merchandising – Role and Responsibilities of Store Manager.	8
IV	Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments.	8
V	Retail Management Information System: Objectives, Retail Technologies: Automation, CRM and Human Resource & Executive System, E-tailing: Objectives, On-line Retail Categories, EDI, Bar Coding, QR Coding, Ethical issues in Retailing.	6

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

Swapna Pradhan- Retailing Management, Text and cases Tata McGraw Hill

REFERENCE BOOKS

1. Barry Berman and Joel R Evans – *Retailing Management – A Strategic Approach*, Prentice Hall, of India.
2. Gibson G Vedamani – *Retail Management – Functional Principles and Practice*, Jaico Publishing House.
3. James R Ogden, Denise Ogden- *Integrated Retail Management Biztantra*
4. Sudarshan Seshama- *Retail Management, McGraw Hill Education (India) Pvt. Ltd*

WEB RESOURCES

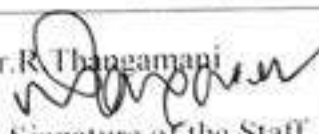


Web Link

<https://courses.lumenlearning.com/wm-retailmanagement/chapter/information-systems-in-a-changing-retail-industry/>

CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	S	S	S	M
CO3	S	S	S	M	S
CO4	S	S	M	S	M
CO5	S	M	S	M	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mr. R. Thangamani  Name & Signature of the Staff	Dr. R. Sabitha  Name & Signature	 Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.