

**FATIMA COLLEGE (AUTONOMOUS)**



**Re-Accredited with “A++” Grade by NAAC (IV<sup>th</sup> 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 : 2023-24**

### **VISION OF BBA DEPARTMENT**

**To provide value based business management education for global excellence**

### **MISSION OF BBA DEPARTMENT**

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

### **PROGRAMME EDUCATIONAL OBJECTIVES (PEO)**

<b>PEO 1</b>	Our graduates will be academic, digital and information literates, creative, inquisitive, innovative and desirous for the “more” in all aspects
<b>PEO 2</b>	They will be efficient individual and team performers, exhibiting progress, flexibility, transparency and accountability in their professional work
<b>PEO 3</b>	The graduates will be effective managers of all sorts of real – life and professional circumstances, making ethical decisions, pursuing excellence within the time framework and demonstrating apt leadership skills
<b>PEO 4</b>	They will engage locally and globally evincing social and environmental stewardship demonstrating civic responsibilities and employing right skills at the right moment.
<b>PEO5</b>	Our graduates will be entrepreneurs who provide qualitative goods and services at competitive prices to the society
<b>PEO6</b>	Our graduates as entrepreneurs will create employment opportunities and promote economic development of backward areas.
<b>PEO7</b>	Our graduates will promote Indian Entrepreneurship, promotion of productivity and employment generation
<b>PEO8</b>	Our graduates will link Indian economy to the global market so that we acquire the ability to pay for imports and to make us less dependent on aid

**GRADUATE ATTRIBUTES (GA)**

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

<b>I. SOCIAL COMPETENCE</b>	
<b>GA 1</b>	Deep disciplinary expertise with a wide range of academic and digital literacy
<b>GA 2</b>	Hone creativity, passion for innovation and aspire excellence
<b>GA 3</b>	Enthusiasm towards emancipation and empowerment of humanity
<b>GA 4</b>	Potentials of being independent
<b>GA 5</b>	Intellectual competence and inquisitiveness with problem solving abilities befitting the field of research
<b>GA 6</b>	Effectiveness in different forms of communications to be employed in personal and professional environments through varied platforms
<b>GA 7</b>	Communicative competence with civic, professional and cyber dignity and decorum
<b>GA 8</b>	Integrity respecting the diversity and pluralism in societies, cultures and religions
<b>GA 9</b>	All – inclusive skill sets to interpret, analyse and solve social and environmental issues in diverse environments
<b>GA 10</b>	Self awareness that would enable them to recognise their uniqueness through continuous self-assessment in order to face and make changes building on their strengths and improving their weaknesses
<b>GA 11</b>	Finesse to co-operate exhibiting team-spirit while working in groups to achieve goals
<b>GA 12</b>	Dexterity in self-management to control their selves in attaining the kind of life that they dream for
<b>GA 13</b>	Resilience to rise up instantly from their intimidating setbacks

<b>GA 14</b>	Virtuosity to use their personal and intellectual autonomy in being life-long learners
<b>GA 15</b>	Digital learning and research attributes
<b>GA 16</b>	Cyber security competence reflecting compassion, care and concern towards the marginalised
<b>GA 17</b>	Rectitude to use digital technology reflecting civic and social responsibilities in local, national and global scenario
<b>II. PROFESSIONAL COMPETENCE</b>	
<b>GA 18</b>	Optimism, flexibility and diligence that would make them professionally competent
<b>GA 19</b>	Prowess to be successful entrepreneurs and become employees of trans-national societies
<b>GA 20</b>	Excellence in Local and Global Job Markets
<b>GA 21</b>	Effectiveness in Time Management
<b>GA 22</b>	Efficiency in taking up Initiatives
<b>GA 23</b>	Eagerness to deliver excellent service
<b>GA 24</b>	Managerial Skills to Identify, Commend and tap Potentials
<b>III. ETHICAL COMPETENCE</b>	
<b>GA 25</b>	Integrity and be disciplined in bringing stability leading a systematic life promoting good human behaviour to build better society
<b>GA 26</b>	Honesty in words and deeds
<b>GA 27</b>	Transparency revealing one's own character as well as self-esteem to lead a genuine and authentic life
<b>GA 28</b>	Social and Environmental Stewardship
<b>GA 29</b>	Readiness to make ethical decisions consistently from the galore of conflicting choices paying heed to their conscience
<b>GA 30</b>	Right life skills at the right moment

### PROGRAMME OUTCOMES (PO)

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

<b>PO 1</b>	acquire knowledge of fundamental concepts and subject specific academic competency.
<b>PO 2</b>	enhance the communicative skills and gain confidence to disseminate knowledge through oral and written communication effectively
<b>PO 3</b>	think critically, evaluate analytically and apply the expertise of their discipline in real life.
<b>PO4</b>	appreciate literary, economic, cultural, socio-psychological and environmental diversity.
<b>PO5</b>	pursue and attain meaningful goals, develop a positive attitude to gain self-awareness, self-esteem, self-discipline and self-motivation.
<b>PO6</b>	acquire employability and entrepreneurial skills
<b>PO7</b>	evolve as responsible citizens and leaders.

### PROGRAMME SPECIFIC OUTCOMES (PSO)

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

<b>PSO 1</b>	identify and describe current domestic and international business trends.
<b>PSO 2</b>	solve problems and hone their decision making skills (Managerial Skills).
<b>PSO 3</b>	define the basic rules related to Human Resource Management, Tax Laws and Organisational Behaviour

<b>PSO 4</b>	acquire effective communication, presentation and leadership skills which will develop their entrepreneurial skills.
<b>PSO 5</b>	evaluate and classify micro and macro environment of business with regard to functional areas.
<b>PSO6</b>	gain knowledge on Financial Accounting, Cost and Management Accounting, Fundamentals of Statistics, Mathematics for Management and Operations Research.
<b>PSO7</b>	apply the theoretical knowledge in the projects/internship to gain career-related experience.
<b>PSO8</b>	develop critical thinking abilities that allow them to work ethically and professionally with people of diverse cultural backgrounds.

