

FATIMA COLLEGE (AUTONOMOUS)



**Re-Accredited with “A” Grade by NAAC (3rd Cycle)
74th Rank in India Ranking 2020 (NIRF) by MHRD
Maryland, Madurai- 625 018, Tamil Nadu, India.**

NAME OF THE DEPARTMENT: BBA

**NAME OF THE PROGRAMME : Bachelor in Business
Administration**

PROGRAMME CODE : USBA

ACADEMIC YEAR : 2021-22

VISION OF BBA DEPARTMENT

To provide value based business management education with a global outlook and social conscience

MISSION OF BBA DEPARTMENT

To enhance the students with excellence in leadership and service in a global society through academic and co-curricular programs.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

A graduate of B.B.A programme after five years will be

PEO 1	Our graduates will be academic, digital and information literates, creative, inquisitive, innovative and desirous for the “more” in all aspects
PEO 2	They will be efficient individual and team performers, exhibiting progress, flexibility, transparency and accountability in their professional work
PEO 3	The graduates will be effective managers of all sorts of real – life and professional circumstances, making ethical decisions, pursuing excellence within the time framework and demonstrating apt leadership skills
PEO 4	They will engage locally and globally evincing social and environmental stewardship demonstrating civic responsibilities and employing right skills at the right moment.
PEO5	Our graduates will be entrepreneurs who provide qualitative goods and services at competitive prices to the society
PEO6	Our graduates as entrepreneurs will create employment opportunities and promote economic development of backward areas.

PEO7	Our graduates will promote Indian Entrepreneurship, promotion of productivity and employment generation
PEO8	Our graduates will link Indian economy to the global market so that we acquire the ability to pay for imports and to make us less dependent on aid

GRADUATE ATTRIBUTES (GA)

Fatima College empowers her women graduates holistically. A Fatimite achieves all-round empowerment by acquiring Social, Professional and Ethical competencies. A graduate would sustain and nurture the following attributes:

I. SOCIAL COMPETENCE	
GA 1	Deep disciplinary expertise with a wide range of academic and digital literacy
GA 2	Hone creativity, passion for innovation and aspire excellence
GA 3	Enthusiasm towards emancipation and empowerment of humanity
GA 4	Potentials of being independent
GA 5	Intellectual competence and inquisitiveness with problem solving abilities befitting the field of research
GA 6	Effectiveness in different forms of communications to be employed in personal and professional environments through varied platforms
GA 7	Communicative competence with civic, professional and cyber dignity and decorum

GA 8	Integrity respecting the diversity and pluralism in societies, cultures and religions
GA 9	All – inclusive skill sets to interpret, analyse and solve social and environmental issues in diverse environments
GA 10	Self awareness that would enable them to recognise their uniqueness through continuous self-assessment in order to face and make changes building on their strengths and improving their weaknesses
GA 11	Finesse to co-operate exhibiting team-spirit while working in groups to achieve goals
GA 12	Dexterity in self-management to control their selves in attaining the kind of life that they dream for
GA 13	Resilience to rise up instantly from their intimidating setbacks
GA 14	Virtuosity to use their personal and intellectual autonomy in being life-long learners
GA 15	Digital learning and research attributes
GA 16	Cyber security competence reflecting compassion, care and concern towards the marginalised
GA 17	Rectitude to use digital technology reflecting civic and social responsibilities in local, national and global scenario
II. PROFESSIONAL COMPETENCE	
GA 18	Optimism, flexibility and diligence that would make them professionally competent
GA 19	Prowess to be successful entrepreneurs and become employees of trans-national societies
GA 20	Excellence in Local and Global Job Markets
GA 21	Effectiveness in Time Management

GA 22	Efficiency in taking up Initiatives
GA 23	Eagerness to deliver excellent service
GA 24	Managerial Skills to Identify, Commend and tap Potentials
III. ETHICAL COMPETENCE	
GA 25	Integrity and be disciplined in bringing stability leading a systematic life promoting good human behaviour to build better society
GA 26	Honesty in words and deeds
GA 27	Transparency revealing one's own character as well as self-esteem to lead a genuine and authentic life
GA 28	Social and Environmental Stewardship
GA 29	Readiness to make ethical decisions consistently from the galore of conflicting choices paying heed to their conscience
GA 30	Right life skills at the right moment

PROGRAMME OUTCOMES (PO)

On completion (after three years) of B.B.A programme, the graduates would be able to

PO 1	Acquire knowledge of fundamental concepts and subject specific academic competency.
PO 2	Enhance the communicative skills and gain confidence to disseminate knowledge through oral and written communication effectively
PO 3	Think critically, evaluate analytically and apply the expertise of their discipline in real life.

PO4	Appreciate literary, economic, cultural, socio-psychological and environmental diversity.
PO5	Pursue and attain meaningful goals, develop a positive attitude to gain self-awareness, self-esteem, self-discipline and self-motivation.
PO6	Acquire employability and entrepreneurial skills
PO7	Evolve as responsible citizens and leaders.

PROGRAMME SPECIFIC OUTCOMES (PSO)

On completion (after three years) of B.B.A programme, the graduates would be able to

PSO 1	Identify and describe current domestic and international business trends.
PSO 2	Promotes problem solving and decision making skills (Managerial Skills)
PSO 3	Define the basic rules related to human resources management tax laws and organisational behaviour
PSO 4	Ensures effective communication, presentation and leadership skills which in turn pave the way to entrepreneurial skills
PSO 5	Evaluate and classify micro and macro environment of business with regard to functional areas.
PSO6	Gain knowledge on the preparation of final accounts, cost and management accounting, business statistics tools, operations research and mathematics for business excellence.

PSO7	Apply the theoretical knowledge in the projects/internship to gain career related experience.
PSO8	Develop critical thinking abilities that allow them to work ethically and professionally with people of diverse cultural and gender backgrounds.

FATIMA COLLEGE (AUTONOMOUS), MADURAI-18
DEPARTMENT OF BUSINESS ADMINISTRATION
For those who joined in June 2019 onwards
PROGRAMME CODE: USBA

PART – I – TAMIL / FRENCH / HINDI– 6 CREDITS

PART – I – TAMIL

Offered by the Research Centre of Tamil

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.		19TL1S1	Language - Modern Literature(com) பொதுத்தமிழ் - இக்கால இலக்கியம்	5	3	40	60	100
2.	II	19TL2S2	Language - Ancient & Medieval Literature(Com) பொதுத்தமிழ் - சங்கம் மற்றும் இடைக்கால இலக்கியம்	5	3	40	60	100
			Total	10	6			

PART – I – FRENCH

Offered by The Department of French

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	19RL1C1	PART 1 LE NIVEAU INTRODUCTIF	5	3	40	60	100
2.	II	19RL2C2	PART 1 LE NIVEAU DECOUVERTE	5	3	40	60	100
			Total	10	6			

PART – I – HINDI

Offered by The Department of Hindi

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	19DL1C1	PART 1 LANGUAGE HINDI	5	3	40	60	100
2.	II	19DL2C2	PART 1 LANGUAGE HINDI	5	3	40	60	100
			Total	10	6			

PART – II -ENGLISH – 12 CREDITS

Offered by The Research Centre of English

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT . MK s
1.	I	19EL1WB	Basic Communicative English	5	3	40	60	100
2.		19EL1WI	Intermediate Communicative English	5	3	40	60	100
3.		19EL1WA	Advanced Communicative English	5	3	40	60	100
4.	II	19EL2WB	English Communication Skills (Basic)	5	3	40	60	100
5.		19EL2WI	English For Empowerment (Intermediate)	5	3	40	60	100
6.		19EL2WA	English For Creative Writing (Advanced)	5	3	40	60	100
7.	III	19EL3WN	English for the Digital Era	5	3	40	60	100

8.	IV	19EL4WN	English for Integrated Development	5	3	40	60	100
			Total	20	12			

PART – III -MAJOR, ALLIED & ELECTIVES – 101 CREDITS

CORE COURSES : 66 CREDITS

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	21U1CC1	Business Organisation and Correspondence	6	4	40	60	100
2.		19U1CC2	Fundamentals of Management	6	4	40	60	100
3.	II	19U2CC3	Introduction to Financial Accounting	6	4	40	60	100
4.		21U2CC4	Managerial Economics	6	4	40	60	100
5.	III	19U3CC5	Organisational Behaviour	6	4	40	60	100
6.		19U3CC6	Marketing Management	5	3	40	60	100
7.		19U3CC7	Cost Accounting	6	4	40	60	100
8.	IV	19U4CC8	Human Resource Management	5	4	40	60	100
9.		19U4CC9	Operations Management	6	3	40	60	100
10.		19U4CC10	Management Accounting Theory and Practise	6	4	40	60	100
11.	V	19U5CC11	Financial Management and Practice	5	4	40	60	100
12.		19U5CC12	Tax Laws	6	4	40	60	100
13.		19U5CC13	Case Analysis	5	4	40	60	100

14.		19U5CC14	Business Law	5	4	40	60	100
15.	VI	19U6CC15	Optimisation Techniques in Management	6	4	40	60	100
16.		19U6CC16	Entrepreneurial Development	5	4	40	60	100
17.		19U6CC17	Environment of Business	5	4	40	60	100
			TOTAL		66			

ALLIED-20 CREDITS

S. NO	SEM.	COURSE CODE	COURSE TITLE	H RS	CRE DIT	CIA Mks	ESE Mk s	TOT. MKs
1.	I	21 ST1ACU1	Fundamentals of Statistics	5	5	40	60	100
2.	II	21M2ACU2	Mathematics for Management	5	5	40	60	100
3.	III	21U3ACK3	Business Organisation and Correspondence (offered to B.ComCA dept)	5	5	40	60	100
4.	IV	19K4ACU4	Principles of Marketing (offered to B.ComCA dept)	5	5	40	60	100
			TOTAL		20			

ELECTIVES-15 CREDITS

S. No	SEM.	COURSE CODE	COURSE TITLE	H RS	CRE DIT	CIA Mks	ESE Mks	TOT. Mks
1.	V	19U5ME1	International Business Management	5	5	40	60	100
2.		19U5ME2	Financial Services			40	60	100
3.	VI	19U6ME3	Retail Management	5	5	40	60	100
4.		19U6ME4	Services Marketing			40	60	100
5.		19U6ME5	Industrial Relations	5	5	40	60	100
6.		19U6ME6	Training and Development			40	60	100
			TOTAL		15			

PART – IV – 20 CREDITS

- VALUE EDUCATION
- ENVIRONMENTAL AWARENESS
- NON MAJOR ELECTIVE
- SKILL BASED COURSES

S. No	SEM.	COURSE CODE	COURSE TITLE	H RS	CRE DIT	CIA Mks	ESE Mks	TOT. Mks
1.	I	21G1VE1	Personal Values	1	1	40	60	100
2.		21U1NME	Management Principles - (Offered to other major Students)	2	2	40	60	100
3.	II	21G2VE2	Values for Life	1	1	40	60	100
4.		21U2NME	Management Principles - (Offered to other major Students)	2	2	40	60	100
5.	III	19G3EE1	Environmental Education	1	1	40	60	100
6.		21UAD3ES	Professional Ethics	1	1	40	60	100

7.		19U3SB 1	Campus to Corporate (Skill Based)	2	2	40	60	100
8.	IV	19G4EE 2	Environmental Education	1	1	40	60	100
9.		21UAD4 ES	Personality Development	1	1	40	60	100
10.		19U4SB 2	Interpersonal skills and team building (Skill Based)	2	2	40	60	100
11.	V	19U5SB 3	Leadership Skills (Skill Based)	2	2	40	60	100
12.		21UAD5 ES	Family Life Education	1	1	40	60	100
13.		19U5SB 4	Employability Skills (Skill Based)	2	2	40	60	100
14.	VI	19U6SB 5	Competitive Examination Skills (Skill based)	2	2	40	60	100
15.		21UAD6 ES	Life Skills	1	1	40	60	100
16.		19U6SB 6	Personality Development (Skill based)	2	2	40	60	100

SHIFT II

S.No .	SEM .	COURSE CODE	COURSE TITLE	HRS	CREDI T	TOT.MK S.
1.	I -IV		Physical Education	30 per Semester	1	100
2			Youth Red Cross			
3			NSS			
4			Rotaract			
5			Women Empowerment			

			Cell			
6			AICUF			

OFF-CLASS PROGRAMME

ADD-ON COURSES

COURSE CODE	Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ESE Mks	Total Marks
21UADFC A	ONLINE SELF LEARNING COURSE- Basic Multidisciplinary Course - Arts	40	2	I	40	60	100
21UAD2CA	COMPUTER APPLICATIONS (TALLY 9)	40	2	II	40	60	100
	ONLINE SELF LEARNING COURSE- Foundation Course for Science	40	2	II	40	60	100
21UAD3ES, 21UAD4ES, 21UAD5ES, 21UAD6ES	Professional Ethics, Personality Development, Family Life	15 hours per semester	1 per semester	III-VI	40 each Semester	60 each semester	100 per semester

	Education, Life Skills					ste r-	
19UAD5HR	HUMAN RIGHTS	15	2	V	100	-	100
21UAD6RS	OUTREACH PROGRAMME- Reach Out to Society through Action ROSA	100	3	V & VI	100	-	100
21UAD6PR	PROJECT	30	4	VI	40	60	100
21UAD6RC	READING CULTURE	10/Se mester	1	II-VI	-	-	-
	TOTAL		20				

OFF CLASS PROGRAMMES

19UGVAU1 – Micro Small Medium Enterprises- Value Added Crash Course

19UGVA CBA1 - Certificate Course – Online Course Event Management for entire college students (It will be included in the Degree Certificate itself)

I B.B.A

SEMESTER –I

For those who joined in 2021 onwards

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDIT S
USBA	21U1CC1	BUSINESS ORGANISATION AND CORRESPONDENC E	Lecture	5	4

COURSE DESCRIPTION

This course will provide students with an understanding of the basic theories and principles by which businesses are organized and managed in modern society.

This course is also designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of written expression to modern business communication.

COURSE OBJECTIVES:

- To make the students understand the nature and forms of business organization.
- To learn and draft various business letters and business reports

Unit- 1. Introduction to Business Organisation [15 Hours]

Meaning and definition of business essentials & scope of business- Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation . Modern Business, Business & Profession.

Unit-2. Forms of Business Organisation: [15 Hours]

Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

Unit -3. Introduction to Business Communication [15 Hours]

Communication – Meaning & Definition – Importance of effective communication - Objectives – Principles –Types of communication- Various Media of communication – Barriers to communication

Unit- 4. Business Letters [15 Hours]

Need, functions and kinds of a Business letter- Essentials of an Effective Business letter - Enquiries – types- Replies-Offers and Quotations – Important terms in offers & quotations (Specimen letters)

Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)

Complaints and Adjustments- Sources of mistakes giving rise to complaints-Adjustment policy- Collection letters-collection series. Sales letters- Advantages, Objectives, Three P's important for a sales correspondent.

Unit -5.Correspondence with Public Authorities & other agencies and Report Writing: [15 Hours]

Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the Head Office, with other banks.

Import-Export correspondence. Letters to Editor

Report – meaning, importance- types of business reports – Oral and written reports- Characteristics of a good report -Drafting of Business Reports
– Reports of Individuals – Report by Committees

Unit – 6. Dynamism

1. Web real-time communication
2. Augmented and Virtual Reality in communication. Social implications

Text Book

1. *Business Organisation and Management*, [M C Shukla](#), Sulthan Chand & Sons Publishers, New Delhi.-2018

2. *Essential of Business Communication* - Rajendra Pal & T.S. Korlahalli, Sulthan Chand & Sons Publishers, New Delhi.-2018

References:

Communication skills by Dr.Nageshwar Rao &Dr.RajendraP.Das-Himalaya Publishing House-2018

Digital Open Educational Resources

<http://booksgoogle.co.in/business> communication,
www.managementstudyguide.com/business_communication.htm,
study.com/academy/lesson/what-is-effective-business-communication
<https://www.youtube.com/watch?v=h1fCJM1LMaY>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1. Introduction to Business Organisation				

1.1	Meaning and definition of business essentials	2	Lecture	Black Board
1.2	Scope of business	1	Lecture	Black Board
1.3	Classification of Business Activities, Meaning, Definition	2	Lecture	Black Board
1.4	Characteristics and objectives of Business Organisation	3	Lecture	Black Board
1.5	Evolution of Business Organisation	3	Lecture & Discussion	Black Board
1.6	Modern Business, Business & Profession	4	Lecture	Black Board
UNIT -2 Forms of Business Organisation				
2.1	Forms of Business Organisation –introduction	1	Lecture	Black Board
2.2	Sole Proprietorship	3	Lecture	Black Board
2.3	Partnership	4	Lecture	Black Board
2.4	Joint Stock Companies	3	Lecture	Black Board

2.5	Co-operatives	4	Lecture	Black Board
UNIT -3 Introduction to Business Communication				
3.1	Communication – Meaning & Definition	1	Lecture	Black Board
3.2	Importance of effective communication	3	Lecture	Black Board
3.3	Objectives – Principles	2	Lecture	Black Board
3.4	Types of communication	3	Lecture	Black Board
3.5	Various Media of communication	4	Lecture	Black Board
3.6	Barriers to communication	2	Lecture	Black Board
UNIT -4. Business Letters				
4.1	Need, functions and kinds of a Business letter– Essentials of an Effective Business letter	2	Lecture	Black Board
4.2	Enquiries – types- Replies	2	Lecture	Black Board
4.3	Offers and Quotations – Important terms in offers & quotations (Specimen letters)	2	Lecture	Black Board

4.4	Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)	2	Lecture	Black Board
4.5	Complaints and Adjustments-Sources of mistakes giving rise to complaints-Adjustment policy	2	Lecture	Black Board
4.6	Collection letters-collection series	2	Lecture	Black Board
4.7	Sales letters- Advantages, Objectives, Three p's important for a sales correspondent.	3	Lecture	Black Board
UNIT- 5. Correspondence with Public Authorities & other agencies and Report Writing				
5.1	Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the Head Office, with other banks	4	Lecture	Black Board
5.2	Import-Export correspondence. Letters to Editor	2	Lecture	Black Board
5.3	Report – meaning, importance-types of business reports	1	Lecture	Black Board
5.4	Oral and written reports- Characteristics of a good report	2	Lecture	Black Board

5.5	Drafting of Business Reports	2	Lecture	Black Board
5.6	Reports of Individuals	2	Lecture	Black Board
5.7	Report by Committees	2	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average 5 Mks.	Better of W1, W2 5 Mks	M1+M2 5+5=10 Mks.	MID-SEM TEST 15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %

Total	5	5	10	15	35	5	40	100 %
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CIA

Scholastic	35
Non Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

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NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED	PSOs ADDRESSED
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		BLOOM'S TAXONOMY)	
CO 1	Understand the functions of business organization	K1 &K2	PSO4,PSO 7& PSO 8
CO 2	Understand the different forms of business organization & compare them.	K1& K4	PSO4,PSO 7& PSO 8
CO 3	Understand the concept of communication & Discover the ways & means of effective communication.	K1, K2 & K4	PSO4,PSO 7& PSO 8
CO 4	Understand & draft different kinds of business letters	K1&K3	PSO4,PSO 7& PSO 8
CO 5	Understand & draft letters for public authorities and other agencies and also to prepare business report	K1 & K3	PSO4,PSO 7& PSO 8

COURSE OUTCOMES

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

Mapping COs Consistency with PSOs

CO/PS O	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	2	1	1	3	1	1	3	3
CO2	2	1	1	3	1	1	3	3
CO3	2	1	1	3	1	1	3	3
CO4	2	1	1	3	1	1	3	3
CO5	2	1	1	3	1	1	3	3

Mapping COs with Pos

CO/P O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	3	2	1	3	3	2
CO2	3	3	2	1	3	3	2
CO3	3	3	2	1	3	3	2
CO4	3	3	2	1	3	3	2
CO5	3	3	2	1	3	3	2

COURSE DESIGNER:

1. Staff Name Dr. P.RUBY LEELA

Forwarded By

Dr.S.L. Kumari

HOD'S

Signature

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I B.B.A
SEMESTER –I
For those who joined in 2019 onwards

PROGRAMM E CODE	COURS E CODE	COURSE TITLE	CATEGOR Y	HRS/WEE K	CREDIT S
USBA	19U1CC2	FUNDAMENTALS OF MANAGEMENT	Lecture	6	4

COURSE DESCRIPTION

This course deals with the fundamental principles and various functions of management.

COURSE OBJECTIVES

The aim of the paper is to know the basic management concepts so as to run an organization.

Unit 1. Introduction (15 Hours)

Management – definition of business administration and management –nature-**functions and functional areas of management** – emergence of management thought – Taylor, Henry Fayol, Elton Mayo.

Unit 2. Planning and Decision Making (20 Hours)

Forecasting – meaning – importance – methods – Planning – meaning and definition –features -importance – process of planning – types of planning (in brief) – MBO – Decision Making – meaning - process.

Unit 3. Organising (20 Hours)

Meaning and definition – objectives – steps in organizing – Departmentation – meaning – types – Delegation – meaning – obstacles in delegation process – guidelines to make delegation effective – Decentralization – meaning – factors determining the degree of decentralization – distinction between delegation and decentralization.

Unit 4. Staffing (20Hours)

Meaning – process of staffing function – Recruitment – meaning – sources – Selection – meaning – **selection procedure** – Performance appraisal- Objectives- types.

Unit 5. Direction and Control**(15 Hours)**

Meaning – Scope – Supervision – definition – characteristics – **Span of management** – meaning – tall versus flat span— Control – meaning – process.

Unit 6 :Dynamics

1. Observe the functions an organisation and write a report
2. Analyse the real time selection procedure in an organisation and submit the observed report

Text Book:

Principles of Management - P.D. Sharma, N.S. Bhalla, R.S. Gupta-.Kalyani Publishers, New Delhi -**2017**

Reference Books:

1. Principles of Management – L.M. Prasad. Sulthan Chand & Sons Publishers, New Delhi-2018
2. Essentials of Management –Harold Koontz Tata Mcgrawhill Publishers, New Delhi, 2017

DIGITAL OPEN EDUCATIONAL RESOURCES :

<https://www.studyblue.com/notes/b/fundamentals-of-management/10852/0>

<https://www.youtube.com/watch?v=dPPNNyGWmF4>

<https://www.uagc.edu/blog/5-principles-of-great-management>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION				
1.1	Management – Definition Of Business Administration And Management	5	Chalk & Talk	Black Board
1.2	Nature-Functions	3	Chalk & Talk	Black Board
1.3	Functional Areas Of Management	2	Lecture	Black Board

1.4	Emergence Of Management Thought – Taylor	3	Lecture	Black Board
1.5	Henry Fayol, Elton Mayo	2	Lecture	Black Board
UNIT -2 PLANNING AND DECISION MAKING				
2.1	Forecasting – Meaning	4	Lecture	Black Board
2.2	Importance – Methods	2	Chalk & Talk	Black Board
2.3	Planning – Meaning And Definition	4	Lecture	Black Board
2.4	Features -Importance – Process Of Planning	3	Lecture	Black Board
2.5	Types Of Planning (In Brief)	2	Lecture	Black Board
2.6	MBO	2	Lecture	Black Board
2.7	Decision Making – Meaning - Process	3	Lecture	Black Board
UNIT -3 ORGANISING				
3.1	Organising -Meaning And Definition	3	Chalk & Talk	Black Board
3.2	Objectives – Steps In Organizing	2	Chalk &	Black Board
3.3	Departmentation – Meaning	3	Lecture	Black Board
3.4	Departmentation -Types	3	Lecture	Black Board
3.5	Delegation – Meaning	2	Lecture	Black Board
3.6	Obstacles In Delegation Process – Guidelines To Make Delegation Effective	2	Lecture	Black Board
3.7	Decentralization – Meaning –	3	Lecture	Black Board
3.8	Factors Determining The Degree Of Decentralization –	1	Lecture	Black Board
3.9	Distinction Between Delegation And Decentralization.	1	Lecture	Black Board

UNIT -4 STAFFING				
4.1	Meaning – process of staffing function	5	Lecture	Black Board
4.2	Recruitment – meaning – sources	5	Chalk & Talk	Black Board
4.3	Selection – meaning – selection procedure –	5	Lecture	Black Board
4.4	Performance appraisal- Objectives- types.	5	Lecture	Black Board
UNIT -5 DIRECTION AND CONTROL				
5.1	Meaning – Scope – Supervision	5	Lecture	Black Board
5.2	Supervision-definition-characteristics –	3	Chalk & Talk	Black Board
5.3	Span of management – meaning	2	Lecture	Black Board
5.4	Tall versus flat span–	3	Lecture	Black Board
5.5	Control – meaning – process	2	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %

Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
	40

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

- ✓ **The I UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.**

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non - Scholastic

COURSE OUTCOMES

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

Mapping COs Consistency with PSOs

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the emergence of management thought and fundamentals of management	K1,K2	PSO2,PSO3, PSO4,PSO7, PSO8.
CO 2	Analyse the concept and process of planning and decision making for progressive existence of a firm.	K1,K4	PSO2,PSO3, PSO4,PSO7, PSO8.
CO 3	Understand the fundamentals of organising and departmentation of a business	K1,K2 & K4	PSO2,PSO3, PSO4,PSO7, PSO8.
CO 4	Understand the process of recruitment and staffing and the different performance appraisal methods.	K1,K3	PSO2,PSO3, PSO4,PSO 7,PSO8.
CO 5	Understand and identify the process of directing and controlling	K1,K3	PSO2,PSO3, PSO4,PSO 7PSO8.

