

FATIMA COLLEGE (AUTONOMOUS)



Re-Accredited with “A++” Grade by NAAC (IVth Cycle)
Maryland, Madurai- 625 018, Tamil Nadu, India.

NAME OF THE DEPARTMENT : BBA

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

PROGRAMME CODE : USBA


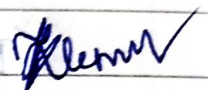
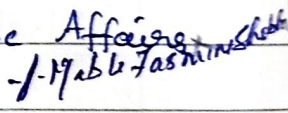


ACADEMIC YEAR : 2022-23

Minutes of the Board of Studies - BBA

Venue : BBA Department, Fatima College, Madurai - 18.

Convened on : 18.03.2022 at 10.30 a.m

Members Present :

1. Dr. S. L. Kumari Head of the Department S. L. Kumari
2. Dr. K. Chandrasekaran University Nominee 
3. Dr. S. Dhinesh Babu Subject Expert S. D. M
4. Dr. N. Uma Devi Subject Expert N. Umadevi
5. Mrs. K. Uma Maheswari Industrialist 
6. Ms. R. Rekha Alumna R. Rekha
7. Ms. A. Mable Jasmine Shobha Dean of Academic Affairs 
8. Dr. M. Meenachi Staff Member M. Meenachi
9. Mrs. A. Rosary Infanta Staff Member A. Rosary
10. Mrs. R. Abinaya Staff Member 
11. Dr. R. Vinotha Staff Member 

Minutes of the Board of Studies

1. ACTION TAKEN REPORT FOR 2021-2022;

1.a Common Suggestions;

S.NO	COMMON SUGGESTIONS OFFERED IN THE PREVIOUS BOARD	ACTION TAKEN FOR THE ACADEMIC YEAR 2021-22
1.	Personality Development Programmes	Implemented
2.	Orientation to increase the commitment Towards Internship	Implemented

1.b. CHANGE OF COURSE TITLE

S.NO	OLD COURSE CODE	NEW COURSE CODE	OLD COURSE TITLE	NEW COURSE TITLE	NEED FOR CHANGE
1.	19U1AC1	21ST1ACU1	Fundamentals of Statistics	Fundamentals of Statistics	Reviewed by the Department of Statistics Board of Studies.
2.	19U2CC4	21U2CC4	Managerial Economics	Managerial Economics	Reviewed by the Department of Research Centre of Economics Board
3.	19U2AC2	21M2ACU2	Mathematics for Management	Mathematics for Management	Reviewed by the Department of Mathematics Board

4.	19U4CC8	19U4CC8	Employee Management	Human Resource Management	Suggested by Board Members
5.	U5CC13	19U5CC11	Financial Management	Financial Management and Practice	To avoid Redundancy
6.	U5SB4	19U5SB4	Employability Skills - I	Employability Skills	To avoid Redundancy
7.	U6CC17	19U6CC15	Operations Research	Optimization Techniques in Management	Discipline Specific
8.	U6CC18	19U6CC16	Entrepreneurship	Entrepreneurial Development	To avoid Redundancy
9.	U6SB5	19U6SB5	Employability Skills - II	Competitive Examination Skills	To avoid Redundancy
10.	U6SB6	19U6SB6	Psychological Inputs for Self Development	Personality Development	Discipline Specific

I.C. NEW COURSES INTRODUCED

S.NO	COURSE CODE	COURSE TITLE	RELEVANCE TO *				SCOPE FOR #			NEED FOR INTRODUCTION
			L	R	N	G	EMP	ENTRE	SD	
1.	21U1CC1	Business Organisation and Correspondence					✓	✓		To update the curriculum
2.	21U1NME & 21U1NME	Management Principles					✓	✓		To update the curriculum
3.	21U1SL1	Soft Skills Development					✓	✓		To update the curriculum
4.	21U3ACK3	Business Organisation and Correspondence					✓	✓		To update the curriculum
5.	19U5ME2	Financial Services					✓	✓		To update the curriculum

NOTE :

* L - Local R - Regional
N - National G - Global

#

EMP - Employability

ENTRE - Entrepreneurship

SD - Skill Development

1. d. REVISED COURSES

S. NO	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% OF REVISION	NEED FOR REVISION	RELEVANCE TO	SCOPE FOR	L	R	N	G	EMER	RE
1.	21U4CC4	Managerial Economics	Unit 1: National Income and Business cycle are added Unit 2: Supply function is added Unit 3: Duopoly and normal price determination are added Unit 4: Concept of Cost and revenue is added Unit 5: Factors of Production and factor pricing - newly framed Unit 6: Dynamics - Changed	10% 1% 10% 5% 20%	To update the curriculum	✓	✓	✓					
2.	19U4CC9	Operations Management	Unit IV: The topics Government purchasing Practices and procedure and Import procedure are excluded	3%	To avoid duplication (Included in IBM)								