**PROGRAMME CODE: USBA**  
**I BBA (TANSCHÉ SYLLABUS)**  
*For those who joined in 2023 onwards*  
**YEAR 2023-2024**

S.NO	SEM	COURSE CODE	COURSE TITLE	HR S	CREDI T	CIA Mks	ESE Mks	TOT. MKs
1.	I	23U1CC1	Principles of Management	5	5	40	60	100
2.		23U1CC2	Accounting for Managers I	5	5	40	60	100
3.		23U1EC1/23U1EC2	Managerial Economics/ Principles & Practice of Banking	4	3	40	60	100
4.		23U1SE1	Basics of Event Management	2	2	40	60	100
5.		23U1FC	Managerial Communication	2	2	40	60	100
6.	II	23U2CC3	Marketing Management	5	5	40	60	100
7.		23U2CC4	Accounting for Managers II	5	5	40	60	100
8.		23U2EC3/23U2EC4	International Business / Business Ethics	4	3	40	60	100
9.		23U2SE2	Managerial Skill Development	2	2	40	60	100
10.		23U2SE3	Business Etiquette and Corporate Grooming	2	2	40	60	100

***For those who joined in June 2019 onwards***

<b>S.NO</b>	<b>SEM.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS</b>	<b>CRE DIT</b>	<b>CIA Mks</b>	<b>ESE Mks</b>	<b>TOT. MKs</b>
<b>11.</b>	<b>III</b>	19U3CC5	Organisational Behaviour	6	4	40	60	100
<b>12.</b>		19U3CC6	Marketing Management	5	3	40	60	100
<b>13.</b>		19U3CC7	Cost Accounting	6	4	40	60	100
<b>14.</b>	<b>IV</b>	19U4CC8	Human Resource Management	5	4	40	60	100
<b>15.</b>		19U4CC9	Operations Management	6	3	40	60	100
<b>16.</b>		19U4CC10	Management Accounting Theory and Practise	6	4	40	60	100

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17.	V	19U5CC11	Financial Management and Practice	5	4	40	60	100
18.		19U5CC12	Tax Laws	6	4	40	60	100
19.		19U5CC13	Case Analysis	5	4	40	60	100
20.		19U5CC14	Business Law	5	4	40	60	100
21.	VI	19U6CC15	Optimisation Techniques in Management	6	4	40	60	100
22.		19U6CC16	Entrepreneurial Development	5	4	40	60	100
23.		19U6CC17	Environment of Business	5	4	40	60	100

S.NO	SEM.	COURSE CODE	COURSE TITLE	H RS	CRE DIT	CIA Mks	ES E Mks	TOT. MKs
1.	III	21U3ACK3	Business Organisation and Correspondence (offered to B.ComCAdept)	5	5	40	60	100
2.	IV	19U4ACK4	Principles of Marketing (offered to B.ComCAdept)	5	5	40	60	100

**ELECTIVES-15 CREDITS**

S.No	SEM.	COURSE CODE	COURSE TITLE	H RS	CRE DIT	CIA Mks	ESE Mks	TOT. Mks
1.	V	19U5ME1	International Business Management	5	5	40	60	100
2.		19U5ME2	Financial Services			40	60	100
3.	VI	19U6ME3	Retail Management	5	5	40	60	100
4.		19U6ME4	Services Marketing			40	60	100

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5.		19U6ME5	Industrial Relations	5	5	40	60	100
6.		19U6ME6	Training and Development			40	60	100

S. No	SEM.	COURSECODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. Mks
1.	III	19G3EE1	Environmental Education	1	1	40	60	100
2.		19U3SB1	Campus to Corporate (Skill Based)	2	2	40	60	100
3.	IV	19G4EE2	Environmental Education	1	1	40	60	100
4.		19U4SB2	Interpersonal skills and team building (Skill Based)	2	2	40	60	100
5.	V	19U5SB3	Leadership Skills (Skill Based)	2	2	40	60	100
6.								
7.		19U5SB4	Employability Skills (Skill Based)	2	2	40	60	100
8.	VI	19U6SB5	Competitive Examination Skills (Skill based)	2	2	40	60	100
9.								
10.		19U6SB6	Personality Development (Skill based)	2	2	40	60	100

**EXTRA CREDIT COURSE ( Self – Study Course)**

S.No	Course Code	Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ESE Mks	Total Marks
1.	21U1SL1	SOFT SKILLS DEVELOPMENT	-	2	I	40	60	100
2.	21U2SLU2	BASICS OF MARKETING	-	2	II	40	60	100
3.	21T3SLU3	MANAGERIAL SKILLS AND TAMIL LITERATURE	-	2	III	40	60	100
4.	21K4SLU4	QUANTITATIVE APTITUDE	-	2	IV	40	60	100
5.	21U5SL5	FINANCIAL MARKETS	-	2	V	40	60	100
6.	21U6SL6	INTRODUCTION TO LOGISTICS MANAGEMENT	-	2	VI	40	60	100

**I BBA**

**SEMESTER -I**

*For those who joined in 2023 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>23U1CC 1</b>	<b>Principles of Management</b>	<b>LECTURE</b>	<b>5</b>	<b>5</b>

**COURSE DESCRIPTION:**

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

**COURSE OBJECTIVES:**

- To impart knowledge about evolution of management
- To provide understanding on planning process and importance of decision making in organization
- To learn the application of principles in organization
- To study the process of effective controlling in organization
- To familiarize students about significance of ethics in business and its implications.

**Unit 1. Management**

**(15 Hours)**

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

**Unit 2. Planning**

**(15 Hours)**

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision -making – Process of Decision – making – Types of Decision.

