

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

629	BBA	Google Work space Practical	22UBM517	2022
630	BBA	Digital Marketing	22UBM5E1	2022
631	BBA	Financial services	22UBM5E2	2022
632	BBA	Industry 4.0	22UBM5E3	2022
633	B.Com	E-Filing of Income Tax Return	22UCO621	2022
634	B.Com (CA)	Office Automation	22UCC102	2022
635	B.Com (CA)	HTML & Web Designing	22UCC204	2022
636	B.Com PA	Financial Accounting - I	22UPA101	2022
637	B.Com PA	Financial Accounting - II	22UPA203	2022
638	B.Com (E-Commerce)	Software development with Visual Basic.Net	22UEC412	2022
639	B.Com (E-Commerce)	Programming Lab for Software development with Visual Basic.Net	22UEC414	2022
640	B.Com (E-Commerce)	Project work and Viva - Voce	22UEC519	2022
641	B.Com BI	ALLIED II: Business Mathematics and Statistics	22UBI2A2	2022
642	B.Com BI	CORE VII: Principles of Life Insurance	22UBI307	2022
643	B.Com BI	ALLIED LAB I : Programming Laboratory in MS Office	22UBI3A4	2022
644	B.Com BI	Non Major Elective - I : Fundamentals of Insurance	22UBI3N1	2022
645	B.Com BI	CORE X: Principles of General Insurance	22UBI410	2022
646	B.Com BI	ALLIED IV: Introduction to Industry 4.0	22UBI4A5	2022
647	B.Com BI	Core - XIV : Financial Innovations in Banking and Insurance	22UBI514	2022
648	B.Com BI	CORE XIX: Goods and Services Tax	22UBI619	2022
649	B.Com BI	Core Elective - II : Customer Relationship Management	22UBI6E5	2022
650	B.Com (BPS)	Accounting and Finance for Corporate	22UBP204	2022
651	B.Com (BPS)	Principles and Practices of Insurance	22UBP307	2022
652	B.Com (BPS)	Investment Management	22UBP308	2022
653	B.Com (BPS)	Organizational Behaviour	22UBP410	2022

HIGHLIGHTED



CLICK
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DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
POLLACHI - 642001



29th Board of Studies Meeting in the Department of
BUSINESS ADMINISTRATION

Date : 04.06.2022

Time: 10.30 a.m.

Agenda

BoS / BBA29.1	:	Welcome address and Opening Remarks by Chairman, Board of studies in the Department of Business Administration
BoS / BBA29.2	:	Confirmation of the Minutes of the 28 th Previous meeting of Board of studies in the Department of Business Administration held on 22.05.2021 and Action taken report of 28 th meeting of Board of studies
BoS / BBA29.3	:	29.3.1 Syllabus of I BBA under Regulation 2022 - 23
	:	29.3.2 Syllabus of II BBA under Regulation 2021 - 22
	:	29.3.3 Syllabus of III BBA under Regulation 2020 - 21
	:	Any other Discussions, if any
BoS / BBA29.4	:	Suggestion given by BOS Members
BoS / BBA29.5	:	Any other items

D. Bhuvanendran

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BoS/ BBA29.1

Welcome address and opening remarks by chairman, Board of Studies in the Department of Business Administration. The Chairman, BoS of the Business Administration welcomed and introduced the members of 29th Board of Studies and thanked each one of them for sparing their valuable time to attend the meeting.

BoS/ BBA29.2

To confirm the minutes of previous BOS meeting 28th BOS meeting held on 22.05.2021. The minutes of the previous BOS meeting 28th Board of Studies meeting held on 22.05.2021 were communicated to the members. The comments received have been incorporated and placed for confirmation. The same was approved by the Previous Academic Meeting 28th Academic council.

~ Action Taken Report (Enclosed in Annexure 1)

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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
POLLACHI
DEPARTMENT OF BUSINESS ADMINISTRATION



MINUTES OF BOS MEETING

The 29th Meeting of the Board of studies of the Department of Business Administration was held on 04.06.2022 at 10.30 a.m. in the Department of Business Administration, 90 – Palghat Road, Nallamuthu Gounder Mahalingam College, Pollachi – 642 001

1. The following members were present:

1	Mr D Bhuvanendran Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Chairman
2	Mr T Manikandan Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Internal Members
3	Mrs R Visalakshi Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
4	Dr.U.Thaslim Ariff Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
6	Dr R Chandrasekaran Associate Professor of Business Administration Dr.NGP Arts & Science College (Autonomous) Coimbatore – 641 048	University Nominee
7	Dr.K.Maruthadurai Assistant Professor & Cultural Coordinator Department of Management Studies Thanthai Hans Roever College (Autonomous) Perambalur - 621 220	Subject Expert

8	Dr.R.Balaji vignesh Associate Professor Sakthi Institute of Information and Management Studies – Pollachi	Academic Auditor
9	Mr.G.Madhu Manoj Madhu Coirs Kottur – 642 114	Industrial Expert/ Allied Area
10	Mr.R.Ragul Nanthan ICICI Bank Assistant Manager (Agri Loan) – 642 001	Alumni
11	Sathya Priya.T(19BM57) 2019 – 2022 Batch Student	Student Member

HoD

CDC Co-ordinator

K. SRINIVASAN, M.C.A.,

Co-ordinator

Curriculum Development Cell (CDC)

NGM College (Autonomous)

Pollachi - 642 001.

COE

Dr. R.MANICKA CHEZIAN, M.Sc., M.S., Ph.D.,
Controller of Examinations

NGM College (Autonomous)

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PRINCIPAL

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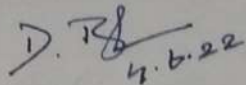
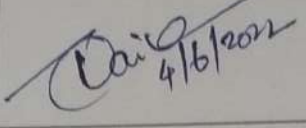
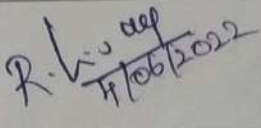
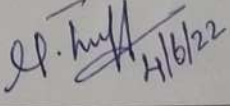
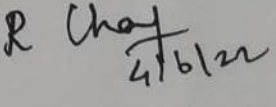
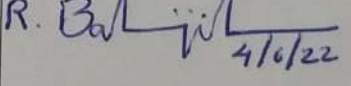
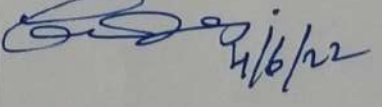
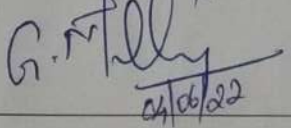
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Members Present:

