

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 | : 2023-2024 |

Minutes of the Board of Studies - BBA

Venue : BBA Department, Fatima College, Madurai-18
Convened on : 03-04-2023 at 10.30 a.m

Members Present :

1. Dr. S. L. Kumari Head of the Department S.L. Kumari
2. Dr. M. Palanivelrajam University Nominee ~~MP~~
3. Dr. S. Dinesh Babu Subject Expert S. D. M.
4. Dr. S. Rajarajeswari Subject Expert ~~done~~
5. Mrs. K. Uma Maheswari Industrialist Absent.
6. Ms. RM. Muthu Saradha Alumna ^{Pr. Muthu Saradha}
7. Dr. K. Sangeetha Dean of Academic Affairs ~~Dr. K. Sangeetha~~
8. Dr. M. Meenachi Staff Member M. Meenachi
9. Mrs. A. Rosary Infante Staff Member A. Rosary Infante
10. Mrs. R. Abinaya Staff Member ~~Abinaya~~
11. Ms. F. Gnanadeepam Staff Member F. Gnanadeepam

Minutes of the Board of studies

1. ACTION TAKEN REPORT FOR 2022-2023

1.a common suggestions

| S.NO | Common Suggestions offered in the Previous Board | Action Taken For the Academic Year 2022-23 |
|------|--|--|
| 1. | An order to hone the Entrepreneurial skills of Students, workshops / Seminars / Guest Lectures be conducted. | Implemented |

1.b change of Course Title - NIL

| S.NO | Old Course code | New Course code | old Course Title | New Course Title | Need For Change |
|------|-----------------|-----------------|------------------|------------------|-----------------|
| - | - | - | - | - | - |

1.c. New Course Introduced

| S.NO | Course Code | Course Title | Relevance To* | | | | Scope For # | | | Need For Introduction |
|------|-------------|----------------------|---------------|---|---|---|-------------|-------|----|---|
| | | | L | R | N | G | EMP | ENTRE | SD | |
| 1 | 22UGVAU2 | Research Methodology | | | | ✓ | ✓ | | ✓ | Imparting knowledge on the Basic concepts of Research Methodology |

and acquiring skills to carry out Basic Statistical Analysis

1.d Revised Courses

| SNO | Course Code | Course Title | No. & Title of units Revised with the Revised content | Special Revision | Need of For Revision | Relevance To * | | | | | Scope For # |
|-----|-------------------|---------------------------|--|------------------|---|----------------|---|---|---|-----|-------------|
| | | | | | | L | R | N | G | EMP | |
| 1. | 21U1NME & 21U2NME | Management Principles | unit - 3 Planning and Decision Making. The Topics Meaning, Nature of and Process of decision Making are added | | 5% To make it more Relevant to the course | | | | | ✓ | ✓ |
| 2. | 19U3CC6 | Marketing Management | unit - 6 Dynamism - Marketing Automation is added | | | | | | | ✓ | ✓ |
| 3. | 19U4CC8 | Human Resource Management | unit - 5 Incentive Compensation - wage Incentives | | 10% To make it more relevant to the | | | | | ✓✓✓ | |

Meaning, Concept
of Profit Sharing
Profit sharing in
India, Labour Co-
Partnership and
Fringe Benefits
are added.
unit - 6
Dynamism
Contemporary HR
Practices is
added

course

4. 1904CC9 Operations unit - 2

Management Production,
Planning and
Control : Reasons
For equipment-
replacement &
Factors to be
considered for
replacing
equipment are
added.

5% To make
it more
relevant
to the
course

✓ ✓

unit - 6
Dynamism:
Industry 4.0 and
Industry 5.0 are
added

5. 1904CC10 Management unit - 1

5%

✓ ✓

Accounting
theory &
Practice

Introduction

Definition
characteristics of
Management account-
ing difference between
cost accounting and
Management account-
ing are added. In
Financial Statement
analysis comparative
analysis common
Size analysis
and trend analysis
are Included.

5% To make
it more
detailed

6. 1905CC12 Tax

laws

unit 1

5% To make
it more
detailed

Introduction:
The topics tax,
definition, chara-
cteristics of tax
direct & Indirect
taxes, Merits &
demerits of direct
& Indirect taxes
are added

✓ ✓

7. 1905ME2 Financial unit 6

Services Dynamism

Crypto Currency
is added

✓ ✓

8. 1905SB3 Leadership unit -3

SKILLS Goal Setting -

✓ ✓

difference between dream and goal and goal setting process

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 & Development unit 4 : Training Design Training and development of Expatriates For global assignment is added.

5% To make it more Relevant to the course

3. updation of open Educational Resources in the list of references of each courses

| S. NO | Course Code | Course Title | Details of updation |
|-------|-------------|-----------------------|--|
| 1. | 1906ME4 | Services Marketing | 1. https://www.marketingtutor.net/ServiceMarketing/ 2. https://www.emerald.com/insight/publication/issn/0887 |
| 2. | 1904CC9 | operations Management | https://www.youtube.com/watch?v=rZSRHG-hDc |

Like this For each Course Digital open Educational resources are added.

3. Revision OF courses

| Sno | Course Code | Course Title | No. & Title of units Revised with the Revision content specific | %. of Need Revision For | Need For Revision | Relevance to * | | | | Scope For | |
|-----|-------------|---------------------------|---|-------------------------|--------------------------|----------------|---|---|---|-----------|----|
| | | | | | | L | R | N | G | Expt | SD |
| 1. | 1904CC5 | Organizational Behaviour | unit -3 McClelland's Theory of needs, Vroom's Expectancy theory are deleted | 3% | unit 3 is too vast | | | | | ✓ | ✓ |
| 2. | 1903CC7 | COST Accounting | unit 2 Accounting For losses of material is added | 3% | To make it more relevant | | | | ✓ | | ✓ |
| 3. | 1904CC8 | Human resource Management | unit 1 Status of Personnel Manager is deleted | 2% | To avoid repetition | | | | | ✓ | |
| 4. | 1904CC9 | operations Management | Evaluation of Material Management - Materials lost Indices vendor Rating Indices, Inventory Indices & stores Indices are added. | 3% | To make it more relevant | | | | | ✓ | |
| 5. | 1904CC10 | Management Accounting | unit -2 - Theory & Practise Preparation of Balance sheet through ratios is added. | 3% | To make it more relevant | | | | | ✓ | ✓ |

| | | | | | |
|----|---|---|---|---|--------------------------|
| 3 | Business communication Elective course - Generic (Semester I) | | ✓ | ✓ | AS Per TANSCH GRID |
| 4 | Managerial Skill Development - Non Major Elective | | ✓ | ✓ | AS Per TANSCH GRID |
| 5 | Business Communication Core course Semester II | | ✓ | ✓ | AS Per TANSCH GRID |
| 6 | Accounting For Manager - II core course Semester II | ✓ | ✓ | | AS Per TANSCH GRID |
| 7 | Business Environment Elective course - Generic Semester II | | ✓ | ✓ | AS Per TANSCH GRID |
| 8 | Managerial Skill Development - Non Major (Semester II) | | ✓ | ✓ | AS Per TANSCH GRID |
| 9 | Business Etiquette & Corporate Grooming Discipline specific - SEMESTER II Skill Enhancement course - | | ✓ | ✓ | AS Per TANSCH GRID |
| 10 | GST Registration and Filing - Computer Applications - off class Program Discipline specific - Semester II) | ✓ | ✓ | | AS Per TANSCH GRID |
| 11 | Organizational Behaviour - Core course (Semester III) | ✓ | ✓ | | AS Per TANSCH GRID |
| 12 | Marketing Management Core course - (Semester III) | | ✓ | ✓ | AS PER TANSCH GRID |
| 13 | Entrepreneurial Development Elective course (Generic) Semester III | ✓ | ✓ | | AS PER TANSCH GRID |
| 14 | New Venture Development Discipline specific - Semester III Skill Enhancement course | ✓ | ✓ | | AS Per TANSCH GRID |

