

Nallamuthu Gounder Mahalingam College
Department of Business Administration (BBA)

Course Code	Course Name	Related to Gender, Professional Ethics, Gender, Human Values, Environment and Sustainability,
20 UBM 101	CORE- I: Principles of Business Management and Business Organization	Professional Ethics-Managerial Skills Human values -Hindu undivided family firm
20 UBM 102	CORE- II: Business Communication	Professional Ethics -Job Instruction, Characteristics of good commercial Writing Environment and sustainability- Profile of a good Speaker
20 UBM 1A1	ALLIED- I: Mathematical Techniques-I	-
20 UBM 203	CORE- III: Organizational Behavior	Gender- Development of personality Professional Ethics- Stress Human Values- importance of Perception, Environment and Sustainability- <i>Leadership styles</i>
20 UBM 204	CORE- IV: Financial Accounting	Professional Ethics- Basic accounting concepts Environment and Sustainability- Rectification of errors
20 UBM 2A2	ALLIED- II: Business Economics	Professional Ethics-Demand Analysis Environment and Sustainability- <i>Social Responsibilities of business</i> , GDP-Inflation-Deflation
19 UBM 305	CORE- V: Taxation	Gender- Deductions Professional Ethics- Profits and gains of business or profession Human Values- Income from salary Environment and Sustainability- Capital v/s revenue Receipts
19 UBM 306	CORE- VI: Financial Management	Gender- Cash Management: Motives for holding cash Professional Ethics- Financing Decision Human Values- Profit maximization and Wealth maximization. Environment and Sustainability- <i>Sources of Finance</i>
19 UBM 307	CORE- VII : Marketing Management	Gender- Market Segmentation Professional Ethics- Marketing research system Human Values- <i>Selling VS marketing</i> Environment and Sustainability- Marketing management and Its environment
19 UBM 308	CORE- VIII : Mercantile Law	Gender- Duties of Bailor and Bailee Professional Ethics- Share Application And Allotment Human Values- Relation of principal with third parties Environment and Sustainability,
19 UBM 3A3	ALLIED- III: Mathematical Techniques - II	Professional Ethics- <i>Decision tree and theories.</i>
19 UBM 3N1/ 19 UBM 3N2	NME: Intellectual Property Rights/ Rural Consumer Behavior	Professional Ethics- Guidelines for Registration of Trade mark Human Values Need for Protection of a Design Environment and Sustainability, <i>Management Guidelines</i>

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		Human values -Brand loyalty Professional Ethics- Fundamentals of consumer behavior Environment and Sustainability- <i>Shopping habits</i>
19 UBM 409	CORE- IX : Personnel Management & Industrial Relations	Gender- Job Specification Professional Ethics- <i>Retirement benefits to employees</i> Human Values- Incentive system Environment and Sustainability- <i>Factories Act</i>
19 UBM 410	CORE- X : Production & Materials Management.	Gender- Urban and Rural Locations Professional Ethics- Principles of Purchasing Human Values- Responsibilities of Stock Keeper Environment and Sustainability - <i>Material Handling</i>
19 UBM 411	CORE- XI : Cost & Management Accounting	Professional Ethics- Management accounting Vs Financial accounting
19 UBM 412	CORE- XII : Banking Theory Law & Practice	Gender- special types of customers Professional Ethics- Relationship between banker and customer Human Values- Principles of sound lending Environment and Sustainability- Role of banking in development of micro, small and medium enterprises.
19 UBM 4A4	ALLIED- IV: Management Information system	Professional Ethics -MIS and other disciplines Human Values -Message and document communication Environment and Sustainability -Characteristics of decision support system,
19 UBM 4N3/ 19 UBM 4N4	NME: Retail Management/ Supply Chain Management	Professional Ethics -Retailing as a career Human Values -Business Models in Retail Environment and Sustainability- Drivers of Retail Change in India Professional Ethics- Issues involved in developing SCM Human Values -Dimensions of Supply Chain Excellence Environment and Sustainability -Supplier performance measurement
18 UBM513	Core-: XIII : Entrepreneurship & Project Management	Gender- women Entrepreneurs Professional Ethics- role and responsibilities project manager. Human Values- project manager Environment and Sustainability- Source of finance for a project
18 UBM514	Core-: XIV : Research Methods for Management	Professional Ethics- Processing and Analysis of data Human Values- Research Process Environment and Sustainability- <i>Scientific and Non-Scientific Research</i>
18 UBM515	Core-: XV : Insurance Principles & Practices	Professional Ethics- Essential requirements and Principles of Risk Insurance, Human Values -Life insurance Environment and Sustainability -Principles of Fire insurance

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18 UBM516	Core-: XVI : International Business & Export Management	Professional Ethics- International Marketing Vs Domestic Marketing – Differences Human Values- Negotiation and Export incentives. Environment and Sustainability-__International Marketing Environment
18 UBM517	Major Elective-I : PC Software(MS Office) Theory	Environment and Sustainability- MS Office
18 UBM518	Major Elective-II: PC Software(MS Office) Practical	Environment and Sustainability- MS Office
18 UBM5S1/ 18 UBM5S2	SBE: (Major)Services Marketing/ Concepts of Rural Marketing Management	Professional Ethics -Services Marketing Human Values -Marketing mix for the hotel industry Environment and Sustainability,-The users of tourism services Professional Ethics- Rural market Human Values- Segmentation of rural market Environment and Sustainability- Marketing mix in rural areas
18 UBM619	Core-XVII : Investment and Portfolio Management	Professional Ethics- Case Study Human Values- Investment Outlets Environment and Sustainability - Share trading
18 UBM620	Core-XVIII : Consumer Behaviour	Gender- Individual Determinants of consumer behavior Professional Ethics- <i>Social responsibility of marketing</i> Human Values- Psychological factors in Consumer Behavior Environment and Sustainability- Environmental influence on consumer behavior
18 UBM621	Core-XIX : Advertising and Sales Promotion	Gender-Sales territories Quota Professional Ethics- <i>Advertising Layout</i> Human Values – <i>Recruitment and selection values</i> Environment and Sustainability –Advertising Agencies
18 UBM622	Core-XX : Business Environment	Professional Ethics- Social responsibility of business. Human Values -Global Business Environment Environment and Sustainability Importance of Environmental Analysis
18 UBM623	Core-XXI : Project Work and Viva-V	Environment and Sustainability-Project work
18 UBM624	Major Elective-III : Internet and E-Commerce & Information	Professional Ethics- Network Security Human Values-E-Commerce Environment and Sustainability- New technologies

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	Security	and innovations
18 UBM6254	Major Elective-IV: HTML Practical	Professional Ethics-HTML
18 UBM6S3/ 18 UBM6S4	SBE: (Major)Logistics Management/ Agricultural Marketing Manager	Professional Ethics-Inventory Strategy Human Values- <i>Principles of Logistics Excellence</i> Environment and Sustainability-Transport Strategy Professional Ethics- Pricing agricultural products Human Values- Industrial marketing and agricultural marketing. Environment and Sustainability- Agricultural credit and the role of financial institutions

BoS Chairman

Dr.K.Veerakumar

CHAIRMAN

Board of Studies in Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001