**Unit 3 Organising**

**(15 Hours)**

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

**Unit 4 Direction**

**(15 Hours)**

Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process

**Unit 5 Business ethics**

**(15 Hours)**

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

**Unit 6 :Dynamics(Evaluation Pattern-CIA only)**

**1. Observe the functions of an organisation and write a report**

**2. Plan for Corporate Social Responsibility**

**TOPICS FOR SELF-STUDY:**

Unit-1: Functions of Manager

Unit-2: Types of Planning

Unit-3: Distinction between Authority and Power .

Unit-4: Requisites of Excellent Coordination

Unit-5: Responsibilities of Business

**TEXT BOOKS:**

1.JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.

2.Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.

3.Stephen A. Robbins & David A. Decenzo& Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011

4.Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India

5.Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

**REFERENCES**

## CBCS Curriculum for UG Department of Business Administration

1.P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017

2.L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8<sup>th</sup>Edition.

3.Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017

4.Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3<sup>rd</sup> Edition

5.Harold Koontz, HienzWeihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

### **DIGITAL OPEN EDUCATIONAL RESOURCES:**

- <https://www.toolshero.com/management/14-principles-of-management/>
- <https://open.umn.edu/opentextbooks/textbooks/693>
- <https://open.umn.edu/opentextbooks/textbooks/34>
- <https://openstax.org/subjects/business>
- <https://blog.hubspot.com/marketing/management-principles>

### **COURSE CONTENT & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 Management</b>				
1.1	Importance – Definition	1	Chalk & Talk	Black Board
1.2	Nature and Scope of Management	3	Chalk & Talk	Black Board
1.3	Process – Role and Functions of a Manager	3	Lecture	Black Board
1.4	Levels of Management	2	Lecture	Black Board
1.5	Development of Scientific Management	3	Lecture	Black Board
1.6	Other Schools of thought and approaches.	3	Discussion	Black Board
<b>UNIT 2 –Planning</b>				

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2.1	Nature – Importance	1	Lecture	Black Board
2.2	Forms – Types	1	Chalk & Talk	Black Board
2.3	Steps in Planning	2	Chalk & Talk	Black Board

2.4	Objectives – Policies – Procedures and Methods	3	Lecture	Black Board
2.5	Natures and Types of Policies	2	Chalk & Talk	Black Board
2.6	Decision –Making	2	Chalk & Talk	Black Board
2.7	Process of Decision Making	2	Lecture	Black Board
2.8	Types of Decision	2	Chalk & Talk	Black Board

**UNIT -3 -Organizing**

3.1	Organizing: Types of Organizations	2	Chalk & Talk	Black Board
3.2	Organization Structure	2	Chalk & Talk	Black Board
3.3	Span of Control and Committees	3	Lecture	Black Board
3.4	Departmentalization– Informal Organization	3	Lecture	Black Board
3.5	Authority – Delegation - Decentralization	3	Lecture	Black Board
3.6	Difference between Authority and Power – Responsibility.	2	Discussion	Black Board

**UNIT -4 - Direction**

4.1	Direction – Nature and Purpose	3	Lecture	Black Board
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4.2	Co- ordination – Need	3	Chalk & Talk	Black Board
4.3	Type and Techniques and requisites for excellent Co-ordination	2	Chalk & Talk	Black Board
4.3	Type and Techniques and requisites for excellent Co-ordination	2	Chalk & Talk	Black Board
4.4	Controlling – Meaning and Importance	3	Lecture	Black Board
4.5	Control Process.	2	Chalk & Talk	Black Board
<b>UNIT-5 Business Ethics</b>				
5.1	Definition of Business ethics - Types of Ethical issues	3	Lecture	Black Board
5.2	Role and importance of Business Ethics	2	Chalk & Talk	Black Board
5.3	Values in Business	3	Chalk & Talk	Black Board
5.4	Ethics internal - Ethics External	2	Lecture	Black Board
5.5	Environment Protection	2	Chalk & Talk	Black Board
5.6	Responsibilities of Business	3	Chalk & Talk	Black Board

**EVALUATION PATTERN**

Components	Marks	Converted Marks
<b>T1</b>	30	15
<b>T2</b>	30	
<b>Assignment</b>		3
<b>Quiz / Seminar</b>		5
<b>Attendance</b>		2
<b>Total</b>		<b>25 Marks</b>

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
15		3	5	2	25	75	100

**UG CIA Components**

	Nos	
<b>C1</b> - Test (CIA 1)	1**	- 15 Mks
<b>C2</b> - Test (CIA 2)	1**	- 15 Mks
<b>C3</b> - Assignment	1	- 3 Mks
<b>C4</b> - Quiz	2 *	- 5 Mks
<b>C5</b> - Attendance		- 2 Mks

**\*\* Average of C1 and C2 will be taken.**

**\*The best out of two will be taken into account**

**COURSE OUTCOMES**

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

CO.N O.	COURSE OUTCOMES	PSOs ADDRESSED
CO 1	Describe nature, scope, role, levels, functions and approaches of management	PSO2, PSO3, PSO4 & PSO8
CO 2	Apply planning and decision making in management	PSO2, PSO3, PSO4 & PSO8
CO3	Identify organization structure and various organizing techniques	PSO2, PSO3, PSO4 & PSO8
CO4	Understand Direction, Co-ordination & Control mechanisms	PSO2, PSO3, PSO4 & PSO8

CO5	Relate and infer ethical practices of organisation.	PSO2, PSO3, PSO4 & PSO8
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**Mapping with program outcomes**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	2	1	3	3	3	3	2	3
<b>CO2</b>	2	3	3	3	2	2	1	3
<b>CO3</b>	2	3	3	2	3	3	2	3
<b>CO4</b>	3	2	3	3	3	3	1	3
<b>CO5</b>	2	3	3	3	3	3	2	3

**CO-PO Mapping with program specific outcomes Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Note:

- Strongly correlated- 3
- Moderately correlated- 2
- Weakly correlated- 1

**COURSE DESIGNERS:**

**Ms.F.Gnanadeepam**  
F

**HOD'S Signature& Name**

**Dr. M. MEENACHI**

**I BBA**  
**SEMESTER**

-I

*For those who joined in 2023onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WE EK	CREDITS
USBA	23U1CC 2	Accounting for Managers I	LECTURE	5	5

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVES**

- To impart knowledge about basic concepts of accounting its applications
- To analyze and interpret financial reports of a company
- To understand the gross profit and net profit earned by organization
- To foster knowledge on Hire Purchase system
- To understand the procedures of Accounting under Single entry system.

