



Nallamuthu Gounder Mahalingam College

(AUTONOMOUS)

Re-Accredited by NAAC and ISO 9001:2015 Certified Institution

Affiliated to Bharathiar University, Coimbatore

Pollachi – 642001

*Department of Business Administration (BBA)*



## SYLLABUS

“UNDER CHOICE BASED CREDIT SYSTEM”

### Faculties of Business Administration

Dr. K. Veerakumar,  
MBA., M.Phil., M.Com., M.Phil., MA-YHE, M.Lisc., PGDCA, Ph.D.  
Mr. D. Bhuvanendran, MBA., M.Phil., PGDCA,  
Mr. T. Manikandan, MBA., M.Phil., PGDCA,  
Ms. R. Visalakshi, MBA., M.Phil., PGDCA.,  
Dr. U. Thaslim Ariff, MBA, M.Com., M.Phil., PGDCA, Ph.D. NET



DEPARTMENT OF BUSINESS ADMINISTRATION

(B.B.A)



## Programme Outcomes

<b>P01</b>	Business Administration Programme offers broad exposure to students with comprehensive knowledge on business theories and concepts
<b>P02</b>	The students are trained to develop competency and to provide solutions to business problems
<b>P03</b>	The students are educated towards problems faced by business sector in current scenario
<b>P04</b>	Business Administration students are inculcated to understand ups and downs of businesses
<b>P05</b>	Educates to create nurture global leaders for business excellence and betterment of society
<b>P06</b>	To introduce the students with detailed knowledge on business theories and models
<b>P07</b>	To develop competency to venture into new business opportunities
<b>P08</b>	To train the students to provide solutions to business problems

## Programme Specific Outcomes

<b>PSO-01</b>	To Apply Current Technological Software in real time management
<b>PSO-02</b>	Ability to apply contemporary practices of management to analyze given management problems



**Dr.K.VEERAKUMAR**

(H.O.D)

**Dr. K. VEERAKUMAR**

MBA, M.Phil, M.Com.B, B.Phil, MA, M.Litt, PGDCA, Ph.D

Assistant Professor & Head

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001

**Prof.K.K.SRINIVASAN**  
(CDC-COORDINATOR)

**K. SRINIVASAN, M.C.A.**

Co-ordinator

Curriculum Development Cell (CDC)

NGM College (Autonomous)

Pollachi - 642 001.

**Dr.R.MANICKA CHEZIAN**  
(CONTROLLER OF EXAMINATIONS)

**Dr. R.MANICKA CHEZIAN, M.Sc., M.S., Ph.D.,**

Controller of Examinations

NGM College (Autonomous)

POLLACHI - 642 001.

Annexure – II List of Part – V Subjects

S.No	Subject Code	Subjects
1.	21UNC401	NCC
2.	21UNS402	NSS
3.	21USG403	Sports and Games
4.	21URO404	Rotract Club
5.	21URR405	Red Ribbon Club
6.	21UYR406	Youth Red Cross
7.	21UCA407	Consumer Awareness Club
8.	21UED408	Entrepreneurship Development Cell
9.	21UCR409	Center for Rural Development
10.	21USS410	Student Guild of Service
11.	21UGS411	Green Society
12.	21UEO412	Equal Opportunity Cell
13.	21UFA413	Fine Arts Club
14.	21UAM414	Arutchehvar Students Thinkers Forum
15.	21USV415	Swami Vivekanandar Students Thinkers Forum

List of Part III Subjects (Core Elective Papers)

S.No	Subject Code	Subjects
1	21UBM5E1	Microsoft Office Applications for Business – Theory
	21UBM5E2	Programming in C – Theory
	21UBM5E3	RDBMS & Oracle - Theory
	21UBM5E4	Microsoft Office Applications for Business – Practical
2	21UBM5E5	Programming in C – Practical
	21UBM5E6	RDBMS & Oracle – Practical
	21UBM6E1	Internet & E-Commerce and Information Security – Theory
	21UBM6E2	Visual Basic – Theory
3	21UBM6E3	Customer Relationship Management – Theory
	21UBM6E4	HTML – Practical
	21UBM6E5	Visual Basic – Practical
4		



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)**

Bachelor of Business Administration (BBA)

SCHEME OF EXAMINATIONS (FOR 1&VISEMESTERS)

**Scheme of Examination (With effect from 2021 - 2024 Batch)**

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	21UTL101 /	Tamil Paper - I /	6	-	-	3	50	50	100	3	
		21UHN101/	Hindi Paper - I /	6	-	-						
		21UFR101	French Paper - I	6	-	-						
2	II	21UEN101	Communication Skills – I ( Level I )	5	-	-	3	50	50	100	3	
		21UEN102	Communication Skills – I ( Level II )	5	-	-						
3	III	21UBM101	Core - I : Principles of Business Management and Business Organization	6	-	-	3	50	50	100	4	
4		21UBM102	Core - II : Business Communication	5	-	-	3	50	50	100	3	
5		21UBM1A1	Allied – I : Mathematical Techniques - I	6	-	5	3	50	50	100	4	
6	IV	21UHR101	Human Rights	1	-	-	2	-	50	50	2	
7		21HEC101	Human Excellence - Personal Values and SKY Yoga Practice – I	1	-	-	2	25	25	50	1	
8		V		Extension Activities ( Annexure – I )	-	-	-	-	-	-	-	
9		21CFEI01	Fluency in English - I	-	-	-	-	-	-	-	-	
10	CC		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	21UTL202 /	Tamil Paper - II /	6	-	-	-	3	50	50	100	3
		21UHN202 /	Hindi Paper - II /	6	-	-	-					
		21UFR202	French Paper - II	6	-	-	-					
12	II	21UEN202	Communication Skills - II ( Level I )	5	-	-	-	3	50	50	100	3
		21UEN203	Communication Skills - II ( Level II )	5	-	-	-					
		21UBM203	Core - III : Organizational Behaviour	5	-	-	-					
13	III	21UBM204	Core - IV : Financial Accounting	6	-	5	-	3	50	50	100	4
14		21UBM204	Core - IV : Financial Accounting	6	-	5	-	3	50	50	100	4
15		21UBM2A2	Allied - II : Business Economics	5	-	-	-	3	50	50	100	4
16	IV	21EVS201	Environmental Studies	2	-	-	-	2	-	50	50	2
17		21HEC202	Human Excellence - Family Values & SKY Yoga Practice - II	1	-	-	-	2	25	25	50	1
18			Extension Activities ( Annexure - I )	-	-	-	-	-	-	-	-	-
19	CC	21CFE201	Fluency in English - II	-	-	-	-	-	-	-	-	-
20		21CMM201	Manayiyal Mahathuvam - I	1*	-	-	-	2	-	50	50*	Gr
21		21CUB201	Uzhavu Bharatham - I	1*	-	-	-	2	-	50	50*	Gr
22			Online Course (Optional) (MOOC / NPTEL / SWAYAM)	-	-	-	-	-	-	-	-	Gr
<b>Total</b>				30	-	-	-	-	275	325	600	20

S. No.	Part	Subject Code	Title of the Paper	L	P	T	Duration of Exam	Maximum Marks		Total	Credits
								Internal	External		
SEMESTER – III											
23		21UBM305	Core - V : Taxation	6	-	5	3	50	50	100	4
24		21UBM306	Core - VI : Financial Management	5	-	-	3	50	50	100	3
25		III	21UBM307	Core - VII : Marketing Management	6	-	-	3	50	50	100
26	21UBM308		Core - VIII : Mercantile Law	5	-	-	3	50	50	100	3
27		21UBM3A3	Allied - III : Mathematical Techniques - II	6	-	5	3	50	50	100	4
28	IV	21UBM3N1/	NME - I : Intellectual Property Rights /	1	-	-	2	-	50	50	2
		21UBM3N2	NME - I : Rural Consumer Behaviour								
29		21HECC303	Human Excellence – Professional Values & SKY Yoga Practice - III								
30	V		Extension Activities ( Annexure – I )	-	-	-	-	-	-	-	-
31	CC	21CFEE301 γ	Fluency in English - III	-	-	-	-	-	-	-	-
32		21CMM301 γ	Manayiyal Mahathuvam - II	1*	-	-	2	-	50	50*	Gr
33		21CUB301 γ	Uzhavu Bharatham - II	1*	-	-	2	-	50	50*	Gr
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	21UBM409	Core- IX : Personnel Management and Industrial Relations	6	-	-	3	50	50	100	4	
35		21UBM410	Core - X : Production and Materials Management	6	-	-	3	50	50	100	4	
36		21UBM411	Core - XI : Cost and Management Accounting	6	-	5	3	50	50	100	4	
37		21UBM412	Core - XII : Banking Theory Law & Practice	5	-	-	3	50	50	100	3	
38	IV	21UBM4A4	Allied - IV : Management Information System	5	-	-	3	50	50	100	4	
39		21UBM4N1	NME - II : Retail Management /	1	-	-	2	-	50	50	2	
40		21HEC404	NME - II : Supply Chain Management	1	-	-	2	25	25	50	1	
41	V		Human Excellence – Social Values & SKY Yoga Practice - IV	-	-	-	-	-	-	50	1	
42		21CFE401	Extension Activities ( Annexure – I )	-	-	-	-	-	-	-	-	
43	CC	21CMM401	Fluency in English - IV	1*	-	-	2	-	50	50*	Gr	
44		21CUB401	Manayiyal Mahathuvam - III	1*	-	-	2	-	50	50*	Gr	
Total				30	-	-		275	325	600	23	



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 - V											
45	III	21UBM513	Core – XIII : Entrepreneurship & Project Management	5	-	-	3	50	50	100	4
46		21UBM514	Core - XIV : Skill Enhanced Course : Research Methods for Management	5	-	-	3	50	50	100	4
47		21UBM515	Core - XV : Insurance Principles and Practices	4	-	-	3	50	50	100	4
48		21UBM516	Core – XVI : International Business and Export Management	5	-	-	3	50	50	100	4
49		21UBM5E1	Core Elective – I : XVII : Microsoft Office Applications for Business – Theory	5	-	-	3	50	50	100	5
		21UBM5E2	Core Elective – I : XVII : Programming in C – Theory /	5	-	-	3	50	50	100	5
		21UBM5E3	Core Elective – I : XVII : RDBMS & Oracle– Theory	5	-	-	3	50	50	100	5
		21UBM5E4	Core Elective – II : XVIII : Microsoft Office Applications for Business – Practical /	5	-	-	3	50	50	100	5
50	21UBM5E5	Core Elective – II : XVIII : Programming in C – Practical /	-	2	-	3	50	50	100	3	
	21UBM5E6	Core Elective – II : XVIII : RDBMS & Oracle – Practical	-	-	-	3	50	50	100	3	
	51	21UBM5AL	Advanced Learner Course – I : (Optional) Self-Study : Stress Management	-	-	-	3	50	50	100	*
52		21UBM5VA	Department Specific Value Added Course	15	-	-	3	50	50	100	*



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 – VI											
59	III	21UBM619	Core - XIX : Investment and Portfolio Management	5	-	-	3	50	50	100	4
60		21UBM620	Core – XX : Consumer Behaviour	5	-	-	3	50	50	100	4
61		21UBM621	Core – XXI : Skill Enhanced Course : Advertising and Sales Promotion	5	-	-	3	50	50	100	4
62		21UBM622	Core – XXII : Business Environment	5	-	-	3	50	50	100	3
63		21UBM623	Core - XXIII : Project Work and Viva - Voce	-	-	-	-	50	50	100	2
64		21UBM6E1	Core Elective – II : XXIV : Internet & E-Commerce and Information Security – Theory/								
65		21UBM6E2	Core Elective – II : XXIV : Visual Basic – Theory /	5	-	-	3	50	50	100	5
66		21UBM6E3	Core Elective – II : XXIV : Customer Relationship Management – Theory								
67		21UBM6E4	Core Elective – III : XXV : HTML – Practical /								
68		21UBM6E5	Core Elective – III : XXV : Visual Basic – Practical /	5	2	-	3	50	50	100	2
69		21UBM6E6	Core Elective – III : XXV : Business Correspondence – Practical								

Should come above



70		21UBM6AL	Advanced Learner Course - II : (Optional) Self Study : Event Management Department Specific Value Added Course (Mandatory)	-	-	-	3	50	50	100	*
71	III	21UBM6VA	Project Management for Small Business	15							1*
				30							2*
				45							3*
72	IV	21UBM6S1/ 21UBM6S2	Skill-Based Elective : (Major) Logistics Management / Skill-Based Elective : (Major) Agricultural Marketing Management	2	-	2	25	25	50	3	
L73		21HECC606	Human Excellence - Global Values & SKY Yoga Practice - VI	1	-	2	25	25	50	1	
74	V		Extension Activities (Annexure - I)	-	-	-	-	-	-	-	
-75	CC	21CFEE601	Fluency in English - VI	-	-	-	-	-	-	-	
A76	CC	21CSD601	Soft Skills Development - II	-	-	-	-	-	-	-	
L			Total	28	2	-	-	400	400	800	Gr
C			GRAND TOTAL	176	4	-	-	1850	2050	3900	140

ALC  
VA  
\*\* Credits  
CC  
Grand Total = 3900;  
Total Credits = 140

- Advanced Learner Course (Optional)  
- Department Specific Value Added Courses  
- Based on course content, Maximum of 4 credits  
- Certificate course / co-scholastic course

Extra Credits  
Value for merit

**Question Paper Pattern**  
**(Based on Bloom's Taxonomy)**

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

**1. Theory Examinations: 70 Marks (Part I, II, & III)**

**(i) Test- I & II, ESE:**

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define/Short Answer)	10 x 1 = 10	MCQ Define	70  ( Reduced to 50 for ESE )
K3 (Q 11-15)	B (Either or pattern)	5 x 4 = 20	Short Answers	
K4 & K5 (Q 16 – 21)	C ( Q -16 is Compulsory and Q 17 – 21 answer any 3)	4 x 10 = 40	Descriptive/ Detailed	

**2. Theory Examinations: 50 Marks (Part IV)**

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define / Short Answer)	10 x 1 = 10	MCQ Define	50  ( Reduced to 25 for ESE )
K3, K4 & K5 (Q 11-18)	B (Answer 5 out of 8)	5 x 8 = 40	Short Answers	

**3. Practical Examinations: 100/50 Marks**

Knowledge Level	Criterion	External/Internal Marks	Total
K3	Record work & Practical	50/50	100
K4		25/25	50
K5			

\* In Theory ESE, Students will write Examination Maximum Marks as 70 and it will be reduced to 50 for Total Mark calculation

## Components of Continuous Assessment

### THEORY

**Maximum Marks: 100; CIA Mark: 50**

Components		Calculation	
Test 1	$(70 / 4.67) = 15$	15+15+10+05+05	
Test 2 / Model	$(70 / 4.67) = 15$		
Assignment / Digital Assignment	10		
Seminar / Socratic Seminar	05		
Group Task : GD, Role Play, APS	05		

**Maximum Marks: 50; CIA Mark: 25**

Components		Calculation	
Test / Model	10	10+5+5+5	
Assignment / Digital Assignment	5		
Seminar / Socratic Seminar	5		
Group Task : GD, Role Play, APS	5		

### PRACTICAL

**Maximum Marks: 50; CIA Mark: 25**

Components		Calculation	CIA
Test / Model	15	15+5+5	25
Observation Note	5		
Record	5		

**Maximum Marks: 100; CIA Mark: 50**

Components		Calculation	CIA
Test / Model	30	30+5+15	50
Observation Note	5		
Record	15		

**Maximum Marks: 200; CIA Mark: 100**

Components		Calculation	CIA
Test / Model	60	60+10+30	100
Observation Note	10		
Record	30		



### PROJECT

Maximum Marks: 100; CIA Mark: 50

Components		Calculation	CIA Total
Review I	10	10+10+10+20	50
Review II	10		
Review III	10		
Report Submission	20		

Maximum Marks: 200; CIA Mark: 100

Components		Calculation	CIA Total
Review I	20	20+20+20+40	100
Review II	20		
Review III	20		
Report Submission	40		

## Continuous Internal Assessment for Project / Internship For Business Administration (BBA) Programme

The Final year Commerce, Management & Social Work students should undergo a project / internship work during the (V/VI) semester

- ❖ The period of study is for 4 weeks.
- ❖ Project / Internship work has to be done in an industrial organization (or) work on any problem outside the organization is allowed.
- ❖ Students are divided into groups and each group is guided by a Mentor.
- ❖ The group should not exceed four students, also interested student can undergo individual project.
- ❖ A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- ❖ Viva – Voce is conducted at the end of this semester, by an External Examiner and Mentor (Internal Examiner).
- ❖ Project work constitutes 100 marks, out of which 50 is Internal and 50 is External Marks.

