

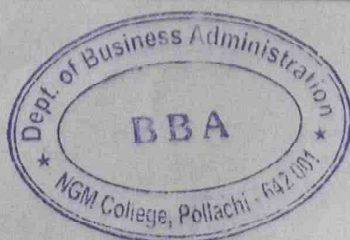
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)

Bachelor of Business Administration (BBA)

SCHEME OF EXAMINATIONS (FOR VI SEMESTERS)

(With effect from 2020 - 2023 Batch onwards)

(With effect from 2020 - 2023 Batch onwards)								
Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester - I						
I	20 UTL 101	Tamil/Hindi/French –I	6	3	30	70	100	3
II	20 UEN 101	English for Enrichment –I	5	3	30	70	100	3
III	20 UBM 101	CORE-I : Principles of Business Management and & Business Organization	6	3	30	70	100	4
	20 UBM 102	CORE-II : Business Communication	5	3	30	70	100	3
	20 UBM 1A1	ALLIED-I : Mathematical Techniques-I	6	3	30	70	100	4
IV	20 UHR 101	Human Rights in India	1	2	-	50	50	2
	20 HEC 101	Human Excellence: Personal Values & Sky Yoga Practice -I	1	2	25	25	50	1
V		Extension activities (See Annexure –I)						
Total			30	-	175	425	600	20
Semester - II								
I	20 UTL 202	Tamil/Hindi/French –II	6	3	30	70	100	3
II	20 UEN 202	English for Enrichment -II	5	3	30	70	100	3
III	20 UBM 203	CORE-III : Organizational Behaviour	5	3	30	70	100	3
	20 UBM 204	CORE-IV : Financial Accounting	6	3	30	70	100	4
	20 UBM 2A2	ALLIED –II : Business Economics	5	3	30	70	100	4
IV	20 EVS 201	Environmental Studies	2	2	--	50	50	2
	20 HEC 202	Human Excellence: Family Values & Sky Yoga Practice -II	1	2	25	25	50	1
V		Extension activities (See Annexure –I)						
Total			30	-	175	425	600	20



Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
		Semester - V						
III	20 UBM 513	Core-: XIII : Entrepreneurship & Project Management	6	3	30	70	100	4
	20 UBM 514	Core-: XIV : Research Methods for Management	5	3	30	70	100	4
	20 UBM 515	Core-: XV : Insurance Principles & Practices	5	3	30	70	100	3
	20 UBM 516	Core-: XVI : International Business & Export Management	5	3	30	70	100	4
	20 UBM 517	Major Elective-I : PC Software(MS Office) Theory	5	3	30	70	100	5
	20 UBM 518	Major Elective-II: PC Software(MS Office) Practical	2	3	20	30	50	3
IV	20 UBM 5S1/ 20 UBM 5S2	SBE: (Major)Services Marketing/ Concepts of Rural Marketing Management	1	2	-	50	50	2
	20 HEC 505	Human Excellence: National Values & Sky Yoga Practice -V	1	2	25	25	50	1
IV	20 GKL 501	General Knowledge and General Awareness(SBE)	*SS	2	-	50	50	2
Total			30	-	195	505	700	28
Semester - VI								
III	20 UBM 619	Core-XVII : Investment and Portfolio Management	5	3	30	70	100	4
	20 UBM 620	Core-XVIII : Consumer Behaviour	5	3	30	70	100	4
	20 UBM 621	Core-XIX : Advertising and Sales Promotion	6	3	30	70	100	4
	20 UBM 622	Core-XX : Business Environment	5	3	30	70	100	3
	20 UBM 623	Core-XXI : Project Work and Viva-Voce	-	-	40	60	100	3
	20 UBM 624	Major Elective-III : Internet and E-Commerce & Information Security	5	3	30	70	100	5
	20 UBM 625	Major Elective-IV: HTML Practical	2	3	20	30	50	2
V	20 UBM 6S3/ 20 UBM 6S4	SBE: (Major)Logistics Management/ Agricultural Marketing Management	1	2		50	50	2
	20 HEC 606	Human Excellence: Global Values & Sky Yoga Practice -IV	1	2	25	25	50	1
Total			30	-	235	515	750	28
Grand Total			180	-	960	2940	3900	140

*SS: Self Study



Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	20 UBM 514	Title	Batch :	2020-23
		CORE – XIV Research Methods for Management	Semester	V
Hrs/Week:	5		Credits:	4

Course Objectives

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

Course Outcomes (CO)

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

Unit	Content	Hrs
Unit: I	RESEARCH METHODOLOGY 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	SAMPLING 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	DATA COLLECTION Data Collection - Tools of Data Collection – Primary data-Interview Schedule – Questionnaire – Observation, <i>Pilot Study</i> and Secondary Data	15
Unit :IV	ANALYSIS OF DATA Processing and Analysis of data – Editing - Coding –Tabulation – Test of Significance 'T' Test – F Test - Chi-Square test (Simple Problems only)	18

INTERPRETATIONS AND REPORT WRITING

Unit :V

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

12

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

Text Book:

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

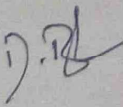
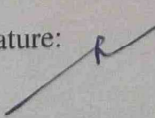
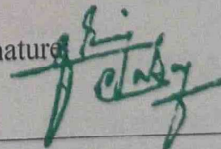
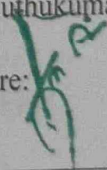
Reference Books:

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

Mapping

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

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: D.Bhuvanendran Signature: 	Name: Dr. K. Veerakumar Signature: 	Name: Mr.K.Srinivasan Signature: 	Name: Dr.R.Muthukumaran Signature: 

Note: *Italics denotes topics for self study*

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