



NallamuthuGounderMahalingamCollege

(AUTONOMOUS)

Re-Accredited with 'A' Grade by NAAC and ISO 9001:2015 Certified Institution

Affiliated to BharathiarUniversity, Coimbatore.

Pollachi– 642001



Department of Business Administration(BBA)

SYLLABUS

“UNDER CHOICEBASED CREDIT SYSTEM”

DEPARTMENT OF BUSINESS

ADMINISTRATION(B.B.A)

2021-2022 –2023BATCHONWARDS

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM101	Title	Batch :	2023-26
		CC - I : Principles of Business Management and Business Organization	Semester	I
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 5

Course Objective

The students should have understood the nature and types of business organizations, Principles & functions of Management, Process of decision making, and Modern trends in management process

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the types of Business organizations and principles of management	K1
CO2	To understand the principles of management	K2
CO3	To apply the concepts in day to day life	K3
CO4	To analyze the merits and demerits of adapting scientific methods in business arena	K4
CO5	To evaluate the business organization with management styles in future	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	H	H	H	M	M
CO2	H	H	H	H	M	H	M	M	-	H
CO3	M	M	H	M	M	H	M	M	H	H
CO4	M	H	M	H	-	M	H	H	H	-
CO5	H	H	L	H	M	M	M	L	M	L

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit : I	<u>INTRODUCTION TO MANAGEMENT</u> Nature and scope of management process- Levels of Management- Managerial Skills -Functions of a Manager -Managerial Contribution to Management Thought by Henry Fayol, F.W. Taylor – Planning – Nature -types	18
Unit :II	<u>POLICIES AND DECISION MAKING</u> Objectives, Policies, Procedures-nature and <i>type of policies</i> -decision making process – Types-Problems in decision making-management by objective (MBO) – Process-merits & demerits-quantitative techniques in decision Making	18
Unit:III	<u>ORGANIZING</u> Organizing – meaning-organizational structure: Types-Span of control-delegation and decentralization – line-Staff relationship - controlling –co-ordination	18

Unit:IV	<u>FORMS OF BUSINESS ORGANIZATION</u>	
	Definition – nature – scope – objectives – forms- Sole proprietorship and Joint Hindu undivided family firm, features-advantages and disadvantages-differences. Partnership -differences. <i>Partnership – features, merits demerits</i> – Types – dissolution-suitability.	18
Unit: V	<u>COMPANY</u> Definition-features– types -Public Vs Private-formation of Company –Prospectus-advantages and disadvantages-Co-operative society – features – merits& demerits-types-Industry 4.0 -trade association.	18
Total Contact Hours		90
Pedagogy and Assessment Methods : Power Point Presentations, Group discussions, Seminar, Assignment, Experience Discussion		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Tripathi P.C	Principles of Management	McGraw Hill India,2nd Edition	2020
2	Ramesh B Rudani	Principles of Management	McGraw Hill India,2nd Edition	2019

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Callie Daum	Principles of Management	Vibrant Publishers,2nd Edition	2020
2	Naagarazan R. S	Principles of Management	New Age International Pvt Ltd Publishers,2nd Edition	2018
3	Peter Baily, Barry Crocker, David Farmer, David Jessop, David Jones	Principles of Management	Pearson,11th Edition	2018
4	Dr.A.Vennilaand Dr. A. Mekala	Principles of Management	Notion Press,1st Edition	2017
5	Dr. R.C. Gupta	Principles of Management	SahityaBhawan, Revised Edition	2017

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Dr.U.Thaslim Ariff	Name: D.Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	23UBM102	Title		Batch :	2023-26
Lecture Hrs./Week	6	CC - II : Business Communication		Semester	I
		Tutorial Hrs./Sem.	-	Credits:	4

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)

CO Number	CO Statement	Knowledge Level
CO1	To recall various types of Oral, Written and Digital communication modes	K1
CO2	To understand the idea of effective business writing, business communication, interpersonal communications	K2
CO3	To apply the skills that maximize team effectiveness, developing and delivering effective presentations, good time management and effective problem solving	K3
CO4	To analyze the usage of current technology related to the communication field and communicates ethically	K4
CO5	To evaluate the desired result of a good communication	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	L	H	H	H	H
CO2	-	H	H	H	H	M	M	-	H	M
CO3	H	H	H	-	M	M	L	H	M	H
CO4	L	M	M	H	H	-	H	H	L	H
CO5	M	L	M	L	M	H	H	M	H	L

H-High; M-Medium; L-Low

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 – <i>Principles of communication.</i>	18
Unit :II	<u>COMMUNICATION THROUGH LETTERS</u> Layout and Characteristics - Resume/curriculum vitae - Application for appointments – References - Appointment orders - Letters of confirmation – Promotion - Business Enquiries – Offers –Quotations – Orders - Execution of orders - Letters of complaints - Bank Correspondence.	18
Unit:III	<u>INTERNAL COMMUNICATION</u>	18

	Memos – Circulars - Notice to Customers - <i>Job Instructions</i>	
Unit:IV	<u>BUSINESS REPORTS</u> Features – Types – Procedure – Form - Press reports – Agenda – Minutes – Types - Procedure to draft minutes.	18
Unit: V	<u>EFFECTIVENESS OF ORAL COMMUNICATION</u> Characteristics-Profile of a good Speaker-Preparation & delivery of short Speeches-Effective participation in Group Discussion-Visual & Audio Visual Means of Communication-Posters.	18
Total Contact Hours		90
Pedagogy and Assessment Methods : Power Point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Activity		

Note: Italics denotes topics for self-study

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	VeeraKaroli, ShravaniChakraborty	Business communication	Thakur publishers- 1st Edition	2013
2	Dr.Ramesh R Kulkarnimr. Rangappayaraddi	Business communication	Notion Press Publications 1 st edition	2017

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	N. Gupta, K. Jain, P. Mahajan	Business Communication	Revised Edition	2019
2	Bovee Courtland L	Business Communication	1st Edition	2010
3	Jyoti Jain	Business Communication	Garima Publications - 1st Edition	2019
4	Dr. S.C. Saksena Prof. V.P. Agarwal	Business Organization and Communication	SahityaBhawan Publications – Revised Edition	2019
5	Dr. MishraShukla	Business Communication	SBPD Publishing House – Latest Edition	2018

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Ms.M.Manjuladevi	Name: Mr.D.Bhuvanendan	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM1A1	Title	Batch :	2023-26
		GE I- Allied – I : Mathematical Techniques - I	Semester	I
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 4

Course Objective

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

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the applications of matrices in business	K1
CO2	To understand the problem-solving methods	K2
CO3	To apply Matrix, Statistical tools for Research Process	K3
CO4	To analyze Mathematical Techniques and applications	K4
CO5	To evaluate the business conditions using correlation and regression analysis	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	-	L	M	H	L	H	H	H	H
CO2	H	M	M	M	M	M	M	L	L	M
CO3	H	M	M	M	L	-	L	-	H	L
CO4	H	M	M	M	M	M	H	H	M	M
CO5	H	M	M	M	M	H	H	M	H	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>MATRICES</u> Definition - <i>Types of Matrices</i> - Matrix operation - Addition and Subtraction of Matrices - Multiplication of two Matrices (Simple Problems Only) - Calculation of Simple Interest and Compound Interest	18
Unit :II	<u>STATISTICS</u> Meaning, Scope & Limitations <u>COLLECTION OF DATA</u> Primary & Secondary data - <i>Methods of collecting primary data</i> - Sources of secondary data - Precautions for Preparing Questionnaire. <u>CLASSIFICATION AND TABULATION</u> Types of Classification - Geographical, Chronological, Qualitative, Quantitative – Tabulation - parts of Tabulation -Types of Table	18
Unit :III	<u>MEASURES OF AVERAGE</u> Arithmetic Mean - Geometric Mean – Harmonic – Mean – Median – Mode - Merits & Demerits of AM, GM, HM, Median & Mode (Simple Problems)	18
Unit :IV	<u>MEASURES OF DISPERSION</u> Skewness - Pearson's CD Coefficient of Skewness -Bowley's CD Coefficient of Skewness – Kurtosis-Measures of Kurtosis (Simple Problems)	18

Unit :V	<u>CORRELATION</u> Scatter Diagram method - Karl Pearson's of Correlation - Rank Correlation (Simple problems) <u>REGRESSION</u> Regression Lines & Regression Equations - Difference Between Correlation & Regression (Simple Problems)	18
Total Contact Hours		90
Pedagogy and Assessment Methods : Power Point Presentations, Group discussions, Seminar, Assignment, Experience Discussion		

Note: Italics denotes topics for self-study

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Navaneetham, P.A.	Business Mathematics & Statistics	Trichy, Jai Publishers	2015
2	Saroj Kumar, Pravesh kumar Singh	Mathematics for Management	Thakur Publications	2015

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Seema Sambargi G.R. Veena	Business Mathematics and Statistics	Dreamtech Press, Ed.1	2019
2	Sreyashi Ghosh and Sujata Sinha	Business Mathematics and Statistics	Oxford University Press; First edition	2018
3	Gupta, S.P	Statistical Methods	New Delhi: Sultan Chand & Sons Company Limited, 42nd Revised Edition	2013
4	D.R.Agarwal	Business Mathematics	Vrindha Publications (p) Ltd	2012
5	Rathna Yadav Pranesh Kumar Singh	Mathematics for Management - I	Thakur publication	2011

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mrs.R.Visalakshi	Name: Mr.D.Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka
Signature	Signature:	Signature:	Chezian
			Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM1A2	Title	Batch :	2023-26

		GE I -ALLIED I: SPSS Practical		Semester	I
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits:	4

Course Objective

The students should have understood the nature and types of business organizations, Principles & functions of Management, Process of decision making, and Modern trends in management process

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	Create datasheet and enter the data	K1
CO2	Compute descriptive statistics using the package and graphically represent the data	K2
CO3	Perform univariate and bivariate analysis in the software package.	K3
CO4	Perform multivariate analysis in the software package.	K4
CO5	Demonstrate capabilities of problem-solving, critical thinking, and communication skills to infer the output.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	H	H	H	M	M
CO2	H	H	H	H	M	H	M	M	-	H
CO3	M	M	H	M	M	H	M	M	H	H
CO4	M	H	M	H	-	M	H	H	H	-
CO5	H	H	L	H	M	M	M	L	M	L

H-High; M-Medium; L-Low

LIST OF PRACTICALS

1. Data Entry : Data View, Variable View, Coding and Recoding, Importing files, Missing Data, split files, split cases
2. Descriptive statistics : Mean, Median, Mode, Skewness, Kurtosis
3. Graphs : Pie chart, Line chart, scatter plot, bar chart
4. Cross tabulation and Chi square
5. t-test
6. paired t-test
7. independent sample t-test
8. One – Way ANOVA
09. Multiple regression
- 10 Factor Analysis Use in-built case studies data in SPSS for performing the above exercises.

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Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1.	Brian C. Cronk,	HOW TO USE SPSS ® A Step-By-Step Guide to Analysis and Interpretation	Tenth edition, Routledge.	2018

Course Designed by	Verified by HOD	CDC	COE
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Name: Dr.U.Thaslim Ariff	Name: D.Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM203	Title	Batch :	2023-26
		CC – III : Organizational Behaviour	Semester	II
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 4

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)

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic organizational behavior principles	K1
CO2	To understand different models used to explain individual behavior related to motivation and reward	K2
CO3	To apply various process used in developing communication and resolving conflicts	K3
CO4	To analyze organizational behavior issues in the context of principle, concepts, theories and models	K4
CO5	To evaluate the appropriateness of various leadership styles and counseling methods	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	M	H	H	H
CO2	H	-	H	M	H	H	L	H	H	H
CO3	H	H	M	H	H	L	-	H	H	H
CO4	M	H	H	L	M	H	H	M	H	M
CO5	M	H	H	M	L	M	M	H	H	H

H-High; M-Medium; L-Low

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- Empowerment-Learning organizations, Theories, Transaction analysis - Occupational Stressors.	15
Unit: II	<u>PERCEPTION & PERSONALITY</u> Meaning & Definition- Elements & importance of Perception - process of Perception - Determinants of Perception - Impression Management. Personality – Meaning-Development of personality-Individual Behavior.	15
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 –	15

	<i>Reinforcement and Punishment</i>	
Unit: IV	<u>GROUP DYNAMICS</u> Major Groups and their formation – Formal and informal group and their dynamics – Brain storming - 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 Leadership styles and skill required – Organization change and development – techniques and approaches.	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power Point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	L.M Prasad	Organizational Behaviour	Sulthan chand & Sons, 5 th Edition	2014
2	Stephen Robbins, Timothy A. Judge	Organizational Behaviour	Prentice Hall India Pvt. Ltd, 16th edition	2014

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	John R. Schermerhorn, Jr., Richard N. Osborn, Mary Uhl-Bien, James G. Hunt	Organizational Behavior	John Wiley & Sons Inc (12th Edition)	2012
2	Fred Luthans	Organizational Behaviour	MC Graw Hill Education, 12 th Edition	2010
3	Udai Pareek	Understanding Organizational Behavior	Tata McGraw Hill (3rd Edition)	2011
4	Aswathappa, K., & Reddy, G.S	Organisational behavior (Vol. 20)	Himalaya Publishing House	2018
5	Moorhead, G., & Griffin, R.W	Organizational behavior managing people and organizations	Dreamtech Press	2008

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Dr. U. Thaslim Ariff	Name: Mr.D.Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM204	Title	Batch :	2023-26
		CC – IV: Financial Accounting	Semester	II
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	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)

