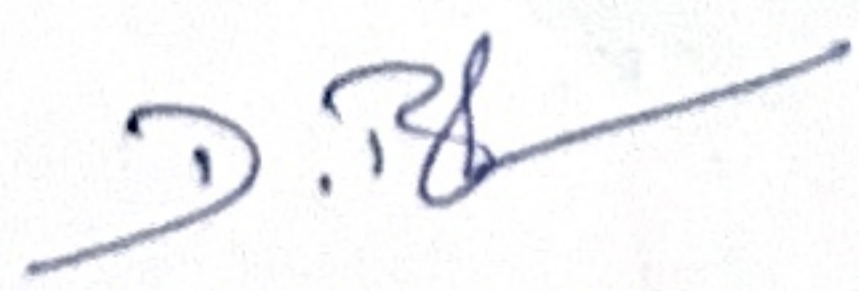


**List of Courses having focus on Local, National, Regional and Global Developmental Needs offered
Department of Business Administration**

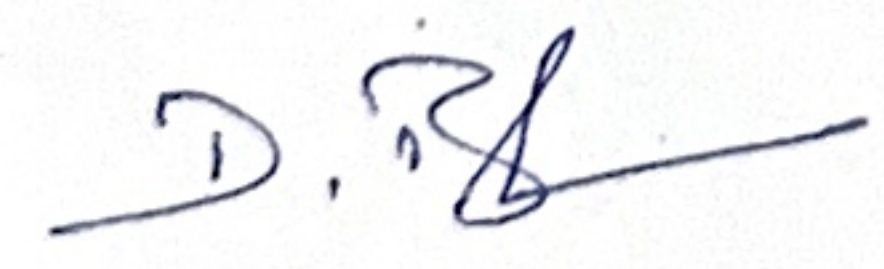
BBA						
Programme: BBA-Business Administration					2021 Batch - V and VI Semesters 2022 Batch - III and IV Semesters 2023 Batch - I and II Semesters	
Course Code	Course Title	Need				Rationale
		Loc al	Nati onal	Regio nal	Globa l	
23 UBM 101	CORE- I: Principles of Business Management and Business Organization				✓	To know the types of Business organizations and principles of management
23 UBM 102	CORE- II: Business Communication				✓	To analyze the usage of current technology related to the communication field and communicates ethically
23 UBM 1A1/ 23 UBM 1A2	ALLIED- I: Mathematical Techniques-I/ SPSS pratical				✓	To analyze Mathematical and statistical tools used to business/To know the modern management process
23 UBM 203	CORE- III: Organizational Behavior				✓	To understand organizational behavior issues in the context of principle, concepts, theories and models
23 UBM 204	CORE- IV: Financial Accounting		✓			To impart knowledge to the students for the preparation of various accounting statements
23 UBM 2A1 23 UBM 2A2	ALLIED- II: Business Economics/ Macro Economics				✓	To recognize the economic behavior of the society/To impart knowledge to the students for dimensional total size, individual parts of economy and concepts of national income and aliment in measurement.
23UBM2S1/ 23UEL2S2	SEC I: Professional Skills/Fundame ntals of office automation				✓	To know the various applications of MS Office
22UBM4A1 /22UBM4A2	Allied IV: Direct Taxation / Indirect		✓			To get idea about Direct and indirect taxes and various sources of incomes.


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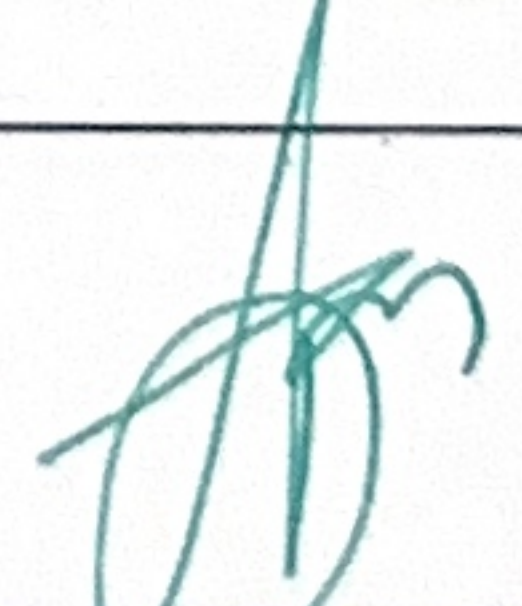