**Unit 1. Introduction**

**(15Hours)**

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance

**Unit 2. Subsidiary book**

**(15 Hours)**

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

**Unit 3. Final Accounts**

**(15 Hours)**

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

**Unit 4 Hire Purchase System (15 Hours)**

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Instalment System.

**Unit 5. Single Entry system (15 Hours)**

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

**Unit 6 Dynamics (Evaluation Pattern-CIA only)**

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

**TOPICS FOR SELF-STUDY:**

**Unit I: Difference between journal and ledger and advantages and limitations of accounting.**

**Unit II: Advantages of subsidiary books**

**Unit III: Treatment of Interest on drawings and capital.**

**Unit IV: Hire purchase contract**

**Unit V: Differences between Single Entry and Double Entry System**

**TEXT BOOKS:**

- Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
- Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition

- Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
- Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.

**REFERENCES:**

- M N Arora; Accounting for Management- Himalaya Publications House 2019.
- SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
- TS Reddy & A. Murthy; Financial Accounting - Margham Publications, 6th Edition, 2019
- David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
- T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.
- Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

- [https://ebooks.lpude.in/management/mba/term\\_1/DMGT403\\_ACCOUNTING\\_FOR MANAGERS.pdf](https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf)
- <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
- <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
- [https://en.wikipedia.org/wiki/Single-entry\\_bookkeeping\\_system](https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system)
- <https://www.profitbooks.net/what-is-depreciation>

**COURSE CONTENTS & LECTURE SCHEDULE**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 INTRODUCTION</b>				
1.1	Meaning and Scope of Accounting	2	Chalk & Talk	Black Board
1.2	Basic accounting Concepts	2	Chalk & Talk	Black Board

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1.3	Convention	2	Lecture	Black Board
1.4	Objectives of accounting	2	Lecture	Black Board
1.5	Accounting transactions – Double Entry System of Book Keeping –	2	Lecture	Black Board
1.6	Journal and Ledger	2	Lecture	Black Board
1.7	Preparation of trial balance	3		
<b>UNIT -2    SUBSIDIARY BOOK</b>				
2.1	Subsidiary book	3	Lecture	Black Board
2.2	Preparation of cash Book	3	Chalk & Talk	Black Board
2.3	Bank reconciliation statement	3	Lecture	Black Board
2.4	rectification of errors	3	Chalk & Talk	Black Board
2.5	Suspense account	3	Chalk & Talk	Black Board
<b>UNIT -3    PREPARATION OF FINAL ACCOUNTS</b>				
3.1	Preparation of Final Accounts	3	Chalk & Talk	Black Board
3.2	Closing stock, outstanding, prepaid and accrued	3	Chalk & Talk	Black Board
3.3	Depreciation	2	Lecture	Black Board
3.4	Bad and doubtful debts,	2	Lecture	Black Board

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3.5	Provision and discount on debtors and creditors	3	Lecture	Black Board
3.6	Interest on drawings and capital	2	Discussion	Black Board
<b>UNIT -4 HIRE PURCHASE SYSTEM</b>				
4.1	Hire Purchase System	3	Lecture	Black Board
4.2	Default and Repossession –	4	Chalk & Talk	Black Board
4.3	Hire Purchase Trading Account	4	Chalk & Talk	Black Board
4.4	Installment System.	4	Lecture	Black Board
<b>UNIT -5 SINGLE ENTRY</b>				
5.1	Single Entry, Meaning	2	Lecture	Black Board
5.2	Features, Defects	2	Chalk & Talk	Black Board
5.3	Differences between Single Entry and Double Entry System	2	Chalk & Talk	Black Board
5.4	Statement of Affairs Method	2	Lecture	Black Board
5.5	Conversion Method	2	Chalk & Talk	Black Board

**EVALUATION PATTERN**

Components	Marks	Converted Marks
T1	30	15
T2	30	
Assignment		3
Quiz / Seminar		5
Attendance		2

Total		25 Marks
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SCHOLASTIC			NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	CIA	ESE	Total
15	3	5	2	25	75	100

### UG CIA Components

	Nos
<b>C1</b> – Test (CIA 1)	1** - 15 Mks
<b>C2</b> - Test (CIA 2)	1** - 15 Mks
<b>C3</b> – Assignment	1 - 3 Mks
<b>C4</b> –Quiz	2 * - 5 Mks
<b>C5</b> – Attendance	- 2 Mks

**\*\* Average of C1 and C2 will be taken.**

**\* The best out of two will be taken into account.**

### COURSE OUTCOMES

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

CO NO.	COURSE OUTCOMES	
CO 1	Prepare Journal, ledger, trial balance and cash book	PO2, PO1
CO 2	Classify errors and making rectification entries	PO1
CO3	Prepare final accounts with adjustments	PO2, PO6
CO4	To understand Hire Purchase system	PO2, PO6

CO5	Prepare single and double entry system of accounting.	PO6
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**Mapping with program outcomes**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
<b>CO 1</b>	2	2	2	2	2	3	1	2
<b>CO 2</b>	3	2	2	2	2	3	1	3
<b>CO 3</b>	3	2	2	2	2	3	1	3
<b>CO 4</b>	3	2	2	2	2	3	1	2
<b>CO 5</b>	3	2	2	2	2	3	1	2

**Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Weightage</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Weighted percentage of Course Contribution to Pos</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

**Note:**

- **Strongly correlated- 3**
- **Moderately correlated- 2**

- **Weakly correlated- 1**

**COURSE DESIGNERS:**

**ABINAYA**

**Forwarded By**

**HOD 'S Name And Signature**

**Dr. M. MEENACHI**

**I BBA**

**SEMESTER -I**

***For those who joined in 2023onwards***

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>23U1EC 1</b>	<b>MANAGERIAL ECONOMICS</b>	<b>LECTURE</b>	<b>4</b>	<b>3</b>

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVES**

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

**Unit 1. INTRODUCTION**

**(12Hours)**

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.