| | | | | | |
|-----|--|---|---|--|------------------------|
| 15. | Computer Application in Business (Discipline Specific Semester III) - Skill Enhancement Course | | ✓ | | ✓ As Per TANSCHER Grid |
| 16. | Business Regulatory Framework - Industrial Statistics Core Industry Module I - Semester IV | ✓ | ✓ | | As Per TANSCHER Grid |
| 17 | Operations Management - Core course (Semester IV) | ✓ | ✓ | | As Per TANSCHER Grid |
| 18 | Business Statistics - Elective Course (Generic) (Semester IV) | ✓ | ✓ | | As Per TANSCHER Grid |
| 19 | Tally - Discipline Specific Semester IV - Skill Enhancement Course | ✓ | | | ✓ As Per TANSCHER Grid |
| 20 | Intellectual Property Rights (Discipline Specific) Semester IV - Skill Enhancement Course | ✓ | ✓ | | As Per TANSCHER Grid |
| 21 | Human Resource Management - Core Course (Semester V) | ✓ | ✓ | | As Per TANSCHER Grid |
| 22 | Research Methodology - Core Course (Semester V) | ✓ | ✓ | | As Per TANSCHER Grid |
| 23 | Financial Management - Core Course (Semester V) | ✓ | ✓ | | As Per TANSCHER Grid |
| 24 | Digital Marketing/Industrial Relations - Elective Course (Discipline Specific) Semester V | ✓ | ✓ | | As Per TANSCHER Grid |
| 25 | Services Marketing / Financial Literacy - Elective course (Discipline specific) | ✓ | ✓ | | As Per TANSCHER Grid |
| 26 | Project with viva voce (Semester V) | ✓ | ✓ | | As Per TANSCHER Grid |

| | | | | |
|----|---|---|---|----------------------|
| 27 | Internship (carried out in II nd summer Vacation) 30 Hours semester V) | ✓ | ✓ | AS Per TANSCHER Grid |
| 28 | Business Environment - Core Course (Semester VI) | ✓ | ✓ | AS Per TANSCHER Grid |
| 29 | Entrepreneurial Development Core Course (Semester VI) | ✓ | ✓ | AS Per TANSCHER Grid |
| 30 | Case Analysis - Core Course (Semester VI) | ✓ | ✓ | AS Per TANSCHER Grid |
| 31 | Consumer Behaviour / Materials Management - Elective Course (Discipline Specific) (Semester VI) | ✓ | ✓ | AS Per TANSCHER Grid |
| 32 | E-Business / operations Research - Elective Course (Discipline Specific) Semester VI) | ✓ | ✓ | AS Per TANSCHER Grid |
| 33 | Quantitative Aptitude I & II (Semester VI) | ✓ | ✓ | AS Per TANSCHER Grid |

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

| Sno | Course Code | Course Title | Mou with Industry / Organization | Skills sharpened | Course outcome |
|-----|-------------|--------------|----------------------------------|------------------|----------------|
| - | - | - | - | - | - |

6. Approval of PhD course work syllabus - NIL

7. Rubrics For Internship / Project - NIL

| S.NO | C1 20 Mks | C2 20 Mks | CIA TOTAL 40 Mks | EXTERNAL 60 Mks |
|------|--------------|--------------|---------------------|--------------------|
| - | - | - | - | - |

8. Details of Proposed / Signed MOUs

Heartfulness Educational Trust, Madurai - 625104
- MOU is renewed and extended For another
one year (17-12-2022 to 16-12-2023)

9.

Other Suggestions
It is suggested to have TANSCH courses for all Semesters.

Commendations
External Members suggested that the syllabus of BBA Degree Course is good

Name of

- | | | |
|-------------------------------|--------------------------|--------------------|
| 1. Head of the Department - | Dr. S. L. Kumari | S. L. Kumari |
| 2. University Nominee - | Dr. M. Palanivelrajan | M. Palanivel Rajan |
| 3. Subject Expert - | Dr. S. Dinesh Babu | S. M. M |
| 4. Subject Expert - | Dr. S. Rajarajeswari | Jaan |
| 5. Industrialist - | Mrs. K. Uma Maheswari | Absent. |
| 6. Alumna - | Mrs. R. M. Muthu Saradha | Pr. Muthu Saradha |
| 7. Dean of Academic Affairs - | Dr. K. Sangeetha | Sangeetha |
| 8. Staff Member - | Dr. M. Meenachi | M. Meenachi |
| 9. Staff Member - | Mrs. A. Rosary Infanta | A. Polaninfant |
| 10. Staff Member - | Mrs. R. Abinaya | Abinaya |
| 11. Staff Member - | Mrs. F. Gnanadeepam | F. Gnanadeepam |

03/04/2023

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, **Maclelland 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

TOPICS FOR SELF-STUDY:

Unit-1: Types of Values & Sources of Values

Unit-2: Personality Traits – Personality Traits influencing OB

Unit-3: Types of Incentives

Unit-4: Conflict Handling Strategies

Unit-5: Charismatic Leadership, Transactional vs. Transformational Leadership.

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](http://www.usergwdgde/mcgrawhill)

www.bpadfiles.wordpress.com

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

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

COURSE CONTENT AND LECTURE 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 |

CBCS Curriculum for UG Department of Business Administration

| | | | | |
|---|---|---|--------------|-------------|
| 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 | 3 | Lecture | Black Board |
| 3.4 | Hygiene theory, Theory X and Theory Y, Mclelland Theory of needs | 3 | Lecture | Black Board |
| 3.5 | Equity Theory, Vrooms Expectancy Theory | 2 | Lecture | Black Board |
| 3.6 | Types of Incentives | 1 | Discussion | Black Board |
| 3.7 | · Morale , Concept ,Nature ,Measurement | 1 | Chalk & Talk | Black Board |
| 3.8 | 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 |

CBCS Curriculum for UG Department of Business Administration

| | | | | |
|--------------------------|---|---|--------------|-------------|
| 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 |

| Levels | C1 | C2 | C3 | C4 | Total Scholastic Marks | Non Scholastic Marks | CIA Total | % of Assess |
|--------|----|----|----|----|------------------------|----------------------|-----------|-------------|
|--------|----|----|----|----|------------------------|----------------------|-----------|-------------|

| | | | | | | C5 | | ment |
|-----------------------|---------------------------------|---------------------------------|--------------------|-------------------------|----------------|---------------|---------------|----------------|
| | 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:

| 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 | K1&K3 | PSO2, PSO3, |

| | | | |
|-----|--|------------|-------------------------|
| | the similarities and dissimilarities of various theories. Also gain knowledge related to morale and its link with productivity | | 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

Forwarded By
HOD'S Signature& Name
Dr.S.L. Kumari

NEW**II BBA****SEMESTER -III***For those who joined in 2019 onwards*

| PROGRAMME CODE | COURSE CODE | COURSE TITLE | CATEGORY | HRS/ WEEK | CREDITS |
|-----------------------|--------------------|---------------------------------|-----------------|------------------|----------------|
| USBA | 19U4CC5 | 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, Equity theory – 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

TOPICS FOR SELF-STUDY:

Unit-1: Types of Values & Sources of Values

Unit-2: Personality Traits – Personality Traits influencing OB

Unit-3: Types of Incentives

Unit-4: Conflict Handling Strategies

Unit-5: Charismatic Leadership, Transactional vs. Transformational Leadership.

