

Nallamuthu Gounder Mahalingam College (Autonomous)

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

Affiliated to Bharathiar University, Coimbatore.

POLLACHI - 642 001.



Ranked in the Rank Band 95 among Colleges in India by MHRD - NIRF 2023

Academic Council Meeting

18.06.2024

DEPARTMENT OF BUSINESS ADMINISTRATION - AFEX



HALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(AUTONOMOUS)
Re-Accredited by NAAC and ISO 9001:2015 Certified Institution
Affiliated to Bharathiar University, Coimbatore
Ranked 95th among Colleges in India by NIRF Ranking 2023
POLLACHI - 642 001

BBA ORI



31/6/24

MEETING OF THE ACADEMIC COUNCIL : 18.06.2024

PROGRAMME

DAY: TUESDAY

TIME: 02.30 p.m.

1. Welcome by the Principal and Introduction of New Members.
2. Preliminary presentation of the OFFICIAL AGENDA by the Principal (Chairman of the Academic Council).
3. All the Official Resolutions will be moved as per the Official Agenda.



LIST OF ACADEMIC COUNCIL MEMBERS

(Meeting on 18.06.2024 – Tuesday – 02.30 p.m.)

- | | | |
|---|---|---|
| 1. Principal | : | Dr. R. Manicka chezian
(Chairman) |
| 2. Curriculum Development Cell | : | Mr. K. Srinivasan
(Co-Ordinator) |
| 3. Head of Departments
(Aided Programmes) | : | Dr. P. Maheswari
Dr. S. Muthukumaravel
Dr. V. Inthumathi
Dr. T.E. Manjulavalli
Dr. Indumathy Ramasamy
Dr. A. Logamadevi
Dr. S. Somasundaram
Mr.K.Srinivasan
Dr. K.Mangaiyarkarasi
Mr.N.Anbuarasu
Dr. P. Bruntha
Dr. R. Ashok Kumar
Dr. S. Vijayakumar |
| 4. Physical Director | : | Dr.S.Saravanababu |
| 5. Librarian
(Special Invitees) | : | Dr.S.Umapathy |
| 6. Director | : | |
| 7. Dean-Research
(Self – Financing Programmes) | : | |
| 8. Head of Departments
(Self-Financing Programmes) | : | Dr. N. Radha
Dr.T. Rajkumar
Dr. G. Vignesh
Dr. L. Ranjit
Dr. M. Sakthi
Dr. P. Anitha
Mrs.K.Vimaladevi
Dr. R. Rakkimuthu
Dr. T. Parameswari
Dr. N. Bagyalakshmi
Dr. R. Nandhakumar
Mr.D. Bhuvanendran
Dr. K. Haridas
Dr. P. Archanaa
Mr. K. Vijayakumar
Dr. M.V. Sathyabama
Dr. G. Akilandeswari
Dr. M. Rajasenathipathi
Dr. M. Jeeva
Dr. S.B. Gayathri
Dr. M. Akilanayaki
Dr. N. Bhuvaneshkumar
Dr. E. Ramadevi
Dr. S. Niraimathi
Ms. S. Jeyalakshmi
Ms. D. Dhirowpathi
Mr. N. Henry Narwil |

- | | | | |
|-----|---|---|---|
| 8. | Associate NCC Officer | : | Dr. M. Chithiraiselvan |
| 9. | NSS Programme Co-ordinator | : | Dr. R. Somasundaram |
| 10. | Senior Teachers of Different Levels of Teaching Staff by Rotation on the Basis of Seniority | : | Ms. N.Revathi |
| | | : | Dr. J. Jayasudha |
| 11. | Four Management Nominees | : | Industry
Thiru. T. Rajkumar,
Director,
Sakthi Group of Companies,
Chairman – Confederation of Indian Textile Industries,
Chairman – Sri Maha Sakthi Mills Ltd.,
Coimbatore |
| | | : | Academic
Dr. Vijila Edwin Kennedy,
Principal,
KCT Liberal Arts and Science College,
Coimbatore |
| | | : | Management Representative
Mr. G. Muniasamy,
Executive Director,
Kumaraguru Institutions,
Coimbatore. |
| 12. | Three Nominees of the Bharathiar University | : | Dr. R. Sathishkumar
Professor & Head
Department of Biotechnology,
Bharathiar University, Coimbatore. |
| | | : | Dr. A. Ponnusamy,
Syndicate Member,
Principal,
Hindustan College of Arts & Science College,
Coimbatore. |
| | | : | Dr. M. Punithavalli,
Professor, Department of Computer Applications,
Bharathiar University,
Coimbatore. |
| 13. | Member Secretary | : | Mr.K.Srinivasan,
Head of Department of Computer Science. |

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Re-Accredited by NAAC & ISO 9001 : 2015 Certified;  
Affiliated to Bharathiar University, Coimbatore  
Ranked 95<sup>th</sup> among Colleges in India by NIRF Ranking 2023  
POLLACHI



## 31<sup>st</sup> MEETING OF THE ACADEMIC COUNCIL

Date : 18.06.2024

Venue : Board Room

Day : Tuesday

Time : 2.30 P.M.

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### AGENDA

#### ITEM INTRODUCTION OF NEW MEMBERS.

- I. SYLLABI & SCHEME OF EXAMINATIONS for PART-I: TAMIL for UG DEGREE PROGRAMMES (AIDED & SELF-FINANCING) (I to IV SEMESTERS – 2024-2026 BATCH)
- II. SYLLABI & SCHEME OF EXAMINATIONS for PART-I: HINDI for UG DEGREE PROGRAMMES (AIDED & SELF-FINANCING) (I to IV SEMESTERS – 2024-2026 BATCH)
- III. SYLLABI & SCHEME OF EXAMINATIONS for PART-I: FRENCH for UG DEGREE PROGRAMMES (AIDED & SELF-FINANCING) (I to IV SEMESTERS – 2024-2026)
- IV. SYLLABI & SCHEME OF EXAMINATIONS FOR PART-II: ENGLISH for UG DEGREE PROGRAMMES (AIDED & SELF-FINANCING) (I to VI SEMESTERS–2024-2026 BATCH).
- V. SYLLABI & SCHEME OF EXAMINATIONS for B.Sc.-MATHEMATICS (AIDED ) DEGREE PROGRAMME (I to VI SEMESTERS – 2024-2027 BATCH and ANCILLARY MATHEMATICS SYLLABI for B.Sc.-PHYSICS & B.Sc.-CHEMISTRY DEGREE PROGRAMMES (I & II SEMESTERS – 2024-2027 BATCH).
- VI. SYLLABI & SCHEME OF EXAMINATIONS for B.Sc.-PHYSICS DEGREE PROGRAMME (AIDED) (I to VI SEMESTERS – 2024-2027 BATCH) and ANCILLARY PHYSICS SYLLABI for B.Sc.-MATHEMATICS & B.Sc.-CHEMISTRY DEGREE PROGRAMMES (III & IV SEMESTERS – 2024-2027 BATCH).
- VII. SYLLABI & SCHEME OF EXAMINATIONS for B.Sc.-CHEMISTRY DEGREE PROGRAMME (AIDED) (I to VI SEMESTERS – 2024-2027 BATCH) and ANCILLARY CHEMISTRY SYLLABI for B.Sc.-PHYSICS, B.Sc.-BOTANY & B.Sc.-ZOOLOGY DEGREE PROGRAMMES (III & IV SEMESTERS – 2024-2027 BATCH).
- VIII. SYLLABI & SCHEME OF EXAMINATIONS for B.Sc.-BOTANY DEGREE PROGRAMME (AIDED) (I to VI SEMESTERS – 2024-2027 BATCH) and ANCILLARY BOTANY SYLLABI for B.Sc.-ZOOLOGY DEGREE PROGRAMME (I & II SEMESTERS – 2024-2027 BATCH).

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- IX. SYLLABI & SCHEME OF EXAMINATIONS for B.Sc.-ZOOLOGY DEGREE PROGRAMME (AIDED) (I to VI SEMESTERS – 2024-2027 BATCH) and ANCILLARY ZOOLOGY SYLLABI for B.Sc.-BOTANY DEGREE PROGRAMME (I & II SEMESTERS – 2024-2027 BATCH).
- X. SYLLABI & SCHEME OF EXAMINATIONS for B.Sc.-COMPUTER SCIENCE DEGREE PROGRAMME (AIDED & SELF-FINANCING) (I & VI SEMESTERS – 2024-2027 BATCH).
- XI. SYLLABI & SCHEME OF EXAMINATIONS for B.A.-HISTORY DEGREE PROGRAMME (AIDED) (I to VI SEMESTERS – 2024-2027 BATCH)
- XII. SYLLABI & SCHEME OF EXAMINATIONS for B.A.-ECONOMICS DEGREE PROGRAMME (AIDED) (I to VI SEMESTERS – 2024-2027 BATCH).
- XIII. SYLLABI & SCHEME OF EXAMINATIONS for B.A.-ENGLISH LITERATURE DEGREE PROGRAMME (AIDED) I & VI SEMESTERS ( 2024-2027 BATCH).
- XIV. SYLLABI & SCHEME OF EXAMINATIONS for B.Com. DEGREE PROGRAMME (AIDED & SELF-FINANCING) (I to VI SEMESTERS-2024-2027 BATCH), B.A.-ECONOMICS DEGREE PROGRAMME (AIDED) (I SEMESTER - 2024-2027 BATCH) AND ANCILLARY SYLLABI FOR B.SC-COMPUTER SCIENCE DEGREE PROGRAMMING (AIDED & SELF FINANCING IV-SEMESTER 2024-2027 BATCH)
- XV. SYLLABI & SCHEME OF EXAMINATIONS for M.Sc.-MATHEMATICS DEGREE PROGRAMME (AIDED) (I to IV SEMESTERS – 2024-2026 BATCH).
- XVI. SYLLABI & SCHEME OF EXAMINATIONS for M.Sc.-PHYSICS DEGREE PROGRAMME (AIDED) (I to IV SEMESTERS – 2024-2026 BATCH).
- XVII. SYLLABI & SCHEME OF EXAMINATIONS for M.Com. DEGREE PROGRAMME (AIDED) (I to IV SEMESTERS – 2024-2026 BATCH).
- XVIII. SYLLABI & SCHEME OF EXAMINATIONS for M.A.-ENGLISH LITERATURE DEGREE PROGRAMME (SELF-FINANCING) (I to IV SEMESTERS–2024-2026 BATCH).
- XIX. SYLLABI & SCHEME OF EXAMINATIONS for M.A.-TAMIL LITERATURE DEGREE PROGRAMME (SELF-FINANCING) (I to IV SEMESTERS–2024-2026 BATCH).
- XX. SYLLABI & SCHEME OF EXAMINATIONS for M.Com.-I.B DEGREE PROGRAMME (SELF-FINANCING) (I to IV SEMESTERS–2024-2026 BATCH)
- XXI. SYLLABI & SCHEME OF EXAMINATIONS for M.S.W. DEGREE PROGRAMME (SELF-FINANCING) (I to IV SEMESTERS–2024-2026 BATCH).
- XXII. SYLLABI & SCHEME OF EXAMINATIONS for M.Sc.-COMPUTER SCIENCE DEGREE PROGRAMME (SELF-FINANCING) (I to IV SEMESTERS–2024-2026 BATCH).

- XXIII. SYLLABI & SCHEME OF EXAMINATIONS for M.Com.-C.A. DEGREE PROGRAMME (SELF-FINANCING) (I to IV SEMESTERS-2024-2026 BATCH).
- XXIV. SYLLABI & SCHEME OF EXAMINATIONS for M.Sc.-CHEMISTRY DEGREE PROGRAMME (SELF-FINANCING) (I to IV SEMESTERS-2024-2026 BATCH).
- XXV. SYLLABI & SCHEME OF EXAMINATIONS for M.Sc.-BOTANY DEGREE PROGRAMME (SELF-FINANCING) (I to IV SEMESTERS-2024-2026 BATCH).
- XXVI. SYLLABI & SCHEME OF EXAMINATIONS for B.B.A. DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS - 2024-2027 BATCH).
- XXVII. SYLLABI & SCHEME OF EXAMINATIONS for B.Com.-C.A. DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS - 2024-2027 BATCH).
- XXVIII. SYLLABI & SCHEME OF EXAMINATIONS for B.C.A. DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS - 2024-2027 BATCH).
- XXIX. SYLLABI & SCHEME OF EXAMINATIONS for B.A.-TAMIL LITERATURE DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS - 2024-2027 BATCH).
- XXX. SYLLABI & SCHEME OF EXAMINATIONS for B.Sc.-INFORMATION TECHNOLOGY DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS - 2024-2027 BATCH).
- XXXI. SYLLABI & SCHEME OF EXAMINATIONS for B.Com.-E-COMMERCE DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS-2024-2027 BATCH).
- XXXII. SYLLABI & SCHEME OF EXAMINATIONS for B.Com.-FINANCE DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS - 2024-2027 BATCH).
- XXXIII. SYLLABI & SCHEME OF EXAMINATIONS for B.Sc.-COMPUTER TECHNOLOGY DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS - 2024-2027 BATCH).
- XXXIV. SYLLABI & SCHEME OF EXAMINATIONS for B.Com.-BANKING AND INSURANCE DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS - 2024-2027 BATCH).
- XXXV. SYLLABI & SCHEME OF EXAMINATIONS for B.Com.- PROFESSIONAL ACCOUNTING DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS - 2024-2027 BATCH).

- XXXVI. SYLLABI & SCHEME OF EXAMINATIONS for B.Com.-BUSINESS PROCESS SERVICES DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS – 2024-2027 BATCH).
- XXXVII. SYLLABI & SCHEME OF EXAMINATIONS for B.Com.-I.B DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS – 2024-2027 BATCH).
- XXXVIII. SYLLABI & SCHEME OF EXAMINATIONS for B.Sc.-COMPUTER SCIENCE WITH DATA ANALYTICS DEGREE PROGRAMME (SELF-FINANCING) (I & VI SEMESTERS – 2024-2027 BATCH). AND (III TO VI SEMESTERS – 2023 – 2026 BATCH).
- XXXIX. SYLLABI & SCHEME OF EXAMINATIONS for B.Sc.-COMPUTER SCIENCE WITH ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING DEGREE PROGRAMME (SELF-FINANCING) (I & VI SEMESTERS – 2024-2027 BATCH). AND (III TO VI SEMESTERS – 2023 – 2026 BATCH).
- XL. SYLLABI & SCHEME OF EXAMINATIONS for B.S.W DEGREE PROGRAMME (SELF-FINANCING) (I to VI SEMESTERS – 2024-2027 BATCH). AND (III TO VI SEMESTERS – 2023 – 2026 BATCH).
- XLI. SYLLABI & SCHEME OF EXAMINATIONS for HUMAN EXCELLENCE FOR UG DEGREE PROGRAMMES (AIDED & SELF-FINANCING) (I to VI SEMESTERS – 2024-2027 BATCH).
- XLII. PRIVATE RESOLUTIONS.

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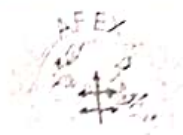
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**(AUTONOMOUS)**

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

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Pollachi – 642001



***Department of Business Administration (BBA)***

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## ***SYLLABUS***

***2024-2027 BATCH ONWARDS***

**“UNDER CHOICE BASED CREDIT SYSTEM”**

**Faculties of Business Administration**

Mr. D. Bhuvanendran., MBA., M.Phil., PGDCA.,

Dr. T. Manikandan., MBA., M.Phil., PGDCA., Ph. D,

Ms. R. Visalakshi., MBA., M.Phil., PGDCA.,

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**(B.B.A)**

**2024 – 2027 BATCH ONWARDS**

**Nallamuthu Gounder Mahalingam College, Pollachi**

**Vision**

Our dream is to make the college an institution of excellence at the national level by imparting quality education of global standards to make students academically superior, socially committed, ethically strong, spiritually evolved and culturally rich citizens to contribute to the holistic development of the self and society

**Mission**

Training students to become role models in academic arena by strengthening infrastructure, upgrading curriculum, developing faculty, augmenting extension services and imparting quality education through an enlightened management and committed faculty who ensure knowledge transfer, instill research aptitude and infuse ethical and cultural values to transform students into disciplined citizens in order to improve quality of life

**Department of Business Administration (BBA)**

**Vision**

Creating excellence in Business Administration through updated curriculum and with comprehensive knowledge on business theories and concepts. The students are trained to develop competency and provide solutions to business problems

**Mission**

With the help of relevant curriculum by expertise and by updating the curriculum to meet contemporary practices students are trained. Skill based elective subjects included along with Project work and Industrial visits which are mandatory to get practical exposure

### Programme Educational Objectives

|      |                                                                                                                                                                                                                        |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PEO1 | Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context                                                                                         |
| PEO2 | Graduates will be able to apply frameworks and tools to arrive at informed Decisions in profession and practice, striking a balance between business and social dimensions                                             |
| PEO3 | Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM, MSW and after PG, M.Phil, Ph.D as well as research                               |
| PEO4 | Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations                                            |
| PEO5 | Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change |

### Programme Outcomes

|     |                                                                                                                                                                   |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| P01 | <b>Disciplinary Knowledge:</b> Business Administration Programme offers broad exposure to students with comprehensive knowledge on business theories and concepts |
| P02 | <b>Reflective Thinking:</b> The students are trained to develop competency and to provide solutions to business problems                                          |
| P03 | <b>Morale and ethical Awareness :</b> The students are educated towards problems faced by business sector in current scenario                                     |
| P04 | <b>Analytical Reasoning:</b> Business Administration students are inculcated to understand ups and downs of businesses                                            |

|            |                                                                                                                              |
|------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>P05</b> | <b>Multicultural Competence:</b> Educates to create nurture global leaders for business excellence and betterment of society |
| <b>P06</b> | <b>Leadership:</b> To introduce the students with detailed knowledge on business theories and models                         |
| <b>P07</b> | <b>Life long Learning :</b> To develop competency to venture into new business opportunities                                 |
| <b>P08</b> | <b>Employability:</b> To train the students to provide solutions to business problems                                        |

**Information and Communication Technology , Digital Library**

**Readiness/Qualities**

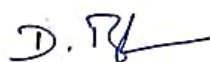
**Programme Specific Outcomes**

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

# Mapping

| PEOs       | PEO1 | PEO2 | PEO3 | PEO4 | PEO5 |
|------------|------|------|------|------|------|
| POs \ PSOs |      |      |      |      |      |
| PO1        | H    | M    | H    | L    | H    |
| PO2        | H    | H    | H    | H    | H    |
| PO3        | H    | H    | H    | H    | H    |
| PO4        | H    | H    | H    | H    | H    |
| PO5        | H    | H    | H    | M    | H    |
| PO6        | H    | H    | H    | H    | H    |
| PO7        | H    | H    | H    | H    | H    |
| PO8        | H    | H    | H    | H    | H    |
| PSO1       | H    | H    | H    | H    | H    |
| PSO2       | M    | H    | H    | H    | H    |

D.Bhuvanendran



(H.O.D i/c)

**D. BHUVANENDRAN, MBA, M.Phil, PGDCA.,**  
Assistant Professor & Head (i/c)  
Department of Business Administration  
Nallamuthu Gounder Mahalingam College (Autonomous)  
Pollachi - 642 001.

Prof.K. SRINIVASAN



(CDC COORDINATOR)

**K. SRINIVASAN, M.C.A.,**  
Co-ordinator  
Curriculum Development Cell (CDC)  
NGM College (Autonomous)  
Pollachi - 642 001.

Prof.K. SRINIVASAN



(CONTROLLER OF EXAMINATION)

**K. SRINIVASAN, M.C.A.,**  
Controller of Examinations  
NGM College (Autonomous)  
POLLACHI - 642 001.

**Annexure – I: List of Part – V Subjects**

| S.No | Subject Code | Subjects                                   |
|------|--------------|--------------------------------------------|
| 1.   | 24UNC401     | NCC                                        |
| 2.   | 24UNS402     | NSS                                        |
| 3.   | 24USG403     | Sports and Games                           |
| 4.   | 24URO404     | Rotract Club                               |
| 5.   | 24URR405     | Red Ribbon Club                            |
| 6.   | 24UYR406     | Youth Red Cross                            |
| 7.   | 24UCA407     | Consumer Awareness Club                    |
| 8.   | 24UED408     | Entrepreneurship Development Cell          |
| 9.   | 24UCR409     | Center for Rural Development               |
| 10.  | 24USS410     | Student Guild of Service                   |
| 11.  | 24UGS411     | Green Society                              |
| 12.  | 24UEO412     | Equal Opportunity Cell                     |
| 13.  | 24UFA413     | Fine Arts Club                             |
| 14.  | 24UAM414     | Arutchelvar Students Thinkers Forum        |
| 15.  | 24USV415     | Swami Vivekanandar Students Thinkers Forum |

**List of Part III Subjects (Core Elective Papers)**

| S.No | Subject Code        | Subjects                                                |
|------|---------------------|---------------------------------------------------------|
| 1    | 24UBM5E1 (DSE I )   | Industry 4.0                                            |
|      | 24UBM5E2 (DSE I )   | Digital Marketing                                       |
|      | 24UBM5E3 (DSE I )   | Financial Services                                      |
| 3    | 24UBM6E4 (DSE II )  | Internet & E-Commerce and Information Security – Theory |
|      | 24UBM6E5 (DSE II )  | Excel – Theory                                          |
|      | 24UBM6E6 (DSE II )  | Customer Relationship Management – Theory               |
| 4    | 24UBM6E7 (DSE III ) | HTML – Practical                                        |
|      | 24UBM6E8 (DSE III)  | Excel – Practical                                       |
|      | 24UBM6E9 (DSE III ) | Business Correspondence – Practical                     |

**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)**

Bachelor of Business Administration (BBA)

SCHEME OF EXAMINATIONS (FOR I&VISEMESTERS)

Scheme of Examination (With effect from 2024 - 2027 Batch)

CHOICE BASED CREDIT SYSTEM

| Part                                                 | Course Code | COURSE NAME                                                         | Hrs/ Week |   | Exam Hrs | MAX.MARKS |     |       | Credits |
|------------------------------------------------------|-------------|---------------------------------------------------------------------|-----------|---|----------|-----------|-----|-------|---------|
|                                                      |             |                                                                     | T         | P |          | CIA       | ESE | Total |         |
| I SEMESTER                                           |             |                                                                     |           |   |          |           |     |       |         |
| I                                                    | 24UTL101    | Tamil Paper-I: /                                                    | 5         |   | 3        | 25        | 75  | 100   | 3       |
|                                                      | 24UTL1C2    | Tamil Paper-I:                                                      |           |   |          |           |     |       |         |
|                                                      | 24UHN101    | Hindi Paper-I: /                                                    |           |   |          |           |     |       |         |
|                                                      | 24UHN1C1    | Hindi Paper-I                                                       |           |   |          |           |     |       |         |
|                                                      | 24UFR101    | French Paper-I /                                                    |           |   |          |           |     |       |         |
|                                                      | 24UFR1C1    | French Paper-I                                                      |           |   |          |           |     |       |         |
| II                                                   | 24UEN101    | English Paper-I/                                                    | 5         |   | 3        | 25        | 75  | 100   | 3       |
|                                                      | 24UEN1C1    | English Paper-I                                                     |           |   |          |           |     |       |         |
| III                                                  | 24UBM101    | CC I: : Principles of Business Management and Business Organization | 6         |   | 3        | 25        | 75  | 100   | 5       |
|                                                      | 24UBM102    | CC II: Business Communication                                       | 5         |   | 3        | 25        | 75  | 100   | 4       |
|                                                      | 24UBM1A1    | GE I – Allied I: Mathematical Techniques – I / SPSS PRACTICAL       | 6         |   | 3        | 25        | 75  | 100   | 4       |
|                                                      | 24UBM1A2    |                                                                     |           |   |          |           |     |       |         |
| IV                                                   | 24EVS101    | AECC I: Environmental Studies                                       | 2         | - | -        | -         | 50  | 50    | 2       |
|                                                      | 24HEC101    | Human Excellence: Personal Values & SKY Yoga Practice - I           | 1         | - | 2        | 20        | 30  | 50    | 1       |
| V                                                    |             | Extension Activities (NSS, NCC, Sports & Games, etc.,)              | -         | - | -        | -         | -   | -     | -       |
| EC                                                   |             | Online Course(Optional) (MOOC / NPTEL / SWAYAM)                     | -         | - | -        | -         | -   | -     | Grade   |
| Total                                                |             |                                                                     | 30        |   |          |           |     | 600   | 22      |
| EC – Extra Credit Courses / Co-curricular Activities |             |                                                                     |           |   |          |           |     |       |         |