Mapping COs with PSOs

CO/PS O	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	2	3	3	3	2	1	3	3
CO2	2	3	3	3	2	1	3	3
CO3	2	3	3	3	2	1	3	3
CO4	2	3	3	3	2	1	3	3
CO5	2	3	3	3	2	1	3	3

Mapping COs with POs

CO/P O	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	1	3	3	2
CO2	3	3	3	1	3	3	2
CO3	3	3	3	1	3	3	2
CO4	3	3	3	1	3	3	2
CO5	3	3	3	1	3	3	2

COURSE DESIGNER:

1. KA.VANESSA

Forwarded By

Dr.S.L. Kumari

HOD'S

Signature

I B.B.A

SEMESTER –I

For those who joined in 2021 onwards

PROGRAMM E CODE	COURS E CODE	COURSE TITLE	CATEGOR Y	HRS/WEE K	CREDIT S
USBA	21 ST1ACU 1	FUNDAMENTA LS OF STATISTICS	Chalk & Talk	5	5

COURSE DESCRIPTION

The course is designed to impart knowledge about the concept of statistics and the application of statistical tools in business.

COURSE OBJECTIVES

- The objective of this course is to familiarize the students with fundamental statistical tools which can help them in analyzing the business data.

UNIT- I. INTRODUCTION

(15 Hours)

Definition-Characteristics-Functions-Uses-Limitations of statistics. Data-Primary and Secondary data-Methods of collecting primary data – Drafting the questionnaire. Classification – meaning – types – formulation of frequency distribution- Tabulation- Diagrammatic representation- Bar charts- Pie diagram – Histograms – Frequency polygon- Ogives.

UNIT- II .MEASURES OF CENTRAL VALUE

(15 Hours)

Averages – Definition- Objectives- Types- Mean- Median – Mode – Geometric mean – Harmonic mean- Relationship – Limitations.

UNIT- III. MEASURES OF DISPERSION

(15 Hours)

Meaning – objectives- Absolute and relative measures of variation – Range- Quartile deviation- Mean deviation- Standard deviation – Co- efficient of variation.

UNIT - IV. CORRELATION AND REGRESSION ANALYSIS (15 Hours)

Types- Methods of studying simple correlation – Karl Pearson's coefficient – Method of least squares- Rank correlation.

Regression Analysis – definition – Regression equations.(simple regression only)

UNIT- V INDEX NUMBERS AND TIME SERIES (15 Hours)

Index numbers – Meaning – Uses- Calculation of price index and quantity index using Laspeyres method , Paasche method and Fisher's ideal method – Time reversal test – Factor reversal test.

Time series- Definition –Components – Estimation of trends by the Moving average method and Method of least squares (Exponential trends, growth curves, second degree parabola are excluded)

Text Book:

1. Statistical Methods –S.P Gupta. –Sulthan Chand & Sons Publishers, New Delhi.- 2016

Reference Books:

1. Quantitative technique for managerial decisions-U.Ksrivastava,G.V. Shenoy& S.C.Sharma Prentice Hall India Publishers, New Delhi -2016
2. Statistics-R.S.N. Pillai & Bhagawathi Sulthan Chand & Sons Publishers, New Delhi.2016

DIGITAL OPEN EDUCATIONAL RESOURCES:

www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf

<https://www.youtube.com/watch?v=2rEhWFhSqnI>

https://www.youtube.com/watch?v=8a_etQN-qso

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION				
1.1	Definition–Characteristics- Functions	2	Chalk & Talk	Black Board
1.2	Uses–Limitations of statistics.	2	Chalk & Talk	Black Board
1.3	Data–Primary and Secondary data-	2	Chalk & Talk	Black Board
1.4	Methods of collecting primary data –	2	Chalk & Talk	Black Board
1.5	Drafting the questionnaire.	2	Chalk & Talk	Black Board
1.6	Classification – meaning – types	2	Chalk & Talk	Black Board
1.7	Formulation of frequency distribution	2	Chalk & Talk	Black Board
1.8	Tabulation	2	Chalk & Talk	Black Board
1.9	Diagrammatic representation- Bar charts- Pie diagram	2	Chalk & Talk	Black Board
1.10	Histograms – Frequency polygon- Ogives	2	Chalk & Talk	Black Board

UNIT -2 MEASURES OF CENTRAL VALUE				
2.1	Averages – Definition- Objectives	2	Chalk & Talk	Black Board
2.2	Types	2	Chalk & Talk	Black Board
2.3	Mean	4	Chalk & Talk	Black Board
2.4	Median	4	Chalk & Talk	Black Board
2.5	Mode	4	Chalk & Talk	Black Board
2.6	Geometric mean	2	Chalk & Talk	Black Board
2.7	Harmonic mean	1	Chalk & Talk	Black Board
2.8	Relationship – Limitations	1	Chalk & Talk	Black Board
UNIT -3 MEASURES OF DISPERSION				
3.1	Meaning – objectives-	3	Chalk & Talk	Black Board
3.2	Absolute and relative measures of variation	3	Chalk & Talk	Black Board
3.3	Range	3	Chalk & Talk	Black Board
3.4	Quartile deviation	3	Chalk & Talk	Black Board
3.5	Mean deviation	4	Chalk & Talk	Black Board
3.6	Standard deviation	2	Chalk & Talk	Black Board

3.7	Co- efficient of variation	2	Chalk & Talk	Black Board
UNIT -4 CORRELATION AND REGRESSION ANALYSIS				
4.1	Types- Methods of studying simple correlation	2	Chalk & Talk	Black Board
4.2	Karl Pearson's coefficient	4	Chalk & Talk	Black Board
4.3	Method of least squares	2	Chalk & Talk	Black Board
4.4	Rank correlation	2	Chalk & Talk	Black Board
4.5	Regression Analysis – definition	3	Chalk & Talk	Black Board
4.6	Regression equations(simple regression only)	2	Chalk & Talk	Black Board
UNIT 5. INDEX NUMBERS AND TIME SERIES				
5.1	Index numbers – Meaning – Uses	1	Chalk & Talk	Black Board
5.2	Calculation of price index and quantity index using Laspeyres method , Paasche method and Fisher's ideal method	6	Chalk & Talk	Black Board
5.3	Time reversal test	1	Chalk & Talk	Black Board
5.4	Factor reversal test.	1	Chalk & Talk	Black Board
5.5	Time series- Definition – Components	1	Chalk & Talk	Black Board
5.6	Estimation of trends by the Moving average method and Method of least squares	5	Chalk & Talk	Black Board

	(Exponential trends, growth curves, second degree parabola are excluded)			
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Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average 5 Mks.	Better of W1, W2 5 Mks	M1+M2 5+5=10 Mks.	MID-SEM TEST 15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
	40

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

- ✓ **The I UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.**

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the meaning of statistics and the methods of data collection, classification and presentation of data	K1, K2 &K3	PSO2, PSO4, PSO6 & PSO7
CO 2	Understand the measures of central tendency and use them to identify the behaviour of data	K1, K2 &K3	PSO2, PSO4, PSO6 & PSO7
CO 3	Understand the measures of dispersion and analyse the extent of variability between two or more series, which in turn facilitate decision making.	K1, K2 &K3	PSO2, PSO4, PSO6 & PSO7
CO 4	Understand the basic concepts of correlation and regression. Also compute and interpret the coefficient of correlation and determine the nature of relationship between variables using regression equations	K1, K2 &K3	PSO2, PSO4, PSO6 & PSO7
CO 5	Understand the concept of Index numbers and identify the changes in economic activity. Also able to predict future using the estimation of trends in time series	K1, K2 &K3	PSO2, PSO4, PSO6 & PSO7

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO 1	2	3	1	3	1	3	3	1

CO 2	2	3	1	3	1	3	3	1
CO 3	2	3	1	3	1	3	3	1
CO 4	2	3	1	3	1	3	3	1
CO 5	2	3	1	3	1	3	3	1
CO 6	2	3	1	3	1	3	3	1

Mapping COs with POs

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	3	3	1	2	2	1
CO2	3	3	3	1	2	2	1
CO3	3	3	3	1	2	2	1
CO4	3	3	3	1	2	2	1
CO5	3	3	3	1	2	2	1

COURSE DESIGNER:

1. Staff Name: Dr. M.MEENACHI

2. Staff Name: Dr.P. Ruby Leela

Forwarded By

Dr.S.L. Kumari

HOD'S

Signature

I BBA
SEMESTER –I
For those who joined in 2021 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
USBA	21U1NME	MANAGEMENT PRINCIPLES	2	2

COURSE DESCRIPTION

This course is designed to give a comprehensive view of the concept of management and its functions.

COURSE OBJECTIVES

The aim of the course is to orient the students to have a basic knowledge about the management concepts and its functions.

UNIT 1. INTRODUCTION

Management – Definition-Difference between business administration and management –nature- functional areas of management

UNIT 2. PLANNING

Forecasting – meaning – importance – Planning – meaning and definition --importance – process of planning – types of planning (in brief)

UNIT 3. ORGANISING

Meaning and definition – objectives – steps in organizing – Decentralization – meaning – factors determining the degree of decentralization – distinction between delegation and decentralization.

UNIT 4. STAFFING

Meaning – Recruitment – meaning – sources – Selection – meaning – selection procedure

UNIT 5. DIRECTION AND CONTROL

Meaning – Supervision – definition – characteristics – Span of management – meaning – tall versus flat span— Control – meaning – process.

DYNAMICS:

1. Visit the nearby companies in your area and chart out the functional areas of the organisation.
2. Analyse the selection procedure in any organisation.

Text Book:

Principles of Management – L.M. Prasad. Sulthan Chand & Sons Publishers, New Delhi-2018

Reference Books:

Principles of Management - P.D. Sharma, N.S. Bhalla, R.S. Gupta-. Kalyani Publishers, New Delhi -**2017**
 Essentials of Management –Harold Koontz Tata Mcgrawhill Publishers, New Delhi, 2017

Digital Open Educational Resources:

<https://www.studyblue.com/notes/b/fundamentals-of-management/10852/0>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION				
1.1	Management – Definition		Lecture	Black Board
1.2	Difference between business administration and management		Lecture	Black Board
1.3	Nature of Management		Lecture	Black Board
1.4	Functional areas of management		Lecture	Black Board
UNIT -2 PLANNING				
2.1	Forecasting – meaning Importance		Lecture	Black Board
2.2	Planning – meaning and definition		Lecture	Black Board
2.3	importance – process of planning		Lecture	Black Board

2.4	Types of planning (in brief)		Lecture	Black Board
UNIT 3 ORGANISING				
3.1	Meaning and definition – objectives		Lecture	Black Board
3.2	steps in organizing – Decentralization – meaning –		Lecture	Black Board
3.3	Factors determining the degree of decentralization		Lecture	Black Board
3.4	Distinction between delegation and decentralization.		Lecture	Black Board
UNIT 4 STAFFING				
4.1	Meaning – Recruitment		Lecture	Black Board
4.2	meaning – sources		Lecture	Black Board
4.3	Selection – meaning – selection procedure		Lecture	Black Board
UNIT 5 DIRECTION AND CONTROL				
5.1	Meaning – Supervision		Lecture	Black Board
5.2	definition – characteristics		Lecture	Black Board
5.3	Span of management		Lecture	Black Board
5.4	Meaning – tall versus flat span		Lecture	Black Board
5.5	Control – meaning – process.		Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session - wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				

	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholasti c	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTI C	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA Components

			Nos		
C1	-	Test (CIA 1)	1	-	10 Mks
C2	-	Test (CIA 2)	1	-	10 Mks
C3	-	Assignment	1	-	5 Mks
C4	-	Open Book Test/PPT	2 *	-	5 Mks
C5	-	Quiz	2 *	-	5 Mks
C6	-	Attendance		-	5 Mks

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the functions & functional areas of management .	K1, K2 & K3	PSO2 & PSO7
CO 2	Understand & demonstrate planning and decision making process.	K1, K2 & K3	PSO2 & PSO7
CO 3	Gain knowledge about the fundamentals of organising and apply it for constructing organization structure of a business firm	K1, K2 & K3	PSO2 & PSO7
CO 4	Understand the elements of staffing & discover how recruitment & selection is carried out in a business firms.	K1, K2 & K3	PSO2 & PSO7
CO 5	Acquire knowledge about direction & control & apply the techniques	K1, K2 & K3	PSO2 & PSO7

Mapping COs with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	2	3	1	2	1	1	3	2
CO2	2	3	1	2	1	1	3	2
CO3	2	3	1	2	1	1	3	2
CO4	2	3	1	2	1	1	3	2
CO5	2	3	1	2	1	1	3	2

Mapping COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	1	1	3	2
CO2	3	2	3	1	1	3	2
CO3	3	2	3	1	1	3	2
CO4	3	2	3	1	1	3	2
CO5	3	2	3	1	1	3	2

COURSE DESIGNER:

1.Mrs.KA.VANESSA.

Forwarded By

S.L. Kumari

HOD'S

Signature

2022

I B.B.A

SEMESTER –II

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U2CC3	INTRODUCTION TO FINANCIAL ACCOUNTING	Chalk/Talk	6	4

COURSE DESCRIPTION

The course deals with the basic accounting concepts which helps in the preparation of final accounts of a business.

COURSE OBJECTIVES

- To understand the basic accounting concepts and their applications in business.
- To apply the dual-entry recording framework to a series of transactions that results in a balance sheet.
- To gain knowledge on the preparation of financial statements.
- To gain knowledge on the various depreciation methods of assets.

UNIT 1: INTRODUCTION

[15 Hours]

Definition of Accounts – **Concepts** – Convention – Books of Accounts – Double Entry System of Book Keeping – Journal and Ledger- Difference between journal and ledger - advantages and limitations of accounting.

UNIT 2: BRS AND RECTIFICATION OF ERRORS [25 Hours]

Trial Balance- Merits of trial balance and types of errors, Rectification of Errors, Bank Reconciliation Statement- meaning, causes for difference between cash book and pass book, method of preparation of BRS, problems.

UNIT 3: FINAL ACCOUNT WITH ADJUSTMENTS [20 Hours]

Trading, Profit and Loss Account and Balance Sheet.- With Adjustments of Closing stock, outstanding expenses, prepaid or unexpired expenses, accrued income, income received in advance, depreciation, bad debts, interest on capital, interest on drawings, provision for doubtful debts, reserve for discount on creditors, deferred revenue expenditure

UNIT 4: DEPRECIATION [15 Hours]

Depreciation – Methods – Straight Line Method, Annuity method and Diminishing Balance Method Only. With Provision for depreciation, Difference between straight line and written down value method.

UNIT 5: ACCOUNTS OF NON – TRADING CONCERNS [15 Hours]

Accounts of Non – Trading Concerns – Receipts and Payments Account – Income and Expenditure Account and Balance Sheet, Difference between income and expenditure account and receipts and payments account.

UNIT –VI DYNAMISM (Evaluation Pattern-CIA only)

1. Purpose of Indian Accounting Standards(AS)
2. Why AS-31, 32, 33 is still non-mandatory.
3. Why accounting standards (AS) are being draft.
4. The Rise of Account-Based Marketing, social implications

Text Book:

Financial Accounting –Jain & Narang. .Kalyani Publishers, New Delhi-2018

Reference Book:

Advanced Accounting –R L Gupta. Kalyani Publishers New Delhi-2014

DIGITAL OPEN EDUCATIONAL RESOURCES:www.investopedia.com/Financialaccounting[www.accountingcoach.com/ financial accounting](http://www.accountingcoach.com/financial%20accounting)<https://www.youtube.com/watch?v=qUIoa8wqpOc>**COURSE CONTENTS & LECTURE SCHEDULE:**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION				
1.1	Definition of Accounts	2	Chalk & Talk	Black Board
1.2	Concepts	3	Chalk & Talk	Black Board
1.3	Convention	1	Chalk & Talk	Black Board
1.4	Books of Accounts – Double Entry System of Book Keeping –	3	Chalk & Talk	Black Board
1.5	Journal and Ledger	5	Chalk & Talk	Black Board
1.6	Difference between journal and ledger and advantages and limitations of accounting.	1	Chalk & Talk	Black Board
UNIT -2 BRS AND RECTIFICATION OF ERRORS				
2.1	Trial Balance- Merits of trial balance	2	Chalk & Talk	Black Board
2.2	Types of errors	3	Chalk & Talk	Black Board

2.3	Rectification of Errors	6	Chalk & Talk	Black Board
2.4	Bank Reconciliation Statement-meaning,	5	Chalk & Talk	Black Board
2.5	Causes for difference between cash book and pass book,	3	Chalk & Talk	Black Board
2.6	Method of preparation of BRS	1	Chalk & Talk	Black Board
2.7	Problems	5	Chalk & Talk	Black Board

UNIT -3 FINAL ACCOUNT WITH ADJUSTMENTS

3.1	Trading, Profit and Loss Account and Balance Sheet	5	Chalk & Talk	Black Board
3.2	Closing stock- outstanding expenses	2	Chalk & Talk	Black Board
3.3	Prepaid or unexpired expenses-accrued income	2	Chalk & Talk	Black Board
3.4	Income received in advance-depreciation	2	Chalk & Talk	Black Board
3.5	Bad debts- interest on capital	3	Chalk & Talk	Black Board
3.6	Interest on drawings- provision for doubtful debts	3	Chalk & Talk	Black Board
3.7	Reserve for discount on creditors- deferred revenue expenditure	3	Chalk & Talk	Black Board

UNIT 4: DEPRECIATION

4.1	Depreciation – Methods	2	Chalk & Talk	Black Board
4.2	Straight Line Method	4	Chalk & Talk	Black Board

4.3	Annuity method	2	Chalk & Talk	Black Board
4.4	Diminishing Balance Method	4	Chalk & Talk	Black Board
4.5	Provision for depreciation	2	Chalk & Talk	Black Board
4.6	Difference between straight line and written down value method.	1	Chalk & Talk	Black Board
UNIT 5: ACCOUNTS OF NON – TRADING CONCERNS				
5.1	Accounts of Non – Trading Concerns –	2	Chalk & Talk	Black Board
5.2	Receipts and Payments Account	6	Chalk & Talk	Black Board
5.3	Income and Expenditure Account and Balance Sheet	6	Chalk & Talk	Black Board
5.4	Difference between income and expenditure account and receipts and payments account	1	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average	Better of W1, W2	M1+M2 5+5=10 Mks.	MID-SEM TEST 15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %

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K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
	40

✓ **All the course outcomes are to be assessed in the various CIA components.**

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

✓ **The I UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.**

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the basic concepts and conventions of double entry system of book keeping and incorporate knowledge to prepare journals and ledgers.	K1,K2	PSO2& PSO6, PSO8
CO 2	Understand the procedure to prepare trial balance, Bank reconciliation statement and	K1, K3	PSO2& PSO6, PSO8

	analyse the causes for differences between cash book and pass book.		
CO 3	Acquire knowledge about preparation of Trading Profit and Loss Account and Balance Sheet with adjustments	K1 , K4	PSO2& PSO6, PSO8
CO 4	Understand the different methods of calculating depreciation and analyse its merits and demerits	K1, K2, K4	PSO2& PSO6, PSO8
CO 5	Understand the preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet of Non- Profit Concerns	K1, K3	PSO2& PSO6, PSO8

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	3	1	1	2	3	2	3
CO2	1	3	1	1	2	3	2	3
CO3	1	3	1	1	2	3	2	3
CO4	1	3	1	1	2	3	2	3
CO5	1	3	1	1	2	3	2	3

Mapping COs Consistency with POs

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	1	1	2	3
CO2	3	2	3	1	1	2	3
CO3	3	2	3	1	1	2	3
CO4	3	2	3	1	1	2	3

CO5	3	2	3	1	1	2	3
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COURSE DESIGNER:

Staff Name ----- Dr. P. RUBY LEELA

Forwarded By

Dr.S.L. Kumari

HOD'S

Signature

I B.B.A
SEMESTER –II
For those who joined in 2021 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
USBA	21U2CC4	MANAGERIAL ECONOMICS	6	4

COURSE DESCRIPTION

It helps the students to identify how pricing and production strategies help to meet the short-run objective quickly and effectively.

COURSE OBJECTIVES

The objective is to introduce the basic concepts in economics, which can be applied in managing the affairs of a firm.

UNIT –I BASIC CONCEPTS OF MANAGERIAL ECONOMICS (15HRS.)

Definition of economics and managerial economics – Scope – Economics and Managerial Economics -concepts –objectives of a firm- Optimisation - Decision Making – The Incremental concept – The concept of Time Perspective – The Discounting Principle – The Concept of Opportunity cost - Concepts and Definition of National Income – Methods of measuring National Income – Difficulties in the measurement- Business Cycle – phases – boom – recession – depression – recovery - inflation and deflation.

UNIT –II UTILITY, SUPPLY AND DEMAND (15 HRS.)

Law of Diminishing Marginal Utility –Illustration – Assumption – Exception – Importance- - The Law of Equi-Marginal Utility or the Law of Maximum Satisfaction.

Demand function. – demand schedules and demand curves – Reasons for downward sloping demand curve – Exception to the Law of Demand-

Elasticity of Demand – Price Elasticity of Demand – Income Elasticity of Demand – Cross Elasticity of Demand

Supply Function: Elasticity of Supply

UNIT –III MARKETS AND PRODUCT PRICING (15 HRS.)

Markets- Features - Classification of Market - Perfect Competition - Monopoly – Monopolistic Competition - Oligopoly - Duopoly- Price Determination

UNIT –IV COST, REVENUE AND PRODUCTION FUNCTION (15 HRS.)

Cost and Revenue concepts - Production function – Laws of Production – Laws of variable proportions – Laws of Returns to Scale- Concepts of Cost and Revenue

UNIT –V FACTORS OF PRODUCTION AND FACTOR PRICING (15 HRS.)

