

Nallamuthu Gounder Mahalingam College

Percentage of Revision of BBA (Business Administration)

Syllabus Revised for - 2020-2023

BBA							
S. No	Course Code	Course Title	Change Details	% of Changes	Content Deleted	Content Updated	Reason for Change
1	20 UBM 101	Principles of Business Management and Business Organization	The content added for to develop managerial skills	10	NO	Unit II: Levels of Management- Managerial Skills- Contribution to Management Thought by Henry Fayol, F.W. Taylor	Subject expert suggestion
2	20 UBM 102	Business Communication	content will be help full for placement	5	Unit II: Sales letters	Unit II: Resume/Curriculum Vitae	Alumni Suggestion
3	20 UBM 1A1	Mathematical Techniques-I	According to problem solving skills the content has been added	5	NO	Unit I: Definition - Types of Matrices	Board members Suggestion
4	20 UBM 203	Organizational Behavior	The content added for to understand about perception	10	Unit II: social perception	Unit II: Definition- Elements & importance of Perception - process of Perception - Determinants of	Subject expert suggestion

						Perception	
5	20 UBM 204	Financial Accounting	According to problem solving skills the content has been added	5	NO	Unit I: Conventions of accounting	Subject expert suggestion
6	20 UBM 2A2	Business Economics	The content has been added for detailed learning about GDP	10	NO	Unit V: Fiscal and Monetary Policies- Demonstration- GDP-Inflation- Deflation	Board members Suggestion
7	20 UBM 305	Taxation	According to business update the content has been added	5	NO	Unit I: Revenue Losses v/s capital Losses.	Subject expert suggestion
8	20 UBM 306	Financial Management	The content will give detail knowledge about capital structure to the students in Financial management	5	NO	Unit III: Theories of Capital Structure	Board members Suggestion
9	20 UBM 307	Marketing Management	Based on technological update the	5	NO	Unit IV: Digital Marketing	Technological updation

			content has been added				
10	20 UBM 308	Mercantile Law	The content added for to understand about Bailments Rights	10	NO	Unit II: Types of Bailment –Rights & Duties of Bailor and Bailee	Alumni Suggestion
11	20 UBM 3A3	Mathematical Techniques - II	According to problem solving skills the content has been added	10	NO	Unit II: Assignment problems- Features of assignment problems- - Difference between Transportation and Assignment problem	Subject expert suggestion
12	20 UBM 3N1/ 20 UBM 3N2	NME: Intellectual Property Rights/ Rural Consumer Behavior		NO	NO	NO	
13	20 UBM 409	Personnel Management & Industrial Relations		NO	NO	NO	
14	20 UBM 410	Production & Materials Management.	The content will give added features to the students in production area	5	NO	Unit II: TQM, Lean Manufacturing	Subject expert suggestion
15	20 UBM 411	Cost & Management Accounting	To add detailed knowledge	5	NO	Unit I: Scope of Cost	Board members Suggestion

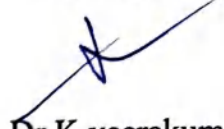
			ge in cost accounti ng			Accounting- Objectives Of Cost Accounting	
16	20 UBM 412	Banking Theory Law & Practice	The content will give detailed learning about banking	5	NO	Unit I: Functions and guidelines of RBI	Alumni Suggestion
17	20 UBM 4A4	Management Information system	The content will give depth learning knowled ge about MIS process	5	NO	Unit I: Process of MIS- Development of MIS within organization	Technological Updation
18	20 UBM 4N3/ 20 UBM 4N4	NME: Retail Management/ Supply Chain Management		NO	NO	NO	-
19	20 UBM 513	Entrepreneur ship & Project Management	The content has been added for impart practical knowled ge about project proposal the students	5	NO	Unit V: Reason for project evaluation- Process of Project evaluation	Board members Suggestion
20	20 UBM 514	Research Methods for Management	To get in depth knowled ge in samples content has been added	10	NO	Unit II: Meaning of Sample- Concepts used in Sample and Sample Design	Subject expert suggestion
21	20 UBM 515	Insurance Principles &	To get in depth	5	NO	Unit III:	Subject expert suggestion

		Practices	knowledge about insurance organisation, content has been added			Insurance organization – organizational structure	
22	20 UBM 516	International Business & Export Management	To understand International business scenario, content has been added	5	NO	Unit I: Modes of International Business	Technological Updation
23	20 UBM 517	PC Software(MS Office) Theory		NO	NO	NO	-
24	20 UBM 518	PC Software(MS Office) Practical		NO	NO	NO	-
25	20 UBM 5S1/ 20 UBM 5S2	Services Marketing/ Concepts of Ru Marketing Management		NO	NO	NO	-
26	20 UBM 619	Investment and Portfolio Management	To impart current knowledge about share trading, content has been added	5	NO	Unit I: Difference between Primary market & Secondary Market Unit V:	Alumni Suggestion

						Case Study	
27	20 UBM 620	Consumer Behaviour	To know the difference content has been added and to know the problem case study has been included	5	NO	Unit I: Consumer VS customer Unit V: Case Study	Subject expert suggestion
28	20 UBM 621	Advertising and Sales Promotion	To improve problem solving skills	5	NO	Unit V: Case Study	Subject expert suggestion
29	20 UBM 622	Business Environment	To improve problem solving skills and impart knowledge about MNC's	10	Unit III: Technology and Social Change	Unit III: MNC'S- Features of MNC'S- Advantage of MNC Companies Unit V: Case Study	Alumni Suggestion
30	20 UBM 623	Project Work and Viva-Voce		NO	NO	NO	-
31	20 UBM 624	Internet and E-Commerce & Information Security		NO	NO	NO	-
32	20 UBM 625	HTML Practice		NO	NO	NO	-
33	20 UBM 6S3/	Logistics Management/		NO	NO	NO	-

	20 UBM 6S4	Agricultural Marketing Management					
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BoS Chairman


Dr. K. Veerakumar

CHAIRMAN

Board of Studies in Business Administration
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