### Mark Split UP

Internal	External	Total
50	50	100

S. No	Internal Components	Marks
1	Review - I	10
2	Review - II	10
3	Review - III	10
4	Rough Draft Submission	20
<b>Total</b>		<b>50</b>

S. No	External Components	Marks
1	Originality of Idea	05
2	Relevance to Current Trend	05
3	Candidate Involvement	05
4	Thesis Style / Language	05
5	Presentation of Report	10
6	Viva-Voce	20
<b>Total</b>		<b>50</b>

## STUDENT SEMINAR EVALUATION RUBRIC

### Grading Scale:

A	B	C	D
5	4	2 - 3	0 - 1

CRITERIA	A Excellent	B Good	C Average	D Inadequate
Organization of presentation	Information presented as interesting story in logical, easy to follow sequence	Information presented in logical sequence; easy to follow	Most of information presented in sequence	Hard to follow; sequence of information jumpy
Knowledge of subject & References	Demonstrated full knowledge; answered all questions with elaboration & Material sufficient for clear understanding AND exceptionally presented	At ease; answered all questions <b>but</b> failed to elaborate & Material sufficient for clear understanding AND effectively presented	At ease with information; answered most questions & Material sufficient for clear understanding <b>but</b> not clearly presented	Does not have grasp of information; answered only rudimentary Questions & Material not clearly related to topic <b>OR</b> background dominated seminar
Presentation Skills using ICT Tools	Uses graphics that explain and reinforce text and presentation	Uses graphics that explain text and presentation	Uses graphics that relate to text and presentation	Uses graphics that rarely support text and presentation
Eye Contact	Refers to slides to make points; engaged with audience	Refers to slides to make points; eye contact majority of time	Refers to slides to make points; occasional eye contact	Reads most slides; no or just occasional eye contact
Elocution – (Ability to speak English language)	Correct, precise pronunciation of all terms Voice is clear and steady; audience can hear well at all times	Incorrectly pronounces few terms Voice is clear with few fluctuations; audience can hear well most of the time	Incorrectly pronounces some terms Voice fluctuates from low to clear; difficult to hear at times	Mumbles and/or Incorrectly pronounces some terms Voice is low; difficult to hear



# WRITTEN ASSIGNMENT RUBRIC

Grading Scale:

A	B	C	D
09 - 10	07- 08	05 - 06	03 - 04

CRITERIA	A Excellent	B Good	C Average	D Below Average	E Inadequate
<b>Content &amp; Focus</b>	Hits on almost all content exceptionally clear	Hits on most key points and writing is interesting	Hits in basic content and writing is understandable	Hits on a portion of content and/or digressions and errors	Completely off track
<b>Sentence Structure &amp; Style</b>	<ul style="list-style-type: none"> <li>* Word choice is rich and varies</li> <li>* Writing style is consistently strong</li> <li>* Students own formal language</li> </ul>	<ul style="list-style-type: none"> <li>* Word choice is clear and reasonably precise</li> <li>* Writing language is appropriate to topic</li> <li>* Words convey intended message</li> </ul>	<ul style="list-style-type: none"> <li>* Word choice is basic</li> <li>* Most writing language is appropriate to topic</li> <li>* Informal language</li> </ul>	<ul style="list-style-type: none"> <li>* Word choice is vague</li> <li>* Writing language is not appropriate to topic</li> <li>* Message is unclear</li> </ul>	* Not appropriate
<b>Sources</b>	Sources are cited and are used critically	Sources are cited and some are used critically	Some sources are missing	Sources are not cited	Sources at all
<b>Neatness</b>	Typed; Clean; Neatly bound in a report cover; illustrations provided	Legible writing, well-formed characters; Clean and neatly bound in a report cover	Legible writing, some ill-formed letters, print too small or too large; papers stapled together	Illegible writing; loose pages	Same as standard
<b>Timeliness</b>	Report on time	Report one class period late	Report two class periods late	Report more than one week late	Report more than 10 days late

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM101	Title	Batch :	2021-24
		CORE-I : Principles of Business Management and Business Organization	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	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	<b>INTRODUCTION TO MANAGEMENT</b> 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	<b>POLICIES AND DECISION MAKING</b> 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	<b>ORGANIZING</b> Organizing – meaning-organizational structure: Types-Span of control-delegation and decentralization – line-Staff relationship- controlling – co-ordination	18
Unit:IV	<b>FORMS OF BUSINESS ORGANIZATION</b>	

	Definition – nature – scope – objectives – forms-Sole proprietorship and Joint undivided family firm, features-advantages and disadvantages-differences Partnership-differences. <i>Partnership – features, merits demerits – Type</i> dissolution-suitability.
Unit: V	<u>COMPANY</u> Definition-features– types -Public Vs Private-formation of Company –Pros advantages and disadvantages-Co-operative society – features – merits& dem types-Industry 4.0 -trade association.

#### Total Contact Hours

#### Pedagogy and Assessment Methods :

Power Point Presentations, Group discussions, Seminar, Assignment, Experience Dis

Note: *Italics denotes topics for self-study*

#### Books for Study:

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

#### Books for Reference:

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

Course Designed by	Verified by HOD	Checked by CDC	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
Signature:	Signature:	Signature:	Signature:

**Dr. K. VEERAKUMAR**

MBA, M.Phil., M.Com., B.A., M.Phil., MA, THE, M.Lit., PGDCA, J.B.

Assistant Professor & Head

Department of Business Administration

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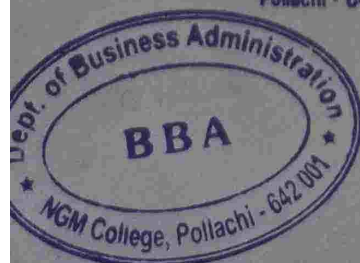
**K. SRINIVASAN, M.C.D.**

Co-ordinator

Curriculum Development Cell (CDC)

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Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM102	Title		Batch :	2021-24
Lecture Hrs./Week	5	CORE-II : Business Communication		Semester	1
		Tutorial Hrs./Sem.	-	Credits:	3

### 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	<b><u>COMMUNICATION</u></b> 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>	15
Unit :II	<b><u>COMMUNICATION THROUGH LETTERS</u></b> 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.	15
Unit:III	<b><u>INTERNAL COMMUNICATION</u></b>	15



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

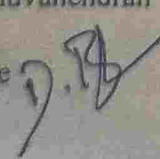
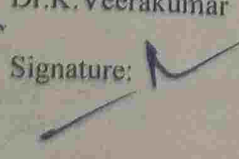
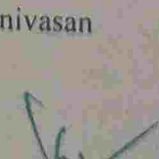
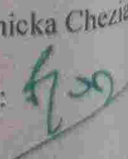
*Note: Italics denotes topics for self-study*

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year Published
1	VeeraKaroli, ShrivaniChakraborty	Business communication	Thakur publishers- 1st Edition	2018
2	Dr.Ramesh R Kulkarnimr. Rangappayaraddi	Business communication	Notion Press Publications 1 <sup>st</sup> edition	2019

**Books for Reference:**

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

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

**Dr. K. VEERAKUMAR**

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM1A1	Title	Batch :	2021-24
		Allied – I : Mathematical Techniques - I	Semester	I
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	5	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	<b>MATRICES</b> Definition - <i>Types of Matrices</i> - Matrix operation - Addition and Subtraction of Matrices - Multiplication of two Matrices ( <b>Simple Problems Only</b> ) - Calculation of Simple Interest and Compound Interest	18
Unit :II	<b>STATISTICS</b> Meaning, Scope & Limitations <b>COLLECTION OF DATA</b> Primary & Secondary data - <i>Methods of collecting primary data</i> - Sources of secondary data - Precautions for Preparing Questionnaire. <b>CLASSIFICATION AND TABULATION</b> Types of Classification - Geographical, Chronological, Qualitative, Quantitative – Tabulation - parts of Tabulation -Types of Table	18
Unit :III	<b>MEASURES OF AVERAGE</b> Arithmetic Mean - Geometric Mean – Harmonic – Mean – Median – Mode - Merits & Demerits of AM, GM, HM, Median & Mode ( <b>Simple Problems</b> )	18
Unit :IV	<b>MEASURES OF DISPERSION</b> Skewness - Pearson's CD Coefficient of Skewness -Bowley's CD Coefficient of Skewness – Kurtosis-Measures of Kurtosis ( <b>Simple Problems</b> )	18



Unit :V	<b>CORRELATION</b> Scatter Diagram method - Karl Pearson's of Correlation - Rank Correlation (Simple problems)
	<b>REGRESSION</b> Regression Lines & Regression Equations - Difference Between Correlation & Regression (Simple Problems)

**Total Contact Hours**

**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 Name and Signature Name: Mrs.R.Visalakshi Signature <i>R.Visalakshi</i>	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: <i>[Signature]</i>	Checked by CDC Name: Prof.K.Srinivasan Signature: <i>[Signature]</i>	Approved by COE Name: Dr.R.Manicka Chezhian Signature: <i>[Signature]</i>
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### Course Objectives

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM203	Title	Batch :	2021-24
		Core – III : Organizational Behaviour	Semester	II
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 3

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	<b><u>ORGANISATIONAL BEHAVIOUR</u></b> 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	<b><u>PERCEPTION &amp; PERSONALITY</u></b> Meaning & Definition- Elements & importance of Perception - process of Perception - Determinants of Perception - Impression Management. Personality – Meaning-Development of personality.	15
Unit: III	<b><u>MOTIVATION</u></b> 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	<b>GROUP DYNAMICS</b> 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
Unit: V	<b>LEADERSHIP</b> Theories – Established and emerging theories-Trait theory – Behavioral theory – contingency theory – Path Goal leadership Theory-charismatic leadership theories – <i>Leadership styles and skills required</i> – Organization change and development – techniques and approaches.

#### Total Contact Hours

#### Pedagogy and Assessment Methods :

Power Point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming

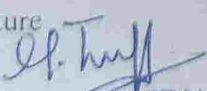

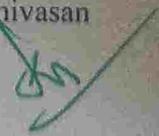

Note: *Italics denotes topics for self-study*

#### Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	L.M Prasad	Organizational Behaviour	Sulthan chand & Sons, 5 <sup>th</sup> 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 <sup>th</sup> 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	2008
5	Moorhead, G., & Griffin, R.W	Organizational behavior managing people and organizations	Dreamtech Press	2008

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

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Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM204	Title		Batch :	2021-24
		CORE – IV: Financial Accounting		Semester	II
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	5	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 /SO 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	<b><u>INTRODUCTION TO ACCOUNTING:</u></b> 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	<b><u>SUBSIDIARY BOOKS AND ERRORS:</u></b> 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	<b><u>FINAL ACCOUNTS:</u></b> Manufacturing –Trading –Profit and loss account-Balance Sheet –Problems with simple adjustments	18



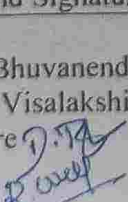
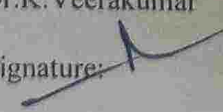
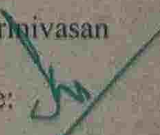

Unit: IV	<b>DEPRECIATION ACCOUNTING:</b> Accounting for Depreciation- Meaning and Definition – <i>Causes</i> – Methods – Accounting treatment for Straight line method, Written down value method and Annuity method	
Unit: V	<b>SINGLE ENTRY SYSTEM:</b> Preparation of accounts from Incomplete records-Meaning –Definition – Methods –Net worth method and Conversion method ( <b>single entry methods</b> )	
<b>Total Contact Hours</b>		90
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming, Applications		
<b>NOTE:</b> Theory 20% and Problem 80%		<b>Note:</b> <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	2011 2012
2	Gupta, R.L. and M. Radhaswamy	Advanced Accounting	13th Revised Edition, New Delhi: Sultan Chand Company Limited	2012 2013

**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	2009 16

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

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	21UBM2A2	Title	Batch :	2021-24	
		ALLIED – II : Business Economics	Semester	II	
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	4

#### 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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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	<b>MEANING AND NATURE OF ECONOMICS</b> 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	<b>DEMAND ANALYSIS</b> 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	<b>FACTORS OF PRODUCTION</b> 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	<b>PERFECT COMPETITION AND MONOPSOLY</b> 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
Unit:V	<b>MONOPSOLISTIC COMPETITION AND OLIGOPSOLY</b> 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

**Total Contact Hours**

**Pedagogy and Assessment Methods :**

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



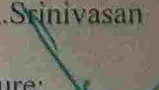

*Note: Italics denotes topics for self-study*

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year Published
1	Singh Ramesh	Business Economics	McGraw Hill Education India, 12 <sup>th</sup> edition	2012
2	Dr. J.P. Mishra	Business Economics	Sahitya Bhawan Publications, Edition: Revised	2012

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year Published
1	Singhania Nitin	Business Economics	McGraw Hill Education India, 1 <sup>st</sup> Edition	2012
2	Dr. S.K. Singh	Business Economics	Sahitya Bhawan Publications Edition: Revised Edition	2012
3	Verma Sanjiv	Indian Economy	Unique Publications, 2 <sup>nd</sup> Edition	2012
4	H L Ahuja	Business Economics	S Chand Publishing, Thirteenth edition	2012
5	S K Agarwal	Business Economics	S Chand, Edition: 5 <sup>th</sup>	2012

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

POLLACHI



Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM305	Title	Batch :	2021-24
		CORE – V: Taxation	Semester	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	5	Credits: 4

### 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
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	<b>INTRODUCTION TO TAXATION</b> 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.)	18
Unit:II	<b>SALARIES</b> Income from salary - Characteristics of salary- Definition- P.F.-Allowances–Perquisites-Profit in lieu of salary –Deductions out of gross salary (simple Problems only.)	18
Unit:III	<b>INCOME FROM HOUSE PROPERTY</b> Definition-Exempted income from house property- Annual rent –Meaning- Determination of annual value-Deductions (Simple Problems only).	18
Unit:IV	<b>PROFITS AND GAINS OF BUSINESS OR PROFESSION</b>	18



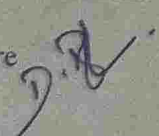
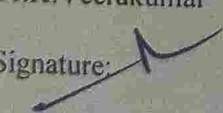
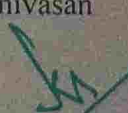

	Business – Profession – Charging Provision of Income tax under the head profits and gains of business or profession- <i>Expressly admissible deductions- Deemed profits (Theory Part only.)</i>
Unit: V	<b>CAPITAL GAINS AND INCOME FROM OTHER SOURCES</b> Capital gains- Mode of computation of long term and 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.).
<b>Total Contact Hours</b>	
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity	
<b>[NOTE: Problems 50% &amp; Theory 50%]      Note: Italics denotes topics for self-study</b>	

**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	2020-2021
2	Dinkar Pagare	Income tax (law and practice)	Kalyani Publications	2020-2021

**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	2019-2020
2	Gaur and Narang	Income tax (law and practice)	Kalyani Publications	2018-2019
3	Gaur and Narang	Income tax (law and practice)	Kalyani Publications	2017-2018
4	Gaur and Narang	Income tax (law and practice)	Kalyani Publications	2016-2017
5	Gaur and Narang	Income tax (law and practice)	Kalyani Publications	2015-2016

