

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi

1.1.3 Cross Cutting Issue Related Courses

BBA (2021 – 2024, 2022 – 2025, 2023-2026)

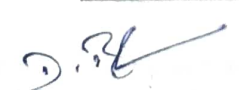
Course Code	Course Name	Related to Gender, Professional Ethics, Gender, Human Values, Environment and Sustainability,
23 UBM 101	Principles of Business Management and Business Organization	Professional Ethics-Managerial Skills Human values -Hindu undivided family firm
23 UBM 102	Business Communication	Professional Ethics -Job Instruction, Characteristics of good commercial Writing Human Values- Profile of a good Speaker
23 UBM 1A1/23UBM1A2	Mathematical Techniques-I/ SPSS Practical	Professional Ethics –Transparency in applying mathematical methods Environment and sustainability- Promote efficient resource utilization
23 UBM 203	Organizational Behavior	Gender- Development of personality Professional Ethics- Stress Human Values- importance of Perception,
23 UBM 204	Financial Accounting	Professional Ethics- Integrity in the financial reporting process Human Values- Rectification of errors
23 UBM 2A1/23UBM2A2	Business Economics/Macro Economics	Professional Ethics-Demand Analysis Environment and Sustainability- Social Responsibilities of business, GDP-Inflation-Deflation
23UBM2S1/ 23UEL2S2	Fundamentals of Office Automation/ Professional skills	Professional Ethics- Data maintenance
22 UBM 305	Financial Management	Professional Ethics- Cash Management: Motives for holding cash Human Values- Profit maximization and Wealth maximization. Environment and Sustainability- Project financing
22 UBM 306	Marketing Management	Gender- Market Segmentation Professional Ethics- Marketing research system


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		Human Values- Selling VS marketing Environment and Sustainability- Marketing management and Its environment
22 UBM 307	Mercantile Law	Professional Ethics- Share Application And Allotment Human Values- Relation of principal with third parties
22 UBM 3A1	Mathematical Techniques - II	Professional Ethics- Decision tree and theories.
22 UBM 3N1	NME: Intellectual Property Rights	Professional Ethics- Infringement Human Values- Patent, Copy Rights Environment and Sustainability- IPR Act
22 UBM 408	Human Resource Managements	Gender- Wage payment Professional Ethics- Recruitment Human Values- Incentive system Environment and Sustainability- Factories Act
22 UBM 409	Production & Materials Management.	Gender- Urban and Rural Locations Professional Ethics- Principles of Purchasing Human Values- Responsibilities of Stock Keeper Environment and Sustainability - Material Handling
22 UBM 410	Cost & Management Accounting	Professional Ethics- Management accounting Vs Financial accounting
22 UBM 4A1 /22UBM4A2	Direct Tax /Indirect Tax	Professional Ethics- Profits and gains of business or profession Human Values- Income from salary
22 UBM 4S1/ 22 UBM 4S2	Naan Mudhalvan: Aptitude for Placement / Fundamentals of Insurance	Professional Ethics- Responsible Use of skills and Knowledge Human Values- Leadership with integrity Professional Ethics- Product Knowledge Human Values- Consumerism in Insurance
22 UBM 4N1/ 22 UBM 4N2	NME: Retail Management/ Supply Chain Management	Professional Ethics -Retailing as a career Human Values -Business Models in Retail Environment and Sustainability- Drivers of Retail Change in India


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		Professional Ethics- Issues involved in developing SCM Human Values -Dimensions of Supply Chain Excellence Environment and Sustainability - Supplier performance measurement
21 UBM 513	Entrepreneurship & Project Management	Gender- women Entrepreneurs Professional Ethics- Role and responsibilities project manager. Human Values- project manager Environment and Sustainability- Source of finance for a project
21 UBM 514	Research Methods for Management	Professional Ethics- Processing and Analysis of data Human Values- Research Process Environment and Sustainability- Scientific and Non-Scientific Research
21 UBM 515	Insurance Principles & Practices	Professional Ethics- Essential requirements and Principles of Risk Insurance, Human Values -Life insurance Environment and Sustainability - Principles of Fire insurance
21 UBM 516	International Business & Export Management	Professional Ethics- International Marketing Vs Domestic Marketing – Differences Human Values- Negotiation and Export incentives. Environment and Sustainability- International Marketing Environment
21 UBM 517	Google Workspace Practical	Professional Ethics- Drive: Organize, Protest and share files
21 UBM 5E3	Industry 4.0	Professional Ethics- Framework for a aligning education with industry 4.0 Human Values- Application of IOT in health care Environment and Sustainability- Impact on Industry 4.0 on Society
21 UBM 5S1	Services Marketing	Professional Ethics -Services Marketing Human Values -Marketing mix for the hotel industry Environment and Sustainability - The users of tourism services
21 UBM 619	Investment and Portfolio	Professional Ethics- Case Study

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	Management	Human Values- Investment Outlets Environment and Sustainability - Share trading
21 UBM 620	Consumer Behaviour	Gender- Individual Determinants of consumer behavior Professional Ethics- Social responsibility of marketing Human Values- Psychological factors in Consumer Behavior Environment and Sustainability- Environmental influence on consumer behavior
21 UBM 621	Advertising and Sales Promotion	Gender-Sales territories Quota Professional Ethics- Advertising Layout Human Values – Recruitment and selection values Environment and Sustainability – Advertising Agencies
21 UBM 622	Business Environment	Professional Ethics- Social responsibility of business. Human Values -Global Business Environment Environment and Sustainability Importance of Environmental Analysis
21 UBM 623	Project Work and Viva-Voce	Environment and Sustainability- Project work
21 UBM 6E1	Internet and E-Commerce & Information Security-Theory	Professional Ethics- Network Security Human Values-E-Commerce Environment and Sustainability- New technologies and innovations
21 UBM 6E4	HTML Practical	Professional Ethics-HTML
21 UBM 6S1	Naan Mudhalvan: Mutual Fund Foundation	Professional Ethics- Systematic investment plan Human Values- Investment process and Paperwork Environment and Sustainability- Technology on Mutual fund investing

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