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>

COURSE 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 |

CBCS Curriculum for UG Department of Business Administration

| | | | | |
|---|--|---|--------------|-------------|
| 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 | 3 | Lecture | Black Board |
| 3.5 | Equity Theory | 1 | Lecture | Black Board |
| 3.6 | Types of Incentives | 1 | Discussion | Black Board |
| 3.7 | · Morale , Concept ,Nature ,Measurement | 1 | Chalk & Talk | Black Board |
| 3.8 | 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 |

CBCS Curriculum for UG Department of Business Administration

| | | | | |
|--------------------------|---|---|--------------|-------------|
| 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 |

| 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:

| 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 | K1&K3 | PSO2, PSO3, PSO4 & PSO8 |

| | | | |
|-----|---|------------|-------------------------|
| | link with productivity | | |
| 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 | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 |
|--------|-------|-------|-------|-------|-------|-------|-------|-------|
| 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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 |
|-------|------|------|------|------|------|------|------|
| 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:**3. Dr.M.MEENACHI****4. A.ROSARY INFANTA****Forwarded By****HOD'S Signature& Name****Dr.S.L. Kumari**

OLD**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- StoresLedger- 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 DYNAMICS(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.

Self Study:

Unit I: Difference between Cost Accounting and Financial Accounting and Types of Costing

Unit II: Advantages and disadvantages of all levels of inventory control

Unit III: Merits and drawbacks of various wage systems

Unit IV: Difference between allocations of absorption of overheads

Unit V: Reasons for reconciliation of cost and financial accounts

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.MaheswariSulthan 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**

<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 | 3 | Chalk & Talk | Black Board |

| | | | | |
|-----|--|---|--------------|-------------|
| | Inventory System, ABC Analysis of material control | | | |
| 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 | | | | |
|---|--|---|--------------|-------------|
| 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 % |

| | | | | | | | | |
|-----------------------|----------|----------|-----------|------------|-------------|----------|-------------|--------------|
| 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 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/PS O | 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
HOD'S Signature& Name
Dr.S.L. Kumari

NEW3% Added**II B.B.A****SEMESTER –III***For those who joined in 2019 onwards*

| PROGRAMM E CODE | COURSE CODE | COURSE TITLE | CATEGORY | HRS/WEE K | 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- **Accounting for losses of Material**

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.MaheswariSulthan 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

<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 , Accounting for losses of material | 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- | 1 | Lecture | Black |

| | | | | |
|-----|--------------------------------------|---|--------------|-------------|
| | Steps | | | 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 | | | | |
|---|--|---|--------------|-------------|
| 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 % |
| 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 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:

2. Staff Name S.L. KUMARI

Forwarded By
HOD'S Signature& Name
Dr.S.L. Kumari

OLD -2% Removed

II B.B.A
SEMESTER –IV

For those who joined in 2019 onwards

| PROGRAMME 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 counselling-concept, need, functions, types, steps in counselling 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

Wage incentives - meaning - concept of profit sharing - profit sharing in India - labour co-partnership - fringe benefits.

Unit 6. Dynamics (Evaluation Pattern-CIA only)

Retaining- Diversity, Equity & Inclusion-Employer Brand

Self study:

Unit-1- Role of HR manager

Unit-2- Difference between job description and job specification

Unit-3- Contents of induction programme

Unit-4- Need of employee counselling

Unit-5- Fringe benefits

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 |

CBCS Curriculum for UG Department of Business Administration

| | | | | |
|---|---|---|---------|-------------|
| 1.4 | Qualities, Role, status of personnel manager - Personnel Policies | 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 | Wage incentives – meaning – concept of profit sharing – | 1 | Lecture | Black Board |
| 5.6 | Profit sharing in India | 1 | Lecture | Black Board |
| 5.7 | Labour co-partnership | 2 | Lecture | Black Board |
| 5.9 | fringe benefits | 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 % |

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/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 |
|--------|------|------|------|------|------|------|------|------|
| 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

HOD'S Signature& Name

Dr.S.L. Kumari

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

| PROGRAMME 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, 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.

Wage incentives – meaning – concept of profit sharing – profit sharing in India – Labour co-partnership – fringe benefits

Unit 6. Dynamics (Evaluation Pattern-CIA only)

Retaining- Diversity, Equity & Inclusion-Employer Brand

Self study:

Unit-1- Role of HR manager

Unit-2- Difference between job description and job specification

Unit-3- Contents of induction programme

Unit-4- Need of employee counseling

Unit-5- Importance of Worker's participation in management

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- Personnel Policies | 3 | Lecture | Black Board |
| 1.5 | Personnel Policies – Concept – Nature – Need & Significance | 3 | Lecture | Black Board |
| 1.6 | Types – Scope – Formulation | 3 | Lecture | Black |

| | | | | |
|---|---|---|---------|-------------|
| | And Essentials Of Personnel Policies | | | 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 |

CBCS Curriculum for UG Department of Business Administration

| | | | | |
|---|---|---|---------|-------------|
| 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 | Wage incentives – meaning – concept of profit sharing – | 1 | Lecture | Black Board |
| 5.6 | Profit sharing in India | 1 | Lecture | Black Board |
| 5.7 | Labour co-partnership | 2 | Lecture | Black Board |
| 5.9 | fringe benefits | 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 % |

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 | PSOs ADDRESSED |
|-----|-----------------|--|----------------|
|-----|-----------------|--|----------------|

| | | TAXONOMY) | |
|------|---|------------------|------------------------------|
| 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/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 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:

2. Staff Name Dr. P.RUBY LEELA

Forwarded By

HOD'S Signature& Name

Dr.S.L. Kumari

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

| PROGRAMME CODE | COURSE CODE | COURSE TITLE | CATEGORY | HRS/WEEK | CREDITS |
|----------------|-------------|-----------------------|--------------|----------|---------|
| 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 – equipment.

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-reasons for equipment replacement -Factors to be considered for replacing equipment.

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.

Self Study:

Unit I-Material Handling, Principles, Equipment

Unit II- Difference between production planning and production control

Unit III- Principles of Motion Economy

Unit IV -Classification and codification

Unit V - – Selective Approaches to Inventory Control

Text Book:

Production and Operations Management -B.S. Goel, PragatiPrakasan 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
155

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 | 1 | Lecture | Black |

CBCS Curriculum for UG Department of Business Administration

| | | | | |
|---|---|---|---------|-------------|
| | location- | | | 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 | Reasons for Equipment replacement – factors to be considered for replacing equipment | 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 | 4 | Lecture | Black Board | |
| 4.4 | Store Keeping – function | 2 | Lecture | Black Board | |
| 4.5 | Stores system and procedure – Duties and responsibilities of a store keeper | 2 | Lecture | Black Board | |
| 4.6 | classification and codification- | 3 | 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 | CIA Total | % of Assessment |
|--------|----------------------|------------------|-------------|--------------|------------------------|----------------------|-----------|-----------------|
| | | | | | | C5 | | |
| | 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 | K1 & K3 | PSO2& PSO7 |

| | | | |
|------|---|---------|------------|
| | solve the problem in work study | | |
| 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 |

Mapping COs Consistency with PSOs

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 |
|--------|------|------|------|------|------|------|------|
| 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

HOD'S Signature& Name

Dr.S.L. Kumari

NEW 3%Added

II B.B.A

SEMESTER –IV

For those who joined in 2019 onwards

| PROGRAMME CODE | COURSE CODE | COURSE TITLE | CATEGORY | HRS/WEEK | CREDITS |
|----------------|-------------|-----------------------|--------------|----------|---------|
| 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 – Planning, objectives and functions – Production

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 – Reasons for Equipment replacement – factors to be considered for replacing equipment

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-**Evaluation of Materials Management –Materials Cost Indexes, Vendor Rating Indices, inventory Indices and Stores Indices are added.**

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

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.