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

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM306	Title	Batch :	2021-24
		CORE – VI : 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	<b><u>FINANCE FUNCTIONS</u></b> 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. <b>(Theory only)</b>	15
Unit :II	<b><u>FINANCING DECISION</u></b> Cost of Capital – Cost of Specific Sources of capital - Equity - Preferred stock-Debt - Reserves - Weighted average cost of capital, Operating Leverage and Financial Leverage. <b>(Theory only)</b>	15
Unit :III	<b><u>CAPITAL STRUCTURE</u></b> 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. <b>(Theory only)</b>	15



Unit : IV	<b>CAPITAL BUDGETING</b> Meaning – Objectives - Capital budgeting decisions – Types - Methods of capital budgeting. Preparation of various methods of capital budgeting. (Theory & Simple Problems only)
Unit : V	<b>WORKING CAPITAL MANAGEMENT</b> 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)

**Total Contact Hours**

**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	2011
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	2011
2	N. R. Parasuraman	Financial Management: A Step-by-Step Approach	Cengage India; 2nd edition	2011
3	Dr. F. C. Sharma , Dr. R. U. Singh Rachit Mittal	Financial Management	SBPD Publications; Latest edition	2011
4	Dr. R.P. Rustagi	Fundamentals of Financial Management	Taxmann Publications Pvt. Ltd, 2020th edition	2011
5	Prasanna Chandra	Financial Management Theory and Practice	McGraw-Hill; Tenth edition	2011

Course Designed by Name and Signature	Verified by HOD Name and Signature	Checked by CDC	Approved by COE
Name: Mrs.R. Visalakshi Signature: <i>R. Visalakshi</i>	Name: Dr.K. Veerakumar Signature: <i>Dr. K. Veerakumar</i>	Name: Prof.K.Srinivasan Signature: <i>Prof. K. Srinivasan</i>	Name: Dr.R.Manicka Chandra Signature: <i>Dr. R. Manicka Chandra</i>

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM307	Title	Batch :	2021-24
		CORE-VII : Marketing Management	Semester	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	Credits:	4

#### 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	<b>INTRODUCTION</b> 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	18
Unit :II	<b>MARKETING ENVIRONMENT</b> 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	18
Unit :III	<b>THE PRODUCT</b> Marketing - Product – New product development – Product Life cycle – Marketing Strategies for various stages of life cycle of the product. <b>MARKET SEGMENTATION</b> Needs – Basis for segmentation – Strategies for various typical segments	18
Unit :IV	<b>PRICING AND PHYSICAL DISTRIBUTION</b> Meaning of pricing – <i>Factors influencing pricing decisions</i> - Methods of pricing –	18



	Physical distribution- Importance – Various kinds of marketing channels – Distribution problems and their solutions <b>PROMOTION</b> Advertising-Publicity- Personal selling – Sales promotion-Digital Marketing
Unit: V	<b>SALES ADMINISTRATION</b> 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
<b>Total Contact Hours</b>	
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Group discussions, Seminar, Assignment, , Brain storming, Activity	



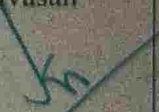

*Note: Italics denotes topics for self-study*

**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 <sup>th</sup> edition)	2017
2	Philip Kotler, Kevin Lane Keller	Marketing Management	Pearson (15 <sup>th</sup> 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 <sup>th</sup> Edition)	2012
5	Ramaswamy, V. S & Namakumari, S	Marketing management: Global perspective, Indian context	Om Books(4thEdition)	2009

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

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM308	Title	Batch :	2021-24
		CORE-VIII : Mercantile Law	Semester	III
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 3

### 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	<b><u>LAW OF CONTRACT</u></b> Contract – classification – Essential elements of a valid contract – offer and acceptance – consideration – capacity of parties – <i>Free consent (legal rules)</i>	15
Unit: II	<b><u>LAW OF SALE OF GOODS AND AGENCIES</u></b> 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	15
Unit: III	<b><u>COMPANY LAW</u></b> Company as legal entity – Definition and kinds of companies – Incorporation of	15

	companies – Memorandum and Articles of Association – Certificates of incorporation - Companies Act, 2013 – <i>Prospectus</i>
Unit: IV	<b>SHARE APPLICATION AND ALLOTMENT</b> Application –Allotment of shares and Debentures – Minimum subscription – Regular and Irregular allotment – Issue of shares at discount and Premium – Transfer and transmission of shares
Unit: V	<b>MEMBERSHIP OF COMPANIES</b> Membership of companies – Meeting and Proceedings – Winding up of companies – compulsory Winding up And Voluntary Winding up And Subject To Supervision of the cost

**Total Contact Hours**

**Pedagogy and Assessment Methods :**

Power point Presentations, Group discussions, Seminar, Assignment, , Brain storming, Activity

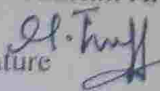



*Note: Italics denotes topics for self-study*

**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 <sup>st</sup> Revised Edition	2012
2	R.S.N. Pillai & Bagavathi	Legal Aspects of Business	S.Chand, New Delhi	2010

**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	2012
2	Akhileshwar Pathack	Legal Aspects of Business	Tata McGraw Hill, 7th Edition	2010
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 Name and Signature	Verified by HOD Name and Signature	Checked by	Approved by
Name: Dr. U. Thaslim Ariff Signature: 	Name: Dr.K.Veerakumar Signature: 	CDC Name: Prof.K.Srinivasan Signature: 	COE Name: Dr.R.Manicka Chezhian Signature: 

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM3A3	Title	Batch :	2021-24
		Allied – III : Mathematical Techniques - II	Semester	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	5	Credits: 4

### 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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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	<b><u>INTRODUCTION TO OPERATIONS RESEARCH</u></b> Definition – Meaning – Scope – Limitations models – <i>Their types and classification of operation research</i> – General methods of solving models	18
Unit :II	<b><u>GENERAL LINEAR PROGRAMMING PROBLEM</u></b> Mathematical formulation of LPP – Solution to LPP by graphical method – Simple problems in simplex method	18
Unit :III	<b><u>TRASPSORTATION PROBLEMS</u></b> 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	<b><u>GAME THEORY</u></b> Concept of pure and mixed strategies – Solving $2 \times 2$ matrices, with and without saddle Point – $n \times 2$ and $2 \times m$ matrix problems solving. Queuing theory – Simple problems solving
Unit :V	<b><u>NETWORK ANALYSIS</u></b> Concept of PERT and CPM – Simple problems – Decision tree and theories
<b>Total Contact Hours</b>	
<b>Pedagogy and Assessment Methods :</b> 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 Published
1	J.K. Sharma	Business Statistics	S. Chand, 5th Edition	2010
2	Natarajan A.M	Operation Research	Pearson Education India, 3rd edition	2010

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year Published
1	SIA	Operation Research	SIA Publishers & Distributors Pvt Ltd, Edition: 1	2010
2	Sonam Sharma	Operation Research	Global Academic Publishers & Distributors, 2nd edition	2010
3	Panneerselvam R	Operation Research	PHI Learning, 2nd edition	2010
4	J.K. Sharma	Operation Research	TRINITY Publications, 10th edition	2010
5	Hillier Frederick S	Operation Research	McGraw Hill Education India, Edition: Tenth	2010

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

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	21UBM3N1	Title	Batch :	2021-24	
		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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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	<b>INTRODUCTION TO IPR</b> 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	<b>PATENTS</b> Introduction – Classification –Importance – Types of Patent applications in India – Patentable Invention – Inventions not patentable	3
Unit :III	<b>TRADE MARKS</b> Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines for Registration of Trade mark – Registration.- Protection	3
Unit :IV	<b>COPY RIGHT:</b> Copy right and Related Rights- Rights conferred by copy right- Registration – Ownership- Rights – Transfer – Infringement	3

Unit :V	<b>INDUSTRIAL DESIGNS</b>
	Introduction – Concept – Need for Protection of a Design – Essential Requirements for the Registration – <i>Exclusion from scope of Design</i> – Essential for Registration – Benefits – Cancellation – Procedure

**Total Contact Hours**

**Pedagogy and Assessment Methods :**

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

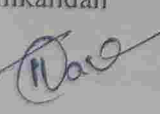
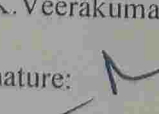
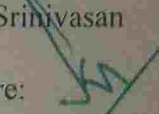
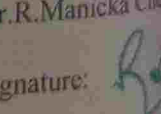
**Note:** *Italics denotes topics for self-study*

**Books for Study:**

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

**Books for Reference:**

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

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

**Dr. K. VEERAKUMAR**

MBA, M.Phil., M.Com., B.A., M.Phil., MA-YHE, M.Lit., PGDCA, Ph.D.

Assistant Professor & Head

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**K. SRINIVASAN, M.C.A.**

Co-ordinator

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NGM College (Autonomous)

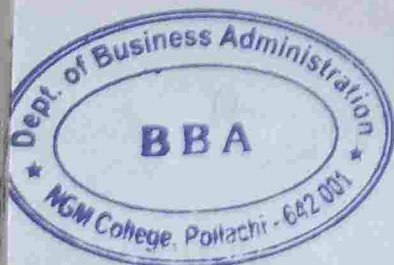
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**Dr. R. MANICKA CH**

Controller of Ex

NGM College (A

POLLACHI -





Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM3N2	Title		Batch :	2021-24
		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	<b>CONSUMER BEHAVIOR</b> Fundamentals of consumer behavior-Role of consumer behavior –Needs and wants of consumer behavior	3
Unit :II	<b>CONSUMER BEHAVIOR ATTITUDE</b> Factors influencing consumer behavior –Psychological factors, social-cultural factors	3
Unit :III	<b>LIFE STYLE</b> Profile of rural consumer-Life style-Shopping habits	3
Unit :IV	<b>PROCESS OF CONSUMER BEHAVIOUR</b> Consumer buying process- Behavior pattern –Buyer characteristics	3

Unit: V	<b>RURAL MARKETING TRENDS</b> Trends in rural marketing –Brand loyalty – Rights of consumer
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**Total Contact Hours**

**Pedagogy and Assessment Methods :**

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


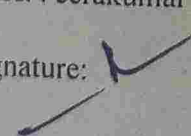


Note: *Italics denotes topics for self-study*

**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	2010
2	Sarangapani A	Rural Consumer Behaviour	Laxmi Publications, Edition: 2 <sup>nd</sup>	2010

**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 <sup>th</sup> Edition	2010
2	Bikramjit Singh	Rural Consumer Behaviour	LAP Lambert Academic Publishing, 5 <sup>th</sup> Edition	2010
3	SchiffmanKumar	Rural Consumer Behaviour	Pearson, 14 <sup>th</sup> Edition	2010
4	Kumar S Ramesh	Rural Consumer Behaviour	SAGE Publications India Pvt Ltd, 3 <sup>rd</sup> Edition	2010
5	Parsons Elizabeth	Rural Consumer Behaviour	Taylor & Francis Ltd, 4 <sup>th</sup> Edition	2010

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

**Dr. K. VEERAKUMAR**

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**Dr. R. MANICKA CHELVAN**

Controller of Examinations

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM409	Title	Batch :	2021-24
		CORE - XIX Personnel Management and Industrial Relations	Semester	IV
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	Credits:	4

### 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	<b><u>PERSONNEL MANAGEMENT</u></b> Meaning Nature, Scope, Objectives – Functions of Personnel Department – Organization of personnel department – Policies and procedures	18
Unit: II	<b><u>MAN POWER PLANNING</u></b> Job Description – Job Analysis – Job Specification – Recruitment and Selection – Training and Development	18
Unit: III	<b><u>PERFORMANCE APPRAISAL</u></b> Job Evaluation – Promotion – Transfer and demotion – Compensation: wages and salary administration – Incentive system – Retirement benefits to employees	18



Unit:IV	<b>INDUSTRIAL RELATIONS</b> Trade unionism – Grievance Handling – Collective Bargaining and Workers Participation in Management --Succession Planning and Fast-Tracking Discipline – Punishment
Unit :V	<b>LABOUR LEGISLATION</b> Factories Act -1948, Employees State Insurance Act, 1948, Industrial Disputes Act-1947

**Total Contact Hours**

**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	2011
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	Kodeeswari K 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	Subba Rao 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 Name and Signature Name: Dr.K.Veerakumar Signature	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature:	Checked by CDC Name: Prof.K.Srinivasan Signature:	Approved by COE Name: Dr.R.Manicka Chezhian Signature:
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**Dr. K. VEERAKUMAR**

MBA, M.Phil., M.Com., B.A., M.Phil., M.A., M.L.S., PGDCA, Ph.D.  
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Programme Code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM410	Title	Batch :	2021-24
		Core – X : Production & Materials Management	Semester	IV
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 4

### 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

PO / 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	<b>PLANT LOCATION</b> 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>	18
Unit :II	<b>PRODUCTION PLANNING AND CONTROL</b> Production Planning – Production Control – Objectives – Bench marking-TQM- Lean manufacturing - Routing – Loading –Scheduling – Dispatching and Expediting	18
Unit :III	<b>ORGANISATIONAL FOR MATERIALS MANAGEMENT</b> Fundamental Principles – Structure – Integrated Materials Management – Advantages. Purchasing – Objectives – Functions – Principles of Purchasing – Steps in purchasing function- Vendor development	18



Unit :IV	<b>MATERIAL HANDLING</b> Importance- Principles – Criteria for selection of Material Handling Equipments Maintenance - Objectives – Types – Breakdown Preventive and Productive Maintenance
Unit :V	<b>FUNCTIONS OF INVENTORY</b> 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>
<b>Total Contact Hours</b>	
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity	



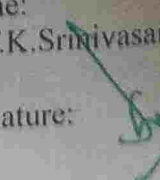

Note: *Italics denotes topics for self-study*

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Dr. B.S Goel	Production and Operations Management	ChaukhambaAuriyantalaya Publications, Revised Edition	2011
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	2011
5	Sarojkumar, Verakroli, Priyankasingh	Production & Materials Management	Thakur publications Edition first	2011

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 Chettiar
Signature 	Signature: 	Signature: 	Signature: 

**Dr. K. VEERAKUMAR**  
MBA, M.Phil., M.Com., B.A., M.Phil., MA-YHE, M.Lic., PGDCA, Ph.D.

Assistant Professor & Head

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

Curriculum Development Cell (NGM College (Autonomous)

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM411	Title	Batch :	2021-24
		Core – XI : Cost and Management Accounting	Semester	IV
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 4

### 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	<b><u>COST ACCOUNTING</u></b> 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.	18
Unit: II	<b><u>MANAGEMENT ACCOUNTING</u></b> Meaning – Functions – Concepts – Limitations – Management accounting Vs Financial accounting—Marginal costing – Absorption costing – Differences – Merits and Demerits.	18

Unit: III	<b><u>BUDGET</u></b> Definition – Meaning – <i>Advantages and Disadvantages of budgetary control</i> – Flexible budget – Sales budget -Cash budget ( <b>Simple Problems Only</b> )
Unit: IV	<b><u>FUND&amp; CASH FLOW STATEMENT</u></b> Meaning – Uses – Preparation of funds flow Statement – Cash flow statement – Meaning – Uses and preparation of cash flow statement ( <b>Simple problems only</b> )
Unit: V	<b><u>RATIO ANALYSIS</u></b> 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. ( <b>Problems only from the mentioned ratios</b> )

**Total Contact Hours**

**Pedagogy and Assessment Methods :**

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

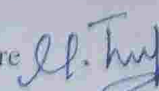

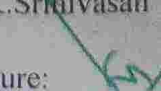

[NOTE: 50% Problems & 50% theory] Note: *Italics denotes topics for self-study*

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year Published
1	S.P Jain and K.L Narang	Cost Accounting	Sulthan Chand &Co	2010
2	R.S.N.Pillai ,V.Bagavathi	Cost Accounting	S.Chand Publication	2010