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course  
 CC – Core Course; GE – Generic Elective; AECC - Ability Enhancement Compulsory Course

| Part        | Course Code              | COURSE NAME                                                                          | Hrs/Week       |   | Exam Hrs | MAX.MARKS |     |       | Credits |
|-------------|--------------------------|--------------------------------------------------------------------------------------|----------------|---|----------|-----------|-----|-------|---------|
|             |                          |                                                                                      | T              | P |          | CIA       | ESE | Total |         |
| II SEMESTER |                          |                                                                                      |                |   |          |           |     |       |         |
| I           | 24UTL201 /<br>24UTL2C2 / | Tamil Paper-II/<br>Tamil Paper-II/                                                   | 5              |   | 3        | 25        | 75  | 100   | 3       |
|             | 24UHN201 /<br>24UHN2C2   | Hindi Paper-II/<br>Hindi Paper-II/                                                   |                |   |          |           |     |       |         |
|             | 24UFR201 /<br>24UFR2C2   | French Paper-II /<br>French Paper-II                                                 |                |   |          |           |     |       |         |
| II          | 24UEN201 /<br>24UEN2C2   | English Paper-II /<br>English Paper-II                                               | 5              |   | 3        | 25        | 75  | 100   | 3       |
| III         | 24UBM203                 | CCIII: Organizational Behaviour                                                      | 6              |   | 3        | 25        | 75  | 100   | 4       |
|             | 24UBM204                 | CC IV: Financial Accounting                                                          | 6              |   | 3        | 25        | 75  | 100   | 4       |
|             | 24UBM2A1 /<br>24UBM2A2   | GE II – Allied II:<br>Business Economics/<br><br>Macro Economics                     | 5              |   | 3        | 25        | 75  | 100   | 3       |
|             | 24UBM2S1/<br>24UEL2S2    | SEC I: Naan Mudhaivan :<br>Fundamentals of office<br>automation /Professional Skills | 2              |   | 2        | -         | -   | 50    | 2       |
| IV          | 24HEC202                 | Human Excellence: Family<br>Values &SKY Yoga Practice - II                           | 1              |   | 2        | 20        | 30  | 50    | 1       |
|             |                          | Extension Activities (NSS,<br>NCC, Sports& Games, etc.,)                             | -              | - | -        | -         | -   | -     | -       |
| EC          | 24CMM201                 | Manayiyal Mahathuvam-I                                                               | 15<br>Hrs./Sem |   | 2        | -         | 50  | 50    | Grade   |
|             | 24CUB201                 | Uzhavu Bharatham– I                                                                  | 15<br>Hrs./Sem |   | 2        | -         | 50  | 50    | Grade   |
|             |                          | Online Course (Optional)<br>(MOOC/NPTEL/SWAYAM)                                      | -              | - | -        | -         | -   | -     | -       |
| Total       |                          |                                                                                      | 30             |   |          |           |     | 600   | 20      |

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; GE – Generic Elective; AECC - Ability Enhancement Compulsory Course;

SEC – Skill Enhancement Course

**CDC / 24 R 1.1**

| Part                                                                       | Course Code            | COURSE NAME                                                                                | Hrs/W<br>eek   |   | Exam<br>Hrs | MAX.MARKS |     |       | Credits |
|----------------------------------------------------------------------------|------------------------|--------------------------------------------------------------------------------------------|----------------|---|-------------|-----------|-----|-------|---------|
|                                                                            |                        |                                                                                            | T              | P |             | CIA       | ESE | Total |         |
| III SEMESTER                                                               |                        |                                                                                            |                |   |             |           |     |       |         |
| I                                                                          | 24UTL301 /<br>24UTL3C2 | Tamil Paper-III/<br>Tamil Paper-III /                                                      | 3              |   | 3           | 25        | 75  | 100   | 3       |
|                                                                            | 24UHN301 /<br>24UHN3C2 | Hindi Paper-III/<br>Hindi Paper-III                                                        |                |   |             |           |     |       |         |
|                                                                            | 24UFR301 /<br>24UFR3C2 | French Paper-III /<br>French Paper-III                                                     |                |   |             |           |     |       |         |
|                                                                            | 24UEN301 /<br>24UEN3C2 | English Paper-III /<br>English Paper-III                                                   |                |   |             |           |     |       |         |
| II                                                                         | 24UBM305               | CCV: Financial Management                                                                  | 5              |   | 3           | 25        | 75  | 100   | 3       |
| III                                                                        | 24UBM306               | CC VI: Marketing<br>Management                                                             | 5              |   | 3           | 25        | 75  | 100   | 3       |
|                                                                            | 24UBM307               | CC VII: Mercantile Law                                                                     | 6<br>5         |   | 3           | 25        | 75  | 100   | 4       |
|                                                                            | 24UBM3A1 /<br>24UBM3A2 | GE III – Allied III:<br>Mathematical Techniques -II /<br>Tally ERP.9 - Practical           | 6              |   | 3           | 25        | 75  | 100   | 4       |
|                                                                            | 24IEC303               | Human Excellence Paper:<br>Professional Values & SKY<br>Yoga Practice - III                | 1              |   | 2           | 20        | 30  | 50    | 1       |
| IV                                                                         | 24UBM3N1/<br>24UBM3N2  | SEC- Non-Major Elective<br>I: Intellectual Property<br>Rights/ Rural Consumer<br>Behaviour | 1<br>2         |   | 2           | -         | 50  | 50    | 2       |
| V                                                                          |                        | Extension Activities (NSS,<br>NCC, Sports & Games, etc.,)                                  | -              | - | -           | -         | -   | -     | -       |
| EC                                                                         | 24CMM302               | Manayiyal Mahathuvam-II                                                                    | 15<br>Hrs./Sem |   | 2           | -         | 50  | 50    | Grade   |
|                                                                            | 24CUB302               | Uzhavu Bharatham– II                                                                       | 15<br>Hrs./Sem |   | 2           | -         | 50  | 50    | Grade   |
|                                                                            | 24UBM3VA               | VAC I: Hands-on<br>Entrepreneurship: Skills for<br>success                                 | 30 Hrs.        |   |             |           |     |       | 2**     |
| Total                                                                      |                        |                                                                                            | 30             |   |             |           |     | 700   | 23      |
| EC – Extra Credit Courses / Certificate Courses / Co-curricular Activities |                        |                                                                                            |                |   |             |           |     |       |         |

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course  
 CC – Core Course; GE – Generic Elective; VAC-Department Specific Value Added Course;  
 \*Extra Credits;

| Part                                                                       | Course Code            | COURSE NAME                                                                    | Hrs/ Week   |   | Exam Hrs | MAX.MARKS |     |       | Credits |
|----------------------------------------------------------------------------|------------------------|--------------------------------------------------------------------------------|-------------|---|----------|-----------|-----|-------|---------|
|                                                                            |                        |                                                                                | T           | P |          | CIA       | ESE | Total |         |
| IV SEMESTER                                                                |                        |                                                                                |             |   |          |           |     |       |         |
| I                                                                          | 24UTL401/<br>24UTL4C2  | Tamil Paper-IV/<br>Tamil Paper-IV                                              | 3           |   | 3        | 25        | 75  | 100   | 3       |
|                                                                            | 24UHN401/<br>24UHN4C2  | Hindi Paper-IV/<br>Hindi Paper-IV                                              |             |   |          |           |     |       |         |
|                                                                            | 24UFR401 /<br>24UFR4C2 | French Paper-IV /<br>French Paper-IV                                           |             |   |          |           |     |       |         |
|                                                                            |                        |                                                                                |             |   |          |           |     |       |         |
| II                                                                         | 24UEN401 /<br>24UEN4C2 | English Paper-IV /<br>English Paper-IV                                         | 3           |   | 3        | 25        | 75  | 100   | 3       |
| III                                                                        | 24UBM408               | CC VIII: Human Resource Management                                             | 4/5         |   | 3        | 25        | 75  | 100   | 3       |
|                                                                            | 24UBM409               | CC IX: Production and Management                                               | 5           |   | 3        | 25        | 75  | 100   | 3       |
|                                                                            | 24UBM410               | CC X: Cost and Management Accounting                                           | 5           |   | 3        | 25        | 75  | 100   | 3       |
|                                                                            | 24UBM4A1 /<br>24UBM4A2 | GE IV – Allied IV: Direct Taxation / Indirect Taxation                         | 5           |   | 3        | 25        | 75  | 100   | 3       |
| IV                                                                         | 24UBM4S1/<br>24UBM4S2  | SEC II: Naan Mudhalvan: Aptitude for placement / Fundamentals of Insurance     | 2           |   | 2        |           |     | 50    | 2       |
|                                                                            | 24HEC404               | Human Excellence: Social Values & SKY Yoga Practice - IV                       | 1           |   | 2        | 20        | 30  | 50    | 1       |
|                                                                            | 24UBM4N1/<br>24UBM4N2  | SEC -Non-Major Elective Paper -II : Retail Management/ Supply Chain Management | 2/1         |   | 2        | -         | 50  | 50    | 2       |
| V                                                                          |                        | Extension Activities (NSS, NCC ,Sports & Games, etc.,)                         |             | - | -        | -         | -   | 50    | 1       |
| EC                                                                         | 24CMM403               | Manayiyal Mahathuvam-III                                                       | 15 Hrs./SEM |   | 2        | -         | 50  | 50    | Grade   |
|                                                                            | 24CUB403               | Uzhavu Bharatham– III                                                          | 15 Hrs./SEM |   | 2        | -         | 50  | 50    | Grade   |
|                                                                            | 24UBM4VA               | VAC II: Business Ethics                                                        | 30 Hrs.     |   |          |           |     |       | 2**     |
| Total                                                                      |                        |                                                                                | 30          |   |          |           |     | 750   | 23      |
| EC – Extra Credit Courses / Certificate Courses / Co-curricular Activities |                        |                                                                                |             |   |          |           |     |       |         |

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course  
 CC – Core Course; GE – Generic Elective; SEC – Skill Enhancement Course; VAC-Department Specific Value Added Course; \*Extra Credits;

| Part                                                                                    | Course Code                        | COURSE NAME                                                         | Hrs/ Week |    | Exam Hrs | MAX.MARKS |     |       | Credits |
|-----------------------------------------------------------------------------------------|------------------------------------|---------------------------------------------------------------------|-----------|----|----------|-----------|-----|-------|---------|
|                                                                                         |                                    |                                                                     | I         | P  |          | Int       | Ext | Total |         |
| V SEMESTER                                                                              |                                    |                                                                     |           |    |          |           |     |       |         |
| III                                                                                     | 24UBM511                           | CC XI: Entrepreneurship and Project Management                      | 6         |    | 3        | 25        | 75  | 100   | 5       |
|                                                                                         | 24UBM512                           | CCXII: Research Methods for Management                              | 6         |    | 3        | 25        | 75  | 100   | 5       |
|                                                                                         | 24UBM513                           | CCXIII: International Business And Export Management                | 6         |    | 3        | 25        | 75  | 100   | 5       |
|                                                                                         | 24UBM514                           | CCXIV: LAB: Google Work Space(Practical)                            | 2         |    | 3        | 20        | 30  | 50    | 1       |
|                                                                                         | 24UBM5E1/<br>24UBM5E2/<br>24UBM5E3 | DSE I : Industry 4.0 / Digital Marketing / Financial Service        | 6         |    | 3        | 25        | 75  | 100   | 5       |
| IV                                                                                      | 24UBM5S1 /<br>24UBM5S2             | SEC III: Service Marketing / Concepts of Rural Marketing Management | 3         |    | 2        |           | 50  | 50    | 2       |
|                                                                                         | 24HEC505                           | Human Excellence: National Values & SKY Yoga Practice-V             | 1         |    | 2        | 20        | 30  | 50    | 1       |
| EC                                                                                      | 24CSD501                           | Soft Skills Development-I                                           |           | -  | -        | -         | -   | -     | Grade   |
|                                                                                         | 24GKL501                           | General Knowledge                                                   |           | SS | 2        | -         | 50  | 50    | Grade   |
|                                                                                         | 24UBM5AL                           | Advanced Learner Course(ALC) -I (Optional)-Self Study:              |           | SS |          |           | 100 | 100   | 2*      |
| Total                                                                                   |                                    |                                                                     |           | 30 |          |           |     | 550   | 24      |
| Discipline Specific Elective (DSE) – I #                                                |                                    |                                                                     |           |    |          |           |     |       |         |
| 24UCSS5E1: Industry 4.0<br>24UCSS5E2: Digital Marketing<br>24UCSS5E3: Financial Service |                                    |                                                                     |           |    |          |           |     |       |         |

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CC – Core Course; DSE – Discipline-Specific Elective; SEC – Skill Enhancement Course

ALC-Advanced Learner Course (Optional)

\*Extra Credits;\*\*Credits – Based on course content maximum of 4 credits

| Part                                                                                                                                                                                       | Course Code                          | COURSE NAME                                                                                                                | Hrs/ Week |   | Exam/ Hrs                                                                                                                                                  | MAX.MARKS |          |           | Credits |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-----------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|-----------|---------|
|                                                                                                                                                                                            |                                      |                                                                                                                            | T         | P |                                                                                                                                                            | Int       | Ext      | Total     |         |
| VI SEMESTER                                                                                                                                                                                |                                      |                                                                                                                            |           |   |                                                                                                                                                            |           |          |           |         |
| III                                                                                                                                                                                        | 24UBM615                             | CC XV: Investment and Portfolio Management                                                                                 | 6         |   | 3                                                                                                                                                          | 25        | 75       | 100       | 5       |
|                                                                                                                                                                                            | 24UBM616                             | CC XVI: Advertising and Sales Promotion                                                                                    | 6         |   | 3                                                                                                                                                          | 25        | 75       | 100       | 5       |
|                                                                                                                                                                                            | 24UBM617                             | CC XVII: Business Environment                                                                                              | 6         |   | 3                                                                                                                                                          | 25        | 75       | 100       | 5       |
|                                                                                                                                                                                            | 24UBM618                             | CC XVIII: Project Work and Viva-voce                                                                                       |           |   | -                                                                                                                                                          | 25<br>20  | 75<br>30 | 90<br>100 | 4.5     |
|                                                                                                                                                                                            | 24UBM6E4 /<br>24UBM6E5 /<br>24UBM6E6 | DSE II: Internet & E-Commerce & Information Security-Theory /<br>Excel Theory /<br>Customer Relationship Management-Theory | 5         |   | 3                                                                                                                                                          | 25        | 75       | 100       | 4       |
|                                                                                                                                                                                            | 24UBM6E7 /<br>24UBM6E8 /<br>24UBM6E9 | DSE III: HTML - Practical /<br>Excel – Practical /<br>Business Correspondence - Practical                                  |           | 4 | 2                                                                                                                                                          | 20<br>25  | 30<br>75 | 100       | 1       |
| IV                                                                                                                                                                                         | 24UBM6S1/<br>24UBM6S2                | SEC IV: Naan Mudhalvan: Mutual Fund Foundation / Agri Business Management                                                  | 2         |   | 2                                                                                                                                                          |           |          | 50        | 2       |
|                                                                                                                                                                                            | 24HEC606                             | Human Excellence Paper: Global Values & SKY Yoga Practice- VI                                                              | 1         |   | 2                                                                                                                                                          | 20        | 30       | 50        | 1       |
| EC                                                                                                                                                                                         | 24CSD602                             | Soft Skills Development-II                                                                                                 | -         |   | -                                                                                                                                                          | -         | -        | -         | Grade   |
|                                                                                                                                                                                            | 24UBM6AL                             | Advanced Learner Course(ALC) -II (Optional)-Self Study: Indian Ethos in Management                                         | SS        |   |                                                                                                                                                            |           | 100      | 100       | 2*      |
| Total                                                                                                                                                                                      |                                      |                                                                                                                            | 30        |   |                                                                                                                                                            |           |          | 700       | 28      |
| Grand Total                                                                                                                                                                                |                                      |                                                                                                                            |           |   |                                                                                                                                                            |           |          | 3900      | 140     |
| Discipline Specific Elective (DSE) – II ##<br>24UCS6E4: Internet & E-Commerce & Information Security-Theory<br>24UCS6E5: Excel Theory<br>24UCS6E6: Customer Relationship Management-Theory |                                      |                                                                                                                            |           |   | Discipline Specific Elective (DSE) – III ###<br>24UCS6E7: HTML - Practical<br>24UCS6E8: Excel – Practical<br>24UCS6E9: Business Correspondence - Practical |           |          |           |         |

EC – Extra Credit Course / Certificate Course / Co-scholastic Course / Job Oriented Course

CDC / 24 R 1.1

**List of Abbreviations:**

CC – Core Course;

DSE – Discipline-Specific Elective;

SEC – Skill Enhancement Course

ALC-Advanced Learner Course (Optional)

\*Extra Credits; \*\*Credits – Based on course content maximum of 4 credits

**List of Abbreviations:**

CC – Core Course

GE – Generic Elective

AECC –Ability Enhancement Compulsory Course

SEC – Skill Enhancement Course

DSE – Discipline-Specific Elective

VAC –Value Added Course

ALC – Advanced Learner Course

**Grand Total = 3900; Total Credits = 140**

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

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

### 1. Theory Examinations: 75 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

| Knowledge Level    | Section                                                 | Marks         | Description              | Total |
|--------------------|---------------------------------------------------------|---------------|--------------------------|-------|
| K1 & K2 (Q1 - 10)  | A (Q1 - 5 MCQ)<br>(Q6 - 10 Define / Short Answer / MCQ) | $10 * 1 = 10$ | MCQ / Define             | 75    |
| K3 (Q11-15)        | B (Either or pattern)                                   | $5 * 5 = 25$  | Short Answers            |       |
| K4 & K5 (Q16 - 20) | C (Either or pattern)                                   | $5 * 8 = 40$  | Descriptive/<br>Detailed |       |

### 2. Theory Examinations: 38 Marks (3 Hours Examination) (Part III: If applicable)

| Knowledge Level   | Section               | Marks         | Description              | Total              |
|-------------------|-----------------------|---------------|--------------------------|--------------------|
| K1 & K2 (Q1 - 10) | A (Q 1 - 10 MCQ)      | $10 * 1 = 10$ | MCQ                      | 50 (Reduced to 38) |
| K3 (Q11 - 15)     | B (Either or pattern) | $5 * 3 = 15$  | Short Answers            |                    |
| K4 & K5 (Q16-20)  | C (Either or pattern) | $5 * 5 = 25$  | Descriptive/<br>Detailed |                    |

### 3. Theory Examinations: 38 Marks (2 Hours Examination) (Part IV: If applicable)

| Knowledge Level      | Section                                         | Marks         | Description              | Total              |
|----------------------|-------------------------------------------------|---------------|--------------------------|--------------------|
| K1 & K2 (Q1-10)      | A (Q1 - 5 MCQ)<br>(Q6-10 Define / Short Answer) | $10 * 1 = 10$ | MCQ / Define             | 50 (Reduced to 38) |
| K3, K4 & K5 (Q11-15) | B (Either or pattern)                           | $5 * 8 = 40$  | Descriptive/<br>Detailed |                    |

#### 4. Practical Examinations:

| Paper                       | Maximum Marks | Marks for |     | Components for CIA |                  |             |
|-----------------------------|---------------|-----------|-----|--------------------|------------------|-------------|
|                             |               | CIA       | CEE | Tests              | Observation Note | Record Note |
| Practical (Core / Elective) | 50            | 20        | 30  | 10                 | 05               | 05          |
| Practical (Core / Elective) | 75            | 30        | 45  | 20                 | 05               | 05          |
| Practical (Core / Elective) | 100           | 40        | 60  | 30                 | 05               | 05          |

#### 5. Project:

| Paper   | Maximum Marks | Marks for |            |           |
|---------|---------------|-----------|------------|-----------|
|         |               | CIA       | CEE        |           |
|         |               |           | Evaluation | Viva-voce |
| Project | 100           | 25        | 50         | 25        |
| Project | 150           | 40        | 75         | 35        |
| Project | 200           | 50        | 100        | 50        |

\* CIA – Continuous Internal Assessment & CEE – Comprehensive External Examinations

## Components of Continuous Internal Assessment (CIA)

### THEORY

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

| Components                      |    | Calculation       | CIA Total |
|---------------------------------|----|-------------------|-----------|
| Test I                          | 75 | $(75+75+15+10)/7$ | 25        |
| Test 2 / Model                  | 75 |                   |           |
| Assignment / Digital Assignment | 15 |                   |           |
| Others*                         | 10 |                   |           |

\*Others may include the following: Seminar / Socratic Seminars, Group Discussion, Role Play, APS, Class participation, Case Studies Presentation, Field Work, Field Survey, Term Paper, Workshop / Conference Participation, Presentation of Papers in Conferences, Quiz, Report / Content Writing, etc.

Maximum Marks: 50; CIA Mark: 12; CEE Mark: 38; (Part III: If applicable)

| Components                      |    | Calculation        | CIA Total |
|---------------------------------|----|--------------------|-----------|
| Test I                          | 50 | $(50+50+10+10)/10$ | 12        |
| Test 2 / Model                  | 50 |                    |           |
| Assignment / Digital Assignment | 10 |                    |           |
| Seminar                         | 10 |                    |           |

## PROJECT

Maximum Marks: 100; CIA Mark: 25; CEE Mark: 75;

| Components        |    | Calculation | CIA Total |
|-------------------|----|-------------|-----------|
| Review I          | 5  | 5+5+5+10    | 25        |
| Review II         | 5  |             |           |
| Review III        | 5  |             |           |
| Report Submission | 10 |             |           |

Maximum Marks: 200; CIA Mark: 50; CEE Mark: 150;

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

*\* Components for 'Review' may include the following:*

Originality of Idea, Relevance to Current Trend, Candidate Involvement, and Presentation of Report for Commerce, Management & Social Work.

Synopsis, System Planning, Design, Coding, Input form, Output format, Preparation of Report & Submission for Computer Science cluster.

## Continuous Internal Assessment for Project **For Commerce, Management & Social Work Programme**

The Final year Commerce, Management & Social Work students should undergo a project work during (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 industrial 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 individually.
- ❖ 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 concerned Mentor (Internal Examiner).
- ❖ Project work constitutes 100 marks, out of which 25 is CIA and 75 is CEE Marks.

