

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)

Bachelor of Business Administration (BBA)

SCHEME OF EXAMINATIONS (FOR VI SEMESTERS)

(With effect from 2017 -20 Batch and onwards)

Part	Subject Code	Subject	Ins. Hours per	Max.Marks				Credit
				Hours	CIA	ESE	Total	
Semester - I								
I	17 UTL 101	Tamil/Hindi/French –I	6	3	25	75	100	3
II	17 UEN 101	English for Enrichment –I	5	3	25	75	100	3
III	17 UBM 101	CORE-I : Principles of Business Management and & Business Organization	6	3	25	75	100	4
	17 UBM 102	CORE-II : Business Communication	5	3	25	75	100	3
	17 UBM 1A	ALLIED-I : Mathematical Techniques-I	6	3	25	75	100	4
IV	17 UHR 101	Human Rights in India	1	2	-	50	50	2
	17 HEC 101	Human Excellence: Personal Values & Sky Yoga Practice -I	1	2	25	25	50	1
V		Extension Activities(NSS,NCC, Sports & Games)						
Total			30	-	150	450	600	20

Semester - II								
I	17 UTL 202	Tamil/Hindi/French –II	6	3	25	75	100	3
II	17 UEN 202	English for Enrichment -II	5	3	25	75	100	3
III	17 UBM 203	CORE-III : Organizational Behaviour	5	3	25	75	100	3
	17 UBM204	CORE-IV : Financial Accounting	6	3	25	75	100	4
	17 UBM2A2	ALLIED –II : Business Economics	5	3	25	75	100	4
IV	17 EVS 201	Environmental Studies	2	2	--	50	50	2
	17 HEC 202	Human Excellence: Family Values & Sky Yoga Practice -II	1	2	25	25	50	1
V		Extension Activities(NSS,NCC, Sports & Games)						
Total			30	-	150	450	600	20

Part	Subject Code	Subject	Ins. Hours per	Max.Marks				Credit
				Hours	CIA	ESE	Total	
Semester -III								
	17 UBM 305	Core – V : Taxation	6	3	25	75	100	4

III	17 UBM 306	Core – VI : Financial Management	5	3	25	75	100	3
	17 UBM 307	Core – VII : Marketing Management	6	3	25	75	100	4
	17 UBM 308	Core – VIII : Mercantile Law	5	3	25	75	100	3
	17 UBM 3A3	Allied – III : Mathematical Techniques - II	6	3	25	75	100	4
IV	17 UBM 3N1 17 UBM 3N2	NME: Intellectual Property Rights/ Rural Consumer Behaviour	1	2	-	50	50	2
	17 HEC 303	Human Excellence: Professional Values & Sky Yoga Practice -III	1	2	25	25	50	1
V		Extension Activities(NSS,NCC, Sports & Gam						
Total			30	-	150	450	600	21
Semester - IV								
III	17 UBM 409	Core- IX : Personnel Management & Industrial Relations	6	3	25	75	100	4
	17 UBM 410	Core – X: Production & Materials Management	6	3	25	75	100	4
	17 UBM 411	Core – XI: Cost & Management Accounting	6	3	25	75	100	4
	17 UBM 412	Core – XII : Banking Theory Law & Practice	5	3	25	75	100	3
	17 UBM 4A4	Allied –IV : Management Information system	5	3	25	75	100	4
IV	17 UBM 4N1 17 UBM 4N4	NME: Retail Management/ Supply Chain Management	1	2	-	50	50	2
	17 HEC 404	Human Excellence: Social Values & Sky Yoga Practice -IV	1	2	25	25	50	1
V	17 UNC 401 17 UNS 402 17 USG 403	Extension Activities(NSS,NCC, Sports & Gam	-	-	-	50	50	1

Total:	30	-	150	500	650	23
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Part	Subject Code	Subject	Ins. Hours per	Max.Marks				Credit
				Hours	CIA	ESE	Total	
Semester -V								
III	17 UBM 513	Core:- XIII : Entrepreneurship & Project Management	6	3	25	75	100	4
	17 UBM 514	Core:- XIV : Research Methods for Management	5	3	25	75	100	4
	17 UBM 515	Core:- XV : Insurance Principles & Practices	5	3	25	75	100	3
	17 UBM 516	Core:- XVI : International Business & Export Management	5	3	25	75	100	4
	17 UBM 517	Major Elective-I : PC Software(MS Office) Theory	5	3	25	75	100	5
	17 UBM 518	Major Elective-II: PC Software(MS Office) Practical	2	3	20	30	50	3
	17 UBM 5S1	SBE: (Major)Services Marketing/	1	2	-	50	50	2

IV	17 UBM 5S2	Concepts of Rural Marketing Management						
	17 HEC 505	Human Excellence: National Values & Sky Yoga Practice -V	1	2	25	25	50	1
IV	17 GKL 501	General Knowledge and General Awareness(S	*SS	2	-	50	50	2
Total			30	-	170	530	700	28
Semester - VI								
III	17 UBM 619	Core-XVII : Investment and Portfolio Management	5	3	25	75	100	4
	17 UBM 620	Core-XVIII : Consumer Behaviour	5	3	25	75	100	4
	17 UBM 621	Core-XIX : Advertising and Sales Promotion	6	3	25	75	100	4
	17 UBM 622	Core-XX : Business Environment	5	3	25	75	100	3
	17 UBM 623	Core-XXI : Project Work and Viva-Voce	-	-	20	80	100	3
	17 UBM 624	Major Elective-III : Internet and E-Commerce & Information Security	5	3	25	75	100	5
	17 UBM 625	Major Elective-IV: HTML Practical	2	3	20	30	50	2
IV	17 UBM 6S3	SBE: (Major)Logistics Management/	1	2		50	50	2
	17 UBM 6S4	Agricultural Marketing Management						
	17 HEC 606	Human Excellence: Global Values & Sky Yoga Practice -IV	1	2	25	25	50	1
Total			30	-	190	560	750	28
Grand Total			180	-	960	2940	3900	140

*SS: Self Study

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM 102	Title	Batch :	2017-20
		CORE-II : Business Communication	Semester	I
Hrs/Week:	5		Credits:	3

Course Objective

The students should have understood the Methods of communication, Drafting letters, report writing, Types of communication and Barriers of communication.

Course Outcomes (CO)

K1	CO1	To recollect the effective use of various types of Oral, Written and Digital communication modes.
K2	CO2	To get the idea of effective business writing, business communication, interpersonal communications, etc.
K3	CO3	To apply the skills that maximize team effectiveness, developing and delivering effective presentations, good time management and effective problem solving.
K4	CO4	To analyze the usage of current technology related to the communication field and communicates ethically.

Unit	Content	Hrs
Unit : I	<u>COMMUNICATION</u> Concepts – Meaning – Importance – Objectives - Role of Communication in business – Types of communication - Barriers to effective Communication - Ways to overcome the barriers – Principles of communication.	13
Unit :II	<u>COMMUNICATION THROUGH LETTERS</u> Layout and Characteristics - Application for appointments – References - Appointment orders - Letters of confirmation – Promotion - Business Enquiries – Offers –Quotations – Orders - Execution of orders - Letters of complaints - Sales letters - Bank Correspondence.	14
Unit:III	<u>INTERNAL COMMUNICATION</u> Memos – Circulars - Notice to Customers - <i>Job Instructions</i>	12
Unit:IV	<u>BUSINESS REPORTS</u> Features – Types – Procedure – Form - Press reports – Agenda – Minutes – Types - Procedure to draft minutes.	12
Unit: V	<u>EFFECTIVENESS OF ORAL COMMUNICATION</u>	14

	Characteristics-Profile of a good Speaker-Preparation & delivery of short Speeches-Visual & Audio Visual Means of Communication-Posters-Characteristics of good commercial Writing	
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Power Point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Activity

Books for Study:

Business communication-VeeraKaroli, Shravani Chakraborty-Thakur publishers-2015

Books for Reference:

1. Essentials of business communication – Rajendrapaul & Korlohalli J.S (Sultan chand& sons)
2. Nagarajan .M- Better English for better business- New century Book House (P) Ltd
3. Radhakrishna Pillai G.-Written English for you- Emerald Publication.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	S	S	M
CO2	M	H	S	S	H
CO3	H	S	S	H	M
CO4	L	M	M	H	S

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: D.Bhuvanendran T.Vinodhini Signature:	Name: A.Prabu Chandru Signature:	Name: Dr.M.Durairaju Signature:	Name: Dr.R.Muthukumaran Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM1A1	Title	Batch :	2017-20
		Mathematical Techniques-I	Semester	I
Hrs/Week:	6		Credits:	4

Course Objectives

On successful completion of this course, the students should have understood Matrices, Mathematics of Finance, Statistical Tools and Their Applications

Course Outcomes (CO)

K1	CO1	To recollect the applications of matrices in business
K2	CO2	To understand problem-solving methods
K3	CO3	To apply Matrix, Statistical tools for Research Process
K4	CO4	To analyze Mathematical Techniques and applications