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	Taxation				✓	To analyse and make decision regarding cash inflows and outflows of the business.
22UBM305	Core – V : Financial Management				✓	To impart knowledge to the students to recollect the various concepts of marketing.
22UBM306	Core- VI : Marketing Management				✓	To understand the ethical and professional framework of business law & company law
22UBM 307	CORE- VIII : Mercantile Law		✓			To formulate complex mathematical decision making models in management
22 UBM 3A1	GE III - Allied III : Mathematical Techniques - II				✓	To recognize patents, trademarks, copyrights and industrial designs rights. To understand consumer profile and pattern of buying behavior.
22 UBM 3N1	NME I: Intellectual Property Rights		✓			To study the concepts of human resource management.
22UBM408	Core VIII: Human Resource Management		✓			To study the various principles and practices involved in production and materials management.
22UBM409	Core IX: Production and Materials Management		✓			To evaluate the concepts of costing systems
22UBM410	Core X: Cost and Management Accounting				✓	To understand the concepts of profits and loss related processing, simplification and apply the formulae to real time problems on probability./To understand the basic concepts of insurance and claim processing with any insurance company.
22UBM4S1/ 22UBM4S2	SEC I: Naan Mudhalvan: Aptitude for placement / Fundamentals of Insurance					

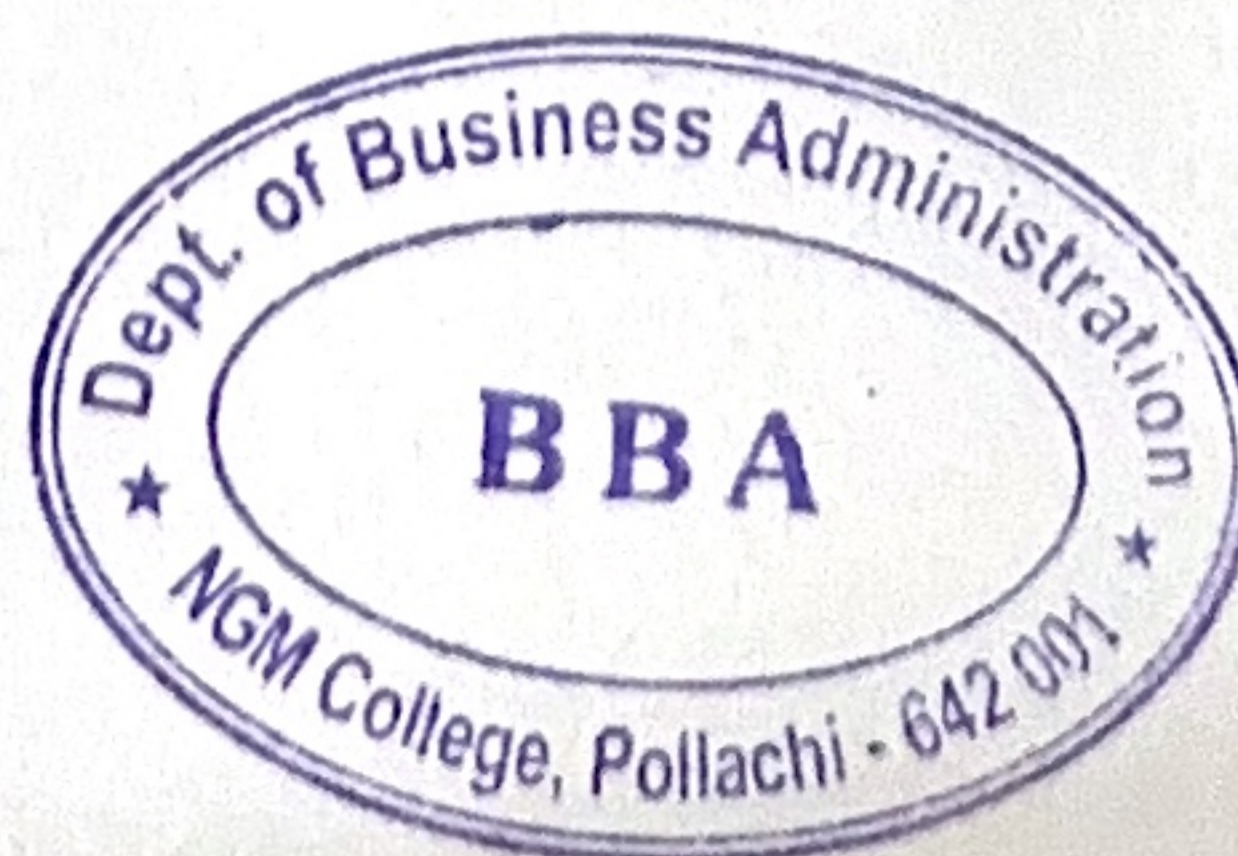

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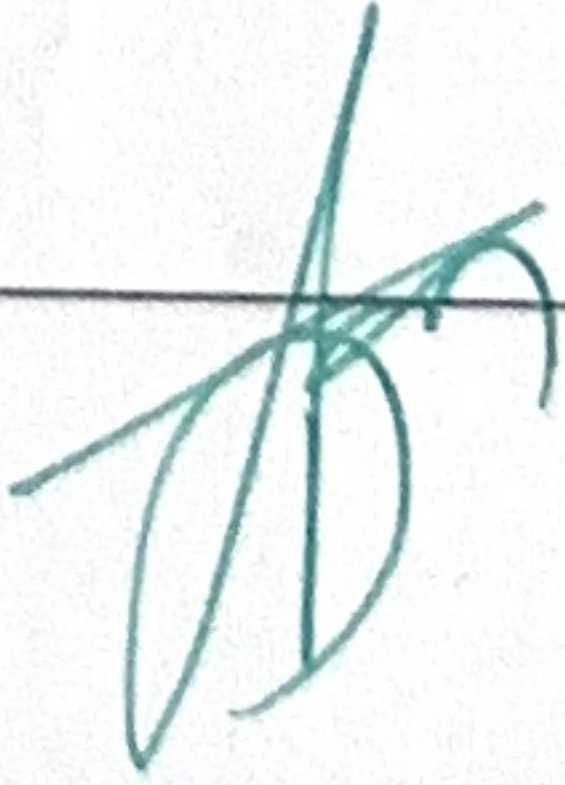



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22UBM4N1/ 22UBM4N2	Non-Major Elective Paper - II Retail Management/ Supply Chain Management			✓		To understand retail trends and challenges/ To legal the legal aspects in Supply Chain Management
21UBM513	Core – XIII : Entrepreneurshi p & Project Management		✓			To execute entrepreneurial skills and knowledge in project identification and its selection process