### Mark Split UP

| CIA | CEE | Total |
|-----|-----|-------|
| 25  | 75  | 100   |

| S. No        | Components for CIA     | Marks     |
|--------------|------------------------|-----------|
| 1            | Review – I *           | 5         |
| 2            | Review – II *          | 5         |
| 3            | Review – III *         | 5         |
| 4            | Rough Draft Submission | 10        |
| <b>Total</b> |                        | <b>25</b> |

\* Review includes Objectives and Scope, Research Methodology, Literature Review, Data Analysis and Results, Discussion and Interpretation, Recommendations and Implications, Presentation and Format, Creativity and Originality, and Overall Impact and Contribution.

| S. No        | Components for CEE | Marks     |
|--------------|--------------------|-----------|
| 1            | Evaluation*        | 50        |
| 2            | Viva-Voce          | 25        |
| <b>Total</b> |                    | <b>75</b> |

\* Evaluation includes Originality of Idea, Relevance to Current Trend, Candidate Involvement, Thesis Style / Language, and Presentation of Report.

### Components for CEE: 75 Marks

| Components for CEE                        | Marks | Total | Grand Total |
|-------------------------------------------|-------|-------|-------------|
| Evaluation                                |       |       | 75          |
| Title Relevance of the Industry/Institute | 10    | 50    |             |
| Technology                                | 10    |       |             |
| Design and Development Publishing         | 10    |       |             |
| Testing, Report                           | 20    |       |             |
| Viva Voce                                 |       |       |             |
| Project Presentation                      | 10    | 25    |             |
| Q&A Performance                           | 15    |       |             |

## STUDENT SEMINAR EVALUATION RUBRIC

Grading Scale:

| A    | B   | C   | D   |
|------|-----|-----|-----|
| 8-10 | 5-7 | 3-4 | 0-2 |

| CRITERIA                                               | A - Excellent                                                                                                                                  | B - Good                                                                                                                        | C - Average                                                                                                               | D - Inadequate                                                                                                                                        |
|--------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Organization of presentation</b>                    | Information presented as an interesting story in a logical, easy-to-follow sequence                                                            | Information presented in logical sequence; easy to follow                                                                       | Most of the information is presented in sequence                                                                          | Hard to follow; sequence of information jumpy                                                                                                         |
| <b>Knowledge of the subject &amp; References</b>       | Demonstrated full knowledge; answered all questions with elaboration & Material sufficient for clear understanding AND exceptionally presented | At ease; answered all questions but failed to elaborate & Material sufficient for clear understanding AND effectively presented | At ease with information; answered most questions & Material sufficient for clear understanding but not clearly presented | Does not have a grasp of information; answered only rudimentary Questions & Material not clearly related to the topic OR background dominated seminar |
| <b>Presentation Skills using ICT Tools</b>             | Uses graphics that explain and reinforce text and presentation                                                                                 | Uses graphics that explain the text and presentation                                                                            | Uses graphics that relate to text and presentation                                                                        | Uses graphics - that rarely support text and presentation                                                                                             |
| <b>Eye Contact</b>                                     | Refers to slides to make points; engaged with the audience                                                                                     | Refers to slides to make points; eye contact the majority of the time                                                           | Refers to slides to make points; occasional eye contact                                                                   | Reads most slides; no or just occasional eye contact                                                                                                  |
| <b>Elocution – (Ability to speak English language)</b> | Correct, precise pronunciation of all terms ; The voice is clear and steady; the audience can hear well at all times                           | Incorrectly pronounces a few terms Voice is clear with few fluctuations; the 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   | F   |
|-------|-------|-----|-----|-----|
| 13-15 | 10-12 | 7-9 | 4-6 | 0-3 |

| CRITERION                             | A - Excellent                                                                                                                                                              | B - Good                                                                                                                                                                                         | C - Average                                                                                                                                                        | D - Below Average                                                                                                                                                  | F - Inadequate                         |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Content &amp; Focus</b>            | Hits on almost all content exceptionally clear                                                                                                                             | Hits on most key points and the writing is interesting                                                                                                                                           | Hits in basic content and writing are understandable                                                                                                               | Hits on a portion of content and or digressions and errors                                                                                                         | Completely off track or did not submit |
| <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 the 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 the 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 the topic</li> <li>• Message is unclear</li> </ul> | • Not Adequate                         |
| <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 are not at all cited           |
| <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 below 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:      | 24UBM101 | Title                                                                   | Batch :                             | 2024-27    |
|                   |          | CC - I :<br>Principles of Business Management and Business Organization | Semester                            | I          |
| Lecture Hrs./Week | 6        | Tutorial Hrs./Sem.                                                      | -                                   | Credits: 5 |

### Course Objective

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

### Course Outcomes (CO)

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

### Mapping

| PO/PSO<br>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><br>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><br>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><br>Organizing – meaning-organizational structure: Types-Span of control-delegation and decentralization – line-Staff relationship- controlling –co-ordination                                                                                              | 18  |

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

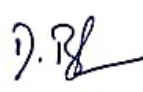
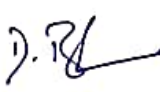
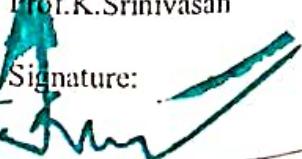
**Note:** *Italics denotes topics for self-study*

**Books for Study:**

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

**Books for Reference:**

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

|                                                                                                |                                                                                                |                                                                                                 |                                                                                                  |
|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Course Designed by                                                                             | Verified by HOD                                                                                | CDC                                                                                             | COE                                                                                              |
| Name and Signature                                                                             | Name and Signature                                                                             | Checked by                                                                                      | Approved by                                                                                      |
| Name:<br>D. Bhuvanendran                                                                       | Name:<br>D. Bhuvanendran                                                                       | Name:<br>Prof. K. Srinivasan                                                                    | Name:<br>Prof. K. Srinivasan                                                                     |
| Signature:  | Signature:  | Signature:  | Signature:  |

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|                   |          |                                     |                                     |         |
|-------------------|----------|-------------------------------------|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :                   | Bachelor of Business Administration |         |
| Course Code:      | 24UBM102 | Title                               | Batch :                             | 2024-27 |
| Lecture Hrs./Week | 6        | CC - II :<br>Business Communication | Semester                            | I       |
|                   |          | Tutorial Hrs./Sem.                  | Credits:                            | 4       |
|                   |          | -                                   |                                     |         |

### Course Objective

The students should have understood the Methods of communication, Drafting letters, report writing, Types of communication and Barriers of communication

### Course Outcomes (CO)

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

### Mapping

| PO /PSO<br>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><br>Concepts – Meaning – Importance – Objectives - Role of Communication in business – Types of communication - Barriers to effective Communication - Ways to overcome the barriers – <i>Principles of communication.</i>                                                                               | 18  |
| Unit :II | <b><u>COMMUNICATION THROUGH LETTERS</u></b><br>Layout and Characteristics - Resume/curriculum vitae - Application for appointments – References - Appointment orders - Letters of confirmation – Promotion - Business Enquiries – Offers –Quotations – Orders - Execution of orders - Letters of complaints - Bank Correspondence. | 18  |
| Unit:III | <b><u>INTERNAL COMMUNICATION</u></b>                                                                                                                                                                                                                                                                                               | 18  |

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

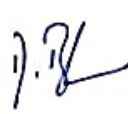
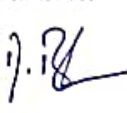
Note: *Italics denotes topics for self-study*

**Books for Study:**

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

**Books for Reference:**

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

| Course Designed by                                                                             | Verified by HOD                                                                                | CDC                                                                                             | COE                                                                                              |
|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Name and Signature                                                                             | Name and Signature                                                                             | Checked by                                                                                      | Approved by                                                                                      |
| Name:<br>D.Bhuvanendran                                                                        | Name:<br>Mr.D.Bhuvanendran                                                                     | Name:<br>Prof.K.Srinivasan                                                                      | Name:<br>Prof.K.Srinivasan                                                                       |
| Signature:  | Signature:  | Signature:  | Signature:  |

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|                   |          |                                                 |                                     |         |
|-------------------|----------|-------------------------------------------------|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :                               | Bachelor of Business Administration |         |
| Course Code:      | 24UBM1A1 | Title                                           | Batch :                             | 2024-27 |
|                   |          | GE- Allied – I :<br>Mathematical Techniques - I | Semester                            | I       |
| Lecture Hrs./Week | 6        | Tutorial Hrs./Sem.                              | Credits:                            | 4       |
|                   |          | 5                                               |                                     |         |

### 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 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO       |     |     |     |     |     |     |     |     |      |      |
| 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><br>Definition - Types of Matrices - Matrix operation - Addition and Subtraction of Matrices - Multiplication of two Matrices (Simple Problems Only) - Calculation of Simple Interest and Compound Interest                                                                                                                                                                            | 18  |
| Unit :II  | <b>STATISTICS</b><br>Meaning, Scope & Limitations<br><b>COLLECTION OF DATA</b><br>Primary & Secondary data - Methods of collecting primary data - Sources of secondary data - Precautions for Preparing Questionnaire.<br><b>CLASSIFICATION AND TABULATION</b><br>Types of Classification - Geographical, Chronological, Qualitative, Quantitative - Tabulation - parts of Tabulation -Types of Table | 18  |
| Unit :III | <b>MEASURES OF AVERAGE</b><br>Arithmetic Mean - Geometric Mean - Harmonic - Mean - Median - Mode - Merits & Demerits of AM, GM, HM, Median & Mode (Simple Problems )                                                                                                                                                                                                                                  | 18  |
| Unit :IV  | <b>MEASURES OF DISPERSION</b><br>Skewness - Pearson's CD Coefficient of Skewness -Bowley's CD Coefficient of Skewness - Kurtosis-Measures of Kurtosis (Simple Problems)                                                                                                                                                                                                                               | 18  |

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

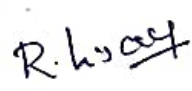
Note: *Italics denotes topics for self-study*

**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<br>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<br>Pranesh Kumar Singh | Mathematics for Management - I      | Thakur publication                                                   | 2011                |

|                                                                                     |                                                                                     |                                                                                      |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Course Designed by                                                                  | Verified by HOD                                                                     | CDC                                                                                  | COE                                                                                   |
| Name and Signature                                                                  | Name and Signature                                                                  | Checked by                                                                           | Approved by                                                                           |
| Name:<br>Mrs.R.Visalakshi                                                           | Name:<br>Mr.D.Bhuvanendran                                                          | Name:<br>Prof.K.Srinivasan                                                           | Name:<br>Prof.K.Srinivasan                                                            |
|  |  |  |  |
| Signature                                                                           | Signature:                                                                          | Signature:                                                                           | Signature:                                                                            |

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|                   |          |                             |                                     |            |
|-------------------|----------|-----------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :           | Bachelor of Business Administration |            |
| Course Code:      | 24UBM1A2 | Title                       | Batch :                             | 2024-27    |
|                   |          | ALLIED I:<br>SPSS Practical | Semester                            | 1          |
| Lecture Hrs./Week | 6        | Tutorial Hrs./Sem.          | -                                   | Credits: 4 |

### Course Objective

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

### Course Outcomes (CO)

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

### Mapping

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

H-High; M-Medium; L-Low

### LIST OF PRACTICALS

1. Data Entry : Data View, Variable View, Coding and Recoding, Importing files, Missing Data, split files, split cases
2. Descriptive statistics : Mean, Median, Mode, Skewness, Kurtosis
3. Graphs : Pie chart, Line chart, scatter plot, bar chart

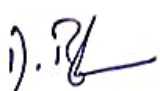
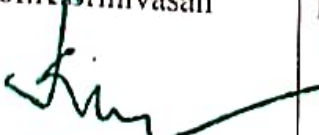
4. Cross tabulation and Chi square
5. t-test
6. paired t-test
7. Independent sample t-test
8. One - Way ANOVA
09. Multiple regression
- 10 Factor Analysis Use in-built case studies data in SPSS for performing the above exercises.

#### Books for Study:

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

#### Books for Reference:

| S.No | Author                  | Title of Book                                            | Publisher \ Edition                                | Year of Publication |
|------|-------------------------|----------------------------------------------------------|----------------------------------------------------|---------------------|
| I.   | Nancy L. Leech et. al., | SPSS for Intermediate Statistics: Use and Interpretation | Second edition , Lawrence Erlbaum Associates, Inc. | 2005                |

| Course Designed by<br>Name and Signature                                                                                         | Verified by HOD<br>Name and Signature                                                                                                            | CDC<br>Checked by                                                                                                                    | COE<br>Approved by                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>Dr.T.Manikandan<br><br><br>Signature | Name:<br>D.Bhuvanendran<br><br><br>Signature: D. Bhuvanendran | Name:<br>Prof.K.Srinivasan<br><br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br><br>Signature: |

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**K. SRINIVASAN, M.C.A.,**  
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Controller of Examination  
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POLLACHI - 642 001.

|                   |          |                                        |                                     |            |
|-------------------|----------|----------------------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :                      | Bachelor of Business Administration |            |
| Course Code:      | 24UBM203 | Title                                  | Batch :                             | 2024-27    |
|                   |          | CC – III :<br>Organizational Behaviour | Semester                            | II         |
| Lecture Hrs./Week | 6        | Tutorial Hrs./Sem.                     | -                                   | Credits: 4 |

On successful completion of this course, the student should have understood Personality, Perception, Motivation, Job Satisfaction, Morale, Group Dynamics, Leadership Traits, Counseling and Guidance, Etc

#### Course Outcomes (CO)

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

#### Mapping

| PO/PSC<br>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><br>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.                                                  | 18  |
| Unit: II  | <b><u>PERCEPTION &amp; PERSONALITY</u></b><br>Meaning & Definition- Elements & importance of Perception - process of Perception - Determinants of Perception - Impression Management. Personality – Meaning-Development of personality-Individual Behavior.                                                                          | 18  |
| Unit: III | <b><u>MOTIVATION</u></b><br>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 – | 18  |

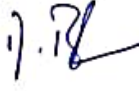
|                                                                                                                                                      |                                                                                                                                                                                                                                                                                                         |    |
|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|                                                                                                                                                      | <i>Reinforcement and Punishment</i>                                                                                                                                                                                                                                                                     |    |
| Unit: IV                                                                                                                                             | <b>GROUP DYNAMICS</b><br>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                                    | 18 |
| Unit: V                                                                                                                                              | <b>LEADERSHIP</b><br>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. | 18 |
| <b>Total Contact Hours</b>                                                                                                                           |                                                                                                                                                                                                                                                                                                         | 90 |
| <b>Pedagogy and Assessment Methods :</b><br>Power Point Presentations, Group discussions, 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    | 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                        | 2018                |
| 5    | Moorhead, G., & Griffin, R.W                                               | Organizational behavior managing people and organizations | Dreamtech Press                                  | 2008                |

| Course Designed by                                                                             | Verified by HOD                                                                                | CDC                                                                                             | COE                                                                                              |
|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Name and Signature                                                                             | Name and Signature                                                                             | Checked by                                                                                      | Approved by                                                                                      |
| Name:<br>Mr.D.Bhuvanendran                                                                     | Name:<br>Mr.D.Bhuvanendran                                                                     | Name:<br>Prof.K.Srinivasan                                                                      | Name:<br>Prof.K.Srinivasan                                                                       |
| Signature:  | Signature:  | Signature:  | Signature:  |

**D. BHUVANENDRAN, MBA, M.Phil, PGDCA,**

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|                          |          |                                         |                                     |                 |
|--------------------------|----------|-----------------------------------------|-------------------------------------|-----------------|
| <b>Programme code:</b>   | BBA      | <b>Programme Title :</b>                | Bachelor of Business Administration |                 |
| <b>Course Code:</b>      | 24UBM204 | <b>Title</b>                            | <b>Batch :</b>                      | 2024-27         |
|                          |          | <b>CC – IV:</b><br>Financial Accounting | <b>Semester</b>                     | II              |
| <b>Lecture Hrs./Week</b> | 6        | <b>Tutorial Hrs./Sem.</b>               | 5                                   | <b>Credits:</b> |
|                          |          |                                         |                                     | 4               |

### Course Objective

The Students Should Have Understood the Basic Accounting Concepts, Double Entry System Of Book Keeping And Various Books Of Accounts, Preparation of Final Accounts, Etc.

### Course Outcomes (CO)

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

### Mapping

| PO / PSO<br>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>INTRODUCTION TO ACCOUNTING:</b><br>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>SUBSIDIARY BOOKS AND ERRORS:</b><br>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<br><i>Errors –Types of errors –Rectification of errors- (Simple problems only)</i> | 18  |
| Unit: III | <b>FINAL ACCOUNTS:</b><br>Manufacturing –Trading –Profit and loss account-Balance Sheet –Problems with simple adjustments                                                                                                                                                                                                  | 18  |

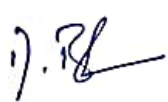
|                                                                                                                                                 |                                                                                                                                                         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

**Books for Study:**

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

**Books for Reference:**

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

| Course Designed by                                                                                                     | Verified by HOD                                                                                                       | CDC                                                                                                                    | COE                                                                                                                     |
|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Name and Signature                                                                                                     | Name and Signature                                                                                                    | Checked by                                                                                                             | Approved by                                                                                                             |
| Name:<br>Mrs. R. Visalakshi<br><br> | Name:<br>Mr.D.Bhuvanendran<br><br> | Name:<br>Prof.K.Srinivasan<br><br> | Name:<br>Prof.K.Srinivasan<br><br> |
| Signature                                                                                                              | Signature:                                                                                                            | Signature:                                                                                                             | Signature:                                                                                                              |

**D. BHUVANENDRAN, MBA, M.Phil., PGDCA,**  
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|                   |          |                                            |                                     |         |
|-------------------|----------|--------------------------------------------|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :                          | Bachelor of Business Administration |         |
| Course Code:      | 24UBM2A1 | Title                                      | Batch :                             | 2024-27 |
|                   |          | GE II -ALLIED – II :<br>Business Economics | Semester                            | II      |
| Lecture Hrs./Week | 5        | Tutorial Hrs./Sem.                         | Credits:                            | 3       |

#### Course Objectives

On successful completion of this course, the students should have understood the Objectives of Business Firms, Factors of Production and BEP Analysis, Types of Competitions and price administration and Government Measures to Control Monopoly

#### Course Outcomes (CO)

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

#### Mapping

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

H-High; M-Medium; L-Low

| Unit     | Content                                                                                                                                                                                                                                                                                                                      | Hrs |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Unit: I  | <b><u>MEANING AND NATURE OF ECONOMICS</u></b><br>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><u>DEMAND ANALYSIS</u></b><br>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><u>FACTORS OF PRODUCTION</u></b><br>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><u>PERFECT COMPETITION AND MONOPOLY</u></b><br>Market forms – Price and Output Determination Under perfect Competition.<br>Monopoly – Kinds of Monopoly – Monopoly Power – Price and output determination – Price discriminating Monopoly – Degrees of price discrimination  | 15 |
| Unit:V                                                                                                                        | <b><u>MONOPOLISTIC COMPETITION AND OLIGOPOLY</u></b><br>Price and output determination – Group equilibrium – Selling costs – Excess capacity<br>Kinds of oligopoly – Kinked demand curve – Price leadership-Fiscal and Monetary Policies- Demonstration-GDP-Inflation-Deflation | 15 |
| <b>Total Contact Hours</b>                                                                                                    |                                                                                                                                                                                                                                                                                 | 75 |
| <b>Pedagogy and Assessment Methods :</b><br>Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity |                                                                                                                                                                                                                                                                                 |    |

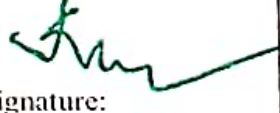
**Note:** *Italics denotes topics for self-study*

**Books for Study:**

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

**Books for Reference:**

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

|                                                                                                  |                                                                                                   |                                                                                                    |                                                                                                     |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Course Designed by                                                                               | Verified by HOD                                                                                   | CDC                                                                                                | COE                                                                                                 |
| Name and Signature                                                                               | Name and Signature                                                                                | Checked by                                                                                         | Approved by                                                                                         |
| Name:<br>Dr.T.Manikandan                                                                         | Name:<br>Mr. D. Bhuvanendran                                                                      | Name:<br>Prof.K.Srinivasan                                                                         | Name:<br>Prof.K.Srinivasan                                                                          |
| <br>Signature | <br>Signature: | <br>Signature: | <br>Signature: |

**D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,**  
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|                   |          |                                         |                                     |          |   |
|-------------------|----------|-----------------------------------------|-------------------------------------|----------|---|
| Programme code:   | BBA      | Programme Title :                       | Bachelor of Business Administration |          |   |
| Course Code:      | 24UBM2A2 | Title                                   | Batch :                             | 2024-27  |   |
|                   |          | GE II -ALLIED – II :<br>Macro Economics | Semester                            | II       |   |
| Lecture Hrs./Week | 5        | Tutorial Hrs./Sem.                      | -                                   | Credits: | 3 |

#### Course Objectives

On successful completion of this course, the students should have understood the Objectives of Business Firms, Factors of Production and BEP Analysis, Types of Competitions and price administration and Government Measures to Control Monopoly

#### Course Outcomes (CO)

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

#### Mapping

| PO / PSO | 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>National Income:</b> Meaning, Definition and importance of Macro Economics – National Income: Meaning, Definitions: National Income, GNP & NNP, GDP & NDP, Personal Income (PI), Disposable Income (Di), Per Capita Income (PCI), Real National Income (RNI)        | 15  |
| Unit:II  | <b>Theories of Employment:</b> Classical theory of employment – Say's law of markers – Keynesian theory of employment – Consumption function – APC, MPC, factors influencing consumption function – Investment function – MEC and Rate and Rate of Interest            | 15  |
| Unit:III | <b>Money And Theories Of Money:</b> Meaning, functions and classification of Money– Gresham's law – R.B.I. Classification of Money – M1, M2, M3, M4 Theories of Money – Fisher's quantity theory of Money, Cambridge approach (Marshall, Pigou, Robertson and Keynes). | 15  |

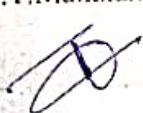
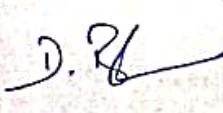
|                                                                                                                               |                                                                                                                                                                                                                                                                                                                                    |    |
|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit:IV                                                                                                                       | <b>Trade Cycle and Inflation:</b> Trade cycles – Meaning and definition – Phases of a trade cycle – Inflation – Definition – Types of Inflation – Causes and effects of inflation – Measures to control inflation.                                                                                                                 | 15 |
| Unit:V                                                                                                                        | <b>Banking, Stock Market And Insurance:</b> Functions of Commercial banks – The process of credit creation – Concept of Non Banking Finance Companies (NBFCs) – Concept of SEBI Stock Market – Meaning, functions and importance of Stock Market – Primary and Secondary Markets, Concepts of (a) Shares (b) Debentures, Insurance | 15 |
| <b>Total Contact Hours</b>                                                                                                    |                                                                                                                                                                                                                                                                                                                                    | 75 |
| <b>Pedagogy and Assessment Methods :</b><br>Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity |                                                                                                                                                                                                                                                                                                                                    |    |
| <i>Note: Italics denotes topics for self-study</i>                                                                            |                                                                                                                                                                                                                                                                                                                                    |    |

#### Books for Study:

| S.No | Author          | Title of Book      | Publisher \ Edition                           | Year of Publication |
|------|-----------------|--------------------|-----------------------------------------------|---------------------|
| 1    | H.I. Ahuja      | Macroeconomics     | S Chand Publishing twentieth edition          | 2019                |
| 2    | Dr. J.P. Mishra | Business Economics | Sahitya Bhawan Publications, Edition: Revised | 2019                |