Chairman	
Mr D Bhuvanendran Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	 4.6.22
Internal Members	
Mr T Manikandan Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	 4/6/2022
Mrs R Visalakshi Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	 4/6/2022
Dr. U. Thaslim Ariff Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	 4/6/22
University Nominee	
Dr R Chandrasekaran Associate Professor of Business Administration Dr.NGP Arts & Science College (Autonomous) Coimbatore – 641 048	 4/6/22
Academic Experts	
Dr.R.Balaji vignesh (Subject Expert) Associate Professor Sakthi Institute of Information and Management Studies – Pollachi - 642 001	 4/6/22
Dr.K.Maruthadurai (Academic Auditor) Assistant Professor & Cultural Coordinator Department of Management Studies Thanthai Hans Roever College (Autonomous) Perambalur - 621 220	 4/6/22
Industrial Expert	
Mr.G.Madhu Manoj Madhu Coirs Kottur – 642 114	 4/6/22

<i>Alumnus nominated by Principal / HoD</i>	
Mr.R.Ragul Nanthan ICICI Bank Assistant Manager (Agri Loan) Vettakaranpudur -642129	P. R. Nanthan 04/06/2022
<i>Student Member</i>	
Sathya Priya.T (19BM57) 2019 – 2022 Batch Student	T. Sathya Priya. 4/6/2022

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BoS/ BBA 29.3

BoS/ BBA29.3.1

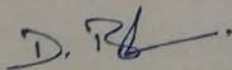
I BBA (I & II SEMESTER)

22UBM203 & Core - III :Organisational Behaviour, individual behaviour added additionally in unit II

22UBM204 & Core - IV : Financial Accounting-Problem and Theory Proportion Ratio Will be changed 80% -20% in to 60%-40%.In Unit 2,Errors problems are excluded.

The presented syllabus was accepted by the experts and a few suggestions were given as follows:

- To add the above topics in existing units
- The following paper from BBA were accepted by the experts fully without further suggestions:
 - 22UBM101 &Core - I :** Principles of Business Management and Business Organization
 - 22UBM102 & Core - II :**Business Communication
 - 22UBM1A1 & Allied – I :**Mathematical Techniques – I
 - 22UBM2A2 & Allied - II :** Business Economics



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BoS / BBA29.3.2

II BBA (III & IV SEMESTER)

22UBM308 & Core - VIII : Mercantile Law, Promoters added in Unit – 3

22UBM411 & Core - XI : Cost and Management Accounting, Difference between cost and management accounting additionally added in Unit II

The presented syllabus was accepted by the experts and a few suggestions were given as follows:

- To include above topics in existing syllabus
- The following papers from BBA were accepted by the experts fully without further suggestions:

22UBM305 & Core - V : Taxation,

22UBM306 & Core - VI : Financial Management,

22UBM307 & Core - VII : Marketing Management

22UBM409 & Core- IX : Personnel Management and Industrial Relations,

22UBM410 & Core - X : Production and Materials Management,

22UBM3A3 & Allied - III: Mathematical Techniques-II,

22UBM4A4 & Allied - IV : Management Information System,

22UBM3N11 & NME - I : Intellectual Property Rights,

22UBM3N12 & NME - I : Rural Consumer Behaviour,

22UBM3V1 & Department Specific Value Added Course – I :

Entrepreneurship in Rural Areas

22UBM412 & Core - XII : Banking Theory Law & Practice,

22UBM4N21 & NME - II : Retail Management,

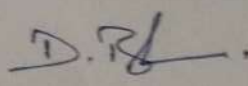
22UBM4N22 & NME - II : Supply Chain Management

22UBM4V2 & Department Specific Value Added Course – II :

Project Management for Small Business


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III BBA (V&VI SEMESTER)

22UBM5E11 & Core Elective – I : XVII : Microsoft office applications for business – practicals paper has been fully removed & google work space practical has been introduced.

22UBM5E11A & Core Elective – I : XVIII : In core elective I Microsoft office applications for business - Theory paper has been removed & digital marketing paper has been introduced.

22UBM619 & Core - XIX : In core elective I Programming in C theory paper has been removed & financial service paper has been introduced.

22UBM622 & Core – XXII : In core elective I RDBMS & oracle – Theory has been removed & industry 4.0 has been introduced.

- The following papers from BBA were accepted by the experts fully without further suggestions:

22UBM513 & Core – XIII : Entrepreneurship & Project Management

22UBM514 & Core - XIV : Skill Enhanced Subject :

22UBM515 & Core - XV : Insurance Principles and Practices

22UBM516 & Core – XVI : International Business and Export Management

22UBM6E1 & Core Elective – II : XXIV : Internet & E-Commerce and Information Security

22UBM5S11 & Skill-Based Elective: (Major) Services Marketing,

22UBM5S12 & Skill-Based Elective: (Major) Concepts of Rural Marketing Management,

22UBM620 & Core – XX : Consumer Behaviour,

22UBM621 & Core – XXI : Skill Enhanced Subject: Advertising and Sales Promotion

22UBM623 & Core - XXIII : Project Work and Viva – Voce,



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New Course Added:

The following papers from BBA were accepted by the experts fully without further suggestions

22UBM5E12 & Core Elective – I : XVII : Visual Basic – Theory

22UBM5E13 & Core Elective – I : XVII : Customer Relationship Management – Theory

22UBM5E12B & Core Elective – I : XVIII : Visual Basic – Practical,

22UBM5E13C & Business Correspondence – Practical,

22UBM5AL1 & Advanced Learner Course – I (Optional) Self-Study : Stress Management

22UBM 6AL2 & Advanced Learner Course – II (Optional) Self-Study : Event Management

These changes have been made effect for the students admitted in 2022 - 2023 with Semester No 1st – 6th Semesters accordingly

Note:

1. Core Elective Papers in V and VI semester were added to select one paper among the three given choice papers
2. Advanced Learner Course is added as additional credit course for advanced learners optional course

BoS/CS 29.4 SUGGESTIONS GIVEN BY THE BoS MEMBERS

12.4.1: The Members of BoS has suggested to include certain topics in few courses due to necessity and advised to eliminate certain topics

12.4.2: ALC topics are suggested by BoS Members and adopted with previous batch itself

The members had a brainstorming discussion and interaction among themselves. After discussion, fruitful suggestions were incorporated appropriately in the Curriculum and Syllabi.

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Based on the suggestions given by the members, BOS resolved to recommend the following to the Academic Council for further approval.