Unit	Content	Hrs
Unit: I	<p><u>MATRICES</u></p> <p>Matrix operation - Addition and Subtraction of Matrices - Multiplication of two Matrices (Simple problems only) - Calculation of Simple Interest and Compound Interest.</p>	15
Unit :II	<p><u>STATISTICS</u></p> <p>Meaning, Scope & Limitations</p> <p><u>COLLECTION OF DATA</u></p> <p>Primary & Secondary data - <i>Methods of collecting primary data</i> - Sources of secondary data - Precautions for Preparing Questionnaire.</p> <p><u>CLASSIFICATION AND TABULATION</u></p> <p>Types of Classification - Geographical, Chronological, Qualitative, Quantitative – Tabulation - parts of Tabulation -Types of Table</p>	16
Unit :III	<p><u>MEASURES OF AVERAGE</u></p> <p>Arithmetic Mean - Geometric Mean – Harmonic – Mean – Median – Mode - Merits & Demerits of AM, GM, HM, Median & Mode (Simple problems)</p>	15

Unit :IV	<p><u>MEASURES OF DISPERSION</u></p> <p><u>MEASURES OF SKEWNESS AND KURTOSIS</u></p> <p>Skewness - Pearson's CD Coefficient of Skewness -Bowley's CD Coefficient of Skewness – Kurtosis-Measures of Kurtosis (Simple problems)</p>	16
Unit :V	<p><u>CORRELATION</u></p> <p>Scatter Diagram method - Karl Pearson's of Correlation - Rank Correlation (Simple problems)</p> <p><u>REGRESSION</u></p> <p>Regression Lines & Regression Equations - Difference Between Correlation & Regression (Simple problems)</p>	16

Power pointPresentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

Mathematics for Management-SarojKumar, Praveshkumar Singh-Thakur Publications-2015

Reference Books:

1. Business statistics-P.A Navnitham-Jai Publishers-2011
2. Mathematics for Management –I-Rathna Yadav Pranesh kumar singh- Thakur publication-2011
3. Business Mathematics-D.R.Agarwal-Vrindha Publications (p) Ltd-2012

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	H	H
CO2	H	H	S	L	H
CO3	S	H	H	L	L
CO4	S	S	S	L	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Manikandan	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17 UBM 203	Title	Batch :	2017-20
		Organizational Behaviour	Semester	II
Hrs/Week:	5		Credits:	3

Course Objectives

On successful completion of this course, the student should have understood Personality, Perception, Motivation, Job Satisfaction, Morale, Group Dynamics, Leadership Traits, Counseling And Guidance, Etc.

Course Outcomes (CO)

K1	CO1	To recollect the basic organisational behaviour principles.
K2	CO2	To understand different models used to explain individual behaviour related to motivation and reward.
K3	CO3	To deploy various process used in developing communication and resolving conflicts.
K4	CO4	To analyze organizational behaviour issues in the context of principle, concepts, theories and models.

Unit	Content	Hrs
Unit: I	<u>ORGANISATIONAL BEHAVIOUR</u> Definition - OB model- Hawthorne studies and their implications- Contemporary organization and their changing Perspective and Re-engineering- <i>Total Quality Management</i> –Bench Marking, Empowerment-Learning organizations	18
Unit :II	<u>PERCEPTION PROCESS</u> Meaning & social perception - Impression Management. Personality – Meaning- Development of personality.	12
Unit :III	<u>MOTIVATION</u> Meaning-Motives, primary and secondary. Theories of work motivation- Maslow’s need hierarchy theory, Herzberg’s 2 – factor theory. Alderfer’s ERG theory. Process-Expectancy theory and Porter’s Lawler model and contemporary Equity theory and Attribution theory – Process and principles of theory – Reinforcement and Punishment.	15
Unit :IV	<u>GROUP DYNAMICS</u> Major Groups and their formation – Formal and informal group and their dynamics – Teams – Conflicts – Types of conflicts – Resolution of conflicts – Stress – Causes and effects of Occupational stress- Coping with stress.	15

Unit :V	<u>LEADERSHIP</u> Theories – Established and emerging theories-Trait theory – Behavioral theory – contingency theory – Path Goal leadership Theory-charismatic leadership theories – <i>Leadership styles and skills required</i> – Organization change and development – techniques and approaches.	15
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

Organizational Behaviour – L.M Prasad

Reference Books:

1. Organizational Behaviour – Fred Luthans
2. Organizational Behaviour – V.S.P.Rao

Mapping

PSO / CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	S	S	H
CO2	S	S	S	H	S
CO3	H	S	S	S	H
CO4	H	S	S	S	M

S-Strong; H-High; M-Medium; L-Low

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Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM 204	Title	Batch :	2017-20
		Financial Accounting	Semester	II
Hrs/Week:	6		Credits:	4

Course Objective

The Students Should Have Understood the Basic Accounting Concepts, Double Entry System Of Book Keeping And Various Books Of Accounts, Preparation of Final Accounts, Etc.

Course Outcomes (CO)

K1	CO1	To keep in mind the basic accounting concepts and their application in business.
K2	CO2	To understand and apply the dual-entry recording framework to a series of transactions that results in a balance sheet.
K3	CO3	To apply and gain knowledge on the preparation of financial statements.
K4	CO4	To analyze financial statements effectively and take decisions on depreciation method to be adopted.

Unit	Content	Hrs
Unit: I	Basic accounting concepts-Kinds of accounts-Double entry book keeping-Rules of double entry system. Preparation of Journals and Ledger accounts-Preparation of Trial Balance - Problems.	15
Unit: II	Subsidiary books –Purchase books, Sales book, Purchase returns book , Sales returns book-Cash book –Kinds of cash book –Single column ;Double column ;Three column cash book and Petty cash book. <i>Errors –Types of errors –Rectification of errors-Problems.</i>	15
Unit:III	Manufacturing –Trading –Profit and loss account-Balance Sheet –Problems with simple adjustments.	16
Unit:IV	Accounting for Depreciation- Meaning and Definition – <i>Causes</i> – Methods –Accounting treatment for Straight line method, Written down value method and Annuity method	16
Unit :V	Preparation of accounts from Incomplete records-Meaning –Definition –Methods –Net worth method and Conversion method (single entry methods)	16

NOTE: Theory 20% and Problem 80%

Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming.

Books for Study:

- Financial Accounting -Reddy T.S and A. Murthy.

Margham Publications- Edition 2014

Books for Reference:

1. Financial accounting -Jain.S.P and Narang.K.L

Kalyani publishers –Edition 2009

2. Financial accounting – Sarojkumar ,Priyankasingh .

Thakur publishers – Edition 2011

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	H	H	H	M
CO2	H	S	S	H	H
CO3	M	M	H	L	S
CO4	S	H	S	M	L

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Vinodhini	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM2A2	Title	Batch :	2017-20
		Business Economics	Semester	II
Hrs/Week:	5		Credits:	4

Course Objectives

On successful completion of this course, the students should have understood the Objectives of Business Firms, Factors of Production and BEP Analysis, Types of Competitions and price administration and Government Measures to Control Monopoly

Course Outcomes (CO)

K1	CO1	To remember students to know basic economic concepts
K2	CO2	To understand the economic behavior of the society
K3	CO3	To apply economic analysis in the formulation of business Policies
K4	CO4	To analyze the economic reasoning to problems of business

Unit	Content	Hrs
Unit: I	<p><u>MEANING AND NATURE OF ECONOMICS</u></p> <p>Business Economics – Scope of Business Economics – Meaning and objectives of business firms – Characteristics of Modern business – <i>Social Responsibilities of business.</i></p>	12
Unit:II	<p><u>DEMAND ANALYSIS</u></p> <p>Meaning of demand – <i>Determinants of demand</i> – Demand distinctions – Law of Demand – Reasons for downward sloping demand curve – Exceptional cases. Elasticity of demand – Types – Methods of measuring price elasticity of demand.</p>	13
Unit:III	<p><u>FACTORS OF PRODUCTION</u></p> <p>Production function - Law of Production – Law of Variable Proportions - Law of Returns to Scale – Producers equilibrium with Isoquants -Economies of Scale – Cost of production – Cost curves - Revenue curves – Break Even Analysis - Assumptions -Advantages – Limitations.</p>	14
Unit:IV	<p><u>PERFECT COMPETITION AND MONOPSOPLY</u></p>	14

	<p>Market forms – Price and Output Determination Under perfect Competition.</p> <p>Monopoly – Kinds of Monopoly – Monopoly Power –Price and output determination - Price discriminating Monopoly – Degrees of price discrimination</p>	
Unit: V	<p><u>MONOPSOLISTIC COMPETITION AND OLIGOPOLY</u></p> <p>Price and output determination – Group equilibrium – Selling costs – Excess capacity.</p> <p>Kinds of oligopoly – Kinked demand curve – Price leadership.</p>	16

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

Economics for Executives-Saroj Kumar and Sarila- Thakur Publications, Chennai - 2014

Reference Books:

1. Business Economics –R.K.Lekhi-Kalyani Publishers- 2012
2. Business Economics - Sankaran
3. Principles Of Business Economics - Reddy .P.N and Appaniah.H.R

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	H	H	S
CO2	S	S	H	S	H
CO3	S	H	M	L	H
CO4	H	S	M	L	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Manikandan	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17 UBM 305	Title	Batch :	2017-20
		Taxation	Semester	III

Hrs/Week:	6	Credits:	4
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Course Objectives

On successful completion of this course, the student should have understood To identify and understand complex tax issues within the context of the global business world, appreciation for tax policy issues those underpin our tax laws, the ethical implications of tax practice.

Course Outcomes (CO)

K1	CO1	To remember the canons of taxation.
K2	CO2	To get idea about Direct and indirect taxes and various sources of incomes.
K3	CO3	To implement problems related from salary to income from other sources.
K4	CO4	To analyze the knowledge of students in tax liability of individuals.