21UBM514	Core - XIV : Skill Enhanced Course : Research Methods for Management				✓	To apply the knowledge's of research through various tests.
21UBM515	Core - XV : Insurance Principles and Practices		✓			To know various kinds of insurance plans
21UBM516	Core – XVI : International Business and Export Management				✓	To analyse the issues and challenges in the global trade
21 UBM 517	Core – XVII :Google workspace Practicals				✓	To understand the idea of creating and presenting professional presentations for sales, projects, training modules, and much more using slides.
21UBM5E3	Core Elective – I : Industry 4.0				✓	To understand the power of cloud computing in a networked economy and industry 4.0 world.
21UBM5S1	Skill-Based Elective - I : (Major) Services Marketing		✓			To recognize the strategies for managing and marketing of services.


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21UBM619	Core - XIX : Investment and Portfolio Management				✓	To impart the knowledge about the functions and importance of Portfolio management.
21UBM620	Core - XX : Consumer Behaviour		✓			To execute the knowledge obtained to innovate the product.
21UBM621	Core - XXI : Skill Enhanced Course : Advertising and Sales Promotion		✓			To evoke idea about advertising and sales promotion
21UBM622	Core - XXII : Business Environment				✓	To analyze the differences between business and government
21UBM623	Core-XXIII : Project Work/ Viva-Voice					
21UBM6E1	Core Elective – II : XXIV : Internet & E- Commerce and Information Security – Theory/				✓	To recognize the application and significance of e-business.
21UBM6E4	Core Elective – III : XXV : HTML – Practical	✓				To execute markup language in web page designs
21UBM6S1/ 21UBM6S2	SEC: IV Naan Mudhalvan : Mutual Fund Foundation SEC: IV; Agri Business Managements			✓		To apprehend the logistics methods storage systems and material handling. To evaluate the knowledge of students in agricultural marketing, role of credit agencies in India

BOS

CHAIRMAN

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