- a) The syllabus of First Year BBA under Regulation 2022 – 2023
- b) The syllabus of Second Year BBA under Regulation 2021 – 2022
- c) The syllabus of Third Year BBA under Regulation 2020 – 2021
- d) All VAC are incorporated as per suggestions



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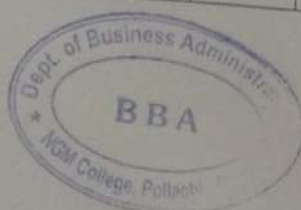
List of Courses having focus on Local, National, Regional and Global developmental needs offered by the Department of Business Administration

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme: Business Administration (BBA)

Course Code	Course Title	Need				Year: 2021
		Local	National	Regional	Global	Rationale
22UBM101	Core - I : Principles of Business Management and Business Organization	✓	✓	✓	X	Management applies in all levels
22UBM102	Core - II : Business Communication	✓	✓	✓	✓	Communication is necessary everywhere
22UBM1A1	Allied - I : Mathematical Techniques - I	✓	✓	✓	✓	Mandatory in every aspect
22UBM203	Core - III : Organisational Behaviour	✓	✓	X	X	Educates behaviour
22UBM204	Core - IV : Financial Accounting	✓	✓	✓	✓	Applicable everywhere
22UBM2A2	Allied - II : Business Economics	✓	✓	✓	X	Must from individual to corporate
22VAD202	Manaiyil Mahathuvam - I	✓	✓	✓	X	Strong for every women
22VAD203	Uzhavu Bharatham - I	✓	✓	✓	X	Back bone of our nation
22UBM305	Core - V : Taxation	✓	✓	✓	X	Directly or indirectly applicable
22UBM306	Core - VI : Financial Management	✓	✓	✓	✓	Necessary everywhere
22UBM307	Core - VII : Marketing Management	✓	✓	✓	✓	Accelerates the growth
22UBM308	Core - VIII : Mercantile Law	✓	✓	✓	X	To be Followed
22UBM3A3	Allied - III : Mathematical Techniques - II	✓	✓	✓	✓	Mandatory in every aspect
22UBM3N1	NME - I : Intellectual Property Rights	✓	✓	✓	✓	Must for Individual to all levels
22UBM3N2	NME - I : Rural Consumer Behaviour	✓	✓	✓	✓	Reach even uneducated and unaware buyers
22VAD302	Manaiyil Mahathuvam - II	✓	✓	✓	X	Strong for every women
22VAD303	Uzhavu Bharatham - II	✓	✓	✓	X	Back bone of our nation
22VAD304	Entrepreneurship in Rural Areas	✓	✓	X	X	Budding from rural to be focused

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22UBM409	Core- IX : Personnel Management and Industrial Relations	✓	✓	✓	✓	To maintain proper Human Relation
22UBM410	Core - X : Production and Materials Management	✓	✓	✓	✓	Focused at industry level
22UBM411	Core - XI : Cost and Management Accounting	✓	✓	✓	✓	Applicable everywhere in industry
22UBM412	Core - XII : Banking Theory Law & Practice	✓	✓	✓	✓	Applicable everywhere from individual to industry
22UBM4A4	Allied - IV : Management Information System	✓	✓	✓	✓	Applicable everywhere from individual to industry
22UBM4N3	NME - II : Retail Management	✓	✓	X	X	Success of industry depends in retail sales
22UBM4N4	NME - II : Supply Chain Management	✓	✓	✓	✓	Success of organization depends on continuity
22VAD402	Manaiyiyal Mahathuvam - III	✓	✓	✓	X	Strong for every women
22VAD403	Uzhavu Bharatham - III	✓	✓	✓	X	Back bone of our nation
22VAD404	Project Management for Small Business	✓	✓	X	X	To educate new entrepreneur with ideas
22UBM513	Core – XIII : Entrepreneurship & Project Management	✓	✓	✓	X	Budding entrepreneurs be focused to educate new with ideas
22UBM514	Core - XIV : Skill Enhanced Subject : Research Methods for Management	✓	✓	✓	✓	Applies in all levels from education to industry
22UBM515	Core - XV : Insurance Principles and Practices	✓	✓	✓	✓	Must for everyone
22UBM516	Core – XVI : International Business and Export Management	X	X	✓	✓	The next level of business at home level
22UBM517	Core - XVII :Google workspace practicals	✓	✓	✓	X	Basic Computer knowledge
22UBM5E1	Core Elective – I : XVII : Digital marketing	✓	✓	✓	X	Needs for Business
22UBM5E2	Core Elective – I : XVII : Financial services	✓	✓	✓	✓	Necessity for current scenario
22UBM5E3A	Core Elective – I : XVIII : Industry 4.0	✓	✓	✓	X	Basic Computer knowledge
22UBM6E8	Core Elective – III : XVIII : Visual Basic – Practical	✓	✓	✓	X	Basic Computer knowledge
22UBM6E9	Core Elective – III : XVIII : Business Correspondence – Practical	✓	✓	✓	✓	Necessity for current scenario

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22UBM5AL	Advanced Learner Course – I (Optional) Self-Study Stress Management	✓	✓	✓	✓	Applicable for advanced learners
		✓	✓	✓	✓	
22UBM5S1	Skill-Based Elective : (Major) Services Marketing	✓	✓	✓	X	Educate about provisions available after purchase
22UBM5S2	Skill-Based Elective : (Major) Concepts of Rural Marketing Management XVIII	✓	✓	X	X	Experimental learning
22UBM618	Core : Investment and Portfolio Management	✓	✓	✓	✓	Necessity of Basic individual
22UBM619	Core – XIX : Consumer Behaviour	✓	✓	✓	✓	Reasons to know buyers
22UBM620	Core – XX : Skill Enhanced Subject : Advertising and Sales Promotion	✓	✓	✓	X	To attract public by advertising to increase sales
22UBM621	Core – XXI : Business Environment	✓	✓	✓	X	To Know Micro / Macro Level
22UBM622	Core – XXII : Project Work and Viva - Voce	✓	✓	✓	✓	Experimental Learning & Practical Exposure
22UBM6E4	Core Elective : Internet & E- Commerce and Information Security – Theory	✓	✓	✓	✓	To Reach unreached through net
22UBM6E5	Core Elective - XXIV Visual basic Theory	✓	✓	✓	X	Little higher than basic
22UBM6E6	Core Elective - XXIV : Theory Customer relationship management	✓	✓	✓	✓	To create business database
22UBM6E7	Core Elective – XXV : HTML – Practical	✓	✓	✓	X	To Reach unreached through net
22UBM6E8	Core Elective – XXV : Visual basic practical	✓	✓	✓	✓	Little higher than basic
22UBM6E9	Core Elective – XXV : Business correspondence - Practical	✓	✓	✓	X	To create business database
21UBM 6AL	Advanced Learner Course – II (Optional) Self-Study : Event Management	✓	✓	✓	✓	Applicable for Advanced learners only
		✓	✓	✓	✓	
22UBM6S21	Skill-Based Elective : (Major) Logistics Management	✓	✓	✓	X	Bridge to connect different areas
22UBM6S2	Skill-Based Elective : (Major) Agricultural Marketing Management	✓	✓	✓	✓	To Enrich Agriculturists through business