Unit	Content	Hrs
Unit: I	TAXATION: Definition-income, gross total income, total income, assesses, assessment year, previous year, <i>Exempted incomes</i> – Residential statuses of persons – Capital v/s revenue Receipts. (Theory Part only.)	15
Unit:II	Income from salary - Characteristics of salary- Definition- P.F.- Allowances–Perquisites-Profit in lieu of salary –Deductions out of gross salary (simple Problems only.)	18
Unit:III	Income from house property–Definition-Exempted income from house property- Annual rent –Meaning- Determination of annual value-Deductions (Simple Problems only.)	15
Unit:IV	Profits and gains of business or profession: Business – Profession – Charging Provision of Incometax under the head profits and gains of business or profession- <i>Expressly admissible deductions</i> - Deemed profits (Theory Part only.)	15
Unit: V	Capital gains- Mode of computation of long term and short term capital gains- Exempted capital gains (Simple Problems only.) Income from other sources –Dividend- Tax concession in respect of dividends- Deductions. (Simple problems only.)	15

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

[NOTE: Problems 50% & Theory 50%]

Reference Books:

1. Income tax (law and practice) - Gaur and Narang
2. Income tax (law and practice) - Dinkar Pagare

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	H	S	S
CO2	S	M	S	M	H
CO3	H	M	H	M	H
CO4	S	M	H	H	H

S-Strong; H-High; M-Medium; L-Low

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Name and Signature	Name and Signature	CDC	COE
Name: D.Bhuvanendran	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM 306	Title	Batch :	2017-20
		Financial Management	Semester	III
Hrs/Week:	5		Credits:	3

Course Objective

To enlighten the students with the theory and techniques of financial management and developing their abilities in respect of investment and capital budgeting, financial planning, capital structure decisions, dividend Policy and working capital management.

Course Outcomes (CO)

K1	CO1	To recollect the sources of finance for an organization and formulate the optimum capital structure.
K2	CO2	To understand cash flows and make capital budgeting decisions under both certainty and uncertainty.
K3	CO3	To implement and assess how companies manage the components of working capital to minimize the cost of carrying current assets and the cost of short-term borrowing.
K4	CO4	To analyze the factors influencing the dividend decision and formulate the dividend Policy of the firm.

Unit	Content	Hrs
Unit: I	Finance Functions: Meaning - Definition and Scope of finance functions - Objectives of Financial management - Profit maximization and Wealth maximization. <i>Sources of Finance</i> - Short term - Bank sources – Long term - Shares - Debentures, Preferred stock - Debt. (Theory only)	13
Unit :II	Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - Preferred stock- Debt - Reserves - Weighted average cost of capital, Operating Leverage and Financial Leverage. (Theory only)	14
Unit :III	Capital Structure - Factors influencing capital structure – Optimal capital structure - Dividend and Dividend Policy: Meaning, Classification - Sources available for dividends - Dividend Policy general, Determinants of dividend Policy. (Theory only)	13
Unit : IV	Capital budgeting – Meaning – Objectives - Capital budgeting decisions – Types - Methods of capital budgeting. Preparation of various methods of capital budgeting. (Theory & Simple Problems only)	13
Unit :V	Working capital management - Concepts - Importance - <i>Determinants of Working capital</i> . Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Credit Policies. (Theory only)	12

NOTE: Theory carries 80% Marks, Problems carry 20% Marks

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Case study

Books for Study:

Financial Management –Priyanka Singh, Swati Tiwari- Thakur publishers- 2012

Books for Reference:

1. Financial management –Theory and practice -prasanna Chandra
Tata McGraw hill publishing company LTD -New Delhi ,1999
2. Financial management - Khan. M.y and P.k Jain-Tata McGraw hill
Publishing company LTD -New Delhi, 6th edition 2011.
3. CorPSOration finance Principles and problems.-Kuchhal . S .C chaitanya publishing
house – Allahabad
4. CorPSOration finance Principles and problems –Kulkarni ,P.V Publishing house -New
Delhi

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	H	M
CO2	M	S	H	M	M
CO3	H	H	S	S	H
CO4	L	M	S	H	M

S-Strong; H-High; M-Medium; L-Low

Course Designed by		Verified by HoD		Checked by		Approved by	
Name and Signature		Name and Signature		CDC		COE	
Name: T.Vinodhini		Name: A.Prabu Chandru		Name: Dr.M.Durairaju		Name: Dr.R.Muthukumaran	
Signature:		Signature:		Signature:		Signature:	
Programme code:	BBA	Programme Title :			Bachelor of Business Administration		
Course Code:	17 UBM 307	Title			Batch :	2017-20	
		CORE-II : MARKETING MANAGEMENT			Semester	III	
Hrs/Week:	6				Credits:	4	

Course Objective

On successful completion of this course, the student should have understood Principles of Marketing Management, Market Segmentation Product Life Cycle, Segmentation, Distributions of Channels, Pricing strategies, Sales Administration.

Course Outcomes (CO)

K1	CO1	To recollect the various concepts of marketing.
K2	CO2	To distinguish marketing and Selling.
K3	CO3	To comprehend the buying motives and buyer behaviour.
K4	CO4	To interpret the importance of middlemen in the marketing arena.

Unit	Content	Hrs
Unit : I	Definition of marketing – Markets – Concepts of Marketing – Modern marketing Process - Marketing functions—Scope of marketing – <i>Selling VS marketing</i> – Consumer and Industrial goods – Marketing Information System – Marketing research system, suppliers of marketing research, Marketing research process.	18
Unit :II	Marketing management and Its environment (controllable elements and uncontrollable elements) – Buyer Behavior definition-Major factor influencing buying behavior - Buying motives – Buying Process – Economic model of buyer behavior	16
Unit :III	<u>THE PRODUCT</u> Marketing - Product – New product development – Product Life cycle – Marketing Strategies for various stages of life cycle of the product. <u>MARKET SEGMENTATION</u> Needs – Basis for segmentation – Strategies for various typical segments.	16
Unit :IV	<u>PRICING AND PHYSICAL DISTRIBUTION</u> Meaning of pricing – Factors influencing pricing decisions-Methods of pricing – Physical distribution- Importance – Various kinds of marketing channels – Distribution problems and their solutions. <u>PROMOTION</u> Advertising-Publicity- Personal selling – Sales promotion.	15
Unit: V	<u>SALES ADMINISTRATION</u> Sales territory – Sales forecasting – Methods- Analysis and application.	13

Power point Presentations, Group discussions, Seminar, Assignment, , Brain storming,
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Activity

Books for Study:

Marketing Management by –Jayasankar

Books for Reference:

1. Marketing Management by – Philip Kotler
2. Marketing Management by – Sherlekar

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	H	M	M
CO2	H	M	M	S	H
CO3	H	S	M	H	M
CO4	M	M	L	H	S

S-Strong; H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: A.Prabu Chandru Signature:	Name: A.Prabu Chandru Signature:	Name: Dr.M.Durairaju Signature:	Name: Dr.R.Muthukumaran Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM3A3	Title	Batch :	2017-20
		Mathematical Techniques-II	Semester	III
Hrs/Week:	6		Credits:	4

Course Objectives

On Successful Completion Of This Course, The Students Should Have Understood Operations Research Models, Game Theory, Queuing Theory, PERT, CPM, Etc.

Course Outcomes (CO)

K1	CO1	To remember students how to use variables for formulating complex mathematical models in management
K2	CO2	To understand by solving linear programming and integer programming models
K3	CO3	To apply basic methodology for the solution of linear programs
K4	CO4	To analyze the scientific approaches to decision making

Unit	Content	Hrs
Unit: I	<p style="text-align: center;"><u>INTRODUCTION TO OPERATIONS RESEARCH</u></p> <p style="text-align: center;">Definition – Meaning – Scope – Limitations models – <i>Their types and classification of operation research</i> – General methods of solving models.</p>	14
Unit :II	<p style="text-align: center;"><u>GENERAL LINEAR PROGRAMMING PROBLEM</u></p> <p style="text-align: center;">Mathematical formulation of LPP – Solution to LPP by graphical method – Simple problems in simplex method.</p>	15
Unit :III	<p style="text-align: center;"><u>TRASPSORTATION PROBLEMS</u></p> <p style="text-align: center;">Obtaining initial basic feasible solution – Various methods of solving problems – (without degeneracy) – Solving assignment problems – (Hungarian method)</p>	18
Unit :IV	<p style="text-align: center;"><u>GAME THEORY</u></p> <p style="text-align: center;">Concept of pure and mixed strategies – Solving 2*2 matrices, with and without saddle Point – n*2 and 2*m matrix problem solving. Queuing theory – Simple problem solving</p>	18
Unit :V	<p style="text-align: center;"><u>NETWORK ANALYSIS</u></p> <p style="text-align: center;">Concept of PERT and CPM – Simple problems – Decision tree and theories.</p>	13

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book :

Business Statistics and Operation Research – P.A. Navnitham – Jai publisher – (2012)

Reference Books:

1. Operation Research – S.Kalavathy- Vikas publishing pvt.LTD– 2005
2. Operation Research – P.R.Vittal & V.Malini– Margham publishers– 2010

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	H	M	L
CO2	S	H	H	L	L
CO3	S	H	H	L	M
CO4	S	M	H	H	S

S-Strong; H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: T.Manikandan Signature:	Name: A.Prabu Chandru Signature:	Name: Dr.M.Durairaju Signature:	Name: Dr.R.Muthukumaran Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17 UBM 3N1	Title	Batch :	2017-20
		Non Major Elective-I Intellectual Property Rights	Semester	III
Hrs/Week:	1		Credits:	2

Course Objectives

On successful completion of this course, the student should have understood The nature and types of intellectual property Patents, Trademarks, Copy Rights Industrial Design.