Self Study:

Unit I-Material Handling, Principles, Equipments

Unit II- Difference between production planning and production control

Unit III- Principles of Motion Economy

Unit IV -Classification and codification

Unit V - – Selective Approaches to Inventory Control

Text Book:

Production and Operations Management -B.S. Goel, PragatiPrakasan 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 | Reasons for Equipment replacement – factors to be considered for replacing equipment | 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 | 3 | Lecture | Black Board |
| 4.4 | Store Keeping – function | 2 | Lecture | Black Board |
| 4.5 | Stores system and procedure – Duties and responsibilities of a | 2 | Lecture | Black Board |

| | | | | |
|--|--|---|---------|-------------|
| | store keeper | | | |
| 4.6 | classification and codification- | 2 | Lecture | Black Board |
| 4.7 | Evaluation of Materials Management Materials Cost Indexes, Vendor Rating Indices, inventory Indices and Stores Indices are added. | 2 | 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 | CIA Total | % of Assess |
|--------|----|----|----|----|------------------------|----------------|-----------|-------------|
|--------|----|----|----|----|------------------------|----------------|-----------|-------------|

| | | | | | | Marks C5 | | ment |
|-----------------------|--------------------------|---------------------|-------------|-----------------|---------|-------------|--------|---------|
| | 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 | K1 K2 & K4 | PSO2& PSO7 |

| | | | |
|------|---|---------|------------|
| | solve the sequencing and assignment problems. Also learn and analyse the different types of plant maintenance | | |
| 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 |

Mapping COs Consistency with PSOs

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 |
|--------|------|------|------|------|------|------|------|
| 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:

3. Staff Name Dr. M.MEENACHI

4. Staff Name: K.A.Vanessa

Forwarded By

HOD'S Signature & Name

Dr.S.L. Kumari

OLD

**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.

UNIT –I INTRODUCTION

(20 HRS.)

Management Accounting – Concept – Growth-Definition – Characteristics - Difference between Cost Accounting and Management Accounting –Difference between Financial Accounting and Management Accounting – Need and importance of management accounting- Financial Statement Analysis– Comparative Statements, Common Size Statements and Trend 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 DYNAMICS (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

Self Study:

Unit-1- Need and importance of management accounting

Unit-2- Uses of ratios

Unit-3- Difference between fund flow and cash flow analysis

Unit-4- Advantages of break-even analysis

Unit-5- Limitations of Budgets

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 | 3 | Lecture | LCD |
| 2.2 | Profitability Ratios- formulas and problems | 6 | Chalk & Talk | Black Board |
| 2.3 | Turnover Ratios – formulas and problems | 6 | Chalk & Talk | Black Board |
| 2.4 | Financial Ratios – Uses of Ratios | 5 | 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 | 2 | Lecture | LCD |

| | | | | |
|-----|--|---|--------------|-------------|
| | statement | | e | |
| 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 | | | | |
|--|---|---|--------------|-------------|
| 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 |

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| 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 - Scholasti

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 | K1, K3 | PSO1 PSO2 PSO 5 PSO 6 |

| | | | |
|------|--|---------|-------------------------------------|
| | business | | & 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 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 |
|--------|------|------|------|------|------|------|------|------|
| 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

HOD'S Signature& Name

NEW 3% Added

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 – definition – characteristics – Differences between cost Accounting and Management Accounting -Differences between Financial Accounting and Management Accounting – Need and importance of management accounting- Financial Statement Analysis – comparative statements , common size statements and trend 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 -Preparation of Balance Sheet through 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 | Discus sion | Black Board |
| UNIT -2 RATIO ANALYSIS | | | | |
| 2.1 | Ratio Analysis – Introduction, meaning, uses | 3 | Lectur e | 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 – Uses of Ratios | 2 | Chalk & Talk | Black Board |
| 2.5 | Preparation of Balance Sheet from ratios(Higher ability problem)- | 5 | 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 | Lectur e | 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 | 2 | Lectur | LCD |

| | | | | |
|-----|--|---|--------------|-------------|
| | statement | | e | |
| 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 | | | | |
|--|---|---|--------------|-------------|
| 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, | M1+M2 | MID-SEM TEST | | | | |

| | e | W2 | | | | | | |
|-----------------------|----------|----------|-------------|-----------|-----------|----------|-----------|--------------|
| | 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 | K1, K2, K4 | PSO1 PSO2 PSO 5 PSO 6 |

| | | | |
|------|---|---------|-------------------------------------|
| | statement and interpret it | | & 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 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 |
|-------|------|------|------|------|------|------|------|
| 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:

2. Staff Name S.L.KUMARI

Forwarded By

HOD'S Signature& Name

Dr.S.L. Kumari

OLD – 5 % Removed

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 DYNAMICS (Evaluation Pattern-CIA only)

1. COVID 19 Impact on service industries

SELF-STUDY:

UNIT-1: Services Marketing Mix.

UNIT-2: Dimensions of Service Quality

UNIT-3: Service Life Cycle Concept, Factors affecting Pricing Decisions.

UNIT-4: Public Relations & Publicity, Franchising- Benefits & Challenges.

UNIT-5: Types of service personnel

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 CONTENTS & LECTURE SCHEDULE:

| Module No. | Topic | No. of Lectures | Teaching Pedagogy | Teaching Aids |
|----------------------|-------|-----------------|-------------------|---------------|
| UNIT 1: INTRODUCTION | | | | |

| | | | | |
|--------------------------------------|---|---|---------|-------------|
| 1.1 | Services –Definition, Evolution of the service sector | 3 | Lecture | Black Board |
| 1.2 | Types – Characteristics of services-its implications | 4 | Lecture | Black Board |
| 1.3 | Services classification | 3 | Lecture | Black Board |
| 1.4 | Services Marketing Mix | 5 | Lecture | Black Board |
| UNIT 2: SERVICE QUALITY | | | | |
| 2.1 | Service quality-Introduction, | 3 | Lecture | Black Board |
| 2.2 | Dimensions of Service Quality | 4 | Lecture | Black Board |
| 2.3 | ServQual Model | 5 | Lecture | Black Board |
| 2.4 | Service Quality Management | 3 | Lecture | Black Board |
| UNIT 3: PRODUCT & PRICING | | | | |
| 3.1 | Product : Concept of Service product, | 1 | Lecture | Black Board |
| 3.2 | Analysis of Service Offer | 1 | Lecture | Black Board |
| 3.3 | Managing Service Offering | 1 | Lecture | Black Board |
| 3.4 | Stages in new Service Development | 2 | Lecture | Black Board |