Land- Labour- Capital- Organisation - Ricardian Theory of Rent- Malthusian Theory of Population

UNIT –VI DYNAMISM(for CIA only)

Case study of Production pattern -Case study of Different market conditions- Case study of Life cycle of a product - Video shooting of markets - Case study of cost and revenue of any company - Survey of pricing in Canteen -Survey of Pricing in different markets - Study of consumption pattern - Survey of Factor payments in different companies(Govt and private)

REFERENCES:

1. Managerial Economics -S. Sankaran, Margham Publications, Chennai- 2017

2. Managerial Economics-P.L. Mehta Sulthan Chand & Sons Publishers, New Delhi-2016
3. Managerial Economics- DuttRuddar and K.P.M. Sundaram.Sulthan Chand & Sons Publishers-2016

Digital Open Educational Resources (DOER) :

www.managementstudyguide.com/managerial-economics.htm,

www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf

<https://www.managementstudyguide.com/managerial-economics.htm>

<https://www.youtube.com/watch?v=wW3BfdZD4n4>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 BASIC CONCEPTS OF MANAGERIAL ECONOMICS				
1.1	Definition of economics and managerial economics – Scope – Economics	2	Lecture	Black Board
1.2	Managerial Economics - concepts –objectives of a firm- Optimisation	2	Lecture	Black Board
1.3	Decision Making – The Incremental concept – The concept of Time Perspective	2	Lecture	Black Board
1.4	The Discounting Principle- The Concept of Opportunity cost	2	Lecture	Black Board
1.5	Concepts and Definition of National Income – Methods of measuring National Income- Difficulties in the measurement	3	Lecture	Black Board
1.6	Business Cycle – phases – boom – recession – depression – recovery	2	Lecture	Black Board
1.7	Inflation and deflation.	2	Lecture	Black Board

UNIT -2 UTILITY SUPPLY AND DEMAND				
2.1	Law of Diminishing Marginal Utility –Illustration – Assumption – Exception	3	Lecture	Black Board
2.2	Importance- - The Law of Equi-Marginal Utility or the Law of Maximum Satisfaction	2	Lecture	Black Board
2.3	Demand function. – demand schedules and demand curves	2	Lecture	Black Board
2.4	Reasons for downward sloping demand curve	2	Lecture	Black Board
2.5	Exception to the Law of Demand- Elasticity of Demand	2	Lecture	Black Board
2.6	Price Elasticity of Demand – Income Elasticity of Demand - Cross Elasticity of Demand	2	Lecture	Black Board
2.7	Supply Function: Elasticity of Supply	2	Lecture	Black Board
UNIT -3 MARKETS AND PRODUCT PRICING				
3.1	Markets- Features - Classification of Market	3	Lecture	Black Board
3.2	Perfect Competition - Monopoly	3	Lecture	Black Board
3.3	Monopolistic Competition - Oligopoly	3	Lecture	Black Board
3.4	Duopoly	3	Lecture	Black Board
3.5	Price Determination	3	Lecture	Black Board
UNIT 4 COST, REVENUE AND PRODUCTION FUNCTION				
4.1	Cost and Revenue concepts	3	Lecture	Black Board
4.2	Production function – Laws of Production	3	Lecture	Black Board

4.3	Laws of variable proportions	3	Lecture	Black Board
4.4	Laws of Returns to Scale	3	Lecture	Black Board
4.5	Concepts of Cost and Revenue	3	Lecture	Black Board
5.1	Land- Labour- Capital- Organisation	5	Lecture	Black Board
5.2	Ricardian Theory of Rent	5	Lecture	Black Board
5.3	Malthusian Theory of Population	5	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session - wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35

Non Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA Components					
			Nos		
C1	-	Test (CIA 1)	1	-	10 Mks
C2	-	Test (CIA 2)	1	-	10 Mks
C3	-	Assignment	1	-	5 Mks
C4	-	Open Book Test/PPT	2 *	-	5 Mks
C5	-	Quiz	2 *	-	5 Mks
C6	-	Attendance		-	5 Mks

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED	PSOs ADDRESSED
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		BLOOM'S TAXONOMY)	
CO 1	Understand the nature and scope of managerial economics and apply the fundamental concepts for decision making and gain knowledge relating to National Income and Business Cycle.	K1 ,K3	PSO2, PSO 5
CO 2	Understand and analyse the law of demand, law of diminishing marginal utility and elasticity which helps in the decision making of the firm	K1, K4	PSO2, PSO 5
CO 3	Understand and identify the different market types and mechanism of competition and price determination	K1 & K3	PSO2, PSO 5
CO 4	Understand the cost, revenue and productions functions and apply the related laws.	K1, K2, K4	PSO2, PSO 5
CO 5	Understand the factors of production and factor pricing	K1 & K2	PSO2, PSO 5

Mapping COs Consistency with PSOs

CO/ PSO	PS O1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO 1	2	3	1	2	3	1	2	2
CO 2	2	3	1	2	3	1	2	2
CO 3	2	3	1	2	3	1	2	2
CO 4	2	3	1	2	3	1	2	2
CO 5	2	3	1	2	3	1	2	2

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PSO 5	PSO 6	PSO 7
CO/ PO	PO1	PO2	PO3	PO4	PSO 5	PSO 6	PSO 7
CO 1	3	2	2	2	2	2	2
CO 2	3	2	2	2	2	2	2
CO 3	3	2	2	2	2	2	2
CO 4	3	2	2	2	2	2	2
CO 5	3	2	2	2	2	2	2

COURSE DESIGNER:

1.Mrs.KA.VANESSA.

Forwarded By



**HOD'S
Signature**

S. L.

I B.B.A
SEMESTER –I
For those who joined in 2021 onwards

PROGR AMME CODE	COURSE CODE	COURSE TITLE	CATEG ORY	HRS/WE EK	CREDIT S
USBA	21MCACU2	MATHEMATICS FOR MANAGEMENT	CHALK & TALK	5	5

COURSE DESCRIPTION

This course deals with the basic mathematical concepts and their applications in the field of business.

COURSE OBJECTIVES

- To understand the use of mathematics in business and apply the mathematical tools for decision-making.

Unit 1: Set Theory [15 Hours]

Introduction - Set , Elements of a set, Methods of describing a set, Types of set, Venn Diagram .Operation on Set- Intersection of set, Union of set, Complement of set, De-Morgan's Law, Difference of two set, Symmetric Difference. Relation of Sets, Functions and its Business Applications.

Unit 2: Commercial Arithmetic [15 Hours]

Percentages, Simple Interest, Compound Interest, Arithmetic progression-Definition, Sum of the Series in A.P, nth Term of an A.P and Geometric Progression-Definition,nth Term of an G.P ,Sum of the Series in G.P -Annuity.

UNIT 3 : Differential Calculus [15 Hours]

Limit , Changes in related Variables- Derivative of a function (Trigonometrical functions are excluded) – Differentiation Rules – Sum Rule, Product rule, quotient rule and function of a function Rule, Higher Order Derivative ,Marginal cost –Marginal revenue-Criteria for maxima and minima (single Variable only) – Simple application problems in maxima – minima - fencing problems container dimension ,Simple Marketing Model

only(Advertising Budget model, Simple Inventory model, Determination of Optimum warehouse Territory and Equipments Maintenance and Replacement Problems are excluded)

Unit 4 : Matrices

(15 Hours)

Matrices – Definition and Notation – Addition of Matrices – Multiplication of Matrices – Matric Inversion -Solving systems of linear equations using Matric inversions , Cramer’s Rule and Guass Jordan Elimination Method (Checking the Consistency of Linear Equations using Rank and Guass Jordan method are excluded).

Unit 5: Analytical Geometry

(15 Hours)

Analytical Geometry – Distance between two points, Slope of a straight line, Point of intersection of two lines, interpretation Cost-output- Demand and supply curves- Breakeven analysis

Text Book:

- Business Mathematics - Sundaresan&Jeyaseelan S. Chand Publishing-2018

Reference Book:

- Business Mathematics- Sanchethi&KapoorSulthan Chand & Sons Publishers, New Delhi,2016
- Business Mathematics - P.R.VittalMargham Publications, Chennai ,2017

DIGITAL OPEN EDUCATIONAL RESOURCES:

<http://ibgwww.colorado.edu/~carey/p7291dir/handouts/matrix.algebra.pdf>

www.math.upenn.edu/~siegelch/Notes/logic.pdf

www.math.cmu.edu/~wn0g/noll/2ch6a.pdf

<https://www.youtube.com/watch?v=J2Rk6j-ofok&list=RDCMUCgp23vdLNaUitOkCxxVnRrg&index=1>

https://www.youtube.com/watch?v=T7I_C_1L75I

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. Of Lectures	Teaching Pedagogy	Teaching Aids
Unit -1		SET THEORY		

1.1	Introduction - Set	1	Chalk & Talk	Black Board
1.2	Elements Of A Set, Methods Of Describing A Set	1	Chalk & Talk	Black Board
1.3	Types Of Set	1	Chalk & Talk	Black Board
1.4	Venn Diagram .Operation On Set	1	Chalk & Talk	Black Board
1.5	Intersection Of Set, Union Of Set, Complement Of Set	3	Chalk & Talk	Black Board
1.6	De-Morgan's Law, Difference Of Two Set	3	Chalk & Talk	Black Board
1.7	Symmetric Difference. Relation Of Sets	3	Chalk & Talk	Black Board
1.8	Functions And Its Business Applications	2	Chalk & Talk	Black Board
Unit -2 COMMERCIAL ARITHMETIC				
2.1	Percentages, Simple Interest	1	Chalk & Talk	Black Board
2.2	Compound Interest, Arithmetic Progression-Definition	1	Chalk & Talk	Black Board
2.3	Sum Of The Series In A.P	1	Chalk & Talk	Black Board
2.4	N Th Term Of An A.P And Geometric Progression	1	Chalk & Talk	Black Board
2.5	Definition,NTh Term Of An G.P	3	Chalk & Talk	Black Board
2.6	Sum Of The Series In G.P –Annuity.	3	Chalk & Talk	Black Board
2.7	Percentages, Simple Interest,	3	Chalk & Talk	Black Board
2.8	Compound Interest, Arithmetic Progression-Definition	2	Chalk & Talk	Black Board
Unit -3 DIFFERENTIAL CALCULUS				
3.1	Limit , Changes In Related Variables	3	Chalk & Talk	Black Board
3.2	Derivative Of A Function– Differentiation Rules Sum Rule, Product Rule, Quotient Rule And Function Of A Function Rule,	4	Chalk & Talk	Black Board

3.3	Higher Order Derivative ,Marginal Cost –Marginal Revenue-Criteria For Maxima And Minima (Single Variable Only)	3	Chalk & Talk	Black Board
3.4	Simple Application Problems In Maxima – Minima - Fencing Problems Container Dimension	3	Chalk & Talk	Black Board
3.5	Simple Marketing Model Only	2	Chalk & Talk	Black Board
Unit -4 MATRICES				
4.1	Matrices – Definition And Notation	2	Chalk & Talk	Black Board
4.2	Addition Of Matrices – Multiplication Of Matrices	3	Chalk & Talk	Black Board
4.3	Matric Inversion	2	Chalk & Talk	Black Board
4.4	Solving Systems Of Linear Equations Using Matric Inversions , Cramer’s Rule	4	Chalk & Talk	Black Board
4.5	Guass Jordan Elimination Method	4	Chalk & Talk	Black Board
Unit -5 ANALYTICAL GEOMETRY				
5.1	Analytical Geometry –	5	Chalk & Talk	Black Board
5.2	Distance Between Two Points, Slope Of A Straight Line	3	Chalk & Talk	Black Board
5.3	Point Of Intersection Of Two Lines,	2	Chalk & Talk	Black Board
5.4	Interpretation Cost-Output	3	Chalk & Talk	Black Board
5.5	Demand And Supply Curves-	1	Chalk & Talk	Black Board
5.6	Breakeven Analysis	1	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks	CIA Total	
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						C5		% of Assessment
	Session-wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
	40

✓ All the course outcomes are to be assessed in the various CIA components.

✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

✓ The I UG course teachers are requested to start conducting S1, W1, M1,
in due intervals of time.

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the concepts of set theory and hence solve the problems	K1 &K3	PSO2, PSO6 & PSO8
CO2	Understand the concepts of Commercial Arithmetic and learn to solve the problems	K1 & K2	PSO2, PSO6 & PSO8
CO3	Learn the fundamentals of differential calculus and apply it to solve the problems related to management	K1 & K3	PSO2, PSO6 & PSO8
CO 4	Understand the basic concepts of matrix and its operations and hence apply it to solve the system of linear equations.	K1 &K4	PSO2, PSO6 & PSO8
CO 5	Understand the concepts of analytical geometry and apply it to solve the problems related to it	K1, K2 & K4	PSO2, PSO6 & PSO8

Mapping COs Consistency with PSOs

CO/ PSO	PS O1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO 1	1	3	1	2	1	3	1	3
CO 2	1	3	1	2	1	3	1	3
CO 3	1	3	1	2	1	3	1	3
CO 4	1	3	1	2	1	3	1	3
CO 5	1	3	1	2	1	3	1	3

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PSO 5	PSO 6	PSO 7
CO 1	3	1	3	1	2	1	1
CO 2	3	1	3	1	2	1	1
CO 3	3	1	3	1	2	1	1
CO 4	3	1	3	1	2	1	1
CO 5	3	1	3	1	2	1	1

COURSE DESIGNER:

1. A.ROSARY INFANTA

2. Dr. M.MEENACHI

Forwarded By

Dr.S.L.Kumari

I BBA

SEMESTER –II

For those who joined in 2021 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
USBA	21U2NME	MANAGEMENT PRINCIPLES	2	2

COURSE DESCRIPTION

This course is designed to give a comprehensive view of the concept of management and its functions.

COURSE OBJECTIVES

The aim of the course is to orient the students to have a basic knowledge about the management concepts and its functions.

UNIT 1. INTRODUCTION (6 hours)

Management – Definition-Difference between business administration and management –nature- functional areas of management

UNIT 2. PLANNING (6 hours)

Forecasting – meaning – importance – Planning – meaning and definition --importance – process of planning – types of planning (in brief)

UNIT 3. ORGANISING (6 hours)

Meaning and definition – objectives – steps in organizing – Decentralization – meaning – factors determining the degree of decentralization – distinction between delegation and decentralization.

UNIT 4. STAFFING (6 hours)

Recruitment – meaning – sources – Selection – meaning – selection procedure

UNIT 5. DIRECTION AND CONTROL (6 hours)

Meaning – Supervision – definition – characteristics – Span of management – meaning – tall versus flat span— Control – meaning – process.

DYNAMICS:

1. Visit the nearby companies in your area and chart out the functional areas of the organisation.
2. Analyse the selection procedure in any organisation.

Text Book:

Principles of Management – L.M. Prasad.Sulthan Chand & Sons Publishers, New Delhi-2018

Reference Books:

Principles of Management - P.D. Sharma, N.S. Bhalla, R.S. Gupta-.Kalyani Publishers, New Delhi -**2017**

Essentials of Management –Harold Koontz Tata Mcgrawhill Publishers, New Delhi, 2017

Digital Open Educational Resources:

<https://www.studyblue.com/notes/b/fundamentals-of-management/10852/0>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION				
1.1	Management – Definition	2	Lecture	Black Board
1.2	Difference between business administration and management	2	Lecture	Black Board
1.3	Nature of Management	1	Lecture	Black Board
1.4	Functional areas of management	1	Lecture	Black Board
UNIT -2 PLANNING				
2.1	Forecasting – meaning Importance	1	Lecture	Black Board
2.2	Planning – meaning and definition	1	Lecture	Black Board
2.3	importance – process of planning	2	Lecture	Black Board
2.4	Types of planning (in brief)	2	Lecture	Black Board
UNIT 3 ORGANISING				

3.1	Meaning and definition – objectives	1	Lecture	Black Board
3.2	steps in organizing – Decentralization – meaning –	2	Lecture	Black Board
3.3	Factors determining the degree of decentralization	2	Lecture	Black Board
3.4	Distinction between delegation and decentralization.	1	Lecture	Black Board
UNIT 4 STAFFING				
4.1	Meaning – Recruitment process	2	Lecture	Black Board
4.2	meaning – sources	1	Lecture	Black Board
4.3	Selection – meaning – selection procedure	3	Lecture	Black Board
UNIT 5 DIRECTION AND CONTROL				
5.1	Meaning – Supervision	1	Lecture	Black Board
5.2	definition – characteristics	1	Lecture	Black Board
5.3	Span of management	1	Lecture	Black Board
5.4	Meaning – tall versus flat span	1	Lecture	Black Board
5.5	Control – meaning – process.	2	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholas tic Marks	Non Scholas tic Marks C5	CIA Total	% of Assessm ent
	Sessi on - wise Avera ge	Bett er of W1, W2	M1+ M2	MID - SE M TES T				

	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA Components					
			Nos		
C1	-	Test (CIA 1)	1	-	10 Mks
C2	-	Test (CIA 2)	1	-	10 Mks

C3	-	Assignment	1	-	5 Mks
C4	-	Open Book Test/PPT	2 *	-	5 Mks
C5	-	Quiz	2 *	-	5 Mks
C6	-	Attendance		-	5 Mks

Mapping COs Consistency with PSOs

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the functions & functional areas of management .	K1, K2 & K3	PSO2 & PSO7
CO 2	Understand & demonstrate planning and decision making process.	K1, K2 & K3	PSO2 & PSO7
CO 3	Gain knowledge about the fundamentals of organising and apply it for constructing organization structure of a business firm	K1, K2 & K3	PSO2 & PSO7
CO 4	Understand the elements of staffing & discover how recruitment & selection is carried out in a business firms.	K1, K2 & K3	PSO2 & PSO7
CO 5	Acquire knowledge about direction & control & apply the techniques	K1, K2 & K3	PSO2 & PSO7

Mapping COs with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	2	3	1	2	1	1	3	2
CO2	2	3	1	2	1	1	3	2
CO3	2	3	1	2	1	1	3	2
CO4	2	3	1	2	1	1	3	2
CO5	2	3	1	2	1	1	3	2

Mapping COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	1	1	3	2
CO2	3	2	3	1	1	3	2
CO3	3	2	3	1	1	3	2
CO4	3	2	3	1	1	3	2
CO5	3	2	3	1	1	3	2

COURSE DESIGNER:

1.Mrs.KA.VANESSA.

Forwarded By



HOD'S

Signature

2023

II BBA
SEMESTER –III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U3CC5	ORGANISATIONAL BEHAVIOUR	LECTURE	5	4

COURSE DESCRIPTION

The course is designed to gain knowledge about the human behaviour as an individual and as a group and how to manage and motivate them.

COURSE OBJECTIVE

The aim of this course is to help the students understand, predict and control the human behaviour in an organization i.e., individuals, groups and their relationships.

Unit 1. Introduction (15 Hours)

Organisational Behaviour – Concept – Nature – Determinants of O.B – Models of O.B. Values – Meaning, Types of Values – Sources of Values. Attitudes – Meaning – Features of Attitudes – Sources of attitudes- Formation of Attitudes. Learning – Meaning – Theories of Learning.

Unit 2. Perception and Personality (15 Hours)

Perception – Meaning – Process – Factors affecting Perception – Perceptual errors and Distortion – Attribution theory – Johari Window. Personality – Meaning – Personality determinants – Development of personality (Erickson Stages, Chris Argyris’ theory) – Personality Traits – Personality Traits influencing OB.

Unit 3 Motivation and Morale (15 Hours)

Motivation - Concept – Needs, Wants and Motives – Theories of Motivation – Hierarchy of Needs theory, Motivation – Hygiene theory, Theory X and Theory Y, Mclelland theory of Needs, Equity Theory, Vroom’s Expectancy theory and Porter & Lawler theory – Types of Incentives.

Morale – Concept – Nature – Measurement – Morale and Productivity – Building of High Morale.

Unit 4 Group Dynamics and Conflict

(15 Hours)

Group – Concept – Nature – Types of Groups – Theories of Group Formation – Group Behaviour – Norms – Group Cohesiveness.

Conflict – Nature – Dysfunction – Levels of Conflict – Individual, Group and Organisation – Conflict Handling Strategies.

Unit 5 Leadership

(15 Hours)

Leadership – Concept – Styles of leadership – Theories of Leadership – Trait Theory, Michigan Studies, Ohio State studies, Managerial Grid, Hersey and Blanchard's Situational Theory, Path-Goal Theory – Recent approaches to Leadership – Attribution Theory of Leadership, Charismatic Leadership theory, Transactional vs. Transformational Leadership.

Unit 6 Dynamics (Evaluation Pattern-CIA only)

1. Impression management
2. Organisational politics.
3. Social implications

TEXT BOOK:

Organisation Theory and Behaviour -B.P.Singh & T.N.Chabra, Dhanpat Rai&Sons Delhi-2014

REFERENCES

- 1.Organisation Behaviour - Stephen P.Robbinson 15th Edition, Prentice Hall India Publishers, New Delhi-2015
- 2.Organisation Behaviour-Fred Luthans, 2010
- 3.Industrial Psychology -P.K.Ghosh & M.B.Ghorpade, Himalaya Publishing House, Mumbai.

DIGITAL OPEN EDUCATIONAL RESOURCES:

www.usergwdgde/mcgraw_hill

www.bpadfiles.wordpress.com

https://www.youtube.com/watch?v=m0i_rEkzWOs

<https://theintactone.com/2019/09/01/ccsubba-201-organizational-behavior/>

<http://teamslive.com/DOWNLOADS/Bharathiar%20University%20Study%20Materials/UG/BBA/Third%20Year/Organisational%20Behaviour.pdf>

SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Introduction				
1.1	Introduction	1	Chalk & Talk	Black Board
1.2	Organisational Behaviour, Concept, Nature, Determinants of O.B, Models of O.B. Values, Meaning.	2	Chalk & Talk	Black Board
1.3	Types of Values , Sources of Values	3	Lecture	Black Board
1.4	Attitudes , Meaning , Features of Attitudes	1	Lecture	Black Board
1.5	Sources of attitudes	1	Lecture	Black Board
1.6	Formation of Attitudes	2	Discussion	Black Board
1.7	Learning	3	Chalk & Talk	Black Board
1.8	Meaning, Theories of Learning	3	Discussion	Black Board
UNIT -2 Perception and Personality				
2.1	Meaning , Process	1	Lecture	Black Board
2.2	Process ,Factors affecting Perception	2	Chalk & Talk	Black Board
2.3	Perceptual errors and Distortion	2	Chalk & Talk	Black Board

2.4	Attribution theory, Johari Window.	1	Lecture	Black Board
2.5	Personality , Meaning , Personality determinants	2	Chalk & Talk	Black Board
2.6	Development of personality (Erickson Stages, Chris Argyris' theory	3	Chalk & Talk	Black Board
2.7	Personality Traits	2	Lecture	Black Board
2.8	Personality Traits influencing OB.	2	Chalk & Talk	Black Board
UNIT -3 Motivation				
3.1	Motivation , Concept	1	Chalk & Talk	Black Board
3.2	Needs, Wants and Motives	2	Chalk & Talk	Black Board
3.3	Theories of Motivation , Hierarchy of Needs theory, Motivation	4	Lecture	Black Board
3.4	Hygiene theory, Theory X and Theory Y, Mclelland theory of Needs	3	Lecture	Black Board
3.5	Equity Theory	1	Lecture	Black Board
3.6	Vroom's Expectancy theory	1	Discussion	Black Board
3.7	Porter & Lawler theory, Types of Incentives.	1	Chalk & Talk	Black Board
3.8	Morale , Concept ,Nature ,Measurement , Morale and Productivity ,Building of High Morale	2	Discussion	Black Board
UNIT-4 Group Dynamics and Conflict				
4.1	Group – Concept	2	Lecture	Black Board

4.2	Nature – Types of Groups	2	Chalk & Talk	Black Board
4.3	Theories of Group Formation	2	Chalk & Talk	Black Board
4.4	Group Behaviour	2	Lecture	Black Board
4.5	Norms – Group Cohesiveness	2	Chalk & Talk	Black Board
4.6	Conflict – Nature	1	Chalk & Talk	Black Board
4.7	Dysfunction	1	Lecture	Black Board
4.8	Levels of Conflict – Individual	1	Chalk & Talk	Black Board
4.9	Group and Organisation – Conflict Handling Strategies.	2	Chalk & Talk	Black Board
UNIT-5 Leadership				
5.1	Leadership – Concept	2	Lecture	Black Board
5.2	Styles of leadership – Theories of Leadership	3	Chalk & Talk	Black Board
5.3	Trait Theory	2	Chalk & Talk	Black Board
5.4	Michigan Studies, Ohio State studies, Managerial Grid	2	Lecture	Black Board
5.5	Hersey and Blanchard's Situational Theory,	2	Chalk & Talk	Black Board
5.6	Path-Goal Theory – Recent approaches to Leadership	2	Chalk & Talk	Black Board
5.7	Attribution Theory of Leadership, Charismatic Leadership theory	2	Lecture	Black Board

	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
Levels	Session-wise Average 5 Mks.	Better of W1, W2 5 Mks	M1+M2 5+5=10 Mks.	MID-SEM TEST 15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

✓ All the course outcomes are to be assessed in the various CIA components.

✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

- ✓ **The I UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.**

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non – Scholastic

COURSE OUTCOMES

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

CO.NO	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Learn the determinants and models of organisational behaviour and to analyse the behaviour of individuals and groups in organisations by means of values, attitudes and learning	K1& K2	PSO2, PSO3, PSO4 & PSO8
CO 2	Understand the perception and personality by way of leaning the process, factors and theories	K1& K3	PSO2, PSO3, PSO4 & PSO8

CO3	Learn the concept of motivation and the theories of motivation and also able to analyse the similarities and dissimilarities of various theories. Also gain knowledge related to morale and its link with productivity	K1&K3	PSO2, PSO3, PSO4 & PSO8
CO4	Able to comprehend the group dynamics and analyse the levels of conflicts and strategies to resolve it	K1 ,K2 &K4	PSO2, PSO3, PSO4 & PSO8
CO5	Identify the various leadership styles and the role of leaders in the behavioural changes of people in an organisation.	K1&K4	PSO2, PSO3, PSO4 & PSO8

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	3	3	3	1	1	2	3
CO2	1	3	3	3	1	1	2	3
CO3	1	3	3	3	1	1	2	3
CO4	1	3	3	3	1	1	2	3
CO5	1	3	3	3	1	1	2	3

Mapping COs Consistency with POs

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	2	3	2	3
CO2	3	2	3	2	3	2	3
CO3	3	2	3	2	3	2	3
CO4	3	2	3	2	3	2	3
CO5	3	2	3	2	3	2	3

COURSE DESIGNERS:

1. Dr.M.MEENACHI
2. A.ROSARY INFANTA

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II B.B.A

SEMESTER –III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U3CC6	MARKETING MANAGEMENT	Lecture	5	3

COURSE DESCRIPTION

This paper focus on the elements of marketing concepts, the role of marketing in an organisation and its impact on society.