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year Published
1	R.K Sharma and Shashi K.Gupta	Management Accounting	Kalyani Publishers-13 <sup>th</sup> Revised Edition	2010
2	Cma M N Arora, Priyanka Katyal	Cost Accounting	Himalaya Publishing House	2010
3	Jain S.P and Narang	Cost Accounting Principles and Practice	Kalyani Publishers, New Delhi, 5 <sup>th</sup> Edition	2010
4	Reddy, T.S., & Reddy, H.Y	Cost Accounting	Margham publications, Chennai, Fourth Edition	2010
5	Arora, M	Cost and Management Accounting	Vikas publishing house Pvt Ltd	2010

Course Designed by Name and Signature Name: Dr. U. Thaslim Ariff Signature: 	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: 	Checked by CDC Name: Prof.K.Srinivasan Signature: 	Approved by COE Name: Dr.R.Manicka Chelvanathan Signature: 
<b>Dr. K. VEERAKUMAR</b> MBA, M.Phil, M.Com, B.A., M.Phil, M.A., M.Lic, PGDCA, Ph.D.		<b>K. SRINIVASAN, M.C.A.,</b>	

Assistant Professor & Head

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Co-ordinator  
Curriculum Development Cell (COE)

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Controller of Examinations  
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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM412	Title	Batch :	2021-24
		Core – XII: Banking Theory Law & Practice	Semester	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	Credits:	3

### 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 /SO 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	<b>INTRODUCTION TO BANKING:</b> 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>	15
Unit :II	<b>BANKER AND CUSTOMER:</b> Definition – Banker And Customer, Relationship between banker and customer – opening and closing of accounts, pass book entries, special types of customers – Minors, Lunatic, Drunkard, partnership firm	15
Unit :III	<b>NEGOTIABLE INSTRUMENT:</b> Meaning and Definition- Features, types (promissory note, Bill of Exchange, cheque) -- classification of Negotiable Instruments. Cheques -- Definitions, <i>Difference between cheque and bill of Exchange</i> – salient features of a cheque, drawing of a cheque, Precautions before honouring a cheque, dishonouring of a cheque. Kinds of crossing – Essentials and significance	15



Unit : IV	<b>LOANS AND ADVANCES:</b> Principles of sound lending – unsecured Advances – secured Advances – forms of advances – modes of charging security (Lien, Pledge, Hypothecation) Guarantee and Indemnity – definition, differences between guarantee and indemnity
Unit : V	<b>RECENT TRENDS IN BANKING:</b> E-banking-features-Difference between traditional banking and E-banking-mobile banking-NEFT-RTGS-MICR-CTS-Role of banking in development of micro, small and medium enterprises
<b>Total Contact Hours</b>	
<b>Pedagogy and Assessment Methods :</b> 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	E.Gordon, K.Natrajan	Banking theory law and practice	Himalaya Publications, 28th Revised Edition	2020
2	Jagroop Singh Sarita	Banking and Insurance Law	Sultan Sons and Company Limited, 8 <sup>th</sup> 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	2017
2	Varshney P.N	Banking Law & Practice	Sultan Chand & Sons, 2018 <sup>th</sup> Edition	2018
3	B.Santhanam	Banking Theory, Law & Practice	Margham Publications, 2019 <sup>th</sup> 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	2017

Course Designed by Name and Signature Name: Mrs.R.Visalakshi Signature: <i>R. Visalakshi</i>	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: <i>K. Veerakumar</i>	Checked by CDC Name: Prof.K.Srinivasan Signature: <i>K. Srinivasan</i>	Approved by COE Name: Dr.R.Manicka Chezhian Signature: <i>Dr. R. Manicka Chezhian</i>
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**Dr. K. VEERAKUMAR**

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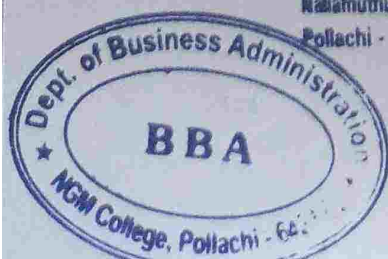
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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM4A4	Title	Batch :	2021-24
		Allied – IV: Management Information System	Semester	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 4

#### Course Objectives

On successful completion of this course, the students should have understood the basic idea of Computer Based Information System and MIS Support for the Functions of Management

#### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the design, development and security of Management Information System	K1
CO2	To compare the various ethical and social issues in using Information system	K2
CO3	To apply knowledge in various Decision Support System	K3
CO4	To analyze the major importance of information system in doing Business efficiently	K4
CO5	To evaluate the impact of computing on individuals, organizations and society, including ethical, religious, legal, security and global policy issues	K5

#### Mapping

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

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<b>INTRODUCTION TO MIS</b> Definition – MIS as an integrated system –Process of MIS-Development of MIS within organization- MIS and other disciplines. Sub systems of MIS on managerial activity – MIS based on organizational functions. Structure of MIS: Operating elements Decision support – Management activity – Organization function.	15
Unit :II	<b>DATA</b> Meaning – Concepts – Logical data concepts – Databases – Physical storage devices: Primary storage – Secondary storage – Serial access devices – Direct access file organization: Types of files – File operations – Sequential file organizations – Hashed file organizations – Indexed file organization. Database organization; Hierarchical – Network – Relational database organization	15
Unit :III	<b>TRANSACTION PROCESSING</b> Meaning – Transaction processing cycle Diagram Methods for processing transactions – Retrieval in transaction processing Document preparation; word and text processing – Document filling – Computer graphics – Computer and	15



	Reproduction Message and document communication; Document distribution - Transmission - Computer based message - Public data services.
Unit :IV	<b>DECISION MAKING</b> Concepts of decision making - <i>Phases in decision making process</i> - Methods for deciding among alternatives - Decision support system (DSS) - Characteristics of decision support system - Classes Of Decision Support Systems
Unit :V	<b>SYSTEM</b> Definition; General model of a system - Types of systems; Deterministic and probabilistic system - Closed and Open systems - Human machine systems; Decomposition - Simplification - Decoupling. Information processing and control - Control function for information processing - Information system availability and control.

**Total Contact Hours**

**Pedagogy and Assessment Methods :**

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


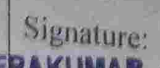
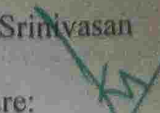

**Note:** *Italics denotes topics for self-study*

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Adikesavan T.A	Management Information System	Prentice-Hall of India Pvt.Ltd, 5th Edition	2003
2	Sadagopan S	Management Information System	PHI Learning, 2nd edition	2008

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Dr Bagchi Nirmalya	Management Information System	Vikas Publishing House Pvt Ltd, 10th edition	2014
2	Kenneth CLaudon	Management Information System	Pearson Education India, 15th edition	2012
3	Mohapatra Sanjay	Management Information System	PHI Learning, 3rdth edition	2008
4	Behl Ramesh	Management Information System	McGraw Hill Education India, 11th Edition	2010
5	Oke Jayant	Management Information System	Nirali Prakashan, Edition: 3rd	2014

Course Designed by Name and Signature Name: Mr.T.Manikandan Signature: 	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: 	Checked by CDC Name: Prof.K.Srinivasan Signature: 	Approved by COE Name: Dr.R.Manicka Chezhian Signature: 
<b>Dr. K. VEERAKUMAR</b> MBA, M.Phil, M.Com, IB, M.Phil, MA-THE, M.Litt, PGDCA, Ph.D. Assistant Professor & Head Department of Business Administration Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001		<b>K. SRINIVASAN, M.C.A.</b> Co-ordinator Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.	<b>Dr. R. MANICKA CHEZHIAN</b> Controller of Examinations NGM College (Autonomous) POLLACHI - 642 001.





Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM4N1	Title	Batch :	2021-24
		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
CO										
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

H-High; M-Medium; L-Low

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


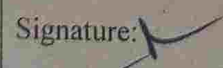


	<b><u>GLOBAL RETAIL MARKETS</u></b>	
Unit :V	Strategic Planning Process for Global Retailing – Challenges Facing Global Retailers – Challenges and Threats in Global Retailing – Factors Affecting the success of a Global Retailing Strategy	
<b>Total Contact Hours</b>		
<b>Pedagogy and Assessment Methods :</b>		
Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		
<b>Note:</b> <i>Italics denotes topics for self-study</i>		

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	SIA	Retail Management	SIA Publishers & Distributors Pvt Ltd, 1 <sup>st</sup> edition	2020
2	R.Sudharsan	Retail Management principles and practice	New Century Publications, 3 <sup>rd</sup> edition	2014

**Books for Reference:**

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

**Dr. K. VEERAKUMAR**

MEA, M.Phil., M.Com., B.A., M.Phil., MA-THE, M.Lit., PGDCA, P.D.B.  
Assistant Professor & Head  
Department of Business Administration  
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**Dr. R. MANICKA CHEZHIAN**

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NGM College (Autonomous)  
POLLACHI - 642 001



Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM4N2	Title	Batch :	2021-24
		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	<b>INTRODUCTION TO SUPPLY CHAIN MANAGEMENT</b> SCM – Definition – objectives – Evolution - Need-Issues involved in developing SCM Framework-Types. SCM activities - Constituents - Organization	3
Unit :II	<b>SUPPLY CHAIN INTEGRATION</b> 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



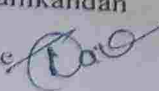
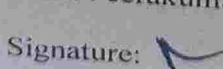
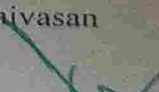

Unit :III	<b>PURCHASING PROCESS</b> Purchasing and Supply Management – Introduction -Importance –Objectives- Purchasing process - Purchasing & other functions - Purchasing and integrated logistics interfaces Types of purchase - Purchasing partnerships - Materials sourcing - Just-in-time purchasing
Unit :IV	<b>OUTSOURCING IN SCM</b> Meaning need - Outsourcing risks - Outsourcing process - <i>New opportunities in SCM outsourcing</i> - Myths of SCM outsourcing
Unit: V	<b>PERFORMANCE MEASUREMENT IN SCM</b> Meaning -Advantages of performance measures - The benefits of performance measurement - Measuring SCM - Supplier performance measurement - <i>Parameters of choosing suppliers</i>
<b>Total Contact Hours</b>	
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity	
<b>Note:</b> <i>Italics denotes topics for self-study</i>	

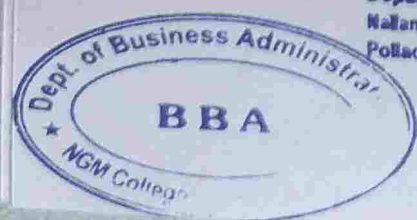
**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Shankar Ravi	Supply Chain Management	McGraw Hill Education India, 3 <sup>rd</sup> Edition	2020
2	SIA	Supply Chain Management	SIA Publishers & Distributors Pvt Ltd, 1 <sup>st</sup> 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 <sup>st</sup> Edition	2020
2	Mullick N. H	Supply Chain Management	Enkay Publishing House, 1 <sup>st</sup> Edition	2020
3	Shah Janat	Supply Chain Management	Pearson Education India, 3 <sup>rd</sup> Edition	2019
4	Sanders Nada R	Supply Chain Management	Wiley india Pvt. Ltd, 1 <sup>st</sup> Edition	2019
5	Chopra Sunil	Supply Chain Management	Pearson Education India, 1 <sup>st</sup> Edition	2018

Course Designed by Name and Signature Name: Mr.T.Manikandan Signature: 	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: 	Checked by CDC Name: Prof.K.Srinivasan Signature: 	Approved by COE Name: Dr.R.Manicka Chezhian Signature: 
<b>Dr. K. VEERAKUMAR</b> MBA, M.Phil., M.Com., B.A., M.A., M.Tech., M.Lic., PGDCA, Ph.D. Assistant Professor & Head Department of Business Administration Nallamurthi Geunder Mahalingam College (Autonomous) Pollachi - 642 001		<b>K. SRINIVASAN, M.C.A.</b> Co-ordinator Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.	
		<b>Dr. R. MANICKA CHEZHIAN</b> Controller of Examinations NGM College (Autonomous) POLLACHI - 642 001.	



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	To remember entrepreneurship characteristic consequences and its implications in present scenario	K1
CO2	To relate an idea about entrepreneurship development program and institutional support of entrepreneurs	K2
CO3	To apply entrepreneurial skills and knowledge in to project identification and its selection process	K3
CO4	To analyse project report and business plan preparation for competitive business environment	K4
CO5	To 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	<b>ENTREPRENEURSHIP</b> 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	<b>ENTREPRENEURSHIP DEVELOPMENT</b> Entrepreneurship development Programme – need – objectives – course contends – ID phases – Evaluation. Institutional support of entrepreneurs. Factors affecting entrepreneur growth	15
Unit :III	<b>PROJECT MANAGEMENT</b> Meaning of project – concept – categories – project life cycle – characteristics of project – project manager – role and responsibilities project manager	15







Unit : IV	<b>PROJECT IDENTIFICATION AND FORMULATION</b> Project identification – selection – project formation – Contents of a project report – planning commission – Guide lines for formulating a project – Specimen of a project report
Unit : V	<b>SOURCE OF FINANCE FOR A PROJECT</b> 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>
<b>Total Contact Hours</b>	
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity	
<b>Note:</b> <i>Italics denotes topics for self-study</i>	

**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	2011

**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 <sup>th</sup> Edition	2014
5	Priyanka Singh, Supriya Singh	Entrepreneurship and project management	Thakur Publishers, 1 <sup>st</sup> edition	2012

Course Designed by Name and Signature	Verified by HOD Name and Signature	Checked by	Approved by
Name: Dr.K.Veerakumar Signature: 	Name: Dr.K.Veerakumar Signature: 	CDC Name: Prof.K.Srinivasan Signature: 	COE Name: Dr.R.Manicka Chezhian Signature: 
<b>Dr. K. VEERAKUMAR</b> MBA, M.Phil., M.Com, LIB, M.Phil., MA-THE, M.Lic., PGDCA, Ph.D. Assistant Professor & Head Department of Business Administration Nalamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001		<b>K. SRINIVASAN, M.C.A.</b> Co-ordinator Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.	<b>Dr. R. MANICKA CHEZHIAN</b> Controller of Examinations NGM College (Autonomous) POLLACHI - 642 001.





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	To remember fundamentals of research and its implications	K1
CO2	To demonstrate about data collection and sampling methods	K2
CO3	To apply the knowledge's of research through various tests	K3
CO4	To analyses the knowledge's of the students through interpretation and report writing	K4
CO5	To 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	<b>RESEARCH METHODOLOGY</b> 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	<b>SAMPLING</b> 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	<b>DATA COLLECTION</b> Data Collection - Tools of Data Collection – Primary data-Interview Schedule – Questionnaire – Observation, Pretesting - <i>Pilot Study</i> and Secondary Data	15

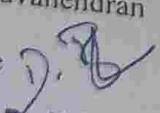

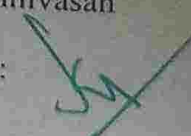

Unit :IV	<b>ANALYSIS OF DATA</b> Processing and Analysis of data – Editing - Coding – Tabulation – Test of Significance ‘T’ Test – F Test - Chi-Square test (Simple Problems only)
Unit :V	<b>INTERPRETATIONS AND REPORT WRITING</b> Interpretation – Meaning – Techniques of Interpretation – Precautions in Interpretation – Steps in Writing Report – Layout of Research Report – Types of Report – Technical and Popular – Precautions for Writing Research Report
<b>Total Contact Hours</b>	
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity	
<b>Note:</b> <i>Italics denotes topics for self-study</i>	

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	C.R. Kothari Gaurav Garg	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. Saravanel, Kitab Mahal	Research Methodology	Edition 3	1991
5	Donald R.Cooper and Pamela S.Schindler	Business Research Methods	Tata McGraw Hill, 11th edition	2012

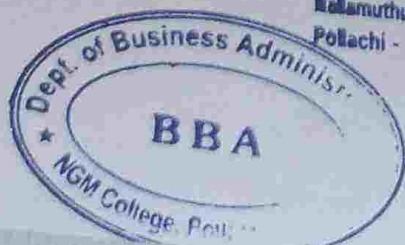
Course Designed by Name and Signature Name: Mr.D.Bhuvanendran Signature: 	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: 	Checked by CDC Name: Prof.K.Srinivasan Signature: 	Approved by COE Name: Dr.R.Manicka Chezhian Signature: 
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POLLACHI - 642 001.





