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

Minutes of the Board of Studies - BBA	371
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CONVENTED 1- 4- 2021	4
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1. Dr. S. L. Kumari Head of the department	177
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2. Dr. K. Chandrasekaran University Nominee	
3. Dr. N. Uma Devi Subject Expert	%
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4. Dr. B. Selva veera Kumas Subject Expert	
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10. Mrs. KA. Vanessa Staff Member	2 NO
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11. Dr. M. Pradeeba Staff Member	
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4. The syllabus for the coarse Managerial Economics
(1902 CC4) is passed in the Research centre 3

Economics Board.

T. Fach Cemestes one Lell learning coarse 3 2 tred 5. Each Semester one sey learning course of 2 tradits is to be introduced from the next academic year (2021-22). The sey learning courses and their Syllabi were passed in the Board. I semestes - Soft Skills Development - General logun to all shedows). 11 Semestes - Basics of Marketing - General Lopen to all Students Research centre of Tomil Department; - gyered to BBA and famil Department; - gyered to BBA and famil Department. N Semestes - Quantitative Aptitude - BBA and Brom (CA) Department - gyered to 8BA and B.com (ca) Department Shidents. Y Semester - Financial Markets - BBA Dyartment - gears

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2. University Nominee - Dr. K. Chandrasekaran	Hann.
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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

$\label{eq:part-I-TAMIL} \textbf{Offered by the Research Centre of Tamil}$

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.		21TL1S1	Language - Modern Literature(com) nghJj;jkpo; - ,f;fhy ,yf;fpak;	5	3	40	60	100
2.	II	21TL2S2	Language - Ancient &Medieval Literature(Com) nghJj;jkpo; - rq;fk; kw;Wk; ,ilf;fhy ,yf;fpak;	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	21RL1C1	PART 1 LE NIVEAU INTRODUCTIF	5	3	40	60	100
2.	II	21RL2C2	PART 1 LE NIVEAU DECOUVERTE	5	3	40	60	100
			Total	10	6			

 $\label{eq:part} \textbf{PART-I-HINDI}$ Offered by The Department of Hindi

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	1919DL1 9DL1C1 1RL1C11 9	PART 1 LANGUAGE HINDI	5	3	40	60	100
2.	п	19DL2C 21R	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.		21EL1WB	Basic Communicative English	5	3	40	60	100
2.	I	21EL1WI	Intermediate Communicative English	5	3	40	60	100
3.		21EL1WA	Advanced Communicative English	5	3	40	60	100
4.		21EL2WB	English Communication Skills (Basic)	5	3	40	60	100
5.	II	21EL2WI	English For Empowerment (Intermediate)	5	3	40	60	100
6.		21EL2WA	English For Creative Writing (Advanced)	5	3	40	60	100

7.	Ш	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.	1	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.	111	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.	IV	19U4CC9	Operations Management	6	3	40	60	100
10.		19U4CC10	Management Accounting Theory and Practise	6	4	40	60	100
11.		19U5CC11	Financial Management and Practice	5	4	40	60	100
12.	v	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.		19U6ME3	Retail Management	5	5	40	60	100
4.	VI	19U6ME4	Services Marketing	5	3	40	60	100
5.	VI	19U6ME5	Industrial Relations	L	5	40	60	100
6.		19U6ME6	Training and Development	5	3	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.
1.		21G1VE	Personal Values	1	1	40	60	100
2.	I	21U1NM E	Management Principles - NME (Offered to other major Students)	2	2	40	60	100
3.		21G2VE	Values for Life	1	1	40	60	100
4.	II	21U2NM E	Management Principles - NME (Offered to other major Students)	2	2	40	60	100
5.		19G3EE 1	Environmental Education	1	1	40	60	100
6.	III	19U3SB 1	Campus to Corporate (Skill Based)	2	2	40	60	100
7.		19G4EE 2	Environmental Education	1	1	40	60	100
8.	IV	19U4SB 2	Interpersonal skills and team building (Skill Based)	2	2	40	60	100
9.	V	19U5SB 3	Leadership Skills (Skill Based)	2	2	40	60	100
10.	V	19U5SB 4	Employability Skills (Skill Based)	2	2	40	60	100
11.	371	19U6SB 5	Competitive Examination Skills (Skill based)	2	2	40	60	100
12.	VI	19U6SB 6	Personality Development (Skill based)	2	2	40	60	100

SHIFT II

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

OFF-CLASS PROGRAMME

ADD-ON COURSES

COURSE	Courses	Hrs.	Credit s	Semes ter in which the course is offered	CIA Mks	ES E Mk s	Tota 1 Mar ks
21UADFCA	ONLINE SELF LEARNING COURSE- Basic Multidisciplinar y Course - Arts	40	2	I	40	60	100
21UAD2CA	COMPUTER APPLICATIONS (TALLY 9)	40	2	II	40	60	100
	ONLINE SELF LEARNING	40	2	II	40	60	100

	COURSE- Foundation Course for Science						
21UAD3ES,2 1UAD4ES, 21UAD5ES, 21UAD6ES	Professional Ethics, Personality Development, Family Life Education, Life Skills	15 hours per semest er	1 per semest er	III-VI	40 each Semes ter	60 eac h se me ste r-	100 per sem ester
21UAD5HR	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
21UAD6R C	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 -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.) (20%)

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 ECONOM								
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				
U	NIT -2 UTILITY SUPP	LY AND DE	MAND					