| | | | | |
|---|--|---|---------|-------------|
| 3.5 | Service Life Cycle Concept | 2 | Lecture | Black Board |
| 3.6 | Pricing: Definition, Role and Objectives of pricing | 3 | Lecture | Black Board |
| 3.7 | Factors affecting Pricing Decisions | 2 | Lecture | Black Board |
| 3.8 | Methods of Pricing in Services | 1 | Lecture | Black Board |
| 3.9 | Pricing Strategies | 2 | Lecture | Black Board |
| UNIT 4: PROMOTION & DISTRIBUTION | | | | |
| 4.1 | Promotion: Promotion Mix for Services - concept, | 2 | Lecture | Black Board |
| 4.2 | Advertising- steps in Advertising process, | 1 | Lecture | Black Board |
| 4.3 | Sales promotion Tools, Word of Mouth communication, | 2 | Lecture | Black Board |
| 4.4 | Public Relations & Publicity. | 1 | Lecture | Black Board |
| 4.5 | Distribution: Channels in Service Delivery, Types of Channels used | 2 | Lecture | Black Board |
| 4.6 | Direct Distribution & Indirect Distribution, | 2 | Lecture | Black Board |
| 4.7 | Functions of Service Intermediaries, | 2 | Lecture | Black Board |
| 4.8 | Franchising- Benefits & | 3 | Lecture | Black |

| | | | | |
|--|--|---|---------|-------------|
| | Challenges. | | | Board |
| UNIT 5: PEOPLE, PROCESS & PHYSICAL EVIDENCE | | | | |
| 5.1 | People: People- meaning, Types of service personnel | 2 | Lecture | Black Board |
| 5.2 | Human Resource Planning for Service Employees | 1 | Lecture | Black Board |
| 5.3 | Internal marketing- Definition& Meaning, Components of Internal Marketing | 2 | Lecture | Black Board |
| 5.4 | Steps in Implementing Internal Marketing | 1 | Lecture | Black Board |
| 5.5 | Physical Evidence: Introduction, Components of Physical Evidence | 2 | Lecture | Black Board |
| 5.6 | Physical Facilities, Physical Environment & Social setting | 2 | Lecture | Black Board |
| 5.7 | Guidelines for Physical evidence strategy | 1 | Lecture | Black Board |
| 5.8 | Process: Introduction, Designing Service Process, Service process Matrix. | 2 | Lecture | Black Board |
| 5.9 | Managing Demand and Capacity-Introduction, Understanding Demand Patterns, Demand management strategies | 2 | Lecture | Black Board |

EVALUATION PATTERN

| Levels | C1 | C2 | C3 | C4 | C5 | Total Scholastic Marks | Non Scholastic Marks C6 | CIA Total | % of Assessment |
|-----------------------|---------|---------|--------|------------|--------|------------------------|-------------------------|-----------|-----------------|
| | T1 | T2 | Quiz | Assignment | OBT/PT | | | | |
| | 10 Mks. | 10 Mks. | 5 Mks. | 5 Mks | 5 Mks | 35 Mks. | 5 Mks. | 40 Mks. | |
| 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 III 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 |
|------------|--|--|------------------------------|
| 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 | K1& K4 | PSO1, PSO5,PSO7 |

| | | | |
|--|--------|--|--------|
| | model. | | & PSO8 |
|--|--------|--|--------|

Mapping COs Consistency with PSOs

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

Mapping COs Consistency with POs

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

COURSE DESIGNER:**P RUBY LEELA***P. Rubyleela***Forwarded By****Dr.S.L. Kumari***S.L. Kumari***HOD'S Signature
& Name**

NEW

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.

UNIT 1: 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.

UNIT –VI DYNAMICS (Evaluation Pattern-CIA only)

1. COVID 19 Impact on service industries

SELF-STUDY:

UNIT-1: Services Marketing Mix.

UNIT-2: Dimensions of Service Quality

UNIT-3: Service Life Cycle Concept, Factors affecting Pricing Decisions.

UNIT-4: Public Relations & Publicity, Franchising- Benefits & Challenges.

UNIT-5: Types of service personnel.

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 CONTENTS & LECTURE SCHEDULE:

| Module No. | Topic | No. of Lectures | Teaching Pedagogy | Teaching Aids |
|--------------------------------------|---|------------------------|--------------------------|----------------------|
| UNIT 1: INTRODUCTION | | | | |
| 1.1 | Services –Definition, Evolution of the service sector | 3 | Lecture | Black Board |
| 1.2 | Types – Characteristics of services-its implications | 4 | Lecture | Black Board |
| 1.3 | Services classification | 3 | Lecture | Black Board |
| 1.4 | Services Marketing Mix | 5 | Lecture | Black Board |
| UNIT 2: SERVICE QUALITY | | | | |
| 2.1 | Service quality-Introduction, | 3 | Lecture | Black Board |
| 2.2 | Dimensions of Service Quality | 4 | Lecture | Black Board |
| 2.3 | ServQual Model | 5 | Lecture | Black Board |
| 2.4 | Service Quality Management | 3 | Lecture | Black Board |
| UNIT 3: PRODUCT & PRICING | | | | |
| 3.1 | Product : Concept of Service product, | 1 | Lecture | Black Board |
| 3.2 | Analysis of Service Offer | 1 | Lecture | Black Board |
| 3.3 | Managing Service Offering | 1 | Lecture | Black Board |
| 3.4 | Stages in new Service Development | 2 | Lecture | Black Board |
| 3.5 | Service Life Cycle Concept | 2 | Lecture | Black Board |
| 3.6 | Pricing: Definition, Role and Objectives of pricing | 3 | Lecture | Black Board |

| | | | | |
|--|---|---|---------|-------------|
| 3.7 | Factors affecting Pricing Decisions | 2 | Lecture | Black Board |
| 3.8 | Methods of Pricing in Services | 1 | Lecture | Black Board |
| 3.9 | Pricing Strategies | 2 | Lecture | Black Board |
| UNIT 4: PROMOTION & DISTRIBUTION | | | | |
| 4.1 | Promotion: Promotion Mix for Services - concept, | 2 | Lecture | Black Board |
| 4.2 | Advertising- steps in Advertising process, | 1 | Lecture | Black Board |
| 4.3 | Sales promotion Tools, Word of Mouth communication, | 2 | Lecture | Black Board |
| 4.4 | Public Relations & Publicity. | 1 | Lecture | Black Board |
| 4.5 | Distribution: Channels in Service Delivery, Types of Channels used | 2 | Lecture | Black Board |
| 4.6 | Direct Distribution & Indirect Distribution, | 2 | Lecture | Black Board |
| 4.7 | Functions of Service Intermediaries, | 2 | Lecture | Black Board |
| 4.8 | Franchising- Benefits & Challenges. | 3 | Lecture | Black Board |
| UNIT 5: PEOPLE, PROCESS & PHYSICAL EVIDENCE | | | | |
| 5.1 | People: People- meaning, Types of service personnel | 2 | Lecture | Black Board |
| 5.2 | Human Resource Planning for Service Employees | 1 | Lecture | Black Board |
| 5.3 | Internal marketing- Definition& Meaning, Components of Internal Marketing | 2 | Lecture | Black Board |

CBCS Curriculum for UG Department of Business Administration

| | | | | |
|-----|---|---|---------|-------------|
| 5.4 | Steps in Implementing Internal Marketing | 2 | Lecture | Black Board |
| 5.5 | Physical Evidence: Introduction, Components of Physical Evidence | 2 | Lecture | Black Board |
| 5.6 | Physical Facilities, Physical Environment & Social setting | 2 | Lecture | Black Board |
| 5.7 | Guidelines for Physical evidence strategy | 2 | Lecture | Black Board |
| 5.8 | Process: Introduction, Designing Service Process, Service process Matrix. | 2 | Lecture | Black Board |