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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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	<b><u>RISK AND INSURANCE</u></b> 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)- <i>Recent developments in the insurance sector</i>	12
Unit :II	<b><u>LIFE INSURANCE</u></b> Characteristics - Features of life insurance contract - Types of Life Insurance policy – Assignment, Nomination and surrender of policy, policy claims - <i>LIC role and its functions</i>	12



Unit :III	<b>GENERAL INSURANCE</b> 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
Unit :IV	<b>DEPOSITS AND CREDIT INSURANCE</b> Nature, terms and Conditions, Claims, Recovery etc.- Public Liability insurance - General insurance Corporation of India and its functions
Unit :V	<b>MARINE INSURANCE</b> Features - Principles relating to Marine insurance - Scope and Nature - Types of policy - Marine losses and its classification - Warranties

#### Total Contact Hours

#### Pedagogy and Assessment Methods :

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





Note: *Italics denotes topics for self- study*

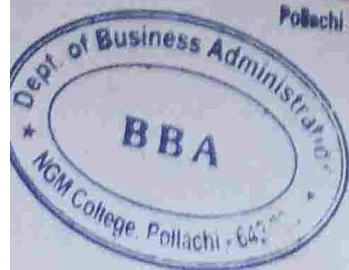
#### Books for Study:

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 <sup>nd</sup> 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 <sup>th</sup> edition	2018
5	Hargovind Dayal	Fundamentals of Insurance	Notion Press, Edition: 1	2017

Course Designed by Name and Signature Name: Mr.T. Manikandan Signature: 	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: 	Checked by CDC Name: Prof.K.Srinivasan Signature: 	Approved by COE Name: Dr.R.Manicka Chezhian Signature: 
<b>Dr. K. VEERAKUMAR</b> MBA, M.Phil, M.Com, B.A., M.Phil, MA-YHE, M.L.H., PGDCA, Ph.D. Assistant Professor & Head Department of Business Administration Malamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001	<b>K. SRINIVASAN, M.C.A.</b> Co-ordinator Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.	<b>Dr. R. MANICKA CHEZHIAN</b> Controller of Extension NGM College (Autonomous) POLLACHI - 642 001	



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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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	<b>INTERNATIONAL BUSINESS &amp; MARKETING</b> 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	15
Unit : II	<b>INTERNATIONAL MARKETING ENVIRONMENT</b> Political – Legal – Cultural – Economic – Demographic – Technological - Natural factors	15
Unit : III	<b>INTERNATIONAL ECONOMIC INSTITUTIONS</b> IMF – IBRD – IFC – IDA – GATT – WTO - UNCTAD	15
Unit : IV	<b>PORT POLICY PROMOTION AND REGULATION</b> 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 : V	<b>EXPORT FINANCING</b> 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 schemes</i> -EXIM BANK	15



Unit :V	<b>EXPORT PROCEDURES</b> Offer and receipt of confirmed orders -Producing the good shipment and Banking procedure - Negotiation and Export incentives
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**Total Contact Hours**

**Pedagogy and Assessment Methods :**

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





*Note: Italics denotes topics for self-study*

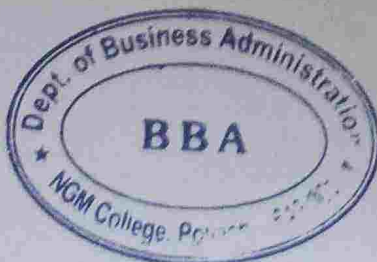
**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Cherunilam, Francis	International Business	Phi Learning Pvt. Ltd, Sixth Edition,	2019
2	Ajay Srivastava	Export Import Handbook	Business Dataisnfo 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 <sup>th</sup> Edition	2013

Course Designed by Name and Signature	Verified by HOD Name and Signature	Checked by	Approved by
Name: Mrs.R.Visalakshi	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chelvan
Signature: 	Signature: 	Signature: 	Signature: 
<b>Dr. K. VEERAKUMAR</b> MBA, M.Phil, M.Com, B.B.A, M.A, M.Fin, M.Litt, PGDCA, Ph.D. Assistant Professor & Head Department of Business Administration Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001		<b>K. SRINIVASAN, M.A.</b> Co-ordinator Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.	<b>Dr. R. MANICKA CHELVAN</b> Controller of Examinations NGM College (Autonomous) POLLACHI - 642 001.





Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM5E1	Title		Batch :	2021-24
Lecture Hrs./Week	5	Core Elective – I : XVII : Microsoft Office Applications for Business – Theory		Semester	V
		Tutorial Hrs./Sem.		Credits:	5

### Course Objective

To enlighten the students with the Windows operating system; developing their abilities in working with various applications of windows and also learns about various concepts of Operating Systems

### 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's	K2
CO3	To apply the knowledge in working with MS Excel for scientific calculations and admire the features of Excel applications	K3
CO4	To analyze the features of PowerPoint presentation	K4
CO5	To assess the concept of MS Access in working with records	K5

### Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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	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	<b>Windows</b> Windows 2000 - Working with windows - Control Panel - Mouse options - MS Office Basics - Creating documents - Managing text - Key board shortcuts - Saving Files - Opening document - Simple editing - Using tool bars - Printing Files	15
Unit: II	<b>MS Word</b> 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	15
Unit: III	<b>MS Excel</b> Excel basics - Entering Data - Selecting ranges - Editing entries - Simple calculations - Find and replace data - Insert and delete rows and columns - Insert charts	15
Unit: IV	<b>MS PowerPoint</b> Power Point basics - creating presentations - Add or delete slides - Change views -	15

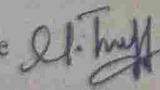

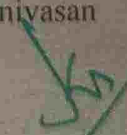

	Slide sorter view - <i>Applying templates</i> - Adding graphs
Unit: V	<u>MS Access</u> Creating Table - Entries and adding Records - Working with records - Creating Forms - Using Queries to extract information
Total Contact Hours	
Pedagogy and Assessment Methods :	
Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brainstorming, 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	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	2016
3	-	Computer Applications - Windows 7 and MS Office 2013	Class X 1 Edition , Alka SabharwalSangeeta Panchal, Oxford publisher	2015
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 Name and Signature	Verified by HOD Name and Signature	Checked by	Approved by
Name: Dr. U. Thaslim Ariff	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chettiar
Signature: 	Signature: 	Signature: 	Signature: 

**Dr. K. VEERAKUMAR**

MBA, M.Phil, M.Com, B.A, M.Phil, MA, M.L.S., PGDCA, M.D.

Assistant Professor & Head

Department of Business Administration

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**K. SRINIVASAN, M.C.A.**

Co-ordinator

Curriculum Development Cell (CDC)

NGM College (Autonomous)

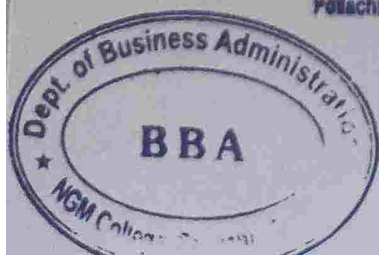
Pollachi - 642 001.

**Dr. R. MANICKA CHETTIAR**

Controller of Examinations

NGM College (Autonomous)

POLLACHI - 642 001



Programme code:	BBA	Programme Title :	Bachelor of Business Administration
Course Code:	21UBM5E2	Title	Batch : 2021-24
Lecture Hrs./Week	5	Core Elective – I : XVII : Programming in C - Theory	Semester V
		Tutorial Hrs./Sem.	Credits: 5

### Course Objective

To understand the basic concepts of programming language and develop well-structured programs using 'C' language. It provides technical skills to design and develop various applications

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To relate the logic behind the performance of various application	K1
CO2	To understand the concepts of C programming	K2
CO3	To apply and find out the debugs in the program	K3
CO4	To analyse an application using various functions	K4
CO5	To evaluate a concept to solve a real-time problem	K5

### Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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	M	L	-	H	M
CO4	M	H	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	<b>OVERVIEW OF C</b> Introduction-Importance of C-Basic Structure of C Program- Character Set- Tokens-Key words and Identifiers-Constants-Variables- Data Types- Declaration of Variables-Assigning Values to Variables-Defining Symbolic Constants-operators	15
Unit: II	<b>MANAGING I/O OPERATIONS</b> Reading and writing a character, Formatted Input and Output, Decision making and Branching, Decision Making with IF Statement-Simple IF Statement-IF...ELSE-Nesting of IF...ELSE Statements-ELSE...IF LADDER- Switch Statement-?- GOTO Statement-Decision Making and Looping-WHILE Statement- DO Statement-FOR Statement-JUMP IN LOOPS	15
Unit: III	<b>ARRAYS</b> Introduction-One dimensional arrays-Two dimensional arrays-Multi dimensional arrays-Handling of Character Strings-Declaring and Initializing String Variables- Reading Strings from terminal-User Defined Functions- Need for User Defined Functions-Form of C Functions- Return Values and their Types-Calling a Function-Category of Functions	15







Unit: IV	<b>STRUCTURES</b> Structures and Unions-Structure Definition-Giving Values to members- Structure Initialization- Comparison of Structure Variables-Arrays of Structures-Arrays with Structures - Structures and Functions
Unit: V	<b>FILE MANAGEMENT IN C</b> Defining and Opening a File-Closing a File-I/O Operation on Files-Error Handling during I/O Operations-Random Access Files-File Inclusion- Compiler Control Directives
<b>Total Contact Hours</b>	
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming	
<b>Note:</b> <i>Italics denotes topics for self-study</i>	

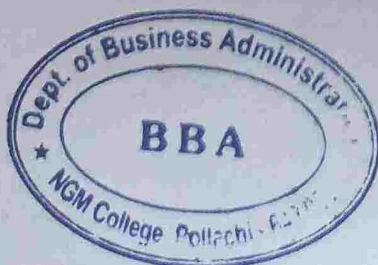
**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	E. Balagurusamy	Programming In ANSI C	Tata McGraw Hill Publishers, 7th Edition	2017
2	Kamthane	Programming in C	Pearson Education India; 3rd edition	2015

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Yashwvant Kanetkar	Let us C	BPB Publications, 17th Edition	2020
2	Brian W. Kernighan Dennis Ritchie	The C Programming	Pearson Publications, Second Edition	2015
3	Byron Gottfried	Programming with C	Tata McGraw Hill, 3rd Edition	2013
4	Martin J. Gentile	An Easy Guide to Programming in C	Create Space Independent Publishing Platform, 2 nd Edition	2012
5	Smarajit Ghosh	Programming in C	Prentice Hall of India Pvt Ltd, 1st Edition	2004

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 Chezhian
Signature: 	Signature: 	Signature: 	Signature: 
<b>Dr. K. VEERAKUMAR</b> MBA, M.Phil, M.Com, IB, M.Phil, MA, THE, M.Lit, PGDCA, Ph.D. Assistant Professor & Head Department of Business Administration Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001		<b>K. SRINIVASAN, M.C.A.,</b> Co-ordinator Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.	<b>Dr. R. MANICKA CHEZHIAN</b> Controller of Examinations NGM College (Autonomous) POLLACHI - 642 001.



Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	21UBM5E3	Title	Batch :	2021-24	
		Core Elective – I : XVII : RDBMS & ORACLE – Theory	Semester	V	
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	5

### Course Objective

To design and build a simple database system and demonstrate competence with the fundamental tasks involved with modeling, designing, and implementing a RDBMS.

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the fundamentals of database management system	K1
CO2	To understand the divisions of SQL commands	K2
CO3	To apply PL/SQL architecture and block and to construct a simple form	K3
CO4	To analyze various commands in SQL and PL/SQL to develop a database	K4
CO5	To measure PL/SQL programming using concept of Cursor Management	K5

### Mapping

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

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<b><u>INTRODUCTION TO DATABASE</u></b> Introduction – Purpose of Database Systems – <i>View of Data</i> – Data Abstraction – Instances and Schemas – Data Independence. Data Models: Object based Logical Models, Physical Data Models and Record based, Logical Models – Transaction Management – Storage Management – DBA – Database Users	15
Unit: II	<b><u>RELATIONAL DATABASE</u></b> Entity – Relational Model – Basic Concepts – Entity Relationship Diagram – Structure of Relational Database – Relational Algebra – Extended Relational Algebra Operations – Modification of the Database – Integrity Constraints	15
Unit: III	<b><u>ORACLE</u></b> Introduction to Oracle – Tools of Oracle – Introduction to SQL – Oracle- Internal Data Types – Divisions of SQL: Data Definition Language, Data Manipulation Language, Data Control Language and Transaction Control Language. Keys: Primary, Foreign, Referential Key. SQL * Plus Functions: Date, Character, Numeric, Conversion, Miscellaneous and Group Functions. Set Operators –	15





	Relating Data through Join Concept	
Unit: IV	<b>QUERIES</b> Sub-Queries: Meaning - Usage of Sub-Queries, Database Objects: Table, View, Synonym - Sequences - Index. Concept of Locking - Types of Locks, SQL*Plus Formatting Commands: Compute Commands, Title Commands, Setting Page Dimensions and Storing and Printing Query Results	11
Unit: V	<b>PL/SQL</b> Introduction to PL/SQL: Advantages of PL/SQL - Architecture of PL/SQL Block - Introduction to PL/SQL Block - Attributes, Control Structures - Concept of Error Handling, Basic Concept of SQL* FORM - Components of an Oracle Form - Simple Form Construction	13
<b>Total Contact Hours</b>		75
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming		
<b>Note:</b> <i>Italics denotes topics for self-study</i>		

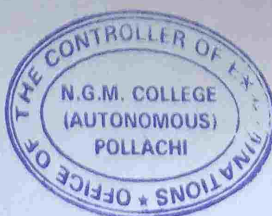
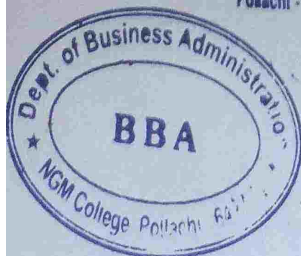
**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Kaushik R. Roy	A Textbook of RDBMS	DJ publications, 2017 Edition	2017
2	Mrs. Shital Gujar-Takale	Abhijeet D. Mankar	RDBMS, Nirali Prakashan, 2014 Edition	2014

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	S. Ashok Kumar, G. Pramela	RDBMS & Oracle	Charulatha Publications Private Limited 2019	2019
2	Dr.P. Rizwan Ahmed	RDBMS & Oracle	Margham Publications; 1st edition	2017
3	Kriti Sinha	Query Language for all RDBMS and PL/SQL	Kalpaz Publications; 1st edition	2016
4	Ivan Bayross	SQL, PL/SQL The Programming Language of Oracle	BPB Publications	2010
5	Jose A. Ramalho	Learn Oracle	BPB Publications, 8i, 1st Edition	2007

Course Designed by Name and Signature	Verified by HOD Name and Signature	Checked by	Approved by
Name: Dr. U. Thaslim Ariff	Name: Dr.K.Veerakumar	CDC	COE
Signature: 	Signature: 	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezhian
		Signature: 	Signature: 
<b>Dr. K. VEERAKUMAR</b> MBA, M.Phil., M.Com., B.A., M.Phil., MA, YHE, M.Lit., PGDCA, Ph.D. Assistant Professor & Head Department of Business Administration Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001	<b>K. SRINIVASAN, M.C.A.</b> Co-ordinator Curriculum Development Cell (CDC) NGM College (Autonomous) Pollachi - 642 001.		<b>Dr. R. MANICKA CHEZHIAN</b> Controller of Examinations NGM College (Autonomous) POLLACHI - 642 001.