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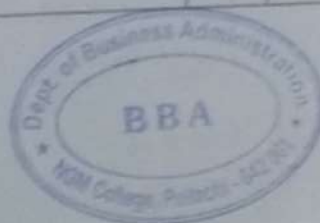
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**List of Courses having focus on Employability / Entrepreneurship / Skill Development
offered by the Department of Business Administration**

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme: Business Administration (BBA)					Year: 2021	
Course Code	Course Title	Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Focus	Year of Introduction
		EM	EN	SD		
22UBM101	Core - I : Principles of Business Management and Business Organization	✓	X	✓	Management Skills	2021
22UBM102	Core - II : Business Communication	✓	✓	✓	Transfer of Information	2021
22UBM1A1	Allied - I : Mathematical Techniques - I	✓	X	✓	Application of Knowledge	2021
21UBM203	Core - III : Organisational Behaviour	✓	✓	X	Adaptation to Environment	2021
22UBM204	Core - IV : Financial Accounting	✓	✓	✓	Accountability	2021
22UBM2A2	Allied - II : Business Economics	✓	✓	X	Application of Financial Idea	2021
22VAD202	Manayiyal Mahathuvam - I	✓	X	✓	Basic Preparedness	2021
22VAD203	Uzhavu Bharatham - I	✓	✓	✓	Back bone of future	2021
22UBM305	Core - V : Taxation	✓	✓	✓	Indirect / Direct Application of tax	2021
22UBM306	Core - VI : Financial Management	✓	✓	✓	Knowledge needed everywhere	2021
22UBM307	Core - VII : Marketing Management	✓	X	✓	Application of Mind	2021
22UBM308	Core - VIII : Mercantile Law	✓	✓	✓	Law to be followed	2021
22UBM3A3	Allied - III: Mathematical Techniques-II	✓	X	✓	Application of Knowledge	2021
22UBM3N11	NME - I : Intellectual Property Rights	✓	✓	✓	Knowledge / Idea	2021
22UBM3N12	NME - I : Rural Consumer Behaviour	X	✓	✓	Buyer Behaviour	2021
22VAD302	Manayiyal Mahathuvam - II	✓	X	✓	Basic Preparedness	2021
22VAD303	Uzhavu Bharatham - II	✓	✓	✓	Back bone of future	2021
22UBM3V1	Entrepreneurship in Rural Areas	✓	✓	✓	To start business in rural area	2021
22UBM409	Core- IX : Personnel Management and Industrial Relations	X	✓	✓	Develop Human Relations	2021
22UBM410	Core - X : Production and Materials Management	✓	✓	✓	Industry	2021



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22UBM411	Core - XI : Cost and Management Accounting	✓	✓	✓	Accountability	2021
22UBM412	Core - XII : Banking Theory Law & Practice	✓	✓	✓	Updating of Banking Knowledge	2021
22UBM4A4	Allied - IV : Management Information System	✓	✓	X	Development of Data	2021
22UBM4N21	NME - II : Retail Management	✓	✓	✓	Local sales	2021
22UBM4N22	NME - II : Supply Chain Management	✓	✓	✓	Continuity in sales	2021
22VAD402	Manayiyal Mahathuvam - III	✓	X	✓	Basic Preparedness	2021
22VAD403	Uzhavu Bharatham - III	✓	✓	✓	Back bone of future	2021
22UBM4V2	Project Management for Small Business	X	✓	✓	Budget and allocation of funds	2021
22UBM513	Core - XIII : Entrepreneurship & Project Management	X	✓	✓	Budget and allocation of funds to start business	2021
22UBM514	Core - XIV : Skill Enhanced Subject : Research Methods for Management	✓	✓	✓	Application of knowledge for thesis preparation	2021
22UBM515	Core - XV : Insurance Principles and Practices	✓	✓	✓	Awareness Creation	2021
22UBM516	Core - XVI : International Business and Export Management	✓	✓	✓	Educating knowledge for business to next level	2021
22UBM5E11	Core Elective - I : XVII : Microsoft Office Applications for Business - Theory	✓	X	✓	Basic Computer skills	2021
22UBM5E12	Core Elective - I : XVII : Visual Basic - Theory	✓	X	✓	Additional Computer skills	2021
22UBM5E13	Core Elective - I : XVII : Customer Relationship Management - Theory	✓	✓	✓	Reliability of customer	2021
22UBM5E11 A	Core Elective - I : XVIII : Microsoft Office Applications for Business - Practical	✓	X	✓	Basic Computer skills	2021
22UBM5E12 B	Core Elective - I : XVIII : Visual Basic - Practical	✓	X	✓	Additional Computer skills	2021
22UBM5E13 C	Core Elective - I : XVIII : Business Correspondence - Practical	✓	✓	✓	Documenting	2021
22UBM5AL 1	Advanced Learner Course - I (Optional)Self-Study:Stress Management	✓	✓	✓	Knowledge and Skill equipment	2021
22UBM5S11	Skill-Based Elective : (Major) Services Marketing	✓	✓	✓	Knowledge equipment	2021
22UBM5S12	Skill-Based Elective : (Major) Concepts of Rural Marketing	✓	✓	✓	Knowledge and Skill equipment	2021

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Percentage of Revision of Business Administration Syllabus under Regulation 2022

DEPARTMENT OF BUSINESS ADMINISTRATION

S.No	Course Code	Course Title	Change Details	% of Changes	Content Deleted	Content Updated	Reason for Change
1	22UBM101	Core - I : Principles of Business Management and Business Organization	In Existing Syllabus	-	-	-	-
2	22UBM102	Core - II : Business Communication	In Existing Syllabus	-	-	-	-
3	22UBM1A1	Allied - I : Mathematical Techniques - I	In Existing Syllabus	-	-	-	-
4	22UBM203	Core - III : Organisational Behaviour	In Existing Syllabus	5 %	-	<u>Unit - II</u> Individual Behavior	Course Teacher Opinion
5	22UBM204	Core - IV : Financial Accounting	In Existing Syllabus	-	-	40% Theory-60% Problems	Subject Expert Opinion
6	22UBM2A2	Allied - II : Business Economics	In Existing Syllabus	5 %	-	<u>Unit-2</u> Demand Forecasting-Importance of Demand forecasting	Course Teacher Opinion
7	22UBM305	Core - V : Taxation	In Existing Syllabus	-	-	No Change	-
8	22UBM306	Core - VI : Financial Management	In Existing Syllabus	5%	-	Unit-IV Principles of capital budgeting	Subject Expert Opinion
9	22UBM307	Core - VII : Marketing Management	In Existing Syllabus	-	-	-	-
10	22UBM308	Core - VIII : Mercantile Law	In Existing Syllabus	5 %	-	<u>Unit - 3</u> Promoters	Subject Expert Opinion
11	22UBM3A3	Allied - III: Mathematical Techniques-II	In Existing Syllabus	-	-	-	-