S.NO	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% OF REVISION	NEED FOR	RELEVANCE TO *	SCOPE FOR #
3.	19U5CC12	Tax Laws	Unit V: GST is re-framed		For better clarity of the provisions of GST	✓	✓
4.	19U6SB5	Competitive Examination Skills	Unit V: Quantitative Aptitude V - LCM, and HCF of Numbers, Problems based on ages, Time and Work are added	20%	Updated to avoid repetition	✓	✓

2. Updation of Open Educational Resources in the list of references of each course;

S.NO	COURSE CODE	COURSE TITLE	DETAILS OF UPDATION
1.	21UKC1	Business organisation and correspondence	1. https://www.youtube.com/watch?v=H3324xTMAE 2. https://www.youtube.com/watch?v=NAyWdr3HP-U
2.	19U1CC2	Fundamentals of Management	1. https://www.youtube.com/watch?v=yMfoaRG79Vc 2. https://www.youtube.com/watch?v=4znj2d8et-UE

Like this for each course Digital open Educational resources are added.

3. REVISION OF COURSES

S.NO	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	%. OF REVISION	NEED FOR REVISION	RELEVANCE TO #		SCOPE FOR #		
								LR	NG	ENTIRE SD
1.	21U2NME & 21U2NME	Management Principles	Unit 2: Planning and Decision Making: The topics Meaning, Nature and process of Decision Making are added.	5%	To make it more relevant to the course			✓		✓
2.	19U3CC6	Marketing Management	Unit 6: Dynamics - Marketing Automation is added	-	-					
3.	19U4CC8	Human Resource Management	Unit 5: Incentive Compensation - Wage, Incentives, Meaning, Concept of profit sharing, Profit sharing in India, Labour Co-partnership and fringe benefits are added. Unit 6: Dynamics - Contemporary HR Practices is added	10%	To make it more relevant to the course			✓	✓	✓

S.NO	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% OF REVISION	NEED FOR REVISION	RELEVANCE TO *	SCOPE FOR #					
							L	R	N	G	EMP	E N R C SD
4.	19U4CC9	Operations Management	Unit 2: Production Planning and Control - Reasons for equipment replacement and factors to be considered for replacing equipments are added Unit 6: Dynamics - Industry 4.0 and Industry 5.0 are added.	5-1.	To make it more relevant to the course		✓					✓
5.	19U4CC10	Management Accounting - Theory and Practice	Unit 1: Introduction - Definition, Characteristics of Management Accounting, Difference between Cost Accounting and Management Accounting are added. 5-1. In Financial Statement Analysis, Comparative analysis, common size analysis and trend analysis are included.		To make it more detailed							✓

COURSE S.NO	COURSE CODE	TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% OF REVISION	NEED FOR REVISION	RELEVANCE TO *	SCOPE FOR *
						L R N G I M P E	E N T S D
6.	1905CC12	Tax Laws	Unit 1: Introduction - The topics Tax, Definition, characteristics of Tax, Direct and Indirect Taxes, Merits and Demerits of Direct and Indirect Taxes are added.	5%.	To make it more detailed	✓	✓
7.	1905ME2	Financial Services	Unit 6: Dynamics - Crypto currency is added	-	-		
8.	1905SB3	Leadership Skills	Unit 3: Goal Setting - Difference between dream and goal and Goal Setting Process are added	5%.	To make it more relevant to the course	✓	✓
9.	1906ME3	Retail Management	Unit 2: Store operations Management - Strategies for store planning is added	5%.	To make it more detailed	✓	✓
10.	1906ME6	Training and Development	Unit 4: Training Designs - Training and Development of Expatriates for global assignment is added.	5%.	To make it more relevant to the course	✓	✓

4. NEW COURSES INTRODUCED : NIL

S.NO	COURSE CODE	COURSE TITLE	RELEVANCE TO *				SCOPE FOR #			NEED FOR INTRODUCTION
			L	R	N	G	EMP	ENTRE	SD	

5. Introduction of Purely Skill-Embedded Certificate / Diploma / Advanced Diploma / Value-Added Course other than the Value-Added Course that is already being offered.