**Unit 2. DEMAND ANALYSIS**

**(12 Hours)**

Demand analysis – Theory of consumer behavior – Marginal utility analysis -Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.

**Unit 3. PRODUCTION ANALYSIS**

**(12 Hours)**

**Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale**

**Unit4. PRICING**

**(12 Hours)**

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination.

**Unit 5. COMPETITION**

**(12 Hours)**

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

**Unit 6 Dynamics (Evaluation Pattern-CIA only)**

1. Analyse the Relationship of Managerial Economics with Other Disciplines with real time example.
2. Analyse the current budget issued by the government and submit the report.
3. Social Implications

**TOPICS FOR SELF-STUDY:**

**Unit I- Relationship of Managerial Economics with Other Disciplines.**

**Unit II- Role Of Income Elasticity In Business Decisions**

**Unit III- Difference between Perfect Competition and Monopoly**

**Unit IV – Three phases of returns to scale**

**Unit V- Uses of National Income**

**TEXT BOOKS:**

- Journal of Economic Literature – American Economic Association
- Arthasastra Indian Journal of Economics & Research
- Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
- Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

**REFERENCES:**

- Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
- Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.

- D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015
- H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
- Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

- <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
- <https://www.intelligenteconomist.com/profit-maximization-rule>
- <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
- <https://businessjargons.com/determinants-of-elasticity-of-demand.html>

**COURSE CONTENT AND LECTURE SCHEDULE:**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 INTRODUCTION</b>				
1.1	Nature and scope of managerial economics	2	Chalk & Talk	Black Board
1.2	Definition Of Economics – Important Concepts Of Economics	2	Chalk & Talk	Black Board
1.3	Relationship between micro, macro and managerial economics	2	Lecture	Black Board
1.4	Relationship Between Micro, Macro And Managerial Economics	2	Lecture	Black Board
1.5	Nature And Scope	2	Lecture	Black Board
1.6	Objectives Of Firm.	2	Discussion	Black Board

<b>UNIT -2 DEMAND ANALYSIS</b>				
2.1	Demand analysis – Theory of consumer behavior	3	Lecture	Black Board
2.2	Marginal utility analysis	3	Chalk & Talk	Black Board
2.4	Law of demand	2	Lecture	Black Board
2.5	Types of demand-Determinants of demand	2	Chalk & Talk	Black Board
2.6	Elasticity of demand	2	Chalk & Talk	Black Board
2.7	Demand forecasting.	2	Lecture	Black Board
<b>UNIT -3 PRODUCTION AND COST ANALYSIS</b>				
3.1	Production and cost analysis – Production	2	Chalk & Talk	Black Board
3.2	Factors of production	2	Chalk & Talk	Black Board
3.3	production function – Concept –	2	Lecture	Black Board
3.4	Law of variable proportion	2	Lecture	Black Board
3.5	Law of return to scale	2	Lecture	Black Board
3.6	economics of scale	2	Discussion	Black Board
<b>UNIT -4 PRICING</b>				
4.1	Pricing methods and strategies	2	Lecture	Black Board
4.2	Objectives – Factors	2	Chalk & Talk	Black Board

4.3	General consideration of pricing	2	Chalk & Talk	Black Board
4.4	methods of pricing	2	Lecture	Black Board
4.5	Dual pricing	2	Chalk & Talk	Black Board
4.6	Price discrimination	2	Chalk & Talk	Black Board
<b>UNIT -5 COMPETITION</b>				
5.1	Market classification	2	Lecture	Black Board
5.2	Perfect competition	2	Chalk & Talk	Black Board
5.3	Monopoly	2	Chalk & Talk	Black Board
5.4	Monopolistic competition	2	Lecture	Black Board
5.5	Duopoly	2	Chalk & Talk	Black Board
5.6	Oligopoly	2	Chalk & Talk	Black Board

### EVALUATION PATTERN

#### **CIA Components - UG**

<b>Components</b>	<b>Marks</b>	<b>Converted Marks</b>
<b>T1</b>	<b>30</b>	<b>15</b>
<b>T2</b>	<b>30</b>	

<b>Assignment</b>		<b>3</b>
<b>Quiz / Seminar</b>		<b>5</b>
<b>Attendance</b>		<b>2</b>
<b>Total</b>		<b>25 Marks</b>

SCHOLASTIC			NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	CIA	ESE	Total
15	3	5	2	25	75	100

#### UG CIA Components

	Nos
<b>C1</b> – Test (CIA 1)	1** - 15 Mks
<b>C2</b> - Test (CIA 2)	1** - 15 Mks
<b>C3</b> – Assignment	1 - 3 Mks
<b>C4</b> –Quiz	2 * - 5 Mks
<b>C5</b> – Attendance	- 2 Mks

**\*\* Average of C1 and C2 will be taken.**

**\* The best out of two will be taken into account.**

#### COURSE OUTCOMES

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

CO.N O.	COURSE OUTCOMES	Program Outcomes
CO 1	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6,PO8

CO 2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
CO3	Employ production, cost and supply analysis for business decision making	PO1, PO2,PO6
CO4	Identify pricing strategies	PO1, PO2,PO6
CO5	Classify market structures under competitive scenarios.	PO2, PO6, PO8

### 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	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3

Note:

- Strongly correlated- 3
- Moderately correlated- 2
- Weakly correlated- 1

### Mapping COs Consistency with POs

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	M	S	M	M	M	S	L	M
CO2	S	L	M	M		S		S
CO3	S	S	M	M	M	S		M
CO4	S	S	M	M		S		M
CO5		S	M	M		S		S