COURSE OBJECTIVES

- To have an insight into the importance and role of marketing in business world.
- To study and analyse the basic concepts in marketing to cater the needs of marketing industries.
- To enable the students to understand the elements of the complex world of marketing.

Unit I Introduction (15 Hours)

Marketing – Definition – Market and Marketing – Importance and Characteristics – Science or Art – Marketing mix – Concepts – Composition. Digital Marketing – Characteristics.

Unit 2.Product (15Hours)

Concept- Classification of products, Layers of product, Product Mix strategy, structure of product mix, product line strategies, Product life cycle. New product-concept, categories, Diffusion of new products, Adoption Process-New product planning process.

Branding- concept, branding policy, importance, characteristics. Packaging –concept, functions.

Unit 3. Pricing (15 Hours)

Meaning- Objectives, factors influencing pricing decisions, Procedure for price determination,Types of pricing, Price administration- types-RPM - Concept.

Unit 4. Place (15 Hours)

Definition – Objectives- Components of Physical Distribution – Channels of Distribution – Definition-Types of channels-Middlemen-meaning-Classification –Wholesaling-Meaning- Classification – Retailing- Meaning-Classification.

Unit 5. Promotion

(15 Hours)

Definition – Difference between Selling and Promotion – Need for Promotional Activities – Objectives of Promotion – Promotional Mix- Sales Promotional Activities- Advertising- Definition, Features, Types, benefits, Designing an advertising campaign – Personal Selling- Meaning-Features-objectives, types, Personal Selling Process.

Unit 6. Dynamics (Evaluation Pattern-CIA only)

Indian Brands –online Marketing-B2B& B2C – social implications – consumer behaviour

TEXT BOOK:

Marketing Management - C.B.Mamoria , SathishMamoria & R.K.SuriKitabMahal Agencies, Allahabad ,2016

References:

1.Advertising Management - Manendra Mohan Tata Mcgrawhill Publishers, New Delhi, 2017

2.Marketing Management - Philip Kotler Prentice Hall India Publishers, New Delhi,2017

DIGITAL OPEN EDUCATIONAL RESOURCES:

newagepublishers.com/samplechapter/001233.pdf

www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf

thedavismarketinggroup.com/Marketing Mix.pdf

https://www.youtube.com/watch?v=Io_mSvKptdc

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. Of Lectures	Teaching Pedagogy	Teaching Aids
Unit -1		Introduction		
1.1	Marketing – Definition	4	Lecture	Black Board
1.2	Market And Marketing	4	Lecture	Black Board

1.3	Importance And Characteristics & Science Or Art	4	Lecture	Black Board
1.4	Marketing Mix	1	Lecture	Black Board
1.5	Concepts – Composition.	2	Lecture	Black Board
Unit -2 Product				
2.1	Concept- Classification Of Products	4	Lecture	Black Board
2.2	Layers Of Product, Product Mix Strategy	4	Lecture	Black Board
2.3	Structure Of Product Mix, Product Line Strategies, Product Life Cycle. New Product-Concept, Categories, Diffusion Of New Products,	4	Lecture	Black Board
2.4	Adoption Process-New Product Planning Process.	1	Lecture	Black Board
2.5	Branding- Concept, Branding Policy, Importance, Characteristics.	1	Lecture	Black Board
2.6	Packaging –Concept, Functions.	1	Lecture	Black Board
Unit -3 Pricing				
3.1	Meaning- Objectives, Factors Influencing Pricing Decisions,	5	Lecture	Black Board
3.2	Procedure For Price Determination	3	Lecture	Black Board
3.3	Types Of Pricing, Price Administration	2	Lecture	Black Board
3.4	Types-Rpm -Concept	5	Lecture	Black Board
Unit -4 Place				
4.1	Definition – Objectives-Components Of Physical Distribution	4	Lecture	Black Board
4.2	Channels Of Distribution –	4	Lecture	Black Board
4.3	Definition-Types Of Channels-Middlemen-Meaning-	4	Lecture	Black Board
4.4	Classification –Wholesaling-Meaning	2	Lecture	Black Board

4.5	Classification – Retailing-Meaning- Classification.	1	Lecture	Black Board
Unit -5 Promotion				
5.1	Definition – Difference Between Selling And Promotion	3	Lecture	Black Board
5.2	Need For Promotional Activities & Objectives Of Promotion	3	Lecture	Black Board
5.3	Promotional Mix	2	Lecture	Black Board
5.4	Sales Promotional Activities-Advertising- Definition, Features	2	Lecture	Black Board
5.5	Types, Benefits, Designing An Advertising Campaign	2	Lecture	Black Board
5.6	Personal Selling- Meaning-Features-Objectives, Types,	2	Lecture	Black Board
5.7	Personal Selling Process.	1	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
	40

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

- ✓ **The I UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.**

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non – Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand & Apply the core concepts of Marketing and to enhance the knowledge of its application in business and society.	K1& K3	PSO1,PSO2, PSO4& PSO8
CO 2	Understand & evaluate the life cycle of Products and to remember the significance of branding and packaging in the success of Products.	K1& K2	PSO1, PSO2, PSO4& PSO8
CO 3	Understand the objectives and types of pricing and analyse the various factors influence Pricing decisions	K1, K2& K4	PSO1,PSO2, PSO4& PSO8
CO 4	Understand the knowledge about of physical distribution and types of distribution channels apply it in a practice	K1& K3	PSO1,PSO2, PSO4& PSO8
CO 5	Understand & examine the role of Promotional Mix Advertisement and Personal Selling in Marketing.	K1 & K4	PSO1,PSO2, PSO4& PSO8

Mapping COs Consistency with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	3	3	1	3	2	1	2	3
CO2	3	3	1	3	2	1	2	3
CO3	3	3	1	3	2	1	2	3

CO4	3	3	1	3	2	1	2	3
CO5	3	3	1	3	2	1	2	3

Mapping COs Consistency with POs

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	3	2	3	1	3	3
CO2	3	3	2	3	1	3	3
CO3	3	3	2	3	1	3	3
CO4	3	3	2	3	1	3	3
CO5	3	3	2	3	1	3	3

COURSE DESIGNER:

1. ABINAYA. R

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II B.B.A
SEMESTER –III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U3CC7	Cost accounting	Chalk/Talk	6	4

COURSE DESCRIPTION

The course emphasises on the study of calculating various cost components of a product/ service, which helps to make various business decisions.

COURSE OBJECTIVE

The objective is to make the students understand the cost accounting principles, methods and practices and to make them to prepare cost structure of a product/service.

UNIT –I INTRODUCTION

(20 hours)

Cost Accounting – Meaning – Scope – Objectives – Functions – Importance — cost accounting and financial accounting - Difference between Cost Accounting and Financial Accounting and Types of Costing- Cost Accounting and Management Accounting — Elements of Cost – Preparation of Cost Sheet with tenders and Quotations.

UNIT – II INVENTORY CONTROL

(20 hours)

Requisitioning for stores – Reorder Level – EOQ – Minimum Level , Danger Level- Stores Ledger- LIFO, FIFO, Simple Average and Weighted Average methods- advantages and disadvantages – Bin Card – Perpetual Inventory System – ABC Analysis – Methods of valuing material issues.

UNIT -III LABOUR:

(20 hours)

Remuneration and incentives – Time Wage System, Piece Rate System – Halsay and Rowan plan– Taylor’s differential Piece rate system, Merrick’s multiple piece rate system, Gantt’s Task and Bonus Plan, Group Bonus Schemes- merits and drawbacks of all wage payment.

UNIT -IV OVERHEADS**(15 hours)**

Absorption of overheads – Meaning – difference between allocation and absorption- Methods of Absorption – Machine Hour Rate Method, Direct Labour (or Production) Hour Method, Direct Material Cost Method, Direct Labour Cost Method.

UNIT -V: RECONCILIATION OF COST AND FINANCIAL BOOKS**(15 hours)**

Introduction to cost books and financial books -Meaning of Reconciliation- reasons for reconciliation of cost and financial accounts-Reconciliation of Cost and Financial Accounts Problems.

UNIT –VI DYNAMISM (Evaluation Pattern-CIA only)

1. Read the newspapers and submit cost components of various companies/business within India.
2. Study the labour remuneration and incentives of companies/business and comment.

Text Books:

1. Cost Accounting – S P Jain and K L Narang, Kalyani Publishers, New Delhi 2016.

REFERENCES:

1. Cost Accounting - S.P.Iyengar, Sultan Chand and Sons, New Delhi-2005
2. Cost Accounting -Das Gupta, Primer Book Company, New Delhi.-2007
3. Cost & Management Accounting - S.N.Maheswari Sulthan Chand & Sons Publishers, New Delhi.2016
4. Cost Accounting – Dr. M. Willson Himalaya Publishing House, Chennai.2011
5. Cost Accounting by Dr. T. Ramasamy. Gold Books Publishing House, Srivilliputhur. 2010

DIGITAL OPEN EDUCATIONAL RESOURCES:

[www.universityofcalicut.info/SDE/BComCoreCostAccounting...
Reference.com/Accounting Systems](http://www.universityofcalicut.info/SDE/BComCoreCostAccounting...Reference.com/Accounting Systems)

<https://www.youtube.com/watch?v=KQq-e91OraQ>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION				
1.1	Cost Accounting – Meaning – Scope – Objectives	2	Lecture	LCD
1.2	Functions – Importance — cost accounting and financial accounting – types of costing	2	Chalk & Talk	Black Board
1.3	Elements of cost and cost sheet	2	Chalk & Talk	Black Board
1.4	Preparation of cost sheet	5	Chalk & Talk	Black Board
1.5	Cost sheet with stock adjustment	5	Chalk & Talk	Black Board
1.6	Tenders and quotations	4	Chalk & Talk	Black Board
UNIT -2 INVENTORY CONTROL				
2.1	Material – basic concepts	2	Lecture	LCD
2.2	Inventory Levels- Re Order Level, Economic Ordering Quantity, Minimum Level, Maximum Level, Average Level – Problems	5	Chalk & Talk	Black Board
2.3	Stores Ledger and Bin Card, Methods of issue of materials- FIFO, LIFO, Simple Average and Weighted Average Method – Problems	5	Chalk & Talk	Black Board
2.4	Advantages and disadvantages of above methods, Perpetual Inventory System, ABC Analysis of material control	3	Chalk & Talk	Black Board
2.5	Problems on inventory levels and methods of issue of materials	5	Chalk & Talk	Black Board

UNIT -3		LABOUR		
3.1	Remuneration and Incentives	2	Chalk & Talk	Black Board
3.2	Time Wage System, Piece Wage System, Halsey and Rowan Plan- Problems and Theory	5	Chalk & Talk	LCD
3.3	Taylor's Differential Piece Rate System, Merrick's Multiple Piece rate system, Gantt's Task and Bonus Plan, Group Bonus Schemes – Problems and Theory	5	Lecture	PPT & White board
3.4	Merits and drawbacks of above Plans	2	Lecture	Smart Board
3.5	Problems on the unit Labour	6	Lecture	Black Board

UNIT -4		OVERHEADS		
4.1	Absorption and allocation of overheads – meaning and difference	1	Chalk & Talk	LCD
4.2	Methods of absorption- Direct material cost method, Direct Labour cost method, Direct Labour Hour Method, Prime cost method	4	Chalk & Talk	Black Board
4.3	Machine Hour Rate Method-Steps	1	Lecture	Black Board
4.4	Problems on machine hour rate method	4	Chalk & Talk	Black Board
4.5	More problems on overheads	5	Lecture	Black Board

UNIT -5		RECONCILIATION OF COST AND FINANCIAL BOOKS		
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5.1	Meaning of reconciliation, Need for reconciliation	1	Chalk & Talk	Black Board
5.2	Procedure for reconciliation	1	Chalk & Talk	LCD
5.3	Problems on reconciliation from cost books	4	Chalk & Talk	Black Board
5.4	Problems on reconciliation from financial books	4	Chalk & Talk	Black Board
5.5	Problems on reconciliation with losses	4	Chalk & Talk	Black Board
5.6	More problems on reconciliation	1	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
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K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
	40

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

- ✓ **The II UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.**

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non – Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the types and elements of cost and examine the cost sheet and tenders of a Business	K1 & K4	PSO 2, PSO6 & PSO8
CO 2	Understand the Inventory Levels and apply the different methods of issue of materials	K1 & K3	PSO2, PSO6 & PSO 8
CO 3	Understand and Apply the different methods of remuneration of labours	K1 & K3	PSO2, PSO6 & PSO 8
CO 4	Understand and Apply the different methods of absorption of overheads in calculation of cost	K1, K2 & K4	PSO2, PSO6 & PSO 8
CO 5	Explain the statement of reconciliation of Cost and Financial Books	K1 & K2	PSO2, PSO6 & PSO 8

Mapping COs Consistency with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	2	3	1	2	2	3	2	3
CO2	2	3	1	2	2	3	2	3

CO3	2	3	1	2	2	3	2	3
CO4	2	3	1	2	2	3	2	3
CO5	2	3	1	2	2	3	2	3

Mapping COs Consistency with POs

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	2	3	1	3	2	2
CO2	3	2	3	1	3	2	2
CO3	3	2	3	1	3	2	2
CO4	3	2	3	1	3	2	2
CO5	3	2	3	1	3	2	2

COURSE DESIGNER:

- 1. Staff Name S.L. KUMARI**

Forwarded By

Dr.S.L. Kumari

HOD'S

Signature

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II B.COMCA
(Inter-Disciplinary Course)

SEMESTER –III

For those who joined in 2021 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USBA	21U3ACK3	BUSINESS ORGANISATION AND CORRESPONDENCE	Lecture	5	4

COURSE DESCRIPTION

This course will provide students with an understanding of the basic theories and principles by which businesses are organized and managed in modern society.

This course is also designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of written expression to modern business communication.

COURSE OBJECTIVES:

- To make the students understand the nature and forms of business organization.
- To learn and draft various business letters and business reports

**Unit- 1. Introduction to Business Organisation
Hours]**

[15

Meaning and definition of business essentials & scope of business-
Classification of Business Activities, Meaning, Definition, Characteristics and
objectives of Business Organisation, Evolution of Business Organisation .
Modern Business, Business & Profession.

**Unit-2. Forms of Business Organisation: [15
Hours]**

Forms of Business Organisation. Sole Proprietorship, Partnership,
Joint Stock Companies & Co-operatives.

**Unit -3. Introduction to Business Communication [15
Hours]**

Communication – Meaning & Definition – Importance of effective
communication - Objectives – Principles –Types of communication- Various
Media of communication – Barriers to communication

**Unit- 4. Business Letters [15
Hours]**

Need, functions and kinds of a Business letter– Essentials of an
Effective Business letter - Enquiries – types- Replies-Offers and Quotations –
Important terms in offers & quotations (Specimen letters)

Orders – Confirmation – Execution – Refusal and Cancellation of an
order. (Specimen Letters)

Complaints and Adjustments- Sources of mistakes giving rise to
complaints-Adjustment policy- Collection letters-collection series. Sales
letters- Advantages, Objectives, Three P's important for a sales correspondent.

**Unit -5.Correspondence with Public Authorities & other agencies and
Report Writing: [15 Hours]**

Post Office, Railways, Insurance Correspondence, and Bank
correspondence-with customers, with the Head Office, with other banks.
Import-Export correspondence. Letters to Editor

Report – meaning, importance- types of business reports – Oral and written reports- Characteristics of a good report -Drafting of Business Reports – Reports of Individuals – Report by Committees

Unit – 6. Dynamism

1. Web real-time communication
2. Augmented and Virtual Reality in communication. Social implications

Text Book

1. *Business Organisation and Management*, [M C Shukla](#), Sulthan Chand & Sons Publishers, New Delhi.-2018

2. *Essential of Business Communication - Rajendra Pal & T.S. Korlahalli*, Sulthan Chand & Sons Publishers, New Delhi.-2018

References:

Communication skills by Dr.Nageshwar Rao &Dr.RajendraP.Das-Himalaya Publishing House-2018

Digital Open Educational Resources

<http://booksgoogle.co.in/business> communication,
www.managementstudyguide.com/business_communication.htm,
study.com/academy/lesson/what-is-effective-business-communication
<https://www.youtube.com/watch?v=h1fCJM1LMaY>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1. Introduction to Business Organisation				

1.1	Meaning and definition of business essentials	2	Lecture	Black Board
1.2	Scope of business	1	Lecture	Black Board
1.3	Classification of Business Activities, Meaning, Definition	2	Lecture	Black Board
1.4	Characteristics and objectives of Business Organisation	3	Lecture	Black Board
1.5	Evolution of Business Organisation	3	Lecture & Discussion	Black Board
1.6	Modern Business, Business & Profession	4	Lecture	Black Board
UNIT -2 Forms of Business Organisation				
2.1	Forms of Business Organisation -introduction	1	Lecture	Black Board
2.2	Sole Proprietorship	3	Lecture	Black Board
2.3	Partnership	4	Lecture	Black Board
2.4	Joint Stock Companies	3	Lecture	Black Board

2.5	Co-operatives	4	Lecture	Black Board
UNIT -3 Introduction to Business Communication				
3.1	Communication – Meaning & Definition	1	Lecture	Black Board
3.2	Importance of effective communication	3	Lecture	Black Board
3.3	Objectives – Principles	2	Lecture	Black Board
3.4	Types of communication	3	Lecture	Black Board
3.5	Various Media of communication	4	Lecture	Black Board
3.6	Barriers to communication	2	Lecture	Black Board
UNIT -4. Business Letters				
4.1	Need, functions and kinds of a Business letter– Essentials of an Effective Business letter	2	Lecture	Black Board
4.2	Enquiries – types- Replies	2	Lecture	Black Board
4.3	Offers and Quotations – Important terms in offers & quotations (Specimen letters)	2	Lecture	Black Board

4.4	Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)	2	Lecture	Black Board
4.5	Complaints and Adjustments-Sources of mistakes giving rise to complaints-Adjustment policy	2	Lecture	Black Board
4.6	Collection letters-collection series	2	Lecture	Black Board
4.7	Sales letters- Advantages, Objectives, Three p's important for a sales correspondent.	3	Lecture	Black Board
UNIT- 5. Correspondence with Public Authorities & other agencies and Report Writing				
5.1	Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the Head Office, with other banks	4	Lecture	Black Board
5.2	Import-Export correspondence. Letters to Editor	2	Lecture	Black Board
5.3	Report – meaning, importance-types of business reports	1	Lecture	Black Board
5.4	Oral and written reports- Characteristics of a good report	2	Lecture	Black Board

5.5	Drafting of Business Reports	2	Lecture	Black Board
5.6	Reports of Individuals	2	Lecture	Black Board
5.7	Report by Committees	2	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average 5 Mks.	Better of W1, W2 5 Mks	M1+M2 5+5=10 Mks.	MID-SEM TEST 15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %

Total	5	5	10	15	35	5	40	100 %
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CIA

Scholastic	35
Non Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

UG CIA Components					
			Nos		
C1	-	Test (CIA 1)	1	-	10 Mks
C2	-	Test (CIA 2)	1	-	10 Mks
C3	-	Assignment	1	-	5 Mks
C4	-	Open Book Test/PPT	2 *	-	5 Mks
C5	-	Quiz	2 *	-	5 Mks
C6	-	Attendance		-	5 Mks

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COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the functions of business organization	K1 &K2	PSO4,PSO 7& PSO 8
CO 2	Understand the different forms of business organization & compare them.	K1& K4	PSO4,PSO 7& PSO 8
CO 3	Understand the concept of communication & Discover the ways & means of effective communication.	K1, K2 & K4	PSO4,PSO 7& PSO 8

CO 4	Understand & draft different kinds of business letters	K1&K3	PSO4,PSO 7& PSO 8
CO 5	Understand & draft letters for public authorities and other agencies and also to prepare business report	K1 & K3	PSO4,PSO 7& PSO 8

Mapping COs Consistency with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	2	1	1	3	1	1	3	3
CO2	2	1	1	3	1	1	3	3
CO3	2	1	1	3	1	1	3	3
CO4	2	1	1	3	1	1	3	3
CO5	2	1	1	3	1	1	3	3

Mapping COs with Pos

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	3	2	1	3	3	2
CO2	3	3	2	1	3	3	2
CO3	3	3	2	1	3	3	2
CO4	3	3	2	1	3	3	2
CO5	3	3	2	1	3	3	2

COURSE DESIGNER:

1. Staff Name Mrs.A.RosaryInfanta

**Forwarded By
Dr.S.L. Kumari**

B.B.A

SEMESTER –III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USBA	19U3SB1	Campus To Corporate	Lecture	2	2

COURSE DESCRIPTION

The course focuses on gaining knowledge and skills to prepare for placement in corporate world.

COURSE OBJECTIVE

To enhance the skills of the students to face with confidence the recruitment process of corporates.

Unit I –Introduction to Company

(6 hours)

Definition of company-characteristics - kinds of companies-statutory company -registered company- company limited by shares, guarantee-unlimited company-private company-public company-holding company-subsidary company-government company-foreign company.

Unit II -Preparing CV/ Resume

(6 hours)

Meaning-difference between Bio-data, CV and resume-Types of Resumes-CV writing tips -content of resume-common resume blunders-do's and don'ts of a resume.

Unit III- Group Discussion

(6 hours)

Meaning-characters tested in GD-Tips in GD-Types on GD-Skills required in GD-GD Etiquette-Non-verbal communication in GD-Movements and gestures to be avoided in GD

Unit IV- Interview Skills

(6 hours)

Introduction-Types of Interview-reasons for selecting/rejecting candidate- Interview etiquettes-Interview Mistakes-How to present well in interview-Tips for Interview

Unit V- Etiquettes and Manners

(6 hours)

Introduction-Modern etiquettes-classification of etiquettes.

Manners –Introduction-Why should you practice good manners-list of good manners-professional manners-social manners.

Unit VI-Dynamics (Evaluation Pattern-CIA only)

Career Planning, SWOT Analysis & Developing Attitude, social implications

Text Book:

SOFT SKILLS –Dr.K.Alex, Sulthan Chand Publications, New Delhi

References:

1. Elements of Mercantile law-N D Kapoor
2. Personality Development By P.C.Sekar

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1. Introduction to Company				
1.1	Definition of company-characteristics	1	Lecture	Black Board

1.2	kinds of companies-statutory company -registered company-company limited by shares	2	Lecture	Black Board
1.3	guarantee-unlimited company-private company-public company	1	Lecture	Black Board
1.4	holding company-subsidary company-government company-foreign company	2	Lecture	Black Board
UNIT-2 Preparing CV/ Resume				
2.1	Meaning-difference between Bio-data, CV and resume	2	Lecture	Black Board
2.2	Types of Resumes	1	Lecture	Black Board
2.3	CV writing tips	1	Lecture	Black Board
2.4	content of resume-common resume blunders	1	Lecture	Black Board
2.5	do's and don'ts of resume	1	Lecture	Black Board
UNIT-3 Group Discussion				
3.1	Meaning-characters tested in GD-Tips in GD	1	Lecture	Black Board
3.2	Types on GD-Skills required in GD	2	Lecture	Black Board

3.3	GD Etiquette	2	Lecture	Black Board
3.4	Non-verbal communication in GD-Movements and gestures to be avoided in GD	1	Lecture	Black Board
UNIT-4 Interview Skills				
4.1	Introduction-Types of Interview	1	Lecture	Black Board
4.2	reasons for selecting/rejecting candidate	1	Lecture	Black Board
4.3	Interview etiquettes-Interview Mistakes	2	Lecture	Black Board
4.4	How to present well in interview-Tips for Interview	2	Lecture	Black Board
UNIT-5 Etiquettes and Manners				
5.1	Introduction-Modern etiquettes-classification of etiquettes.	1	Lecture	Black Board
5.2	Manners –Introduction-Why should you practice good manners	1	Lecture	Black Board
5.3	list of good manners-poor manners in youth	2	Lecture	Black Board
5.4	professional manners-social manners.	2	Lecture	Black

				Board
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Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average	W1	M1	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic **35**

Non Scholastic **5**

40

✓ All the course outcomes are to be assessed in the various CIA components.

✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

✓ The I UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the characteristics and types of companies and identify the difference between them.	K1, K2 & K3	PSO2,PSO4 & PSO8
CO 2	Learn & develop the skills to prepare Resume & CV .	K1, K2 & K3	PSO2,PSO4 & PSO8
CO 3	Understand how to perform in a Group Discussion and develop the skills for Group Discussion	K1, K2 & K3	PSO2,PSO4 & PSO8
CO 4	Understand how to perform in an Interview and build up the skills for facing the Interviews.	K1, K2 & K3	PSO2,PSO4 & PSO8
CO 5	Learn the Etiquettes and manners and practice them in professional & personal life.	K1, K2 & K3	PSO2,PSO4 & PSO8

Mapping COs Consistency with PSOs

CO/ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	1	3	1	3	1	1	2	2
CO2	1	3	1	3	1	1	2	2
CO3	1	3	1	3	1	1	2	2
CO4	1	3	1	3	1	1	2	2
CO5	1	3	1	3	1	1	2	2

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	1	2	3	1
CO2	3	3	3	1	2	3	1
CO3	3	3	3	1	2	3	1
CO4	3	3	3	1	2	3	1
CO5	3	3	3	1	2	3	1

COURSE DESIGNER:

1.A. Rosary Infanta

2. M.MEENACHI

Forwarded By

Dr.S.L. Kumari

HOD'S

Signature

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II B.B.A
SEMESTER –IV
For those who joined in 2019 onwards

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U4CC8	HUMAN RESOURCE MANAGEMENT	Lecture	5	4

COURSE DESCRIPTION

The course is designed to gain knowledge regarding the various functions of human resource management such as manpower planning, recruitment, selection, placement training and development and compensation of the workforce.

COURSE OBJECTIVES

- To understand and appreciate the importance of the employees vis-a-vis other resources of the organization.
- To familiarize the students with methods and techniques of human resource management and equip them with the application of the employee management tools in real world business situations.

UNIT – I Introduction

[15 Hours]

Nature and scope of human resource management – HRM as a profession – Objectives – Importance – functions. Organization of Human Resource Department – Qualities, role, status of personnel manager. Personnel policies – Concept – nature – need & Significance – Types – Scope – formulation and essentials of personnel policies.

UNIT – II Human Resource Planning

[15 Hours]

Human resource planning – Objectives – Need and importance – Process and levels. Job analysis – Concept, Process & Methods – Job description- Meaning, contents- Job specification –Meaning, Difference between job description and job specification. Job design – concept, methods of job design – Recent trends in job redesign.

UNIT – III Recruitment, Placement and Induction

[15 Hours]

Recruitment – Meaning – Process – Source and techniques of recruitment – recruitment practices in India. Selection- meaning and process, Selection Tests-types. Interview- objectives, types, steps in interview process.

Placement – concept. Induction-concept and objectives, contents of induction programme, advantages. Socialisation- Meaning, Process

UNIT - IV Training and Development

[15 Hours]

Training- concept, importance and objectives – designing training programme, methods, evaluating training effectiveness- retraining.

Executive Development- concept, objectives, methods & techniques of executive development.

Employee counseling-concept, need, functions, types, steps in counseling process.

Employee Appraisal- concept, objectives, process.

UNIT – V Compensation and Integration

[15 Hours]

Wage and salary administration – objectives– essentials of sound wage structure – factors affecting wage – methods of wage payment – wage policy in India – executive compensation. Separations – meaning – types.

Collective bargaining – meaning, objectives, importance & requirements – CB in India. Worker's Participation in Management- concept & objectives, importance, Worker's participation in management in India- measures for successful participation.

Unit 6. Dynamics (Evaluation Pattern-CIA only)

Retaining- Diversity, Equity & Inclusion-Employer Brand

TEXT BOOK:

Human Resource Management -C.B. Gupta Sulthan Chand & Sons Publishers, New Delhi. 2015

REFERENCES:

1. Personnel Management - C.B. Mamoria, Himalaya Publishing House, Mumbai 2011
2. Personnel Management & Industrial Relations-Tripathi Sulthan Chand & Sons Publishers, New Delhi 2013

DIGITAL OPEN EDUCATIONAL RESOURCES:

www.citehr.com,

www.whatishumanresource.com

https://www.youtube.com/watch?v=c8_avX9miag

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. Of Lectures	Teaching Pedagogy	Teaching Aids
Unit -1 Introduction				
1.1	Nature And Scope Of Human Resource Management	2	Lecture	Black Board
1.2	Hrm As A Profession Objectives – Importance	2	Lecture	Black Board
1.3	Functions. Organization Of Human Resource Department	2	Lecture	Black Board
1.4	Qualities, Role, Status Of Personnel Manager	3	Lecture	Black Board
1.5	Personnel Policies – Concept – Nature – Need & Significance	3	Lecture	Black Board
1.6	Types – Scope – Formulation And Essentials Of Personnel Policies	3	Lecture	Black Board
Unit -2 Human Resource Planning				
2.1	Human Resource Planning Objectives	4	Lecture	Black Board
2.2	Need And Importance – Process And Levels. Job Analysis Concept, Process & Methods	4	Lecture	Black Board

2.3	Job Description- Meaning, Contents	3	Lecture	Black Board
2.4	Job Specification –Meaning, Difference Between Job Description And Job Specification.	2	Lecture	Black Board
2.5	Job Design – Concept, Methods Of Job Design – Recent Trends In Job Redesign.	2	Lecture	Black Board
Unit -3 Recruitment, Placement And Induction				
3.1	Recruitment – Meaning – Process	1	Lecture	Black Board
3.2	Source And Techniques Of Recruitment	2	Lecture	Black Board
3.3	Recruitment Practices In India.	2	Lecture	Black Board
3.4	Selection-Meaning And Process, Selection Tests-Types.	2	Lecture	Black Board
3.5	Interview- Objectives, Types, Steps In Interview Process.	2	Lecture	Black Board
3.6	Placement – Concept. Induction- Concept And Objectives,	4	Lecture	Black Board
3.7	Contents Of Induction Programme, Advantages. Socialisation- Meaning, Process	2	Lecture	Black Board
Unit -4 Training And Development				
4.1	Training- Concept, Importance And Objectives	2	Lecture	Black Board
4.2	Designing Training Programme, Methods	1	Lecture	Black Board
4.3	Evaluating Training Effectiveness- Retraining	2	Lecture	Black Board
4.4	Executive Development- Concept, Objectives	2	Lecture	Black Board
4.5	Methods & Techniques Of Executive Development	2	Lecture	Black Board
4.6	Employee Counseling-Concept	2	Lecture	Black Board
4.7	Need, Functions, Types, Steps In Counseling Process.	2	Lecture	Black Board
4.8	Employee Appraisal- Concept, Objectives, Process.	2	Lecture	Black Board
Unit -5 Compensation And Integration				

5.1	Wage And Salary Administration Objectives	1	Lecture	Black Board
5.2	Essentials Of Sound Wage Structure – Factors Affecting Wage	2	Lecture	Black Board
5.3	Methods Of Wage Payment – Wage Policy In India	2	Lecture	Black Board
5.4	Executive Compensation. Separations – Meaning – Types.	2	Lecture	Black Board
5.5	Collective Bargaining – Meaning, Objectives, Importance & Requirements	1	Lecture	Black Board
5.6	Cb In India. Worker's Participation In Management-	1	Lecture	Black Board
5.7	Concept & Objectives, Importance,	2	Lecture	Black Board
5.8	Worker's Participation In Management In India-	2	Lecture	Black Board
5.9	Measures For Successful Participation.	2	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
	40

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

- ✓ **The I UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.**

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non – Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the basic concepts and frameworks of HRM	K1&K2	PSO1,PSO3, PSO7 & PSO8
CO 2	Understand & Learn fundamentals of HR planning and its components	K1&K3	PSO1,PSO3, PSO7 & PSO8
CO 3	Understand the concept of recruitment, placement and induction and its role in HRM	K1 & K4	PSO1,PSO3, PSO7 & PSO8
CO 4	Understand the methods and techniques of employee training and executive development and also the key elements of employee counselling	K1&K3	PSO1,PSO3, PSO7 & PSO8
CO 5	Understand & Learn the factors and methods of wage administration and the need of collective bargaining and workers participation in management	K1,K2 & K4	PSO1,PSO3, PSO7 & PSO8

Mapping COs Consistency with PSOs

CO/PS O	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	3	1	3	2	1	1	3	3
CO2	3	1	3	2	1	1	3	3
CO3	3	1	3	2	1	1	3	3
CO4	3	1	3	2	1	1	3	3
CO5	3	1	3	2	1	1	3	3

Mapping COs Consistency with POs

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	1	3	2	1	3	3
CO2	3	1	3	2	1	3	3
CO3	3	1	3	2	1	3	3
CO4	3	1	3	2	1	3	3
CO5	3	1	3	2	1	3	3

COURSE DESIGNER:

1. Staff Name Dr. P.RUBY LEELA

Forwarded By

Dr.S.L. Kumari

HOD'S

Signature

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II B.B.A
SEMESTER –IV

For those who joined in 2019 onwards

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	CATEG ORY	HRS/WEE K	CREDIT S
USBA	19U4CC9	OPERATIONS MANAGEMENT	Chalk & Talk	5	3

COURSE DESCRIPTION

This course is designed to impart basic knowledge in production and materials management.

COURSE OBJECTIVE

The aim of this course is to provide an understanding of various concepts of production and materials management and its applications.

Unit 1. Introduction [15 Hours]

Production Management – meaning, definition, functions and scope – Plant location – importance – factors affecting plant location- Urban vs. Rural Plant site - Plant layout – Principles - types of layout – Product, Process and combination layout – Techniques of Plant layout – materials handling – principles – equipments.

Unit 2 Production Planning and Control [15 Hours]

Production Planning and control – Objectives – Factors - Types of production system – Production planning – meaning - levels of Production Planning, objectives and functions – Production Control – objectives, Difference between production planning and production control, levels of Production Control – routing, sequencing, scheduling – CPM and PERT (**Theory only**) – Dispatching, Expediting and Follow-up- Problems in Sequencing and Assignment.

Maintenance – objectives – Functions of maintenance management – Advantages of maintenance - Breakdown maintenance – Causes of equipment break down – preventive maintenance – objectives –elements of preventive maintenance-advantages of preventive maintenance

Unit 3. Work Study [15 Hour]

Method Study – Definition – objectives – procedure of method study – Charts and diagrams used in method study – Flow process chart – Two handed process

chart – Man Machine chart – SIMO Chart – Flow diagram and string diagram – Advantages of method study

Time study – Definition – Objectives – Direct time study methods – Stop watch method – Work sampling and Analytical Estimation – Problems of calculating standard time – Advantages of time study, Principles of Motion Economy

Unit 4. Materials Management

[15 Hours]

Materials Management – definition – functions of Materials Management – Organization of Materials Department - Purchasing – principles– procedure of purchasing – Store Keeping – function – Stores system and procedure – Duties and responsibilities of a store keeper – classification and codification

Unit 5. Quality Control and Inventory control

[15 Hours]

Quality control – Objectives –steps in quality control programmes- SQC – Acceptance Sampling- Meaning – Terms used in acceptance sampling – Sampling Schemes – Uses - Control Charts for Attributes & Variables. Problems in Control Charts

Inventory Control – Types of inventory - Costs associated with inventory models – Selective approaches to inventory control – problems in inventory control- Calculation of EOQ,R.O.L, Minimum, Maximum and Average stock level.(**EOQ with price breaks, Production runs, planned shortages are excluded**)

UNIT 6: Dynamics (Evaluation Pattern-CIA only)

1. Observe a production unit and submit a detailed report on the functions done by them.
2. Analyse the quality control procedure carried out for the product produced in the observed production unit.

Text Book:

Production and Operations Management -B.S. Goel, Pragati Prakasan Publishers,2017

References:

1. Production and Operations Management -S.N. Chary Tata Mcgrawhill Publisheres, New Delhi,2016
2. Industrial Engineering and management -O.P. Khanna Mac Millan Publishers, Delhi,2015
3. Integrated Materials Management - Gopalakrishnan,PHI Learning

DIGITAL OPEN EDUCATIONAL RESOURCES:

tn.upi.edu/pdf/Production_and_Operations_Management.pdf
www.academia.edu/4679944/LESSON_8_PRODUCTION_PLANNING...
www.newagepublishers.com/samplechapter/001386.pdf
https://www.youtube.com/watch?v=WxsNSNSF_wY

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION				
1.1	Production Management – meaning, definition,	1	Lecture	Black Board
1.2	Functions and scope – Plant location –	1	Lecture	Black Board
1.3	Importance – factors affecting plant location-	1	Lecture	Black Board
1.4	Urban vs. Rural Plant site - Plant layout – Principles –	3	Lecture	Black Board
1.5	Types of layout – Product, Process and combination layout –	4	Lecture	Black Board
1.6	Techniques of Plant layout – materials handling – principles – equipments.	5	Lecture	Black Board
UNIT -2 PRODUCTION PLANNING AND CONTROL				
2.1	Production Planning and control –	2	Lecture	Black Board
2.2	Objectives – Factors - Types of production system –	2	Lecture	Black Board
2.3	Production planning – meaning - levels of Production Planning, objectives and functions – Production Control – objectives	2	Lecture	Black Board
2.4	Difference between production planning and production control	1	Lecture	Black Board
2.5	levels of Production Control – routing, sequencing, scheduling	1	Lecture	Black Board
2.6	CPM and PERT (Theory only)	1	Lecture	Black Board
2.7	Dispatching, Expediting and Follow-up- Problems in Sequencing and Assignment.	2	Lecture	Black Board
2.8	Maintenance – objectives – Functions of maintenance management	1	Lecture	Black Board

2.9	Advantages of maintenance - Breakdown maintenance	1	Lecture	Black Board
2.10	Causes of equipment break down – preventive maintenance	1	Lecture	Black Board
2.11	objectives –elements of preventive maintenance	1	Lecture	Black Board
UNIT -3 WORK STUDY				
3.1	Method Study – Definition – objectives	1	Lecture	Black Board
3.2	procedure of method study – Charts and diagrams used in method study	2	Lecture	Black Board
3.3	Flow process chart – Two handed process chart	2	Lecture	Black Board
3.4	Man Machine chart – SIMO Chart – Flow diagram and string diagram	2	Lecture	Black Board
3.5	Advantages of method study	2	Lecture	Black Board
3.6	Time study – Definition – Objectives – Direct time study methods	2	Lecture	Black Board
3.7	Stop watch method – Work sampling and Analytical Estimation	1	Lecture	Black Board
3.8	Problems of calculating standard time – Advantages of time study	2	Lecture	Black Board
3.9	Principles of Motion Economy	1	Lecture	Black Board
UNIT -4 MATERIALS MANAGEMENT				
4.1	Materials Management – definition – functions of Materials Management	2	Lecture	Black Board
4.2	Organization of Materials Department	2	Lecture	Black Board
4.3	Purchasing – principles– procedure of purchasing	2	Lecture	Black Board
4.4	Government purchasing practices and procedures	4	Lecture	Black Board
4.5	Import procedure – Store Keeping – function	2	Lecture	Black Board
4.6	Stores system and procedure – Duties and responsibilities of a store keeper	2	Lecture	Black Board
4.7	classification and codification	1	Lecture	Black Board
UNIT -5 QUALITY CONTROL AND INVENTORY CONTROL				

5.1	Quality control – Objectives –steps in quality control programmes	2	Lecture	Black Board
5.2	SQC – Acceptance Sampling- Meaning	2	Lecture	Black Board
5.3	Terms used in acceptance sampling – Sampling Schemes	2	Lecture	Black Board
5.4	Uses - Control Charts for Attributes & Variables.	2	Lecture	Black Board
5.5	Problems in Control Charts	1	Lecture	Black Board
5.6	Inventory Control – Types of inventory	2	Lecture	Black Board
5.7	Costs associated with inventory models	1	Lecture	Black Board
5.8	Selective approaches to inventory control	1	Lecture	Black Board
5.9	problems in inventory control- Calculation of EOQ ,R.O.L, Minimum, Maximum and Average stock level.(EOQ with price breaks, Production runs, planned shortages are excluded)	2	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session -wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %

Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
	40

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

- ✓ **The I UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.**

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Learn the concepts of production ,plant location and techniques of layout and hence solve the problems related to plant location and layout	K1 & K3	PSO2& PSO7
CO 2	Understand the elements of production planning and control and solve the sequencing and assignment problems. Also learn and analyse the different types of plant maintenance	K1 K2 & K4	PSO2& PSO7
CO 3	Learn the elements and techniques of work study and hence able to solve the problem in work study	K1 & K3	PSO2& PSO7
CO 4	Gain knowledge about the Materials Management and understand the procedure and practices of purchasing and storing	K1 & K2	PSO2& PSO7

CO 5	Learn the concepts and techniques of inventory control and quality control and hence able to analyse and solve the problems	K1 & K4	PSO2& PSO7
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Mapping COs Consistency with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	1	3	1	2	1	1	3
CO2	1	3	1	2	1	1	3
CO3	1	3	1	2	1	1	3
CO4	1	3	1	2	1	1	3
CO5	1	3	1	2	1	1	3

Mapping COs Consistency with POs

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	1	3	1	2	3	1
CO2	3	1	3	1	2	3	1
CO3	3	1	3	1	2	3	1
CO4	3	1	3	1	2	3	1
CO5	3	1	3	1	2	3	1

COURSE DESIGNER:

1. Staff Name Dr. M.MEENACHI
2. Staff Name: K.A.Vanessa

Forwarded By

Dr.S.L. Kumari

HOD'S

Signature

II B.B.A
SEMESTER –IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U4CC10	MANAGEMENT ACCOUNTING THEORY & PRACTICE	CHALK/TALK	6	4

COURSE DESCRIPTION

The course is designed to expose the students towards various tools of management accounting such as financial statement analysis, ratio analysis, funds flow and cash flow analysis, marginal costing budgetary control and standard costing.

COURSE OBJECTIVES

The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

UNIT –I INTRODUCTION (20 HRS.)

Management Accounting – Concept – Growth – Differences between Financial Accounting and Management Accounting – Need and importance of management accounting- Financial Statement Analysis – Format for Classification – Limitations

UNIT –II RATIO ANALYSIS (20 HRS.)

Important Ratios and their Interpretations – Profitability ratios – Turnover ratios – Financial ratios – uses of ratios.

UNIT –III FUNDS FLOW AND CASH FLOW (20 HRS.)

Funds flow Analysis – Cash Flow Analysis (simple problems with two or three adjustments only), Difference between fund flow and cash flow analysis.

UNIT –IV MARGINAL COSTING (15 HRS.)

Marginal Costing – Break – Even Analysis – advantages- managerial applications of CVP analysis

UNIT –V STANDARD COSTING AND BUDGETORY CONTROL (15 HRS.)

Meaning of standards, standard costing and variance

Material Variance – Calculation of Material Price Variance , Material Usage Variance, Material Mix Variance – Material Yield Variance – Material Cost Variance.

Budgetary control – Production Budget – Flexible budget – Cash budget – Sales budget – Zero base budgeting, Limitations.

UNIT –VI DYNAMISM (Evaluation Pattern-CIA only)

1. Study the Union Budget and comment on it.
2. Evaluate the company/business, on the basis of profitability ratios, turnover ratios and financial ratios for the present financial year.
3. Look into the problems of companies/business, and make decisions based on marginal costing technique
4. social implications

TEXT BOOK:

Principles of Management Accounting Dr. S.N. Maheswari. Sulthan Chand & Sons New Delhi.

REFERENCES:

1. Management Accounting- Sharma & Gupta. Kalyani Publishers, New Delhi 2016
2. Management Accounting theory and practice- Dr.A.Murthy and Dr.S.Gurusamy.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf,
2. www.investopedia.com/terms/m/managerialaccounting.asp
3. https://www.youtube.com/watch?v=i_7dxah6h3w

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION				
1.1	Management Accounting – Concept – Growth – Differences between Financial Accounting and Management Accounting-need and importance	2	Chalk & Talk	Black Board
1.2	Financial Statement Format(Balance Sheet and Income Statement)	2	Lecture	LCD
1.3	Financial Statement analysis -Comparative Analysis Method Problems	5	Chalk & Talk	Black Board
1.4	Common Size Analysis Method Problems	5	Chalk & Talk	Black Board
1.5	Trend Analysis Method Problems	3	Chalk & Talk	Black Board
1.6	Problems on all methods and limitations	3	Discussion	Black Board
UNIT -2 RATIO ANALYSIS				
2.1	Ratio Analysis – Introduction, meaning, uses	2	Lecture	LCD
2.2	Profitability Ratios- formulas and problems	5	Chalk & Talk	Black Board
2.3	Turnover Ratios – formulas and problems	5	Chalk & Talk	Black Board
2.4	Financial Ratios – formulas and problems	5	Chalk & Talk	Black Board
2.5	Preparation of Balance Sheet from ratios(Higher ability problem)	3	Chalk & Talk	Black Board

UNIT -3 FUNDS FLOW AND CASH FLOW				
3.1	Meaning of funds flow- calculation of funds from operations from adjusted profit and loss account.	3	Lecture	LCD
3.2	Preparation schedule of changes in working capital, various ledger accounts, calculation of funds from operations, and funds flow statement	5	Chalk & Talk	Black Board
3.3	Funds flow statement with adjustments	5	Chalk & Talk	Black Board
3.4	Cash flow statement- calculation of cash from operations and cash flow statement	5	Chalk & Talk	Black Board
3.5	Difference between funds flow and cash flow	2	Chalk & Talk	Black Board

UNIT -4 MARGINAL COSTING				
4.1	Meaning of marginal cost, marginal costing, uses and format of marginal statement	2	Lecture	LCD
4.2	Contribution,p/v ratio, break even point, sales for a desired profit, margin of safety, break even charts	5	Chalk & Talk	Black Board
4.3	Decision making problems- fixing selling price, make or buy, key factor, selection of most profitable product mix, accepting foreign/ additional offer, changes in selling price etc	5	Chalk & Talk	Black Board
4.4	Additional problems on marginal costing and decision making problems	3	Chalk & Talk	Black Board

UNIT -5 STANDARD COSTING AND BUDGETORY CONTROL				
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5.1	Standard costing- meaning of standards, standard costing, variance	2	Lecture	LCD
5.2	Direct Material variance- cost variance, price variance, usage variance, mix variance, yield variance – formulas and problems	5	Chalk & Talk	Black Board
5.3	Budgetary control- meaning of budgets, budgetary control, different budgets such as flexible budget, cash budget, production budget, sales budget, purchase budget, etc.,	5	Chalk & Talk	Black Board
5.4	More problems on standard costing and budgetary control	3	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

Scholastic

35

Non Scholastic 5

40

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

- ✓ The I UG course teachers are requested to start conducting S1, W1, M1,
in due intervals of time.

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand and interpret financial statements	K1, K2	PSO1 PSO2 PSO 5 PSO 6 & PSO 8
CO 2	Understand and analyse various ratios	K1, K4	PSO1 PSO2 PSO 5 PSO 6 & PSO 8
CO 3	Prepare funds flow and cash flow statement and interpret it	K1, K2, K4	PSO1 PSO2 PSO 5 PSO 6 & PSO 8
CO 4	Understand Marginal costing and Managerial applications of cvp analysis for decision making of a business	K1, K3	PSO1 PSO2 PSO 5 PSO 6 & PSO 8
CO 5	Understand and calculate Material cost variances and prepare various budgets	K1 & K3	PSO1 PSO2 PSO 5 PSO 6 & PSO 8

Mapping COs Consistency with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	3	3	1	2	3	3	2	3
CO2	3	3	1	2	3	3	2	3
CO3	3	3	1	2	3	3	2	3
CO4	3	3	1	2	3	3	2	3
CO5	3	3	1	2	3	3	2	3

Mapping COs Consistency with POs

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	2	2	2	2
CO2	3	2	3	2	2	2	2
CO3	3	2	3	2	2	2	2
CO4	3	2	3	2	2	2	2
CO5	3	2	3	2	2	2	2

COURSE DESIGNER:

1. Staff Name S.L.KUMARI

Forwarded By

Dr.S.L. Kumari

HOD'S

Signature

II BComCA(Inter-Disciplinary Course)

SEMESTER –IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19K4ACU4	PRINCIPLES OF MARKETING	Lecture	5	5

COURSE DESCRIPTION

This paper focuses on the elements of marketing, role of marketing in an organisation and its impact on society.

COURSE OBJECTIVES

- To have an insight into the importance and role of marketing in the business world.
- To study and analyse the basic concepts in marketing to cater the needs of marketing industries.
- To enable the students to understand the elements of the complex world of marketing.

Unit: 1 Introduction

(15 Hours)

Marketing-Definition- Market and Marketing-Importance and characteristics-Science or Art-Marketing mix-Concepts-Composition -Digital Marketing -characteristics

Unit:2Product

(15 Hours)

Concept- Layers of products, product mix strategy, Product Life Cycle. New product-concept, categories, New product Planning process. Branding- concept, branding policy. Importance, characteristics. Packaging – concept, functions.