S.NO	COURSE CODE	COURSE TITLE	MOU WITH INDUSTRY / ORGANISATION	SKILLS SHARPENED	COURSE OUTCOME
1.	22UGVAU2	Research Methodology	-	Helps to develop Research skills	Able to undertake Projects.

6. Rubrics for Internship / Project - Already Passed and Implemented.

S.NO	COURSE	C1 20 MKS	C2 20 MKS	CIA TOTAL 40 MKS	EXTERNAL 60 MKS
1.	Internship	Practical learning in the company	Report	40 Marks	Presentation and Viva Voce
2.	Project	Project Work	Presentation and Internal Viva Voce	40 Marks	Evaluation of the project and Viva Voce

7. Details of Active MoUs:

- Thirumalai Textiles, Kappalur, Madurai - 625 008
- Sreeja Paper Cops, Kappalur, Madurai - 625 008
- Heartfulness Educational Trust, Madurai - 625 104


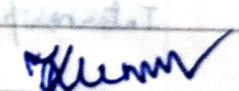
8. Proposed Collaboration:

- Indian Bank, Koodal Nagar, Madurai - 18.

9.

OTHER SUGGESTIONS	COMMENDATIONS
1. In order to hone the Entrepreneurial Skills of students workshops/seminars/guest lectures be conducted.	1. The Board Members Commanded the syllabus as highly Satisfactory.

Name of

1. Head of the Department - Dr. S. L. Kumari S. L. Kumari
2. University Nominee - Dr. K. Chandrasekaran 
3. Subject Expert - Dr. S. Dhinesh Babu S. M M
4. Subject Expert - Dr. N. Uma Devi N. Uma Devi
5. Industrialist - Mrs. K. Uma Maheswari 
6. Alumna - Ms. R. Rekha R. Rekha
7. Dean of Academic Affairs - Ms. A. Mable Jasmine Shobha A. Mable Jasmine Shobha
8. Staff Members

Dr. M. Meenachi

M. Meenachi

Mrs. A. Rosary Infanta A Polu

Mrs. R. Abinaya

~~Alang~~

Dr. R. Vinotha

~~Di H~~

Dr. G. Alini Sahaya Mary

18/3/2022

VISION OF BBA DEPARTMENT

To provide value based business management education for global excellence

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)

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	solve problems and hone their decision making skills (Managerial Skills).
PSO 3	define the basic rules related to Human Resource Management, Tax Laws and Organisational Behaviour

CBCS Curriculum for UG Department of Business Administration

PSO 4	acquire effective communication, presentation and leadership skills which will develop their entrepreneurial skills.
PSO 5	evaluate and classify micro and macro environment of business with regard to functional areas.
PSO6	gain knowledge on Financial Accounting, Cost and Management Accounting, Fundamentals of Statistics, Mathematics for Management and Operations Research.
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 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.	I	19TL1S1	IdaikalaIlakkiyamumIkkala Ilakkiyamum	5	3	40	60	100
2.	II	19TL2S2	PandyallakkiyamumKaap iyallakkiyamum	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

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S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	1919DL1 9DL1C1 1RL1C11 9	VyakaranAurKaryalaye en Hindi	5	3	40	60	100
2.	II	19DL2C 21R	Srijanatmak Hindi aurGadhya	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(Basic)	5	3	40	60	100
2.		19EL1WI	Intermediate Communicative English(Intermediate)	5	3	40	60	100
3.		19EL1WA	Advanced Communicative English(Advanced)	5	3	40	60	100
4.	II	19EL2WB	English for Effective Communication (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	5	3	40	60	100

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			Era					
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

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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	21ST1ACU1	Fundamentals of Statistics	5	5	40	60	100
2.	II	21G2ACU2	Mathematics for Management	5	5	40	60	100
3.	III	21U3ACK3	Business Organisation and Correspondence (offered to B.ComCAdept)	5	5	40	60	100
4.	IV	19U4ACK4	Principles of Marketing (offered to B.ComCAdept)	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

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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 - NME (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 - NME (Offered to other major Students)	2	2	40	60	100
5.	III	19G3EE1	Environmental Education	1	1	40	60	100
6.		19U3SB1	Campus to Corporate (Skill Based)	2	2	40	60	100
7.	IV	19G4EE2	Environmental Education	1	1	40	60	100
8.		19U4SB2	Interpersonal skills and team building (Skill Based)	2	2	40	60	100
9.		19U5SB	Leadership Skills (Skill Based)	2	2	40	60	100