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	Management					
22UBM619	Core - XIX : Investment and Portfolio Management	✓	✓	✓	Financial Awareness	2021
22UBM620	Core - XX : Consumer Behaviour	✓	✓	✓	Buyer Intention	2021
22UBM621	Core - XXI : Skill Enhanced Subject : Advertising and Sales Promotion	✓	✓	✓	Enriching knowledge in volume of sales	2021
22UBM622	Core - XXII : Business Environment	X	✓	✓	Micro & Macro Level	2021
22UBM623	Core - XXIII : Project Work and Viva - Voce	✓	✓	✓	Application of knowledge and mind	2021
22UBM6E21	Core Elective - II : XXIV : Internet & E-Commerce and Information Security - Theory	✓	✓	✓	Basic Computer skills	2021
22UBM6E22	Core Elective - II : XXIV : Programming in C - Theory	✓	X	✓	Additional Computer skills	2021
22UBM6E23	Core Elective - II : XXIV : RDBMS - Theory	✓	X	✓	Computer skills for documenting	2021
22UBM6E31	Core Elective - III : XXV : HTML - Practical	✓	X	✓	Basic Computer skills	2021
22UBM6E32	Core Elective - III : XXV : Programming in C - Practical	✓	X	✓	Additional Computer skills	2021
22UBM6E33	Core Elective - III : XXV : Oracle - Practical	✓	✓	✓	Computer skills for documenting	2021
22UBM 6AL2	Advanced Learner Course - II (Optional) Self-Study : Event Management	✓	✓	✓	Knowledge and Skill equipment	2021
22UBM6S21	Skill-Based Elective : (Major) Logistics Management	✓	✓	✓	Bridging Different locations	2021
22UBM6S22	Skill-Based Elective : (Major) Agricultural Marketing Management	✓	✓	✓	Focus Agriculturist Products	2021

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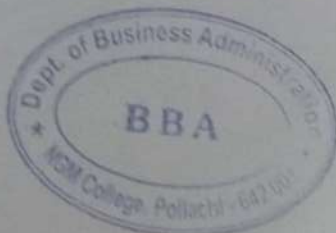


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12	22UBM3N1	NME - I : Intellectual Property Rights	In Existing Syllabus	-	-	-	-
13	22UBM3N2	NME - I : Rural Consumer Behaviour	In Existing Syllabus	-	-	-	-
14	22UBM409	Core- IX : Personnel Management and Industrial Relations	In Existing Syllabus	-	-	-	-
15	22UBM410	Core - X : Production and Materials Management	In Existing Syllabus	-	-	-	-
16	22UBM411	Core - XI : Cost and Management Accounting	In Existing Syllabus	5%	-	Unit II Difference between cost and management accounting	Course Teacher Opinion
17	22UBM412	Core - XII : Banking Theory Law & Practice	In Existing Syllabus	-	-	-	-
18	22UBM4A4	Allied - IV : Management Information System	In Existing Syllabus	5 %	-		
19	22UBM4N3	NME - II : Retail Management	In Existing Syllabus	-	-	-	-
20	22UBM4N4	NME - II : Supply Chain Management	In Existing Syllabus	-	-	-	-
21	22UBM513	Core - XIII : Entrepreneurship & Project Management	In Existing Syllabus	-	-	-	-
22	22UBM514	Core - XIV : Skill Enhanced Subject : Research Methods for Management	In Existing Syllabus				
23	22UBM515	Core - XV : Insurance	In Existing				

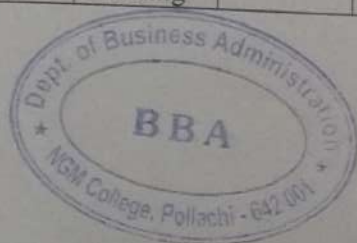
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		Principles and Practices	Syllabus				
24	22UBM516	Core – XVI : International Business and Export Management	In Existing Syllabus				
25	22UBM5517	Core Elective – I : XVII : Google workspace practicals	New Syllabus	100 %	-		
26	22UBM5E1	Core Elective – I: Digital marketing	New Syllabus	100%	-	-	-
27	22UBM5E2	Core Elective – I : XVII : Financial services	New Syllabus	100%	-	-	-
28	22UBM5E3	Core Elective – I : Industry 4.0	New Syllabus	100%	=		
29	22UBM5E12B	Core Elective – I : XVIII : Visual Basic – Practical	New Syllabus				
30	22UBM5E13C	Core Elective – I : XVIII : Business Correspondence – Practical	New Syllabus				
31	22UBM5AL	Advanced Learner Course – I (Optional) Self-Study	Stress management				
32	22UBM5S1	Skill-Based Elective : (Major) Services Marketing	In Existing Syllabus	-	-	-	-
33	22UBM5S2	Skill-Based Elective : (Major) Concepts of Rural Marketing Management	In Existing Syllabus	-	-	-	-
34	22UBM618	Core - XVIII : Investment and Portfolio Management	In Existing Syllabus				
35	22UBM619	Core – XIX : Consumer	In Existing				

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		Behaviour	Syllabus				
36	22UBM620	Core – XX : Skill Enhanced Subject : Advertising and Sales Promotion	In Existing Syllabus				
37	22UBM621	Core – XXI : Business Environment	In Existing Syllabus				
38	22UBM622	Core – XXII : Project Work and Viva - Voce	In Existing Syllabus				
39	22UBM6E4	Core Elective – II : Internet & E-Commerce and Information Security – Theory	In Existing Syllabus	5%	Unit – 1 HTML & Internet Advertising Unit-3 Protocol Definition, Tcp/Ip	Unit – 1 Machine Learning and Robotics	Subject Expert Opinion
40	22UBM6E5	Core Elective – II : Visual basic theory	-	-	-	-	-
41	22UBM6E0	Core Elective – II : Customer relationship management- theory	-	-	-	-	-
42	22UBM6E7	Core Elective – III : HTML – Practical	In Existing Syllabus	-	-	-	-
43	22UBM6E8	Core Elective – III : Visual basic- practical	New Syllabus	100 %	-	All 5 Units are New	University Nominee & Subject Expert Opinion
44	22UBM6E9	Core Elective – III : Business correspondence- practical	New Syllabus	100 %	-	All 5 Units are New	
45	22UBM 6AL	Advanced Learner Course – II (Optional) Self-Study- event management	New Syllabus	100 %	-	All 5 Units are New	
46	22UBM6S1	Skill-Based Elective : (Major)	Existing Syllabus	-	-		-



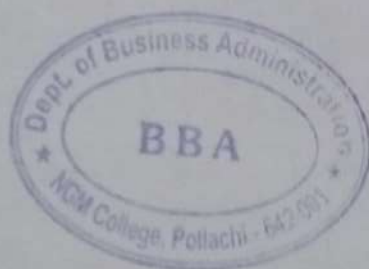
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		Logistics Management					
47	22UBM6S2	Skill-Based Elective : (Major) Agricultural Marketing Management	Existing Syllabus	-	-	-	-

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- Ratification Moved by Mr.D.Bhuvanendran, Head (i/c) Department of Business Administration .