#### Books for Reference:

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

|                                                                                     |                                                                                     |                                                                                      |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Course Designed by                                                                  | Verified by HOD                                                                     | CDC                                                                                  | COE                                                                                   |
| Name and Signature                                                                  | Name and Signature                                                                  | Checked by                                                                           | Approved by                                                                           |
| Name:<br>Dr.T.Manikandan                                                            | Name:<br>Mr. D. Bhuvanendran                                                        | Name:<br>Prof.K.Srinivasan                                                           | Name:<br>Prof.K.Srinivasan                                                            |
|  |  |  |  |
| Signature                                                                           | Signature:                                                                          | Signature:                                                                           | Signature:                                                                            |

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|                   |          |                                                          |                                     |            |
|-------------------|----------|----------------------------------------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :                                        | Bachelor of Business Administration |            |
| Course Code:      | 24UBM2S1 | Title                                                    | Batch :                             | 2024-27    |
|                   |          | SEC I: Naan Mudhalvan: Fundamentals of office automation | Semester                            | II         |
| Lecture Hrs./Week | 2        | Tutorial Hrs./Sem.                                       | 30                                  | Credits: 2 |

### Course Objective

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

### Course Outcomes (CO)

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

### Mapping

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

H-High; M-Medium; L-Low

| Unit      | Content                                                                                                                                                                                                       | Hrs |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Unit: I   | <u>MS Office Basics</u><br>Creating documents -Managing text - <i>Key board shortcuts</i> - Saving Files - Opening document - Simple editing - Using tool bars - Printing Files                               | 6   |
| Unit: II  | <u>MS Word</u><br>Creating word document, saving and opening a document – Editing - Find and replace text - Checking spelling - Formatting document - Creating Table and inserting, deleting rows and columns | 6   |
| Unit: III | <u>MS Excel</u><br>Excel basics - Entering Data - Selecting ranges - Editing entries - Simple calculations - Find and replace data - Insert and delete rows and columns - Insert charts                       | 6   |
| Unit: IV  | <u>MS PowerPoint</u><br>Power Point basics - creating presentations - Add or delete slides - Change views -                                                                                                   | 6   |

|                                                                                                                                                                 |                                                                                                                                                |         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---------|
|                                                                                                                                                                 | Slide sorter view - <i>Applying templates</i> - Adding graphs                                                                                  |         |
| Unit: V                                                                                                                                                         | <u>MS Access</u><br>Creating Table - Entries and adding Records - Working with records - Creating Forms - Using Queries to extract information | 6<br>3) |
| <b>Total Contact Hours</b>                                                                                                                                      |                                                                                                                                                |         |
| <b>Pedagogy and Assessment Methods :</b><br>Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brainstorming, Case study |                                                                                                                                                |         |

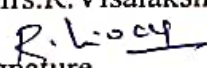
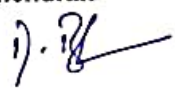
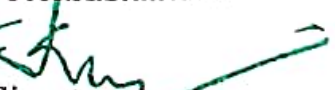
*Note: Italics denotes topics for self study*

| 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 Study:

#### 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<br>Name and Signature                                                                                    | Verified by HOD<br>Name and Signature                                                                                        | Checked by<br>CDC                                                                                                             | Approved by<br>COE                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>Mrs.R.Visalakshi<br>Signature:  | Name:<br>Mr.D.Bhuvanendran<br>Signature:  | Name:<br>Prof.K.Srinivasan<br>Signature:  | Name:<br>Prof.K.Srinivasan<br>Signature:  |

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|                   |          |                               |                                     |         |
|-------------------|----------|-------------------------------|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :             | Bachelor of Business Administration |         |
| Course Code:      | 24UBM305 | Title                         | Batch :                             | 2024-27 |
| Lecture Hrs./Week | 5        | CC – V : Financial Management | Semester                            | III     |
|                   |          | 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<br>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><br>Meaning - Definition and Scope of finance functions - Objectives of Financial management - Profit maximization and Wealth maximization. <i>Sources of Finance</i> - Short term - Bank sources - Long term - Shares - Debentures, Preferred stock - Debt. (Theory only) | 15  |
| Unit :II  | <b><u>FINANCING DECISION</u></b><br>Cost of Capital - Cost of Specific Sources of capital - Equity - Preferred stock- Debt - Reserves - Weighted average cost of capital, Operating Leverage and Financial Leverage. (Theory only)                                                                        | 15  |
| Unit :III | <b><u>CAPITAL STRUCTURE</u></b><br>Factors influencing capital structure -Theories of Capital Structure-Optimal capital structure - Dividend and Dividend Policy: Meaning, Classification - Sources available for dividends - Dividend Policy general, and Determinants of dividend Policy. (Theory only) | 15  |

|                   |          |                               |                                     |         |
|-------------------|----------|-------------------------------|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :             | Bachelor of Business Administration |         |
| Course Code:      | 24UBM305 | Title                         | Batch :                             | 2024-27 |
| Lecture Hrs./Week | 5        | CC – V : Financial Management | Semester                            | III     |
|                   |          | 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 | 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><br>Meaning - Definition and Scope of finance functions - Objectives of Financial management - Profit maximization and Wealth maximization. <i>Sources of Finance</i> - Short term - Bank sources – Long term - Shares - Debentures, Preferred stock - Debt. (Theory only) | 15  |
| Unit :II  | <b><u>FINANCING DECISION</u></b><br>Cost of Capital – Cost of Specific Sources of capital - Equity - Preferred stock-Debt - Reserves - Weighted average cost of capital, Operating Leverage and Financial Leverage. (Theory only)                                                                         | 15  |
| Unit :III | <b><u>CAPITAL STRUCTURE</u></b><br>Factors influencing capital structure –Theories of Capital Structure-Optimal capital structure - Dividend and Dividend Policy: Meaning, Classification - Sources available for dividends - Dividend Policy general, and Determinants of dividend Policy. (Theory only) | 15  |

|                                                                                                                                      |                                                                                                                                                                                                                                                             |    |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit : IV                                                                                                                            | <b>CAPITAL BUDGETING</b><br>Meaning - Objectives - Capital budgeting decisions - Types - Methods of capital budgeting. Preparation of various methods of capital budgeting (Theory & Simple Problems only)                                                  | 15 |
| Unit : V                                                                                                                             | <b>WORKING CAPITAL MANAGEMENT</b><br>Concepts - Importance - Determinants of Working capital - Cash Management; Motives for holding cash - Objectives and Strategies of cash management; Receivable Management; Objectives - Credit Policies. (Theory only) | 15 |
| <b>Total Contact Hours</b>                                                                                                           |                                                                                                                                                                                                                                                             | 75 |
| <b>Pedagogy and Assessment Methods :</b><br>Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion |                                                                                                                                                                                                                                                             |    |

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

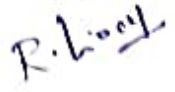
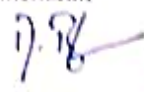
**Note:** Italic denotes topics for self-study

**Books for Study:**

| S.No | Author                       | Title of Book        | Publisher \ Edition                                             | Year of Publication |
|------|------------------------------|----------------------|-----------------------------------------------------------------|---------------------|
| 1    | Khan, M. and P.K Jain        | Financial management | Tata McGraw Hill Publishing company LTD, New Delhi, 6th Edition | 2017                |
| 2    | Priyanka Singh, Swati Tiwari | Financial Management | Hakur 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; 5th edition              | 2018                |
| 2    | N. R. Parasuraman                              | Financial Management: A Step-by-Step Approach | Cengage India; 2nd edition                   | 2019                |
| 3    | Dr. F. C. Sharma, Dr. R. U. Singh Ruchi Mittal | Financial Management                          | SBPD Publications; Latest edition            | 2021                |
| 4    | Dr. R.P. Rustagi                               | Fundamentals of Financial Management          | Taxmann Publications Pvt Ltd, 2020th edition | 2022                |
| 5    | Prasanna Chandra                               | Financial Management Theory and Practice      | McGraw-Hill, Tenth edition                   | 2019                |

|                                                                                                                                                                           |                                                                                                                                                                            |                                                                                                                                                       |                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Course Designed by<br>Name and Signature<br>Name:<br>Mrs.R.Visalakshi<br><br>Signature | Verified by HOD<br>Name and Signature<br>Name:<br>Mr. D. Bhuvanendran<br><br>Signature: | COC<br>Checked by<br>Name:<br>Prof.K.Srinivasan<br><br>Signature: | COP<br>Approved by<br>Name:<br>Prof.K.Srinivasan<br><br>Signature: |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|

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|                   |          |                               |                                     |            |
|-------------------|----------|-------------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :             | Bachelor of Business Administration |            |
| Course Code:      | 24UBM306 | Title                         | Batch :                             | 2024-27    |
|                   |          | CC- VI : Marketing Management | Semester                            | III        |
| Lecture Hrs./Week | 5        | Tutorial Hrs./Sem.            | -                                   | Credits: 3 |

### Course Objective

On successful completion of this course, the student should have understood Principles of Marketing Management, Market Segmentation Product Life Cycle, Segmentation, Distributions of Channels, Pricing strategies, Sales Administration.

### Course Outcomes (CO)

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

### Mapping

| PO / PSO<br>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><br>Definition of marketing – Markets – Concepts of Marketing – Modern marketing Process - Marketing functions - Scope of marketing – <i>Selling VS marketing</i> – Consumer and Industrial goods – Marketing Information System – Marketing research system, suppliers of marketing research, Marketing research process | 15  |
| Unit :II  | <b>MARKETING ENVIRONMENT</b><br>Marketing management and Its environment (controllable elements and uncontrollable elements) – Buyer Behavior definition-Major factor influencing buying behavior - Buying motives – Buying Process – Economic model of buyer behavior                                                                       | 15  |
| Unit :III | <b>THE PRODUCT</b><br>Marketing - Product – New product development – Product Life cycle – Marketing Strategies for various stages of life cycle of the product.<br><b>MARKET SEGMENTATION</b><br>Needs – Basis for segmentation – Strategies for various typical segments                                                                   | 15  |
| Unit :IV  | <b>PRICING AND PHYSICAL DISTRIBUTION</b><br>Meaning of pricing – <i>Factors influencing pricing decisions</i> - Methods of pricing –                                                                                                                                                                                                         | 15  |

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

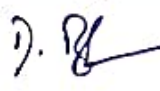
*Note: Italics denotes topics for self-study*

**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                                                                                                  | Verified by HOD                                                                                                     | CDC                                                                                                                | COE                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Name and Signature                                                                                                  | Name and Signature                                                                                                  | Checked by                                                                                                         | Approved by                                                                                                         |
| Name:<br>Mr. D. Bhuvanendran<br> | Name:<br>Mr. D. Bhuvanendran<br> | Name:<br>Prof.K.Srinivasan<br> | Name:<br>Prof.K.Srinivasan<br> |
| Signature                                                                                                           | Signature:                                                                                                          | Signature:                                                                                                         | Signature:                                                                                                          |

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|                   |          |                          |                                     |            |
|-------------------|----------|--------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :        | Bachelor of Business Administration |            |
| Course Code:      | 24UBM307 | Title                    | Batch :                             | 2024-27    |
| Lecture Hrs./Week | 6        | CC -VII : Mercantile Law | Semester                            | III        |
|                   |          | Tutorial Hrs./Sem.       | -                                   | Credits: 4 |

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

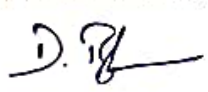
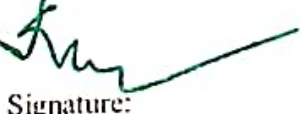
|                                                                                                                                           |                                                                                                                                                               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

**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 | 2020                |
| 2    | R.S.N. Pillai & Bagavathi | Legal Aspects of Business  | S.Chand, New Delhi                                        | 2011                |

**Books for Reference:**

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

| Course Designed by                                                                               | Verified by HOD                                                                                   | CDC                                                                                                | COE                                                                                                 |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Name and Signature                                                                               | Name and Signature                                                                                | Checked by                                                                                         | Approved by                                                                                         |
| Name:<br>Dr.T.Manikandan                                                                         | Name:<br>Mr. D. Bhuvanendran                                                                      | Name:<br>Prof.K.Srinivasan                                                                         | Name:<br>Prof.K.Srinivasan                                                                          |
| <br>Signature | <br>Signature: | <br>Signature: | <br>Signature: |

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|                   |          |                                                    |                                     |            |
|-------------------|----------|----------------------------------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :                                  | Bachelor of Business Administration |            |
| Course Code:      | 24UBM3A1 | Title                                              | Batch :                             | 2024-27    |
|                   |          | GE-III 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>INTRODUCTION TO OPERATIONS RESEARCH</b><br>Definition – Meaning – Scope – Limitations models – <i>Their types and classification of operation research</i> – General methods of solving models                                                                                                           | 18  |
| Unit :II  | <b>GENERAL LINEAR PROGRAMMING PROBLEM</b><br>Mathematical formulation of LPP – Solution to LPP by graphical method – Simple problems in simplex method                                                                                                                                                      | 18  |
| Unit :III | <b>TRASPSORTATION PROBLEMS</b><br>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><br>Concept of pure and mixed strategies – Solving $2 \times 2$ matrices, with and without saddle Point – $n \times 2$ and $2 \times n$ matrix problem solving. Queuing theory – Simple problem solving | 18 |
| Unit :V                                                                                                                | <b><u>NETWORK ANALYSIS</u></b><br>Concept of PERT and CPM – Simple problems – <i>Decision tree and theories</i>                                                                                                                  | 18 |
| Total Contact Hours                                                                                                    |                                                                                                                                                                                                                                  | 90 |
| Pedagogy and Assessment Methods :<br>Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity |                                                                                                                                                                                                                                  |    |

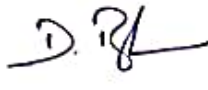
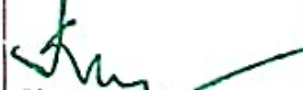
**Note:** *Italics denotes topics for self-study*

**Books for Study :**

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

**Books for Reference:**

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

| Course Designed by                                                                               | Verified by HOD                                                                                   | CDC                                                                                                | COE                                                                                                 |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Name and Signature                                                                               | Name and Signature                                                                                | Checked by                                                                                         | Approved by                                                                                         |
| Name:<br>Dr. T. Manikandan                                                                       | Name:<br>Mr. D. Bhuvanendran                                                                      | Name:<br>Prof. K. Srinivasan                                                                       | Name:<br>Prof. K. Srinivasan                                                                        |
| <br>Signature | <br>Signature: | <br>Signature: | <br>Signature: |

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|                     |          |                                             |                                     |           |   |
|---------------------|----------|---------------------------------------------|-------------------------------------|-----------|---|
| Programme code:     | BBA      | Programme Title :                           | Bachelor of Business Administration |           |   |
| Course Code:        | 24UBM3A2 | Title                                       | Batch :                             | 2024-2027 |   |
|                     |          | GE III Allied III : Tally ERP.9 - Practical | Semester                            | III       |   |
| Practical Hrs./Week | 6        | Tutorial Hrs./Sem.                          | -                                   | Credits:  | 4 |

#### Course Objective

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

#### Course Outcomes (CO)

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

#### Mapping

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

H-High; M-Medium; L-Low

#### Programs

- Exercise 1: Create a Company and Ledgers in Tally.
- Exercise 2: Create the ledgers under appropriate predefined groups
- Exercise 3: From the Balances of a trader, Prepare Trading a/c, Profit And Loss A/C and Balance Sheet for the Year
- Exercise 4: Create vouchers and view Day Book, Profit and loss a/c and Balance sheet for a concern including petty cash, non-fund items
- Exercise 5: Create FINANCIAL VOUCHERS with various inventories giving quantity details and value per unit
- Exercise 6: Enter the INVENTORY VOUCHERS involving (i) Unit of measurement (ii) Stock groups (iii) Stock items (iv) Stock Summary

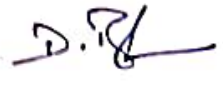
- Exercise 7: MAINTAIN BILLWISE DETAILS Create bill wise details for a creditor/debtor involving advance
- Exercise 8: Generate RATIO ANALYSIS statement Enter the details commenting upon the various ratios statement generated upon financial transactions and analyse about the solvency position of the company:
- Exercise 9: Enter transactions involving various INTEREST PARAMETERS
- Exercise 10: Enter transactions involving foreign currencies for purchases and sales and calculate FOREIGN GAINS/LOSS

**Books for Study:**

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

**Books for Reference:**

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

| Course Designed by<br>Name and Signature                                                                                         | Verified by HOD<br>Name and Signature                                                                                        | Checked by<br>CDC                                                                                                                    | Approved by<br>COE                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>Dr.T.Manikandan<br><br><br>Signature | Name:D.Bhuvanendran<br><br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br><br>Signature: |

**D. BHUVANENDRAN, MBA, MPM, PGDCA,**  
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|                   |          |                              |                                     |            |
|-------------------|----------|------------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :            | Bachelor of Business Administration |            |
| Course Code:      | 24UBM3N1 | Title                        | Batch :                             | 2024-25    |
|                   |          | SEC-Non Major Elective - I   | Semester                            | III        |
|                   |          | Intellectual Property Rights |                                     |            |
| 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 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| 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><br>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><br>Introduction – Classification –Importance – Types of Patent applications in India – Patentable Invention – Inventions not patentable                                                                               | 3   |
| Unit :III | <b>TRADE MARKS</b><br>Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines for Registration of Trade mark – Registration.- Protection                                                          | 3   |
| Unit :IV  | <b>COPY RIGHT:</b><br>Copy right and Related Rights- Rights conferred by copy right- Registration – Ownership- Rights – Transfer – Infringement                                                                                      | 3   |

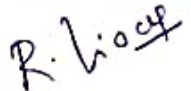
|                                                                                                                        |                                                                                                                                                                                                                                    |    |
|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit :V                                                                                                                | <b>INDUSTRIAL DESIGNS</b><br>Introduction – Concept – Need for Protection of a Design – Essential Requirements for the Registration – <i>Exclusion from scope of Design</i> – Procedure for Registration – Benefits – Cancellation | 3  |
| Total Contact Hours                                                                                                    |                                                                                                                                                                                                                                    | 15 |
| Pedagogy and Assessment Methods :<br>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    | SIA                         | Intellectual Property Rights | SIA Publishers & Distributors Pvt. Ltd, Edition: 1st | 2022                |
| 2    | Ruchi Tiwari, Gaurav Tiwari | Intellectual Property Rights | Nirali Prakashan, Edition: Third                     | 2020                |

#### Books for Reference:

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

|                                                                                                  |                                                                                                   |                                                                                                    |                                                                                                                                 |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Course Designed by                                                                               | Verified by HOD                                                                                   | CDC                                                                                                | COE                                                                                                                             |
| Name and Signature                                                                               | Name and Signature                                                                                | Checked by                                                                                         | Approved by                                                                                                                     |
| Name:<br>Mrs.R.Visalakshi                                                                        | Name:<br>Mr. D. Bhuvanendran                                                                      | Name:<br>Prof.K.Srinivasan                                                                         | Name:<br>Prof.K.Srinivasan                                                                                                      |
| <br>Signature | <br>Signature: | <br>Signature: | <br>Signature:<br><b>K. SRINIVASAN, M.</b> |

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|                   |          |                            |                                     |         |
|-------------------|----------|----------------------------|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :          | Bachelor of Business Administration |         |
| Course Code:      | 24UBM3N2 | Title                      | Batch :                             | 2024-27 |
|                   |          | SEC-Non Major Elective - I | Semester                            | III     |
| Lecture Hrs./Week | 1        | Rural Consumer Behavior    | Credits:                            | 2       |
|                   |          | Tutorial Hrs./Sem.         | -                                   |         |

### 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 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
|--------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO     |     |     |     |     |     |     |     |     |      |      |
| 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><u>CONSUMER BEHAVIOR</u></b><br>Fundamentals of consumer behavior-Role of consumer behavior –Needs and wants of consumer behavior | 3   |
| Unit :II  | <b><u>CONSUMER BEHAVIOR ATTITUDE</u></b><br>Factors influencing consumer behavior –Psychological factors, social-cultural factors    | 3   |
| Unit :III | <b><u>LIFE STYLE</u></b><br>Profile of rural consumer-Life style-Shopping habits                                                     | 3   |
| Unit :IV  | <b><u>PROCESS OF CONSUMER BEHAVIOUR</u></b><br>Consumer buying process- Behavior pattern –Buyer characteristics                      | 3   |

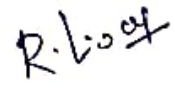
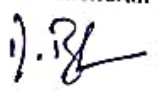
|                                                                                                                        |                                                                                                 |    |
|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|----|
| Unit: V                                                                                                                | <b>RURAL MARKETING TRENDS</b><br>Trends in rural marketing – Brand loyalty – Rights of consumer | 3  |
| Total Contact Hours                                                                                                    |                                                                                                 | 15 |
| Pedagogy and Assessment Methods :<br>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    | Balusamy Sellappan | Rural Consumer Behaviour | LAP Lambert Academic Publishing, Edition: 1st | 2020                |
| 2    | Sarangapani A      | Rural Consumer Behaviour | Laxmi Publications, Edition: 2 <sup>nd</sup>  | 2020                |

**Books for Reference:**

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

| Course Designed by<br>Name and Signature                                                                                          | Verified by HOD<br>Name and Signature                                                                                                 | CDC<br>Checked by                                                                                                                    | COE<br>Approved by                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>Mrs.R.Visalakshi<br><br><br>Signature | Name:<br>Mr. D. Bhuvanendran<br><br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br><br>Signature: |

**D. BHUVANENDRAN, MBA, M.Phil., PGDCA,**  
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|                   |          |                                                      |                                     |              |
|-------------------|----------|------------------------------------------------------|-------------------------------------|--------------|
| Programme code:   | BBA      | Programme Title :                                    | Bachelor of Business Administration |              |
| Course Code:      | 24UBM3VA | Title                                                | Batch :                             | 2024-27      |
|                   |          | VAC I: Hands-On Entrepreneurship: Skills for Success | Semester                            | III          |
| Lecture Hrs./Week | -        | Tutorial Hrs./Sem.                                   | 30                                  | Credits: 2** |

#### Course Objective

On successful completion of this course, through which to equip students with the knowledge and practical skills necessary to successfully start and manage their own micro, small, or medium enterprises.