	Law of Diminishing Marginal		Lecture	Black
2.1	Utility –Illustration – Assumption – Exception	3		Board
	Importance The Law of Equi-		Lecture	Black
2.2	Marginal Utility or the Law of Maximum Satisfaction	2		Board
2.3	Demand function. – demand	2	Lecture	Black
	schedules and demand curves	4		Board
2.4	Reasons for downward sloping	2	Lecture	Black
	demand curve	4		Board
2.5	Exception to the Law of Demand- Elasticity of Demand	2	Lecture	Black Board
2.6	Price Elasticity of Demand -		Lecture	Black
2.0	Income Elasticity of Demand -		Decture	Board
	Cross Elasticity of Demand	2		
	Cross Elasticity of Demand			
2.7	Supply Function: Elasticity of		Lecture	Black
	Supply	2		Board
	UNIT -3 MARKETS	AND PRODU	JCT PRICING	à
2.1	UNIT -3 MARKETS Markets- Features -		JCT PRICING	Black
3.1		3		
3.1	Markets- Features -	3		Black Board Black
3.2	Markets- Features - Classification of Market Perfect Competition - Monopoly		Lecture Lecture	Black Board Black Board
	Markets- Features - Classification of Market	3	Lecture	Black Board Black Board
3.2	Markets- Features - Classification of Market Perfect Competition - Monopoly	3	Lecture Lecture	Black Board Black Board
3.2	Markets- Features - Classification of Market Perfect Competition - Monopoly Monopolistic Competition -	3 3	Lecture Lecture	Black Board Black Board Black Board Black
3.2	Markets- Features - Classification of Market Perfect Competition - Monopoly Monopolistic Competition - Oligopoly Duopoly	3	Lecture Lecture Lecture	Black Board Black Board Black Board Black Board
3.2	Markets- Features - Classification of Market Perfect Competition - Monopoly Monopolistic Competition - Oligopoly	3 3 3	Lecture Lecture	Black Board Black Board Black Board Black Board Black Board
3.2 3.3 3.4 3.5	Markets- Features - Classification of Market Perfect Competition - Monopoly Monopolistic Competition - Oligopoly Duopoly Price Determination	3 3 3 3	Lecture Lecture Lecture Lecture	Black Board Black Board Black Board Black Board
3.2	Markets- Features - Classification of Market Perfect Competition - Monopoly Monopolistic Competition - Oligopoly Duopoly Price Determination	3 3 3 3	Lecture Lecture Lecture Lecture	Black Board Black Board Black Board Black Board Black Board
3.2 3.3 3.4 3.5	Markets- Features - Classification of Market Perfect Competition - Monopoly Monopolistic Competition - Oligopoly Duopoly Price Determination T 4 COST, REVENUE	3 3 3 3 E AND PROD	Lecture Lecture Lecture Lecture	Black Board Black Board Black Board Black Board Black Board Black Board
3.2 3.3 3.4 3.5	Markets- Features - Classification of Market Perfect Competition - Monopoly Monopolistic Competition - Oligopoly Duopoly Price Determination T 4 COST, REVENUE FUNCTION	3 3 3 3	Lecture Lecture Lecture Lecture UCTION	Black Board Black Board Black Board Black Board Black Board
3.2 3.3 3.4 3.5	Markets- Features - Classification of Market Perfect Competition - Monopoly Monopolistic Competition - Oligopoly Duopoly Price Determination T 4 COST, REVENUE FUNCTION	3 3 3 3 E AND PROD	Lecture Lecture Lecture Lecture UCTION	Black Board Black Board Black Board Black Board Black Board 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
	Land- Labour- Capital-		Lecture	Black
5.1	Organisation	5		Board
	Ricardian Theory of Rent	_	Lecture	Black
5.2		5		Board
5.3	Malthusian Theory of		Lecture	Black
	Population	5		Board

	C1	C2	С3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of
Levels	Session - wise Average	Better of W1, W2	M1+M2	MID- SEM TEST				Assessme nt
	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 1/2	7.5	-	7.5	18.75 %
K2	-	5	4	2 1/2	11.5	-	11.5	28.75 %
К3	-	-	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

	SC	HOLAS	TIC		NON - SCHOLASTIC	MARKS		
C1	C2	СЗ	C4	C5	C6	CIA	CIA ESE Tota	
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
СЗ	_	Assignment	1	-	5 Mks
C4	_	Open Book Test/PPT	2 *	-	5 Mks
C 5	_	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 BLOOM'S TAXONOMY)	PSOs ADDRESSED
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		PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	2	3	1	2	3	1	2	2
CO2	2	3	1	2	3	1	2	2
соз	2	3	1	2	3	1	2	2
CO4	2	3	1	2	3	1	2	2
CO5	2	3	1	2	3	1	2	2

Mapping COs Consistency with POs

CO/ PO	PO1	PO2	РО3	PO4	PSO5	PSO6	PSO7
CO/ PO	PO1	PO2	РО3	PO4	PSO5	PSO6	PSO7
CO1	3	2	2	2	2	2	2
CO2	3	2	2	2	2	2	2
соз	3	2	2	2	2	2	2
CO4	3	2	2	2	2	2	2
CO5	3	2	2	2	2	2	2

COURSE DESIGNER:

1.Mrs.KA.VANESSA.

Forwarded By

HOD'S Signature

S.L. Kumari

OD'S Signature & Name