EVALUATION PATTERN

| Levels | C1 | C2 | C3 | C4 | C5 | Total Scholastic Marks | Non Scholastic Marks C6 | CIA Total | % of Assessment |
|-----------|----------|----------|----------|------------|----------|------------------------|-------------------------|-----------|-----------------|
| | T1 | T2 | Quiz | Assignment | OBT/PT | | | | |
| | 10 Mks. | 10 Mks. | 5 Mks. | 5 Mks | 5 Mks | 35 Mks. | 5 Mks. | 40 Mks. | |
| 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 III 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 |
|------------|---|--|-----------------------|
| CO1 | Understand &Examine the nature of services, and distinguish between | K1& K2 | PSO1, PSO5,PSO7 |

| | | | |
|------|---|-------------|-------------------------|
| | products and services | | & 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 |

Mapping COs Consistency with PSOs

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

Mapping COs Consistency with POs

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

COURSE DESIGNER:

P RUBY LEELA

Forwarded By

S.L. Kumari

HOD'S Signature & Name

OLD

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: DYNAMICS(Evaluation Pattern-CIA only)

Analyse the current trade union problems of a public sector company.

Self Study:

Unit I- Conditions for Good Industrial Relations

Unit II- Typology of Strikes

Unit III- Problems and shortcomings of trade union in India

Unit IV- Conditions necessary for effective working of Workers Participation in Management Scheme.

Unit V- Management of Sexual Harassment

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

REFERENCES:

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 CONTENTS & LECTURE SCHEDULE:

| Module No. | Topic | No. of Lectures | Teaching Pedagogy | Teaching Aids |
|----------------|---|-----------------------------|-------------------|---------------|
| UNIT-1 | | Introduction | | |
| 1.1 | Industrial Relations – definition, features, objectives, and significance. | 4 | Chalk & Talk | Black Board |
| 1.2 | Scope of Industrial Relations, factors, conditions for good IR, causes and effect of poor IR. | 6 | Lecture | LCD |
| 1.3 | Industrial Relations in India | 5 | Lecture | LCD |
| UNIT -2 | | Industrial Conflicts | | |
| 2.1 | Industrial conflicts | 1 | Lecture | Black Board |
| 2.2 | concept and essentials of dispute | 2 | Chalk & Talk | Black Board |

CBCS Curriculum for UG Department of Business Administration

| | | | | |
|-----|---------------------------------------|---|--------------|-------------|
| 2.3 | classification of industrial disputes | 2 | Chalk & Talk | Black Board |
| 2.4 | causes of industrial conflicts | 3 | Chalk & Talk | Black Board |
| 2.5 | strikes Typology of Strikes | 3 | Chalk & Talk | Black Board |
| 2.6 | Illegal strike | 2 | Chalk & Talk | Black Board |
| 2.7 | lock outs. | 2 | Chalk & Talk | Black Board |

| UNIT -3 Changing Profiles of Major stakeholders of Industrial Relations in India | | | | |
|---|--|---|--------------|-------------|
| 3.1 | Trade Unions- meaning, characteristics, functions | 4 | Chalk & Talk | Black Board |
| 3.2 | Problems of trade unions, measures to strengthen trade unions | 3 | Lecture | LCD |
| 3.3 | Building responsive trade unionism | 2 | Lecture | LCD |
| 3.4 | White collar trade unions, managerial associations, employers associations | 3 | Chalk & Talk | Black Board |
| 3.5 | Role of state in industrial relations – constitution and labour policy – government labour policies. | 3 | Lecture | LCD |
| Unit-4 Collective Bargaining & Workers' Participation | | | | |
| 4.1 | Collective Bargaining | 1 | Lecture | Black Board |
| 4.2 | Concept –Characteristics | 2 | Chalk & Talk | Black Board |
| 4.3 | Importance | 2 | Chalk & Talk | Black Board |
| 4.4 | agreement at different levels | 4 | Chalk & Talk | Black Board |
| 4.5 | at plant level | 2 | Chalk & Talk | Black Board |
| 4.6 | at the national level, collective bargaining in India | 4 | Chalk & Talk | Black Board |

| | | | | |
|--|--|---|--------------|-------------|
| | | | | |
| UNIT -5 Industrial Relations Issues – MNC's, Private Sector and Public Sector | | | | |
| 5.1 | Empowerment-concept-Characteristics-Benefits | 1 | Chalk & Talk | Black Board |
| 5.2 | Quality Circles-Meaning –Quality circle operation-Benefits of Quality circles | 2 | Chalk & Talk | Black Board |
| 5.3 | Management of Grievances – causes of grievance- grievance handling procedure-Benefits of grievance handling procedure. | 4 | Chalk & Talk | Black Board |
| 5.4 | Voluntary Retirement Schemes – Concept-VRS Policy-Reason for acceptance of VRS-Merits and demerits of VRS | 4 | Chalk & Talk | Black Board |
| 5.5 | Management of Sexual Harassment-features of sexual harassment | 2 | Chalk & Talk | Black Board |
| 5.6 | constitutional provisions and legal Provisions | 2 | Chalk & Talk | Black Board |

EVALUATION PATTERN

| Levels | C1 | C2 | C3 | C4 | C5 | Total Scholastic Marks | Non Scholastic Marks C6 | CIA Total | % of Assessment |
|--------|---------|---------|--------|------------|----------|------------------------|-------------------------|-----------|-----------------|
| | T1 | T2 | Quiz | Assignment | OBT/PP T | | | | |
| | 10 Mks. | 10 Mks. | 5 Mks. | 5 Mks | 5 Mks | 35 Mks. | 5 Mks. | 40Mks. | |
| 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 III 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 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 |

Mapping COs Consistency with PSOs

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

Mapping COs Consistency with POs

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

COURSE DESIGNER: S.L.KUMARI

Forwarded By

Dr.S.L. Kumari

HOD'S Signature & Name

NEW5 % Added

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- **Trade Union Act 1926**- 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: DYNAMICS(Evaluation Pattern-CIA only)

Analyse the current trade union problems of a public sector company.

Self Study:

Unit I- Conditions for Good Industrial Relations

Unit II- Typology of Strikes

Unit III- Problems and shortcomings of trade union in India

Unit IV- Conditions necessary for effective working of Workers Participation in Management Scheme.

Unit V- Management of Sexual Harassment

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

REFERENCES:

- 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 CONTENTS & LECTURE SCHEDULE:

| Module No. | Topic | No. of Lectures | Teaching Pedagogy | Teaching Aids |
|---------------|---|---------------------|-------------------|---------------|
| UNIT-1 | | Introduction | | |
| 1.1 | Industrial Relations – definition, features, objectives, and significance. | 4 | Chalk & Talk | Black Board |
| 1.2 | Scope of Industrial Relations, factors, conditions for good IR, causes and effect of poor IR. | 6 | Lecture | LCD |
| 1.3 | Industrial Relations in India | 5 | Lecture | LCD |

| UNIT -2 | | Industrial Conflicts | | |
|----------------|---------------------------------------|-----------------------------|--------------|-------------|
| 2.1 | Industrial conflicts | 1 | Lecture | Black Board |
| 2.2 | concept and essentials of dispute | 2 | Chalk & Talk | Black Board |
| 2.3 | classification of industrial disputes | 2 | Chalk & Talk | Black Board |
| 2.4 | causes of industrial conflicts | 3 | Chalk & Talk | Black Board |
| 2.5 | strikes Typology of Strikes | 3 | Chalk & Talk | Black Board |
| 2.6 | Illegal strike | 2 | Chalk & Talk | Black Board |
| 2.7 | lock outs. | 2 | Chalk & Talk | Black Board |