#### Course Outcomes (CO)

| CO Number | CO Statement                                                                                                                                | Knowledge Level |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| CO1       | Students will be able to define self-employment and distinguish between micro, small, and medium enterprises (MSMEs).                       | K1              |
| CO2       | To understand the significance of MSMEs in the economy and their unique characteristics.                                                    | K2              |
| CO3       | To identify the different sizes and specifications of products.                                                                             | K3              |
| CO4       | To apply the knowledge of the ingredients, equipment, and processes involved in the preparation of dish wash soap, hand wash, and soap oil. | K4              |
| CO5       | To know how to conduct market research, identify target markets, and develop marketing plans.                                               | K5              |

#### Mapping

| PO/PSO<br>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><u>SELF-EMPLOYMENT</u></b><br>Meaning -Micro, Small and Medium Enterprises-Meaning Associated Organizations-Financial and Non - Financial Assistance - KVIC-PMEGP.                                 | 10        |
| Unit :II                   | <b><u>PRODUCT PREPARATION</u></b><br>Paper Products: Different Sizes of Envelop Covers-Office Files-Urgent Pads<br>-Paper Bags-Gift Bags-Shopping Bags-Note Pad                                       | 10        |
| Unit :III                  | <b><u>PRODUCT PREPARATION AND MARKETING</u></b><br>Dish Wash Soap Preparation- Hand wash Preparation-Soap Oil Preparation -<br>Embroidery works- Marketing the Products -Preparation of Business Plan | 10        |
| <b>Total Contact Hours</b> |                                                                                                                                                                                                       | <b>30</b> |

**Pedagogy and Assessment Methods :**  
Exhibitions, Demonstration, Power point Presentations, Group discussions, Seminar, Quiz,  
Assignment, Activity

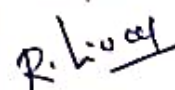
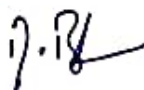
*Note: Italics denotes topics for self-study*

**Books for Study:**

| S.No | Author                               | Title of Book                                               | Publisher \ Edition                   | Year of Publication |
|------|--------------------------------------|-------------------------------------------------------------|---------------------------------------|---------------------|
| 1    | Poornima M. Charantimath             | Entrepreneurship Development and Small Business Enterprises | Pearson Education India , 3rd Edition | 2018                |
| 2    | Bruce R. Barringer, R. Duane Ireland | Entrepreneurship: Successfully Launching New Venture        | Pearson Education, 6th Edition        | 2020                |

**Books for Reference:**

| S.No | Author                                                               | Title of Book                                                                                                   | Publisher \ Edition                             | Year of Publication |
|------|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------|---------------------|
| 1    | Melinda Coss                                                         | Handmade Soap Book                                                                                              | Fox Chapel Publishing, 1st Edition              | 2015                |
| 2    | Victoria and Albert Museum                                           | Paper Crafts: A Maker's Guide                                                                                   | Thames & Hudson, 1st Edition                    | 2018                |
| 3    | Justin G. Longenecker, J. William Petty, Leslie E. Palich, Frank Hoy | Small Business Management: Launching and Growing Entrepreneurial Ventures                                       | Cengage Learning, 18 <sup>th</sup> Edition      | 2018                |
| 4    | DK                                                                   | Embroidery: A Beginner's Step-by-Step Guide to Stitches and Techniques                                          | DK Publishing, 1 <sup>st</sup> Edition          | 2015                |
| 5    | Eric Ries                                                            | The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses | Crown Publishing Group, 1 <sup>st</sup> Edition | 2011                |

| Course Designed by<br>Name and Signature                                                                                           | Verified by HOD<br>Name and Signature                                                                                                 | CDC<br>Checked by                                                                                                                    | COE<br>Approved by                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>Mrs.R. Visalakshi<br><br><br>Signature | Name:<br>Mr. D. Bhuvanendran<br><br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br><br>Signature: |

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|                   |          |                    |   |                                     |         |
|-------------------|----------|--------------------|---|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :  |   | Bachelor of Business Administration |         |
| Course Code:      | 24UBM408 | Title              |   | Batch :                             | 2024-27 |
|                   |          | CC – VIII :        |   | Semester                            | IV      |
| Lecture Hrs./Week | 5        | Tutorial Hrs./Sem. | - | Credits:                            | 3       |

#### Course Objective

On successful completion of this course, the student should have understood functions of HR/Personnel Department, Manpower Planning, Performance Appraisal, Salary Administration, Labor Welfare, Industrial Relations

#### Course Outcomes (CO)

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

#### Mapping

| PO/PSO<br>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><br>Meaning Nature, Scope, Objectives – Functions of Personnel Department – Organization of personnel department – Policies and procedures                           | 15  |
| Unit: II | <b><u>MAN POWER PLANNING</u></b><br>Job Description – Job Analysis – Job Specification – Recruitment and Selection – Training and Development                                                          | 15  |
| Unit:III | <b><u>PERFORMANCE APPRAISAL</u></b><br>Job Evaluation – Promotion – Transfer and demotion – Compensation: wages and salary administration – Incentive system – <i>Retirement benefits to employees</i> | 15  |

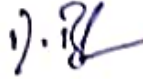
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|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------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

**Books for Study:**

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

**Reference Books:**

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

|                                                                                                                                                                |                                                                                                                                                              |                                                                                                                                         |                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Course Designed by<br>Name and Signature<br>Name: Mr.<br>D.Bhuvanendran<br> | Verified by HOD<br>Name and Signature<br>Name:<br>Mr. D. Bhuvanendran<br> | CDC<br>Checked by<br>Name:<br>Prof.K.Srinivasan<br> | COE<br>Approved by<br>Name:<br>Prof. K. Srinivasan<br> |
| Signature                                                                                                                                                      | Signature:                                                                                                                                                   | Signature:                                                                                                                              | Signature:                                                                                                                                  |

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|                   |          |                                                |                                     |          |   |
|-------------------|----------|------------------------------------------------|-------------------------------------|----------|---|
| Programme Code:   | BBA      | Programme Title :                              | Bachelor of Business Administration |          |   |
| Course Code:      | 24UBM409 | Title                                          | Batch :                             | 2024-27  |   |
|                   |          | CC - IX :<br>Production & Materials Management | Semester                            | IV       |   |
| Lecture Hrs./Week | 5        | Tutorial Hrs./Sem.                             | -                                   | Credits: | 3 |

### Course Objectives

On successful completion of this course, the student should have understood the basic Principles, functions and process of Production Management, Effective Management of materials

### Course Outcomes (CO)

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

### Mapping

| PO/PSO<br>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><u>PLANT LOCATION</u></b><br>Factors – Site Location – Urban and Rural Locations – Plant Layout – Principles – Process, Product Layout-Fixed Layout-Combined Layout differences Between Process Layout and Product Layout- <i>Specific Layout for Different Products</i> | 15  |
| Unit :II  | <b><u>PRODUCTION PLANNING AND CONTROL</u></b><br>Production Planning – Production Control – Objectives – Bench marking-TQM- Lean manufacturing - Routing – Loading –Scheduling – Dispatching and Expediting                                                                 | 15  |
| Unit :III | <b><u>ORGANISATIONAL FOR MATERIALS MANAGEMENT</u></b><br>Fundamental Principles – Structure – Integrated Materials Management – Advantages. Purchasing – Objectives – Functions – Principles of Purchasing – Steps in purchasing function- Vendor development               | 15  |

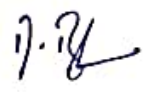
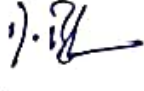
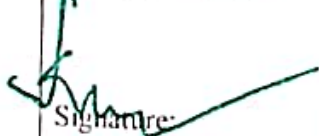
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|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit :IV                                                                                                                      | <b><u>MATERIAL HANDLING</u></b><br>Importance- Principles – Criteria for selection of Material Handling Equipments<br>Maintenance - Objectives – Types – Breakdown Preventive and Productive Maintenance                                                                                                                                                     | 18 |
| Unit :V                                                                                                                       | <b><u>FUNCTIONS OF INVENTORY</u></b><br>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 –Bin Cards and Stock Records – Types | 15 |
| <b>Total Contact Hours</b>                                                                                                    |                                                                                                                                                                                                                                                                                                                                                              | 75 |
| <b>Pedagogy and Assessment Methods :</b><br>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. B.S Goel | Production and Operations Management  | ChaukhambaAuriyantaliya Publications, Revised Edition | 2013                |
| 2    | O.P Khanna   | Industrial Engineering and Management | DhanpatRai Publishing Co Pvt Ltd Revidsd Edition      | 1992                |

**Books for Reference:**

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

| Course Designed by<br>Name and Signature                                                                          | Verified by HOD<br>Name and Signature                                                                               | CDC<br>Checked by                                                                                                  | COE<br>Approved by                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Name:<br>Mr.D.Bhuvanendran<br> | Name:<br>Mr. D. Bhuvanendran<br> | Name:<br>Prof.K.Srinivasan<br> | Name:<br>Prof.K.Srinivasan<br> |
| Signature                                                                                                         | Signature:                                                                                                          | Signature:                                                                                                         | Signature:                                                                                                          |

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|                   |          |                                            |                                     |          |   |
|-------------------|----------|--------------------------------------------|-------------------------------------|----------|---|
| Programme code:   | BBA      | Programme Title :                          | Bachelor of Business Administration |          |   |
| Course Code:      | 24UBM410 | Title                                      | Batch :                             | 2024-27  |   |
|                   |          | CC - X :<br>Cost and Management Accounting | Semester                            | IV       |   |
| Lecture Hrs./Week | 5        | Tutorial Hrs./Sem.                         | -                                   | Credits: | 3 |

#### Course Objective

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

#### Course Outcomes (CO)

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

#### Mapping

| PO / PSO<br>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><br>Definition - Meaning of cost accountancy – Scope of Cost Accounting-Objectives Of Cost Accounting-Advantages of cost accounting – Limitations of cost accounting - Cost units and Cost center – Preparation of cost sheet – Calculation of Tender price.                              | 15  |
| Unit: II | <b><u>MANAGEMENT ACCOUNTING</u></b><br>Meaning – Functions – Concepts – Limitations – Management accounting Vs Financial accounting—Marginal costing – Absorption costing – Differences between Marginal costing and absorption costing—Difference between cost and management accounting— <i>Merits and Demerits.</i> | 15  |

|                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                             |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit: III                                                                                                                                                                        | <b>BUDGET</b><br>Definition – Meaning – Advantages and Disadvantages of budgetary control – Flexible budget – Sales budget -Cash budget (Simple Problems Only)                                                                                                                              | 15 |
| Unit: IV                                                                                                                                                                         | <b>FUND &amp; CASH FLOW STATEMENT</b><br>Meaning – Uses – Preparation of funds flow Statement – Cash flow statement – Meaning – Uses and preparation of cash flow statement (Simple problems only)                                                                                          | 15 |
| Unit: V                                                                                                                                                                          | <b>RATIO ANALYSIS</b><br>Nature, Use and Significance of Ratio Analysis – Limitations – Calculation of current ratio – Inventory turnover ratio – Gross profit ratio, Net profit ratio – Fixed asset turnover ratio – Total asset turnover ratio. (Problems only from the mentioned ratios) | 15 |
| <b>Total Contact Hours</b>                                                                                                                                                       |                                                                                                                                                                                                                                                                                             | 75 |
| <b>Pedagogy and Assessment Methods :</b><br>Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity, Case study |                                                                                                                                                                                                                                                                                             |    |

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

**Books for Study:**

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

**Books for Reference:**

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

|                                                                                                  |                                                                                                   |                                                                                                    |                                                                                                     |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Course Designed by<br>Name and Signature                                                         | Verified by HOD<br>Name and Signature                                                             | CDC<br>Checked by                                                                                  | COE<br>Approved by                                                                                  |
| Name:<br>Dr.T.Manikandan                                                                         | Name:<br>Mr. D. Bhuvanendran                                                                      | Name:<br>Prof.K.Srinivasan                                                                         | Name:<br>Prof.K.Srinivasan                                                                          |
| <br>Signature | <br>Signature: | <br>Signature: | <br>Signature: |

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|                   |          |                             |                                     |            |
|-------------------|----------|-----------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :           | Bachelor of Business Administration |            |
| Course Code:      | 24UBM4A1 | Title                       | Batch :                             | 2024-27    |
|                   |          | GE – IV-Allied IV: Taxation | Semester                            | IV         |
| Lecture Hrs./Week | 5        | Tutorial Hrs./Sem.          | 5                                   | Credits: 3 |

### Course Objectives

On successful completion of this course, the student should have understood to identify and understand complex tax issues within the context of the global business world, appreciation for tax policy issues those underpin our tax laws, the ethical implications of tax practice.

### Course Outcomes (CO)

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

### Mapping

| PO / PSO<br>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><u>INTRODUCTION TO TAXATION</u></b><br>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><u>SALARIES</u></b><br>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><u>INCOME FROM HOUSE PROPERTY</u></b><br>Definition-Exempted income from house property- Annual rent –Meaning- Determination of annual value-Deductions (Simple Problems only).                                                                                                                  | 18  |
| Unit:IV  | <b><u>PROFITS AND GAINS OF BUSINESS OR PROFESSION</u></b>                                                                                                                                                                                                                                           | 18  |

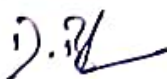
|                                                                                                                        |                                                                                                                                                                                                                                                                                                         |    |
|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|                                                                                                                        | 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><br>Capital gains- Mode of computation of long term and short term capital gains- Exempted capital gains (Simple Problems only.)<br>Income from other sources -Dividend- Tax concession in respect of dividends- Deductions. (Simple problems only.). | 18 |
| Total Contact Hours                                                                                                    |                                                                                                                                                                                                                                                                                                         | 90 |
| Pedagogy and Assessment Methods :<br>Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity |                                                                                                                                                                                                                                                                                                         |    |
| [NOTE: Problems 50% & Theory 50%]      Note: <i>Italics denotes topics for self-study</i>                              |                                                                                                                                                                                                                                                                                                         |    |

**Books for Study:**

| S.No | Author          | Title of Book                 | Publisher \ Edition  | Year of Publication |
|------|-----------------|-------------------------------|----------------------|---------------------|
| 1    | Gaur and Narang | Income tax (law and practice) | Kalyani Publications | 2022-2024           |
| 2    | Dinkar Pagare   | Income tax (law and practice) | Kalyani Publications | 2022-2024           |

**Books for Reference:**

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

|                                                                                                                 |                                                                                                                     |                                                                                                                      |                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Course Designed by<br>Name and Signature                                                                        | Verified by HOD<br>Name and Signature                                                                               | CDC<br>Checked by                                                                                                    | COE<br>Approved by                                                                                                    |
| Name:<br>D. Bhuvanendran<br> | Name:<br>Mr. D. Bhuvanendran<br> | Name:<br>Prof. K. Srinivasan<br> | Name:<br>Prof. K. Srinivasan<br> |
| Signature                                                                                                       | Signature:                                                                                                          | Signature:                                                                                                           | Signature:                                                                                                            |

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|                   |          |                                      |                                     |            |
|-------------------|----------|--------------------------------------|-------------------------------------|------------|
| Programme code:   | BB A     | Programme Title :                    | Bachelor of Business Administration |            |
| Course Code:      | 24UBM4A2 | Title                                | Batch :                             | 2024-27    |
| Lecture Hrs./Week |          | GE – IV-Allied IV: Indirect Taxation | Semester                            | IV         |
| 5                 |          | Tutorial Hrs./Sem.                   | 5                                   | Credits: 3 |

### Course Objectives

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

### Course Outcomes (CO)

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

### Mapping

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

|                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |   |
|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| Unit:IV                                                                                                                       | <b>LEVY AND COLLECTION UNDER TNGST/CGST ACTS</b><br>Levy and Collection under Integrated Goods and Services Tax Act: Meaning of important terms: Integrated tax, Intermediary, Location of the Recipient and Supplier of Services, and Zero-rated Supply. Nature of Supply: Intra-State Supply and Inter-State Supply - Place of Supply of Goods or Services: Meaning and Determination. Procedures under GST: Procedure for Registration - Persons Liable for Registration - Compulsory Registration and Deemed Registration. E-Way Bill under GST: Meaning and Applicability. Filing of Returns: Types of GST Returns and their Due Dates. | 1 |
| Unit:V                                                                                                                        | <b>INTRODUCTION OF CUSTOMS LAW</b><br>Introduction to Customs Laws in India: The Customs Act 1962 - The Customs Tariff Act 1975 - Basic Concepts - Taxable Event - Levy and Exemptions from Customs Duty - Types - Methods of Valuation- Abatement of Duty on Damaged or Deteriorated Goods - Customs Duty Draw Back.                                                                                                                                                                                                                                                                                                                        | 1 |
| <b>Total Contact Hours</b>                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 7 |
| <b>Pedagogy and Assessment Methods :</b><br>Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |   |

[NOTE: Problems 50% & Theory 50%]

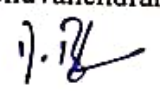
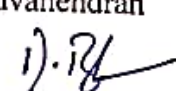
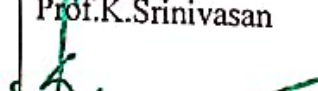
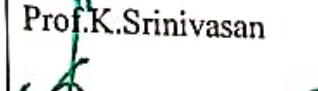
Note: *Italics denotes topics for self-study*

**Books for Study:**

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

**Books for Reference:**

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

| Course Designed by<br>Name and Signature                                                                                       | Verified by HOD<br>Name and Signature                                                                                        | CDC<br>Checked by                                                                                                                | COE<br>Approved by                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>Mr.D.Bhuvanendran<br><br>Signature | Name:<br>D.Bhuvanendran<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: |

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|                   |          |                                                  |                                    |            |
|-------------------|----------|--------------------------------------------------|------------------------------------|------------|
| Programme code:   | UAP      | Programme Title :                                | B.A., / B.Sc., / B. Com.,<br>BBA., |            |
| Course Code:      | 24UBM4S1 | Title                                            | Batch :                            | 2024-27    |
|                   |          | SEC II: Naan Mudhalvan:<br>Quantitative Aptitude | Semester                           | IV         |
| Lecture Hrs./Week | 2        | Tutorial Hrs./Sem.                               | 5                                  | Credits: 2 |

#### Course Objective

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

#### Course Outcomes

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

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

### Mapping

| PO<br>PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 |
|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1             | H   | M   | M   | M   | L   | H   | M   | M   | M   | M    | M    | M    |
| CO2             | H   | L   | H   | M   | M   | M   | L   | M   | M   | M    | M    | M    |
| CO3             | H   | H   | M   | M   | L   | H   | H   | H   | L   | H    | M    | H    |
| CO4             | H   | M   | H   | H   | H   | M   | H   | H   | H   | H    | L    | H    |
| CO5             | M   | M   | L   | H   | M   | H   | M   | M   | M   | M    | H    | M    |

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

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

### Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

### Assessment Methods

Seminar, Quiz, Assignments, Group Task.

## Text Book

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

## Reference Books

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

## Web References

|                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. <a href="https://www.javatpoint.com/aptitude/quantitative">https://www.javatpoint.com/aptitude/quantitative</a>                             |
| 2. <a href="https://www.toppr.com/guides/quantitative-aptitude/">https://www.toppr.com/guides/quantitative-aptitude/</a>                       |
| 3. <a href="https://www.tutorialspoint.com/quantitative Aptitude/index.htm">https://www.tutorialspoint.com/quantitative Aptitude/index.htm</a> |
| 4. <a href="https://www.sscadda.com/quantitative-aptitude/">https://www.sscadda.com/quantitative-aptitude/</a>                                 |
| 5. <a href="https://prepinsta.com/learn-aptitude/">https://prepinsta.com/learn-aptitude/</a>                                                   |

6. <https://www.indiabix.com/>

7. [https://www.icai.org/post.html?post\\_id=17790](https://www.icai.org/post.html?post_id=17790)

8. <https://tnpsc.news/tnpsc-study-materials>

9. <http://www.kalvisolai.com/p/kalvisolai-tnpsc-study-materials.html>

10. <https://byjus.com/free-ias-prep/tnpsc-study-material/>

| Course Designed by                                                                                                                        | Checkedby                                                                                                        | Approvedby                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Name and Signature                                                                                                                        | Co-ordinator CDC                                                                                                 | COE                                                                                                                 |
| Name:<br>Mr. K. Srinivasan<br>&<br>Dr. V. Indhumathi<br> | Name:<br>Mr. K. Srinivasan<br> | Name:<br>Prof. K. Srinivasan<br> |
| Signature:                                                                                                                                | Signature:                                                                                                       | Signature:                                                                                                          |

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|                                                |          |                    |    |                                                  |                                     |           |
|------------------------------------------------|----------|--------------------|----|--------------------------------------------------|-------------------------------------|-----------|
| Programme Code:                                | BBA      |                    |    | Programme Title:                                 | Bachelor of Business Administration |           |
| Course Code:                                   | 24UBM4S2 |                    |    | Title                                            | Batch:                              | 2024-2027 |
| Lecture Hrs./Week<br>or<br>Practical Hrs./Week | 2        | Tutorial Hrs./Sem. | 30 | SEC II: Nan Mudhalvan: Fundamentals of Insurance | Semester:                           | IV        |
|                                                |          |                    |    |                                                  | Credits:                            | 2         |

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

| Course Outcomes(CO) |                                                                                                                 |                 |
|---------------------|-----------------------------------------------------------------------------------------------------------------|-----------------|
| CO Number           | CO Statement                                                                                                    | Knowledge Level |
| CO1                 | To remember the basic concepts of insurance                                                                     | K1              |
| CO2                 | To understand claim processing with any insurance company, both cashless and pre-paid claims                    | K2              |
| CO3                 | To understand campaigns about the government's insurance schemes and private offerings available in the market. | K3              |
| CO4                 | To fill out any application under the insurance segment                                                         | K4              |
| CO5                 | To promote life, health, rural, and group insurance to appropriate clients                                      | K2              |

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

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

H- High; M-Medium; L-Low

| Units    | Content                                                                                                                                                                                             | Hrs |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Unit I   | <b>Introduction:</b><br>Insurance -Meaning - Purpose and Need of Insurance - Insurance as a Social Security Tool Role of Insurance Economic in Development - Advantage of Life Insurance.           | 6   |
| Unit II  | <b>Insurance Agency</b><br>Insurance Agency as a Career - Definition of an Agent - Agent Regulations - Other Intermediaries - Methods of Remunerating Agents - Procedure of Becoming an Agent.      | 6   |
| Unit III | <b>Life Insurance and Indemnity</b><br>Principles of Life Assurance - Life Insurance Contract - Principle of utmost Good Faith - Insurable Interest - Principle of Indemnity - Needs and Insurance. | 6   |

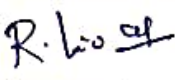
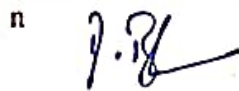
|                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                 |    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>Unit IV</b>                                                                                                                                                                              | <b>Premium and its calculation</b><br>Meaning- Premium Calculation & Actuarial Variation - Bonus - Life Insurance Product Tradition / Unit Linked Policies - Individual & Group Policies With Profit And Without Profit - Types of Insurance Products as Whole Life Product, Interest Sensitive Products Term Assurance – Annuities Endowment Assurance, etc - Insurance Products for Female and Children, etc. | 6  |
| <b>Unit V</b>                                                                                                                                                                               | <b>Insurance Agent:</b><br>Insurance Agent - Selling Process - Consumerism in Insurance - Personal Development - Product Knowledge - Customer Orientation.                                                                                                                                                                                                                                                      | 6  |
| <b>Total Contact Hrs</b>                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                 | 30 |
| <b>Pedagogy and Assessment Methods :</b><br>Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion<br><i>Note: Italics denotes topics for self- study</i> |                                                                                                                                                                                                                                                                                                                                                                                                                 |    |

#### 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 | RB SA Publishers, Edition: 2018            | 2018                |
| 3    | Dr Rakesh Agarwal                        | Insurance Principles And Practice | Sashi Publications Pvt Ltd, 1st edition    | 2018                |
| 4    | Priyanka Singh & Puneet Kumar Shrivastav | Insurance Principles and Practice | Thakur Publishers, 5 <sup>th</sup> edition | 2018                |
| 5    | Hargovind Dayal                          | Fundamentals of Insurance         | Notion Press, Edition: 1                   | 2017                |

| Course Designed by                                                                                                              | Verified by HOD                                                                                                                  | Checked by                                                                                                                        | Approved by                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Name and Signature                                                                                                              | Name and Signature                                                                                                               | CDC                                                                                                                               | COE                                                                                                                                 |
| Name:<br>Mrs. R. Visalakshi<br><br>Signature | Name:<br>Mr. D. Bhuvanendra<br><br>Signature: | Name:<br>Prof. K. Srinivasan<br><br>Signature | Name:<br>Prof. K. Srinivasan<br><br>Signature: |