CO Number	CO Statement	Knowledge Level
CO1	To recall the basic accounting concepts and their application in business	K1
CO2	To understand and apply the dual-entry recording framework to a series of transactions that results in a balance sheet	K2
CO3	To apply and gain knowledge on the preparation of financial statements	K3
CO4	To analyze financial statements effectively and take decisions on depreciation method to be adopted	K4
CO5	To evaluate and apply the accounting treatments in Single entry system	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	L	H	L	L	M	L	H
CO2	H	-	H	M	M	M	M	M	H	M
CO3	M	M	H	M	M	-	H	M	H	L
CO4	H	H	H	M	-	M	H	H	M	M
CO5	H	L	M	M	H	H	H	M	H	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO ACCOUNTING:</u> Basic accounting concepts- Conventions of accounting-Kinds of accounts-Double entry book keeping-Rules of double entry system. Preparation of Journals and Ledger accounts-Preparation of Trial Balance -Problems	18
Unit: II	<u>SUBSIDIARY BOOKS AND ERRORS:</u> 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>	18
Unit: III	<u>FINAL ACCOUNTS:</u> Manufacturing –Trading –Profit and loss account-Balance Sheet –Problems with simple adjustments	18

Unit: IV	<u>DEPRECIATION ACCOUNTING:</u> Accounting for Depreciation- Meaning and Definition – <i>Causes</i> – Methods – Accounting treatment for Straight line method, Written down value method and Annuity method	18
Unit :V	<u>SINGLE ENTRY SYSTEM:</u> Preparation of accounts from Incomplete records -Meaning –Definition – Methods –Net worth method and Conversion method (single entry methods)	18
Total Contact Hours		90
Pedagogy and Assessment Methods : Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming, Applications		
NOTE: Theory 40% and Problem 60% Note: <i>Italics denotes topics for self-study</i>		

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	T.S Reddy and A. Murthy	Financial Accounting	Margham Publications- Seventh Revised Edition	2021
2	Gupta, R.L. and M. Radhaswamy	Advanced Accounting	13th Revised Edition, New Delhi: Sultan Chand Company Limited	2022

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	S. N. Maheshwari Suneel K Maheshwari , Sharad K Maheshwari	Financial Accounting	Vikas Publishing House; Sixth edition	2018
2	R. Narayanaswamy	Financial Accounting : A Managerial Perspective	PHI Learning; 6th edition	2017
3	T. Horngren Charles , L. Sundern Gary , A. Elliott John	Introduction to Financial Accounting	Pearson Education; Eleventh edition	2017
4	Sarojkumar ,Priyanka singh	Financial Accounting	Thakur publishers – Edition 12	2011
5	Jain.S.P and Narang.K.L	Financial accounting	Kalyani publishers – Edition	2016

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mrs. R. Visalakshi	Name: Mr.D.Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM2A1	Title	Batch :	2023-26
		GE II -ALLIED – II : Business Economics	Semester	II
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 3

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)

CO Number	CO Statement	Knowledge Level
CO1	To remember students to know basic economic concepts	K1
CO2	To understand the economic behavior of the society	K2
CO3	To apply economic analysis in the formulation of business Policies	K3
CO4	To analyze the economic reasoning to problems of business	K4
CO5	To evaluate the performance of the GDP and economic situation in India	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	L	H	H	H	H	H	-	H	H	H
CO2	H	-	L	H	M	M	M	H	-	H
CO3	M	M	H	L	H	H	H	M	L	H
CO4	H	H	H	L	-	M	M	M	L	H
CO5	H	H	M	H	L	M	H	-	M	M

H-High; **M**-Medium; **L**-Low

Unit	Content	Hrs
Unit: I	<u>MEANING AND NATURE OF ECONOMICS</u> Business Economics – Scope of Business Economics – Meaning and objectives of business firms – Characteristics of Modern business – <i>Social Responsibilities of business</i>	15
Unit:II	<u>DEMAND ANALYSIS</u> 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-Demand Forecasting-Importance of Demand forecasting	15
Unit:III	<u>FACTORS OF PRODUCTION</u> 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	15

Unit:IV	<u>PERFECT COMPETITION AND MONOPSOLY</u> Market forms – Price and Output Determination Under perfect Competition. Monopoly – Kinds of Monopoly – Monopoly Power –Price and output determination - Price discriminating Monopoly – Degrees of price discrimination	15
Unit:V	<u>MONOPSOLISTIC COMPETITION AND OLIGOPSOLY</u> Price and output determination – Group equilibrium – Selling costs – Excess capacity Kinds of oligopoly – Kinked demand curve – Price leadership-Fiscal and Monetary Policies- Demonstration-GDP-Inflation-Deflation	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Singh Ramesh	Business Economics	McGraw Hill Education India, 12 th edition	2020
2	Dr. J.P. Mishra	Business Economics	Sahitya Bhawan Publications, Edition: Revised	2019

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Singhania Nitin	Business Economics	McGraw Hill Education India, 1 st Edition	2020
2	Dr. S.K. Singh	Business Economics	Sahitya Bhawan Publications Edition: Revised Edition	2019
3	Verma Sanjiv	Indian Economy	Unique Publications, 2 nd Edition	2019
4	H L Ahuja	Business Economics	S Chand Publishing, Thirteenth edition	2018
5	S K Agarwal	Business Economics	S Chand, Edition: 5 th	2018

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Dr.T.Manikandan	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM2A2	Title	Batch :	2023-26
		GE II -ALLIED – II : Macro Economics	Semester	II
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 3

Course Objectives

The aim of this paper is to make the students to understand the important macroeconomic concepts like employment, income, investment and consumption etc., and their mutual dependence in achieving the National

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To concern overall dimensions total size, individual parts of economy and concepts of national income and ailments in measurement.	K1
CO2	To understand employment theories and trends.	K2
CO3	To grasp the attributes of consumption functions, investment functions and working of the chain of action and reaction in investment and national income.	K3
CO4	To Import knowledge on real investment and period of time and key determinations.	K4
CO5	To analyse simultaneous equilibrium in both the goods market and management.	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	L	H	H	H	H	H	-	H	H	H
CO2	H	-	L	H	M	M	M	H	-	H
CO3	M	M	H	L	H	H	H	M	L	H
CO4	H	H	H	L	-	M	M	M	L	H
CO5	H	H	M	H	L	M	H	-	M	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	Introduction to Macro Economics Definition - Nature and Scope – Limitations – <i>Importance of Macro Economics</i> * - Interdependence of Micro Economics – Circular Flow of Income and Goods – Two Sector – Three Sector – Four Sector Models – Importance of the Circular Flow – National Income – Methods of Measurement and Difficulties	15
Unit:II	Theory of Employment Classical Theory – Keynes' Criticism – Aggregate Supply – Aggregate Demand – <i>Effective Demand</i> *- Keynes's Principle of Effective Demand – Comparison and Contrast between Classical and Keynesian Contribution . Relevance of Keynesian Theory of Employment to UDCs	15
Unit:III	Consumption Function Consumption Function: Average Propensity to Consume and Marginal Propensity to Consume – Determinants of Consumption Function – Measures to Raise the Propensity to Consume - Keynes Psychological Law of Consumption.	15

Unit - IV	Investment Function Investment: Meaning – Kinds – Autonomous and Induced – Domestic and Foreign – Public and Private – Determinants and Measures to Promote Investment – Saving and Investment Relation – Marginal Efficiency of Capital and Marginal Efficiency of Investment – Acceleration Principle: Meaning- Limitations – Interaction between Multiplier and Accelerator - Super Multiplier.	15
Unit - V	General Equilibrium IS and LM Functions – Commodity Market Equilibrium – Money Market Equilibrium - Changes in General Equilibrium – Shifts in LM Functions – Simultaneous Shifts in IS and LM Functions.	15
Total Contact Hours		75
Pedagogy and Assessment Methods: Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Sankaran	Macro Economics	Margham Publication, Chennai.	2017
2	H.I.Ahuja	Macro Economics	S Chand Publishing twentieth edition	2019

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Jhinghan M. L.	Macro Economics	Vrinda Publications, New Delhi.	2018
2	Harold R. Williams	Macro Economics: Problems, Concepts and Self-tests.	W.W. Norton & Company. Inc. New York.	2017
3	Edward Shapiro	Macro Economics	Galgotia Publication, New Delhi.	2016
4	Greynolds	Macro Economics	University Publications, New Delhi.	2014
5	Jhinghan M. L.	Macro Economics	Vrinda Publications, New Delhi.	2018

Books for Reference:

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Dr.T. Manikandan	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:
Programme code:	BBA	Programme Title :	Bachelor of Business Administration
Course Code:	23UBM2S1	Title SEC I: Naan Mudhalvan: Fundamentals of office automation	Batch : 2023-26
			Semester II
Lecture Hrs./Week	2	Tutorial Hrs./ Sem.	-
		Credits:	2

Course Objective

To introduce the basic features of Microsoft Office, Windows basics, and file management. Develops familiarity with Word, Excel, Access, PowerPoint, email, and Internet basics.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various features of Windows 2000	K1
CO2	To understand the various MS Office application software	K2
CO3	To apply the knowledge gained in working with MS Excel for scientific calculations	K3
CO4	To analyse the features of Excel applications	K4
CO5	To evaluate and apply the features of a PowerPoint presentation	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	L	H	L	M	H
CO2	H	H	M	H	H	L	H	-	H	H
CO3	H	H	H	H	M	M	M	M	H	M
CO4	M	-	L	H	M	M	H	H	H	L
CO5	H	H	M	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>MS Office Basics</u> Creating documents -Managing text - <i>Key board shortcuts</i> - SavingFiles - Opening document - Simple editing - Using tool bars - Printing Files	6
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	6
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	6
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	6
Unit: V	<u>MS Access</u> Creating Table - Entries and adding Records - Working with records - Creating Forms - Using Queries to extract information	6
Total Contact Hours		30
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Case study		

Note: *Italics denotes topics for self study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Randy Nordell	Microsoft Office 365: In Practice	McGraw-Hill Education	2019
2	Saroj kumar, Pranesh Kumar singh	P C Software (MS Office)- Theory		2020

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	T.Karthykeyan and Dr.C.Millan	PC Software for Office Automation	Sultan Chand & company publications	2020
2	Peter Weverka	MS office for dummies	Wiley & Sons Learning Microsoft Office 2010 Bangia Ramesh, Khanna Publishers	2010
3	-	Computer Applications - Windows 7 and MS Office 2013	Class X 1 Edition , Alka SabharwalSangeeta Panchal, Oxford publisher	2019
4	A.Ravi KiranG.Ramu	M.S.Office	Balaji Publications, 2012, 1st Edition	2012
5	Jain Anupama	Computer Fundamental MS Office	Vitasta Publishing Pvt.Ltd	-

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mrs.R.Visalakshi	Name: Mr.D.Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM305	Title	Batch :	2022-25
		Core – V : Financial Management	Semester	III
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	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)

CO Number	CO Statement	Knowledge Level
CO1	To recall the sources of finance for an organization and formulate the optimum capital structure	K1
CO2	To understand the cost of specific source capital and leverages of the firm	K2
CO3	To apply the factors influencing the dividend decision and formulate the dividend Policy of the firm	K3
CO4	To analyze cash flows and make capital budgeting decisions under both certainty and uncertainty	K4
CO5	To determine and evaluate how companies manage the components of working capital to minimize the cost of carrying current assets and the cost of short-term borrowing	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	H	M	M	H	H	L	M
CO2	M	H	H	M	M	H	M	L	H	H
CO3	H	H	H	H	H	M	L	H	H	H
CO4	L	M	H	H	-	M	H	-	H	L
CO5	M	H	M	-	M	H	L	M	L	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>FINANCE FUNCTIONS</u> 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)	15
Unit :II	<u>FINANCING DECISION</u> 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)	15
Unit :III	<u>CAPITAL STRUCTURE</u> Factors influencing capital structure –Theories of Capital Structure-Optimal capital structure - Dividend and Dividend Policy: Meaning, Classification - Sources available for dividends - Dividend Policy general, and Determinants of dividend Policy. (Theory only)	15

Unit : IV	<u>CAPITAL BUDGETING</u> Meaning – Objectives - Capital budgeting decisions – Types - Methods of capital budgeting Preparation of various methods of capital budgeting. (Theory & Simple Problems only)	15
Unit :V	<u>WORKING CAPITAL MANAGEMENT</u> 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)	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion		

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

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Khan. M. and P.K Jain	Financial management	Tata McGraw hill Publishing company LTD, New Delhi, 6th Edition	2017
2	Priyanka Singh, Swati Tiwari	Financial Management	Thakur publishers	2012

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Prof. M Y Khan, Prof. P K Jain	Financial Management	Mc Graw Hill India; 8th edition	2018
2	N. R. Parasuraman	Financial Management: A Step-by-Step Approach	Cengage India; 2nd edition	2019
3	Dr. F. C. Sharma , Dr. R. U. Singh Rachit Mittal	Financial Management	SBPD Publications; Latest edition	2021
4	Dr. R.P. Rustagi	Fundamentals of Financial Management	Taxmann Publications Pvt. Ltd, 2020th edition	2022
5	Prasanna Chandra	Financial Management Theory and Practice	McGraw-Hill; Tenth edition	2019

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mrs.R. Visalakshi	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM306	Title	Batch :	2022-25
		Core- VI : Marketing Management	Semester	III
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 3

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)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various concepts of marketing	K1
CO2	To compare marketing and Selling	K2
CO3	To apply the buying motives and buyer behavior	K3
CO4	To analyse the importance of middlemen in the marketing arena	K4
CO5	To evaluate and perform the functions of marketing in organization	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	M	M	H	H	H	H
CO2	H	M	M	H	H	M	H	L	H	H
CO3	H	H	M	H	M	M	L	H	H	H
CO4	M	M	L	H	H	M	H	H	H	L
CO5	M	H	H	H	M	L	M	M	L	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit : I	<u>INTRODUCTION</u> 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	15
Unit :II	<u>MARKETING ENVIRONMENT</u> 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	15
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	15
Unit :IV	<u>PRICING AND PHYSICAL DISTRIBUTION</u> Meaning of pricing – <i>Factors influencing pricing decisions</i> - Methods of pricing –	15