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		3	Based)					
10.		19U5SB 4	Employability Skills (Skill Based)	2	2	40	60	100
11.		19U6SB 5	Competitive Examination Skills (Skill based)	2	2	40	60	100
12.		19U6SB 6	Personality Development (Skill based)	2	2	40	60	100
13.			TOTAL	20	20			

PART – V – 1 CREDITS

SHIFT II

S.No .	SE M.	COURS E CODE	COURSE TITLE	HRS	CREDI T	TOT.MK S.
1.	I -IV	21S4PED	Physical Education	30 per Semester	1	100
2		21S4YRC	Youth Red Cross			
3		21S4NSS	NSS			
4		21S4RTC	Rotaract			
5		21S4WE C	Women Empowerment Cell			
6		21S4ACU F	AICUF			

OFF-CLASS PROGRAMMES

ADD-ON COURSES

COURSE CODE	Courses	Hrs.	Credits	Semester in which the course	CIA Mks	ES E Mks	Total Marks
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CBCS Curriculum for UG Department of Business Administration

				is offered			
21UAD2C A	COMPUTER APPLICATIONS (TALLY 9)	40	2	II	40	60	100
21UADFC A	ONLINE SELF LEARNING COURSE- Basic Multidisciplinary Course - Arts	40	2	I	40	60	100
21UADFC S	ONLINE SELF LEARNING COURSE- Foundation Course for Science	40	2	II	40	60	100
21UAD3ES	Professional Ethics	1	1	III	40	60	100
21UAD4ES	Personality Development	1	1	IV	40	60	100
21UAD5ES	Family Life Education	1	1	V	40	60	100
21UAD6ES	Life Skills	1	1	VI	40	60	100
19UAD5H R	HUMAN RIGHTS	15	2	V	100	-	100
21UAD6R S	OUTREACH PROGRAMME- Reach Out to Society through Action ROSA	100	3	V & VI	100	-	100
21UAD6P R	PROJECT	30	4	VI	40	60	100
21UAD6R C	READING CULTURE	10/Se mester	1	II-VI	-	-	-
	TOTAL		20				

EXTRA CREDITS

COURSE CODE	Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ES E Mks	Total Marks
21U1SL1	SOFT SKILLS DEVELOPMENT	-	2	I	40	60	100
21U2SLU2	BASICS OF MARKETING	-	2	II	40	60	100
21T3SLU3	MANAGERIAL SKILLS AND TAMIL LITERATURE	-	2	III	40	60	100
21K4SLU4	QUANTITATIVE APTITUDE	-	2	IV	40	60	100
21U5SL5	FINANCIAL MARKETS	-	2	V	40	60	100
21U6SL6	INTRODUCTION TO LOGISTICS MANAGEMENT	-	2	VI	40	60	100
	MOOC COURSES / International Certified online Courses (Department Specific Courses/any other courses) * Students can opt other than the listed course from UGC-SWAYAM UGC / CEC	-	Minimum 2 Credits	I – VI	-	-	

OFF CLASS PROGRAMMES:

**a.20UGVAU1 – Value Added Crash Course -Micro Small Medium Enterprises--
III Semester**

b.19UGVA CBA1 –Event Management (Online Course)

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 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

[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.Dynamics(Evaluation Pattern-CIA only)

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

SELF STUDY:

Unit I: Scope of business

Unit II: Partnership

Unit III: Sales Letters - Advantages, Objectives

Unit IV: Letters To Editor

Unit V: Characteristics of A Good Report

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.NageshwarRao&Dr.RajendraP.Das-Himalaya Publishing House-2018

Digital Open Educational Resources

[http://booksgoogle.co.in/business communication](http://booksgoogle.co.in/business%20communication),

[www.managementstudyguide.com/business communication.htm](http://www.managementstudyguide.com/business%20communication.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

CBCS Curriculum for UG Department of Business Administration

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

CBCS Curriculum for UG Department of Business Administration

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

CBCS Curriculum for UG Department of Business Administration

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

CBCS Curriculum for UG Department of Business Administration

				Board
5.7	Report by Committees	2	Lecture	Black Board

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholas tic Marks	Non Scholas tic Marks C6	CIA Total	% of Assessm ent
	T1	T2	Qui z	Assignm ent	OBT/P PT				
	10 Mk s.	10 Mk s.	5 Mk s.	5 Mks	5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholas tic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA

Scholastic	35
Non Scholastic	5
	40

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

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

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

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 &	K1,	PSO4,PSO 7&

CBCS Curriculum for UG Department of Business Administration

	Discover the ways & means of effective communication.	K2 & K4	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	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
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 **Dr.P.RUBY LEELA**

P. Rubyleela

S.L. Kumari

Forwarded By

Dr.S.L. Kumari

HOD'S Signature& Name

I UG(SF)

SEMESTER –I

For those who joined in 2021 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEEK	CREDITS
USBA	21U1NME & 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

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) Meaning and Nature of Decision Making, Decision Making Process.