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|                   |          |                             |                                     |            |
|-------------------|----------|-----------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :           | Bachelor of Business Administration |            |
| Course Code:      | 24UBM4N1 | Title                       | Batch :                             | 2024-27    |
|                   |          | SEC-Non Major Elective - II | Semester                            | IV         |
| Lecture Hrs./Week | 1        | Retail Management           |                                     |            |
|                   |          | 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><br>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><br>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><br>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><br>Retail In India: Evolution and Size of Retail in India – Drivers of Retail Change in India – <i>Foreign Direct Investment In Retail</i> – Challenges to Retail Development in India                            | 3   |

|                                                                                                                        |                                                                                                                                                                                                                                  |    |
|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit :V                                                                                                                | <b>GLOBAL RETAIL MARKETS</b><br>Strategic Planning Process for Global Retailing – Challenges Facing Global Retailers – Challenges and Threats in Global Retailing – Factors Affecting the success of a Global Retailing Strategy | 3  |
| Total Contact Hours                                                                                                    |                                                                                                                                                                                                                                  | 15 |
| Pedagogy and Assessment Methods :<br>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    | 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              | 2018                |

**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                                                                                                                   | CDC                                                                                                                                | COE                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Name and Signature                                                                                                           | Name and Signature                                                                                                                | Checked by                                                                                                                         | Approved by                                                                                                                         |
| Name:<br>Dr.T.Manikandan<br><br>Signature | Name:<br>Mr. D. Bhuvanendran<br><br>Signature: | Name:<br>Prof. K. Srinivasan<br><br>Signature: | Name:<br>Prof. K. Srinivasan<br><br>Signature: |

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|                   |          |                                                    |   |                                     |         |
|-------------------|----------|----------------------------------------------------|---|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :                                  |   | Bachelor of Business Administration |         |
| Course Code:      | 24UBM4N2 | Title                                              |   | Batch :                             | 2024-27 |
|                   |          | Non Major Elective - II<br>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 \ 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><br>SCM - Definition - objectives - Evolution - Need-Issues involved in developing SCM Framework-Types. SCM activities - Constituents - Organization                                                 | 3   |
| Unit II | <b>SUPPLY CHAIN INTEGRATION</b><br>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><u>PURCHASING PROCESS</u></b><br>Purchasing and Supply Management – Introduction -Importance –Objectives-<br>Purchasing process - Purchasing & other functions - Purchasing and integrated<br>logistics interfaces Types of purchase - Purchasing partnerships - Materials<br>sourcing - Just-in-time purchasing | 3  |
| Unit :IV                                                                                                                      | <b><u>OUTSOURCING IN SCM</u></b><br>Meaning need - Outsourcing risks - Outsourcing process - <i>New opportunities in<br/>SCM outsourcing</i> - Myths of SCM outsourcing                                                                                                                                             | 3  |
| Unit: V                                                                                                                       | <b><u>PERFORMANCE MEASUREMENT IN SCM</u></b><br>Meaning -Advantages of performance measures - The benefits of performance<br>measurement - Measuring SCM - Supplier performance measurement -<br><i>Parameters of choosing suppliers</i>                                                                            | 3  |
| <b>Total Contact Hours</b>                                                                                                    |                                                                                                                                                                                                                                                                                                                     | 15 |
| <b>Pedagogy and Assessment Methods :</b><br>Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity |                                                                                                                                                                                                                                                                                                                     |    |

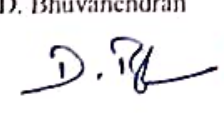
**Note:** *Italics denotes topics for self-study*

**Books for Study:**

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

| Course Designed by                                                                               | Verified by HOD                                                                                   | CDC                                                                                                | COE                                                                                                 |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Name and Signature                                                                               | Name and Signature                                                                                | Checked by                                                                                         | Approved by                                                                                         |
| Name:<br>Dr. T. Manikandan                                                                       | Name:<br>Mr. D. Bhuvanendran                                                                      | Name:<br>Prof. K. Srinivasan                                                                       | Name:<br>Prof. K. Srinivasan                                                                        |
| <br>Signature | <br>Signature: | <br>Signature: | <br>Signature: |

**D. BHUVANENDRAN, MBA, M.Phil, PGDCA,**  
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|                   |          |                         |                                     |
|-------------------|----------|-------------------------|-------------------------------------|
| Programme code:   | BBA      | Programme Title :       | Bachelor of Business Administration |
| Course Code:      | 24UBM4VA | Title                   | Batch : 2024-27                     |
| Lecture Hrs./Week | -        | VAC II: Business Ethics | Semester IV                         |
|                   |          | Tutorial Hrs./Sem.      | Credits: 2**                        |
|                   |          | 30                      |                                     |

### Course Objective

It provides an in-depth examination of ethical issues and dilemmas faced in the business environment. It aims to develop the students' ability to identify, analyze, and resolve ethical problems in business, understand the role of ethics in business decision-making, and appreciate the importance of corporate social responsibility.

### Course Outcomes (CO)

| CO Number | CO Statement                                                           | Knowledge Level |
|-----------|------------------------------------------------------------------------|-----------------|
| CO1       | To Understand key ethical theories and concepts.                       | K1              |
| CO2       | To Apply ethical frameworks to business situations                     | K2              |
| CO3       | To Analyze the ethical dimensions of business practices and decisions. | K3              |
| CO4       | To Evaluate the role of corporate social responsibility in business.   | K4              |
| CO5       | To Develop strategies for managing ethical issues in business          | K5              |

### Mapping

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

H-High; M-Medium; L-Low

| Unit                                                                              | Content                                                                                                                                                                                                                                                           | Hrs |
|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Unit: I                                                                           | <u>Introduction to Business ethics and values</u> Meaning- Nature of business ethics- Importance of business ethics- Factors influencing business ethics- Arguments for and against business ethics- Types of ethical dilemmas- Values: Meaning, Types of values. | 10  |
| Unit :II                                                                          | <u>Ethics in management</u> Ethics in HRM- Importance, Managing ethical issues in HRM- Marketing ethics, Importance,-Ethical issues in marketing,-Ethical behaviour in relation to suppliers- competitors- Ethics in Finance and Accounts.                        | 10  |
| Unit :III                                                                         | <u>Ethics in management</u> Ethics in HRM- Importance, Managing ethical issues in HRM- Marketing ethics, Importance,-Ethical issues in marketing,-Ethical behaviour in relation to suppliers- competitors- Ethics in Finance and Accounts.                        | 10  |
| Total Contact Hours                                                               |                                                                                                                                                                                                                                                                   | 30  |
| Pedagogy and Assessment Methods :                                                 |                                                                                                                                                                                                                                                                   |     |
| Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity |                                                                                                                                                                                                                                                                   |     |

II - ETHICS IN HRM & MARKETING

III - ETHICS IN ACCOUNTING AND FINANCE  
Meaning- Importance - Fundamental principles of ethics in the context of Finance and Accounts- Creating an ethical Accounting environment

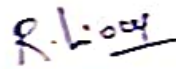
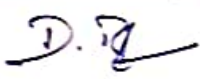
Note: Indicate denotes topics for self-study

### Books for Study:

| S.No | Author                                                     | Title of Book                            | Publisher \ Edition                           | Year of Publication |
|------|------------------------------------------------------------|------------------------------------------|-----------------------------------------------|---------------------|
| 1    | K Aswathappa,<br>J Usha Rani,<br>Sumantha,<br>Gunda Vajhal | Business Ethics                          | Himalayala Publishing house;<br>First edition | 2017                |
| 2    | Dr. S S Khanka                                             | Business Ethics and Corporate Governance | S Chand and Company Pvt Ltd;<br>First edition | 2014                |

### Books for Reference:

| S.No | Author                                                                                   | Title of Book                                            | Publisher \ Edition                         | Year of Publication |
|------|------------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------|---------------------|
| 1    | O.C. Ferrell, John<br>Fraedrich, Linda<br>Ferrell                                        | Business Ethics: Ethical<br>Decision Making and<br>Cases | Cengage Learning, 12 th<br>Edition          | 2015                |
| 2    | Taxmann                                                                                  | MSME Ready Reckoner                                      | Taxmann publications<br>3rd Edition         | 202                 |
| 3    | Amit Baxi, Nisha<br>Bhandari, Saryadev<br>Purohit, Pragya<br>Lalwani, Pragya<br>Bhandari | Micro Small And Medium<br>Enterprises                    | KY Publications<br>1 <sup>st</sup> Edition  | 202                 |
| 4    | C.A. Kamal Garg                                                                          | Start ups and MSMEs                                      | TAX Publications<br>3 <sup>rd</sup> edition | 202                 |

| Course Designed by<br>Name and Signature                                                                                       | Verified by HOD<br>Name and Signature                                                                                             | CDC<br>Checked by                                                                                                                  | COE<br>Approved by                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>Ms. R. Visalakshi<br><br>Signature | Name:<br>Mr. D. Bhuvanendran<br><br>Signature: | Name:<br>Prof. K. Srinivasan<br><br>Signature: | Name:<br>Prof. K. Srinivasan<br><br>Signature: |

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Threats faced by finance and accounting professionals.

|                   |          |                                       |                                     |         |
|-------------------|----------|---------------------------------------|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :                     | Bachelor of Business Administration |         |
| Course Code:      | 24UBM511 | Title                                 | Batch :                             | 2024-27 |
| Lecture Hrs./Week | 6        | CC – XI :                             | Semester                            | V       |
|                   |          | Entrepreneurship & Project Management | Credits:                            | 5       |
|                   |          | Tutorial Hrs./Sem.                    |                                     |         |

### 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<br>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><u>ENTREPRENEURSHIP</u></b><br>Meaning of Entrepreneurship – Characteristics, functions and type of entrepreneurship – Entrepreneurship – Role of entrepreneurship in economic development women Entrepreneurs & <i>problems of women entrepreneurs</i> | 18  |
| Unit :II  | <b><u>ENTREPRENEURSHIP DEVELOPMENT</u></b><br>Entrepreneurship development Programme – need – objectives – course contends – ID phases – Evaluation. Institutional support of entrepreneurs. Factors affecting entrepreneur growth                         | 18  |
| Unit :III | <b><u>PROJECT MANAGEMENT</u></b><br>Meaning of project – concept – categories – project life cycle – characteristics of project – project manager – role and responsibilities project manager                                                              | 18  |

|                                                                                                                               |                                                                                                                                                                                                                                                                   |    |
|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit : IV                                                                                                                     | <b>PROJECT IDENTIFICATION AND FORMULATION</b><br>Project identification – selection – project formation – Contents of a project report – planning commission – Guide lines for formulating a project – Specimen of a project report                               | 18 |
| Unit : V                                                                                                                      | <b>SOURCE OF FINANCE FOR A PROJECT</b><br>Source of finance for a project – Institutional Finance supportive projects – project evaluation – objectives – types – Process of Project evaluation -Business plan preparation-Start-up costs-basic start-up problems | 18 |
| <b>Total Contact Hours</b>                                                                                                    |                                                                                                                                                                                                                                                                   | 90 |
| <b>Pedagogy and Assessment Methods :</b><br>Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity |                                                                                                                                                                                                                                                                   |    |

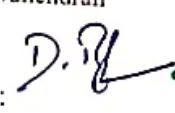
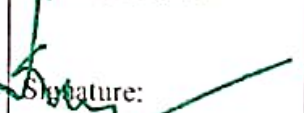
**Note:** *Italics denotes topics for self-study*

**Books for Study:**

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

**Books for References:**

| S.No | Author                                                                  | Title of Book                                               | Publisher \ Edition                            | Year of Publication |
|------|-------------------------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------|---------------------|
| 1    | Charantimath Poornima M                                                 | Entrepreneurship Development and Small Business Enterprises | Pearson Publication Third Edition Jan 2018     | 2018                |
| 2    | Prasanna Chandra                                                        | Project Management                                          | McGraw Hill Education, 8th edition             | 2019                |
| 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                                   | Verified by HOD                                                                                | CDC                                                                                             | COE                                                                                              |
|------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Name and Signature                                   | Name and Signature                                                                             | Checked by                                                                                      | Approved by                                                                                      |
| Name:<br>Mr. Dr. T. Manikandan<br>Mrs. R. Visalakshi | Name:<br>Mr. D. Bhuvanendran                                                                   | Name:<br>Prof. K. Srinivasan                                                                    | Name:<br>Prof. K. Srinivasan                                                                     |
| Signature                                            | Signature:  | Signature:  | Signature:  |

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**K. SRINIVASAN**  
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|                   |          |                                                                      |                                     |
|-------------------|----------|----------------------------------------------------------------------|-------------------------------------|
| Programme code:   | BBA      | Programme Title :                                                    | Bachelor of Business Administration |
| Course Code:      | 24UBM512 | Title                                                                | Batch : 2024-27                     |
|                   |          | CC – XII: Skill Enhanced Course :<br>Research Methods for Management | Semester V                          |
| Lecture Hrs./Week | 6        | Tutorial Hrs./Sem.                                                   | -                                   |
|                   |          |                                                                      | Credits: 5                          |

### 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<br>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><br>Research – Meaning – Definition – Objectives of Research – Types of Research – Significance of Research – Research Process - Research Design – <i>Scientific and Non-Scientific Research</i> | 18  |
| Unit :II  | <b>SAMPLING</b><br>Meaning of Sample- Concepts used in Sample and Sample Design Steps in Sample Design – Types of Sampling – Probability and Non-Probability Sampling                                                       | 18  |
| Unit :III | <b>DATA COLLECTION</b><br>Data Collection - Tools of Data Collection – Primary data-Interview Schedule – Questionnaire – Observation, Pretesting - <i>Pilot Study</i> and Secondary Data                                    | 18  |

|                                                                                                                               |                                                                                                                                                                                                                                                                                       |    |
|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit :IV                                                                                                                      | <b><u>ANALYSIS OF DATA</u></b><br>Processing and Analysis of data – Editing - Coding – Tabulation – Test of Significance 'T' Test – F Test - Chi-Square test (Simple Problems only)                                                                                                   | 18 |
| Unit :V                                                                                                                       | <b><u>INTERPRETATIONS AND REPORT WRITING</u></b><br>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 | 18 |
| <b>Total Contact Hours</b>                                                                                                    |                                                                                                                                                                                                                                                                                       | 90 |
| <b>Pedagogy and Assessment Methods :</b><br>Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity |                                                                                                                                                                                                                                                                                       |    |

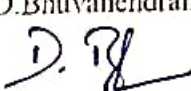
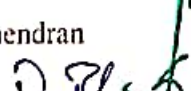
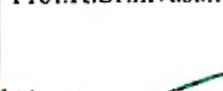
*Note: Italics denotes topics for self-study*

**Books for Study:**

| S.No | Author                        | Title of Book                                    | Publisher \ Edition                                  | Year of Publication |
|------|-------------------------------|--------------------------------------------------|------------------------------------------------------|---------------------|
| 1    | C.R. Kothari<br>GauravGarg    | Research Methodology :<br>Methods And Techniques | New Age International<br>Publishers, Revised Edition | 2020                |
| 2    | Deepak Chawla<br>Meena Sondhi | Research Methodology<br>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<br>Methodology - Integration<br>of Methods and Techniques | Pearson Education<br>India, Edition :1 | 2020                |
| 2    | Anand, Harceendran Vinod,<br>Chandra      | Research Methodology                                                          | Pearson Publications,<br>Edition : 1   | 2017                |
| 3    | C.R Kothari, S Chand<br>Publications      | Research Methodology                                                          | Edition Three                          | 2019                |
| 4    | P. Saravanavel,<br>KitabMahal             | Research Methodology                                                          | Edition 3                              | 1991                |
| 5    | Donald R.Cooper and<br>Pamela S.Schindler | Business Research Methods                                                     | Tata McGraw<br>Hill, 11th edition      | 2012                |

| Course Designed by                                                                                                              | Verified by HOD                                                                                                                     | CDC                                                                                                                              | COE                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Name and Signature                                                                                                              | Name and Signature                                                                                                                  | Checked by                                                                                                                       | Approved by                                                                                                                       |
| Name:<br>Mr.D.Bhuvanendran<br><br>Signature: | Name:<br>Mr.<br>D.Bhuvanendran<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: |

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|                   |          |                                                            |  |                                     |            |
|-------------------|----------|------------------------------------------------------------|--|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :                                          |  | Bachelor of Business Administration |            |
| Course Code:      | 24UBM513 | Title                                                      |  | Batch :                             | 2024-27    |
|                   |          | CC- XIII :<br>International Business and Export Management |  | Semester                            | V          |
| Lecture Hrs./Week | 6        | Tutorial Hrs./Sem.                                         |  | -                                   | Credits: 5 |

### 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<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO1            | H   | M   | M   | M   | M   | M   | H   | L   | H    | M    |
| CO2            | H   | H   | L   | M   | H   | M   | H   | M   | H    | H    |
| CO3            | H   | H   | H   | H   | L   | H   | L   | H   | M    | H    |
| CO4            | L   | H   | H   | L   | -   | M   | H   | M   | H    | L    |
| CO5            | M   | H   | H   | H   | M   | L   | M   | M   | -    | M    |

H-High; M-Medium; L-Low

| Unit      | Content                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Hrs |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Unit : I  | <b><u>INTERNATIONAL BUSINESS &amp; MARKETING</u></b><br>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<br><b><u>INTERNATIONAL MARKETING ENVIRONMENT</u></b><br>Political – Legal – Cultural – Economic –Demographic – Technological - Natural factors | 18  |
| Unit :II  | <b><u>INTERNATIONAL ECONOMIC INSTITUTIONS</u></b><br>IMF – IBRD – IFC – IDA – GATT – WTO -UNCTAD                                                                                                                                                                                                                                                                                                                                                        | 18  |
| Unit :III | <b><u>PORT POLICY PROMOTION AND REGULATION</u></b><br>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..                                                                                                                                      | 18  |
| Unit :IV  | <b><u>EXPORT FINANCING</u></b><br>Procedures for granting packaging credit, Post shipment finance-Short term, Medium term and Long term finance, Negotiation of document under L/C, Advances against, Claims of export incentives, <i>ECGC IDBI</i> schemes-EXIM BANK                                                                                                                                                                                   | 18  |

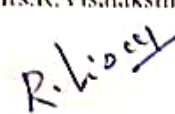
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|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit V                                                                                                                 | <b>EXPORT PROCEDURES</b><br>Offer and receipt of confirmed orders -Producing the good shipment and Banking procedure - Negotiation and Export incentives | 18 |
| Total Contact Hours                                                                                                    |                                                                                                                                                          | 90 |
| Pedagogy and Assessment Methods :<br>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    | Cherumilam, Francis | International Business | Phi Learning Pvt. Ltd, Sixth Edition,                     | 2020                |
| 2    | Ajay Srivastava     | Export Import Handbook | Business Datainfo Publishing Co. Pvt. Ltd, Fourth Edition | 2020                |

**Books for Reference:**

| S.No | Author                      | Title of Book                                               | Publisher \ Edition                                                | Year of Publication |
|------|-----------------------------|-------------------------------------------------------------|--------------------------------------------------------------------|---------------------|
| 1    | Charles W. L. Hill, K.Arjun | 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 | 2011                |

|                                                                                                                                                                           |                                                                                                                                                                            |                                                                                                                                                       |                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Course Designed by<br>Name and Signature<br>Name:<br>Mrs.R.Visalakshi<br><br>Signature | Verified by HOD<br>Name and Signature<br>Name:<br>Mr. D. Bhuvanendran<br><br>Signature: | CDC<br>Checked by<br>Name:<br>Prof.K.Srinivasan<br><br>Signature: | COE<br>Approved by<br>Name:<br>Prof.K.Srinivasan<br><br>Signature: |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|

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|                   |          |                              |  |                                     |            |
|-------------------|----------|------------------------------|--|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :            |  | Bachelor of Business Administration |            |
| Course Code:      | 24UBM514 | Title                        |  | Batch :                             | 2024-27    |
|                   |          | CC – XIV<br>Google Workspace |  | Semester                            | V          |
| Lecture Hrs./Week | 2        | Tutorial Hrs./Sem.           |  | -                                   | Credits: 1 |

### Course Objective

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

### Course Outcomes

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

| CO Number | CO Statement                                                                                                                              | Knowledge Level |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| CO1       | To illustrate the concept of quickly schedule meetings and events and get reminders about upcoming activities using calendar              | K3              |
| CO2       | Understand and integrate skills such as creating, editing, sharing, and customizing documents using documents.                            | K4              |
| CO3       | Validate the idea of creating and presenting professional presentations for sales, projects, training modules, and much more using Slides | K3              |
| CO4       | Develop data visualization options in Google Sheets, as well as how to use Google Forms                                                   | K4              |
| CO5       | Illustrate the concept of GMail and drives                                                                                                | K4              |

### Mapping

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

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

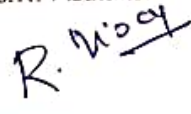
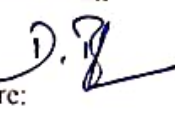
| Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Hrs       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Sample Programs</b> <ul style="list-style-type: none"> <li>• Calendar: Create and manage events</li> <li>• Docs: Create and manage comments and action items, set preferences to suit your work style, and use the Google Docs Explore tool.</li> <li>• Drive: Organize, protect, and share files.</li> <li>• Gmail : Compose, send, and reply to messages.</li> <li>• Meet &amp; Chat : Manage video meetings and collaborate using instant messages</li> <li>• Sheets: Create and edit spreadsheets directly in your browser--no other software is required.</li> <li>• Sheets Advanced Topic: Apply themes and conditional formatting, and use advanced formulas and functions</li> <li>• Slides: Create and collaborate on professional presentations for proposals, sales, marketing, or training</li> <li>• Form: To create online forms and surveys with multiple question types</li> </ul> | 60        |
| <b>Total Contact Hrs</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>60</b> |

Direct Instruction, Flipped Class, Digital Presentation

#### Pedagogy

#### Assessment Methods

Seminar, Quiz, Assignments, Group Task.

| Course Designed by                                                                                                            | Verified by HOD                                                                                                               | CDC                                                                                                                              | COE                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Name and Signature                                                                                                            | Name and Signature                                                                                                            | Checked by                                                                                                                       | Approved by                                                                                                                       |
| Name:<br>Mrs.R.Visalakshi<br><br>Signature | Name:<br>D. Bhuvanendran<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: |

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|                   |          |                        |                                     |            |
|-------------------|----------|------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :      | Bachelor of Business Administration |            |
| Course Code:      | 24UBM5E1 | Title                  | Batch :                             | 2024-27    |
|                   |          | DSE – I : Industry 4.0 | Semester                            | V          |
| Lecture Hrs./Week | 6        | Tutorial Hrs./Sem.     | -                                   | Credits: 4 |

#### Course Objective

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

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

#### Course Outcomes (CO)

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

#### Mapping

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

H-High; M-Medium; L-Low

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

|           |                                                                                                                                                                                                                                                                                                                                                                                    |    |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit: III | <u>Big Data and IoT</u><br>Big Data : Evolution - Data Evolution - Data : Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications                                                                                  | 34 |
| Unit IV   | <u>Applications and Tools of Industry 4.0</u><br>Applications of IoT - Manufacturing - Healthcare - Education - Aerospace and Defense - Agriculture - Transportations and Logistics - Impact of Industry 4.0 on Society: Impact on Business, Government, People, Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics | 35 |
| Unit V    | <u>Jobs 2030</u><br>Industry 4.0 - Education 4.0 - Curriculum 4.0 - Faculty 4.0 - Skills required for Future -<br>Tools for Education - Artificial Intelligence Jobs in 2030 - Jobs 2030 - Framework for aligning Education with Industry 4.0                                                                                                                                      | 36 |