| UNIT -3 | | Changing Profiles of Major stakeholders of Industrial Relations in India | | |
|----------------|--|---|--------------|-------------|
| 3.1 | Trade Unions- meaning, characteristics, functions | 3 | Chalk & Talk | Black Board |
| 3.2 | Problems of trade unions, measures to strengthen trade unions, Trade union Act 1926 | 4 | Lecture | LCD |
| 3.3 | Building responsive trade unionism | 2 | Lecture | LCD |
| 3.4 | White collar trade unions, managerial associations, employers associations | 3 | Chalk & Talk | Black Board |
| 3.5 | Role of state in industrial relations – constitution and labour policy – government labour policies. | 3 | Lecture | LCD |
| Unit-4 | | Collective Bargaining & Workers' | | |

| Participation | | | | |
|--|--|---|--------------|-------------|
| 4.1 | Collective Bargaining | 1 | Lecture | Black Board |
| 4.2 | Concept –Characteristics | 2 | Chalk & Talk | Black Board |
| 4.3 | Importance | 2 | Chalk & Talk | Black Board |
| 4.4 | agreement at different levels | 4 | Chalk & Talk | Black Board |
| 4.5 | at plant level | 2 | Chalk & Talk | Black Board |
| 4.6 | at the national level, collective bargaining in India | 4 | Chalk & Talk | Black Board |
| UNIT -5 Industrial Relations Issues – MNC's, Private Sector and Public Sector | | | | |
| 5.1 | Empowerment-concept-Characteristics-Benefits | 1 | Chalk & Talk | Black Board |
| 5.2 | Quality Circles-Meaning – Quality circle operation-Benefits of Quality circles | 2 | Chalk & Talk | Black Board |
| 5.3 | Management of Grievances – causes of grievance- grievance handling procedure-Benefits of grievance handling procedure. | 4 | Chalk & Talk | Black Board |
| 5.4 | Voluntary Retirement Schemes – Concept-VRS Policy-Reason for acceptance of VRS-Merits and demerits of VRS | 4 | Chalk & Talk | Black Board |
| 5.5 | Management of Sexual Harassment-features of sexual harassment | 2 | Chalk & Talk | Black Board |
| 5.6 | constitutional provisions and legal Provisions | 2 | Chalk & Talk | Black Board |

EVALUATION PATTERN

| Levels | C1 | C2 | C3 | C4 | C5 | Total Scholastic Marks | Non Scholastic Marks | CIA Total | % of Assessment |
|--------|----|----|----|----|----|------------------------|----------------------|-----------|-----------------|
|--------|----|----|----|----|----|------------------------|----------------------|-----------|-----------------|

| | | | | | | | C6 | | |
|--------------------------------|-------------------------|-------------------------|------------------------|------------------------|---------------------|--------------------|---------------|--------------------|---------------|
| | 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 III 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 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 |

Mapping COs Consistency with PSOs

| CO/PSO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 |
|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CO1 | 1 | 3 | 1 | 1 | 1 | 1 | 3 | 3 |
| CO2 | 1 | 3 | 1 | 1 | 1 | 1 | 3 | 3 |
| CO3 | 1 | 3 | 1 | 1 | 1 | 1 | 3 | 3 |

| | | | | | | | | |
|------------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO4 | 1 | 3 | 1 | 1 | 1 | 1 | 3 | 3 |
| CO5 | 1 | 3 | 1 | 1 | 1 | 1 | 3 | 3 |

Mapping COs Consistency with POs

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

COURSE DESIGNER: S.L.KUMARI

Forwarded By

S.L. Kumari

HOD'S Signature & Name

OLD -5% Removed

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- Training and development of Expatriates for Global Assignment

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 DYNAMICS(Evaluation Pattern-CIA only)

1.Top 10 Training and Development Trends For 2022

SELF STUDY:

UNIT 1- Importance of Training

UNIT 1I- Merits and Demerits of training

UNIT 1II-Objectives of Executive Development

UNIT 1V- Team Building

UNIT V- Grid Training

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 CONTENTS & LECTURE SCHEDULE:

| Module No. | Topic | No. of Lectures | Teaching Pedagogy | Teaching Aids |
|------------------------------|-------------------------------------|-----------------|-------------------|---------------|
| UNIT – I INTRODUCTION | | | | |
| 1.1 | Training and development – Concepts | 3 | Chalk & Talk | Black Board |
| 1.2 | Nature | 3 | Chalk & Talk | Black Board |
| 1.3 | Needs & Objectives | 4 | Chalk & Talk | Black Board |

| | | | | |
|---|--|---|--------------|-------------|
| 1.4 | Importance of Training & Development | 2 | Chalk & Talk | Black Board |
| 1.5 | Principles of Training | 3 | Chalk & Talk | Black Board |
| UNIT – II EMPLOYEE TRAINING | | | | |
| 2.1 | On – the Job Training – Meaning – Merits and Demerits | 2 | Chalk & Talk | Black Board |
| 2.2 | Methods – Job Instructions Training (JIT), Vestibule Training, | 3 | Chalk & Talk | Black Board |
| 2.3 | Training by Experienced workmen, Training by Supervisors, | 3 | Chalk & Talk | Black Board |
| 2.4 | Demonstrations, Apprenticeship. | 2 | Chalk & Talk | Black Board |
| 2.5 | Off- the Job Training – Lecturer, Conferences, | 2 | Chalk & Talk | Black Board |
| 2.6 | Group Discussion, Case Studies, | 1 | Chalk & Talk | Black Board |
| 2.7 | Role play – Programmed Instruction, | 1 | Chalk & Talk | Black Board |
| 2.8 | Laboratory Training – Retraining | 1 | Chalk & Talk | Black Board |
| UNIT – III EXECUTIVE DEVELOPMENT | | | | |
| 3.1 | Executive Development – Concepts – Objectives | 3 | Chalk & Talk | Black Board |
| 3.2 | Need – Components of Executive Development | 1 | Chalk & Talk | Black Board |

| | | | | |
|---|--|---|--------------|-------------|
| 3.3 | Methods of Executive Development On – the Job: Coaching, Job Rotation | 1 | Chalk & Talk | Black Board |
| 3.4 | participation in Boards and Committees, Syndicate | 2 | Chalk & Talk | Black Board |
| 3.5 | Off - the Job : Case study, incident method, | 2 | Chalk & Talk | Black Board |
| 3.6 | Role play ,In basket training, Management games | 2 | Chalk & Talk | Black Board |
| 3.7 | Sensitivity training, Simulation | 2 | Chalk & Talk | Black Board |
| 3.8 | Grid Training, conference and Lecture | 2 | Chalk & Talk | Black Board |
| UNIT –IV TRAINING DESIGNS | | | | |
| 4.1 | Mentoring | 2 | Chalk & Talk | Black Board |
| 4.2 | Training Team Building | 2 | Chalk & Talk | Black Board |
| 4.3 | Six Sigma technique | 3 | Chalk & Talk | Black Board |
| 4.4 | Training for Cultural Diversity | 2 | Chalk & Talk | Black Board |
| 4.5 | Competency Development | 2 | Chalk & Talk | Black Board |
| 4.6 | Factors for success of training activity | 2 | Chalk & Talk | Black Board |
| 4.7 | Management Training in the future | 2 | Chalk &Talk | Black Board |
| UNIT- V ORGANATIONAL DEVELOPMENT | | | | |