	Physical distribution- Importance – Various kinds of marketing channels – Distribution problems and their solutions PROMOTION Advertising -Publicity- Personal selling – Sales promotion-Digital Marketing	
Unit: V	SALES ADMINISTRATION Sales territory – Sales forecasting – Methods- Analysis and application - Modern Trends in Retailing- Malls and Online- Direct Marketing Tele Marketing- Event Marketing- Online and E-Marketing	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Assignment, , Brain storming, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Jayasankar	Marketing Management	Margham Publication, 1st Edition	2009
2	Carnfield	Marketing Management : A Relationship Marketing Perspective	Macmillan India Ltd-New Delhi 1st Edition	2010

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	RajanSexena	Marketing Management	McGraw Hill (5 th edition)	2017
2	Philip Kotler, Kevin Lane Keller	Marketing Management	Pearson (15 th Edition)	2015
3	David Jobber & Fiona Chadwick	Principles & Practice of Marketing	McGraw Hill Latest.Ed	2012
4	Bert Rosenbloom	Marketing Channels: A Management View	South Western (8 th Edition)	2012
5	Ramaswamy, V. S & Namakumari, S	Marketing management: Global perspective, Indian context	Om Books(4thEdition)	2009

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mr. D. Bhuvanendran	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM307	Title	Batch :	2022-25
		Core -VII : Mercantile Law	Semester	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 5

Course Objective

This course is designed to provide the student with knowledge of the legal environment in which a consumer and business operates and to provide the student with knowledge of legal principles

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts relevant to the law of contract, law of sale of goods and company law	K1
CO2	To understand the normative and ethical framework of the profession of law administration related to business law & company	K2
CO3	To apply ongoing change and foster development in important fields relevant to the business environment	K3
CO4	To analyze the basic principles of law to business and business transactions	K4
CO5	To evaluate the merits and demerits of company formation formalities and contract implications in business era	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	M	H	M	H	H
CO2	H	H	M	H	L	M	M	M	H	H
CO3	M	H	L	H	-	M	H	L	H	-
CO4	M	M	L	H	H	M	H	H	H	L
CO5	H	M	H	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>LAW OF CONTRACT</u> Contract – classification – Essential elements of a valid contract – offer and acceptance – consideration – capacity of parties – <i>Free consent (legal rules)</i>	18
Unit: II	<u>LAW OF SALE OF GOODS AND AGENCIES</u> Formation of contract of sales – Agreement to sell of sale – Hire purchase Agreement sale and Bailment- Types of Bailment –Rights & Duties of Bailor and Bailee -Law of agency: Creation of agency – Classification of agent's – Relation of principal with third parties – personal liability of agent – termination of agency	18
Unit: III	<u>COMPANY LAW</u> Company as legal entity – Definition and kinds of companies – Incorporation of	18

	companies – Memorandum and Articles of Association – Certificates of incorporation - Companies Act, 2013 – <i>Promoters-Prospectus</i> .	
Unit: IV	<u>SHARE APPLICATION AND ALLOTMENT</u> Application –Allotment of shares and Debentures – Minimum subscription – Regular and Irregular allotment – Issue of shares at discount and Premium – Transfer and transmission of shares	18
Unit: V	<u>MEMBERSHIP OF COMPANIES</u> Membership of companies – Meeting and Proceedings – Winding up of companies – compulsory Winding up And Voluntary Winding up And Subject To Supervision of the cost	18
Total Contact Hours		90
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Assignment, , Brain storming, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	N.D. Kapoor	Elements of Mercantile Law	Sulthantan Chand & Sons, 31 st Revised Edition	2020
2	R.S.N. Pillai & Bagavathi	Legal Aspects of Business	S.Chand, New Delhi	2011

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	N. D. Kapoor	Elements of Mercantile Law	Sultan Chand and Company, India, Revised Edition	2020
2	Akhileshwar Pathack	Legal Aspects of Business	Tata McGraw Hill, 7th Edition	2018
3	P. P. S. Gogna	Mercantile Law	S. Chand & Co. Ltd., India, Eleventh Edition	2015
4	Saroj Kumar	Business Law	Priyanshu Saxena, Thakur Publishers	2012
5	M.S.Pandit and Shobha Pandit	Business Law	HPH, Mumbai	2010

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Dr. U. Thaslim Ariff	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM3A1	Title	Batch :	2022-25
		Allied – III : Mathematical Techniques - II	Semester	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 5

Course Objectives

On Successful Completion of This Course, the Students Should Have Understood Operations Research Models, Game Theory, Queuing Theory, PERT, CPM

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember students how to use variables for formulating complex mathematical models in management	K1
CO2	To understand by solving linear programming and integer programming models	K2
CO3	To apply basic methodology for the solution of linear programs and scientific approaches to decision making	K3
CO4	To discover the strategies of game theory and to make better decisions	K4
CO5	To evaluate Use critical path analysis and programming evaluation and review Techniques for timely project scheduling and completion.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	H	H	H	H	M
CO2	H	H	H	L	L	M	H	M	H	H
CO3	H	H	H	L	M	H	H	M	H	M
CO4	H	M	H	H	H	L	M	M	H	H
CO5	M	L	M	M	H	M	L	M	L	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO OPERATIONS RESEARCH</u> Definition – Meaning – Scope – Limitations models – <i>Their types and classification of operation research</i> – General methods of solving models	18
Unit :II	<u>GENERAL LINEAR PROGRAMMING PROBLEM</u> Mathematical formulation of LPP – Solution to LPP by graphical method – Simple problems in simplex method	18
Unit :III	<u>TRASPORTATION PROBLEMS</u> Obtaining initial basic feasible solution – Various methods of solving problems – (without degeneracy) – Assignment problems- Features of assignment problems- Difference between Transportation and Assignment problem- Solving assignment problems – (Hungarian method)	18

Unit :IV	<u>GAME THEORY</u> 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	18
Unit :V	<u>NETWORK ANALYSIS</u> Concept of PERT and CPM – Simple problems – <i>Decision tree and theories</i>	18
Total Contact Hours		90
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study :

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	J.K. Sharma	Business Statistics	S. Chand, 5th Edition	2020
2	Natarajan A.M	Operation Research	Pearson Education India, 3rd edition	2019

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	SIA	Operation Research	SIA Publishers & Distributors Pvt Ltd, Edition: 1	2020-22
2	Sonam Sharma	Operation Research	Global Academic Publishers & Distributors, 2nd edition	2019
3	Panneerselvam R	Operation Research	PHI Learning, 2nd edition	2019
4	J.K. Sharma	Operation Research	TRINITY Publications, 10th edition	2018
5	Hillier Frederick S	Operation Research	McGraw Hill Education India, Edition: Tenth	2017

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mr.T.Manikandan	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration
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Course Code:	22UBM3A2	Title	Batch :	2022-2025
		Allied III : Tally ERP.9 - Practical	Semester	III
Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 5

Course Objective

To equip the students to create a company and understand the heads, vouching and inventory valuations.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To understand the creation of a company in tally	K1
CO2	To Familiarize on the account's heads, vouching and inventory valuations.	K2
CO3	To enter the GST invoices in Tally.	K3
CO4	To analyse the ability of creation of financial vouchers.	K4
CO5	To apply the utilization of interest parameters	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	L	H	L	M	H
CO2	H	H	M	H	H	L	H	L	H	H
CO3	H	H	H	H	-	M	L	M	H	M
CO4	M	H	L	H	M	M	H	-	H	L
CO5	H	H	M	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Programs

- Exercise 1: Create a Company and Ledgers in Tally.
- Exercise 2: Create the ledgers under appropriate predefined groups
- Exercise 3: From the Balances of a trader, Prepare Trading a/c, Profit And Loss A/C and Balance Sheet for the Year
- Exercise 4: Create vouchers and view Day Book, Profit and loss a/c and Balance sheet for a concern including petty cash, non-fund items
- Exercise 5: Create FINANCIAL VOUCHERS with various inventories giving quantity details and value per unit
- Exercise 6: Enter the INVENTORY VOUCHERS involving (i) Unit of measurement (ii) Stock groups (iii) Stock items (iv) Stock Summary
- Exercise 7: MAINTAIN BILLWISE DETAILS Create bill wise details for a creditor/debtor involving advance
- Exercise 8: Generate RATIO ANALYSIS statement Enter the details commenting upon the various ratios statement generated upon financial transactions and analyse about the solvency position of the company:
- Exercise 9: Enter transactions involving various INTEREST PARAMETERS
- Exercise 10: Enter transactions involving foreign currencies for purchases and sales and calculate FOREIGN GAINS/LOSS

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	K.K Nantheni	Implementing Tally 6.3	Dream tech press publications	2021-2022
2	Vishnu Priya Singh	Tamilnadu Vat & CST Tally.ERP 9	BPB Publication	2022-2023

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Vishnu Priya Singh	Learning Tally. ERP 9	Dream tech press publications	2022-2023
2	Dinesh Maidasani	Straight To The Point - Tally.ERP 9 -	BPB Publication	2021-2022

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.M.Manjuladevi	Name:D.Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM3N1	Title	Batch :	2022-25
		Non Major Elective - I Intellectual Property Rights	Semester	III
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	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)

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts of Intellectual property rights.	K1
CO2	To understand, patents, trademarks, copyrights and industrial designs rights.	K2
CO3	To apply the knowledge obtained in industries applicable to patent, copy, and trademark.	K3
CO4	To analyze the students broad knowledge in various intellectual rights	K4
CO5	To evaluate the simple and basic comprehension of the Indian scenario with regard to IPR act	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	H	H	M	H	H
CO2	M	H	M	H	H	H	H	H	H	H
CO3	H	H	M	H	M	H	-	M	M	-
CO4	L	M	M	H	H	H	M	L	H	H
CO5	M	L	M	L	M	L	M	H	M	L

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO IPR</u> Introduction: Fundamentals of IPR – Intellectual property –WIPO – Intellectual property self- Audit – Different classifications – Important principles of IP management - <i>Management Guidelines</i>	3
Unit :II	<u>PATENTS</u> Introduction – Classification –Importance – Types of Patent applications in India – Patentable Invention – Inventions not patentable	3
Unit :III	<u>TRADE MARKS</u> Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines for Registration of Trade mark – Registration.- Protection	3
Unit :IV	<u>COPY RIGHT:</u> Copy right and Related Rights- Rights conferred by copy right- Registration – Ownership- Rights – Transfer – Infringement	3

Unit :V	<u>INDUSTRIAL DESIGNS</u> 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
Total Contact Hours		15
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	SIA	Intellectual Property Rights	SIA Publishers & Distributors Pvt. Ltd, Edition: 1st	2022
2	Ruchi Tiwari, Gaurav Tiwari	Intellectual Property Rights	Nirali Prakashan, Edition: Third	2020

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Asha Vijay DurafeDhanashree K. Toradmalle	Intellectual Property Rights	Dreamtech Press, Edition 2020	2020
2	Dr Ramesh Shahabadkar , Dr S Sai Satyanarayana Reddy	Intellectual Property Rights	Notion Press, Edition: 1	2019
3	G. Sibi	Intellectual Property Rights	I K International Publishing House Pvt. Ltd, 3rd Edition	2018
4	V. K. Ahuja	Intellectual Property Rights	Lexis Nexis, Edition: 3rd Edn	2017
5	Ramappa	Intellectual Property Rights	Asia Law House, Edition: 1st	2017

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mrs.R. Visalakshi	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM3N2	Title	Batch :	2022-25
		Non Major Elective - I Rural Consumer Behavior	Semester	III
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	Credits: 2

Course Objectives

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

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the fundamentals of rural consumer behavior	K1
CO2	To understand consumer profile and pattern of buying behavior	K2
CO3	To apply the knowledge in consumer buying style	K3
CO4	To analyze the market and brand loyalty of consumers	K4
CO5	To evaluate the trends in rural marketing and rural consumer behavior	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	L	H	L	H	H	H	H
CO2	H	M	L	M	M	H	M	L	H	M
CO3	M	M	H	L	H	H	H	M	M	H
CO4	H	H	H	L	H	M	H	H	M	H
CO5	H	H	H	M	M	H	H	M	H	L

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>CONSUMER BEHAVIOR</u> Fundamentals of consumer behavior-Role of consumer behavior – <i>Needs and wants of consumer behavior</i>	3
Unit :II	<u>CONSUMER BEHAVIOR ATTITUDE</u> Factors influencing consumer behavior –Psychological factors, social-cultural factors	3
Unit :III	<u>LIFE STYLE</u> Profile of rural consumer-Life style- <i>Shopping habits</i>	3
Unit :IV	<u>PROCESS OF CONSUMER BEHAVIOUR</u> Consumer buying process- Behavior pattern –Buyer characteristics	3

Unit: V	RURAL MARKETING TRENDS Trends in rural marketing –Brand loyalty – Rights of consumer	3
Total Contact Hours		15
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Balusamy Sellappan	Rural Consumer Behaviour	LAP Lambert Academic Publishing, Edition: 1st	2020
2	Sarangapani A	Rural Consumer Behaviour	Laxmi Publications, Edition: 2 nd	2020

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Dr Agrawal Meenu	Rural Consumer Behaviour	New Century Publications, 4 th Edition	2020
2	Bikramjit Singh	Rural Consumer Behaviour	LAP Lambert Academic Publishing, 5 th Edition	2019
3	SchiffmanKumar	Rural Consumer Behaviour	Pearson, 14 th Edition	2018
4	Kumar S Ramesh	Rural Consumer Behaviour	SAGE Publications India Pvt Ltd, 3 rd Edition	2018
5	Parsons Elizabeth	Rural Consumer Behaviour	Taylor & Francis Ltd, 4 th Edition	2017