Ratification of Syllabus for the regulation (2021-2024) were being made to the following courses in the modified contents:

Course Code	Course Title Removed	Course Introduced	Title
21 UBM 5E1	Microsoft office Applications for Business/ theory	Digital Marketing	
21 UBM 5E2	Programming in C- Theory	Financial Services	
21UBM 5E3	RDBMS&Oracle- Theory	Industry 4.0	
21 UBM 5E4	Microsoft office Applications for Business/ Practical		
21 UBM 5E5	Programming in C- / Practical		
21 UBM 5E6	RDBMS&Oracle- Practical		

Reason for the above said modification is due to the introduction of all the courses as per the suggestions given by BOS members /subject Expert .

For the same regulations, the course code 21 UBM 517 Google Work Space Practical has been Introduced. The suggestions was given by subject Expert.

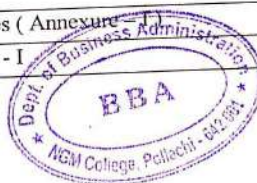
Course Code	Course Title
21 UBM 517	Google Work Space Practical

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)
Bachelor of Business Administration (BBA)
SCHEME OF EXAMINATIONS (FOR I&V SEMESTERS)
Scheme of Examination (With effect from 2022 - 2025 Batch)
CHOICE BASED CREDIT SYSTEM

CHOICE BASED CREDIT SYSTEM

S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of Exam	Maximum Marks		Total	Credits
				L	P	T		Internal	External		
Part I and Part II in First & Second Semesters Only											
SEMESTER - I											
1	I	22UTL101 /	Tamil Paper - I /	6	-	-	3	50	50	100	3
		22UHN101/	Hindi Paper - I /	6	-	-					
		22UFR101	French Paper - I	6	-	-					
2	II	22UEN101	Communication Skills – I (Level I)	5	-	-	3	50	50	100	3
		22UEN102	Communication Skills – I (Level II)	5	-	-					
3	III	22UBM101	Core - I : Principles of Business Management and Business Organization	6	-	-	3	50	50	100	4
4		22UBM102	Core - II : Business Communication	5	-	-	3	50	50	100	3
5		22UBM1A1	Allied – I : Mathematical Techniques - I	6	-	5	3	50	50	100	4
6	IV	22UHR101	Human Rights	1	-	-	2	-	50	50	2
7		22HEC101	Human Excellence - Personal Values and SKY Yoga Practice – I	1	-	-	2	25	25	50	1
8	V		Extension Activities (Annexure - I)	-	-	-	-	-	-	-	-
9	EC	22CFE101	Fluency in English - I	-	-	-	-	-	-	-	-

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S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of Exam	Maximum Marks		Total	Credits
				L	P	T		Internal	External		
10			Online Course (Optional) (MOOC / NPTEL / SWAYAM)	-	-	-	-	-	-	-	Gr
Total				30	-	-	-	275	325	600	20

SEMESTER – II											
S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of Exam	Maximum Marks		Total	Credits
				L	P	T		Internal	External		
11	I	22UTL202 /	Tamil Paper - II /	6	-	-	3	50	50	100	3
		22UHN202/	Hindi Paper - II /	6	-	-					
		22UFR202	French Paper – II	6	-	-					
12	II	22UEN202	Communication Skills – II (Level I)	5	-	-	3	50	50	100	3
		22UEN203	Communication Skills – II (Level II)	5	-	-					
13	III	22UBM203	Core - III : Organizational Behaviour	5	-	-	3	50	50	100	3
14		22UBM204	Core - IV : Financial Accounting	6	-	5	3	50	50	100	4
15		22UBM2A2	Allied - II : Business Economics	5	-	-	3	50	50	100	4
16	IV	22EVS201	Environmental Studies	2	-	-	2	-	50	50	2
17		22HEC202	Human Excellence – Family Values & SKY Yoga Practice – II	1	-	-	2	25	25	50	1
18			Extension Activities (Annexure - I)	-	-	-	-	-	-	-	-
19	V	22CFE202	Fluency in English - II	-	-	-	-	-	-	-	-
20	EC	22CMM201	Manayiyal Mahathuvam - I	1*	-	-	2	-	50	50*	Gr

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21		22CUB201	Uzhavu Bharatham – I	1*	-	-	2	-	50	50*	Gr
22			Online Course (Optional) (MOOC / NPTEL / SWAYAM)	-	-	-	-	-	-	-	Gr
Total				30	-	-	-	275	325	600	20

S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of Exam	Maximum Marks		Total	Credits
				L	P	T		Internal	External		
SEMESTER – III											
23	III	22UBM305	Core - V : Taxation	6	-	5	3	50	50	100	4
24		22UBM306	Core - VI : Financial Management	5	-	-	3	50	50	100	3
25		22UBM307	Core - VII : Marketing Management	6	-	-	3	50	50	100	4
26		22UBM308	Core - VIII : Mercantile Law	5	-	-	3	50	50	100	3
27		22UBM3A3	Allied - III : Mathematical Techniques - II	6	-	5	3	50	50	100	4
28	IV	22UBM3N1/	NME - I : Intellectual Property Rights /	1	-	-	2	-	50	50	2
		22UBM3N2	NME - I : Rural Consumer Behaviour								
29		22HEC303	Human Excellence – Professional Values & SKY Yoga Practice - III	1	-	-	2	25	25	50	1
30	V		Extension Activities (Annexure – I)	-	-	-	-	-	-	-	-
31	EC	22CFE303	Fluency in English	-	-	-	-	-	-	-	-
32		22CMM302	Manayiyal Mahathuvam - II	1*	-	-	2	-	50	50*	Gr
33		22CUB302	Uzhavu Bharatham - II	1*	-	-	2	-	50	50*	Gr