CBCS Curriculum for UG Department of Business Administration

| | | | | |
|-----|--|---|--------------|-------------|
| 5.1 | Organisational Development – Concepts | 1 | Chalk & Talk | Black Board |
| 5.2 | Organisational Development and Management Development | 2 | Chalk & Talk | Black Board |
| 5.3 | Role of Organisational Development | 2 | Chalk & Talk | Black Board |
| 5.4 | Problems in Organisational Development | 2 | Chalk & Talk | Black Board |
| 5.5 | Process of Organisational Development Organisational Development interventions | 2 | Chalk & Talk | Black Board |
| 5.6 | Sensitivity Training – Grid Training | 2 | Chalk & Talk | Black Board |
| 5.7 | Survey feedback – Process Consultation | 2 | Chalk & Talk | Black Board |
| 5.8 | Social loafing – MBO. | 1 | Chalk & Talk | Black Board |

EVALUATION PATTERN

| Levels | C1 | C2 | C3 | C4 | C5 | Total Scholastic Marks | Non Scholastic Marks C6 | CIA Total | % of Assessment |
|--------|----------|----------|---------|------------|----------|------------------------|-------------------------|-----------|-----------------|
| | T1 | T2 | Quiz | Assignment | OBT/PP T | | | | |
| | 10 Mk s. | 10 Mk s. | 5 Mk s. | 5 Mks | 5 Mks | 35 Mks. | 5 Mks. | 40Mk s. | |

| | | | | | | | | | |
|----------------|----|----|---|---|---|----|---|----|--------|
| 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 III 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) | PSOs ADDRESSED |
|-----|-----------------|---|----------------|
|-----|-----------------|---|----------------|

| | | BLOOM'S TAXONOMY) | |
|------|--|------------------------------|-----------------------------|
| 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 |

Mapping COs Consistency with PSOs

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

COURSE DESIGNER:

A.RosaryInfanta 

Forwarded By

Dr.S.L. Kumari

HOD'S Signature& Name

NEW

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 : incident method, in basket training, Management games, Sensitivity training, Simulation, Grid Training.

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. Training and development of Expatriates for Global Assignments.

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 DYNAMICS(Evaluation Pattern-CIA only)

1.Top 10 Training and Development Trends For 2020

SELF STUDY:

UNIT 1- Importance of Training

UNIT 1I- Merits and Demerits of training

UNIT 1II- Objectives of Executive Development

UNIT 1V- Team Building

UNIT V- Grid Training

TEXT BOOK:

3. Training and Development – Concepts and Practices by S.K.Bhatia (Unit-1)-2017

4. 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

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<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 CONTENTS & LECTURE SCHEDULE:

| Module No. | Topic | No. of Lectures | Teaching Pedagogy | Teaching Aids |
|------------------------------------|--|-----------------|-------------------|---------------|
| UNIT – I INTRODUCTION | | | | |
| 1.1 | Training and development – Concepts | 3 | Chalk & Talk | Black Board |
| 1.2 | Nature | 3 | Chalk & Talk | Black Board |
| 1.3 | Needs & Objectives | 4 | Chalk & Talk | Black Board |
| 1.4 | Importance of Training & Development | 2 | Chalk & Talk | Black Board |
| 1.5 | Principles of Training | 3 | Chalk & Talk | Black Board |
| UNIT – II EMPLOYEE TRAINING | | | | |
| 2.1 | On – the Job Training – Meaning – Merits and | 2 | Chalk & Talk | Black Board |

| | | | | |
|---|--|---|--------------|-------------|
| | Demerits | | | |
| 2.2 | Methods – Job Instructions Training (JIT), Vestibule Training, | 3 | Chalk & Talk | Black Board |
| 2.3 | Training by Experienced workmen, Training by Supervisors, | 3 | Chalk & Talk | Black Board |
| 2.4 | Demonstrations, Apprenticeship. | 2 | Chalk & Talk | Black Board |
| 2.5 | Off- the Job Training – Lecturer, Conferences, | 2 | Chalk & Talk | Black Board |
| 2.6 | Group Discussion, Case Studies, | 1 | Chalk & Talk | Black Board |
| 2.7 | Role play – Programmed Instruction, | 1 | Chalk & Talk | Black Board |
| 2.8 | Laboratory Training – Retraining | 1 | Chalk & Talk | Black Board |
| UNIT – III EXECUTIVE DEVELOPMENT | | | | |
| 3.1 | Executive Development – Concepts – Objectives | 3 | Chalk & Talk | Black Board |
| 3.2 | Need – Components of Executive Development | 1 | Chalk & Talk | Black Board |
| 3.3 | Methods of Executive Development On – the Job: Coaching, Job Rotation | 1 | Chalk & Talk | Black Board |
| 3.4 | participation in Boards and Committees, Syndicate | 2 | Chalk & Talk | Black Board |

| | | | | |
|---|---|---|--------------|-------------|
| 3.5 | Off - the Job : incident method, | 2 | Chalk & Talk | Black Board |
| 3.6 | In basket training, Management games | 2 | Chalk & Talk | Black Board |
| 3.7 | Sensitivity training, Simulation | 2 | Chalk & Talk | Black Board |
| 3.8 | Grid Training. | 2 | Chalk & Talk | Black Board |
| UNIT –IV TRAINING DESIGNS | | | | |
| 4.1 | Mentoring | 2 | Chalk & Talk | Black Board |
| 4.2 | Training Team Building | 2 | Chalk & Talk | Black Board |
| 4.3 | Six Sigma technique | 3 | Chalk & Talk | Black Board |
| 4.4 | Training for Cultural Diversity | 2 | Chalk & Talk | Black Board |
| 4.5 | Competency Development | 2 | Chalk & Talk | Black Board |
| 4.6 | Factors for success of training activity | 2 | Chalk & Talk | Black Board |
| 4.7 | Management Training in the future | 2 | Chalk &Talk | Black Board |
| UNIT- V ORGANATIONAL DEVELOPMENT | | | | |
| 5.1 | Organisational Development – Concepts | 1 | Chalk & Talk | Black Board |
| 5.2 | Organisational Development and Management Development | 2 | Chalk & Talk | Black Board |

CBCS Curriculum for UG Department of Business Administration

| | | | | |
|-----|--|---|--------------|-------------|
| 5.3 | Role of Organisational Development | 2 | Chalk & Talk | Black Board |
| 5.4 | Problems in Organisational Development | 2 | Chalk & Talk | Black Board |
| 5.5 | Process of Organisational Development Organisational Development interventions | 2 | Chalk & Talk | Black Board |
| 5.6 | Sensitivity Training – Grid Training | 2 | Chalk & Talk | Black Board |
| 5.7 | Survey feedback – Process Consultation | 2 | Chalk & Talk | Black Board |
| 5.8 | Social loafing – MBO. | 1 | Chalk & Talk | 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 III 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 & 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 |

Mapping COs Consistency with PSOs

| CO/PS O | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 |
|--------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 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 | 2 | 1 | 1 | 2 | 3 |
| CO2 | 3 | 1 | 2 | 1 | 1 | 2 | 3 |
| CO3 | 3 | 1 | 2 | 1 | 1 | 2 | 3 |
| CO4 | 3 | 1 | 2 | 1 | 1 | 2 | 3 |
| CO5 | 3 | 1 | 2 | 1 | 1 | 2 | 3 |

COURSE DESIGNER:

A.RosaryInfanta 

Forwarded By

Dr.S.L. Kumari

HOD'S Signature & Name