Programme code:	BBA		Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM5E4		Title		Batch :	2021-24
			Core Elective – I : XVIII : Microsoft Office Applications for Business - Practical		Semester	V
Practical Hrs./Week		2	Tutorial Hrs./Sem.		-	Credits: 3

### Course Objective

The students should have understood and become familiarize in creating of documents, spreadsheets and PowerPoint with MS Office Applications

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the various options available in menu of window screen	K1
CO2	To understand the concepts of Mail merge	K2
CO3	To apply the knowledge in working on Excel	K3
CO4	To list the significance of Presentation slides	K4
CO5	To evaluate significance of Office Automation	K5

### Mapping

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

H-High; M-Medium; L-Low

### MS-Word:

- Exercise 1. Editing the text
- Exercise 2. Formatting the text
- Exercise 3. Time table creation
- Exercise 4. Job application letters with bio data
- Exercise 5. Mail merge

### MS-Excel:

- Exercise 6. Monthly sales details
- Exercise 7. Students mark list- finding results of the students
- Exercise 8. Creation of chart

**MS- PowerPoint:**

Exercise 9 Details about a company

Exercise 10. Department inaugural function

Exercise 11. Preparation of four slides – deletion and insertion





Exercise 12. Insertion of excel chart into the power point slide

**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 (11 January 2019)	2019
2	Saroj kumar, Pranesh Kumar Singh	P C Software (MS Office) - Theory	Sultan Chand & company publications	2008

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

**Dr. K. VEERAKUMAR**

MBA, M.Phil., M.Com., B.A., M.Phil., MA, YHE, M.Lisc., PGDCA, Ph.D.

Assistant Professor &amp; Head

Department of Business Administration

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642 001

**K. SRINIVASAN, M.C.A.**

Co-ordinator

Curriculum Development Cell (CDC)

NGM College (Autonomous)

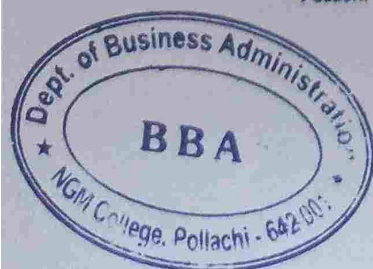
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NGM College (Autonomous)

POLLACHI - 642 001



Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM5E5	Title		Batch :	2021-24
		Core Elective – I : XVIII: Programming in C - Practical		Semester	V
Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits:	3

### Course Objective

To equip the students to write programming language for developing a system based computer project for the business

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the usage of basic concepts of C	K1
CO2	To understand the loop structures and arrays in application development	K2
CO3	To solve the functions and argument events in generating the applications	K3
CO4	To analyse the ability of developing applications in C using the theoretical exposure of the language	K4
CO5	To evaluate significance Programming Skill	K5

### Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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: Write a program to find the area of circle
- Exercise 2: Develop a program to check whether the given number is Armstrong or not
- Exercise 3: Create a program to print the multiplication table
- Exercise 4: Generate a program to calculate the electricity bill
- Exercise 5: Write a program to find the greatest number among three numbers
- Exercise 6: Create a program to find the given number is palindrome or not
- Exercise 7: Write a program to demonstrate the bitwise operator
- Exercise 8: Construct a program to find number of days in a month using switch case
- Exercise 9: Build a program to sort the numbers in ascending and descending order



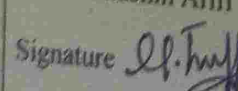

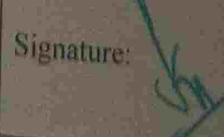

- Exercise 10: Design a program to find the square root of a given number using function
- Exercise 11: Write a program to calculate factorial of a number using recursive
- Exercise 12: Generate a program to find students average using structure

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	E. Balagurusamy	Programming In ANSI C	Tata McGraw Hill Publishers, 7th Edition	2017
2	Kamthane	Programming in C	Pearson Education India; 3rd edition	2015

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Yashwant Kanetkar	Let us C	BPB Publications, 17th Edition	2020
2	Brian W. Kernighan / Dennis Ritchie	The C Programming	Pearson Publications, Second Edition	2015
3	Byron Gottfried	Programming with C	Tata McGraw Hill, 3rd Edition	2013
4	Martin J. Gentile	An Easy Guide to Programming in C	Create Space Independent Publishing Platform, 2nd Edition	2012
5	Smarajit Ghosh	Programming in C	Prentice Hall of India Pvt Ltd, 1st Edition	2004

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

**Dr. K. VEERAKUMAR**

MBA, M.Phil., M.Com., B.A., M.Phil., MA, M.Litt., PGDCA, Ph.D.  
Assistant Professor & Head  
Department of Business Administration  
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Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM5E6	Title		Batch :	2021-24
		Core Elective – I : XVIII: RDBMS & ORACLE - Practical		Semester	V
Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits:	3

### Course Objective

To develop the students to Create database-level applications using Oracle PL/SQL. Students will be exposed to various advanced PL/SQL techniques for building and tuning robust business applications

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember structured query language (SQL) queries using DDL,DML, DCL,TCL commands.	K1
CO2	To understand the basic concept how storage techniques are used	K2
CO3	To apply techniques pertaining to Database design practices	K3
CO4	To analyse a database design using SQL and PL/SQL commands	K4
CO5	To evaluate the PL/SQL blocks in creating an oracle application	K5

### Mapping

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

H-High; M-Medium; L-Low

### Programs: SQL

1. Create a table for employee details using DDL Commands
2. Create a table for sales details using DML Commands
3. Create a table for item details using DCL & TCL Commands
4. Create a table for student details and verify the following data constraints
  - (a) Primary Key
  - (b) Reference Key
  - (c) Default Key
5. Create a table for employee details and verify the following data constraints
  - (a) Not Null
  - (b) Unique Key
  - (c) Check



6. Create a table for student attendance and mark details and combine the results of queries using set operators

### PL/SQL

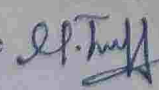

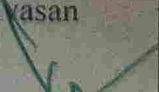

7. Create a PL/SQL block and retrieve the records stored in the employee table  
8. Create a PL/SQL program to reverse the given number.Dh  
9. Create a program to execute the simple and while loop structure in PL/SQL  
10. Create a PL/SQL program to display the multiplication table  
11. Create a table for student mark details by using percentage type under PL/SQL attribute concept  
12. Create a PL/SQL block to check whether the given string is Palindrome or not

#### Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Kaushik R. Roy	A Textbook of RDBMS	DJ publications, 2017 Edition	2017
2	Mrs. Shital Gujar-Takale	Abhijeet D. Mankar	RDBMS, Nirali Prakashan, 2014 Edition	2014

#### Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	S. Ashok Kumar, G. Pramela	RDBMS & Oracle	Charulatha Publications Private Limited 2019	2019
2	Dr.P. Rizwan Ahmed	RDBMS & Oracle	Margham Publications; 1st edition	2017
3	Kriti Sinha	Query Language for all RDBMS and PL/SQL	Kalpaz Publications; 1st edition	2016
4	Ivan Bayross	SQL, PL/SQL The Programming Language of Oracle	BPB Publications	2010
5	Jose A. Ramalho	Learn Oracle	BPB Publications, 8th, 1st Edition	2007

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

**Dr. K. VEERAKUMAR**

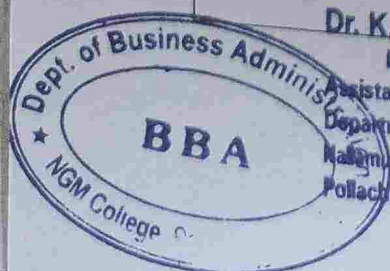
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Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM5AL	Title		Batch :	2021-24
		Advances Learner Course –I Stress Management		Semester	V
Lecture Hrs./Week	*SS	Tutorial Hrs./Sem.	-	Credits:	*

### Course Objective

The students should understand the Causes of Stress, coping with stress, and to overcome from stress resistant in life style

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall sources and types of stress in order to implement appropriate stress management techniques	K1
CO2	To classify the effectiveness of stress in human body system and causes of diseases	K2
CO3	To develop an impact of stress on personality and Perception processes	K3
CO4	To analyse the basic elements of the relaxation response	K4
CO5	To evaluate stressors inherent in today's global marketplace	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	M	H	M	H	H	H	M	L	H	M
CO3	H	H	M	H	M	M	-	H	L	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
Unit : I	<b><u>STRESS</u></b> Definition of stress & stressor - Sources of Stress - Types of stress - Human fight orflight response to stress - Stress and the college students
Unit :II	<b><u>IMPACT OF STRESS</u></b> Impact of Stress in body systems - Stress and Nervous System - Hypothalamic-pituitaryadrenal (HPA) axis - Effect of stress on Immune system - Health risk associated with chronic stress - Stress and Major psychiatric disorders- Role of stress emerging as a disease.

Unit:III	<b><u>ROLE AND PERSONALITY</u></b> Understanding your stress level - Role of personality pattern, Self Esteem, Locus of control Role of thoughts beliefs and emotions.
Unit:IV	<b><u>STRESS LEVEL</u></b> Understanding your stress level - Role of personality pattern, Self Esteem, Locus of control Role of thoughts beliefs and emotions.
Unit: V	<b><u>MANAGING STRESS</u></b> Connection between social support and stress - Types of social support - Recognize the role of communication and relationships in managing stress, and in academic / work performance - emotional intelligence

**Pedagogy and Assessment Methods :**

Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming

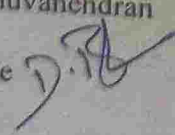



**Note:** \*SS - Self-Study

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Folkman.S	The oxford Handbook of stress, health and coping	Publisher Oxford University.2010	2010
2	M. Olpin M. Hesson	Stress Management for Life: A Research-Based Experiential Approach	Wadsworth Publishing, 4th edition	2013

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	K. Lee	Reset: Make the Most of Your Stress: Your 24-7 Plan for Well-being	IUniverse Publishing	2014
2	K Gabriella R	The Stress-Less Life Guide Teens	Stress-Less Way, Edition 1	2014
3	Rebonato Riccardo	Portfolio Management under Stress	Cambridge University Press, 1 <sup>st</sup> Edition	2014
4	Belde Manikanta	The Ultimate Stress-Free Productivity Secret	Notion Press, 1st Edition	2016
5	Dutta P. K	Stress Releif	Kulalaya Publishing House, 1 <sup>st</sup> Edition	2011

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

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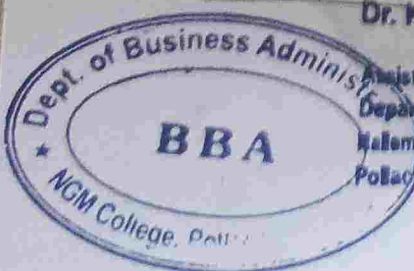
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NGM College (Autonomous)

POLLACHI - 642 001



Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM5VA	Title	Batch :		2021-24
		Department Specific Value Added Course (Mandatory) Entrepreneurship In Rural Areas	Semester	IV Y	
Lecture Hrs	30*	Tutorial Hrs./Sem.	-	Credits:	2*

### Course Objective

On successful completion of this course, the student of Non Business Administration would inculcate entrepreneurial skills and gain knowledge for establishing their own Business and can become an entrepreneur.

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember entrepreneurship characteristic and its implications in present scenario of start a business	K1
CO2	To get an idea about entrepreneurship development program and institutional support of entrepreneurs	K2
CO3	To execute entrepreneurial skills and knowledge in to right business field	K3
CO4	To figure out business plan preparation for competitive business environment	K4
CO5	To determine the right knowledge to become an entrepreneur	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	M	H	M	H	L	H	-	M	H
CO3	M	M	H	M	H	H	H	L	H	M
CO4	M	H	H	L	M	H	M	H	M	M
CO5	M	H	L	-	H	H	H	H	M	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
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Unit I	Meaning of Entrepreneurship – Characteristics, functions and type of entrepreneurship – Entrepreneurship	10
Unit II	Problems of women entrepreneurs – Entrepreneurship development programme – need – objectives	10
Unit III	Course contents – ID phases – Evaluation of Project – Institutional support of entrepreneurs – Factors affecting entrepreneur growth– economic– non – economic	10
<b>Total Contact Hours</b>		30
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

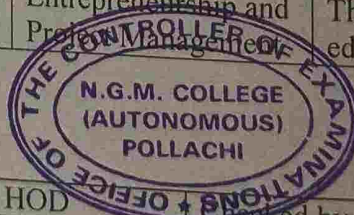
*Note: Italics denotes topics for self-study*

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Dr. S.S.Khanka	Entrepreneurial Development	S.Chand publications.Dec 2007 revised edition	2007

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Satyanarayana PVV	Entrepreneurial Development	Discovery Publishing House Pvt Ltd, 2nd Edition	2019
2	C.B.Gupta and N.P.Srinivasan	Entrepreneurial Development	Sultan Chand and Sons Publication	2015
3	Priyanka Singh, Supriya Singh	Entrepreneurship and Project Management	Thakur Publishers 1st edition	2012



Course Designed by Name and Signature	Verified by HOD Name and Signature	Checked by	Approved by
Name: Mrs.R. Visalakshi Dr. U. Thaslim Ariff Signature: <i>[Signature]</i>	Name: Dr.K.Veerakumar Signature: <i>[Signature]</i>	CDC Name: Prof.K.Srinivasan Signature: <i>[Signature]</i>	COE Name: Dr.R.Manicka Chezian Signature: <i>[Signature]</i>

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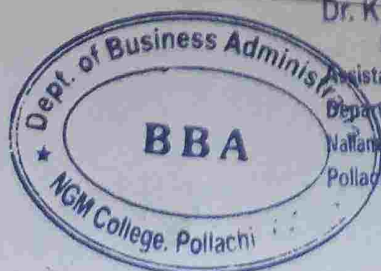
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Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM5S1	Title		Batch :	2021-24
		SKILL BASED ELECTIVE – I (Major) Service Marketing		Semester	V
Lecture Hrs./Week	3	Tutorial Hrs./Sem.	-	Credits:	3

### 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	<b>INTRODUCTION TO SERVICES MARKETING</b> Goods and Services – A comparative study – Salient features of Services – Services Marketing – Concept – Types – Significance of Service Marketing – <i>Key Services of Marketing.</i>	9
Unit :II	<b>TRANSPORT MARKETING</b> Introduction – Users of transport services – The product – Market Segmentation – Marketing mix for transport.	9



Unit :III	<b><u>TOURISM MARKETING</u></b> Introduction – The users of tourism services – The product – Market Segmentation in Marketing – Marketing mix for tourism industry.	9
Unit IV	<b><u>HOTEL MARKETING</u></b> Introduction – Users of hotel industry – Hotel product – <i>Market segmentation in the hotel industry</i> – Marketing mix for the hotel industry.	9
Unit :V	<b><u>HOSPITAL MARKETING</u></b> Introduction - Hospital: Types of hospitals - Emerging Trends in Medicare; thrust areas for Medicare services - Marketing mix for hospitals.	9
<b>Total Contact Hours</b>		45
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

Note: *Italics denotes topics for self-study*

**Books for Study:**

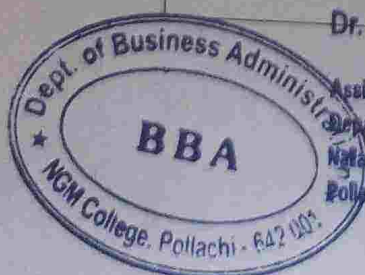
S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Bhavya Kumar Sahni	Marketing Of Services	Shri Chakradhar Publication Private Limited, 1st Edition	2020
2	Prof. Kishloy Roy	Services Marketing	Everest Publishing House, 3rd Edition	2018

**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 <sup>st</sup> Edition	2020
2	Dr. T. K. Jain Madhvi Singh	Services Marketing	Garima Publications, 1 <sup>st</sup> Edition	2019
3	Jayant Issac	Marketing of Services	Gullybaba Publishing House, 1 <sup>st</sup> Edition	2019
4	Vakhariya Shital	Services Marketing	Dattsons, 2 <sup>nd</sup> Edition	2019
5	Jauhari Vinnie	Services Marketing	Dattsons, 3 <sup>rd</sup> Edition	2019



Course Designed by Name and Signature Name: Mr. T. Manikandan Signature: <i>[Signature]</i>	Verified by HOD Name and Signature Name: Dr. K. Veerakumar Signature: <i>[Signature]</i>	CDC Name: Prof. K. Srinivasan Signature: <i>[Signature]</i>	Approved by COE Name: Dr. R. Manicka Chezian Signature: <i>[Signature]</i>
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Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM5S2	Title		Batch :	2021-24
		SKILL BASED ELECTIVE – I (Major)		Semester	V
		Concepts of Rural Marketing Management		Credits:	3
Lecture Hrs./Week	3	Tutorial Hrs./Sem.			