Unit:3Pricing

(15 Hours)

Meaning- Objectives - Factors influencing pricing Decisions- Procedure for price determination -Types of Pricing-Price Administration-types.

Unit: 4 Place**15Hours)**

Physical Distribution -Definition- Components of Physical Distribution- Channels of Distribution-Meaning-Types of Channels-Middlemen-Meaning-Classification- Wholesaling-Meaning- Wholesaling Intermediaries- Retailing- Meaning- Classification of Retailers

Unit:5Promotion**(15 Hours)**

Definition- Promotional mix- Sales promotional activities- Advertising-Definition, Features, types, benefits- Designing an advertising Campaign- Personal selling-Definition-Objectives- Types of salesmen-personal Selling process.

Unit – 6. Dynamics (Evaluation Pattern-CIA only)

1. Design an effective Marketing mix for your own product.
2. Digital Marketing-Email Marketing, Social media Marketing, You tube video marketing.
3. Study on major Retail players in India.

TEXT BOOK:

Marketing Management-C.B.Mamoria, Sathish Mamoria & R.K. Suri, -Kitab Mahal agencies.2016

REFERENCE:

Marketing management-Philip Kotler –Prentice Hall India Publishers- 2007

DIGITAL OPEN EDUCATIONAL RESOURCES:

newagepublishers.com/samplechapter/001233.pdf

www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf

thedavismarketinggroup.com/Marketing Mix.pdf

<https://www.youtube.com/watch?v=Mco8vBAwOmA>

<https://theintactone.com/2019/08/31/ccsubba-304-marketing-management/>

<https://www.iedunote.com/marketing/principles-of-marketing>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Introduction				
1.1	Marketing-Definition	1	Chalk & Talk	Black Board
1.2	Market and Marketing	2	Chalk & Talk	Black Board
1.3	Importance and characteristics	4	Chalk & Talk	Black Board
1.4	Science or Art	2	Chalk & Talk	Black Board
1.5	Marketing mix	1	Chalk & Talk	Black Board
1.6	Concepts	2	Chalk & Talk	Black Board
1.7	Composition	3	Chalk & Talk	Black Board
UNIT -2 Product				
2.1	Concept	1	Lecture	Black Board
2.2	Layers of products	1	Chalk & Talk	Black Board
2.3	product mix strategy	3	Chalk & Talk	Black Board
2.4	Product Life Cycle	2	Chalk & Talk	Black Board
2.5	New product-concept	2	Chalk & Talk	Black Board
2.6	Categories, New product Planning process	2	Chalk & Talk	Black Board
2.7	Branding- concept, branding policy	2	Chalk & Talk	Black Board
2.8	Importance, characteristics. Packaging –concept, functions	2	Chalk & Talk	Black Board

UNIT -3 Pricing				
3.1	Meaning	1	Chalk & Talk	Black Board
3.2	Objectives	1	Chalk & Talk	Black Board
3.3	Factors influencing pricing Decisions	3	Lecture	Black Board
3.4	Procedure for price determination	3	Lecture	Black Board
3.5	Types of Pricing	3	Lecture	Black Board
3.6	Price Administration	2	Discussion	Black Board
3.7	Types	2	Lecture	Black Board
UNIT-4 Place				
4.1	Physical Distribution -Definition	1	Lecture	Black Board
4.2	Components of Physical Distribution	2	Chalk & Talk	Black Board
4.3	- Channels of Distribution-Meaning	3	Chalk & Talk	Black Board
4.4	Types of Channels- Middlemen	3	Lecture	Black Board
4.5	Meaning-Classification-Wholesaling	2	Chalk & Talk	Black Board
4.6	Retailing-Meaning-Classification of Retailers	4	Chalk & Talk	Black Board
UNIT -5 Promotion				
5.1	Definition	1	Lecture	Black Board

5.2	Promotional mix	2	Chalk & Talk	Black Board
5.3	Sales promotional activities	2	Chalk & Talk	Black Board
5.4	Advertising-Definition	1	Lecture	Black Board
5.5	Features, types, benefits	2	Chalk & Talk	Black Board
5.6	Designing an advertising Campaign	3	Chalk & Talk	Black Board
5.7	Personal selling	1	Lecture	Black Board
5.8	Definition Objectives	1	Chalk & Talk	Black Board
5.9	Types of salesmen-personal Selling process.	2	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %

Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

✓ **All the course outcomes are to be assessed in the various CIA components.**

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

✓ **The I UG course teachers are requested to start conducting S1, W1, M1,**

in due intervals of time.

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non – Scholastic

COURSE OUTCOME

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Learn the core concepts of Marketing and its application in business	K1, K3	PSO1,PSO5 & PSO8
CO 2	Understand the product mix and its functions.	K1, K2	PSO1,PSO5 & PSO8
CO 3	Understand the types of pricing and analyse the various factors influencing the pricing decisions	K1, K2, K4	PSO1,PSO5 & PSO8
CO 4	Acquire knowledge about physical distribution and its channels and analyse role of middlemen.	K1, K3	PSO1,PSO5 & PSO8
CO 5	Understand the Promotional Mix and examine the role of promotional activities for the success of business	K1,K4	PSO1,PSO5 & PSO8

Mapping COs Consistency with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	3	1	1	1	3	1	3	2
CO2	3	1	1	1	3	1	3	2
CO3	3	1	1	1	3	1	3	2
CO4	3	1	1	1	3	1	3	2
CO5	3	1	1	1	3	1	3	2

Mapping COs Consistency with POs

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	2	1	1	3	3
CO2	3	2	2	1	1	3	3
CO3	3	2	2	1	1	3	3
CO4	3	2	2	1	1	3	3
CO5	3	2	2	1	1	3	3

COURSE DESIGNER:

A. Rosary Infanta

Dr.M. Pradeeba

Forwarded By

Dr.S.L. Kumari

HOD'S

Signature

- - -

II BBA

SEMESTER –IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U4SB2	INTER PERSONAL SKILLS & TEAM BUILDING	Lecture	2	2

Course Description:

The course helps to gain knowledge on inter-personal skills for effective relationship in their personal and professional life.

COURSE OBJECTIVES:

- To make the students to assess and understand face to face situations and to facilitate interaction and influence processes essential for team work.
- This course is aimed at introducing the students to the nuances of developing the basic skills that required of an educated youth.
- To develop all round personality of the students by mastering inter-personal skills, creative skills and public-speaking.
- To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

COURSE OUTCOMES:

On successful completion of the Soft Skills Development , the learner will be able to,

CO—1:Learn to have an increased awareness of leadership skills within the context of their daily life.

CO—2:Acquire thorough knowledge and understanding of multiple facts of team management.

CO—3:To give the learners extensive practices to develop the LS (Listening and Speaking) skill-set.

CO—4:To identify some of the essential soft skills needed for effective management.

Unit – 1: Interpersonal skills:

[6 hours]

Interpersonal skills- Concept-Importance- Elements- Transactional analysis- 3 Ego states- Social Transactions. (Practical exercises).

Unit-2 Elements of Interpersonal skills:

[6 hours]

Negotiation, Caring, Empathy, Upward and Downward communication, ability to handle diverse roles.

Unit-3 Conflict:

[6 hours]

Conflict- Definition—Process- Sources of Interpersonal Conflict- Strategies for resolving Interpersonal conflict.

Unit-4 Working in a Team:

[6 hours]

Team- meaning, Characteristics of a good team, aspects needed to be an effective team member. Group Vs Team (any 5 points)

Unit-5 Team Building:

[6 hours]

Team Building-Introduction- Roles of team members- elements of effective team work- Steps involved in Team building.(Practical Exercises)

REFERENCES

1. Personality development& Communicative English By Dr.S.R.Pandya ;
Dr.Pratima dave Shastri
2. Individual Development By Dr.P.C.Sekar
3. Soft Skills – Dr.K. Alex Sulthan Chand Publications, New Delhi.

DIGITAL OPEN EDUCATIONAL RESOURCES::

www.investopedia.com/terms/i/interpersonal-skills.asp,
study.com/.../interpersonal-skills-in-the-workplace-examples-and-importance.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Interpersonal skills				
1.1	Interpersonal skills	1	Chalk & Talk	Black Board
1.2	Concept-Importance-	1	Chalk & Talk	Black Board
1.3	Elements	1	Lecture	Black Board
1.4	Transactional analysis	1	Lecture	Black Board
1.5	3 Ego states	1	Lecture	Black Board
1.6	Social Transactions. (Practical exercises).	1	Discussion	Black Board
UNIT -2 Elements of Interpersonal skills				
2.1	Negotiation	1	Lecture	Black Board
2.2	Caring	1	Chalk & Talk	Black Board
2.3	Empathy	1	Chalk & Talk	Black Board
2.4	Upward and Downward communication	2	Lecture	Black Board
2.5	ability to handle diverse roles.	1	Lecture	Black Board

UNIT -3 Conflict				
3.1	Conflict- Definition	1	Chalk & Talk	Black Board
3.2	Process-	1	Chalk & Talk	Black Board
3.3	Sources of Interpersonal Conflict	2	Lecture	Black Board
3.4	Strategies for resolving Interpersonal conflict.	2	Lecture	Black Board
UNIT -4 Working in a Team				
4.1	Team- meaning	1	Lecture	Black Board
4.2	Characteristics of a good team	1	Chalk & Talk	Black Board
4.3	aspects needed to be an effective team member	2	Chalk & Talk	Black Board
4.4	Group Vs Team (any 5 points)	2	Lecture	Black Board
UNIT-5 Team Building				
5.1	Team Building	1	Lecture	Black Board
5.2	Introduction- Roles of team members	1	Chalk & Talk	Black Board
5.3	elements of effective team work	2	Chalk & Talk	Black Board
5.4	Steps involved in Team building.(Practical Exercises)	2	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

✓ All the course outcomes are to be assessed in the various CIA components.

✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

✓ The I UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand & analysis the interpersonal behaviour through transactional analysis	K1, K2 & K3	PSO2, PSO3 & PSO4
CO 2	Learn the elements of inter-personal skills & apply it in real life for improving inter-personal relationships	K1, K2 & K3	PSO2, PSO3 & PSO4
CO 3	Understand the knowledge about interpersonal conflict & analyze the strategies to resolve it.	K1, K2 & K3	PSO2, PSO3 & PSO4

CO 4	Gain knowledge about aspects needed for effective team member & practice it in team work	K1, K2 & K3	PSO2, PSO3 & PSO4
CO 5	Acquire knowledge about team building & develop the skills to improve the functioning of work group	K1, K2 & K3	PSO2, PSO3 & PSO4

Mapping COs Consistency with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	1	3	3	3	1	1	1	2
CO2	1	3	3	3	1	1	1	2
CO3	1	3	3	3	1	1	1	2
CO4	1	3	3	3	1	1	1	2
CO5	1	3	3	3	1	1	1	2

Mapping COs Consistency with POs

CO/PO	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	2	1	1	2	1
CO2	3	2	2	1	1	2	1
CO3	3	2	2	1	1	2	1
CO4	3	2	2	1	1	2	1
CO5	3	2	2	1	1	2	1

COURSE DESIGNER:

Staff Name ----- P. RUBY LEELA

Forwarded By

Dr.S.L. Kumari

**HOD'S
Signature**

III B.B.A

SEMESTER –V

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U5CC11	FINANCIAL MANAGEMENT AND PRACTICE	CHALK & TALK	5	4

COURSE DESCRIPTION

The course is designed to impart knowledge on financial management concepts and techniques such as working capital management, capital budgeting, capital structure and dividend for financial decision making.

COURSE OBJECTIVES

- To expose the students to the fundamentals of finance and financial management.
- To develop an understanding of tools that are used to value investment projects.
- To gain knowledge regarding capital structure, cost of capital and dividend for financial management of a firm.

Unit I: INTRODUCTION

[15 HRS]

Meaning of Business Finance – Financial Management – Approaches to Finance Function – Aims of Finance Function – Scope of Financial Management – objectives of financial management – profit maximization Vs wealth maximization – financial decisions – organization of finance

department – functional areas of financial management. Sources of capital – Long term, medium, short-term.

Unit II: WORKING CAPITAL

[15 HRS]

Meaning of working capital – operating cycle or circular flow concept – classification or kinds of working capital – importance or advantages of adequate working capital – excess or inadequate working capital – the need or objects of working capital – factors determining the working capital requirements – forecast/estimate of working capital requirements.

(Simple problems only)

Unit III: CAPITAL BUDGETING

[15 HRS]

Meaning – need and importance of capital budgeting – capital budgeting process – kinds of capital budgeting decisions – methods of capital budgeting or evaluation of investment proposals – pay back period method – rate of return method – net present value method – internal rate of return method – profitability index method – comparison between NPV and IRR, Net Present Value Vs Profitability Index – factors influencing capital expenditure decisions – capital rationing – limitations of capital budgeting. **(simple problems only)**

UNIT IV: CAPITAL STRUCTURE AND COST OF CAPITAL

[15 HRS]

Capital Structure – Meaning- Forms/ Patterns of capital Structure

Capital Structure management – Essential Features of a Optimal Capital Mix, Factors determining the capital structure

Cost of Capital – meaning, concept and definition – significance of cost of capital – classification of cost – determination of cost of capital – problems of determination of cost of capital – computation of cost of capital – cost of debt capital – cost of redeemable debt – cost of zero coupon bonds – cost of preference capital – cost of equity share capital – cost of retained earnings – computation of weighted average cost of capital **(simple problems only)**

UNIT V: DIVIDEND**[15 HRS]**

Introduction to dividend policy – dividend decision and valuation of firms – the irrelevance concept of dividend or the theory of irrelevance – residual approach – Modigliani and Miller approach (MM Model) – The relevance concept of dividend or the theory of relevance – Walter's approach – Gordon's approach – determinants of dividend policy – forms of dividend – bonus issue – advantages and disadvantages (**simple problems only**)

UNIT –VI DYNAMISM(Evaluation Pattern-CIA only)

1. Analyse the dividend rate of top companies in India and present it.

REFERENCES:

1. Financial Management – R.K. Sharma .Shashi K. Gupta ,Kalyani Publishers(2017)
2. Financial Management – I.M. Pandey.Vikas Publishing House, New Delhi - 2017.
3. Financial Management – S.C.KutchalChaitanya Publishing House, Allahabad – 2018.
4. Accounting for Management– S.N. MaheswariSulthan Chand & Sons Publishers, New Delhi.(2018)

DIGITAL OPEN EDUCATIONAL RESOURCES:

<https://www.investopedia.com/terms/w/workingcapitalmanagement.asp>

<https://www.accountingtools.com/articles/what-is-capital-budgeting.html>

<https://www.youtube.com/watch?v=-0g7CwRV76c>

COURSE OUTCOMES

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

NO.	COURSE OUTCOME	KNOWLWDGE LEVEL(REVISED	PSOs ADDRESSED
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		BLOOMS TAXONOMY)	
CO 1	Acquire knowledge about basics of financial management.	K1,K2 &K4	PSO 2, PSO 6&PSO8
CO2	Analyze and assess the working capital management of the company	K1&K4	PSO 2, PSO 6&PSO8
CO3	Understand and apply the capital budgeting techniques and evaluation of investment proposals	K1&K3	PSO 2, PSO6&PSO8
CO4	Understand and apply proper capital structure and cost of capital which enhances the value of the firm	K1& K3	PSO 2, PSO 6& PSO8
CO5	Gain knowledge about the various approaches of Dividend policy and identify suitable policy applicable to the firm.	K1&K2	PSO 2, PSO 6&PSO8

III B.B.A

SEMESTER –V

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U5CC12	Tax Laws	CHALK & Talk	5	4

COURSE DESCRIPTION

The course explains about basic provisions of direct and indirect tax laws which includes calculation of residential status, income from salary, house property, assessment of a business firm, goods and services tax.

COURSE OBJECTIVE

The aim of the subject is to expose the students to income tax, calculation of tax liability and indirect tax, which forms major source of revenue to government.

UNIT –I INTRODUCTION

(20HRS.)

General principles of taxation – distinction between direct and indirect taxes – Tax evasion and tax planning.

Income Tax Act 1961 – basic concepts – assessment year – previous year – person – assessee – income – gross total income – difference between exemption and deduction – capital and revenue receipts and expenditure–tax rates -problems on basic concepts.

Residential Status – individual – HUF – firm and association of persons – company – every other person – Indian income and foreign income – income deemed to be received in India – accrual of income – income deemed to accrue or arise in India.**(simple problems only)**

UNIT - II : INCOME FROM SALARIES

(25HRS)

Salary – basis of charge – different forms of salary –different forms of allowances – perquisites – taxable or not taxable – perquisites how valued for tax purposes – what are permissible deductions from salary income –

deduction u/s 80C – problems on computation of salary income.(simple problems only)

UNIT - III: INCOME FROM HOUSE PROPERTY (15 HRS)

Basis of charge – Provisions relating to deemed owner - basis of computing income from let out house property – taxable income from self-occupied property – unrealized rent –problems on the computation of property income. **(simple problems only)**

UNIT - IV ASSESSMENT OF FIRMS: (15 HRS)

What is partnership – scheme of taxation of firms – remuneration/interest paid or payable is deductible – conditions u/s 184 – conditions for claiming deduction of remuneration of partners u/s 40(b) – conditions for interest to partners u/s 40(b) — how to find out income of a firm – problems on computation of taxable income of a firm and partners- Carry forward and set off of loss in case of change in the constitution of firm. **(simple problems only)**

UNIT - V INDIRECT TAXES THE CENTRAL GOODS AND SERVICES TAX ACT 2017. (15 HRS)

Definitions – aggregate turnover, business, taxable person, taxable territory, and supplier.

Concept of supply – concept of supply, different types of supply

Levy of GST – Basis of charge of GST, GST levied in the case of inter- state supply, intra-state supply

Exemptions from GST – exempted goods under exemption notification

Place of supply – location of supplier of goods, services, place of supply of goods

Time of supply – determination of time of supply

Value of taxable supply – transaction value taken as taxable value of supply, inclusion in transaction value, exclusion from transaction value

Reverse charge mechanism – meaning, input tax credit- meaning, registration – persons liable for registration, procedure for registration.**(theory only)**

UNIT –VI DYNAMISM(Evaluation Pattern-CIA only)

1. Calculate total taxable income of individuals and firms
2. Look into the union budget and comment on public expenditure

Text Book:

Students Guide to Income Tax –Dr. Vinod Singhania, and Dr. Monica Singhania, Taxman's Publication Private Limited, New Delhi. (2019)

REFERENCE

Commercial's GST 2017 Published by Commercial Law Publishers (India) Private Limited, New Delhi. (2018)

DIGITAL OPEN EDUCATIONAL RESOURCES:

<https://www.rocketlawyer.com/gb/en/quick-guides/what-is-a-partnership>

<http://incometaxmanagement.com/Pages/Gross-Total-Income/Salaries/Salaries-Contents.html>

<https://www.youtube.com/watch?v=QdJKpSXCymQ>

<https://www.youtube.com/watch?v=A7YhYD5ejgU>

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the different types of tax, tax rates, basic concepts, residential status of individual, HUF, firm, company, Indian income and foreign income .	K1 & K3	PSO 2& PSO3
CO 2	Understand and calculate the taxable income from salaries	K1 & K4	PSO2 & PSO 3
CO 3	Understand and compute the taxable income from house property	K1 & K3	PSO2 & PSO3
CO 4	Understand and calculate the taxable income of firms and partners	K1, K2 & K4	PSO2 & PSO3
CO 5	Understand the basics of Goods and Services Tax	K1 & K2	PSO2 & PSO3

III B.B.A
SEMESTER –V
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U5CC13	CASE ANALYSIS	Lecture	5	4

COURSE DESCRIPTION

The course is designed to expose the students to analyse the hypothetical and real time cases in different areas of management.

COURSE OBJECTIVE

To impart the knowledge and skill for diagnosing problems, analysing and evaluating alternatives and formulating workable plans of actions through classroom participation and discussion.

One case per week has to be discussed by the students. Approximately 12-13 cases will be discussed during the semester. The cases should be distributed by the teacher concerned on the different functional areas of the management.

The students should be trained to discuss the cases in small groups and develop analytical thinking and to present the findings to the common class. The chairmanship should be rotated among the students. This is to develop conference leadership. They should also be trained to write case reports.

The examiner should give a case or case let and asks the students to identify the problem in the case. Analyse the causes and suggest suitable alternative courses of action after considering the relative merits and demerits of each alternative.

DYNAMISM(Evaluation Pattern-CIA only)

Current cases of Industry/Business from newspaper and magazine are included.

AREA OF CASES DEALT:

1. General Management Cases
2. Cases from Organisational Behaviour
3. Cases from Marketing Management
4. Cases from Human Resource Management
5. Cases from Harvard Business Review

DIGITAL OPEN EDUCATIONAL RESOURCE:

https://wps.prenhall.com/bp_laudon_essmis_6/21/5555/1422312.cw/content/index.html

<https://www.youtube.com/watch?v=L3ebmJrGdvw>

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understanding the General Management Cases , analyze the problems & find the solution.	K1,K2,K3 & K4	PSO1 ,PSO2 ,PSO 4 & PSO 8
CO 2	Understanding the Organisational Behaviour Cases , analyze the problems & find the solution.	K1,K2,K3 & K4	PSO1 ,PSO2 ,PSO 4 & PSO 8
CO 3	Understanding the Marketing Management Cases , analyze the problems & find the solution.	K1,K2,K3 & K4	PSO1 ,PSO2 ,PSO 4 & PSO 8
CO 4	Understanding the Human Resource Management Cases , analyze the problems & find the solution.	K1,K2,K3 & K4	PSO1 ,PSO2 ,PSO 4 & PSO 8
CO 5	Understanding the Cases in Harvard Business Review , analyze the problems & find the solution.	K1,K2,K3 & K4	PSO1 ,PSO2 ,PSO 4 & PSO 8

III B.B.A
SEMESTER –V
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U5CC14	BUSINESS LAW	Lecture	5	4

COURSE DESCRIPTION

The course is designed to impart basic knowledge relating to business laws and industrial laws needed for running a business.

COURSE OBJECTIVES

- To provide basic knowledge in business laws which are needed for observing the code of conduct in business.
- To impart basic knowledge of the Indian Industrial laws
- To enable the students to understand the realities of business and its legal consequences.

Unit 1: Indian Contract Act, 1872 (15 hours)

Introduction to Law – object of law – Ignorantiajuris not excusat – sources of mercantile law.

Nature of contract – The Indian Contract Act, 1872 – definition – consensus ad idem – essential elements of a valid contract- classification of contracts.

Offer and Acceptance – offer – legal rules as to offer – tender – cross offers – acceptance – legal rules as to acceptance – communication of offer, acceptance and revocation.

Consideration – definition – need – legal rules as to consideration – stranger to contract –, contract without consideration is void – exceptions

Capacity to contract – minors – persons of unsound mind – other persons.

Unit 2: Indian Partnership Act 1932. (15 hours)

Definition – formation – test of partnership – partnership and other associations – registration of firms- Relation of partners – rights – duties – relation of partners to third parties – types of partners.

Dissolution of Firm – without the order of court – dissolution by court – rights of partner on dissolution – liabilities – settlement of accounts.

Unit 3: The Companies Act 1956 and the Factories Act, 1948. (15 hours)

Company -Definition - Kinds Of Companies-Memorandum Of Association - Contents, Name Clause, Registered Office Clause, Objects Clause, Capital Clause, Liability Clause, Association Clause-Articles Of Association-Content Of Articles-Difference Between Articles & Memorandum

Factory - definition - health - safety - hazardous processes - welfare - employment of young person - women - annual leave with wages.

Unit 4: The Employees State Insurance Act, 1948 (15 hours)

Definition - administration of the scheme - officers and staff - contributions - benefits.

Unit 5: The Employees Provident Fund Act (15 hours)

Definition - Employees Provident Fund Schemes - Employees Pension Scheme and Fund - Employees Deposit Linked Insurance Scheme and Fund- Administration of the Schemes - central board - executive committee - state board.

Unit 6: DYNAMISM(Evaluation Pattern-CIA only)

Look into the newspaper and present some cases relating the above laws.