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mrs.R. Visalakshi	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM3VA	Title	Batch :	2022-25
		VAC I: Banking Theory Law & Practice	Semester	III
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits: 2**

Course Objective

On successful completion of this course, through which students learn acquired knowledge and helps to promote banking growth and to promote education and knowledge of law and practice of banking

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the idea about banking and its applications	K1
CO2	To understand negotiable instruments and its applications	K2
CO3	To apply the basic banking legal procedures and policies in to business transactions	K3
CO4	To analyze and compare different lending principles and models related to sound lending	K4
CO5	To evaluate and execute the recent trends in banking	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	M	H	L	L	M	L	M
CO2	M	H	H	H	M	M	M	H	H	H
CO3	H	M	M	H	L	M	M	M	H	L
CO4	L	H	M	M	H	-	M	H	M	M
CO5	H	M	M	M	H	H	L	M	M	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO BANKING:</u> Definition of banking, commercial – central – RBI: Functions and guidelines of RBI, commercial Bank – Industrial Development Banks (IDBI, ICICI) – <i>Recent trends in commercial banks in India</i>	10
Unit :II	<u>BANKER AND CUSTOMER:</u> Definition – Banker And Customer, Relationship between banker and customer – opening and closing of accounts, special types of customers – Minors, Lunatic, Drunkard, partnership firm- Negotiable Instruments-Meaning and Definition- Features, types (promissory note, Bill of Exchange, cheque)	10
Unit :III	<u>RECENT TRENDS IN BANKING AND LOANS AND ADVANCES:</u> Principles of sound lending – unsecured Advances – secured Advances - Guarantee and Indemnity - E-banking-features-Difference between traditional banking and E-banking-mobilebanking-NEFT-RTGS-MICR-CTS.	10

Total Contact Hours	30
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity	
Note: <i>Italics denotes topics for self-study</i>	

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	E.Gordon, K.Natrajan	Banking theory law and practice	Himalaya Publications, 28th Revised Edition	2021
2	Jagroop Singh Sarita	Banking and Insurance Law	Sultan Sons and Company Limited, 8 th Edition	2012

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Sharma and Shashi K. Gupta	Banking Theory, Law and Practice	Deepa and Deepa Publications Private Limited New Delhi, 16th Edition	2014
2	Varshney P.N	Banking Law & Practice	Sultan Chand & Sons, 2018 th Edition	2018
3	B.Santhanam	Banking Theory, Law & Practice	Margham Publications, 2019 th Edition	2019
4	S.Gurusamy	Banking Theory Law & Practice	Vijay Nicole Imprints Pvt Ltd, Fourth Edition	2017
5	Prof. Dr. Rega Surya Rao	Banking And Negotiable Instruments Act	Gogia Law Agency; First edition	2019

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mrs.R. Visalakshi	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
		Title	Batch :	2022-25

Code:	22UBM408	Core – VIII : Human Resource Management	Semester	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 3

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)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various functions of Personnel Management	K1
CO2	To understand the need of Job Analysis for recruitment	K2
CO3	To apply knowledge on the strategies for compensation and incentive system	K3
CO4	To analyze the significance of Industrial Relations and various Labor Legislations	K4
CO5	To evaluate the policies and practice of the primary areas of human resource management, including staffing, training and compensation	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	H	-	M	H	H	H	M
CO2	H	M	H	H	L	H	L	H	L	M
CO3	H	M	M	H	M	M	M	L	H	H
CO4	H	M	M	H	H	H	H	M	M	H
CO5	H	L	M	L	M	L	H	H	H	L

H-High; M-Medium; L-Low

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 POWER PLANNING</u> Job Description – Job Analysis – Job Specification – Recruitment and Selection – Training and Development	15
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>	15

Unit:IV	<u>INDUSTRIAL RELATIONS</u> Trade unionism – Grievance Handling – Collective Bargaining and Workers Participation in Management --Succession Planning and Fast-Tracking - <i>Discipline – Punishment</i>	15
Unit :V	<u>LABOUR LEGISLATION</u> Factories Act -1948 , Employees State Insurance Act, 1948, Industrial Disputes Act-1947	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	P.C. Tripathi	Personnel Management and Industrial Relations	Sultan Chand & Sons; Twenty Second edition	2013
2	C.S. VenkataRatnam	Industrial Relations	Oxford University Press; Second edition	2017

Reference Books:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	KodeeswariK Kubendran V	Industrial Relations And Labour Laws	Himalaya Publishing House, New Delhi, 1ed,	2015
2	Rao, S	Essentials of Human Resource Management & Industrial Management: Text & Cases	Himalaya Publication, New Delhi	2014
3	SubbaRao P	Essentials of Human Resource Management and Industrial Relations	Himalayan Books	2011
4	C.B. Gupta	Human Resource Management	Sultan Chand & Sons	2011
5	Srivastava	Industrial Relations and Labour Laws	Vikas 4th Edition	2008

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mr. D.Bhuvanendran	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme Code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM409	Title	Batch :	2022-25	
		Core – IX : Production & Materials Management	Semester	IV	
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	3

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)

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of production and materials Management	K1
CO2	To understand various principles and practices involved in production and materials management	K2
CO3	To apply the knowledge's learnt in plant location and material handling selection	K3
CO4	To analyze practical difficulties in setting a plant and handling materials responsibilities of a store keeper.	K4
CO5	To measure production processes and production planning and control	K5

Mapping

PQ /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	L	M	L	H	L
CO2	H	H	H	H	M	M	M	M	M	M
CO3	H	H	H	H	H	L	L	H	L	H
CO4	H	H	H	H	H	-	H	H	H	L
CO5	L	M	L	M	M	M	H	L	L	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>PLANT LOCATION</u> Factors – Site Location – Urban and Rural Locations – Plant Layout – Principles – Process, Product Layout-Fixed Layout-Combined Layout differences Between Process Layout and Product Layout- <i>Specific Layout for Different Products</i>	15
Unit :II	<u>PRODUCTION PLANNING AND CONTROL</u> Production Planning – Production Control – Objectives – Bench marking-TQM- Lean manufacturing - Routing – Loading –Scheduling – Dispatching and Expediting	15
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- Vendor development	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 – Types</i>	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Dr. B.S Goel	Production and Operations Management	ChaukhambaAuriyantaliya Publications, Revised Edition	2013
2	O.P Khanna	Industrial Engineering and Management	DhanpatRai Publishing Co Pvt Ltd Revidsd Edition	1992

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	TelsangMarland T	Industrial Engineering and Production Management	S Chand & Co Ltd, Edition II	2006
2	Deepak Upadhyay, Subhasish Sahu, Madhu Mishra, Archana Sarangi	Objective Book on Livestock Production Management	Jain Brothers Edition: 1st Edition	2020
3	Panneerselvam R	Production and Operations Management	PHI Learning, Edition 3rd	2012
4	Sharma P. C	A Textbook of Production Engineering	S Chand & Co Ltd, Edition 1st	2008
5	Sarojkumar, Verakroli, Priyankasingh	Production & Materials Management	Thakur publications Edition first	2011

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mr.D.Bhuvanendran	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM410	Title	Batch :	2022-25
		Core – X : Cost and Management Accounting	Semester	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 3

Course Objective

The Students should have understood Cost Sheet, Calculation of Tenders, Fund Flow & Cash Flow Statement, Budgeting and make effective management decisions in functional areas like costing

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of costing and costing systems; to prepare cost sheet for a single product and tender	K1
CO2	To understand the importance and uses of management accounting in business and to integrate cost accounting with financial accounting for management decision making	K2
CO3	To develop budget for the organization cash flow and fund flow statement to determine the liquidity Position	K3
CO4	To test for fund flow and cash flow of an organization	K4
CO5	To evaluate the financial Position of an organization by using various ratios	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	L	H	M	M	M	H	M
CO2	H	M	L	M	M	H	M	H	L	M
CO3	L	M	H	M	H	L	M	H	H	H
CO4	H	L	H	H	M	-	L	M	H	M
CO5	L	H	H	H	H	L	H	M	M	L

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>COST ACCOUNTING</u> Definition - Meaning of cost accountancy – Scope of Cost Accounting-Objectives Of Cost Accounting-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 between Marginal costing and absorption costing—Difference between cost and management accounting— <i>Merits and Demerits.</i>	15

Unit: III	<u>BUDGET</u> Definition – Meaning – <i>Advantages and Disadvantages of budgetary control</i> – Flexible budget – Sales budget -Cash budget (Simple Problems Only)	15
Unit: IV	<u>FUND& CASH FLOW STATEMENT</u> Meaning – Uses – <i>Preparation of funds flow Statement</i> – 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)	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity, Case study		

[NOTE: 50% Problems & 50% theory] Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	S.P Jain and K.L Narang	Cost Accounting	Sulthan Chand &Co	2020
2	R.S.N.Pillai , V.Bagavathi	Cost Accounting	S.Chand Publication	2013

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	R.K Sharma and Shashi K.Gupta	Management Accounting	Kalyani Publishers-13 th Revised Edition	2017
2	Cma M N Arora, Priyanka Katyal	Cost Accounting	Himalaya Publishing House	2022
3	Jain S.P and Narang	Cost Accounting Principles and Practice	Kalyani Publishers, New Delhi, 5 th Edition	2016
4	Reddy, T.S., & Reddy, H.Y	Cost Accounting	Margham publications, Chennai, Fourth Edition	2012
5	Arora. M	Cost and Management Accounting	Vikas publishing house Pvt Ltd	2012

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Dr. U. Thaslim Ariff	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM4A1	Title	Batch :	2022-25	
		Allied IV: Direct Taxation	Semester	IV	
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	3

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)

CO Number	CO Statement	Knowledge Level
CO1	To remember the canons of taxation	K1
CO2	To classify about Direct and indirect taxes and various sources of incomes	K2
CO3	To apply problems related from salary to income from other sources	K3
CO4	To analyze the knowledge of students in tax liability of individuals	K4
CO5	To measure solutions to complex problems in relation to taxation matters	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	L	M	L	H	M
CO2	H	M	L	M	H	H	M	H	M	L
CO3	H	M	H	M	H	M	L	L	L	H

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO TAXATION</u> TAXATION: Definition-income, gross total income, total income, assesses, assessment year, previous year, <i>Exempted incomes</i> – Residential statues of persons – Capital v/s revenue Receipts – Revenue Losses v/s capital Losses. (Theory Part only.)	15
Unit:II	<u>SALARIES</u> Income from salary - Characteristics of salary- Definition- P.F.-Allowances– Perquisites- Profit in lieu of salary –Deductions out of gross salary (simple Problems only.)	15
Unit:III	<u>INCOME FROM HOUSE PROPERTY</u> Definition-Exempted income from house property- Annual rent –Meaning- Determination of annual value-Deductions (Simple Problems only.)	15
Unit:IV	<u>PROFITS AND GAINS OF BUSINESS OR PROFESSION</u>	15

	Business – Profession – Charging Provision of Income tax under the head profits and gains of business or profession- <i>Expressly admissible deductions</i> - Deemed profits (Theory Part only.)	
Unit: V	<u>CAPITAL GAINS AND INCOME FROM OTHER SOURCES</u> 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
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

[NOTE: Problems **50%** & Theory **50%**] **Note:** *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Gaur and Narang	Income tax (law and practice)	Kalyani Publications	2022-2023
2	DinkarPagare	Income tax (law and practice)	Kalyani Publications	2022-2023

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Gaur and Narang	Income tax (law and practice)	Kalyani Publications	2021-2022
2	Gaur and Narang	Income tax (law and practice)	Kalyani Publications	2020-2021
3	Gaur and Narang	Income tax (law and practice)	Kalyani Publications	2019-2020
4	Gaur and Narang	Income tax (law and practice)	Kalyani Publications	2018 - 2019
5	Gaur and Narang	Income tax (law and practice)	Kalyani Publications	2017- 2018

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Dr.U.Thaslim Ariff	Name: Mr.D.Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BB A	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM4A2	Title	Batch :	2022-25

		Allied IV: Indirect Taxation	Semester	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:
				3

Course Objectives

On successful completion of this course, the student should have understood the applicability of indirect taxes in India and familiarize with the calculation and execution of goods and service tax in india and understand the working of custom law in india.