**COURSE DESIGNERS:**

**1. A.ROSARY INFANTA**

**Forwarded By**

*J. J. J.*

**HOD'S Signature & Name**

**Dr.M.Meenachi**

**I BBA**

**SEMESTER -I**

*For those who joined in 2023 onwards*

<b>PROGRAMM E CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGOR Y</b>	<b>HRS/WE EK</b>	<b>CREDIT S</b>
<b>USBA</b>	<b>23U1SE1</b>	<b>Basics of Event Management</b>	<b>LECTURE</b>	2	2

**COURSE DESCRIPTION**

*This course deals with the planning and designing of the event at the first level further to coordinate and organise the events for people and communities.*

**COURSE OBJECTIVES:**

- To know the basic of event management and its concepts
- To make an event design
- To make feasibility analysis for event.
- To understand the 5 Ps of Event Marketing
- To know the financial aspects of event management and its promotion

**Unit 1.Introduction**

**(6 Hours)**

Introduction: Event Management – Definition, Need, Importance, Activities.

**Unit 2. Concept and Design of Events**

**(6 Hours)**

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

**Unit 3 Event Feasibility**

**(6 Hours)**

Event Feasibility: Resources – Feasibility, SWOT Analysis

**Unit 4 Event Planning & Promotion (6 Hours)**

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

**Unit 5 Event Budget (6 Hours)**

Event Budget – Financial Analysis – Event Cost – Event Sponsorship.

**Unit 6 :Dynamics(Evaluation Pattern-CIA only)**

**1. Creating Event Website**

**2. Marketing Event Portals**

**TOPICS FOR SELF-STUDY:**

Unit-1:Importance of Event management

Unit-2:Event Co-Ordination

Unit-3:Event –SWOT Analysis .

Unit-4:Event Promotion

Unit-5:Event sponsorship

**TEXT BOOKS:**

1.Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.

2.Event Management by Swarup K. Goyal - Adhyayan Publisher – 2009

3.Event Management & Public Relations by Savita Mohan - Enkay Publishing House.

4.Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross

5.Event Management By Lynn Van Der Wagen& Brenda R Carlos, Pearson Publisher

## REFERENCES

- 1.Event Management By Chaudhary, Krishna, Bio-Green Publishers  
Successful Event Management By Anton Shone & Bryn Parry
- 2.Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- 3.Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers.
- 4.Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning.
5. Pro & Create a Successful Event Series by Alex GenadinikCreateSpace Independent Publishing Platform, 2015

## DIGITAL OPEN EDUCATIONAL RESOURCES:

- [https://ebooks.lpude.in/management/bba/term\\_5/DMGT304\\_EVENT\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf)
- <https://www.inderscience.com/jhome.php?jcode=ijhem>
- <https://www.emeraldgrouppublishing.com/journal/ijefm>
- <https://www.eventbrite.com/blog/?s=roundup>
- <https://www.eventindustrynews.com/>

## COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 Introduction</b>				
1.1	Introduction: Event Management	2	Chalk & Talk	Black Board
1.2	Definition, Need	2	Chalk & Talk	Black Board

1.3	Importance, Activities.	2	Lecture	Black Board
<b>UNIT 4 - Concept and Design of Events</b>				
2.1	Concept and Design of Events	2	Lecture	Black Board
2.2	Event Co-ordination	1	Chalk & Talk	Black Board
2.3	Developing &, Evaluating event concept	2	Chalk & Talk	Black Board

2.4	Event Design	1	Lecture	Black Board
<b>UNIT -3 -Event Feasibility</b>				
3.1	Event Feasibility	2	Chalk & Talk	Black Board
3.2	Resources – Feasibility	2	Chalk & Talk	Black Board
3.3	SWOT Analysis	2	Lecture	Black Board
<b>UNIT -4 - Event Planning &amp; Promotion</b>				
4.1	Event Planning & Promotion	2	Lecture	Black Board
4.2	Marketing & Promotion	1	Chalk & Talk	Black Board
4.3	5Ps of Event Marketing	1	Chalk & Talk	Black Board
4.4	Product, Price, Place, Promotion	1	Lecture	Black Board
4.5	Public Relations	1	Chalk & Talk	Black Board
<b>UNIT-5 Event Budget</b>				
5.1	Event Budget	1	Lecture	Black Board

5.2	Financial Analysis	2	Chalk & Talk	Black Board
5.3	Event Cost	2	Chalk & Talk	Black Board
5.4	Event Sponsorship	1	Lecture	Black Board

### EVALUATION PATTERN

Components	Marks	Converted Marks
<b>T1</b>	30	15
<b>T2</b>	30	
<b>Assignment</b>		3
<b>Quiz / Seminar</b>		5
<b>Attendance</b>		2
<b>Total</b>		<b>25 Marks</b>

SCHOLASTIC				NON – SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
15	3	5	2	25	75	100	

### UG CIA Components

		Nos		
<b>C1</b>	- Test (CIA 1)	1**	-	15 Mks
<b>C2</b>	- Test (CIA 2)	1**	-	15 Mks
<b>C3</b>	- Assignment	1	-	3 Mks
<b>C4</b>	- Quiz	2 *	-	5 Mks

**C5** - Attendance - 2 Mks

**\*\* Average of C1 and C2 will be taken.**

**\*The best out of two will be taken into account.**

### COURSE OUTCOMES

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

CO.N O	COURSE OUTCOMES	PSOs ADDRESSED
CO 1	To understand basics of event	
		<b>PO 1 PO 2 PO 3 PO 4 PO 5 PO 6 PO 7 PO 8</b>
	<b>CO 1</b>	2 3 3 3 2 3 3 3
	<b>CO 2</b>	2 3 3 3 2 3 3 3
	<b>CO 3</b>	3 2 3 3 3 3 PO1, PO6 3 3
	<b>CO 4</b>	3 2 3 3 3 3 3 3
	<b>CO 5</b>	2 3 3 3 2 3 3 3
	management	
CO 2	To design events	PO5, PO6
CO3	To study feasibility of organising an event	PO2, PO6
CO4	To gain Familiarity with marketing & promotion of event	PO6
CO5	To develop event budget.	PO6, PO8