Course Outcomes (CO)

K1	CO1	To remember the concepts of Intellectual property rights.
K2	CO2	To understand, patents, trademarks, copyrights and industrial designs rights.

K3	CO3	To apply the knowledge obtained in industries applicable to patent, copy, and trademark.
K4	CO4	To analyze the students broad knowledge in various intellectual rights and their implications.

Unit	Content	Hrs
Unit: I	Introduction: Fundamentals of IPR – Intellectual property –WIPO – Intellectual property self- Audit – Different classifications – Important principles of IP management - <i>Management Guidelines</i> .	2
Unit :II	PATENTS : Introduction – Classification –Importance – Types of Patent applications in India – Patentable Invention – Inventions not patentable.	3
Unit :III	TRADE MARKS Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines for Registration of Trade mark – Registration.- Protection.	3
Unit :IV	COPY RIGHT: Copy right and Related Rights- Rights conferred by copy right- Registration – Ownership- Rights – Transfer – Infringement.	2
Unit :V	INDUSTRIAL DESIGNS : Introduction – Concept – Need for Protection of a Design – Essential Requirements for the Registration – <i>Exclusion from scope of Design</i> – Procedure for Registration – Benefits – Cancellation.	3

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

Intellectual Property Rights Text and Cases –

Dr.R.Radhakrishnan, Dr.S.Balasubramanian

Reference Books:

1. Intellectual Property Patents, Trade Marks, and Copy Rights - Richard Stim

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
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CO1	S	H	M	H	S
CO2	S	H	S	H	S
CO3	S	H	H	M	H
CO4	H	M	H	H	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: D.Bhuvanendran	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17 UBM 3N2	Title	Batch :	2017-20
		Non Major Elective I Rural Consumer Behaviour	Semester	III
Hrs/Week:	1		Credits:	2

Course Objectives

On successful completion of this course, the student should have understood the behaviour of rural consumers

Course Outcomes (CO)

K1	CO1	To recollect the fundamentals of rural consumer behaviour.
K2	CO2	To understand consumer profile and pattern of buying behaviour.
K3	CO3	To apply the knowledge in consumer buying style.

K4	CO4	To analyze the market and brand loyalty of consumers.
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Unit	Content	Hrs
Unit: I	Fundamentals of consumer behavior-Role of consumer behavior – <i>Needs and wants of consumer behavior</i>	2
Unit :II	Factors influencing consumer behavior –Psychological factors, social-cultural factors.	3
Unit :III	Profile of rural consumer-Life style- <i>Shopping habits</i> .	2
Unit :IV	Consumer buying process- Behavior pattern –Buyer characteristics..	3

Unit: V	Trends in rural marketing –Brand loyalty – Rights of consumer.	3
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Books:

1. Gupta .S.L --Rural Marketing –text and cases

Books for Reference:

1. Krishnamacharyulu .C.S.G and Lalitha- Rural Marketing
2. BalramDogra and karminderghuman – Rural Marketing

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	L	H
CO2	H	H	M	M	H
CO3	M	H	H	M	H
CO4	S	H	H	M	M

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: D.Bhuvanendran	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM 409	Title	Batch :	2017-20
		CORE-II : PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS	Semester	IV
Hrs/Week:	6		Credits:	4

Course Objective

On successful completion of this course, the student should have understood

Functions of HR/Personnel Department, Manpower Planning, Performance Appraisal, Salary Administration, Labor Welfare, Industrial Relations

Course Outcomes (CO)

K1	CO1	To keep in mind the various functions of Personnel Management.
K2	CO2	To understand the need of Job Analysis for recruitment.
K3	CO3	To apply and gain knowledge on the strategies for compensation and incentive system.
K4	CO4	To analyze and interpret the significance of Industrial Relations and various Labour Legislations.

Unit	Content	Hrs
Unit: I	<u>PERSONNEL MANAGEMENT</u> Meaning Nature, Scope, Objectives – Functions of Personnel Department – Organization of personnel department – Policies and procedures.	15
Unit: II	<u>MAN PSOWER PLANNING</u> Job Description – Job Analysis – Job Specification – Recruitment and Selection – Training and Development.	16
Unit:III	<u>PERFORMANCE APPRAISAL</u> Job Evaluation – Promotion – Transfer and demotion – Compensation: wages and salary administration – Incentive system – <i>Retirement benefits to employees.</i>	16
Unit:IV	<u>INDUSTRIAL RELATIONS</u> Trade unionism – Grievance Handling – Collective Bargaining and Workers Participation in Management -- <i>Discipline – Punishment.</i>	16
Unit :V	<u>LABOUR LEGISLATION</u> Factories Act -1948, Employees State Insurance Act, 1948, Industrial Disputes Act-1947	15

Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming.

Books for Study:

1. Jayasankar. J: Personnel Management
2. Sanoj Kumar : Industrial Relations

Reference Books:

1. Tripathy – Personnel Management and Industrial Relations.
2. N.D Kapoor – Industrial Law.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	H	S	H
CO2	H	M	H	S	L

CO3	H	M	M	H	M
CO4	S	M	M	H	S

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: A.Prabu Chandru	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: Italics denotes topics for self study

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17 UBM 410	Title	Batch :	2017-20
		Production & Materials Management.	Semester	IV
Hrs/Week:	6		Credits:	4

Course Objectives

On successful completion of this course, the student should have understood the basic Principles, functions and process of Production Management, Effective Management of materials.

Course Outcomes (CO)

K1	CO1	To recollect basic concepts of production and materials Management
K2	CO2	To understand various principles and practices involved in production and materials management.
K3	CO3	To apply the knowledge's learnt in plant location and material handling selection
K4	CO4	To analyze practical difficulties in setting a plant and handling materials responsibilities of a store keeper.

Unit	Content	Hrs
Unit: I	<u>PLANT LOCATION</u> Factors – Site Location – Urban and Rural Locations – Plant Layout –	16

	Principles – Process, Product Layout-Fixed Layout-Combined Layout differences Between Process Layout and Product Layout- <i>Specific Layout for Different Products</i>	
Unit :II	<u>PRODUCTION PLANNING AND CONTROL</u> Production Planning – Production Control – Objectives – Routing – Loading –Scheduling – Dispatching and Expediting.	14
Unit :III	<u>ORGANISATIONAL FOR MATERIALS MANAGEMENT</u> Fundamental Principles – Structure – Integrated Materials Management – Advantages. Purchasing – Objectives – Functions – Principles of Purchasing - Steps in purchasing function.	15

Unit :IV	<u>MATERIAL HANDLING</u> Importance- Principles – Criteria for selection of Material Handling Equipments. Maintenance - Objectives – Types – Breakdown Preventive and Productive Maintenance.	15
Unit :V	<u>FUNCTIONS OF INVENTORY</u> Replenishment of Stock, Materials Demand Forecasting - Basic Tools of Inventory Control –ABC – VED –FSN Analysis EOQ – Re order Point & Safety Stock. Lead Time Analysis – Store Keeping –Objectives – Functions – Duties – Responsibilities of Stock Keeper -Security Measures – <i>Bin Cards and Stock Records</i> – Types	18

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

1. Dr. B.S Goel - Production and Operations Management

Reference Books:

1. N.M. Shah - An Integrated Concept of Materials Management.

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	H	M
CO2	S	S	H	H	M
CO3	S	S	H	H	H
CO4	H	S	S	H	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: D.Bhuvanendran	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM 411	Title	Batch :	2017-20
		Cost and Management Accounting	Semester	IV
Hrs/Week:	6		Credits:	4

Course Objective

The Students Should Have Understood Cost Sheet, Calculation of Tenders, Fund Flow & Cash Flow Statement, Budgeting.

Course Outcomes (CO)

K1	CO1	To remember the basic concepts of costing and costing systems; to prepare cost sheet for a single product and tender.
K2	CO2	To understand the importance and uses of management accounting in business and to integrate cost accounting with financial accounting for management decision making.
K3	CO3	To implement the preparation of budget for the organization and cash flow and fund flow statement to determine the liquidity Position.
K4	CO4	To analyze the financial Position of an organization by using various ratios.

Unit	Content	Hrs
Unit: I	<u>COSTING</u> Definition - Meaning of cost accountancy – Advantages of cost accounting – Limitations of cost accounting - Cost units and Cost center – Preparation of cost sheet – Calculation of Tender price.	15
Unit :II	<u>MANAGEMENT ACCOUNTING</u> Meaning – Functions – Concepts – Limitations –	

	Management accounting Vs Financial accounting—Marginal costing – Absorption costing – Differences – <i>Merits and Demerits.</i>	16
Unit :III	<u>BUDGET</u> Definition – Meaning – <i>Advantages and Disadvantages of budgetary control</i> – Flexible budget – Sales budget -Cash budget (Simple Problems Only)	16
Unit :IV	<u>FUNDS FLOW STATEMENT</u> Meaning – Uses – Preparation of funds flow Statement – Cash flow statement – Meaning – Uses and preparation of cash flow statement (Simple problems only)	15
Unit :V	<u>RATIO ANALYSIS</u> Nature, Use and Significance of Ratio Analysis – Limitations – Calculation of current ratio – Inventory turnover ratio – Gross profit ratio, Net profit ratio – Fixed asset turnover ratio – Total asset turnover ratio. (Problems only from the mentioned ratios)	16

NOTE: 50% Problems and 50% theory

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity, Case study

Books for Study:

1. Cost Accounting -- Jain and Narang – Sulthan Chand&Co
2. Cost accounting –R.S.N.Pillai ,V.Bagavathi – S.Chand Publication-2013.