CO Number	CO Statement	Knowledge Level
CO1	To Recall the fundamental concepts of indirect taxes.	K1
CO2	To Know about the GST concepts.	K2
CO3	To Know about the filing of returns.	K3
CO4	To Gain knowledge about levy and collection of tax.	K4
CO5	To Understand about customs law	K5

Course Outcomes (CO)

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	L	M	L	H	M
CO2	H	M	L	M	H	H	M	H	M	L
CO3	H	M	H	M	H	M	L	L	L	H
CO4	H	M	H	H	H	-	M	M	H	M
CO5	L	-	M	L	H	M	H	H	M	L
H-High; M-Medium; L-Low										

Unit	Content	Hrs
Unit: I	<u>INDIRECT TAXES</u> Meaning of Tax and Taxation - Types of Taxes: Direct and Indirect Taxes - Features – Merits and Limitations - Comparison of Direct and Indirect taxes . Constitutional basis of Taxation in India Methods of levying Indirect Taxes: Advoleram and Specific. Contribution of Indirect taxes to Government Revenues.	15
Unit:II	<u>GOOD AND SERVICE TAX INTRODUCTION</u> Good and Services Tax in India - Introduction – Concept of GST - Need for GST - Advantages of GST. Structure of GST in India: Dual Concept – CGST- SGST- UTGST- IGST. Subsuming of Taxes- GST Rate Structure in India. GST Council: Structure and Functions.	15
Unit:III	<u>LEVY AND COLLECTION UNDER TNGST/CGST ACTS</u> Levy and Collection under CGST and SGST Acts: Meaning of important terms: Goods, Services, Supplier, Business, Manufacture, Casual Taxable Person, Aggregate Turnover, Input Tax and Output Tax. Taxable Event under GST : Concept of Supply - Time of supply - Value of Taxable supply. Composite and Mixed Supplies. Input Tax Credit: Meaning - Eligibility and Conditions for availing Input Tax Credit. Reverse Charge Mechanism under	15

	GST. Composition Levy: Meaning and Applicability..	
Unit:IV	<u>LEVY AND COLLECTION UNDER TNGST/CGST ACTS</u> Levy and Collection under Integrated Goods and Services Tax Act: Meaning of important terms: Integrated tax, Intermediary, Location of the Recipient and Supplier of Services, and Zero-rated Supply. Nature of Supply: Intra-State Supply and Inter-State Supply - Place of Supply of Goods or Services: Meaning and Determination. Procedures under GST: Procedure for Registration - Persons Liable for Registration - Compulsory Registration and Deemed Registration. E-Way Bill under GST: Meaning and Applicability. Filing of Returns: Types of GST Returns and their Due Dates.	15
Unit:V	<u>INTRODUCTION OF CUSTOMS LAW</u> Introduction to Customs Laws in India: The Customs Act 1962 - The Customs Tariff Act 1975 - Basic Concepts - Taxable Event - Levy and Exemptions from Customs Duty - Types - Methods of Valuation- Abatement of Duty on Damaged or Deteriorated Goods - Customs Duty Draw Back.	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

[NOTE: Problems **50%** & Theory **50%**] **Note:** *Italics denotes topics for self-study*

Books for Study:

S. No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Gaur and Narang	Income tax (law and practice)	Kalyani Publications	2022-2023
2	DinkarPagare	Income tax (law and practice)	Kalyani Publications	2022-2023

Books for Reference:

1	S.S Gupta	GST Law and Practice	Taxmann Publications, New Delhi.	2022-2023
2	V. Balachandran	Indirect Taxation	Sultan Chand & Co. New Delhi	2022-2023

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Ms.M.Manjuladevi	Name: D.Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	UAP	Programme Title :	B.A., / B.Sc., / B. Com., BBA.,
Course Code:	22UBM4S1	Title	Batch : 2022-25

		SEC I: Naan Mudhalvan: Quantitative Aptitude		Semester	IV
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	5	Credits:	2

Course Objective

- To enable the students to refine their mathematical, logical, and analytical skills.
- The student will be able to answer real-life simple problems by using HCF and LCM.
- The student is able to apply the correct sequence of operations to find out the value of a given mathematical expression.
- The student will be able to solve the problem involving square roots, cube roots, and average.
- To make them prepare for various public and private sector exams and placement drives.
- To understand the functions of tableau for data process and deploy dashboard.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To have fundamental knowledge of Mathematics about problems of numbers using Mathematical formulae.	K1
CO2	To understand the concepts of profit & loss related processing, simplification, etc.,	K2
CO3	To apply the formulae to real time problems on probability, Areas of surfaces and apply data visualization tool for any data set.	K3
CO4	To analyze the problems solving related to Age, Time and Distance and Time and Work etc. To examine their employability skills.	K4
CO5	Use their logical thinking and analytical abilities to evaluate puzzle and decision making related questions from company specific and other competitive tests / To critically evaluate numerous possibilities related to puzzles.	K5
	To develop their Competitive skills and improve the decision-making skills. To generate analytical reports and presentations using Data Interpretation.	K6

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	M	M	L	H	M	M	M	M	M	M
CO2	H	L	H	M	M	M	L	M	M	M	M	M
CO3	H	H	M	M	L	H	H	H	L	H	M	H
CO4	H	M	H	H	H	M	H	H	H	H	L	H
CO5	M	M	L	H	M	H	M	M	M	M	H	M

*H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Numbers-HCF And LCM of Numbers-Decimal Fractions- Comparison of Fractions - Simplification- Square Root and Cube Roots – Average.	6
Unit II	Time and Work - Time and Distance – Mixtures or Allegations - Problems on Numbers - Problems on Ages –Percentage - Profits and Loss.	6
Unit III	Ratio and Proportion - Time and Work - Time and Distance - Simple Interest - Compound Interest - Area-Volume and Surface Area.	6
Unit IV	Permutation and Combination - Probability, Height and Distances - Boats and Streams - Odd Man Out & Series.	6
Unit V	Interpretation: Tabulation, Bar Graphs, Pie Chart, Line Charts.	6
	Total Contact Hrs	30

Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods

Seminar, Quiz, Assignments, Group Task.

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS\EDITION	YEAR OF PUBLICATION
1	R.S. Aggarwal	Quantitative Aptitude for Competitive Examinations	S.Chand & Company Ltd., New Delhi.	2018

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS EDITION	YEAR OF PUBLICATION
1	Dinesh Khattar	The Pearson Guide to Quantitative Aptitude for Competitive Examinations	Pearson's Publications, New Delhi. 2 nd Edition	2013
2	Praveen R.V	Quantitative Aptitude and Reasoning	PHI Learning Pvt. Ltd., New Delhi. 3 rd Edition.	2016
3	Rajesh Varma	Fast Track Objective Arithmetic	Arihant Publications India Limited, New Delhi	2018
4	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	McGraw Hill Education (India) Private Limited. 7 th Edition	2020
5	Sarvesh K Verma	Quantitative Aptitude Quantum CAT	Arihant Publications India Limited, New Delhi; Twelve edition	2022

Web References

1. https://www.javatpoint.com/aptitude/quantitative
2. https://www.toppr.com/guides/quantitative-aptitude/
3. https://www.tutorialspoint.com/quantitative Aptitude/index.htm
4. https://www.sscadda.com/quantitative-aptitude/
5. https://prepinsta.com/learn-aptitude/
6. https://www.indiabix.com/
7. https://www.icai.org/post.html?post_id=17790
8. https://tnpsc.news/tnpsc-study-materials
9. http://www.kalvisolai.com/p/kalvisolai-tnpsc-study-materials.html
10. https://byjus.com/free-ias-prep/tnpsc-study-material/

Course Designed by	Checked by	Approved by
Name and Signature	Co-ordinator CDC	COE

Name: Mr. K. Srinivasan & Dr. V. Indhumathi Signature:	Name: Mr. K. Srinivasan Signature:	Name: Dr. R. Manickachezian Signature:
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Programme Code:	BBA			Programme Title:	Bachelor of Business Administration	
Course Code:	22UBM4S2			Title	Batch:	2022-2025
				SEC II: Nan Mudhalvan:	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	30	Fundamentals of Insurance	Credits:	2

Course Objective

To provide a customized business education that prepares students for seeking careers Opportunities in the growing risk and insurance industries.

Course Outcomes(CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of insurance	K1
CO2	To understand claim processing with any insurance company, both cashless and pre-paid claims	K2
CO3	To understand campaigns about the government's insurance schemes and private offerings available in the market.	K3

CO4	To fill out any application under the insurance segment	K4
CO5	To promote life, health, rural, and group insurance to appropriate clients	K2

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	M	M	M	M	M	H	H
CO2	H	M	M	H	M	H	M	M	M	H
CO3	H	H	M	H	M	H	M	H	H	H
CO4	H	H	M	H	H	H	M	M	H	H
CO5	H	H	H	M	M	H	M	H	H	M

H- High; M-Medium; L-Low

Units	Content	Hrs
Unit I	<u>Introduction:</u> Insurance -Meaning - Purpose and Need of Insurance - Insurance as a Social Security Tool Role of Insurance Economic in Development - Advantage of Life Insurance.	6
Unit II	<u>Insurance Agency</u> Insurance Agency as a Career - Definition of an Agent - Agent Regulations - Other Intermediaries - Methods of Remunerating Agents - Procedure of Becoming an Agent.	6
Unit III	<u>Life Insurance and Indemnity</u> Principles of Life Assurance - Life Insurance Contract – Principle of utmost Good Faith - Insurable Interest - Principle of Indemnity - Needs and Insurance.	6
Unit IV	<u>Premium and its calculation</u> Meaning- Premium Calculation & Actuarial Variation - Bonus - Life Insurance Product Tradition / Unit Linked Policies - Individual & Group Policies With Profit And Without Profit - Types of Insurance Products as Whole Life Product, Interest Sensitive Products Term Assurance – Annuities Endowment Assurance, etc - Insurance Products for Female and Children, etc.	6
Unit V	<u>Insurance Agent:</u> Insurance Agent - Selling Process - Consumerism in Insurance - Personal Development - Product Knowledge - Customer Orientation.	6
Total Contact Hrs		30

Pedagogy and Assessment Methods :

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion

Note: Italics denotes topics for self- study

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Prof. M. Eswari Karthikeyan	Fundamentals of Insurance	Sahitya Bhawan Publications, Edition: 1	2020
2	M. N., Mishra	Insurance Principles and Practice	S. Chand and Company Limited, 22 nd edition, New Delhi	2019

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Saaty Abdalelah S	Insurance Principles And Practice	LAP Lambert Academic Publishing, Edition:2	2019
2	M. J. Mathew	Insurance Principles and Practice	RBSA Publishers, Edition: 2018	2018
3	Dr Rakesh Agarwal	Insurance Principles And Practice	Sashi Publications Pvt Ltd, 1st edition	2018
4	Priyanka Singh & Puneet Kumar Shrivastav	Insurance Principles and Practice	Thakur Publishers, 5 th edition	2018
5	Hargovind Dayal	Fundamentals of Insurance	Notion Press, Edition: 1	2017

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mrs. R. Visalakshi	Name: Mr.D.Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM4N1	Title	Batch :	2022-25
		Non Major Elective - II Retail Management	Semester	IV
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	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)

CO Number	CO Statement	Knowledge Level
CO1	To remember the scope and significance of Retail management	K1
CO2	To understand retail trends and challenges	K2
CO3	To apply the knowledge of all areas in Retail business process	K3
CO4	To analyze Retail Strategies, Opportunities and competitive advantage	K4
CO5	To evaluate the global retailing process and performance in India	K5

Mapping

PO \ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	M	H	H	H	H	M
CO2	H	H	H	M	H	-	H	M	H	H
CO3	H	H	H	L	M	H	H	M	H	M
CO4	M	H	H	M	H	L	M	M	H	H

CO5	H	M	-	H	M	M	L	M	L	M
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H-High; **M**-Medium; **L**-Low

Unit	Content	Hrs
Unit: I	<u>RETAIL</u> 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	3
Unit :II	<u>RETAIL MODEL</u> 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	<u>CONSUMER DECISION MAKING</u> Situation Analysis – Objectives – Need for Identifying Consumer Needs – Overall Strategy, Feedback and control – Consumer Decision-Making Process	3
Unit :IV	<u>RETAIL IN INDIA</u> 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	3

Unit :V	<u>GLOBAL RETAIL MARKETS</u> 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
Total Contact Hours		15
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: Italics denotes topics for self-study

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	SIA	Retail Management	SIA Publishers & Distributors Pvt Ltd, 1 st edition	2020
2	R.Sudharsan	Retail Management principles and practice	New Century Publications, 3 rd edition	2018

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Bhargavi	Retail Management	Charulatha Publications Private Limited, 1 st Edition	2019
2	Srinivasan Srin. R	Retail Management	Dreamtech Press India Pvt. Ltd, 2 nd edition	2019
3	U.C. Mathur	Retail Management	Dreamtech Press, 1 st edition	2019
4	Nayak J. K	Retail Management	Cengage publications, 4 th edition	2018
5	Barry Berman Ritu Shrivastava Joel R. Evans	Retail Management	Pearson, 13 th Edition	2017

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mr.T.Manikandan	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM4N2	Title	Batch :	2022-25
		Non Major Elective - II Supply Chain Management	Semester	IV
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	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)

CO Number	CO Statement	Knowledge Level
CO1	To recall the students to understand the principles, practices and application in Supply Chain Management	K1
CO2	To understand the legal aspects in Supply Chain Management	K2
CO3	To apply the various dimensions of financial supply chain management and its strategies	K3
CO4	To analyze the impact of logistics and supply chain management with a competitive strategy	K4
CO5	To evaluate the issues in supply chain management and understand the parameters supply chain integration	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	L	L	M	M	H	H
CO2	H	M	M	M	-	M	L	M	L	M
CO3	H	H	H	L	M	H	H	H	H	M
CO4	H	H	M	-	H	M	H	M	H	H
CO5	H	M	M	L	M	H	H	M	H	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO SUPPLY CHAIN MANAGEMENT</u> SCM – Definition – objectives – Evolution - Need-Issues involved in developing SCM Framework-Types. SCM activities - Constituents - Organization	3
Unit :II	<u>SUPPLY CHAIN INTEGRATION</u> 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	<u>PURCHASING PROCESS</u> 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	<u>OUTSOURCING IN SCM</u> Meaning need - Outsourcing risks - Outsourcing process - <i>New opportunities in SCM outsourcing</i> - Myths of SCM outsourcing	3
Unit: V	<u>PERFORMANCE MEASUREMENT IN SCM</u> Meaning -Advantages of performance measures - The benefits of performance measurement - Measuring SCM - Supplier performance measurement - <i>Parameters of choosing suppliers</i>	3
Total Contact Hours		15
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Shankar Ravi	Supply Chain Management	McGraw Hill Education India,3 rd Edition	2020
2	SIA	Supply Chain Management	SIA Publishers & Distributors Pvt Ltd, 1 st Edition	2020

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Raisa Shaikh, Shahjahan Shaikh, Dr. Nehaal Mayur, Uzma Ayub Sarkhot	Supply Chain Management	Nirali Prakashan,1 st Edition	2020
2	Mullick N. H	Supply Chain Management	Enkay Publishing House,1 st Edition	2020
3	Shah Janat	Supply Chain Management	Pearson Education India,3 rd Edition	2019
4	Sanders Nada R	Supply Chain Management	Wiley india Pvt. Ltd,1 st Edition	2019
5	Chopra Sunil	Supply Chain Management	Pearson Education India, 1 st Edition	2018