### Mapping with program outcomes

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

**CO-PO Mapping (Course Articulation Matrix Level of Correlation between PSO's and CO's)**

Note:

- Strongly correlated- 3
- Moderately correlated- 2

- Weakly correlated- 1

**COURSE DESIGNER:**  
**Ms.F.Gnanadeepam**

**Dr.M.Meenachi**

**I B.B.A**

**SEMESTER -I**

*For those who joined in 2023 onwards*

<b>PROGRAMM E CODE</b>	<b>COURS E CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/ WEEK</b>	<b>CREDIT S</b>
<b>USBA</b>	<b>23U1FC</b>	<b>Managerial Communication</b>	<b>Lecture</b>	<b>2</b>	<b>2</b>

**COURSE DESCRIPTION**

This course is also designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program. This course also deals with modern forms of business communication.

**COURSE OBJECTIVES:**

- To educate students role & importance of communication skills
- To build their listening, reading, writing & speaking communication skills.

- To introduce the modern communication for managers.
- To understand the skills required for facing interview
- To facilitate the students to understand the concept of Communication.
- 

**Unit 1- Introduction to Business Communication [5 Hours]**

Definition – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

**Unit 2- Business Letters (8 Hours)**

Business Letter – Layout – Business Development Letters – Enquiry, replies, order and sales letters.

**Unit 3 – Interviews (5 Hours)**

*Interviews- Direct, telephonic & Virtual interviews- Group discussion*

**Unit 4 – Reports (5 Hours)**

Communication through Reports – Agenda- Minutes of Meeting -Resume Writing

**Unit 5 – Modern Forms of Communication (7 Hours)**

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

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

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

**TOPICS FOR SELF-STUDY:**

**Unit 1: Barriers to communication**

**Unit 2:Kinds of business letter**

**Unit 3: Telephone interview**

**Unit 4: Resume writing**

**Unit 5: E mail**

**Text Book**

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

**References:**

1. *Communication skills by Dr.NageshwarRao&Dr.RajendraP.Das-Himalaya Publishing House-2018*
2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.

**Digital Open Educational Resources**

[https://www.managementstudyguide.com/business\\_communication.html](https://www.managementstudyguide.com/business_communication.html)

<https://www.oercommons.org/curated-collections/469>

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

[www.managementstudyguide.com/business\\_communication.htm,](http://www.managementstudyguide.com/business_communication.htm)

[study.com/academy/lesson/what-is-effective-business-communication](http://study.com/academy/lesson/what-is-effective-business-communication)

<https://www.youtube.com/watch?v=h1fCJM1LMaY>

**COURSE CONTENTS & LECTURE SCHEDULE**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1. Introduction to Business Communication</b>				
1.1	Definition – Types of Business communication	2	Lecture	Black Board
1.2	Principles of effective Communication	1	Lecture	Black Board
1.3	Barriers to Communication – Communication etiquette.	2	Lecture	Black Board
<b>UNIT -2 Business Letters</b>				

CBCS Curriculum for UG Department of Business Administration

2.1	Business Letter – Layout	1	Lecture	Black Board
2.2	Enquiry & replies	3	Lecture	Black Board
2.3	Order	1	Lecture	Black Board
2.4	sales letters	1	Lecture	Black Board
<b>UNIT -3 Interviews</b>				
3.1	Interviews- Direct, telephonic & Virtual interviews	2	Lecture	Black Board
3.2	Group discussion	3	Lecture	Black Board
<b>UNIT -4.Reports</b>				
4.1	Communication through Reports	2	Lecture	Black Board
4.2	Agenda- Minutes of Meeting	3	Lecture	Black Board
<b>UNIT-5 Modern Forms of Communication</b>				
5.1	Modern Forms of Communication: podcasts, Email, virtual meetings	4	Lecture	Black Board
5.2	Websites and their use in Business – social media- Professional Networking sites	3	Lecture	Black Board

**EVALUATION PATTERN**

Components	Marks	Converted Marks
<b>T1</b>	30	15

CBCS Curriculum for UG Department of Business Administration

<b>T2</b>	30	
<b>Assignment</b>		3
<b>Quiz / Seminar</b>		5
<b>Attendance</b>		2
<b>Total</b>		<b>25 Marks</b>

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
15		3	5	2	25	75	100

**UG CIA Components**

	<b>Nos</b>
<b>C1</b> – Test (CIA 1)	1** - 15 Mks
<b>C2</b> - Test (CIA 2)	1** - 15 Mks
<b>C3</b> – Assignment	1 - 3 Mks
<b>C4</b> –Quiz	2 * - 5 Mks
<b>C5</b> – Attendance	- 2 Mks

**\*\* Average of C1 and C2 will be taken.**

**\* The best out of two will be taken into account.**

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	2	3	2	3	3	3
<b>CO 2</b>	3	3	3	3	3	3	2	2
<b>CO 3</b>	2	3	3	3	3	3	3	2

<b>Course Outcomes</b>	<b>On completion of this course, students will;</b>	<b>Program Outcomes</b>
<b>CO1</b>	Understand communication process and its barriers.	PO1,PO2,PO3,PO4,PO8
<b>CO2</b>	Develop business letters in different scenarios	PO1,PO2,PO3,PO4,PO5,PO6
<b>CO3</b>	Develop oral communication skills & conducting interviews	PO2,PO3,PO4,PO5,PO6,PO7
<b>CO4</b>	Use managerial writing for business communication	PO1,PO2,PO4,PO5,PO6,PO8
<b>CO5</b>	Identify usage of modern communication tools & its significance for managers	PO3,PO4,PO5,PO6,PO7,PO8