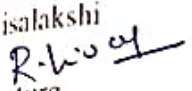
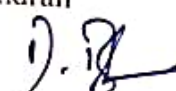
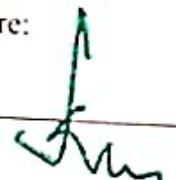
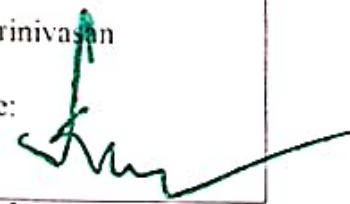
*Note: Italics denotes topics for self study*

**Books for Study:**

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

**Books for Reference:**

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

| Course Designed by<br>Name and Signature                                                                               | Verified by HOD<br>Name and Signature                                                                                    | CDC<br>Checked by                                                                                                             | COE<br>Approved by                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>R. Visalakshi<br>Signature:  | Name:<br>D. Bhuvanendran<br>Signature:  | Name:<br>Prof. K. Srinivasan<br>Signature:  | Name:<br>Prof. K. Srinivasan<br>Signature:  |

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|                   |           |                             |  |                                     |         |
|-------------------|-----------|-----------------------------|--|-------------------------------------|---------|
| Programme code:   | BBA       | Programme Title :           |  | Bachelor of Business Administration |         |
| Course Code:      | 24UBA15E2 | Title                       |  | Batch :                             | 2024-25 |
|                   |           | DSK - I : Digital Marketing |  | Semester                            | A       |
| Lecture Hrs./Week | 6         | Tutorial Hrs./Sem.          |  | Credits:                            | 4       |

### Course Objective

The students should familiarise the concepts of e-marketing and to enhance knowledge on online marketing mix implementation

### Course Outcomes (CO)

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

### Mapping

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

H-High; M-Medium; L-Low

| Unit    | Content                                                                                                                                                                                                                                                                                                                                                                                                                                             | Hrs |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Unit: 1 | <b>E-Marketing</b><br>The Virtual World - Changing marketing landscape - Internet and Business - E-Marketing Strengths and Applications - E-Marketing Communication modes - Online marketing domains - The behavioural internet - E-Marketing and CRM - E-Marketing and consumer segmentation - E-Marketing- Digital marketing optimization - The Need of Digital engagement - The Implications of digital changes - Implications for Organisations | 15  |

|           |                                                                                                                                                                                                                                                                                                                                                                    |    |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit: II  | <b>Online Marketing Mix</b><br>E-Products–Marketing segmentation –Consumer segmentation – Consumer Traits – Consumers and online shopping Issues – E-Price - The online value – E-Promotion – Digitalization and Implications to online marketing mix Decisions.                                                                                                   | 18 |
| Unit: III | <b>Online Customer</b><br>Ecosystem – Online Consumer behaviour- Cultural implications of key web characteristics – Dynamics of online consumer visit – Models of website visits – The web and consumer Decision-making process – Database marketing.                                                                                                              | 18 |
| Unit IV   | <b>Social media</b><br>The social media models by McKinsey – Marketing with networks–The social world – Social media analytics – Social media tools – The Social Web –B2C and B2B scenarios – Viral marketing– Social curation and brands.                                                                                                                         | 18 |
| Unit V    | <b>Web Business Models</b><br>Customer-centric web business models– Customer-Centric business management – Web chain events –Web chain analysis– Customer value analysis and the internet – Web benefits to firms –Business Models–Revenue benefits – Financial services and the internet–The Indian Web Market – Role of internet–Price Effects in online Domain. | 18 |

Total Contact Hours

90

**Pedagogy and Assessment Methods :**

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

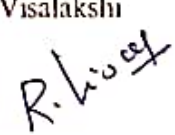
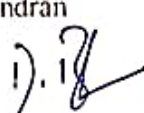
*Note: Italics denotes topics for self study*

Books for Study:

| S.No | Author            | Title of Book                  | Publisher \ Edition                                | Year of Publication |
|------|-------------------|--------------------------------|----------------------------------------------------|---------------------|
| 1    | E-Marketing       | Judy Strauss and Raymond Frost | PHI Learning Private Ltd, New Delhi, Sixth Edition | 2012                |
| 2    | Digital Marketing | Vandana Ahuja                  | Oxford University Press, New Delhi, Second Edition | 2016                |

**Books for Reference:**

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

| Course Designed by                                                                                                          | Verified by HOD                                                                                                               | CDC                                                                                                                                | COE                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Name and Signature                                                                                                          | Name and Signature                                                                                                            | Checked by                                                                                                                         | Approved by                                                                                                                         |
| Name:<br>R. Visalakshi<br><br>Signature:  | Name:<br>D. Bhuvanendran<br><br>Signature:  | Name:<br>Prof. K. Srinivasan<br><br>Signature:  | Name:<br>Prof. K. Srinivasan<br><br>Signature:  |

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|                   |          |                              |   |                                     |         |
|-------------------|----------|------------------------------|---|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :            |   | Bachelor of Business Administration |         |
| Course Code:      | 24UBM5E3 | Title                        |   | Batch :                             | 2024-27 |
|                   |          | DSE – I : Financial Services |   | Semester                            | V       |
| Lecture Hrs./Week | 6        | Tutorial Hrs./Sem.           | - | Credits:                            | 4       |

### Course Objective

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

### Course Outcomes (CO)

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

### Mapping

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

H-High; M-Medium; L-Low

| Unit     | Content                                                                                                                                                                                                                                                                                                                                                            | Hrs |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Unit: I  | <b>Financial Services</b> Financial Services: functions - characteristics - problems of financial services sector - regulatory framework - forces influencing financial services. Securitization: features - need for securitization- benefits of securitization.                                                                                                  | 18  |
| Unit: II | <b>Merchant Banking, factoring and forfeiting</b> Merchant Banking: functions - SEBI guidelines for merchant banking. Factoring and forfeiting: characteristics - types - legal implications of factoring - advantages and disadvantages - functions of a factor - factoring Vs bills discounting. Forfeiting: modus operandi, advantages, factoring Vs forfeiting | 18  |

|           |                                                                                                                                                                                                                                                                                                   |    |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit: III | <u>Leasing and Venture Capital</u><br>Leasing: characteristics - types - financial lease Vs operating lease - leasing process - benefits - limitations of lease financing. Venture Capital: features, stages of venture capital financing - benefits of venture capital funds.                    | 18 |
| Unit IV   | <u>Mutual Funds</u><br>Mutual Funds : features - categories of schemes - organisation of mutual funds in India Non Banking Financial Institutions: Registration- Structure- regulatory framework-RBI measures for NBFCs- Residuary Non Banking Companies-role of Board for Financial Supervision. | 18 |
| Unit V    | <u>Credit Rating</u><br>Credit Rating : features, advantages of credit rating, CRISIL, ICRA, CARE - factors determining credit rating - equity grading.                                                                                                                                           | 18 |

|                                                                                                                                                                  |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Total Contact Hours</b>                                                                                                                                       |  |
| <b>Pedagogy and Assessment Methods :</b><br>Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Case study |  |

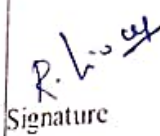
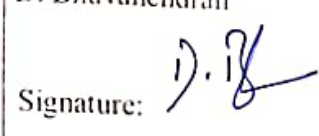
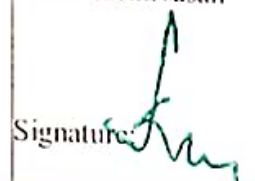
*Note: Italics denotes topics for self study*

**Books for Study:**

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

**Books for Reference:**

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

|                                                                                              |                                                                                              |                                                                                               |                                                                                                |
|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Course Designed by<br>Name and Signature                                                     | Verified by HOD<br>Name and Signature                                                        | CDC<br>Checked by                                                                             | COE<br>Approved by                                                                             |
| Name:<br>R. Visalakshi                                                                       | Name:<br>D. Bhuvanendran                                                                     | Name:<br>Prof.K.Srinivasan                                                                    | Name:<br>Prof.K.Srinivasan                                                                     |
| Signature:  | Signature:  | Signature:  | Signature:  |

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|                   |          |                    |  |                                     |
|-------------------|----------|--------------------|--|-------------------------------------|
| Programme code:   | BBA      | Programme Title :  |  | Bachelor of Business Administration |
| Course Code:      | 24UBM5S1 | Title              |  | Batch : 2023-24                     |
|                   |          | SEC - III (Major)  |  | Semester : V                        |
|                   |          | Service Marketing  |  | Credits: 3                          |
| Lecture Hrs./Week | 3        | Tutorial Hrs./Sem. |  |                                     |

### Course Objectives

On Successful Completion of this Course, the Student should have understood Service Marketing & 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 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO       |     |     |     |     |     |     |     |     |      |      |
| 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><br>Goods and Services – A comparative study - Salient features of Services - Services Marketing – Concept – Types – Significance of Service Marketing - Key Services of Marketing. | 9   |
| Unit :II | <b>TRANSPORT MARKETING</b><br>Introduction – Users of transport services – The product – Market Segmentation - Marketing mix for transport.                                                                                  | 9   |

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

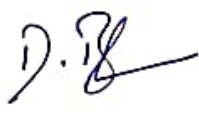
Note: *Italics denotes topics for self-study*

#### Books for Study:

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

#### Books for Reference:

| S.No | Author                      | Title of Book         | Publisher \ Edition                                                                          | Year of Publication |
|------|-----------------------------|-----------------------|----------------------------------------------------------------------------------------------|---------------------|
| 1    | Jain N C                    | Services Marketing    | All India Publishers & Distributors, Wholesale & Retail Booksellers, 1 <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    | OUP India, 3 <sup>rd</sup> Edition                                                           | 2019                |

|                                                                                                  |                                                                                                   |                                                                                                    |                                                                                                     |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Course Designed by                                                                               | Verified by HOD                                                                                   | CDC                                                                                                | COE                                                                                                 |
| Name and Signature                                                                               | Name and Signature                                                                                | Checked by                                                                                         | Approved by                                                                                         |
| Name:<br>Dr.T.Manikandan                                                                         | Mr. D. Bhuvanendran                                                                               | Name:<br>Prof.K.Srinivasan                                                                         | Name:<br>Prof.K.Srinivasan                                                                          |
| <br>Signature | <br>Signature: | <br>Signature: | <br>Signature: |

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|                   |          |                                        |  |                                     |         |
|-------------------|----------|----------------------------------------|--|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :                      |  | Bachelor of Business Administration |         |
| Course Code:      | 24UBM5S2 | Title                                  |  | Batch :                             | 2024-27 |
|                   |          | SEC – III (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><br>Meaning- Nature and Characteristics – Rural V/S urban – attractiveness of Rural Market | 9   |
| Unit :II  | <b>RURAL MARKET PROSPECTS</b><br>Rural market – Opportunities – Challenges                                                     | 9   |
| Unit :III | <b>RURAL MARKET SEGEMENTATION</b><br>Segmentation of rural market –Basis advantages-limitations                                | 9   |
| Unit :IV  | <b>MARKETING MIX</b><br>Marketing mix in rural areas – Product , Price , Place , Promotion                                     | 9   |
| Unit :V   | <b>RURAL ECONOMY DEVELOPMENT</b><br>Rural economy- Development – Diagnosis of the failure – Reforms                            | 9   |

|                                                                                                                        |    |
|------------------------------------------------------------------------------------------------------------------------|----|
| Total Contact Hours                                                                                                    | 45 |
| Pedagogy and Assessment Methods :<br>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    | 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                                                                                                           | Verified by HOD                                                                                                                  | CDC                                                                                                                              | COE                                                                                                                               |
|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Name and Signature                                                                                                           | Name and Signature                                                                                                               | Checked by                                                                                                                       | Approved by                                                                                                                       |
| Name:<br>Dr.T.Manikandan<br><br>Signature | Name:<br>Mr. D.Bhuvanendran<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: |

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|                   |          |                                                |                                     |            |
|-------------------|----------|------------------------------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :                              | Bachelor of Business Administration |            |
| Course Code:      | 24UBM615 | Title                                          | Batch :                             | 2024-25    |
|                   |          | CC - XV<br>Investment and Portfolio Management | Semester                            | V1         |
| Lecture Hrs./Week | 6        | Tutorial Hrs./Sem.                             | -                                   | Credits: 5 |

#### 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<br>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><br>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- Statutory regulation of Indian stock market | 18  |
| Unit: II | <b>LISTING OF SECURITIES</b><br>Listing of securities : Requirements-Advantages<br>Share trading : Mechanics-features (visit to be stock exchanges)<br>Investment companies; Concept - Types -Mutual funds<br>Stock indexes : Bombay exchange index (NSE, Etc.,)                                                                                 | 18  |

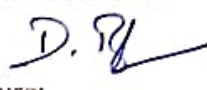
|                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                       |    |
|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit: III                                                                                                                          | <b><u>INVESTMENT OUTLETS</u></b><br>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 | 18 |
| Unit: IV                                                                                                                           | <b><u>PORTFOLIO ANALYSIS</u></b><br>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                                                 | 18 |
| Unit: V                                                                                                                            | <b><u>PERFORMANCE EVALUATION</u></b><br>Performance evaluation: Measures of return - Formula - Plans and its type. Risk adjusted measures of performance. Advanced computing of portfolio - Options - Futures - Swaps - Case Study                                                                                                                    | 18 |
| Total Contact Hours                                                                                                                |                                                                                                                                                                                                                                                                                                                                                       | 90 |
| Pedagogy and Assessment Methods :<br>Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity, 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    | Preeti Singh     | Investment and Portfolio Management          | Himalaya Publishing House-2008       | 2010                |
| 2    | Prasanna Chandra | Investment Analysis and Portfolio Management | McGraw Hill Education; Fifth edition | 2021                |

#### 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<br>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,<br>Swati Tiwari     | Investment management                      | Thakur Publishers-2012                       | 2022                |
| 5    | Donald E.Fischer &<br>Ronald Jorden | Security analysis and portfolio management | PIH publisher, 6th edition                   | 2018                |

|                                                                                                                               |                                                                                                                                   |                                                                                                                                  |                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Course Designed by<br>Name and Signature                                                                                      | Verified by HOD<br>Name and Signature                                                                                             | CDC<br>Checked by                                                                                                                | COE<br>Approved by                                                                                                                |
| Name:<br>Dr. T.Manikandan<br><br>Signature | Name:<br>Mr. D. Bhuvanendran<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: |

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|                   |           |                                                                      |                                     |
|-------------------|-----------|----------------------------------------------------------------------|-------------------------------------|
| Programme code:   | BBA       | Programme Title :                                                    | Bachelor of Business Administration |
| Course Code:      | 24 UBM616 | Title                                                                | Batch : 2024-27                     |
| Lecture Hrs./Week | 6         | Core – XVI : Skill Enhanced Course : Advertising and Sales Promotion | Semester VI                         |
|                   |           | Tutorial Hrs./Sem.                                                   | Credits: 5                          |

### 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<br>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><br>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 | 18  |
| Unit :II | <b>ADVERTISING AGENCIES</b><br>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                                                                                  | 18  |

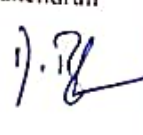
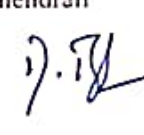
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|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit :III                                                                         | <b>ADVERTISING LAYOUT &amp; CAMPAIGN PLANNING</b><br>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                                       | 18 |
| Unit :IV                                                                          | <b>SALES FORCE MANAGEMENT</b><br>Sales force Management-Importance-sales force decision-salesforce size-recruitment & selection-training-methods-motivating salesman Controlling - compensation & incentives-fixing sales territories-quota - Evaluation                                                                                                 | 18 |
| Unit :V                                                                           | <b>SALES PROMOTION</b><br>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 - Salesmanship-Process of personal selling-types of salesman - Case Study | 18 |
| Total Contact Hours                                                               |                                                                                                                                                                                                                                                                                                                                                          | 90 |
| Pedagogy and Assessment Methods :                                                 |                                                                                                                                                                                                                                                                                                                                                          |    |
| Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity |                                                                                                                                                                                                                                                                                                                                                          |    |
| Note: <i>Italics denotes topics for self-study</i>                                |                                                                                                                                                                                                                                                                                                                                                          |    |

**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                                                                                | CDC                                                                                            | COE                                                                                              |
| Name and Signature                                                                            | Name and Signature                                                                             | Checked by                                                                                     | Approved by                                                                                      |
| Name:                                                                                         | Name:                                                                                          | Name:                                                                                          | Name:                                                                                            |
| Mr. D. Bhuvanendran                                                                           | Mr. D. Bhuvanendran                                                                            | Prof.K. Srinivasan                                                                             | Prof.K. Srinivasan                                                                               |
| Signature  | Signature:  | Signature:  | Signature:  |

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Co-ordinator

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|                   |          |                                     |   |          |                                     |         |
|-------------------|----------|-------------------------------------|---|----------|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :                   |   |          | Bachelor of Business Administration |         |
| Course Code:      | 24UBM617 | Title                               |   |          | Batch :                             | 2024-27 |
|                   |          | CC – XVII :<br>Business Environment |   |          | Semester                            | VI      |
| Lecture Hrs./Week | 6        | Tutorial Hrs./Sem.                  | - | Credits: |                                     | 5       |

### 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><u>BUSINESS ENVIRONMENT</u></b> –<br>The concept and significance -constituents and characteristics of business environment in India - <i>Social responsibility of business</i>                                                                                                                          | 18  |
| Unit :II  | <b><u>ENVIRONMENTAL ANALYSIS</u></b><br>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 | 18  |
| Unit :III | <b><u>POLITICAL &amp; CULTURAL ENVIRONMENT</u></b><br>Political Environment - Political system and Business Environment in India - Relationship between Government and Business.Socio - Cultural Environment -                                                                                              | 18  |

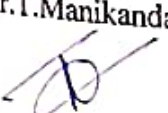
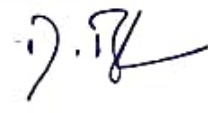
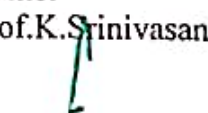
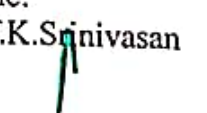
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|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|                                                                                                                        | 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><br>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                  | 18 |
| Unit :V                                                                                                                | <b>GLOBAL BUSINESS ENVIRONMENT</b><br>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 | 18 |
| Total Contact Hours                                                                                                    |                                                                                                                                                                                                                                                                                                                 | 90 |
| Pedagogy and Assessment Methods :<br>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    | Sunita Mittal | Business Environment | Gullybaba Publishing House<br>Edition: Latest edition         | 2022                |
| 2    | Aswathapa     | Business Environment | Himalaya Publishing house<br>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<br>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<br>Name and Signature                                                                                     | Verified by HOD<br>Name and Signature                                                                                             | CDC<br>Checked by                                                                                                                | COE<br>Approved by                                                                                                                |
| Name:<br>Dr.T.Manikandan<br><br>Signature | Name:<br>Mr. D. Bhuvanendran<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: |

**D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,**  
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|                 |          |                                     |                                     |         |
|-----------------|----------|-------------------------------------|-------------------------------------|---------|
| Programme code: | BBA      | Programme Title :                   | Bachelor of Business Administration |         |
| Course Code:    | 24UBM618 | Title                               | Batch :                             | 2024-27 |
|                 |          | CC-XVIII-Project Work And Viva Voce | Semester                            | VI      |

The final year BBA student should undergo a project work during VI – semester, (with effect from 2024 Batch onwards)

The period of study is for 4 Months.

Project work has to be done in any industrial organization (or) work on any industrial problem outside the organization is allowed.

Students is divided into groups and each group is guided by a Guide.

A problem is chosen, objectives are framed, data is collected, analysed and documented in the form of a report.

Viva – voce is conducted at the end of this semester, by an external examiner and concerned mentor (internal mentor).