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mr.T.Manikandan	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM4VA	Title	Batch :	2022-25
		VAC II: Introduction to MSMEs	Semester	IV
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits: 2**

Course Objective

On successful completion of this course, students acquire knowledge and help create job opportunities through self-employment schemes.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the idea of to start MSMEs.	K1
CO2	To understand the growth and development of MSMEs and their impacts.	K2
CO3	To apply the basic banking legal procedures and policies to start a new business.	K3
CO4	To analyze a study on the feasibility of existing enterprises and starting a new venture.	K4
CO5	To evaluate the impact of globalization and execute Micro, Small and Medium Enterprises Development.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	M	H	L	L	M	L	M
CO2	M	H	H	H	M	M	M	H	H	H
CO3	H	M	M	H	L	M	M	M	H	L
CO4	L	H	M	M	H	H	M	H	M	M
CO5	H	M	M	M	H	H	L	M	M	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	INTRODUCTION: Micro , Small and Medium enterprises–Definition, characteristics and their role in economic development, Problems of small–scale industries, Growth of small scale sector in India . Setting up a Small Business: Determination of the nature of the business unit.	10
Unit :II	STUDY ON FEASIBILITY OF EXISTING ENTERPRISE AND STARTING A NEW VENTURE: Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise . Setting up a new venture or starting the business through franchising, Location strategy, Preliminary registration with State Directorate of Industries.	10
Unit :III	IMPACT OF GLOBALIZATION: Changing scenario of MSMEs in the era of Liberalization and Globalization, Competitiveness- Quality control and branding - Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006: Objectives and Definition, Provisions pertaining to promotion and development of MSMEs.	10

Total Contact Hours	30
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity <i>Note: Italics denotes topics for self-study</i>	

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	C.B. Gupta and S.S. Khanka,	Entrepreneurship and Small Business Management	Sultan Chand and Sons, New Delhi, 1 st Edition	2023
2	A. Sahay and V. Sharma	Entrepreneurship and New Venture Creation	Excel Books , New Delhi, 1st Edition	30 July 2008

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Dr. Maturi Balakrishna Rao, Dr.Talluri Sreekrishna	MSME 's	KY Publications 1 st Edition	2018
2	Taxmann	MSME Ready Reckoner	Taxmann publications 3rd Edition	2022
3	Amit Baxi, Nisha Bhandari, Satyadev Purohit, Pragya Lalwani , Pragya Bhandari	Micro Small And Medium Enterprises	KY Publications 1 st Edition	2022
4	C.A.Kamal Garg	Start ups and MSMEs	TAX Publications 3 rd edition	2022

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mrs.R.Visalakshi	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	21UBM513	Title	Batch :	2021-24	
		Core – XIII : Entrepreneurship & Project Management	Semester	V	
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	4

Course Objectives

On successful completion of this course, the student would inculcate entrepreneurial skills and gain knowledge for establishing their own enterprise and undertake project work too

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	o remember entrepreneurship characteristic consequences and its implications in present scenario	K1
CO2	o relate an idea about entrepreneurship development program and institutional support of entrepreneurs	K2
CO3	o apply entrepreneurial skills and knowledge in to project identification and its selection process	K3
CO4	o analyse project report and business plan preparation for competitive business environment	K4
CO5	o evaluate the various sources of business finance and identify the different institutions that supporting entrepreneurs	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	M	H	H	H	H
CO2	H	H	H	M	H	H	M	M	L	M
CO3	H	M	H	H	H	L	H	L	H	M
CO4	M	H	M	H	H	M	L	H	M	H
CO5	H	M	L	H	L	H	H	H	H	L

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>ENTREPRENEURSHIP</u> Meaning of Entrepreneurship – Characteristics, functions and type of entrepreneurship – Entrepreneurship – Role of entrepreneurship in economic development women Entrepreneurs & problems of women entrepreneurs	15
Unit :II	<u>ENTREPRENEURSHIP DEVELOPMENT</u> Entrepreneurship development Programme – need – objectives – course contends – ID phases – Evaluation. Institutional support of entrepreneurs. Factors affecting entrepreneur growth	15
Unit :III	<u>PROJECT MANAGEMENT</u> Meaning of project – concept – categories – project life cycle – characteristics of project – project manager – role and responsibilities project manager	15

Unit : IV	<u>PROJECT IDENTIFICATION AND FORMULATION</u> Project identification – selection – project formation – Contents of a project report – planning commission – Guide lines for formulating a project – Specimen of a project report	15
Unit :V	<u>SOURCE OF FINANCE FOR A PROJECT</u> Source of finance for a project – Institutional Finance supportive projects – project evaluation – objectives – types – Reason for project evaluation-Process of Project evaluation <i>-Business plan preparation</i>	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Dr. S.S.Khanka	Entrepreneurial Development	Chandpublications.Dec 2007 Revised edition	2007
2	SarwateDilip	Entrepreneurship Development and Project Management	Everest Publishing 1st edition	2014

Books for References:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Charantimath Poornima M	Entrepreneurship Development and Small Business Enterprises	Pearson Publication Third Edition Jan 2018	2018
2	Prasanna Chandra	Project Management	McGraw Hill Education, 8th edition	2017
3	C.B.Gupta and N.P.Srinivasan	Entrepreneurial Development	Sultan Chand and Sons Publication	2015
4	Robert D. Hisrich, Mathew J Manimala, Michael P Peters, Dean A Shepherd	Entrepreneurship	McGraw Hill Education, 9 th Edition	2014
5	Priyanka Singh, Supriya Singh	Entrepreneurship and project management	Thakur Publishers, 1 st edition	2012

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.K.Veerakumar	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	21UBM514	Title	Batch :	2021-24	
		CORE – XIV: Skill Enhanced Course : Research Methods for Management	Semester	V	
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	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)

CO Number	CO Statement	Knowledge Level
CO1	o remember fundamentals of research and its implications	K1
CO2	o demonstrate about data collection and sampling methods	K2
CO3	o apply the knowledge's of research through various tests	K3
CO4	o analyses the knowledge's of the students through interpretation and report writing	K4
CO5	o justify the collected data to prove or disprove the hypothesis	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	H	H	M	H
CO2	H	H	H	H	H	-	M	M	H	L
CO3	H	H	H	H	M	H	H	H	H	M
CO4	M	M	M	H	M	L	H	H	M	M
CO5	M	L	H	M	H	M	M	L	L	H

H-High; M-Medium; L-Low

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> Meaning of Sample- Concepts used in Sample and Sample Design 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, Pretesting - <i>Pilot Study</i> and Secondary Data	15
Unit :IV	<u>ANALYSIS OF DATA</u> Processing and Analysis of data – Editing - Coding –Tabulation – Test of Significance ‘T’ Test – F Test Chi-Square test (Simple Problems only)	15

Unit :V	<u>INTERPRETATIONS AND REPORT WRITING</u> Interpretation – Meaning – Techniques of Interpretation – Precautions in Interpretation – Steps in Writing Report – Layout of Research Report – Types of Report – Technical and Popular – Precautions for Writing Research Report	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	C.R. Kothari GauravGarg	Research Methodology : Methods And Techniques	New Age International Publishers, Revised Edition	2020
2	Deepak Chawla Meena Sondhi	Research Methodology Concepts and cases	Publisher: S Chand Edition :2	2016

Books for References:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Krishnaswamy K. N	Management Research Methodology - Integration of Methods and Techniques	Pearson Education India, Edition :1	2020
2	Anand, Hareendran Vinod, Chandra	Research Methodology	Pearson Publications, Edition : 1	2017
3	C.R Kothari, S Chand Publications	Research Methodology	Edition Three	2019
4	P. Saravanavel, KitabMahal	Research Methodology	Edition 3	1991
5	Donald R.Cooper and Pamela S.Schindler	Business Research Methods	Tata McGraw Hill, 11th edition	2012

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.D.Bhuvanendran	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM515	Title	Batch :	2021-24
		CORE – XV : Insurance Principles and Practices	Semester	V
Lecture Hrs./Week	4	Tutorial Hrs./Sem.	-	Credits: 4

Course Objective
The Students Should

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

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
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	K1
CO2	To understand various kinds of insurance plans as well as the contract selection criteria from a cost-benefit point of view	K2
CO3	To apply themselves and familiarize with major insurance products, such as life insurance property insurance, liability insurance, etc..	K3
CO4	To analyze what insurance is, why insurance works and how to determine insurance needs	K4
CO5	To evaluate other business insurances and practices of Health insurance in Indian climate	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	M	H	H	H	H	M
CO2	H	H	H	H	H	-	H	M	H	H
CO3	H	M	H	M	L	H	H	M	H	M
CO4	H	H	-	H	M	L	M	M	H	H
CO5	M	H	M	L	H	M	L	M	L	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>RISK AND INSURANCE</u> 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)- Recent developments in the insurance sector	12
Unit :II	<u>LIFE INSURANCE</u> Characteristics - Features of life insurance contract - Types of Life Insurance policy – Assignment, Nomination and surrender of policy, policy claims - LIC role and its functions	12
Unit :III	<u>GENERAL INSURANCE</u> 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-Insurance organization – organizational structure	12
Unit :IV	<u>DEPOSITS AND CREDIT INSURANCE</u> Nature, terms and Conditions, Claims, Recovery etc.- Public Liability insurance - General insurance Corporation of India and its functions	12
Unit :V	<u>MARINE INSURANCE</u> Features - Principles relating to Marine insurance - Scope and Nature - Types of policy - Marine losses and its classification - Warranties	12
Total Contact Hours		60

Pedagogy and Assessment Methods :

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion

Note: *Italics denotes topics for self- study***Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Prof. M. Eswari Karthikeyan	Fundamentals of Insurance	Sahitya Bhawan Publications, Edition: 1	2020
2	M. N., Mishra	Insurance Principles and Practice	S. Chand and Company Limited, 22 nd edition, New Delhi	2019

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Saaty Abdalelah S	Insurance Principles And Practice	LAP Lambert Academic Publishing, Edition:2	2019
2	M. J. Mathew	Insurance Principles and Practice	RB SA Publishers, Edition: 2018	2018
3	Dr Rakesh Agarwal	Insurance Principles And Practice	Sashi Publications Pvt Ltd, 1st edition	2018
4	Priyanka Singh & Puneet Kumar Shrivastav	Insurance Principles and Practice	Thakur Publishers, 5 th edition	2018
5	Hargovind Dayal	Fundamentals of Insurance	Notion Press, Edition: 1	2017

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.T. Manikandan	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM516	Title	Batch :	2021-24
		CORE – XVI : International Business and Export Management	Semester	V
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	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)

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts of international business and export management	K1
CO2	To understand the issues and challenges in the global trade	K2
CO3	To apply knowledge in the process of export and import trade	K3
CO4	To analyze the recent trends and practices prevalent in the global trade	K4
CO5	To evaluate and execute the procedures for export business	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	M	M	M	H	L	H	M
CO2	H	H	L	M	H	M	H	M	H	H
CO3	H	H	H	H	L	H	L	H	M	H
CO4	L	H	H	L	-	M	H	M	H	L
CO5	M	H	H	H	M	L	M	M	-	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	INTERNATIONAL BUSINESS & MARKETING Meaning – Definition - Objectives - Modes of International Business, International Marketing Vs Domestic Marketing – Features, Scope of International Marketing - <i>Benefits of International marketing</i> - International marketing decisions INTERNATIONAL MARKETING ENVIRONMENT Political – Legal – Cultural – Economic –Demographic – Technological - Natural factors	15
Unit :II	INTERNATIONAL ECONOMIC INSTITUTIONS IMF – IBRD – IFC – IDA – GATT – WTO -UNCTAD	15
Unit :III	PORT 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..	15
Unit :IV	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</i> schemes-EXIM BANK	15
Unit :V	EXPORT PROCEDURES Offer and receipt of confirmed orders -Producing the good shipment and Banking procedure - Negotiation and Export incentives	15
Total Contact Hours		75

Pedagogy and Assessment Methods :

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

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Cherunilam, Francis	International Business	Phi Learning Pvt. Ltd, Sixth Edition,	2020
2	Ajay Srivastava	Export Import Handbook	Business Datainfo Publishing Co. Pvt. Ltd, Fourth Edition	2020

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Charles W. L. Hill , K.Arun	International Business: Competing in the Global Marketplace	McGraw Hill Education; 10th edition	2017
2	K Aswathappa	International Business	McGraw Hill, 7 th Edition	2020
3	Charles W. L. Hill	International Business	McGraw Hill Education India, Eleventh edition, August 2019	2019
4	Gordon and Natarajan	Financial Markets and Institutions	Himalaya Publishing House Private Limited, 8 th Edition	2011

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mrs.R.Visalakshi	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM517	Title	Batch :	2021-24
		Core – XIV Google Workspace -Practical	Semester	V
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits: 1

Course Objective

To reinforce human connections is even more important when people are working remotely and interacting with their customers digitally.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To illustrate the concept of quickly schedule meetings and events and get reminders about upcoming activities using calendar	K3
CO2	Understand and integrate skills such as creating, editing, sharing, and customizing documents using documents.	K4

CO3	Validate the idea of creating and presenting professional presentations for sales, projects, training modules, and much more using Slides	K3
CO4	Develop data visualization options in Google Sheets, as well as how to use Google Forms	K4
CO5	Illustrate the concept of GMail and drives	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	H	H	H	H	H	H	L	H	H	H
CO2	H	M	H	M	H	H	M	H	M	H	M	L
CO3	H	M	H	M	H	L	M	H	M	H	M	H
CO4	M	H	L	H	M	M	H	M	H	M	H	M
CO5	H	L	H	M	H	H	M	H	M	L	M	H

*H-High; M-Medium; L-Low

Content	Hrs
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Sample Programs • Calendar: Create and manage events • Docs: Create and manage comments and action items, set preferences to suit your work style, and use the Google Docs Explore tool. • Drive: Organize, protect, and share files. • Gmail : Compose, send, and reply to messages. • Meet & Chat : Manage video meetings and collaborate using instant messages • Sheets: Create and edit spreadsheets directly in your browser—no other software is required. • Sheets Advanced Topic: Apply themes and conditional formatting, and use advanced formulas and functions • Slides: Create and collaborate on professional presentations for proposals, sales, marketing, or training • Form: To create online forms and surveys with multiple question types	60
Total Contact Hrs	60

Direct Instruction, Flipped Class, Digital Presentation

Pedagogy

Assessment Methods

Seminar, Quiz, Assignments, Group Task.