Books for Reference:

1. Management Accounting – R.K Sharma and ShashiK.Gupta – Kalyani Publishers
2. Cost & Management Accounting – Pillai&Bagwathi – Sulthan Chand & Co

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	H	M	L
CO2	H	H	S	S	M
CO3	M	H	S	M	M
CO4	M	H	S	H	M

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name:	Name:	Name:	Name:

T.Vinodhini Signature:	A.Prabu Chandru Signature:	Dr.M.Durairaju Signature:	Dr.R.Muthukumaran Signature:
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Note: Italics denotes topics for self study

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM4A4	Title	Batch :	2017-20
		Management Information System	Semester	IV
Hrs/Week:	5		Credits:	4

Course Objectives

On successful completion of this course, the students should have understood the basic idea of Computer Based Information System and MIS Support for the Functions of Management

Course Outcomes (CO)

K1	CO1	To remember the design, development and security of Management Information System
K2	CO2	To understand the various ethical and social issues in using Information system
K3	CO3	To apply knowledge in various Decision Support System
K4	CO4	To analyze the major importance of information system in doing Business efficiently

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO MIS</u> Definition – MIS as an integrated system – MIS and other disciplines. Sub systems of MIS on managerial activity – MIS based on organizational functions. Structure of MIS: Operating elements Decision support – Management activity – Organization function.	12
Unit :II	<u>DATA</u> Meaning – Concepts – Logical data concepts – Databases – Physical storage devices: Primary storage – Secondary storage – Serial access devices – Direct access file organization: Types of files – File operations – Sequential file organizations – Hashed file organizations – Indexed file organization. Database organization; Hierarchical – Network – Relational database organization	13
Unit :III	<u>TRANSACTION PROCESSING</u> Meaning – Transaction processing cycle Diagram Methods for	

	processing transactions – Retrieval in transaction processing Document preparation; word and text processing – Document filling – Computer graphics – Computer and Reproduction <i>Message and document communication</i> ; Document distribution - Transmission – Computer based message – Public data services.	13
Unit :IV	<u>DECISION MAKING</u> Concepts of decision making – <i>Phases in decision making process</i> – Methods for deciding among alternatives – Decision support system (DSS) – Characteristics of decision support system – Classes Of Decision Support Systems	13
Unit :V	<u>SYSTEM</u> Definition; General model of a system – Types of systems; Deterministic and probabilistic system – Closed and Open systems – Human machine systems subsystems; Decomposition – Simplification – Decoupling. Information processing and control – Control function for information processing – Information system availability and control.	14

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

MIS – Saroj Kumar & Dileep singh– Thakur publications-2011

Reference Books:

1. MIS – Sanghita Roy – Vrinda Publications pvt. Ltd edition (2012)
2. Management information system by Gorden.B.Davis & Margreth H.Olso
3. MIS – Aman Jindal – Kalyani publishers-201

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	H	S	M	S
CO2	S	M	L	M	S
CO3	H	S	S	M	M
CO4	S	S	S	H	S

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Manikandan	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

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Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM4N3	Title	Batch :	2017-20
		Non Major Elective-II Retail Management	Semester	IV
Hrs/Week:	1		Credits:	2

Course Objectives

On successful completion of this course, the students should have understood the concepts and significance of retail management and to expose students to the emerging area of retailing as an industry

Course Outcomes (CO)

K1	CO1	To remember the scope and significance of Retail management
K2	CO2	To understand retail trends and challenges
K3	CO3	To apply the knowledge of all areas in Retail business process
K4	CO4	To analyze Retail Strategies, Opportunities and competitive advantage

Unit	Content	Hrs
Unit: I	Retail: Meaning – Functions and Special Characteristics of a Retailer –Reasons for Studying. Retailing – Marketing – Retailer Equation – Marketing Concepts Applied to Retailing – Retailing as a career – Trends in Retailing.	2
Unit :II	Retail Model and Theories of Retail Development – <i>Life Cycle and Phase in Growth of Retail Markets</i> – Business Models in Retail – Other Retail Models.	3
Unit :III	Strategic Planning in Retailing: Situation Analysis – Objectives – Need for Identifying Consumer Needs – Overall Strategy, Feedback and control – Consumer Decision-Making Process.	3
Unit :IV	Retail In India: Evolution and Size of Retail in India – Drivers of Retail Change in India – <i>Foreign Direct Investment In Retail</i> – Challenges to Retail Development in India.	2

Unit :V	Global Retail Markets: Strategic Planning Process for Global Retailing – Challenges Facing Global Retailers – Challenges and Threats in Global Retailing – Factors Affecting the success of a Global Retailing Strategy.	3
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

Retail Management-Saroj Kumar & Veera Karoli- Thakur Publications-2011

Reference Books:

- 1) Retailing Management- Barry Berman and Joel R. Evans — A Strategic Approach, Prentice Hall of India, English Edition, 2002.
- 2) Retail Management- James R. Ogden, Denise Ogden – Biztantra 2005.
- 3) Retail Management – Gibson G. Vedamani –Functional Principles and Practices, Jaico Publishing House, Second Edition, 2004
- 4) Retailing management – Swapna Pradhan –Text and cases, Tata McGraw Hill – Second Edition, 2004.

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	H	M	M
CO2	S	S	H	M	S
CO3	H	S	S	L	M
CO4	M	S	S	M	S

S-Strong; H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: T.Manikandan Signature:	Name: A.Prabu Chandru Signature:	Name: Dr.M.Durairaju Signature:	Name: Dr.R.Muthukumaran Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM4N4	Title	Batch :	2017-20
		Non Major Elective II Supply Chain Management	Semester	IV
Hrs/Week:	1		Credits:	2

Course Objectives

On successful completion of this course, the students should have understood the stages of supply chain Management and new opportunities in SCM

Course Outcomes (CO)

K1	CO1	To recollect the students to understand the principles, practices and application in Supply Chain Management
K2	CO2	To understand the legal aspects in Supply Chain Management
K3	CO3	To apply the various dimensions of financial supply chain management and its strategies
K4	CO4	To analyze the impact of logistics and supply chain management with a competitive strategy

Unit	Content	Hrs
Unit: I	SCM – Definition – objectives – Evolution - Need-Issues involved in developing SCM Framework-Types. SCM activities - Constituents - Organization.	2
Unit :II	Supply chain Integration-Stages-Barriers to internal integration - Achieving Excellence in SCM - Dimensions of Supply Chain Excellence- Forces influencing SCE Emotions, Physical and Financial Supply Chains - Check list for Excellence.	3
Unit :III	Purchasing and Supply Management – Introduction -Importance – Objectives- Purchasing process - Purchasing & other functions - Purchasing and integrated logistics interfaces Types of purchase - Purchasing partnerships - Materials sourcing - Just-in-time purchasing	3
Unit :IV	Outsourcing in SCM - Meaning need - Outsourcing risks - Outsourcing process - <i>New opportunities in SCM outsourcing</i> - Myths of SCM outsourcing.	2

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Unit: V	Performance Measurement in SCM – Meaning -Advantages of performance measures - The benefits of performance measurement - Measuring SCM - Supplier performance measurement - <i>Parameters of choosing suppliers.</i>	3
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Books:

Logistical Management- Donald J. Bowersox & David J. Closs -Tata McGraw Hill Publishing Co. Ltd-New Delhi, 2004

Books for Reference:

1. David J. Bloomberg, Stephen Lemay &: Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2003.
2. Logistics Management -Satish C. Ailawadi & Rakesh Singh :, Prentice-Hall of India Pvt Ltd-New Delhi, 2005
3. Logistics Management -Krishnaveni Muthiah – Himalaya Publishing House- Mumbai 1999
3. Supply Chain Management -Sarika Kulkarni -Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004 Page 10 of 14 Principles Of Logistics.

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	H	H	L
CO2	H	M	M	M	S
CO3	S	H	S	L	M
CO4	S	H	M	M	S

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Manikandan	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17 UBM 514	Title	Batch :	2017-20
		Research Methods for Management	Semester	V
Hrs/Week:	5		Credits:	4

Course Objectives

On successful completion of this course, the student should have understood the Application of Scientific Procedures, Find out the hidden reasons which has not discovered as yet

Course Outcomes (CO)

K1	CO1	To remember fundamentals of research and its implications.
K2	CO2	To get an idea about data collection, sampling methods.
K3	CO3	To apply the knowledge's of research through various tests.
K4	CO4	To analyses the knowledge's of the students through interpretation and report writing.