TEXT BOOK

Business Law N.D. Kapoor Sultan Chand & Sons Educational Publishers, New Delhi.2019

REFERENCES:

1. Business Law RSN Pillai and V. Bhagavathi by Sulthan Chand Publishers,2017
2. Business Law including Company Law by S.S. Gulshan and G K Kapoor , New Age International Publishers New Delhi ,2018

DIGITAL OPEN EDUCATIONAL RESOURCES:

www.advocatekhoj.com/library/bareacts/partnership/index..

mpsdma.nic.in/Website_Material/Factories_Act.pdf

www.esic.nic.in/esi_act.php

www.esic.nic.in/Tender/ESIAct1948Amendedupto010610.pdf

www.epfindia.com/.../PDFs/Downloads_PDFs/EPFAct1952.pdf

<https://www.youtube.com/watch?v=ol2BXgF-P48>

<https://theintactone.com/2019/09/01/ccsubba-105-business-laws/>

https://www.dphu.org/uploads/attachements/books/books_3498_0.pdf

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the primacy of contract, offer and acceptance	K1 & K4	PSO1, PSO5,& PSO8
CO 2	Know the essential requirement of a valid agency contract; rights and duties of an agent and a principal.	K1&K2	PSO1, PSO5,& PSO8
CO 3	Enable students to understand the various acts followed by factories.	K1 & K3	PSO1, PSO5,& PSO8
CO 4	Expose and apply the different types contract in business .	K1, K2&K4	PSO1, PSO5,& PSO8
CO 5	Familiarize them with provident act & pension act.	K1& K4	PSO1, PSO5,& PSO8

III B.B.A
SEMESTER – V
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U5ME1	INTERNATIONAL BUSINESS MANAGEMENT	Lecture	5	5

COURSE DESCRIPTION

The course deals with the concept and forms of international business and the functional areas in international business management.

COURSE OBJECTIVES

- To provide basic concepts of global business.
- To gain knowledge about the functional areas of international business management

Unit 1. Introduction

[15 Hours]

Globalisation –Meaning, definition, features – Components of Globalisation – Advantages and Disadvantages of Globalisation - International Business – Introduction – Evolution – Nature – Why go International? – Stages – Approaches – Advantages– Problems.

Unit 2. MNCs

[15 Hours]

MNCs – Definition – Difference between IC, MNC, GC & TNC – Advantages of MNC to Home country & Disadvantages of MNC to Home country - Advantages of MNC to Host country – Disadvantages of MNC to Host country – Modes of Entry – Role of MNCs in India.

Unit 3. International Production & International HRM

[15 Hours]

International Production – Meaning– Generic Strategies of International business –Differentiation, Cost leadership, focus. Acquisition of Resources – Vertical integration, Make or buy decision, Location decisions-Introduction, Location decision four approaches.

International Human Resource management –Meaning- Functions of HRM - Global Recruitment ,Global Selection Process, Selection procedure, Selection approach–Expatriates – Meaning- International Adjustment – Stages, Dimensions, Cross – Cultural Training – Types, How to overcome the blunders. Compensation in Global companies-Expatriate pay, Gratuity, Allowance, Profit sharing.

Unit 4. International Marketing

[15 Hours]

International marketing – Meaning –International product life cycle- Stages, Models-International marketing Strategies in Different Stages of Product Life Cycle – Export Procedure –Stages-Preliminaries, offer and receipts of confirmed orders, Production and clearance of products for exports, Shipment, Documents, Export incentives- Import Procedure-Stages-Preliminaries, Enquiry and Placing the Indent, obtaining the foreign exchange, Arranging for Payment, Payment of customs duties and taking the delivery of goods.

Unit 5. International Finance

[15 Hours]

International Finance – Foreign Exchange – Convertibility of Rupees and its Implications – International Risk Management – Foreign Direct Investment -- Balance of payment – Components – Disequilibrium in the Balance of payment – Methods of correction of disequilibrium

Unit 6: DYNAMISM(Evaluation Pattern-CIA only)

- 1.Analyse the advantages of globalization by collecting the current trends.
- 2.Observe the uses of Foreign direct investment in India

Text Book

International Business – P. Subba Rao. ,Himalaya Publishing House, Mumbai -2001.

Reference Books:

1. International Business Management by Dewan and Sudarshan, Discovery Publishing House, New Delhi.2017
2. International Business – Francis Cherunilam, IV Edition, PHI Learning Private Limited – 2018

DIGITAL OPEN EDUCATIONAL RESOURCES:

www.managementstudyguide.com/international-business.htm,
www.managementparadise.com/.../international.../45148-study-materials-international

<https://www.youtube.com/watch?v=R7tCvXFB-OU>

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Acquire knowledge about the concept of Globalization and International Business.	K1 &K2	PSO1 & PSO5
CO 2	Gain knowledge about MNCs and their modes of entry and analyse the impact of MNCs on the home and host countries	K1& K4	PSO1 & PSO5
CO 3	Learn and analyse the significant issues in International Production Management and International Resource Management Process	K1 , K2 & K4	PSO1 & PSO5

CO 4	Describe the functions of International Marketing and also understand the export and import Procedure	K1&K3	PSO1 & PSO5
CO 5	Understand the International Finance and balance of payment and also apply the techniques of International Risk Management	K1 & K3	PSO1 & PSO5

III B.B.A

SEMESTER – V

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U5ME2	FINANCIAL SERVICES	Lecture	5	5

COURSE DESCRIPTION

The course is designed to impart basic understanding of various concepts and terms relating to financial markets and services.

COURSE OBJECTIVES

- For imparting basic understanding of various concepts and terms relating to financial services and encouraging the students to practically involve in such services and related transactions.
- To understand the meaning and significance of the financial services available in India.
- To expose the students to the role of financial services in the development of the capital market and the economy of the country.

UNIT 1 – INTRODUCTION

(15 hours)

The Financial System in India – functions of the financial system – financial concepts – financial assets – financial intermediaries – financial markets – financial rates of return – financial instruments – weaknesses of Indian Financial System .Financial services – meaning – scope of financial services - new financial products and services – innovative financial

instruments – challenges facing the financial services sector – present scenario.

UNIT 2 –DEPOSITS AND PAYMENTS

(15 hours)

Mobilization of fixed deposits

E – banking – meaning- features - advantages –Mobile banking – meaning – features – essential requirements – services. Telephone Banking – definition – features – benefits – mechanism – drawbacks.

Investment- Meaning – Distinction between investment and speculation- importance – factors favourable for investment.

Consumer Finance – significance – different types of loan – clean loan, secured loan, overdraft, cash credit, pledge, mortgage, hypothecation, assignment.

UNIT 3 E- BROKING AND D-MAT

(15 hours)

On Line Trading – modus operandi of E – trading –merits Depository System – meaning – objectives – depository process – depository system in India- SEBI Act 1996- scope and features — benefits. Portfolio Management – features – investment strategy – risk and beta – modern portfolio theory (MPT) – Capital Asset Pricing Model and Security Market Line (SML)- time value of money – compounding – discounting – SEBI guidelines.

UNIT 4 TYPES OF CARDS

(15 hours)

ATM – The Cash Machine – concept – features – ATM Pin – biometrics – ATM types – ATM mechanism – ATM functions – importance – shared ATM. Credit Card – meaning – types – credit card, charge card, in-store card, corporate credits, business cards, smart cards, debit cards, difference between credit card and debit card, ATM card, virtual card – parties to a credit card – benefits – demerits. Foreign Exchange Market – characteristics Traveller Cheques – special features – loss of traveller cheque

UNIT 5 CREDIT RATING AND SECURITIZATION

(15 hours)

Credit Rating – meaning – functions – benefits – credit rating agencies in India – credit rating information services limited (CRISIL) – investment

information and credit rating agency of India (IICRA) – Credit analysis and research limited (CARE).

Factoring – meaning – modus operandi – functions – types of factoring – benefits –international factoring- edifactoring – forfeiting - benefits – drawbacks.

Securitisation – meaning – securitization Vs. factoring – modus operandi - types of securities – benefits –securitisation in India

UNIT –VI DYNAMISM(Evaluation Pattern-CIA only)

1. Analyse the various companies share rate

REFERENCES:

1. Financial Markets and Services – E. Gordan& Natarajan, Himalaya Publishing House, Mumbai
2. Indian Financial System – Dr.S.Gurusamy, Tata McGraw Hill Publications, New Delhi, 2nd Edition

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. **E-Resources:** <https://www.scribd.com/.../ADL-55-Management-of-Financial-Services-Study-Materials>
2. <http://www.gupshupstudy.com/note/353532/management-of-financial-services-notes-pdf>
3. <https://www.youtube.com/watch?v=gCHUGgcGV48>

COURSE OUTCOMES

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

NO	COURSE OUTCOME	KNOWLEDGE LEVEL (REVISED BLOOMS TAXONOMY)	PSOs Addressed

CO1	Understand the financial system and services in India and thereby analyze the present scenario.	K1& K3	PSO1,PSO5&PSO7
CO2	Understand varied types of deposits , payments such as E- Banking fixed deposits investments and consumer finance and apply in practice.	K1, k2 & k3	PSO1,PSO5&PSO7
CO3	Understand and Remember E. Trading and portfolio management.	K1&K2	PSO1,PSO5&PSO7
CO4	Understand and apply the various types of cards available and their effective uses.	K1& K3	PSO1,PSO5&PSO7
CO5	Understand and identify the role of credit rating agencies, types of factoring and securitization	K1, K2& K4	PSO1,PSO5&PSO7

III B.B.A

SEMESTER –V

For those who joined in 2019 onwards to be checked

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U5SB3	LEADERSHIP SKILLS	Lecture	2	2

COURSE DESCRIPTION

The course is designed to impart knowledge relating to leadership, behaviour of a leader, leadership styles leadership development and thereby impart leadership skills

COURSE OBJECTIVES

The aim of the course is to understand the leadership and to develop leadership skills.

UNIT –I INTRODUCTION

6(HRS.)

Leadership – Definition, Nature, Essential qualities, Styles.

UNIT II: ATTITUDE

[6 HRS]

Attitude –Meaning, Nature, Components, Sources of attitude, Types of attitude, Functions of Attitude, Practical exercises for measuring Attitude.

UNIT III: GOAL SETTING

[6 HRS]

Goal setting – Meaning – Visualization – Meaning – Visualization Process

UNIT IV: TIME MANAGEMENT

[6 HRS]

Time Management – Meaning – Ideas to transfuse time.

UNIT 5: SELF MOTIVATION AND SWOT ANALYSIS

[6 HRS]

Self – motivation – Concept – way of self motivation – SWOT analysis- Introduction, Tool for personal SWOT analysis (with Examples & Exercises)

Unit 6: DYNAMISM (Evaluation Pattern-CIA only)

Prepare Swot analysis of two companies located in your area.

Text Book:

1. Soft Skills by Dr.K.AlexDecember (2010)
2. Personality Development by P.C.Sekar (2008)

REFERENCE :

Personality development and communicative English
byDr.Pandya&Pratimadevesastri

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the essential qualities of leadership & develop leadership skills.	K1,K2 & K3	PSO2& PSO4
CO 2	Learn about attitude & its measurement to identify the level of attitude	K1,K2 & K3	PSO2& PSO4
CO 3	Acquire knowledge about goal setting & facilitates to develop the individual goals	K1,K2 & K3	PSO2& PSO4
CO 4	Understand the importance of time management & apply it in practise.	K1,K2 & K3	PSO2& PSO4
CO 5	Learn & Apply the tools of SWOT analysis which in turn helps to match the strengths&weakness with opportunities &Threats.	K1,K2 & K3	PSO2& PSO4

III B.B.A
SEMESTER –V
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U5SB4	EMPLOYABILITY SKILLS	Chalk & Talk	2	2

COURSE DESCRIPTION

This course is designed to help students to enhance the knowledge and skills required for obtaining and keeping employment.

COURSE OBJECTIVE

To impart the knowledge and skills required for gaining job opportunities .

Unit 1: Verbal Ability [6 Hours]

Reading Passage--- Cloze Test---Synonyms & Antonyms---Rearranging the Sentence

Unit2: Test of Reasoning –I [6 Hours]

Alphabet Test---Coding& Decoding---Ranking (Or)Arranging in Order---Analogy

Unit 3: Test of Reasoning –II [6 Hours]

Assigning Artificial Values to Arithmetical Series --- Series Completion Test--- Syllogism

Unit 4: Quantitative Aptitude I [6 Hours]

Number System---squares & cubes---simplification

Unit 5: Quantitative Aptitude II [6 Hours]

Average ---Simple Interest---Compound Interest

Unit 6: Dynamics:

1.Solve the recent question papers of TNPSC,RRB,NET and other government exam question papers.

Text books:

1. Quantitative Aptitude by Dr.R.S.AggarwalS.Chand and Company Private Limited, New Delhi (2016)
2. Upkar's Mental Ability Test ---Dr.Lal&Jain ,UpkarPrakasan Publications Pvt Ltd –Agra.

REFERENCES:

1. Objective Arithmetic--- V.P.Mishra-New light Publishers,Newdelhi.
2. Quicker Reasoning Test---Dr.Lal&A.K.Singh- UpkarPrakasan Publications Pvt Ltd –Agra.

DIGITAL OPEN EDUCATIONAL RESOURCES

https://www.youtube.com/watch?v=QynZaeik_Ak

<https://www.youtube.com/watch?v=wkRT8EPqexw>

<https://www.oliveboard.in/blog/tricks-average-rrb-ntpc/>

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the comprehension & enhance vocabulary.	K1, K2 & K3	PSO 2 & PSO 6
CO 2	Gain basic knowledge about test of reasoning to develop reasoning skills	K1, K2 & K3	PSO 2 & PSO 6
CO 3	Learn basic knowledge about arithmetic reasoning & to improve reasoning skills	K1, K2 & K3	PSO 2 & PSO 6
CO 4	Understand the number system & powers to develop aptitude skills.	K1, K2 & K3	PSO 2 & PSO 6
CO 5	Learn to compute averages & interest to improve quantitative aptitude skills	K1, K2 & K3	PSO 2 & PSO 6

III B.B.A
SEMESTER –VI
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U6CC15	OPTIMIZATION TECHNIQUES IN MANAGEMENT	CHALK & TALK	6	4

COURSE DESCRIPTION

This course deals with the methodologies of finding optimal solutions for Linear Programming problems, transportation problems, game theory, queuing theory and net work analysis.

COURSE OBJECTIVES

- To introduce the students how to formulate the mathematical models and the optimization techniques for managerial decisions.
- To gain knowledge and skill to formulate and solve linear programming problems
- To learn the methodologies for finding optimal solution for transportation problem, game theory and queuing theory.
- To understand the networking techniques for project scheduling.

Unit 1. Linear Programming

(20 Hours)

Linear Programming –Mathematical Formulation, Graphical method, Simplex method- Solving Maximization and Minimization problems. Two variables with two constraints **(Pure constraints) problems only. (solving minimization problem by BIG M method , problems with degeneracy and Dual simplex are excluded)**

Unit 2. Transportation

(20 Hours)

Transportation model – Finding initial basic feasible solution – North – West Corner Method- Least cost method- Vogel's Approximation Method- Optimal Solution by MODI Method and Stepping Stone Method- Solving maximization problem relating to transportation **(excluding degeneracy)**

Unit 3. Game Theory

(15 Hours)

GAME theory - Introduction, Two Persons zero – sum games, Solutions of 2×2 Rectangle Games, Graphical method (2^n Games, $m \times 2$ Games) – Dominance principle. **(Excluding LP method of solving the Game)**

Unit 4. Queuing Theory

(15 Hours)

Queuing Theory – General structure of a queuing system – Characteristics of a queuing system – Single Channel Model - Infinite Population – Multiple Channel Model - Infinite Population **(Excluding Cost Analysis)**- Application of Queuing Theory.

Unit 5. Net Work Analysis

(20 Hours)

PERT and CPM - Network Construction – Determining Critical Path – Calculation of EST, EFT, LST and LFT only- Principles of Network Construction.

TEXT BOOK

1. Quantitative Technique in Management – N.D. Vohra. Tata Mcgrawhill Publishers, New Delhi. 2017

REFERENCES:

1. Quantitative Approaches to Management – Richard Lewin & Charles Kirkpatrick, Tata Mcgrawhill Publishers, New Delhi. 2017
2. Operations Research Kanti Swarup, P.K. Gupta & Manmohan Sulthan Chand & Sons Publishers, New Delhi, 2017
3. Operations Research - V.K. Kapoor Sulthan Chand & Sons Publishers, New Delhi, 2018.

DIGITAL OPEN EDUCATIONAL RESOURCES:

www.math.ucla.edu/~tom/LP.pdf

pages.intnet.mu/cueboy/education/notes/algebra/modivam.pdf

www.cdam.lse.ac.uk/Reports/Files/cdam-2001-09.pdf

www.win.tue.nl/~iadan/queueing.pdf

<https://www.youtube.com/watch?v=vUMGvpsb8dc>

<https://www.youtube.com/watch?v=-TDh-5n90vk>

https://www.youtube.com/watch?v=ikO_aDBEZDo

https://www.youtube.com/results?search_query=transportation+problem

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the concepts of the linear programming and hence solve the problems	K1&K3	PSO2,PSO6& PSO8
CO 2	Learn the concepts of Transportation model and hence analyze and solve the Transportation problems	K1&K4	PSO2,PSO6& PSO8
CO 3	Understand the concepts and methods to solve the game	K1&K2	PSO2,PSO6& PSO8
CO4	Understand the concepts of queuing theory and hence solve the problems.	K1&K3	PSO2,PSO6& PSO8
CO5	Understand the network techniques and analyze and solve the problems in project scheduling	K1 ,K2 &K4	PSO2,PSO6& PSO8

III B.B.A
SEMESTER –VI
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U6CC16	ENTREPRENEURIAL DEVELOPMENT	Lecture	5	4

COURSE DESCRIPTION

This paper details with the concept of entrepreneurship, introduction about MSME formulation of project plans, EDP and institutional finance to entrepreneurs.

COURSE OBJECTIVE

To inculcate the attitude of job giving by imparting the knowledge of entrepreneurship and the ways and means of becoming entrepreneurs.

Unit – I :Introduction (15 Hours)

Entrepreneurship –Definition &Meaning, Characteristics of Entrepreneurship
 Entrepreneur- Definition & Meaning –Qualities, functions, types of entrepreneurs, difference between Entrepreneur &Manager. Intrapreneur – Meaning

Unit – II : Project Identification & Formulation (15 Hours)

Project - Meaning, objectives & classification of projects. Project Formulation – Concept, Need, Significance, Elements of project formulation Feasibility Report – Meaning Criteria for project selection. Project Appraisal Methods
(Theory only)

Unit – III: EDP & Women Entrepreneurs (15 Hours)

Evolution of EDP, objectives and Features of EDP, Basic aspects of EDP, Phases of EDP. Women Entrepreneurs- Problems of women entrepreneurs, Factors influencing the selection of industry by women entrepreneurs, type of industries could be established by women entrepreneurs.

Unit – IV: Institutional Finance (15 Hours)

Institutional finance to Entrepreneurs – Financial Institutions – IFCI, IDBI, ICICI, NABARD, SIDBI, SDC's, SFC's, Commercial Banks – Non Financial Institutions-DICS, TIIC, SIPCOT, NSIC – KVIC – SISI – SIDO – NAYE – ITCOT- EGB

Unit-V:MSME in India

(15Hours)

MSME-meaning, MSME act 2006- Features, measures taken, MSME sector, recent policy initiatives and other reforms.

Unit 6: DYNAMISM(Evaluation Pattern-CIA only)

History of successful entrepreneurs – submit a report

Exhibit your entrepreneurial skills through your innovative ideas

TEXT BOOK:

Entrepreneurial Development – C.B. Gupta & Srinivasan. Sulthan Chand & Sons Publishers, New Delhi.(2016 Edition)

References Book:

Entrepreneurial Development - P. SaravanelEss pee kay Publishing House, Madras 2017.

Entrepreneurial Development - VasantDesai,Himalaya Publishing House, Mumbai –2016

DIGITAL OPEN EDUCATIONAL RESOURCES:

https://scholar.google.co.in/scholar?q=entrepreneurial+development+pdf&hl=en&as_sdt=0&as_vis=1&oi=scholar

<https://onlinebusiness.northeastern.edu/blog/types-of-entrepreneurship/>

<https://www.youtube.com/watch?v=f6nxcfbDfZo>

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the characteristics, qualities,functions and types of entrepreneurs	K1 & K2	PSO1,PSO2,PSO4, PSO5 & PSO8
CO 2	Understand and analyse project identification and formulation	K1&K4	PSO1, PSO2,PSO4,

			PSO5 & PSO8
CO 3	Understand EDP and women entrepreneurs and identify the industries feasible to women entrepreneurs	K1& K3	PSO1, PSO2,PSO4, PSO5 & PSO8
CO 4	understand the institutional finance provided by financial and non-financial institutions and analyse its merits and drawbacks	K1, K2&K4	PSO1, PSO2,PSO4, PSO5 & PSO8
CO 5	Understand the provisions of MSME Act 2006 and apply it in business	K1 & K3	PSO1, PSO2,PSO4, PSO5 & PSO8

III B.B.A
SEMESTER –VI
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U6CC17	ENVIRONMENT OF BUSINESS	LECTURE	5	4

COURSE DESCRIPTION

The course deals with the environmental factors such as economic, political, socio-cultural, technical and their impact on business.

COURSE OBJECTIVES

- To gain knowledge about the business environment focusing on economic, political, socio-cultural and technical factors.
- To analyse the impact of environmental factors on business and to take business decisions

UNIT –I INTRODUCTION

15(HRS.)

Business – concept – characteristics of today's business - Business goals/objectives — business environment – nature and its significance – types of business environment – internal environment – external environment – micro environment – macro environment (economic, political and government, socio-cultural, demographic, natural, physical and technological, and international environment)

UNIT –II BUSINESS AND SOCIETY

15(HRS.)

Changing concept and objectives of business. Culture- meaning, elements, organization of culture- cultural adaptation: Cultural shock, cultural transmission, cultural conformity, cultural lag .

Social responsibilities of Business – meaning, Responsibilities to shareholders, to employees, to consumers, and to community -

Consumerism- meaning, plight of the Indian consumer- Consumer protection Act 1986. Corporate Governance-meaning, importance, recommendations of Birla committee.

UNIT –III BUSINESS AND ECONOMY

15(HRS.)

New Industrial policy 1991, IDRA Act, objectives, main provisions, Industrial licensing-concept, License, Letter of Intent- meaning. The new policy- locational policy. Privatization-meaning-defects of public sector-ways of privatization, conditions for successful privatization- Benefits, arguments, sins & pitfalls of privatization.

UNIT – IV BUSINESS AND POLITICS

(15 HRS.)

Functions of state-classification of functions of state-the state, institutions and economic outcomes- economic roles of government - Fundamental rights & duties—Preamble – division of power - expansion of state intervention - responsibilities of Government towards Business and Business towards Government.

UNIT - V: BUSINESS AND TECHNOLOGY

(15 HRS)

Technology – meaning, technology and competitive advantage, sources of technological dynamics, IT revolution and business environment , impact of technology and globalization – technology transfer – meaning, levels and methods of technology transfer.

Unit 6: DYNAMISM(Evaluation Pattern-CIA only)

Analyse the macro environment of two companies located in your region.

TEXT BOOK:

Business Environment – Francis Cherunilam. , Himalaya Publishing House, Mumbai 2017.

REFERENCE:

1. Essentials of Business Environment – K. Aswathappa, Himalaya Publishing House, Mumbai -2018
2. Business Environment – S. Sankaran, Margham Publications, Chennai-2017

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. [study.com/academy/lesson/what-is-business-environment-definition-factors-quiz.htm](https://www.study.com/academy/lesson/what-is-business-environment-definition-factors-quiz.htm),
2. www.yourarticlelibrary.com/business/business-environment...business-environment/2.

3. <https://www.youtube.com/watch?v=nJC6lsCHM4g>
4. <https://www.youtube.com/watch?v=zshmZ-kBMeA>
5. <https://www.youtube.com/watch?v=KdwDS7iSFjw>

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand Business, business environment, and analyse the internal and external environment of business	K1&K4	PSO1, PSO2, PSO5 & PSO8
CO 2	Understand Culture, social responsibility of business, consumerism and identify its role in business	K1& K3	PSO1, PSO2, PSO5 & PSO8
CO 3	Understand New Industrial Policy 1991, Industrial Licensing and Privatisation and apply it to business	K1 & K3	PSO1, PSO2, PSO5 & PSO8
CO 4	Understand and classify the functions of state, economic roles of government, fundamental rights, duties and responsibility of government and business	K1, K2& K4	PSO1, PSO2, PSO5 & PSO8
CO 5	Understand Technology, IT revolution and business environment, globalization, technology transfer and discuss its impact on business	K1 & K2	PSO1, PSO2, PSO5 & PSO8

III BBA
SEMESTER –VI
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USBA	19U6ME3	RETAIL MANAGEMENT	Lecture	5	5

COURSE DESCRIPTION

This course deals with comprehensive view of retail management which includes fundamental concepts of retailing and the various functional areas of retail management .

COURSE OBJECTIVES

- The main objective for the curriculum is providing insights on retailing operations.
- The course intends to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager.
- This course enables the students to become good retail planners and decision makers.