### Course Objectives

On successful completion of this course, the students should have understood to give the basis of rural marketing and to emphasis on the significance of rural marketing

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To define the concepts, nature and significance of Rural Marketing	K1
CO2	To understand and appreciate the differences and similarities between Rural and Urban Indian markets	K2
CO3	To apply the Rural Marketing Management strategies in Real life	K3
CO4	To analyze the marketing strategies that are unique to Rural India	K4
CO5	To evaluate the rural economy development and its growth in India	K5

### Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	L	M	H	-	H	H	H	M
CO2	H	H	M	M	L	M	H	M	H	H
CO3	M	H	H	H	H	H	H	M	H	M
CO4	H	H	H	M	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	<b>INTRODUCTION TO RURAL MARKET.</b> Meaning- Nature and Characteristics – Rural V/S urban – attractiveness of Rural Market	9
Unit :II	<b>RURAL MARKET PROSPECTS</b> Rural market – Opportunities – Challenges	9
Unit :III	<b>RURAL MARKET SEGEMENTATION</b> Segmentation of rural market –Basis advantages-limitations	9
Unit :IV	<b>MARKETING MIX</b> Marketing mix in rural areas – Product , Price , Place , Promotion	9
Unit :V	<b>RURAL ECONOMY DEVELOPMENT</b> Rural economy- Development – Diagnosis of the failure – Reforms	9





Total Contact Hours	45
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	Kumar Velayudhan Sanal	Rural Marketing Management	SAGE Publications Inc, 1 <sup>st</sup> Edition	2020
2	Kumar C. Rajendra	Rural Marketing Management Strategies	Adhyayan Publishers & Distributors, 1 <sup>st</sup> Edition	2020

#### Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Bhavya Kumar Sahni	Rural Marketing Management	Shri Chakradhar Publication Private Limited, 1 <sup>st</sup> Edition	2020
2	Krishnamacharyulu C. S. G	Rural Marketing Management	Pearson Education India, 2 <sup>nd</sup> edition	2019
3	Kashyap Pradeep	Rural Marketing Management	Pearson Education India, 2 <sup>nd</sup> Edition	2019
4	Ramakrishnan Ruchika	Rural Marketing Management	New Century Publications, 4 <sup>th</sup> Edition	2018
5	Jha Kamlesh Kumar	Rural Marketing	ABD Publishers, 1 <sup>st</sup> Edition	2018

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

**Dr. K. VEERAKUMAR**

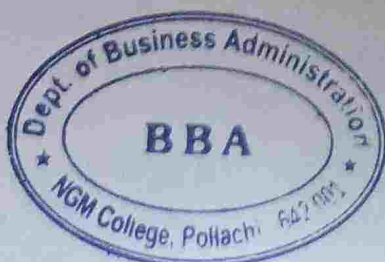
MBA, M.Phil., M.Com., B.A., M.Phil., MA-YHE, M.Lisc., PGDCA, Ph.D.  
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Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM619	Title		Batch :	2021-24
		CORE – XIX Investment and Portfolio Management		Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	4

#### 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	<b>INTRODUCTION TO INVESTMENT</b> 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	<b>LISTING OF SECURITIES</b> 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	<b>INVESTMENT OUTLETS</b> 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	13
Unit: IV	<b>PORTFOLIO ANALYSIS</b> 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	13
Unit: V	<b>PERFORMANCE EVALUATION</b> Performance evaluation: Measures of return - Formula - Plans and its type. Risk adjusted measures of performance. Advanced computing of portfolio - Options - Futures - Swaps - Case Study	15
<b>Total Contact Hours</b>		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 Name and Signature Name: Dr. U. Thaslim Ariff Signature: <i>U. Thaslim Ariff</i>	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: <i>Dr. K. Veerakumar</i>	Checked by Name: Prof.K.Srinivasan Signature: <i>Prof. K. Srinivasan</i>	Approved by Name: Dr.R.Manicka Chezhian Signature: <i>Dr. R. Manicka Chezhian</i>
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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 Number	CO Statement	Knowledge 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	<b>INTRODUCTION TO CONSUMER BEHAVIOR</b> 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	<b>DETERMINANTS OF CONSUMER BEHAVIOR</b> 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	<b>CONSUMER INNOVATION</b> Diffusion of information-The diffusion process –innovation-Product Characteristics influencing consumer behavior-Channels of communication-The	15



	Adoption process –stages – Limitation – Innovation Decision process-Profile of the consumer innovation	
Unit :IV	<b>CONSUMER BUYING BEHAVIOR</b> Consumer Buying decision process-Problems/need recognition –search – Evaluation-Purchasing decisions-Post purchase behavior	15
Unit :V	<b>CONSUMER STRATEGIES</b> Consumer and society-Social responsibility of marketing–Consumerism-Consumer education-Advertising and sales promotion strategies - Marketing Ethics -Pricing strategies – Case Study	15
<b>Total Contact Hours</b>		75
<b>Pedagogy and Assessment Methods :</b> 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	Dr.L.Natarajan	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	Poonam Yadav, Swati Tiwari	Consumer Behaviour	JBC Press, Edition: 1, 2013	2013
3	David L MothersbaughDel I HawkinsAmit Mookerjee	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 Name and Signature	Verified by HOD Name and Signature	Checked by	Approved by
Name: Mr.D.Bhuvanendran Signature: 	Name: Dr.K.Veerakumar Signature: 	CDC Name: Prof.K.Srinivasan Signature: 	COE Name: Dr.R.Manicka Chezian Signature: 



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Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM621	Title		Batch :	2021-24
Lecture Hrs./Week		Core – XXI: Skill Enhanced Course : Advertising and Sales Promotion		Semester	VI
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 plan of organization	K4
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	<b>INTRODUCTION TO ADVERTISING</b> 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	<b>ADVERTISING AGENCIES</b> 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	<b>ADVERTISING LAYOUT &amp; CAMPAIGN PLANNING</b> 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	<b>SALES FORCE MANAGEMENT</b> 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	<b>SALES PROMOTION</b> 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
<b>Total Contact Hours</b>		75
<b>Pedagogy and Assessment Methods :</b> 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:**

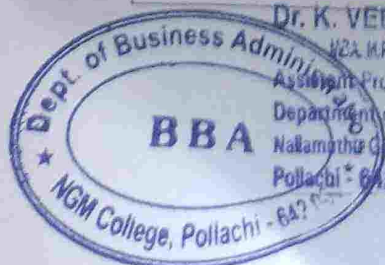
S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Sontakki.C.N	Advertising	Generic; 2011th edition	2015
2	Jaishri Jethwaney Shruti Jain	Advertising Management	Oxford University Press, 2nd Edition	2012
3	Chandra J	Advertising Management	Neha Publishers & Distributors, Revised Ed	2008
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:

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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

### Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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
Unit: I	<b>BUSINESS ENVIRONMENT –</b> The concept and significance -constituents and characteristics of business environment in India - <i>Social responsibility of business</i>	15
Unit :II	<b>ENVIRONMENTAL ANALYSIS</b> 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	<b>POLITICAL &amp; CULTURAL ENVIRONMENT</b> Political Environment - Political system and Business Environment in India - Relationship between Government and Business.Socio - Cultural Environment -	15



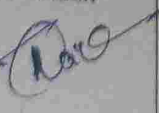
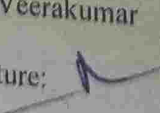


	Elements of Cultural Environment - Features of Cultural Environment - Business Ethics – Principles - Factors Affecting Business Ethics -MNC'S- Features of MNC'S-Advantage of MNC Companies	
Unit :IV	<b>INDIAN ECONOMIC ENVIRONMENT</b> Indian Economic Environment - Economic System -Mixed Economy - Economic Planning and its Importance -Economic Policies-Industrial Sickness – Causes and Symptoms - Industrial Regulations (MRTP Act)-New Industrial Policy – Industrial Licensing Policy	15
Unit :V	<b>GLOBAL BUSINESS ENVIRONMENT</b> 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
<b>Total Contact Hours</b>		75
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		
<b>Note:</b> <i>Italics denotes topics for self-study</i>		

**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 <sup>th</sup> 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
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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	<b>INTRODUCTION TO INTERNET</b> 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	<b>E-COMMERCE</b> 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	<b>COMPONENTS OF COMMUNICATION SYSTEM</b> 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 disclosure, Denial of service, Elevation of Privilege	15



Unit :IV	<b>AUTHENTICATION AND NETWORK SECURITY</b> Authentication – Password Management - E-Commerce security – Windows security- <b>Network Security</b> : 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	<b>INTRODUCTION TO HTML</b> 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
<b>Total Contact Hours</b>		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](http://www.ngmc.org.in) in the form of e-book: **Note:** Italics denotes topics for self-study

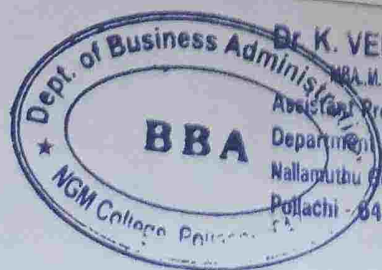
**Books for Study:**

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 <sup>th</sup> 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 <sup>th</sup> 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	Name:	Name:
Name: Mrs.R.Visalakshi	Name: Dr.K.Veerakumar	CDC	COE
Signature: <i>R. Visalakshi</i>	Signature: <i>Dr. K. Veerakumar</i>	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
		Signature: <i>Prof. K. Srinivasan</i>	Signature: <i>Dr. R. Manicka Chezian</i>



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Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	21UBM6E2	Title			Batch :	2021-24
		Core Elective – II : XXIV: Visual Basic - 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 Visual Basic- Theory on completion of this course

### Course Outcomes (CO)

To enable the students to develop an application oriented software

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamentals of client / server architecture	K1
CO2	To understand the concepts of visual basic	K2
CO3	To apply the procedures and functions to create application software	K3
CO4	To analyse the data access objects and generate data reports	K4
CO5	To evaluate and apply the knowledge in to data designing and report generation for business world	K5

### Mapping

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

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<b>Client/Server Architecture:</b> Client/Server – Benefits of Client/Server – Downsizing – Upsizing – Right sizing – Client/Server Models – Client/Server Architecture: Technical Architecture – Application Architecture – Two Tier Architecture – Three Tier Architecture OLTP & n Tier Architecture	15
Unit :II	<b>Visual Basic Introduction:</b> Introduction to Visual Basic – Steps in VB Application – Integrated Development Environment (IDE) - Properties, Methods and Events – Event Driven Programming - Variables – Scope of Variables – Constants – Data Types	15
Unit :III	<b>Control Structure &amp; Data Type:</b> Functions – Procedures – Control Structure: If - Select – For – While – Do While - Arrays – User Defined Data Types – Data Type Conversions - Operators – String	15

	Functions – Date and Time Functions	
Unit :IV	<b>Creating and Using Standard Controls:</b> Form, Label, Text box, Command Button, Check Box, Option Button, List Box, Combo Box, Picture Box, Image Controls, Scroll Bars – File List Box – Drive List Box – Directory List Box – Timer Control, Frame, Shape and Line Controls – Control Arrays – Dialog Boxes – Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation	15
Unit :V	<b>Data Controls &amp; Reports:</b> Data Access Objects (DAO) – Accessing and Manipulating Databases – Record set – Methods of Record set – Creating a Record set – Modifying, Deleting Records – Finding Records – Data Report – Data Environment – Report – Designer – Connection Object – Command Object – Section of the Data Report Designer – Data Report Controls	15
<b>Total Contact Hours</b>		75
<b>Pedagogy and Assessment Methods :</b> 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	Krishnan, N. N. Saravanan	Visual Basic 6.0 in 30 Days	SciTech Publications (India) Private Limited, 2nd Edition	2001
2	Steven Holzner	VB 6 Programming Black Book	Dream Tech Press, 3rd Edition	2007

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Michael Steporson	Microsoft Visual Basic 2013 Step by Step: Micr Visu Basi 2013	Microsoft Press US; 1st edition	2013
2	Gary Cornell	Visual Basic-6	Tata McGraw Hill, 2nd Edition	2007
3	Michael Halvorson	Microsoft Visual Basic 6.0 Professional	PHI Learning Private Limited, 2nd Edition	2010
4	Thearon Willis, Bryan Newsome	Beginning Microsoft Visual Basic 2008	Wiley India Pvt Ltd (28 May 2008)	2008
5	Jeff Kent	Visual Basic.NET: A Beginner's Guide	McGraw-Hill Education; Annotated edition	2002

Course Designed by Name and Signature Name: Mrs.R. Visalakshi Signature: <i>R. Visalakshi</i>	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: <i>[Signature]</i>	Checked by CDC Name: Prof.K.Srinivasan Signature: <i>[Signature]</i>	Approved by COE Name: Dr.R.Manicka Chezian Signature: <i>[Signature]</i>
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**K. SRINIVASAN, MCA**  
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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM6E3	Title	Batch :	2021-24
		Core Elective – II : XXIV: Customer Relationship Management - Theory	Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 5

#### Course Objective

To enlighten the students about the customer relationship management techniques and practices used in banking and insurance

#### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall insight in the area of customer relationship management	K1
CO2	To understand the conceptual foundations of relationship marketing and its implications for further development in the field of business	K2
CO3	To apply the different components of customer relationship management plan	K3
CO4	To compare the values created by customer relationship management and customer's behavior in present scenario	K4
CO5	To evaluate and execute e CRM for current scenario	K5

#### Mapping

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

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<b>INTRODUCTION:</b> Customer Relationship Management – Evolution of CRM – Meaning - Definition – Characteristics of CRM – Objectives of CRM - Process of CRM – Types of CRM - Components of CRM – Steps of Achieving CRM Goals – CRM Selection and Implementation Process – Benefits of CRM – Limitations of CRM	15
Unit :II	<b>CRM STRATEGY:</b> Introduction – Reasons for adopting CRM Strategies – Types of CRM Strategies – Building CRM Strategies – Implementing CRM Strategies – Essentials of CRM Strategy - CRM Process – Objectives – Benefits – Process Selection Procedure – CRM Business Transformation – Steps in CRM Implementation – CRM Business Cycle – CRM for client server model – CRM at work	15
Unit :III	<b>CRM SERVICES :</b> CRM in b2c markets: CRM in Hospitality – Telecom – Airlines – Banking and Insurance Sector – Healthcare – Retail Industry – Service Recovery – Service	15

	Guarantees – CRM in B2B markets – Characteristics of Business Markets – Importance – Key Account Management	
Unit :IV	<b>DATA WAREHOUSING:</b> Data warehousing Architecture – Data warehousing and CRM – Data mining – Characteristics of Data mining – Tools and Techniques – Data mining in Banks and Insurance Companies – Campaign Management – Sales force Automation – Customer Service and Support	15
Unit :V	<b>E-CRM</b> Features – Need – e-CRM Architecture – Channels for customer Interaction – Need – Basic Requirements – Dimension of e-CRM – Applications of e-CRM – Advantages – Problems in e-CRM – e-CRM tools – Functional components of CRM Solution	15
<b>Total Contact Hours</b>		<b>75</b>
<b>Pedagogy and Assessment Methods :</b> Teaching Aids: Seminar, Assignment, Brain storming, Quiz, Activity		

*Note: Italics denotes topics for self-study*

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	S.Alok Kumar Rai	Customer Relationship Management	PHI Learning Private Limited, Second edition	2014
2	Bhanu Prakash Verma and Tripti Singh	Customer Relationship Management	Thakur Publishers	2012