Project work constitutes 100 marks, out of which 25 is internal and 75 is external marks with rubrics.

| Course Designed by                                                             | Verified by HOD                            | CDC                                      | COE                                      |
|--------------------------------------------------------------------------------|--------------------------------------------|------------------------------------------|------------------------------------------|
| Name and Signature                                                             | Name and Signature                         | Checked by                               | Approved by                              |
| Name:<br>Mr.D.Bhuvanendran<br>Dr.T.Manikandan<br>Ms.R.Visalakshi<br>Signature: | Name:<br>Mr. D. Bhuvanendran<br>Signature: | Name:<br>Prof.K.Srinivasan<br>Signature: | Name:<br>Prof.K.Srinivasan<br>Signature: |

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|                   |           |                                                                    |                                     |         |
|-------------------|-----------|--------------------------------------------------------------------|-------------------------------------|---------|
| Programme code:   | BBA       | Programme Title:                                                   | Bachelor of Business Administration |         |
| Course Code:      | 24UBM6154 | Title:                                                             | Batch 1                             | 2024-27 |
| Lecture Hrs./Week | 5         | DSE - II : Internet and E-Commerce & Information Security - Theory | Semester                            | VI      |
|                   |           | Tutorial Hrs./Sem.                                                 | Credits                             | 4       |

#### Course Objective

The Students should have understood the basics of computers and the development of internet and business on net. He should have learn 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 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO       |     |     |     |     |     |     |     |     |      |      |
| 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><br>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 -Machine Learning and Robotics - cloud networking       | 15  |
| Unit :II  | <b>E-COMMERCE</b><br>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><br>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><br>Authentication – Password Management - E-Commerce security – Windows security- Network Security: Network Intrusion detection and prevention systems – Firewalls - Software security – Web Security; User authentication, Authentication- Secret and session management, Cross site scripting, Cross site forgery, SQL injection. Computer Forensics- Steganography | 15 |
| Unit :V                    | <b>INTRODUCTION TO HTML</b><br>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<br>HTML Tables-Aligning table elements-Row and Column spanning-Netscape table enhancements-Scrolling marquees-Developing simple websites                             | 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)

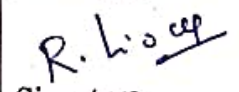
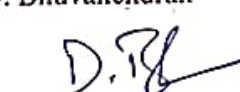
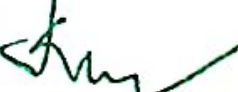
the form of e-book: Note: Italics denotes topics for self-study

**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 | 2017                |

**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    | 2020                |
| 2    | Kurose James F. Ross Keith W | Computer Networking                                                                 | Pearson Education; Sixth edition               | 2017                |
| 3    | Mario Fergo                  | E-Commerce                                                                          | Independently Published                        | 2022                |
| 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<br>Name and Signature                                                                                       | Verified by HOD<br>Name and Signature                                                                                             | CDC<br>Checked by                                                                                                                | COE<br>Approved by                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>Mrs.R. Visalakshi<br><br>Signature | Name:<br>Mr. D. Bhuvanendran<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: |

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|                   |          |                        |                                     |            |
|-------------------|----------|------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :      | Bachelor of Business Administration |            |
| Course Code:      | 24UBM6E5 | Title                  | Batch :                             | 2024-27    |
|                   |          | DSE-II<br>Excel Theory | Semester                            | VI         |
| Lecture Hrs./Week | 5        | 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       | Work on Spreadsheet applications and its functions.                                                        | K1              |
| CO2       | Workout inbuilt excel functions on raw data.                                                               | K2              |
| CO3       | Carryout data analysis using Excel                                                                         | K3              |
| CO4       | Calculate advanced functions for decision making                                                           | K4              |
| CO5       | Apply the practice of utilization of spreadsheets lifelong learning for data analysis and decision making. | K5              |

### Mapping

| PO / PSO<br>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    | H    |
| CO3            | M   | M   | H   | M   | M   | H   | M   | M   | H    | H    |
| CO4            | M   | H   | M   | H   | L   | M   | H   | H   | H    | M    |
| 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 MS Excel</b><br>The Excel user interface, Working with MS Excel workbook, Worksheet Management, Basic Excel terminologies, Essential navigational controls, basic data entry with spreadsheets, cell formatting, borders, conditional formatting.                       | 15  |
| Unit :II | <b>Pictorial representation through Excel</b><br>Shapes, SmartArt, Creating charts and graphs, Creating PivotTables, manipulating PivotTable, changing calculated value fields, PivotTable Styles, Grouping, sorting and filtering PivotTables, Working with Pivot Charts, use of sliders. | 15  |

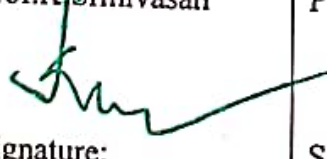
|                                                                                                                                      |                                                                                                                                                                                                                                                                                                                |    |
|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit:III                                                                                                                             | <b>Financial Analysis</b><br>Future Value (FV), FVSCHEDULE, PV, NPV, PMT, PPMT, IRR, MIRR, XIRR, NPER, RATE, XNPV, EFFECT, NOMINAL, SLN, DB, ACCRINT, ACCRINTM, CUMIPMT, CUMPRINC, DISC, INTRATE, YIELD, Balance Sheet, Profit and Loss Statement, Budget preparation, Variable Tax or Commission Calculation. | 15 |
| Unit:IV                                                                                                                              | <b>Functions</b><br>Look-up, Text, date and time, Conditional Logic, What – IF Analysis                                                                                                                                                                                                                        | 15 |
| Unit:V                                                                                                                               | <b>Analytics through Excel</b><br>Using Solver, Linear Programming problem, Transportation Problem, scheduling, Investment Decisions, XLMiner, statistical analysis through XL-Miner.                                                                                                                          | 15 |
| <b>Total Contact Hours</b>                                                                                                           |                                                                                                                                                                                                                                                                                                                | 75 |
| <b>Pedagogy and Assessment Methods :</b><br>Power Point Presentations, Group discussions, Seminar, Assignment, Experience Discussion |                                                                                                                                                                                                                                                                                                                |    |

*Note: Italics denotes topics for self-study*

| S.No | Author                                                   | Title of Book                                | Publisher \ Edition | Year of Publication |
|------|----------------------------------------------------------|----------------------------------------------|---------------------|---------------------|
| 1    | Debra gross, Frank Akaiwa and Karleen Nordquist, Cengage | Succeeding in Business with Microsoft® Excel | Cengage Learning    | 2013                |
| 2    | Paul McFedries, MrExcel Librart                          | Excel® Formulas and Functions                | BPB Publisher       | 2016                |

#### Books for Reference:

| S.No | Author                                    | Title of Book                         | Publisher \ Edition                 | Year of Publication |
|------|-------------------------------------------|---------------------------------------|-------------------------------------|---------------------|
| 1    | Michael Alexander (Author), Dick Kusleika | Excel 2016 Power Programming with VBA | Wiley India, New Delhi.             | 2016                |
| 2    | John Walkenbach                           | Excel VBA Programming                 | 4th edition, Wiley India, New Delhi | 2015                |

|                                                                                     |                                                                                     |                                                                                      |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Course Designed by                                                                  | Verified by HOD                                                                     | CDC                                                                                  | COE                                                                                   |
| Name and Signature                                                                  | Name and Signature                                                                  | Checked by                                                                           | Approved by                                                                           |
| Name:<br>Dr.T.Manikandan                                                            | Name:<br>D.Bhuvanendran                                                             | Name:<br>Prof.K.Srinivasan                                                           | Name:<br>Prof.K.Srinivasan                                                            |
|  |  |  |  |
| Signature                                                                           | Signature:                                                                          | Signature:                                                                           | Signature:                                                                            |

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|                   |          |                                                         |   |                                     |         |
|-------------------|----------|---------------------------------------------------------|---|-------------------------------------|---------|
| Programme code:   | BBA      | Programme Title :                                       |   | Bachelor of Business Administration |         |
| Course Code:      | 24UBM6E6 | Title                                                   |   | Batch :                             | 2024-27 |
|                   |          | DSE – II :<br>Customer Relationship Management - Theory |   | Semester                            | VI      |
| Lecture Hrs./Week | 5        | Tutorial Hrs./Sem.                                      | - | Credits:                            | 4       |

#### 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<br>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><br>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><br>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><br>CRM in b2c markets: CRM in Hospitality – Telecom – Airlines – Banking and Insurance Sector – Healthcare – Retail Industry – Service Recovery – Service                                                                                                                                                                                                            | 15  |

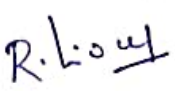
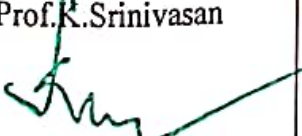
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|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                | Guarantees – CRM in B2B markets – Characteristics of Business Markets – Importance – Key Account Management                                                                                                                                                                             |
| Unit :IV                                                                                                       | <b>DATA WAREHOUSING:</b><br>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 |
| Unit :V                                                                                                        | <b>E-CRM</b><br>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                                |
| <b>Total Contact Hours</b>                                                                                     |                                                                                                                                                                                                                                                                                         |
| <b>Pedagogy and Assessment Methods :</b><br>Teaching Aids: Seminar, Assignment, Brain storming, Quiz, 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    | 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<br>Name and Signature                                                                                      | Verified by HOD<br>Name and Signature                                                                                           | CDC<br>Checked by                                                                                                                | COE<br>Approved by                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>Mrs.R.Visalakshi<br><br>Signature | Name:<br>Mr.D.Bhuvanendran<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br>Signature: |

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|                     |          |                                 |   |                                     |         |
|---------------------|----------|---------------------------------|---|-------------------------------------|---------|
| Programme code:     | BBA      | Programme Title :               |   | Bachelor of Business Administration |         |
| Course Code:        | 24UBM6E7 | Title                           |   | Batch :                             | 2024-27 |
|                     |          | DSE – III :<br>HTML - Practical |   | Semester                            | VI      |
| Practical Hrs./Week | 4        | Tutorial Hrs./Sem.              | - | Credits:                            | 1       |

#### Course Objective

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

#### Course Outcomes (CO)

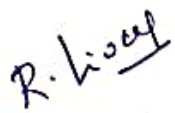
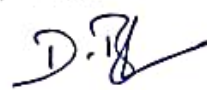
| CO Number | CO Statement                                                              | Knowledge Level |
|-----------|---------------------------------------------------------------------------|-----------------|
| CO1       | To remember the tags for various instructions usage in website creation   | 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<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO1            | H   | H   | H   | H   | H   | L   | H   | H   | H    | H    |
| CO2            | H   | -   | H   | H   | M   | M   | M   | L   | H    | M    |
| CO3            | H   | M   | M   | H   | H   | -   | L   | H   | M    | H    |
| CO4            | M   | M   | M   | M   | H   | M   | H   | H   | L    | H    |
| CO5            | M   | M   | M   | M   | M   | H   | -   | M   | H    | L    |

H-High; M-Medium; L-Low

- Exercise 1. HTML Document for an Advertisement of products.
- Exercise 2. Web page to show the System Configuration.
- Exercise 3. Home page for the details about BBA Programme using link command.
- Exercise 4. Web page for details of the Department.
- Exercise 5. Web page for Faculty Member in the department.
- Exercise 6. HTML document for First year paper
- Exercise 7. HTML document for Second year papers
- Exercise 8. HTML document for Third year papers
- Exercise 9. HTML document for Coimbatore Management Association.
- Exercise 10. HTML document for Price List of products.
- Exercise 11. HTML document showing the Special Tags.
- Exercise 12. HTML document to show the Online Registration Form

| Course Designed by<br>Name and Signature                                                                                      | Verified by HOD<br>Name and Signature                                                                                           | CDC<br>Checked by                                                                                                               | COE<br>Approved by                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>Mrs.R.Visalakshi<br><br>Signature:  | Name:<br>Mr. D.Bhuvanendran<br><br>Signature:  | Name:<br>Prof.K.Srinivasan<br><br>Signature:  | Name:<br>Prof.K.Srinivasan<br><br>Signature:  |

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|                   |          |                            |                                     |            |
|-------------------|----------|----------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :          | Bachelor of Business Administration |            |
| Course Code:      | 24UBM6E8 | Title                      | Batch :                             | 2024-27    |
|                   |          | DSE-III<br>Excel Practical | Semester                            | VI         |
| Lecture Hrs./Week | 4        | Tutorial Hrs./Sem.         | -                                   | Credits: 1 |

### Course Objective

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

### Course Outcomes (CO)

| CO Number | CO Statement                                                                                               | Knowledge Level |
|-----------|------------------------------------------------------------------------------------------------------------|-----------------|
| CO1       | Create and format the data in excel sheet                                                                  | K1              |
| CO2       | Utilize all the inbuilt, functions and formulas and analyses the data.                                     | K2              |
| CO3       | Critically analyses the data using the what-if, solver and pivot functions.                                | K3              |
| CO4       | Communicate the outputs in written form identifying the objective and outcome of each exercise.            | K4              |
| CO5       | Apply the practice of utilization of spreadsheets lifelong learning for data analysis and decision making. | K5              |

### Mapping

| PO / PSO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO       |     |     |     |     |     |     |     |     |      |      |
| 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

### Content

#### LIST OF PRACTICALS

1. Creating an excel sheet and performing all formatting tools and protecting and printing the file.
2. Performing statistical functions, performing financial functions, Performing date and text function
3. Filtering the data, Conditional formatting
4. Collating data from several worksheets
5. Charts, Chart Layout and style, Other chart options
6. IF Function,
7. Name Ranges,
8. Charts and filter data using Slicers,

9 .Excel dashboards – planning a dashboard, adding tables and charts in dashboard, adding dynamic content in dash board.

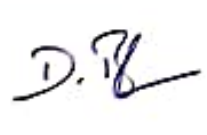
10 .Pivot Table - Advance value field setting, Array functions and formulas, Array with lookup function

**Books for Study:**

| S.No | Author                                                   | Title of Book                                | Publisher \ Edition | Year of Publication |
|------|----------------------------------------------------------|----------------------------------------------|---------------------|---------------------|
| 1    | Debra gross, Frank Akaiwa and Karleen Nordquist, Cengage | Succeeding in Business with Microsoft® Excel | Cengage Learning    | 2013                |
| 2    | by Paul McFedries, MrExcel Librart                       | Excel® Formulas and Functions                | BPB Publisher       | 2016                |

**Books for Reference:**

| S.No | Author                                    | Title of Book                         | Publisher \ Edition                 | Year of Publication |
|------|-------------------------------------------|---------------------------------------|-------------------------------------|---------------------|
| 1    | Michael Alexander (Author), Dick Kusleika | Excel 2016 Power Programming with VBA | Wiley India, New Delhi.             | 2016                |
| 2    | John Walkenbach                           | Excel VBA Programming                 | 4th edition, Wiley India, New Delhi | 2015                |

| Course Designed by<br>Name and Signature                                                                        | Verified by HOD<br>Name and Signature                                                                          | CDC<br>Checked by                                                                                                  | COE<br>Approved by                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Name:<br>Dr.T.Manikandan<br> | Name:<br>D.Bhuvanendran<br> | Name:<br>Prof.K.Srinivasan<br> | Name:<br>Prof.K.Srinivasan<br> |
| Signature                                                                                                       | Signature:                                                                                                     | Signature:                                                                                                         | Signature:                                                                                                          |

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|                     |          |                                                 |   |                                     |         |
|---------------------|----------|-------------------------------------------------|---|-------------------------------------|---------|
| Programme code:     | BBA      | Programme Title :                               |   | Bachelor of Business Administration |         |
| Course Code:        | 24UBM6E9 | Title                                           |   | Batch :                             | 2024-27 |
|                     |          | DSE – III : Business Correspondence - Practical |   | Semester                            | VI      |
| Practical Hrs./Week | 4        | Tutorial Hrs./Sem.                              | - | Credits:                            | 1       |

#### Course Objective

To develop the Business Application 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 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CO       |     |     |     |     |     |     |     |     |      |      |
| 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)

Exercise1. Letters : Enquiries - Orders and Execution

Exercise2. Credit and Status Enquiries

Exercise3. Sales Letters

Exercise4. Complaint Letter

Exercise5. Circular Letter

Exercise6. Preparation of Agenda and Minutes

Exercise 7. Application form filling for Bank account . Credit card and locker facility application Filled.

Exercise 8. Application form filing regarding NEFT,RTGs,SEFT

Exercise 9. E-Tax filling application form collected from the bank and duly filled.

Exercise 10. Internet banking application form collected from the bank and duly filled. Mobile banking application form collected from the bank and duly filled.

**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

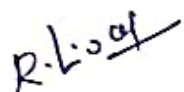
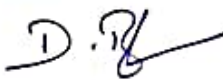
Exercise 7. Mock Interview

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<br>9th Edition       | 2012                |
| 2    | Ramesh, M.S., C.C.<br>Pattanshetti and<br>Madhumati M. Kulkarani | Business Communication                   | R Chand & Company<br>28th Edition        | 2011                |
| 3    | Rodriquez, M.V                                                   | Effective Business Communication Concept | Vikas Publishing Company<br>13th Edition | 2003                |

| Course Designed by                                                                                                                | Verified by HOD                                                                                                                       | CDC                                                                                                                                  | COE                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Name and Signature                                                                                                                | Name and Signature                                                                                                                    | Checked by                                                                                                                           | Approved by                                                                                                                           |
| Name:<br>Mrs.R.Visalakshi<br><br><br>Signature | Name:<br>Mr. D. Bhuvanendran<br><br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br><br>Signature: | Name:<br>Prof.K.Srinivasan<br><br><br>Signature: |

**D. BHUVANENDRAN, MBA, M.Phil, PGDCA,**  
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|                     |          |                                                  |                                     |            |
|---------------------|----------|--------------------------------------------------|-------------------------------------|------------|
| Programme code:     | BBA      | Programme Title :                                | Bachelor of Business Administration |            |
| Course Code:        | 24UBM6S1 | Title                                            | Batch :                             | 2024-27    |
|                     |          | SEC-III: Naan Mudhalvan : Mutual Fund Foundation | Semester                            | VI         |
| Practical Hrs./Week | 2        | Tutorial Hrs./Sem.                               | -                                   | Credits: 2 |

### Course Objective

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

### Course Outcomes (CO)

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

### Mapping

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

H-High; M-Medium; L-Low

| Unit    | Content                                                                                                                                                                                            | Hrs |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Unit: I | Mutual funds- Meaning-Definition- History and evolution of mutual funds- Types of mutual funds: equity funds, debt funds, hybrid funds- Advantages and disadvantages of investing in mutual funds. | 6   |

|                     |                                                                                                                                                                                                                                                    |    |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit :II            | Mutual fund structure: AMC (Asset Management Company), trustees, custodians-Role of fund managers and their responsibilities. Understanding Net Asset Value (NAV) and its calculation. Fund distribution channels: direct plans vs. regular plans. | 6  |
| Unit :III           | Investment objectives and risk tolerance- Diversification and asset allocation principles- Active vs. passive investment strategies-Sector-specific and thematic funds.                                                                            | 6  |
| Unit :IV            | Measures of fund performance: CAGR, Standard Deviation, Sharpe Ratio-Evaluating fund consistency and risk-adjusted returns-Understanding market and investment risks-Strategies to manage investment risk.                                         | 6  |
| Unit :V             | Factors to consider when selecting a mutual fund- Reading and interpreting fund factsheets- SIP (Systematic Investment Plan) vs. lump sum investments-Investment process and paperwork- Impact of technology on mutual fund investing.             | 6  |
| Total Contact Hours |                                                                                                                                                                                                                                                    | 30 |

### Pedagogy and Assessment Methods :

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

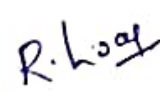
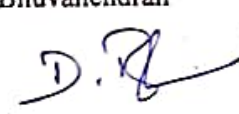
Note: *Italics denotes topics for self-study*

### Books for Study:

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

### Books for Reference:

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

|                                                                                                  |                                                                                                   |                                                                                                    |                                                                                                     |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Course Designed by                                                                               | Verified by HOD                                                                                   | CDC                                                                                                | COE                                                                                                 |
| Name and Signature                                                                               | Name and Signature                                                                                | Checked by                                                                                         | Approved by                                                                                         |
| Name:<br>Mrs.R.Visalakshi                                                                        | Name:<br>Mr. D. Bhuvanendran                                                                      | Name:<br>Prof.K.Srinivasan                                                                         | Name:<br>Prof.K.Srinivasan                                                                          |
| <br>Signature | <br>Signature: | <br>Signature: | <br>Signature: |

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|                   |          |                                      |                                     |            |
|-------------------|----------|--------------------------------------|-------------------------------------|------------|
| Programme code:   | BBA      | Programme Title :                    | Bachelor of Business Administration |            |
| Course Code:      | 24UBM6S2 | Title                                | Batch :                             | 2024-27    |
|                   |          | SEC IV :<br>Agri Business Management | Semester                            | VI         |
| Lecture Hrs./Week | 2        | Tutorial Hrs./Sem.                   | -                                   | Credits: 2 |

#### Course Objectives

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

#### Course Outcomes (CO)

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

#### Mapping

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

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

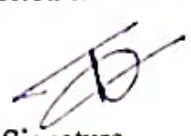
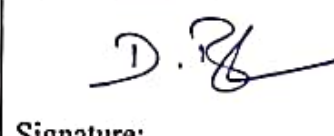
*Note: Italics denotes topics for self-study*

**Books for Study:**

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

**Books for References:**

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

|                                                                                                  |                                                                                                   |                                                                                                    |                                                                                                     |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Course Designed by                                                                               | Verified by HOD                                                                                   | CDC                                                                                                | COE                                                                                                 |
| Name and Signature                                                                               | Name and Signature                                                                                | Checked by                                                                                         | Approved by                                                                                         |
| Name:<br>Dr.T.Manikandan                                                                         | Name:<br>Mr. D. Bhuvanendran                                                                      | Name:<br>Prof.K.Srinivasan                                                                         | Name:<br>Prof.K.Srinivasan                                                                          |
| <br>Signature | <br>Signature: | <br>Signature: | <br>Signature: |

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|                   |          |                                                                                   |                                     |             |
|-------------------|----------|-----------------------------------------------------------------------------------|-------------------------------------|-------------|
| Programme code:   | BBA      | Programme Title :                                                                 | Bachelor of Business Administration |             |
| Course Code:      | 24UBM6AL | Title                                                                             | Batch :                             | 2024-27     |
|                   |          | Advanced Learner Course(ALC) II (Optional)-Self Study: Indian Ethos in Management | Semester                            | VI          |
| Lecture Hrs./Week | -        | Tutorial Hrs./Sem.                                                                | -                                   | Credits: 2* |

#### Course Objectives

On successful completion of this course, the student should have understood the application of concepts of Indian ethos, values, and their relevance in modern management practices.

#### Course Outcomes (CO)

| CO Number | CO Statement                                                                                                                | Knowledge Level |
|-----------|-----------------------------------------------------------------------------------------------------------------------------|-----------------|
| CO1       | To demonstrate a comprehensive understanding of business ethics and its importance in management.                           | K1              |
| CO2       | To analyze and evaluate corporate governance frameworks, including insights from the Kumar Mangalam Birla Committee report. | K2              |
| CO3       | To apply concepts of CSR in various business scenarios and assess its impact on stakeholders.                               | K3              |
| CO4       | To critically assess the role of media in ensuring corporate governance and addressing environmental concerns               | K4              |
| CO5       | To evaluate the relevance of social values and political environment in shaping business ethics and practices in India      | K5              |

#### Mapping

| PO / PSO<br>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><u>BUSINESS ETHICS</u></b><br>Introduction- Business Ethics and Management- Business Ethics and Moral Obligations; Corporate Social Responsibility-Corporate Governance-Report of the Kumar Mangalam Birla Committee on Corporate Governance- Role of Media in Ensuring Corporate Governance- Environmental Concerns and Corporations. | -   |
| Unit :II  | <b><u>ETHICAL ISSUES</u></b><br>Ethical Issues related with Advertisement and Marketing- Secular versus Spiritual Values in Management-Work Ethics- Stress at Workplace                                                                                                                                                                   | -   |
| Unit :III | <b><u>ETHICAL VALUES</u></b><br>Relevance of Values in Management- Gandhian Approach in Management and Trusteeship- Social Values and Political Environment                                                                                                                                                                               | -   |

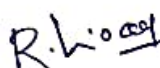
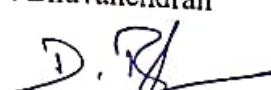
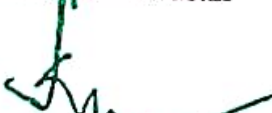
|                                                                                                                               |                                                                                                                                                                                                            |    |
|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit :IV                                                                                                                      | <b>INDIAN ETHOS</b><br>Values and Ethics-Requisites for Ethics Globally- A Holistic Management System-Management in Indian Perspective                                                                     |    |
| Unit :V                                                                                                                       | <b>BUSINESS ETHICS AND SOCIAL RESPONSIBILITY</b><br>Social Values and Business- Impact on Society on different Issues and Business Participation in Cultural Affairs-Democracy <i>Judiciary Machinery.</i> | 90 |
| <b>Total Contact Hours</b>                                                                                                    |                                                                                                                                                                                                            |    |
| <b>Pedagogy and Assessment Methods :</b><br>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    | Ajith Sankar R. N.,<br>R. Nandagopal | Indian Ethos and Values in Management       | Tata McGraw-Hill Education, 1st Edition | 2010                |
| 2    | S. S. Khanka                         | Ethics in Business and Corporate Governance | S. Chand Publishing, 1st Edition        | 2018                |

**Books for References:**

| S.No | Author                       | Title of Book                                             | Publisher \ Edition                    | Year of Publication |
|------|------------------------------|-----------------------------------------------------------|----------------------------------------|---------------------|
| 1    | S.K. Chakraborty             | Management by Values                                      | Oxford University Press, 1st Edition   | 2014                |
| 2    | C.S.V. Murthy                | Business Ethics and Corporate Governance                  | Himalaya Publishing House, 1st Edition | 2009                |
| 3    | S. Balasubramanian           | Gandhian Approach to Management and Leadership            | Springer India, 1st Edition            | 2013                |
| 4    | A. C. Fernando               | Corporate Governance: Principles, Policies, and Practices | Pearson Education India, 3rd Edition   | 2018                |
| 5    | S. H. Kazmi, Satish K. Batra | Advertising and Promotion: An IMC Perspective             | Excel Books, 5th Edition               | 2019                |

| Course Designed by<br>Name and Signature                                                                                       | Verified by HOD<br>Name and Signature                                                                                              | CDC<br>Checked by                                                                                                                   | COE<br>Approved by                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Name:<br>Ms.R.Visalakshi<br><br>Signature:  | Name:<br>Mr. D. Bhuvanendran<br><br>Signature:  | Name:<br>Prof. K. Srinivasan<br><br>Signature:  | Name:<br>Prof. K. Srinivasan<br><br>Signature:  |

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