Unit1: Introduction

(15 hours)

Retailing – Definition and scope – Retailing and marketing mix – Retailing scenario in India – Factors influencing consumers shopping habits – Key drivers retailing in India – Growth of organized retailing in India – Retail formats and their evolution – Store formats in parlance

Unit 2: Store operations management

(15 hours)

Store planning – Meaning, Location planning – Types of locations – Stores Design and retailing image mix - Space mix – concepts, Floor space management – Merchandise Hierarchy – Visual Merchandising - Meaning –

Advantages – Stores Atmospherics – Contents – Shop Displays - Types–Mall–
Meaning, New Mall concepts emerging in India.

Unit 3: Supply Chain Management & CRM (15 hours)

Supply chain management (SCM) – Meaning, Concept – Integrated
Supply Chain – Components – Retail Automation & SCM with examples
(Tanishq& Shoppers stop) – CRM-Meaning- CRM Process – Retail technology
and Customer Relations Management (CRM)- Retail Automation in
Merchandise and SCM.

Unit 4: Managing Retail Personnel & Customer Service Management (15 hours)

HR issues – Concerns in Retailing – Manpower Planning – Recruitment
– Motivation & Retention – Remuneration Structure – Various types – Salary
only – Commission – bonus – Non – cash incentives. Role of retail sales
personnel – Qualities – Personal selling process. Customer service
management-process

Unit 5: Retail Marketing Mix (15 hours)

Retail marketing mix – Components of marketing mix – Direct
marketing – types – Micro marketing – Meaning – customer response to micro
marketing – Digital marketing-Concept. Online retailing-meaning,
advantages, features. Multichannel retailing-meaning, key channels of
multichannel retailing. Advertising – Advertising mix – Franchising – Types
of Franchising –Types of Franchise Agreements.

Unit 6: DYNAMISM(Evaluation Pattern-CIA only)

1. Study on strategies adopted by Indian Retailers for sales maximization.
2. Comment on the display of shops that you have recently visited.

TEXT BOOK:

Retail Management- Functional Principles & Practices -By Gibson
Vedamani, JaicoPublishing House, Fourth Edition, New Delhi.2018

REFERENCES:

Retail management –ChetanBajaj ,Nidhi.V Srinivasa-2017

Retail management – MichallLevy ,Barton.AWeitz -2018

DIGITAL OPEN EDUCATIONAL RESOURCES:

www.managementstudyguide.com/retail-management.htm,

www.careerindia.com › Courses › Unique Courses

<https://www.youtube.com/watch?v=YjQNiCvVY5A>

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the fundamentals of retailing and analyse the growth of retailing in India	K1, K2&K4	PSO1, PSO7& PSO8
CO 2	Learn the components of stores operations management.	K1& K2	PSO1, PSO7& PSO8
CO 3	Gain knowledge about the components of supply chain management and analyse the role of customer relations management in retailing	K1& K4	PSO1, PSO7& PSO8
CO 4	Learn about Human Resource Management and Customer Service	K1&K3	PSO1, PSO7& PSO8

	Management in retailing and identify the HR issues.		
CO 5	Acquire knowledge about retail marketing mix and analyse the innovations in the field of retail marketing.	K1&K3	PSO1, PSO7& PSO8

III B.B.A

SEMESTER –VI

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U6ME4	SERVICES MARKETING	Lecture	5	5

COURSE DESCRIPTION

This course is designed to gain knowledge about seven P's of service marketing mix which helps in developing the correct marketing strategy and service excellence.

COURSE OBJECTIVES

- To make the students to learn about changes in the world economy and business practices that have driven the focus on service.
- To impart knowledge about seven P's of service marketing mix.

UNIT1: INTRODUCTION

(15 Hours)

Services –Definition, Evolution of the service sector, Types – Characteristics of services-its implications, Services classification and Services Marketing Mix.

UNIT 2: SERVICE QUALITY

(15 Hours)

Service quality-Introduction, Dimensions of Service Quality, ServQual Model, Service Quality Management

UNIT 3: PRODUCT & PRICING

(15 Hours)

Product : Concept of Service product, Analysis of Service Offer, Managing Service Offering, Stages in new Service Development, Service Life Cycle Concept.

Pricing: Definition, Role and Objectives of pricing- Factors affecting Pricing Decisions-Methods of Pricing in Services- Pricing Strategies

UNIT 4: PROMOTION & DISTRIBUTION (15 hours)

Promotion: Promotion Mix for Services - concept, Advertising- steps in Advertising process, Sales promotion Tools, Word of Mouth communication, Public Relations & Publicity.

Distribution: Channels in Service Delivery, Types of Channels used- Direct Distribution & Indirect Distribution, Functions of Service Intermediaries, Franchising- Benefits & Challenges.

UNIT 5: PEOPLE, PROCESS & PHYSICAL EVIDENCE (15 Hours)

People: People- meaning, Types of service personnel, Human Resource Planning for Service Employees. Internal marketing- Definition & Meaning, Components of Internal Marketing, Steps in Implementing Internal Marketing

Physical Evidence: Introduction, Components of Physical Evidence- Physical Facilities, Physical Environment & Social setting. Guidelines for Physical evidence strategy

Process: Introduction, Designing Service Process, Service process Matrix. Managing Demand and Capacity-Introduction, Understanding Demand Patterns, Demand management strategies

UNIT -VI DYNAMISM (Evaluation Pattern-CIA only)

1. COVID 19 Impact on service industries

TEXT BOOK

Services marketing-vasanthivenugopal, - himalaya publishing house ltd, Mumbai

REFERENCE:

Services marketing- lovelock pearson education publishers

DIGITAL OPEN EDUCATIONAL RESOURCES:

<http://www.yourarticlelibrary.com/marketing/service-marketing-definition-features-and-problem-faced-in-marketing-services/32336>

<https://www.managementstudyguide.com/definition-and-characteristics-of-services.htm>

<https://www.youtube.com/watch?v=GhFpvXsmBXY>

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand &Examine the nature of services, and distinguish between products and services	K1& K2	PSO1, PSO5,PSO7 & PSO8
CO2	Understand &Identify the major elements needed to improve the marketing of services	K1, K2 & K4	PSO1, PSO5,PSO7 & PSO8
CO 3	Understand &Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non commercial environments	K1& K3	PSO1, PSO5,PSO7 & PSO8

CO 4	Understand & Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing;	K1&K3	PSO1, PSO5,PSO7 & PSO8
CO 5	Understand & Recognize the challenges faced in services delivery as outlined in the services gap model.	K1& K4	PSO1, PSO5,PSO7 & PSO8

III BBA
SEMESTER –VI
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USBA	19U6ME5	INDUSTRIAL RELATIONS	Lecture	5	5

COURSE DESCRIPTION

Imparting knowledge relating to industrial relations, industrial conflicts, trade unions, collective bargaining and industrial relations issues.

COURSE OBJECTIVE

The aim of this course is to introduce students the fundamentals of industrial relations, trade unions and methods of solving industrial disputes.

Unit 1 : Introduction: (15 Hours)

Industrial Relations – definition, features, objectives, significance of industrial relations – scope of industrial relations
Factors influencing Industrial Relations-- Conditions for Good Industrial Relations — causes and effect of poor industrial relations – industrial relations in India.

Unit 2: Industrial Conflicts: (15 Hours)

Industrial conflicts – concept and essentials of dispute – classification of industrial disputes – causes of industrial conflicts – strikes – Typology of Strikes- Illegal strike – lock outs.

Unit 3: Changing Profiles of Major stakeholders of Industrial Relations in India: (15 Hours)

Trade Unions – meaning, characteristics, functions – Problems and shortcomings of trade union in India- Measures to strengthen trade union movement in India – building responsive trade unionism – white- collar trade unions – managerial associations – employer’s associations – role of state in industrial relations – constitution and labour policy – government labour policies.

Unit 4: Collective Bargaining & Workers' Participation: (15 Hours)

Collective Bargaining-Concept –Characteristics- importance- agreement at different levels – at plant level – at the industry level – at the national level – collective bargaining in India

Workers' Participation - Concept – objectives – forms of participation – functions of joint councils – functions of plant council – functions of shop council-- Conditions necessary for effective working of Workers Participation in Management Scheme.

Unit 5: Industrial Relations Issues – MNC's, Private Sector and Public Sector (15 Hours)

Empowerment-concept-Characteristics-Benefits-Quality Circles-Meaning –Quality circle operation-Benefits of Quality circles – Management of Grievances – causes of grievance- grievance handling procedure-Benefits of grievance handling procedure.

Voluntary Retirement Schemes –Concept-VRS Policy-Reason for acceptance of VRS-Merits and demerits of VRS-Management of Sexual Harassment-features of sexual harassment –constitutional provisions and legal Provisions

Unit 6: DYNAMISM(Evaluation Pattern-CIA only)

Analyse the current trade union problems of a public sector company.

TEXT BOOK:

- 1.Industrial Relations by S.P Singh, A.I.T.B.S. Publishers, India-2016
2. Dynamics of Industrial Relations by Mamoria, Mamoria and Gankar.2017
3. Industrial Relations, Emerging Paradigms by B. D. Singh, Excel Books, New Delhi.2014

REFERENCE:

- 1.Industrial Relations and Labour Laws by S.C. Srivastava-2012
- 2.Personnel Management and Industrial Relations by P.C. Tripathi.2013

DIGITAL OPEN EDUCATIONAL RESOURCES:

<https://labour.gov.in/industrial-relations>

<https://theinvestorsbook.com/industrial-relations.html>

<https://www.youtube.com/watch?v=CcrsQzgy7us>

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the features, objectives, significance and scope of industrial relations	K1&K2	PSO2, PSO7 & PSO8
CO 2	Understand and analyse the causes of industrial conflicts	K1, K2& K4	PSO2, PSO7 & PSO8
CO 3	Understand and analyse the classifications of different stakeholders of industrial relations.	K1 & K4	PSO2, PSO7 & PSO8
CO 4	Understand collective bargaining and identify the different forms of workers' participation	K1& K3	PSO2, PSO7 & PSO8
CO 5	Understand and identify the industrial relations issues (MNCs, Private and Public sector).	K1&K3	PSO2, PSO7 & PSO8

III B.B.A

SEMESTER –VI

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U6ME6	TRAINING & DEVELOPMENT	Lecture	5	5

COURSE DESCRIPTION

This course deals with various training designs and methods which results in the development of employees and organisation.

COURSE OBJECTIVES

To expose the students towards Training and Development, an on- going process in any organization, which enhances employees of an organization to grow as a person and acquire maturity of thoughts and action.

UNIT – I INTRODUCTION

(15 hours)

Training and development – Concepts – Nature – Needs & Objectives – Importance of Training & Development – Principles of Training – Training Process.

UNIT – II EMPLOYEE TRAINING

(15 hours)

On – the Job Training – Meaning – Merits and Demerits – Methods – Job Instructions Training (JIT), Vestibule Training, Training by Experienced workmen, Training by Supervisors, Demonstrations, Apprenticeship.

Off- the Job Training – Lecture, Conferences, Group Discussion, Case Studies, Role play – Programmed Instruction, Laboratory Training – Retraining

UNIT – III EXECUTIVE DEVELOPMENT (15 hours)

Executive Development – Concepts – Objectives – Need – Components of Executive Development – Methods of Executive Development

On – the Job: Coaching, Job Rotation, participation in Boards and Committees, Syndicate.

Off - the Job : Case study, incident method, Role play, in basket training, Management games, Sensitivity training, Simulation, Grid Training, Conferences and Lectures.

UNIT –IV TRAINING DESIGNS (15 hours)

Mentoring-Training Team Building, Six Sigma technique, Training for Cultural Diversity - Competency Development

Factors for success of training activity – Management Training in the future.

UNIT- V ORGANATIONAL DEVELOPMENT (15 hours)

Organisational Development – Concepts - Organisational Development and Management Development – Role of Organisational Development – Problems in Organisational Development – Process of Organisational Development Organisational Development interventions - Sensitivity Training – Grid Training – Survey feedback – Process Consultation – Social loafing – MBO.

UNIT –VI DYNAMISM(Evaluation Pattern-CIA only)

1.Top 10 Training and Development Trends For 2020

TEXT BOOK:

1. Training and Development – Concepts and Practices by S.K.Bhatia (Unit-1)-2017
2. Personnel Management by C.B. Mamoria& S.V. Gankar (Unit -2&3)-2018

REFERENCES:

1. Personnel Management and Industrial Relations by P.C. Tripathi (Unit-4-2017)
2. Organizational Behavior by L.M. Prasad (Unit-5)-2017

DIGITAL OPEN EDUCATIONAL RESOURCES:

www.managementstudyguide.com/training-and-development.htm,

www.whatishumanresource.com/training-and-development

<https://www.hec.edu/en/executive-education/coaching?gclid=Cj0KCQjw6->

<http://www.simplynotes.in/human-resource-management/training-and-development/6/>

<https://www.studocu.com/in/document/guru-gobind-singh-indraprastha-university/bachelors-of-business-administration/lecture-notes/training-development-notes/3321291/view>

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand & demonstrate the importance of training.	K1 & K2	PSO1 , PSO3, PSO7 & PSO8
CO 2	Understand & compare the concept of on the job and off the job training.	K1 & K3	PSO1 , PSO3, PSO7 & PSO8

CO 3	Understand &access the uses of different methods of training.	K1, K2 &K4	PSO1 , PSO3, PSO7 & PSO8
CO 4	Understand &analyse the factors for successful training activity.	K1 & K3	PSO1 , PSO3, PSO7 & PSO8
CO 5	Understand &discuss the essence of management by objectives	K1& K4	PSO1 , PSO3, PSO7 & PSO8

III B.B.A
SEMESTER –VI
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U6SB5	Competitive Examination Skills	Chalk & Talk	2	2

COURSE DESCRIPTION

This course is designed to enhance the knowledge and skills required for facing the competitive examinations like TANCET, CAT and MAT .

COURSE OBJECTIVES

To impart the knowledge and skills for enhancing the career opportunities.

UNITS

Unit 1: General Knowledge **[6 Hours]**

Important days in a year ---Abbreviations ---Countries, Capital & Currency

Unit2:Test of Reasoning –III **6 Hours]**

Blood relations---Distance & Direction--- Number Test & Time Sequence

Unit 3: Quantitative Aptitude III **[6 Hours]**

Profit & loss ---Ratio & partnership

Unit 4: Quantitative Aptitude IV **[6 Hours]**

Data Interpretation

Unit 5: Quantitative Aptitude V **(6 hours)**

LCM and HCF of Numbers, Problems based on ages, time and work

Unit 6: DYNAMISM(Evaluation Pattern-CIA only)
Solve the test of reasoning and quantitative aptitude problems of recent competitive examinations(RRB, TNPSC,SSC,LIC,Bank)

TEXT BOOK:

1. Upkar's Mental Ability Test ---Dr.Lal&Jain ,UpkarPrakasan Publications Pvt Ltd –Agra.(2017)
2. Quantitative Aptitude by Dr.R.S.AggarwalS.Chand and Company Private Limited, New Delhi (2016)

Reference Books:

1. Quicker Reasoning Test---Dr.Lal&A.K.Singh-UpkarPrakasan Publications Pvt Ltd –Agra.(2017)
2. Objective Arithmetic--- V.P.Mishra-New light Publishers,Newdelhi.
3. Soft Skills by Dr.K.Alex

DIGITAL OPEN EDUCATIONAL RESOURCES:

www.bankersadda.com, www.gktoday.comwww.jagranjosh.com/bank-exams/bank_recruitment-study_material ,

www.affairscloud.com/study-material-pdf-download/

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Update & recall current affairs general knowledge (Important days	K1,K2 & K3	PSO 2& PSO 6

	in a year -Abbreviations -Countries, Capital & Currency)		
CO 2	Learn and develop the logical reasoning skill and apply it to solve problems.	K1,K2 & K3	PSO 2& PSO 6
CO3	Gain Knowledge on Profit , Loss, Ratio and Partnership and hence solve the problems	K1,K2 & K3	PSO 2& PSO 6
CO4	Understand and solve problems on data interpretation	K1,K2 & K3	PSO 2& PSO 6
CO5	Learn & enhance the numerical ability skills	K1,K2 & K3	PSO 2& PSO 6

III BBA
SEMESTER –VI
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U6SB6	PERSONALITY DEVELOPMENT	Lecture	2	2

COURSE DESCRIPTION

This course is designed to understand the personality of oneself and to be emotionally stable in all situations . It includes self image, emotional intelligence, stress management and yoga.

COURSE OBJECTIVES

To give an input to the students to understand their personality and to manage the contradictions between their public and their private self.

Unit 1: Personality

[8 Hours]

Nature of human being – Personality – Concept, Nature of Personality , Factors that determine the behaviour of human being – Locus of control , Machiavellianism,Self – esteem, Self – monitoring, Risk taking, Shaping personality.

Unit 2: Self Image

[4 Hours]

Self Image - Introduction, The positive self image – Factors influencing positive self image.

Unit 3: Emotional Intelligence

[8 Hours]

Emotional Intelligence – Definition – The relationship between E.Q and I.Q – Where do Emotion comes from – Consequences of low and high E.Q – Emotional factors required for successful managers - Emotional Competency, Emotional Maturity, Emotional Sensitivity.

Unit4: Stress Management**[6 Hours]**

Stress-Introduction- sources of stress-ways to reduce stress.

Mind – Introduction, Dimensions of mind, Concentration – Meaning – Factors affecting concentration, Meditation – Uses

Unit 5: Yoga**[4 Hours]**

Yoga - Meaning, Uses, Stages of Yoga

Unit 6: DYNAMISM(Evaluation Pattern-CIA only)

Who is your inspiring personality? Write down ten characters which you like to follow from him/her.

TEXT BOOK:

1. Soft Skills by Dr.K.Alex(2010)
2. Personality Development By P.C.sekar

REFERENCE:

Emotional Intelligence at Work – A professional guide by Dalip Singh

DIGITAL OPEN EDUCATIONAL RESOURCES:

<https://www.scribd.com/presentation/318546470/Personality-Development-Ppt>

<https://www.businessinsider.com/100-things-you-should-know-about-people-2010-11?IR=T>

<https://www.youtube.com/watch?v=v2euEwGnas8>

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand and analyse the nature of Human being and its influence in shaping the personality of individuals	K1,K2 & K3	PSO 2& PSO 8
CO 2	Gain knowledge about self-image and identify the factors influencing it.	K1,K2 & K3	PSO2& PSO 8
CO 3	Understand emotional intelligence and describe how it facilitates for the success of managers.	K1,K2 & K3	PSO2& PSO 8
CO 4	Learn the basic concepts of stress management and analyse the ways to reduce stress	K1,K2 & K3	PSO2& PSO 8
CO 5	Understand the yoga and its stages and examine the benefits and importance in improving physical and mental health.	K1,K2 & K3	PSO2& PSO 8

SELF LEARNING PAPER

I BBA

SEMESTER –I

For those who joined in 2021 onwards

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	CATEGOR Y	HRS/WE K	CREDIT S
USBA	21U1SL 1	SOFT SKILLS DEVELOPMEN T	SELF LEARNING PAPER	-	2

COURSE DESCRIPTION: It emphasises on the Personality of the student by mastering interpersonal skills, creative skills and Public Speaking .It promotes communication skills with Peer groups, subordinates, superior, clients and customers in an organisation.

COURSE OBJECTIVES

To enhance the allround personality of the students by mastering inter-personal skills, creative skills and public-speaking.

To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

To identify & describe several theories of leadership

UNIT-1:INTERPERSONAL SKILLS: (6 Hours)

Concept, Transactional Analysis-Definition, ego states, types of transaction, Elements of interpersonal skills, importance of interpersonal skills. Working in team- characteristics of an effective team member.

UNIT-2: LEADERSHIP SKILLS (6 Hours)

Concept, Distinction between leaders and managers, Types of leaders, qualities of leadership, Functions of Leadership- planning, co-coordinating, decision making, motivating, time management, mentoring, negotiating, confidence building, interacting.

UNIT-3: CREATIVE SKILLS (6 Hours)

Concept, Dimensions of creativity, relationship between intelligence and creativity, Characteristics of a creative person, creative methods, Techniques enhancing creativity-Brainstorming, Inquiry training, synectics, Role-playing.

UNIT-4 PUBLIC SPEAKING (6 Hours)

Listening- concept, importance, process of listening-bottom up processing, top down processing, types of listening, skills and sub skills of listening. Speaking skills- introduction, skills and sub skills of speaking, activities to develop speaking skills. (Role-play, group discussion, presentation, addressing, seminar, conference).

UNIT-5 ETIQUETTES (6 Hours)

Etiquettes- concept, prerequisites of proper etiquette, types of etiquettes.

REFERENCES

1.Soft skills by Dr.K.Alex- 2018

2.Personality Development and Communicative English By Dr.S.R. PandyaDr.Pratima Dave Shastri,Himalaya Publishing House, Mumbai.2018

The Essence of Effective Communication -Ludlow,Ron, Panton, Fergus Prentice Hall India Publishers, New Delhi HR Review November -Role of communication & Etiquette in the class room 2016

Digital open educational resources: www.basic-learning.com/ecommerce/soft-skills-training-materials.asp

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1		INTERPERSONAL SKILLS		
1.1	Concept, Transactional Analysis-Definition	1	Chalk & Talk	Black Board
1.1	Concept, Transactional Analysis-Definition	1	Chalk & Talk	Black Board
1.2	ego states	1	Chalk & Talk	Black Board
1.3	types of transaction	1	Lecture	Black Board
1.4	Elements of interpersonal skills, importance of interpersonal skills	2	Lecture	Black Board
1.5	Working in team- characteristics of an effective team member.	1	Lecture	Black Board
UNIT -2				LEADERSHIP SKILLS
2.1	Concept, Distinction between leaders and managers	1	Lecture	Black Board
2.2	Types of leaders	2	Chalk & Talk	Black Board
2.3	qualities of leadership,	1	Chalk & Talk	Black Board

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	Functions of Leadership			
2.4	- planning, co-coordinating,	1	Chalk & Talk	Black Board
2.5	decision making, motivating,	1	Chalk & Talk	Black Board

UNIT -3 CREATIVE SKILLS				
3.1	Concept, Dimensions of creativity	1	Chalk & Talk	Black Board
3.2	relationship between intelligence and creativity	1	Chalk & Talk	Black Board
3.3	Characteristics of a creative person, creative methods	2	Lecture	Black Board
3.4	Techniques enhancing creativity	1	Lecture	Black Board
3.5	Brainstorming, Inquiry training, synectics, Role-playing.	1	Chalk & Talk	Black Board
UNIT -4 PUBLIC SPEAKING				
4.1	Listening- concept, importance, process of listening	1	Lecture	Black Board
4.2	bottom up processing, top down processing, types of listening	2	Chalk & Talk	Black Board

4.3	skills and sub skills of listening. Speaking skills- introduction, skills and sub skills of speaking	1	Chalk & Talk	Black Board
4.4	Role-play, group discussion	1	Chalk & Talk	Black Board
4.5	presentation, addressing, seminar, conference	1	Chalk & Talk	Black Board
UNIT -5 ETIQUETTES				
5.1	Etiquettes- concept	1	Chalk & Talk	Black Board
5.2	prerequisites of proper etiquette	1	Chalk & Talk	Black Board
5.3	types of etiquettes	4	Lecture	Black Board

	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	
Levels	Sessi on - wise Aver age	Bet ter of W1, W2	M1+ M2	MI D- SE M TEST				% of Assess ment
	5 Mks.	5 Mks	5+5= 10 Mks.	15 Mk s	35 Mks.	5 Mks.	40M ks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %

K2	-	5	4	2 $\frac{1}{2}$	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non Schola stic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are :**

K1- Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

- ✓ **The I UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.**

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total

5	10	15	5	5	40	60	100
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C1 – Average of Two Session Wise Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Best of Two Weekly Tests

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the inter personal skills within the context of their daily life.	K2	PSO1& PSO2
CO 2	Apply leadership skills required for the career development	K2, K3	PSO8
CO 3	Analyse the creative skills necessary for a creative person	K2 & K4	PSO3
CO 4	Understands the public speaking skills required for effective communication	K1, K2,	PSO3
CO5	Evaluate the various types of etiquettes and gain knowledge	K5, K2	PSO3

	about the prerequisites of a proper etiquettes		
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Mapping COs Consistency with PSOs

CO/ PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO6	PSO7		
CO	CO1	3	2	2	3	3	3	3	3
CO	CO2	3	3	3	3	3	2	3	3
CO	CO3	3	2	2	3	3	3	2	2
CO	CO4	2	3	3	2	3	3	3	3

COURSE DESIGNER:

S L Kumari

Forwarded By

S.L. Kumari

S L Kumari