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

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

UNIT 5. DIRECTION AND CONTROL

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

Unit 6 :Dynamics(Evaluation Pattern-CIA only)

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

SELF-STUDY:

unit-1: functions of management

unit-2: types of planning (in brief)

unit-3: distinction between delegation and decentralization.

unit-4: performance appraisal-types

unit-5: supervision – definition – characteristics

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				

CBCS Curriculum for UG Department of Business Administration

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
2.5	Meaning nature and process of decision making		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

CBCS Curriculum for UG Department of Business Administration

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	C5	Total Scholas tic Marks	Non Scholas tic Marks C6	CIA Total	% of Assessm ent
	T1	T2	Qui z	Assignm ent	OBT/P PT				
	10 Mk s.	10 Mk s.	5 Mk s.	5 Mks	5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholas tic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

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

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

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

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 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	K1, K2 & K3	PSO2 &

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	fundamentals of organising and apply it for constructing organization structure of a business firm		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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
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

Dr.S.L. Kumari

S.L. Kumari

HOD'S Signature & Name

SELF LEARNING PAPER

I UG

SEMESTER –II

For those who joined in 2021 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	21U1SL1	SOFT SKILLS DEVELOPMENT	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 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.

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.

UNIT- 6 DYNAMICS: (Evaluation Pattern-CIA only)

1. Design the interpersonal skills applicable to teenagers

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

CBCS Curriculum for UG Department of Business Administration

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
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
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, Functions of Leadership	1	Chalk & Talk	Black Board
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

CBCS Curriculum for UG Department of Business Administration

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
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

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholas tic Marks	Non Schola stic Marks C6	CIA Total	% of Assess ment
	T1	T2	Quiz	Assi gnm ent	OBT/ PPT				
	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholas tic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

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

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

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

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 apply the inter personal skills within the context of their daily life.	K1, K2 ,K3	PSO2 PSO4 &PSO 8
CO 2	Understand and apply leadership skills required for the career development	K1, K2 ,K3	PSO2 PSO4 &PSO 8
CO 3	Understand and apply the creative skills necessary for a creative person	K1, K2 ,K3	PSO2 PSO4 &PSO 8
CO 4	Understand and apply the public speaking skills required for effective communication	K1, K2 ,K3	PSO2 PSO4 &PSO 8
CO5	Understand and apply the various types of etiquettes and	K1, K2 ,K3	PSO2 PSO4 &PSO 8

	gain knowledge about the pre-requisites of a proper etiquettes		
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Mapping COs Consistency with PSOs

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

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO6	PSO7
CO1	3	3	2	3	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	2	3	3	3	3
CO4	3	3	2	3	3	3	3
CO5	3	3	2	3	3	3	3

COURSE DESIGNER: S L Kumari

Forwarded By

Dr.S.L. Kumari

S.L. Kumari

HOD'S Signature & Name

II B.COM CA (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

[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. Dynamics (Evaluation Pattern-CIA only)

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

SELF STUDY:

Unit I: Scope of business

Unit II: Partnership

Unit III: Sales Letters - Advantages, Objectives

Unit IV: Letters To Editor

Unit V: Characteristics of A Good Report

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.NageshwarRao&Dr.RajendraP.Das-Himalaya Publishing House-2018

Digital Open Educational Resources

[http://booksgoogle.co.in/business communication](http://booksgoogle.co.in/business%20communication),

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

CBCS Curriculum for UG Department of Business Administration

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				

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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	2	Lecture	Black Board

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	Cancellation of an order. (Specimen Letters)			
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

EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assignment 5 Mks	OBT/PPT 5 Mks	35 Mks.	5 Mks.	40M ks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

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

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

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

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/PS O	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
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: Staff Name

Mrs.A.RosaryInfanta



Forwarded By

Dr.S.L. Kumari



HOD'S Signature & Name