Unit	Content	Hrs
Unit: I	<u>RESEARCH METHODOLOGY</u> Research – Meaning – Definition – Objectives of Research – Types of Research – Significance of Research – Research Process - Research Design – <i>Scientific and Non-Scientific Research</i>	15
Unit :II	<u>SAMPLING</u> Sampling: Steps in Sample Design – Types of Sampling – Probability and Non-Probability Sampling	15
Unit :III	<u>DATA COLLECTION</u> Data Collection - Tools of Data Collection – Primary data-Interview Schedule – Questionnaire – Observation, <i>Pilot Study</i> and Secondary Data	15
Unit :IV	Processing and Analysis of data – Editing - Coding –Tabulation – Test of Significance ‘T’ Test – F Test - Chi-Square test (Simple Problems only)	18
	Interpretations and Report Writing – Interpretation – Meaning – Techniques of Interpretation – Precautions in Interpretation – Steps in Writing	12

Unit :V	Report – Layout of Research Report – Types of Report – Technical and Popular – Precautions for Writing Research Report	
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

C. R. Kothari (2009), Research Methodology: Methods and Techniques

Reference Books:

1. Dr. P.Saravanavel, Research Methodology KitabMahal
2. Dr. P. Ravilochanan (2009), Research Methodology, Margham Publications
3. S.P. Gupta (2009), Statistical Methods, Sultan Chand and Sons

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	H
CO2	S	H	S	H	H
CO3	S	S	S	H	M
CO4	M	M	M	H	M

S-Strong; H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: D.Bhuvanendran Signature:	Name: A.Prabu Chandru Signature:	Name: Dr.M.Durairaju Signature:	Name: Dr.R.Muthukumaran Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM 515	Title	Batch :	2017-20
		Insurance Principles and	Semester	V

		Practices		
Hrs/Week:	5		Credits:	3

Course Objective

The Students Should Have Understood Principles of Insurance, Life Insurance and General Insurance Business in India

Course Outcomes (CO)

K1	CO1	To remember the insurance operation, functions of insurance, insurance markets, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk
K2	CO2	To understand various kinds of insurance plans as well as the contract selection criteria from a cost-benefit point of view
K3	CO3	To apply themselves and familiarize with major insurance products, such as life insurance, health insurance, property insurance, liability insurance, etc.
K4	CO4	To analyze what insurance is, why insurance works and how to determine insurance needs.

Unit	Content	Hrs
Unit: I	Defining Risk and Uncertainty - Classification of Risk – Sources of Risk - External and Internal. Insurance - Meaning, Nature and Significance, Essential requirements and Principles of Risk Insurance, Reinsurance, Privatization of Insurance Business in India, Insurance Regulatory Development Authority(IRDA)- <i>Recent developments in the insurance sector.</i>	14
Unit :II	Life insurance – Characteristics - Features of life insurance contract - Types of Life Insurance policy - Assignment and Nomination - <i>LIC role and its functions.</i>	12
Unit :III	General insurance - Different types of General insurance - General insurance vs. Life Insurance - Principles of Fire insurance - Various types of fire policy - Subrogation, Contribution - Proximate cause - Claims and Recovery - Accident and Motor insurance - Types - Claims and recovery.	13
Unit :IV	Deposits and Credit Insurance - Nature, terms and Conditions, Claims, Recovery etc.- Public Liability insurance - General insurance Corporation of India and its functions.	14
Unit :V	Marine insurance – Features - Principles relating to Marine insurance - Scope and Nature - Types of policy - Marine losses and its classification - Warranties.	12

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Activity, Case study

Books for Study:

Insurance Principles and Practice - Priyanka Singh & Puneet Kumar Shrivastav – Thakur Publishers-2012.

Books for Reference:

1. Insurance Principles and Practice- Inderjit Singh, RakeshKatyal ,SurjeetKaur -Kalyani Publishers-2009.
2. Insurance Principles and Practice - Premavathy.M

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	H	S	M	M
CO2	H	S	S	H	H
CO3	S	M	H	M	L
CO4	H	S	S	H	M

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Vinodhini	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM516	Title	Batch :	2017-20
		International Business and Export Management	Semester	V
Hrs/Week:	5		Credits:	4

Course Objectives

On successful completion of this course, the students should have understood International Business, Marketing Environmental, Economics Institutions, EXIM Policies, Development Banks and Export Procedures

Course Outcomes (CO)

K1	CO1	To remember the concepts of international business and export management
K2	CO2	To understand the issues and challenges in the global trade
K3	CO3	To apply knowledge in the process of export and import trade
K4	CO4	To analyze the recent trends and practices prevalent in the global trade

Unit	Content	Hrs
Unit: I	<p><u>INTERNATIONAL MARKETING</u></p> <p>Meaning – Definition - International Marketing Vs Domestic Marketing – Differences - Objectives of international business - Scope of International Marketing -<i>Benefits of International marketing</i> - International marketing decisions.</p> <p><u>INTERNATIONAL MARKETING ENVIRONMENT</u></p> <p>Political – Legal – Cultural – Economic –Demographic – Technological - Natural factors.</p>	14
Unit :II	<p><u>INTERNATIONAL ECONOMIC INSTITUTIONS</u></p> <p>IMF – IBRD – IFC – IDA – GATT – WTO -UNCTAD</p>	12
Unit :III	<p>Export policy promotion and regulation - Policy features - Policy measure - <i>Export promotion measures</i> Infrastructural Setup and Aids - Export promotion council-commodity boards - Board of trade-trade development authority. FIEO, IIFT, Export inspection council, STC, Export houses etc.</p>	13

Unit :IV	<p>Export financing - Procedures for granting packaging credit, Post shipment finance-Short term, Medium term and Long term finance, Negotiation of document under L/C, Advances against, Claims of export incentives, <i>ECGC IDBI schemes</i>-EXIM BANK</p>	13
Unit :V	<p>Export procedures - Offer and receipt of confirmed orders - Producing the good shipment and Banking procedure - Negotiation and Export incentives.</p>	13

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

International trade and export management – Francis Cherunilam-Himalaya Publishing House-2010

Export management – TAS Balagopal

Reference Books:

Export Marketing in India -Dr.Chabrathi P.Rao

International Management-Richard M.Hodgetts and Fred Luthans

International Marketing-Sak Qnkusit and John J.Shaw

International business- N.V. BADI – Vrinda publications.

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	M
CO2	S	H	L	M	H
CO3	H	S	H	H	L
CO4	L	S	H	L	S

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Manikandan R.Visalakshi Signature:	Name: A.Prabu Chandru Signature:	Name: Dr.M.Durairaju Signature:	Name: Dr.R.Muthukumaran Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM 517	Title	Batch :	2017-20
		Major Elective-I: P C SOFTWARE (MS OFFICE) - Theory	Semester	V
Hrs/Week:	4		Credits:	5

Course Objective

To enlighten the students with the Windows operating system; developing their abilities in working with various applications of windows and also learns about various concepts of Operating Systems.

Course Outcomes (CO)

K1	CO1	To keep in mind the various features of Windows 2000.
K2	CO2	To understand the various MS Office application software's.
K3	CO3	To apply the knowledge in working with MS Excel for scientific calculations admire the features of Excel applications
K4	CO4	To implement the concept of MS Access in working with records.

Unit	Content	Hrs
Unit: I	Windows 2000 - Working with windows - Control Panel - Mouse options - MS Office Basics - Creating documents -Managing text - <i>Key board shortcuts</i> - Saving Files - Opening document - Simple editing - Using tool bars - Printing Files.	12
Unit :II	<u>MS Word:</u> Creating word document, saving and opening a document – Editing - Find and replace text - Checking spelling - Formatting document - Creating Table and inserting, deleting rows and columns.	13
Unit :III	<u>MS Excel:</u> Excel basics - Entering Data - Selecting ranges - Editing entries - Simple calculations - Find and replace data - Insert and delete rows and columns - Insert charts.	14
Unit : IV	<u>MS PowerPoint:</u> Power Point basics - creating presentations - Add or delete slides - Change views - Slide sorter view - <i>Applying templates</i> - Adding graphs.	13
Unit :V	<u>MS Access:</u> Creating Table - Entries and adding Records - Working with records - Creating Forms - Using Queries to extract information.	13

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Case study
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Books for Study:

P C Software (MS Office)- Theory, Saroj kumar, Pranesh Kumar singh

Books for Reference:

1. P C Software for Office Automation, T.Karthykeyan and Dr.C.Millan, Sultan Chand & company
2. Office 2000 Complete Reference, Stephan

Mapping

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

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: A.Prabu Chandru	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM 518	Title	Batch :	2017-20
		Major Elective-II: PC Software(MS Office) Practical	Semester	V
Hrs/Week:	2		Credits:	3

Course Objective

The Students Should Have Understood Cost Sheet, Calculation of Tenders, Fund Flow & Cash Flow Statement, Budgeting.

Course Outcomes (CO)

K1	CO1	To recollect the various options available in menu of window screen.
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K2	CO2	To understand the concepts of Mail merge.
K3	CO3	To apply the knowledge in working on Excel
K4	CO4	To interpret the significance of Presentation slides.
K5	CO5	To evaluate significance of Office Automation.

MS-WORD:

- Exercise 1. Editing the text.
- Exercise 2. Formatting the text.
- Exercise 3. Time table creation.
- Exercise 4. Job application letters with bio data
- Exercise 5. Mail merge.

MS-Excel:

- Exercise 6. Monthly sales details
- Exercise 7. Students mark list- finding results of the students.
- Exercise 8. Creation of chart.

MS- PowerPoint:

- Exercise 9 Details about a company.
- Exercise 10. Department inaugural function.
- Exercise 11. Preparation of four slides – deletion and insertion.
- Exercise 12. Insertion of excel chart into the power point slide

Mapping

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

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: A.Prabu Chandru	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran

Signature:	Signature:	Signature:	Signature:
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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM5S1	Title	Batch :	2017-20
		SKILL BASED ELECTIVE SUBJECT – I Service Marketing	Semester	V
Hrs/Week:	1		Credits:	2

Course Objectives

On Successful Completion Of This Course The Student Should Have Understood Service Marketing & Its Types, Market Segmentation and Marketing Mix For Various Service Sectors.