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mrs.R.Visalakshi	Name: Dr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.ManickaChezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :			Bachelor of Business Administration
Course Code:	21UBM5E3	Title			Batch : 2021-24
		Core Elective – I : Industry 4.0			Semester V
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits:	4

Course Objective

At the end of completing this course, students will have knowledge on Industry 4.0, need for digital transformation and the following Industry 4.0 tools:

- Artificial Intelligence
- Big Data and Data Analytics
- Internet of Things

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	Understand the drivers and enablers of Industry 4.0	K2
CO2	Appreciate the smartness in Smart Factories, Smart cities, smart products and smart services	K2
CO3	Able to outline the various systems used in a manufacturing plant and their role in an Industry 4.0 world	K3
CO4	Appreciate the power of Cloud Computing in a networked economy	K4
CO5	Understand the opportunities, challenges brought about by Industry 4.0 and how organisations and individuals should prepare to reap the benefits	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	H	H	H	M	H	H	H
CO2	H	H	H	H	H	H	H	H	H	H
CO3	M	H	H	M	H	M	H	H	M	H
CO4	H	H	H	H	M	H	H	M	H	M
CO5	H	M	M	H	H	H	M	H	H	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	Industry 4.0 Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality	18
Unit: II	Artificial Intelligence Artificial Intelligence : Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI – Challenges of AI	18

Unit: III	<u>Big Data and IoT</u> Big Data : Evolution - Data Evolution - Data : Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications	18
Unit IV	<u>Applications and Tools of Industry 4.0</u> Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportations and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics	18
Unit V	<u>Jobs 2030</u> Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future - Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with Industry 4.0	18

Note: *Italics denotes topics for self study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	P. Kaliraj,T.Devi,	Industry 4.0 and education: Traformative Technology and Aplications	CRC Press.Taylor & Francis Group	2022
2	P. Kaliraj,T.Devi,	Artificial Intelligence Theory,model and Applications	CRC Press.Taylor & Francis Group	2022

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Alasdair Gilchrist	Industry 4.0: The Industrial Internet of Things	APRESS	2016
2	Kaushik Kumar, Divya Zindani, J. Paulo Davim	Industry 4.0 Developments towards the Fourth Industrial Revolution	Springer	2019

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: R.Visalakshi	Name: r. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM5S1	Title		Batch :	2021-24
		SKILL BASED ELECTIVE – I (Major) Service Marketing		Semester	V
Lecture Hrs./Week	3	Tutorial Hrs./Sem.	-	Credits:	3

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)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various concepts of service marketing	K1
CO2	To understand the strategies for managing and marketing of services	K2
CO3	To apply service marketing concepts in various business sector	K3
CO4	To analyze the device strategies for marketing services in liberalized business environment	K4
CO5	To evaluate how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	M	M	M	L	H	-	H	H
CO2	H	H	-	L	H	H	M	L	H	M
CO3	H	H	H	L	M	M	-	H	L	H
CO4	H	-	H	-	H	H	H	H	L	H
CO5	M	L	M	H	M	H	H	M	H	L

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO SERVICES MARKETING</u> Goods and Services – A comparative study - Salient features of Services – Services Marketing – Concept – Types – Significance of Service Marketing – Key Services of Marketing.	9
Unit :II	<u>TRANSPORT MARKETING</u> Introduction – Users of transport services – The product – Market Segmentation – Marketing mix for transport.	9
Unit :III	<u>TOURISM MARKETING</u> Introduction – The users of tourism services – The product – Market Segmentation in Marketing – Marketing mix for tourism industry.	9

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.	9
Unit :V	<u>HOSPITAL MARKETING</u> Introduction - Hospital: Types of hospitals - Emerging Trends in Medicare; thrust areas for Medicare services - Marketing mix for hospitals.	9
Total Contact Hours		45
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Bhavya Kumar Sahni	Marketing Of Services	Shri Chakradhar Publication Private Limited, 1st Edition	2020
2	Prof. Kishloy Roy	Services Marketing	Everest Publishing House, 3rd Edition	2018

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Jain N C	Services Marketing	All India Publishers & Distributors, Wholesale & Retail Booksellers, 1 st Edition	2020
2	Dr. T. K. Jain Madhvi Singh	Services Marketing	Garima Publications, 1 st Edition	2019
3	Jayant Issac	Marketing of Services	Gullybaba Publishing House, 1 st Edition	2019
4	Vakhariya Shital	Services Marketing	Dattsons, 2 nd Edition	2019
5	Jauhari Vinnie	Services Marketing	OUP India, 3 rd Edition	2019

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.T.Manikandan	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM619	Title	Batch :	2021-24
		CORE – XIX Investment and Portfolio Management	Semester	VI

Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	4
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Course Objective

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

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember that how to identify and analyze the various investment avenues	K1
CO2	To understand the functions and importance of Indian security market	K2
CO3	To apply the knowledge to analyze and predict the trend of stock price movement	K3
CO4	To analyze portfolio theory in practice, covering asset allocation and international investment, portfolio risk management and risk-adjusted performance measurement	K4
CO5	To evaluate and be able to frame portfolio of investment to reduce risk and earn profit	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	H	M	M	H	H	H	H
CO2	H	L	H	H	M	H	L	H	H	M
CO3	L	M	M	H	M	-	M	L	M	H
CO4	H	M	M	H	H	H	H	M	M	H
CO5	H	M	M	H	M	L	L	H	H	L

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO INVESTMENT</u> Concept of Investment – Speculation - Features of a typical investment programme - Risk. New issues market – Functions - Role of primary markets. Stock markets (Secondary Market) - Nature & Functions - Difference between Primary market & Secondary Market- <i>Statutory regulation of Indian stock market</i>	15
Unit: II	<u>LISTING OF SECURITIES</u> Listing of securities : Requirements-Advantages Share trading : Mechanics-features (visit to be stock exchanges) Investment companies: Concept – Types -Mutual funds Stock indexes : Bombay exchange index/(NSE, Etc.,)	15
Unit: III	<u>INVESTMENT OUTLETS</u> 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	15
Unit: IV	<u>PORTFOLIO ANALYSIS</u> Portfolio analysis : Returns from a portfolio – Risk – Capital Assets Pricing Model (CAPM) -CML – Markowitz model – Sharpe model and SML. Portfolio investment process – Principles - The process of Planning, Implementation and Monitoring - Types of portfolio	15
Unit :V	<u>PERFORMANCE EVALUATION</u>	15

	Performance evaluation: Measures of return – Formula -Plans and its type. Risk adjusted measures of performance. Advanced computing of portfolio – Options - Futures- Swaps - Case Study	
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Activity, Case study		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Preeti Singh	Investment and Portfolio Management	Himalaya Publishing House-2008	2008
2	Prasanna Chandra	Investment Analysis and Portfolio Management	McGraw Hill Education; Fifth edition	2017

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Matthew R. Kratter	A Beginner's Guide to the Stock Market	Independently published 2019	2019
2	Hull, John C Sankarshan Basu	Options, futures, and other derivatives	Pearson Education India, 2018	2018
3	Bhall.V.K	Investment management	Sulthan Chand publisher, 3rd revised edition	2013
4	Priyanka Singh, Swati Tiwari	Investment management	Thakur Publishers-2012	2012
5	Donald E.Fischer & Ronald Jorden	Security analysis and portfolio management	PHI publisher, 6th edition	2011

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. U. Thaslim Ariff	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM620	Title	Batch :	2021-24
		CORE – XX : Consumer Behavior	Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	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)

CO	CO Statement	Knowledge
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Number		Level
CO1	To recall the importance of consumer and his behavior	K1
CO2	To compare psychological and social factors influencing consumer behavior	K2
CO3	To apply the knowledge obtained to innovate the product	K3
CO4	To analyse the problems, needs, search, evaluation, pre and post purchase behavior	K4
CO5	To evaluate consumer relationship survey and produce results with recommendations	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	H	H	M	H	H	L	H
CO2	H	H	H	H	M	L	M	L	H	M
CO3	H	H	H	M	L	M	L	H	M	L
CO4	H	H	H	H	M	M	H	M	M	H
CO5	M	H	H	H	H	-	H	H	L	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO CONSUMER BEHAVIOR</u> Defining consumer behavior- Consumer VS customer - 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	<u>DETERMINANTS OF CONSUMER BEHAVIOR</u> 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-Learning and Attitudes of consumers	15
Unit :III	<u>CONSUMER INNOVATION</u> Diffusion of information-The diffusion process –innovation-Product Characteristics influencing consumer behavior-Channels of communication-The Adoption process –stages – Limitation – Innovation Decision process-Profile of the consumer innovation	15
Unit :IV	<u>CONSUMER BUYING BEHAVIOR</u> Consumer Buying decision process-Problems/need recognition –search – Evaluation-Purchasing decisions-Post purchase behavior	15
Unit :V	<u>CONSUMER STRATEGIES</u> Consumer and society-Social responsibility of marketing–Consumerism-Consumer education-Advertising and sales promotion strategies - Marketing Ethics -Pricing strategies – Case Study	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Book for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
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1	Dr.LNatarajan	Consumer Behaviour	Margham Publications, Edition 1st 2010	2010
2	Dr. B.V. Jayanthi	Consumer Behaviour	Laxmi Publications Pvt. Ltd, Edition 1 2021	2021

Books for References:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Don E. Schultz Varsha Jain Jagdish Sheth	Consumer Behaviour A Digital Native	Pearson , Edition: 1, 2019	2019
2	PoonamYadav, Swati Tiwari	Consumer Behaviour	JBC Press, Edition: 1, 2013	2013
3	David L MothersbaughDel I HawkinsAmitMookerjee	Consumer Behaviour (Building Marketing Strategies)	McGraw Hill India, Ed: 13	2019
4	SIA	Consumer Behaviour	SIA Publishers & Distributors Pvt Ltd, Ed.1	2021
5	Dr.S.B.Agarwal, Dr.A.K.Mittal, Sanjeev Prakashan	Consumer Behavior	Oxford HED, Edition: 1	2017

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.D.Bhuvanendran	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM621	Title	Batch :	2021-24
		Core – XXI: Skill Enhanced Course : Advertising and Sales Promotion	Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 4

Course Objectives

By the end of the course, students should have a good working knowledge of the range of communication tools and options available for marketers within an integrated marketing communications perspective. Students should also be able to apply information they have converted in order to plan, integrate and deliver marketing communications that they build equity for brands and sales force management

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the idea about advertising and sales promotion	K1
CO2	To compare merits and demerits of advertising media, sales force management and sales promotion	K2
CO3	To apply concepts in to managing ongoing change and foster developing competitive globalised market	K3
CO4	To analyse implement and evaluate knowledge driven strategic public relations	K4

	plan of organization	
CO5	To evaluate public policy on privacy and security	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1
CO1	H	M	M	H	H	M	H	H	L
CO2	H	H	H	M	-	L	M	L	H
CO3	H	M	H	H	H	M	L	H	M
CO4	M	H	L	H	H	M	H	M	M
CO5	H	L	H	H	L	H	H	H	L

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO ADVERTISING</u> Meaning-importance-objectives-media-forms of media-press Newspaper trade journal-Magazines-outdoor advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme-radio and television advertising-exhibition-trade fair-transportation advertising	15
Unit :II	<u>ADVERTISING AGENCIES</u> Advertising budget-advertising appeals - advertising organization-social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks	15
Unit :III	<u>ADVERTISING LAYOUT & CAMPAIGN PLANNING</u> Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising-advertising campaign- steps in campaign planning - Criticisms on advertising	15
Unit : IV	<u>SALES FORCE MANAGEMENT</u> Sales force Management-Importance- sales force decision-sales force size-recruitment & selection-training-methods-motivating salesman Controlling - compensation & incentives-fixing sales territories-quota - Evaluation	15
Unit :V	<u>SALES PROMOTION</u> Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising -techniques of sale promotion-consumer and dealers promotion. After sales service-packing – guarantee - Personal selling-Objectives - <i>Salesmanship-Process of personal selling</i> -types of salesman – Case Study	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Book for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	BhanuPrakashVerma and Tripti Singh	Advertising and Sales Promotion	Thakur Publisher, Edition 2012	2012
2	PankhuriBhagat	Advertising & Sales Promotion	SBPD Publishing House, Edition: 1	2015

Books for References:

S.No	Author	Title of Book	Publisher \ Edition	Year of
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				Publication
1	Sontakki.C.N	Advertising	Generic; 2011th edition	2015
2	Jaishri Jethwaney Shruti Jain	Advertising Management	Oxford University Press, 2nd Edition	2012
3	Chandra J	Advertising Management	Neha Publishers & Distributors, Revised Ed	2008
4	Chunawalla, S.A Sethia, K.C	Foundation of Advertising : Theory and Practice	Himalaya Publishing House, Mumbai, 2011	2011
5	Rajkumar S Rajagopalan V	Sales and Advertisement Management	S.Chand, 2010	2010

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.K.Veerakumar	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM622	Title	Batch :	2021-24
		CORE – XXII : Business Environment	Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	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)