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S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of Exam	Maximum Marks		Total	Credits
				L	P	T		Internal	External		
				30	-	-	-	275	325	600	21
Total				30	-	-	-	275	325	600	21

S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of Exam	Maximum Marks		Total	Credits
				L	P	T		Internal	External		
SEMESTER – IV											
34	III	22UBM409	Core- IX : Personnel Management and Industrial Relations	6	-	-	3	50	50	100	4
35		22UBM410	Core - X : Production and Materials Management	6	-	-	3	50	50	100	4
36		22UBM411	Core - XI : Cost and Management Accounting	6	-	5	3	50	50	100	4
37		22UBM412	Core - XII : Banking Theory Law & Practice	5	-	-	3	50	50	100	3
38		22UBM4A4	Allied - IV : Management Information Systems	5	-	-	3	50	50	100	4


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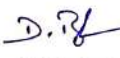
39	IV	22UBM4N3/	NME - II : Retail Management /	1	-	-	2	-	50	50	2
		22UBM4N4	NME - II : Supply Chain Management								
40		22HEC404	Human Excellence – Social Values & SKY Yoga Practice - IV	1	-	-	2	25	25	50	1
41	V		Extension Activities (Annexure – I)	-	-	-	-	-	-	50	1
42	EC	22CFE404	Fluency in English - IV	-	-	-	-	-	-	-	-
43		22CMM403	Manayiyal Mahathuvam - III	1*	-	-	2	-	50	50*	Gr
44		22CUB403	Uzhavu Bharatham - III	1*	-	-	2	-	50	50*	Gr
Total				30	-	-		275	325	600	23

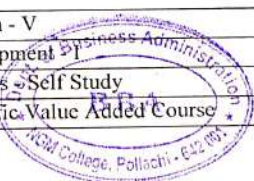

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S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of exam	Maximum Marks		Total	Credits
				L	P	T		Internal	External		
SEMESTER – V											
45	III	22UBM513	Core – XIII : Entrepreneurship & Project Management	5	-	-	3	50	50	100	4
46		22UBM514	Core - XIV : Skill Enhanced Course : Research Methods for Management	5	-	-	3	50	50	100	5
47		22UBM515	Core - XV : Insurance Principles and Practices	4	-	-	3	50	50	100	4
48		22UBM516	Core – XVI : International Business and Export Management	5	-	-	3	50	50	100	5
49		22UBM517	Core – XVII :Google workspace Practicals	-	2	-	3	50	50	100	1
50		22UBM5E1	Core Elective – I : Digital Marketing	5	-	-	3	50	50	100	5
		22UBM5E2	Core Elective – I : Financial Services								
		22UBM5E3	Core Elective – I : Industry 4.0								
51		22UBM5AL	Advanced Learner Course – I : (Optional) Self-Study : Stress Management	-	-	-	-	50	50	100	* Credits
52	IV	22UBM5S1/	Skill-Based Elective - I : (Major) Services Marketing /	3		-	2	25	25	50	3
		22UBM5S2	Skill-Based Elective – I : (Major) Concepts of Rural Marketing Management								
53		22HEC505	Human Excellence – National Values & SKY Yoga Practice - V	1	-	-	2	25	25	50	1
54	EC	22CFE505	Fluency in English - V	-	-	-	-	-	-	-	-
55		22CSD501	Soft Skills Development	-	-	-	-	-	-	-	Gr
56		22GKL501	General Awareness - Self Study	SS	-	-	2	-	50	50	Gr
57		22UBM5VA	Department Specific Value Added Course	-	-	-	-	-	-	-	2*


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		(Mandatory)		45	-	-	-	-	-	-	3*
		Strategic Brand Management									
		Total		28	2	-	-	350	350	700	28

*Credits – Based on course content, maximum of 4*Extra Credits


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S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of exam	Maximum Marks		Total	Credits
				L	P			Internal	External		
SEMESTER – VI											
59	III	22UBM618	Core - XVIII : Investment and Portfolio Management	5	-	-	3	50	50	100	4
60		22UBM619	Core – XIX : Consumer Behaviour	5	-	-	3	50	50	100	4
61		22UBM620	Core – XX : Skill Enhanced Course : Advertising and Sales Promotion	5	-	-	3	50	50	100	4
62		22UBM621	Core – XXI : Business Environment	5	-	-	3	50	50	100	3
63		22UBM622	Core - XXII : Project Work and Viva - Voce	-	-	-	-	50	50	100	2
64		22UBM6E7	Core Elective – II : Internet & E-Commerce and Information Security – Theory/	5	-	-	3	50	50	100	5
65		22UBM6E8	Core Elective – II : Visual Basic – Theory /								
66		22UBM6E9	Core Elective – II : Customer Relationship Management – Theory								
67		22UBM6E10	Core Elective – III : HTML – Practical /	-	2	-	3	50	50	100	2
68		22UBM6E11	Core Elective – III : Visual Basic – Practical /								
69		22UBM6E12	Core Elective – III : Business Correspondence – Practical								


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70	III	22UBM6AL	Advanced Learner Course – II : (Optional) Self-Study : Event Management	-	-	-	-	50	50	100	* Credits	
71	IV	22UBM6S1/	Skill-Based Elective : (Major) Logistics Management /	2		-	2	25	25	50	3	
		22UBM6S2	Skill-Based Elective : (Major) Agricultural Marketing Management									
72			22HEC606	Human Excellence – Global Values & SKY Yoga Practice– VI	1		-	-	2	25	25	50
A73	V		Extension Activities (Annexure – I)	-	-	-	-	-	-	-	-	-
A74	EC	22CFE606	Fluency in English - VI	-	-	-	-	-	-	-	-	Gr
L75		22CSD602	Soft Skills Development - II	-	-	-	-	-	-	-	-	2*
C76		22UBM6VA	Department Specific Value Added Course (Mandatory)	30	-	-	-	-	-	-	-	3*
			New Business Strategy	45	-	-	-	-	-	-	-	
A77	Total			28	2	-	-	400	400	800	28	
L78	GRAND TOTAL			176	4	-	-	1850	2050	3900	140	

ALC - Advanced Learner Course (Optional)
 VA - Department Specific Value Added Courses *Extra Credits
 ** Credits - Based on course content, Maximum of 4 credits
 CC - Certificate course / co-scholastic course
 Grand Total = 3900; Total Credits = 140


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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM514	Title		
Lecture Hrs./Week		Core – XIV	Batch :	2022-25
		Google Workspace	Semester	V
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	H	M	H	M	H	M	M	H	M	M	H	M
CO5	H	L	H	M	H	H	M	H	M	L	M	H