Course Outcomes (CO)

K1	CO1	To recollect the various concepts of service marketing
K2	CO2	To understand the strategies for managing and marketing of services
K3	CO3	To apply service marketing concepts in various business sector
K4	CO4	To analyze the device strategies for marketing services in liberalized business

	environment
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Unit	Content	Hrs
Unit: I	Introduction – Services - Goods and Services – A comparative study - Salient features of Services – Services Marketing – Concept – Types – Significance of Service Marketing – <i>Key Services of Marketing</i> .	3
Unit :II	<u>TRANSPORT MARKETING</u> Introduction – Users of transport services – The product – Market Segmentation – Marketing mix for transport.	2
Unit :III	<u>TOURISM MARKETING</u> Introduction – The users of tourism services – The product – Market Segmentation in Marketing – Marketing mix for tourism industry.	3
Unit IV	<u>HOTEL MARKETING</u> Introduction – Users of hotel industry – Hotel product – <i>Market segmentation in the hotel industry</i> – Marketing mix for the hotel industry.	2
Unit :V	<u>HOSPITAL MARKETING</u> Introduction - Hospital: Types of hospitals - Emerging Trends in Medicare; thrust areas for Medicare services - Marketing mix for hospitals.	3

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Cont...

Text Book:

Services marketing - JHA.S.M. - Himalaya publishing house-2005.

Reference Books:

Marketing of services- Deepak Bhandari, Amit Sharma-Vrinda publications (p) Ltd-2011.

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	M	M	M

CO2	S	S	H	L	S
CO3	S	H	S	L	M
CO4	H	S	H	S	S

S-Strong; H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: T.Manikandan Signature:	Name: A.Prabu Chandru Signature:	Name: Dr.M.Durairaju Signature:	Name: Dr.R.Muthukumaran Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM5S2	Title	Batch :	2017-20
		SKILL BASED ELECTIVE SUBJECT – II Concepts of Rural Marketing Management	Semester	VI
Hrs/Week:	1		Credits:	2

Course Objectives

On successful completion of this course, the students should have understood to give the basis of rural marketing and to emphasis on the significance of rural marketing

Course Outcomes (CO)

K1	CO1	To recollect the concepts, nature and significance of Rural Marketing
K2	CO2	To understand and appreciate the differences and similarities between Rural and Urban Indian markets
K3	CO3	To apply the Rural Marketing Management strategies in Real life
K4	CO4	To analyze the marketing strategies that are unique to Rural india

Unit	Content	Hrs
Unit: I	Meaning- Nature and Characteristics – <i>Rural V/S urban</i> – attractiveness of Rural Market.	3

Unit :II	Rural market – Opportunities – <i>Challenges.</i>	2
Unit :III	Segmentation of rural market –Basis advantages	3
Unit :IV	Marketing mix in rural areas – Product , Price , Place , Promotion	3
Unit :V	Rural economy- Development – Diagnosis of the failure – Reforms.	2

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Reference books:

1. Gupta . S.L Rural Marketing –Text and cases.
2. Krishnamacharyulu .C.S.G and Lalitha – Rural marketing
3. Balram Dogra and Karminder Ghuman – Rural marketing

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	L	M	H
CO2	S	H	M	M	L
CO3	H	H	S	S	S
CO4	H	H	S	M	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Manikandan	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM 619	Title	Batch :	2017-20
		Investment and Portfolio Management	Semester	VI
Hrs/Week:	5		Credits:	4

Course Objective

The Students Should Have Understood Investment Avenues, Security Analysis, and Portfolio Management.

Course Outcomes (CO)

K1	CO1	To remember that how to identify and analyze the various investment avenues.
K2	CO2	To understand the functions and importance of Indian security market.
K3	CO3	To apply the knowledge to analyze and predict the trend of stock price movement.
K4	CO4	To evaluate and be able to frame portfolio of investment to reduce risk and earn profit.

Unit	Content	Hrs
Unit: I	Concept of Investment – Speculation - Features of a typical investment programme - Risk. Stock markets - Nature & Functions - <i>Statutory regulation of Indian stock market</i> - New issues market – Functions - Role of primary markets.	13
Unit:II	Listing of securities : Requirements-Advantages Share trading : Mechanics-features (visit to be stock exchanges)	12

	Investment companies: Concept – Types -Mutual funds Stock indexes : Bombay exchange index/(NSE, Etc.,)	
Unit:III	Investment outlets : Bonds - Features; Preference shares – Features; Equity shares - Features. Non-commercial investment forms: Bank investment schemes - Social security funds - Post office time deposits - Life insurance - Unit trust of India - <i>Fixed deposits with companies</i> – Bullion - Real estate.	13
Unit:IV	Portfolio analysis: Returns from a portfolio – Risk – Capital Assets Pricing Model (CAPM) -CML and SML. Portfolio investment process – Principles - The process of Planning, Implementation and Monitoring - Types of portfolio.	13
Unit :V	Performance evaluation: Measures of return – Formula -Plans and its type. Risk adjusted measures of performance. Advanced computing of portfolio – Options - Futures- Swaps.	14

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience
Discussion, Brain storming, Activity, Case study

Books for Study:

Investment and Portfolio Management- Preeti Singh –Himalaya Publishing House-2008

Books for Reference:

1. Investment management -Bhall.V.K– Sulthan Chand publisher
Fischer &Jorden - Security analysis and portfolio management.
2. Investment management — Kalyani publishing house
3. Investment management – Priyanka Singh, Swati Tiwari – Thakur Publishers-2010

Mapping

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	S	M	L
CO2	M	S	M	H	H
CO3	S	M	H	M	S
CO4	S	H	H	M	L

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Vinodhini	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17 UBM 620	Title	Batch :	2017-20
		Consumer Behaviour	Semester	VI
Hrs/Week:	5		Credits:	4

Course Objectives

On successful completion of the course, the students should have understood about Consumer Motivation and Perception, Learning and Attitude , Decision Making.

Course Outcomes (CO)

K1	CO1	To keep in mind the importance of consumer and his behaviour.
K2	CO2	To comprehend psychological and social factors influencing consumer behaviour.
K3	CO3	To execute the knowledge obtained to innovate the product.
K4	CO4	To estimate the problems, needs, search, evaluation, pre and post purchase behaviour.

Unit	Content	Hrs
Unit: I	Introduction to Consumer Behavior-Defining consumer behavior-Diversity of consumer behavior-Organizational buying behavior-Application of consumer research and market segmentation. Environmental influence on consumer behavior –culture-Sub culture-Social class-Reference group-Family.	15
Unit :II	Individual Determinants of consumer behavior-Personal factors-Age and Life Cycle – Occupation-Economic characteristics-Life cycle Marketing-Life styles-Economic characteristics. Psychological factors in Consumer Behavior-Personality and self-concept-Needs and motivation – Perception-Information processing- <i>Learning and Attitudes of consumers.</i>	15

Unit :III	Diffusion of information-The diffusion process –innovation-Product Characteristics influencing consumer behavior-Channels of communication-The Adoption process –stages – Limitation – Innovation Decisionprocess-Profile of the consumer innovation.	15
Unit :IV	Consumer Buying decision process-Problems/need recognition – search – Evaluation-Purchasing decisions-Post purchase behavior.	15
Unit :V	Consumer and society- <i>Social responsibility of marketing</i> – Consumerism-Consumer education-Advertising and sales promotion strategies-Channel Mix-Pricing strategies.	15

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

Indian consumers – S.C.Mehta

Consumer Behaviour -- London Della Bilta

Reference Books:

1.Leslie LazerKanak&Schiffman -consumer behavior

2. Lovelock - Segmentation

3. Philip Kotler -Marketing Management Analysis

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	H	H
CO2	H	S	S	H	M
CO3	S	S	H	M	L
CO4	S	S	S	H	M

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: D.Bhuvanendran	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

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Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM622	Title	Batch :	2017-20
		Business Environment	Semester	VI
Hrs/Week:	5		Credits:	3

Course Objectives

On successful completion of this course, the students should have understood the contemporary issues in the Business Environment and to facilitate a better-informed economic system, Environment, socio- political environment Business Ethics, Globalization , International Business scenario

Course Outcomes (CO)

K1	CO1	To remember the concepts of public sector in India
K2	CO2	To understand the various environment, culture and society
K3	CO3	To apply business environment strategies and systems
K4	CO4	To analyze the differences between business and government

Unit	Content	Hrs
Unit: I	Business environment: - The concept and significance - constituents and characteristics of business environment in India - <i>Social responsibility of business.</i>	13
Unit :II	Environmental Analysis – Meaning - Need of Environmental Analysis - Characteristics of Environmental Analysis-Process of Environmental Analysis - Techniques of Environmental Analysis - Importance of Environmental Analysis - Limitations of Environmental Analysis - SWOT analysis	13
Unit :III	Political Environment - Political system and Business Environment in India - Relationship between Government and Business Socio - Cultural Environment - Elements of Cultural Environment - Features of Cultural Environment - Business Ethics	14

	– Principles - Factors Affecting Business Ethics -Technology Development and Social Change	
Unit :IV	Indian Economic Environment - Economic System -Mixed Economy - Economic Planning and its Importance -Economic Policies-Industrial Sickness – Causes and Symptoms - Legal Environment - Industrial Regulations (MRTP Act)	12
Unit :V	Global Business Environment – Globalization - Features of Current Globalization - Stages of Globalization - Essential Condition of Globalization - Foreign Market Entry Strategies - Regulations of Foreign Trade - FERA and FEMA -EPZ’s, EOU’s, TPs and SEZs	13

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

Business Environment-Dr.S.Sankaran-Margaham Publications-2015

Reference:

1. Business Environment-Dr.N.Premavaathy-Sri Vishnu Publications
2. Business Environment- Francis Cherunilam-Himalaya Publishing House-2003
3. Pruti S, Economic &, Managerial Environment in India.
4. Davis & Keith William C Fredrick, Business

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	H	S
CO2	S	S	H	S	H
CO3	H	H	H	S	H
CO4	M	M	L	L	H

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: T.Manikandan	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumar
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17UBM 624	Title	Batch :	2017-20
Hrs/Week:	5	Major Electives-III	Semester	V
		Title: INTERNET AND E-COMMERCE & INFORMATION SECURITY	Credits:	5

Course Objective

The Students should have understood the basics of computers and the development of internet and business on net. He should have learnt the HTML and its concepts.