CO Number	CO Statement									Knowledge Level
CO1	To remember the concepts of public sector in India									K1
CO2	To understand the various environment, culture and society									K2
CO3	To apply business environment strategies and systems									K3
CO4	To analyze the differences between business and government									K4
CO5	To evaluate the global business environment strategies and its regulations									K5
PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	H	-	L	H	H	H	H
CO2	H	H	H	H	H	L	M	M	H	H
CO3	H	H	H	H	H	M	M	H	L	H
CO4	M	M	L	L	H	-	-	H	M	H
CO5	M	L	M	L	M	H	H	M	H	L

H-High; M-Medium; L-Low

Unit	Content	Hrs
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Mapping

Unit: I	<u>BUSINESS ENVIRONMENT</u> – The concept and significance -constituents and characteristics of business environment in India - <i>Social responsibility of business</i>	15
Unit :II	<u>ENVIRONMENTAL ANALYSIS</u> Meaning - Need of Environmental Analysis - Characteristics of Environmental Analysis- Process of Environmental Analysis - Techniques of Environmental Analysis - Importance of Environmental Analysis - <i>Limitations of Environmental Analysis</i> - SWOT analysis	15
Unit :III	<u>POLITICAL & CULTURAL ENVIRONMENT</u> 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 – Principles - Factors Affecting Business Ethics -MNC’S- Features of MNC’S-Advantage of MNC Companies	15
Unit :IV	<u>INDIAN ECONOMIC ENVIRONMENT</u> Indian Economic Environment - Economic System -Mixed Economy - Economic Planning and its Importance -Economic Policies-Industrial Sickness – Causes and Symptoms - Industrial Regulations (MRTP Act)-New Industrial Policy – Industrial Licensing Policy	15
Unit :V	<u>GLOBAL BUSINESS ENVIRONMENT</u> 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 – Case Study	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Sunita Mittal	Business Environment	Gullybaba Publishing House Edition: Latest edition	2021
2	Aswathapa	Business Environment	Himalaya Publishing house 15 th revised edition	2020

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Vishwajeet Prasad	Business Environment	Gen Next Publication, Edition	2020
2	Dr. Amit Kumar	Business Environment	Sahitya Bhawan Edition: Revised	2019
3	Paul	Business Environment	McGraw Hill India, Edition: 4	2018
4	Mohinder Kumar Sharma	Business Environment in India	Arjun Publishing House, Edition: 2018	2018
5	Dr.S.Sankaran	Business Environment	Margaham Publications, Edition 4	2017

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.T.Manikandan	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian

Signature	Signature:	Signature:	Signature:
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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM6E1	Title	Batch :	2021-24
		Core Elective – II : XXIV: Internet and E-Commerce & Information Security - Theory	Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	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)

CO Number	CO Statement	Knowledge Level
CO1	To remember the various domain names	K1
CO2	To understand the significance of e-business	K2
CO3	To apply the various models of e-commerce in real business	K3
CO4	To analyze and list the importance of Information Security	K4
CO5	To assess and apply the knowledge in creating simple web sites	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	L	H	M	L	H	H	H	H
CO2	H	M	H	H	L	M	M	L	L	M
CO3	M	M	M	M	L	M	L	M	H	H
CO4	H	M	H	M	H	M	H	H	M	M
CO5	H	H	M	M	H	H	H	M	H	L

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>INTRODUCTION TO INTERNET</u> 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 – Search engines - New technologies and innovations – <i>Machine Learning and Robotics</i>	15
Unit :II	<u>E-COMMERCE</u> 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	15
Unit :III	<u>COMPONENTS OF COMMUNICATION SYSTEM</u> Components of Communication system - Transmission Media - Wireless Network – Internet – Types of attack : Phishing, Spoofing, Impersonation, Dumpster diving- Information Security goals – Information Security Threats and Vulnerability; Spoofing Identity, Tampering with data, Repudiation, Information	15

	disclosure, Denial of service, Elevation of Privilege	
Unit :IV	<u>AUTHENTICATION AND NETWORK SECURITY</u> 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- Steganography	15
Unit :V	<u>INTRODUCTION TO HTML</u> 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 HTML Tables-Aligning table elements-Row and Column spanning-Netscape table enhancements-Scrolling marquees- <i>Developing simple websites</i>	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming		

Note: For Cyber Security, the Study Material will be available in our College Website: www.ngmc.org.in in the form of e-book: **Note:** *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Kamalesh N. Agarwala, Amit Lal, Deeksha Agarwala	Business on the net	Macmillan India Ltd, 2000	2000
2	Michael E. Whitman, Herbert J. Mattord	Principles of Information Security	Cenage Learning, 4 th Edition	2000

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Doug Lowe	Networking	Wiley Publications, 7 th Edition	2018
2	Kurose James F. Ross Keith W	Computer Networking	Pearson Education; Sixth edition	2017
3	Mario Fergo	E-Commerce	Independently Published	2021
4	Thomas Powell	HTML & CSS: The Complete Reference	McGraw Hill Education; 5 th edition	2017
5	Jaydip Sen	Theory and Practice of Cryptography and Network Security Protocols and Technologies	In Tech, 2013	2013

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mrs.R.Visalakshi	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme	BBA	Programme Title :	Bachelor of Business
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code:			Administration		
Course Code:	21UBM6E4	Title		Batch :	2021-24
		Core Elective – III : XXV : HTML - Practical		Semester	VI
Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits:	2

Course Objective

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

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the tags for various instructions usage in website creation	K1
CO2	To understand the significance of HTML document	K2
CO3	To apply the various procedures for web page creation	K3
CO4	To analyze the procedures and steps to follow for create sample web sites	K4
CO5	To evaluate and develop website designing skill in real business world	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	L	H	H	H	H
CO2	H	-	H	H	M	M	M	L	H	M
CO3	H	M	M	H	H	-	L	H	M	H
CO4	M	M	M	M	H	M	H	H	L	H
CO5	M	M	M	M	M	H	-	M	H	L

H-High; **M**-Medium; **L**-Low

- 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

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mrs.R.Visalakshi	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM6S2	Title	Batch :	2021-24
		SKILL BASED ELECTIVE (Major) : Agricultural Marketing Management	Semester	VI
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	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)

CO Number	CO Statement	Knowledge Level
CO1	To recall types of markets and marketing	K1
CO2	To understand grading and standardization of agricultural products	K2
CO3	To apply the knowledge about agricultural marketing in promotion and distribution of agricultural products	K3
CO4	To analyse the knowledge of students in agricultural marketing, role of credit agencies in India	K4
CO5	To explain the role of financial institutions in agriculture credit	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	L	H	H	H	L	M	H
CO2	H	H	-	M	H	L	H	M	M	H
CO3	H	H	H	M	M	H	M	L	H	M
CO4	M	H	H	M	M	H	L	H	M	M
CO5	M	H	H	H	H	L	H	-	M	H

H-High; M-Medium;L-Low

Unit	Content	Hrs
Unit: I	<u>MARKETING :</u> Meaning, definition –Importance – Types of Markets – Marketing mix	6
Unit :II	<u>AGRICULTURAL MARKETING</u> Features – Importance – Determinants of successful agricultural marketing – Industrial marketing and agricultural marketing	6
Unit :III	<u>AGRICULTURAL PRODUCT AND PRICING</u> Agricultural products, Classification of products – Live stock and dairy - Pricing agricultural products	6
Unit :IV	<u>PROMOTION AND DISTRIBUTION</u> Promotion and distribution of agricultural products – Distribution channel – Factors influencing the selection of channels –Storage, AGMARK – Grading and standardization	6
Unit :V	<u>FINANCIAL INSTITUTIONS</u> Agricultural credit and the role of financial institutions –NABARD and national banks and societies in the promotion-Impact of WTO and Indian	6

	agricultural marketing in India	
Total Contact Hours		30
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Book for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	S.Sankaran	Agricultural Economy Of India	Margham Publications, 4 th Edition	2012
2	Philip Kotler , Keven Lane Keller	Marketing Management marketing cases in the Indian context	Pearson Education Publications, Edition 15 th	2017

Books for References:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Malarkodi Mathan , SamsaiThangarasu , Divya Krishnan	Agricultural Marketing Management	LAP Lambert Academic Publishing, 2013	2013
2	S. Carter	Global Agricultural Marketing Management (Marketing & Agribusiness Texts)	Food and Agriculture Organization of the United Nations Revised Edition	1998
3	Premjit Sharma	Agricultural Marketing Management	Gene-Tech Books , Revised Edition	2007
4	S.C. Panda	Farm Management and Agricultural Marketing	Kalyani Publishers Edition 1 st	2010
5	Lakshmi DharHatai	Agricultural Marketing Management	New India Publishing Agency, Edition 1 st	2016

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.D.Bhuvanendran	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM6S1	Title	Batch :	2021-24
		SEC-IV: Naan Mudhalvan : Mutual Fund Foundation	Semester	VI
Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits: 2

Course Objective

To impart basic knowledge about of what mutual funds are, their types, and their significance in the investment landscape.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To know the various types of mutual funds and make informed decisions about which types suit their investment objectives	K1
CO2	To Understand the structure and functioning of mutual funds, including their advantages and limitations.	K2
CO3	To Assess the risk associated with mutual fund investments and align their choices with their risk tolerance.	K3
CO4	To Evaluate the performance of mutual funds using appropriate metrics and benchmarks	K4
CO5	To Demonstrate improved financial literacy and an ability to make well-informed investment decisions.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	M	M	H	H
CO2	H	H	H	H	H	M	M	M	H	H
CO3	H	M	H	H	H	M	M	M	H	M
CO4	H	H	H	M	M	M	M	M	H	H
CO5	H	M	H	H	H	M	M	M	H	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	Mutual funds- Meaning-Definition- History and evolution of mutual funds- Types of mutual funds: equity funds, debt funds, hybrid funds- Advantages and disadvantages of investing in mutual funds.	6
Unit :II	Mutual fund structure: AMC (Asset Management Company), trustees, custodians-Role of fund managers and their responsibilities.Understanding Net Asset Value (NAV) and its calculation.Fund distribution channels: direct plans vs. regular plans.	6
Unit :III	Investment objectives and risk tolerance- Diversification and asset allocation principles- Active vs. passive investment strategies-Sector-specific and thematic funds.	6
Unit :IV	Measures of fund performance: CAGR, Standard Deviation, Sharpe Ratio-Evaluating fund consistency and risk-adjusted returns-Understanding market and investment risks-Strategies to manage investment risk.	6

Unit :V	Factors to consider when selecting a mutual fund- Reading and interpreting fund factsheets- SIP (Systematic Investment Plan) vs. lump sum investments-Investment process and paperwork- Impact of technology on mutual fund investing.	6
Total Contact Hours		30
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1.	Kevin D Peter	Mutual Fund Investing	TaxmannPublicationsPrivateLimited ,Mumbai.	2018

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1.	Sankaran, Sundar	Indian Mutual Funds Handbook	Sultan Chand and Sons, NewDelhi.	2018
2.	NaanMudhalvan Website			

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mrs.R. Visalakshi	Name: Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature	Signature:	Signature:	Signature:

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	21UBM6S2	Title	Batch :	2021-24	
		SEC IV : Naan Mudhalvan : Agri Business Management	Semester	VI	
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits:	2

Course Objectives

To the study of Agri Business Management introduces students to the processes of agriculture and various business and marketing system in context of agricultural inputs to motivate them to

become entrepreneurs in Agri-business.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	Understand the scope of agricultural business	K1
CO2	Demonstrate economic principles to the problems of farm planning and budgeting	K2
CO3	Apply the fundamentals of management with reference to farm business opportunities	K3
CO4	Analyze various theories and practice of Agriculture	K4
CO5	Evaluate a business plan on value addition of farm products	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	M	H	H	H	H
CO2	H	H	H	M	H	H	M	M	L	M
CO3	H	M	H	H	H	L	H	L	H	M
CO4	M	H	M	H	H	M	L	H	M	H
CO5	H	M	L	H	L	H	H	H	H	L

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>Agri Business Management:</u> Agri Business - Meaning – Characteristics- Scope - Importance – Agri business management decisions – Strategic decisions – Operational Decisions - Administrative decisions– Requirements of Agri business*.	6
Unit :II	<u>Farm Planning & Farm Budgeting:</u> Farm Planning – objectives – advantages – characteristics of good farm Plan - techniques of farm plans - Farm budgeting - Farm records - Land Management- Efficient farm layout*.	6
Unit :III	<u>Farm Business Opportunities:</u> Farm Business Opportunities – Cattle rearing - Poultry - Seed and Seedlings production - Nursery (Focus on ideal conditions - Ideal varieties - Requirements to start and run the business successfully) – Marketing aspects - Institutional arrangements.	6

Unit : IV	<u>Farm Practices:</u> Farm Practices - Organic farming – Benefits - Preparation of compost - Integrated farming – methods – benefits - Kitchen Garden – methods - benefits* - Setup the Terrace Garden	6
Unit :V	<u>Value Addition of farm products:</u> Sericulture - Mushroom farming - value addition of farm products - Loca-tion specific potential farming enterprises - Various Government Schemes.	6
Total Contact Hours		30
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	S.S. Johl & T.R.Kapur	Agri-Business Management	KalyaniPublishers	2016
2	A.C. Broadway & Arif A. Broadway	BlackwellPublishers	Everest Publishing 1st edition	2000

Books for References:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Shakti Ranjan et al Panigrahy	Objective Agribusiness Management	Scientific Publishers-3 rd Edition	2019
2	Naveed Hamid Sajad Khurshid Khan, Jyoti Kachroo	Customer Relationship Management in Agri-Business A Case of Agri-Business Retailers	Satish Serial Publishing House	2018
3	Indira Kumar Kushwaha	Agri-Business Management	Bioscientific Publisher	2017
4	Talathi Naik	Introduction to Agricultural Economics and Agri Business Management	ANE Books	2008
5	Prof.Smita Diwase	Agri Business Management	Everest Publishing House	1999


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