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Nisha Bansal and Preeti Chauhan	Customer Relationship Management	Nisha Enterprises, Delhi 2012	2012
2	Shainesh G and Jagdish N Sheth	Customer Relationship Management	Macmillan Publishers India Ltd	2010
3	Shanmugasundaram. S	Customer Relationship Management	Prentice-Hall of India Private Limited	2008
4	Roger J. Baran, Robert J. Galka	Customer Relationship Management	Thomson/South-Western, Second Edition	2017
5	Francis Stan Maklan Buttle	Customer Relationship Management : Concepts and Technologies	T&F India (1 january 2019)	2019

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 <i>R. Visalakshi</i>	Signature: <i>Dr.K.Veerakumar</i>	Signature: <i>Prof.K.Srinivasan</i>	Signature: <i>Dr.R.Manicka Chezian</i>



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Programme code:	BBA	Programme Title :		Bachelor of Business 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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
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 Name and Signature	Verified by HOD Name and Signature	Checked by CDC	Approved by COE
Name: Mrs.R.Visalakshi	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature <i>R.Visalakshi</i>	Signature <i>Dr.K.Veerakumar</i>	Signature: <i>Prof.K.Srinivasan</i>	Signature: <i>Dr.R.Manicka Chezian</i>

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Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM6E5	Title		Batch :	2021-24
		Core Elective – III : XXV: Visual Basic - Practical		Semester	VI
Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits:	2

### Course Objective

To develop the business application software using Visual Basic

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the fundamental concepts of visual basic programming	K1
CO2	To understand the significance of visual basic programming for software development	K2
CO3	To apply the application knowledge in visual basic	K3
CO4	To analyse and execute the various control structures	K4
CO5	To evaluate and apply the visual basic applications in various business activities	K5

### Mapping

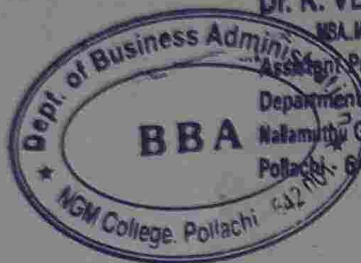
PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	L	H	L	H	H	H	H
CO2	M	H	M	H	M	M	L	L	H	M
CO3	H	H	M	M	M	M	L	M	L	M
CO4	M	M	M	M	M	M	M	H	M	L
CO5	H	H	M	M	H	M	M	M	H	M

H-High; M-Medium; L-Low

- Program 1. Develop an application to perform simple arithmetic operations.
- Program 2. Create a VB application to calculate simple and compound interest.
- Program 3. Develop a quiz application in Visual Basic.
- Program 4. Create a VB application with File, Edit and Format Menus and perform its operations.
- Program 5. Develop a VB program to count number of words in a text.
- Program 6. Create a Program to select, add and delete a place in the List Box.
- Program 7. Design a form to show the employee pay slip using if statement.
- Program 8. Design a simple calculator.
- Program 9. Prepare an advertisement banner using VB application.
- Program 10. Create a VB application to list the product life cycle

- Program 11. Design a super market bill using VB application
- Program 12. Create a VB application to prepare inventory control.

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



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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM6E6	Title	Batch :	2021-24
		Core Elective – III : XXV : <i>2nd</i> Business Correspondence - Practical	Semester	VI
Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits: 2

### Course Objective

To develop the Business correspondence skills of the students

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recollect the structure of trade letters	K1
CO2	To understand the format of preparing resume, agenda and minutes	K2
CO3	To deploy assignments for developing oral communication skills	K3
CO4	To analyze the students' communication skills in real world situation	K4
CO5	To evaluate and develop core competitive skill in real business world	K5

### Mapping

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

H-High; M-Medium; L-Low

### Part – A (Written Communication)

*Syllabus*

- Exercise 1. Letters : Enquiries - Orders and Execution
- Exercise 2. Credit and Status Enquiries
- Exercise 3. Claims and Adjustments 4. Collection Letters
- Exercise 4. Bank Correspondence
- Exercise 5. Insurance Correspondence
- Exercise 6. Agency Correspondence
- Exercise 7. Sales Letters
- Exercise 8. Complaint Letters
- Exercise 9. Circular Letters
- Exercise 10. Application Letters
- Exercise 11. Preparation of Resume

Exercise 12. Business project Form submission for loan

**Part – B (Oral Communication)**

- Exercise 1. Self- Introduction
- Exercise 2. Listening
- Exercise 3. Reading
- Exercise 4. Group Discussion
- Exercise 5. Public Speaking.
- Exercise 6. Telephonic Conversation
- Exercise 7. Mock Interview
- Exercise 8. Business plan Presentation
- Exercise 9. Role Play

**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Rajendra Pal Korahill	Essentials of Business Communication	Sultan Chand & Sons 9th Edition	2012
2	Ramesh, M.S., C.C. Pattanshetti and Madhumati M. Kulkarani	Business Communication	R Chand & Company 28th Edition	2011
3	Rodriquez, M.V	Effective Business Communication Concept	Vikas Publishing Company 13th Edition	2003

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



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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM6AL	Title	Batch :	2021-24
		ADVANCED LEARNER COURSE- II : (Optional) Self - Study : Event Management	Semester	VI
Lecture Hrs./Week	*SS	Tutorial Hrs./Sem.	-	Credits: *

### Course Objectives

On Successful Completion of this Course, the Student should have understood the event management and how to conduct the event management successfully

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various concepts of event management	K1
CO2	To understand the strategies for managing and planning of event	K2
CO3	To apply the budget and success of event operations	K3
CO4	To analyze the qualities of successful event manager	K4
CO5	To evaluate the various event activities considered for event management	K5

### Mapping

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

H-High; M-Medium; L-Low

Unit	Content
Unit: I	<b>INTRODUCTION TO EVENT MANAGEMENT</b> Introduction –Objectives-Definition of Events-Classification of Events-Categories-Types of Events-Benefits of Events-Event Management Strategy- Role of Creativity-Event Committee -Functions of Event Management
Unit:II	<b>EVENT MANAGEMENT PLANNING</b> Introduction –Objectives-Event Planning-Benefits of Event planning -Forces affecting Event planning-Steps in Event Management Plan-Operational Planning- Finances and Budgets- Organize a team -Preparing for Event Operations
Unit:III	<b>DIFFERENT ASPECTS OF EVENT MANAGEMENT</b> Introduction –Objectives-Stage Manager-Brand Management -Budgeting in Event Management- Leadership-Success of the Event
	<b>BASIC QUALITIES OF EVENT MANAGEMENT PERSON</b>

Unit IV	Introduction-Objectives-Knowledge of Standards and Regulations-Understanding Event Environment-Management Knowledge- Interpersonal Skills-Trustworthiness-Motivation- Problem Solving-Team Management
Unit :V	<b>VARIOUS EVENT ACTIVITIES</b> Introduction- Objectives-Types of Events -Private Events -Corporate Events-Conferences- Types of Conferences -Planning Areas-Exhibition- Categories of Exhibition and Fairs- Sports Events-Festivals-Role of ITPO

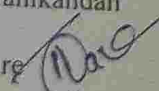



*Note: Italics denotes topics for self study*

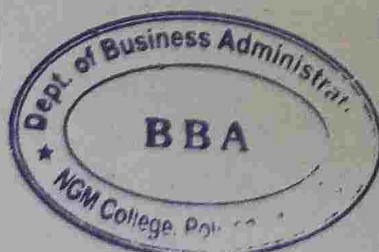
**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Bhiwandiwalla Hoshi	Event Management	Nirali Praksham, 2 <sup>nd</sup> Edition	2020
2	Dowson Ruth	Event Management	Kogan Page Ltd, 2nd Edition	2020

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Devidze Eka	Event Management	LAP Lambert Academic Publishing, 4th Edition	2019
2	Borgwardt Lars	Event Management	Diplom.de, 3rd Edition	2019
3	O'Toole William	Event Management	John Wiley & Sons Inc, 2nd Edition	2018
4	Shone Anton	Event Management	Cengage Learning EMEA, 7th Edition	2017
5	Getz, D	Event studies: Theory, Research and policy for planned events	Routledge, London 3rd ed.	2016

Course Designed by Name and Signature Name: Mr.T.Manikandan Signature: 	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: 	Checked by CDC Name: Prof.K.Srinivasan Signature: 	Approved by COE Name: Dr.R.Manicka Chezian Signature: 
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Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	21UBM6VA	Title	Batch :	2021-24	
		Department Specific Value Added Course (Mandatory) Project Management For Small Business	Semester	IV	
Lecture Hrs	30*	Tutorial Hrs./Sem.	-	Credits:	2*

### Course Objectives

On successful completion of this course, the student should have understood the Application of Procedures to involve in suitable business with basic fundamental ideas and find out the hidden reasons which has not discovered as yet with in him

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember fundamentals of project and its implications	K1
CO2	To get an idea about types of projects available	K2
CO3	To apply the knowledge of project in practical business	K3
CO4	To analyze the necessity of various project and implement the right	K4
CO5	To determine a successful business man by seeking the right knowledge	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	H	M	H	L	H	M	M	H
CO3	H	H	H	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	H	M	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit I	Meaning of project – concept – categories – project life cycle – characteristics of project – project manager - Role and Responsibilities project manager - Project identification – selection	10
Unit II	Project formation – Contents of a project report - Planning commission - Guide lines for formulating a project – Specimen of a project report	10
Unit III	Source of finance for a project – Institutional Finance supportive projects – project evaluation – objectives – types – method-business plan preparation	10
<b>Total Contact Hours</b>		<b>30</b>
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

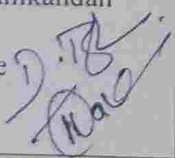
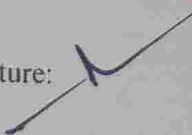


Note: *Italics denotes topics for self-study*

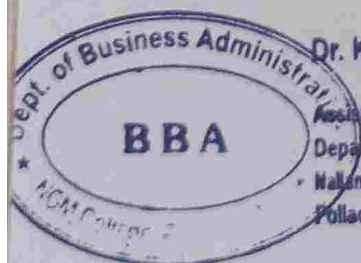
**Books for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Prasanna Chandra	Project Management	Mc Graw Hill Education, 8th edition	2017
2	Dr. S.S.Khanka	Entrepreneurial Development	S.Chand publications Dec 2007 revised edition	2007

**Books for Reference:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Sandra F. Rowe PhD MBA PMP	Project Management for Small Projects	Berrett-Koehler Publishers, Third Edition	2020
2	Stanley E. Portny	Project Management	Dummies Publications 5th edition	2017
3	Priyanka Singh, Supriya Singh	Entrepreneurship and Project Management	Thakur Publishers, 1st edition	2016
4	Joseph Phillips	Project Management for Small Business	Amacom Publications, First edition	2011
5	Joseph Phillips	Project Management for Small Business: A Streamlined Approach from Planning to Completion	Amacom; First edition 2011	2011

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



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Walamuthu Gounder Mahalingam College (Autonomous)

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**K. SRINIVASAN, M.C.A.**  
Co-ordinator  
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**Dr. R. MANICKA CHEZIAN, M.Sc., M.Ed.**  
Controller of Examinations  
NGM College (Autonomous)  
POLLACHI - 642 001.





Programme code:	BBA		Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM6S1		Title		Batch :	2021-24
			SKILL BASED ELECTIVE (Major) : Logistics 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 about Export Procedures and Management, Inventory and Materials Handling, Clearance Procedure for Imports

### Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To tell about the transport systems and inter link logistics in business	K1
CO2	To understand logistics methods storage systems and material handling	K2
CO3	To apply broad knowledge about logistics and storage systems through practices	K3
CO4	To analyse the students knowledge in filling combined transport documents	K4
CO5	To evaluate quality consideration of reverse logistics in different sectors like electronics etc.	K5

### Mapping

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

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<b>INTRODUCTION TO LOGISTICS</b> Meaning – Concepts – Objectives – Marketing Logistics Systems – Logistics Interface with Marketing – System elements	6
Unit :II	<b>LOGISTICS AND EXPORT MANAGEMENT</b> Relevance of Logistics to Export Management – Importance of Logistics – Principles of Logistics Excellence	6
Unit :III	<b>INVENTORY STRATEGY</b> The Storage and Handling System – Need For A Storage System – Reasons For Storage - Storage System Functions – Materials Handling	6

Unit IV	<b><u>CONTAINERIZATION</u></b> Genesis – Containers – Classification Of Containers – Benefits of Trade – Constraints in Containerization – ICD Roles and Function – Export Clearance At ICD – Clearance Procedure for Imports – CONCOR –and CONCOR and ICDS	6
Unit :V	<b><u>TRANSPORT STRATEGY</u></b> Importance of Effective Transport System – Service Choices: Rail – Truck – Air Transport – Advantages, Constraints: Seaborne Trade and World Shipping – Different Types of Ships – Shipping Routes – Operating Ships – Flags of Convenience – Conference System – Chartering. Pipeline: Advantages and Constraints. Intermodal Operations – Combined Transport Document	6
<b>Total Contact Hours</b>		<b>30</b>
<b>Pedagogy and Assessment Methods :</b> Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		

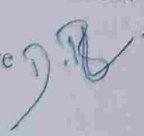
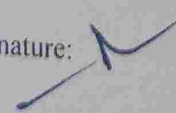
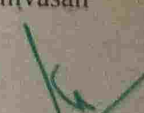

*Note: Italics denotes topics for self-study*

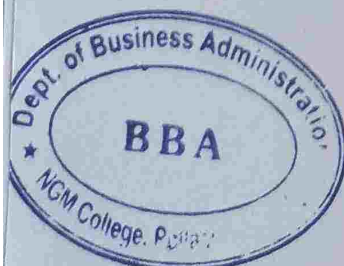
**Book for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	KrishneveniMuthiah	Logistics Management and World Seaborne Trade	Himalaya Publishing House Edition 1	2011
2	Ronald H.Ballou	Business Logistics Management	Longman Higher Education, Edition 2nd	1984

**Books for References:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Bloomberg	Logistics	Pearson, Edition 1st	2015
2	Christopher Martin	Logistics and Supply Chain Management	Pearson Education Limited, Edition fourth	2016
3	Paul R. Murphy, A. Michael Knemeyer	Contemporary Logistics	Pearson, Edition: 12	2019
4	Prof. L.C Jhamb	Materials and Logistics Management	Everest Publishing House, Edition: 15	2014
5	Ram Singh	International Trade Logistics	Oxford University Press; First edition	2015

Course Designed by Name and Signature Name: Mr.D.Bhuvanendran Signature: 	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: 	Checked by CDC Name: Prof.K.Srinivasan Signature: 	Approved by COE Name: Dr.R.Manicka Chezian Signature: 
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**Dr. K. VEERAKUMAR**  
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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	<b>MARKETING :</b> Meaning, definition –Importance – Types of Markets – Marketing mix	6
Unit :II	<b>AGRICULTURAL MARKETING</b> Features – Importance – Determinants of successful agricultural marketing – Industrial marketing and agricultural marketing	6
Unit :III	<b>AGRICULTURAL PRODUCT AND PRICING</b> Agricultural products, Classification of products – Live stock and dairy- Pricing agricultural products	6
Unit :IV	<b>PROMOTION AND DISTRIBUTION</b> Promotion and distribution of agricultural products – Distribution channel –	6

	Factors influencing the selection of channels –Storage, AGMARK – Grading and standardization	
Unit :V	<b>FINANCIAL INSTITUTIONS</b> Agricultural credit and the role of financial institutions –NABARD and national banks and societies in the promotion-Impact of WTO and Indian agricultural marketing in India	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

**Book for Study:**

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	S.Sankaran	Agricultural Economy Of India	Margham Publications, 4 <sup>th</sup> Edition	2012
2	Philip Kotler , Keven Lane Keller	Marketing Management marketing cases in the Indian context	Pearson Education Publications, Edition 15 <sup>th</sup>	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 <sup>st</sup>	2010
5	Lakshmi DharHatai	Agricultural Marketing Management	New India Publishing Agency, Edition 1 <sup>st</sup>	2016

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