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

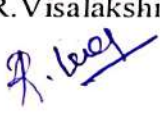
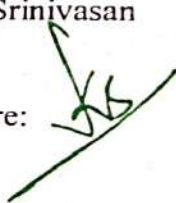
Content	Hrs
Sample Programs • Calendar: Create and manage events • Docs: Create and manage comments and action items, set preferences to suit your work style, and use the Google Docs Explore tool. • Drive: Organize, protect, and share files. • Gmail : Compose, send, and reply to messages. • Meet & Chat : 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: D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.ManickaChezian
Signature 	Signature: 	Signature: 	Signature: 

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K. SRINIVASAN, M.C.A.
Co-ordinator

Curriculum Development Cell (CDC)
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Controller of Examinations
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Programme code:	BBA	Programme Title :			
Course Code:	22UBM5E1	Title			Bachelor of Business Administration
Lecture Hrs./Week		CORE ELECTIVE I : Industry 4.0			Batch : 2022-25
6		Tutorial Hrs./Sem.			Semester V
					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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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	Big Data and IoT 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	Applications and Tools of Industry 4.0 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	Jobs 2030 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: Transformative Technology and Applications	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 Signature: 	Name: D. Bhuvanendran Signature: 	Name: Prof. K. Srinivasan Signature: 	Name: Dr. R. Manicka Chezian Signature: 

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Programme Code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM5E2	Title	Batch :	2022-25
Lecture Hrs./Week	6	Core Elective I : Digital Marketing	Semester	V
		Tutorial Hrs./Sem.	Credits:	4

Course Objective

Students should familiarise the concepts of e-marketing and to enhance knowledge on online marketing mix and segmentation

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	Describe the concept of e-marketing.	K2
CO2	Discuss marketing mix and segmentation	K2
CO3	Examine process of online purchases	K3
CO4	Characterize online consumer behaviour in digital marketing.	K4
CO5	Demonstrate the concept of social media	K5

Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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	E-Marketing The Virtual World - Changing marketing landscape - Internet and Business - E-Marketing-Strengths and Applications - E-Marketing Communication modes - Online marketing domains -The behavioural internet -E-Marketing and CRM-E-Marketing and consumer segmentation - E-Marketing- Digital marketing optimization - The Need of Digital engagement -The Implications of digital changes - Implications for Organisations	18
Unit: II	Online Marketing Mix E-Products-Marketing segmentation -Consumer segmentation - Consumer Traits - Consumers and online shopping Issues - E-Price - The online value - E-Promotion - Digitalization and Implications to online marketing mix Decisions.	18
Unit: III	Online Customer Ecosystem - Online Consumer behaviour- Cultural implications of key web characteristics - Dynamics of online consumer visit - Models of website visits - The web and consumer Decision-making process - Database marketing.	18

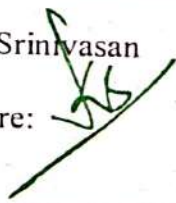
Unit IV	<u>Social media</u> The social media models by McKinsey – Marketing with networks–The social world – Social media analytics – Social media tools – The Social Web –B2C and B2B scenarios – Viral marketing– Social curation and brands.	18
Unit V	<u>Web Business Models</u> Customer-centric web business models– Customer-Centric business management – Web chain events –Web chain analysis– Customer value analysis and the internet – Web benefits to firms –Business Models–Revenue benefits – Financial services and the internet–The Indian Web Market – Role of internet–Price Effects in online Domain.	18
Total Contact Hours		90
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Case study		
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-Marketing	Judy Strauss and Raymond Frost	PHI Learning Private Ltd, New Delhi, Sixth Edition	2012
2	Digital Marketing	Vandana Ahuja	Oxford University Press, New Delhi, Second Edition	2016

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	G.Shainesh Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth	Marketing Management	Indian Case Studies Included Sixteenth Edition	2022
2	Magnus Unemyr	MASTERING ONLINE MARKETING	Kindle Edition	2021

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

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Assistant Professor & Head (I/c)

Co-ordinator

Dr. R. MANICKA CHEZIAN, M.Sc., M.S.,

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Controller of Examinations

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NGM College (Autonomous)

Pollachi - 642 001.

Pollachi - 642 001.

POLLACHI - 642 001.

Programme Code:	BBA	Programme Title :			
Course Code:	22UBM5E3	Title			Bachelor of Business Administration
Lecture Hrs./Week	6	CORE Elective I : Financial Services			Batch : 2022-25
		Tutorial Hrs./Sem.			Semester V
					Credits: 4

Course Objective

The students should have understood and become familiarise the services and products of financial sector and enhance employability in financial sector.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To Understand the role and function of the financial system.	K2
CO2	Enrich their knowledge on key areas relating to management of financial products and services	K2
CO3	To familiarize students about Venture Capital, Leasing.	K3
CO4	To make them understand the Credit Rating system.	K4
CO5	To enhance the students on Recent Trends in Financial services like Mutual Funds De-mat Services.	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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	Financial Services Financial Services: functions - characteristics - problems of financial services sector - regulatory framework - forces influencing financial services. Securitization: features - need for securitization- benefits of securitization.	18
Unit: II	Merchant Banking, factoring and forfeiting Merchant Banking: functions - SEBI guidelines for merchant banking. Factoring and forfeiting: characteristics - types - legal implications of factoring - advantages and disadvantages - functions of a factor - factoring Vs bills discounting. Forfeiting: modus operandi, advantages, factoring Vs forfeiting	18
Unit: III	Leasing and Venture Capital Leasing: characteristics - types - financial lease Vs operating lease - leasing process - benefits - limitations of lease financing. Venture Capital: features, stages of venture capital financing - benefits of venture capital funds.	18

Unit IV	Mutual Funds Mutual Funds : features - categories of schemes - organisation of mutual funds in India Non Banking Financial Institutions: Registration- Structure- regulatory framework-RBI measures for NBFCs- Residuary Non Banking Companies-role of Board for Financial Supervision.	18
Unit V	Credit Rating Credit Rating : features, advantages of credit rating, CRISIL, ICRA, CARE - factors determining credit rating - equity grading.	18

Total Contact Hours

Pedagogy and Assessment Methods :

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

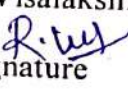
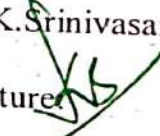
Note: Italics denotes topics for self study

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Financial Services	Dr.S.Gurusamy	Vijay Nicole Imprints (P) Ltd, Chennai. 4 th Ed	2013
2	Financial Services	B. Santhanam	Margham Publications	2012

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Financial Services	E. Gordon and K.Natarajan	Himalaya Publishing House, Delhi.	2015
2	NaliniPravaTripathy	Financial Services	PHI Learning Pvt Ltd, Delhi.	2014

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