Course Outcomes (CO)

K1	CO1	To remember the various domain names
K2	CO2	To understand the significance of e-business.
K3	CO3	To apply the knowledge in creating simple web sites.
K4	CO4	To analyze and interpret the importance of Information Security.

Unit	Content	Hrs
Unit: I	Introduction to Internet - Electronic mail – Telnet and file transfer protocol (FTP) – Transportation control protocol/internet protocol (TCP/IP) - Growth of internet-Domain Name System (DNS) - Internet Service Providers (ISP)-internet servers – Browsers – HTML - New technologies and innovations – Search engines - <i>Internet Advertising</i> .	14
Unit :II	E-Commerce-introduction - How E-Commerce business operates: Employees – Customers – Channel – Partners –suppliers - Service providers - Regulatory authority - Electronic data interchange (EDI) - Encryption and its types - Setting up an E-Commerce Enterprise - Static web page -dynamic website.	12
Unit :III	Components of Communication system - Transmission Media - Protocol definition - TCP/IP - Wireless Network – Internet – Types of attack : Phishing, Spoofing, Impersonation, DumPOter diving- Information Security goals – Information Security Threats and Vulnerability; Spoofing Identity, Tampering with data, Repudiation, Information disclosure, Denial of service, Elevation of Privilege..	13
Unit :IV	Authentication – Password Management - E-Commerce security – Windows security- Network Security : Network Intrusion detection and prevention systems – Firewalls - Software security – Web Security; User authentication, Authentication- Secret and session management, Cross site scripting, Cross site forgery, SQL injection. Computer Forensics-	14

	Steganography.	
Unit :V	<p>Introduction to HTML: Basic components of HTML -Formatting the HTML text. Relative URL's absolute URL's - Linking to other HTML documents - Ordered lists -unordered lists - Definition lists- Image formats.</p> <p>HTML Tables-Aligning table elements-Row and Column spanning-Netscape table enhancements-Scrolling marques-<i>Developing simple websites</i></p>	12
Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Activity, Case study		

Books for Study:

Business on net – Kamalesh N. Agarwala, Amit Lal, Deeksha Agarwala

Books for Reference:

1. HTML 4.U. source book-Granam
2. The complete reference HTML-Thomas.A.Powell
3. E-Business Dr.Ravikalakota & Marcia.
4. Principles of Information Security: Michael E. Whitman,Herbert J. Mattord, Cengage Learning, 4th Edition
5. Cryptography and Network Security: Atul Kahate, Mc Graw Hill 2nd Edition

Mapping

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

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: A.Prabu Chandru	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration
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Course Code:	17UBM 625	Title	Batch :	2017-20
		Major Electives-I : HTML Practical	Semester	VI
Hrs/Week:	2		Credits:	2

Course Objective

The Students Should Have Understood Investment Avenues, Security Analysis, and Portfolio Management.

Course Outcomes (CO)

K1	CO1	To remember the tags for various instructions.
K2	CO2	To understand the significance of HTML document.
K3	CO3	To keep in mind the various procedures for web page creation.
K4	CO4	To apply the knowledge to create sample web sites.
K5	CO5	To evaluate the necessity of web pages

Exercise 1. HTML Document for an Advertisement of products.

Exercise 2. Web page to show the System Configuration.

Exercise 3. Home page for the details about BBA Programme using link command.

Exercise 4. Web page for details of the Department.

Exercise 5. Web page for Faculty Member in the department.

Exercise 6. HTML document for First year paper

Exercise 7. HTML document for Second year papers

Exercise 8. HTML document for Third year papers

Exercise 9. HTML document for Coimbatore Management Association.

Exercise 10. HTML document for Price List of products.

Exercise 11. HTML document showing the Special Tags.

Exercise 12. HTML document to show the Online Registration Form

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity, Case study
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Mapping

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

S-Strong; H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: A.Prabu Chandru Signature:	Name: A.Prabu Chandru Signature:	Name: Dr.M.Durairaju Signature:	Name: Dr.R.Muthukumaran Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17 UBM 6S3	Title	Batch :	2017-20
		SKILL BASED ELECTIVE SUBJECT – II LOGISTICS	Semester	VI

		MANAGEMENT		
Hrs/Week:	1		Credits:	2

Course Objectives

On successful completion of this course, the student should have understood about Export Procedures and Management, Inventory and Materials Handling, Clearance Procedure for Imports

Course Outcomes (CO)

K1	CO1	To recollect transport systems and inter link logistics in business.
K2	CO2	To apprehend the logistics methods storage systems and material handling.
K3	CO3	To implement the broad knowledge about logistics and storage systems through practices.
K4	CO4	To evaluate the students knowledge in filling combined transport documents.

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO LOGISTICS</u> Meaning – Concepts – Objectives – Marketing Logistics Systems – Logistics Interface with Marketing – System elements.	2
Unit :II	<u>LOGISTICS AND EXPORT MANAGEMENT</u> Relevance of Logistics to Export Management – Importance of Logistics – <i>Principles of Logistics Excellence</i> .	2
Unit :III	<u>INVENTORY STRATEGY</u> The Storage and Handling System – Need For A Storage System – Reasons For Storage - Storage System Functions – Materials Handling.	3
Unit IV	<u>CONTAINERIZATION</u> Genesis – Containers – Classification Of Containers – Benefits of Trade – Constraints in Containerization – ICD Roles and Function – Export Clearance At ICD – Clearance Procedure for Imports – CONCOR –and CONCOR and ICDS.	3

Unit :V	<p><u>Transport Strategy</u></p> <p>Importance of Effective Transport System – Service Choices: Rail – Truck – Air Transport – Advantages, Constraints: Seaborne Trade and World Shipping – Different Types of Ships – Shipping Routes – Operating Ships – Flags of Convenience – Conference System – Chartering. Pipeline: Advantages and Constraints. Intermodal Operations – <i>Combined Transport Document</i></p>	3
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Text Book:

Krishneveni Muthiah – Logistics Management and World Seaborne Trade

Reference Books:

RONALD H.BALLOU - Business Logistics Management.

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	M
CO2	M	M	H	H	M
CO3	M	H	H	M	M
CO4	M	H	H	M	M

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: D.Bhuvanendran	Name: A.Prabu Chandru	Name: Dr.M.Durairaju	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

Note: *Italics denotes topics for self study*

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	17 UBM 6S4	Title	Batch :	2017-20
		SKILL BASED ELECTIVE SUBJECT – II Agricultural Marketing Management	Semester	VI
Hrs/Week:	1		Credits:	2

Course Objectives

On successful completion of this course, the student should have understood the essentials of marketing, the contents are prepared keeping in mind the importance of agriculture and the rural area students. The syllabus covers the prospects for export possibilities and also for self-employment.

Course Outcomes (CO)

K1	CO1	To keep in mind the types of markets and marketing.
K2	CO2	To understand grading and standardization of agricultural products.
K3	CO3	To apply the knowledge about agricultural marketing in promotion and distribution of agricultural products.
K4	CO4	To evaluate the knowledge of students in agricultural marketing, role of credit agencies in India.

Unit	Content	Hrs
Unit: I	<u>MARKETING :</u> Meaning, definition –Importance – Types of Markets – <i>Marketing mix.</i>	2
Unit :II	AGRICULTURAL MARKETING Features – Importance – Determinants of successful agricultural marketing –Industrial marketing and agricultural marketing.	3
Unit :III	AGRICULTURAL PRODUCT AND PRICING Agricultural products, Classification of products – Live stock and diary- Pricing agricultural products.	2
Unit :IV	Promotion and distribution of agricultural products – Distribution channel – Factors influencing the selection of channels –Storage, AGMARK – <i>Grading and standardization.</i>	3
Unit :V	Agricultural credit and the role of financial institutions – NABARAD and national banks and societies in the promotion- Impact of WTO and Indian agricultural marketing in India.	3

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

Reference books:

1. Agricultural Economics –Lekhi and jogindersingh
2. Agricultural Economy of India –S.Sankaran
3. Marketingmanagement –S.A.Sherlekar

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	L	H
CO2	H	H	H	M	H
CO3	H	H	H	M	M
CO4	M	H	H	M	M

S-Strong; H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: D.Bhuvanendran Signature:	Name: A.Prabu Chandru Signature:	Name: Dr.M.Durairaju Signature:	Name: Dr.R.Muthukumaran Signature:

Note: *Italics denotes topics for self study*