<b>CO 4</b>	3	3	2	3	3	3	2	3
<b>CO 5</b>	2	2	3	3	3	3	3	3

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO / PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3

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<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

**Note:** ♦ Strongly Correlated – 3

♦Moderately Correlated – 2

♦Weakly Correlated - 1

**COURSE DESIGNER:**

1. **Dr.S.L.Kumari**

**Dr.M.MEENACHI**

**HOD'S Signature& Name**

**I B.B.A**

**SEMESTER -II**

***For those who joined in 2023 onwards***

**I B.B.A**  
**SEMESTER –I**

*For those who joined in 2023 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USCC</b>	<b>23U1EC2</b>	<b>PRINCIPLES &amp; PRACTICE OF BANKING</b>	<b>4</b>	<b>3</b>

**COURSE DESCRIPTION**

This course enables the students to know about the banking law and application of technology in banking

**COURSE OBJECTIVES**

This course helps the students to know about the concepts in banking, the types of accounts in a bank, the types of customers dealt by the banker. It also gives an in-depth detail of negotiable instrument, E-banking and its forms.

**UNIT I BANKERS & CUSTOMERS (15HRS.)**

Banker and Customer - Definition of banking - Definition of Customer - Relationship between a banker and a customer - Obligation of banker to Honour Cheques - liability of the banker in Case of Wrongful Dishonour of Cheques - obligation to maintain Secrecy - Banker's Rights.

**UNIT II BANK INSTRUMENTS (15HRS)**

Negotiable Instruments - Definition - Essential Features - definition of Promissory note, Bills of exchange and Cheques - Distinguishing features of Cheque, Bill of exchange and pro Note -Endorsement - Kinds - Crossing - Kinds.

**UNIT III CUSTOMER ACCOUNTS (15HRS)**

**Customer's Accounts with the Banker - Fixed Deposit Accounts - Savings bank Accounts - Recurring Deposit Accounts - Current Accounts.**

**Lab:** Filling Forms for different Bank accounts.

**Practical learning:** Documenting of challan of various banks.

**UNIT -IV TYPES OF CUSTOMERS (10HRS)**

Special Types of Customers – Minor – Married Woman – Illiterate Persons – Lunatics – Drunkards – Trustees – Executives And administrators – Joint Hindu family – Partnership Firm – Joint Stock Companies.

**UNIT V E-BANKING (10HRS)**

Traditional Banking Vs E- Banking – Facets of E –banking – E-banking transactions – E Banking Models– advantages of E Banking – Constraints in E Banking.

**UNIT –VI DYNAMISM(Evaluation Pattern-CIA only)**

RBI – Objectives – Functions.

**Topics for Self Study:**

Unit 1: Bankers Rights

Unit 2: Crossing

Unit 3: Recurring deposits

Unit 4: Minor

Unit 5:E- Banking

**TEXT BOOK FOLLOWED**

1. Banking Theory Law and Practice, Gordon and Natarajan, Himalaya Publishing House, 22<sup>nd</sup> edition, 2014.

**BOOKS FOR REFERENCE**

1. Banking Law and Practice, Gurusamy, Tata Mcgraw, Hill publishing company ltd, 2<sup>nd</sup> edition, 2009
2. Banking Theory Law and Practice, B.S.Raman, United publishers, 2010

3. Banking Theory Law and Practice, P.N.Varshney, Sultan chand& sons, 2008
4. Banking Theory law and Practice, K.P.M.Sundaram& P.N. Varshney, Sultan Chand & sons, 2009

**Digital Open Educational Resources (DOER) :**

1. <https://blog.ipleaders.in/banking-law-india/>
2. <https://financialservices.gov.in/act-rule/Banking/Banking-Acts>

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT –I BANKERS &amp; CUSTOMERS</b>				
1.1	Banker and Customer - Definition of banking – Definition of Customer	2	Chalk & Talk	Black Board
1.2	Relationship between a banker and a customer	2	Chalk & Talk	Black Board
1.3	Obligations of banker to Honour Cheques	2	Chalk & Talk	Black Board
1.4	liability of the banker in Case of Wrongful Dishonour of Cheques	2	Chalk & Talk	Black Board
1.5	Obligation to maintain Secrecy	2	Chalk & Talk	Black Board
1.6	Banker’s Rights.	2	Chalk & Talk	Black Board
<b>UNIT –II BANK INSTRUMENTS</b>				
2.1	Negotiable Instruments – Definition – Essential Features	3	Chalk & Talk	Black Board
2.2	definition of Promissory note,	3	Chalk &	Black Board

	Bills of exchange and Cheques		Talk	
2.3	Distinguishing features of Cheque, Bill of exchange and pro Note	3	Chalk & Talk	Black Board
2.4	Endorsement – Kinds – Crossing –Kinds.	3	Chalk & Talk	Black Board
<b>UNIT III CUSTOMER ACCOUNTS</b>				
3.1	Customer's Accounts with the Banker - Fixed Deposit Accounts	1	Chalk & Talk	Black Board
3.2	Savings bank Accounts – Recurring Deposit Accounts	4	Chalk & Talk	Black Board
3.3	Current Accounts.	6	Chalk & Talk	Black Board
3.4	Filling Forms for different Bank accounts.			
<b>UNIT -IV TYPES OF CUSTOMER</b>				
4.1	Special Types of Customers – Minor – Married Woman	1	Chalk & Talk	Black Board
4.2	Illiterate Persons – Lunatics – Drunkards – Trustees	3	Chalk & Talk	Black Board
4.3	Executives And administrators – Joint Hindu family	6	Chalk & Talk	Black Board
4.4	Executives And administrators – Joint Hindu family			
<b>UNIT V -E-BANKING</b>				
5.1	Traditional Banking Vs E-Banking	2	Chalk & Talk	Black Board
5.2	Facets of E –banking – E-banking transactions – E	2	Chalk & Talk	Black Board

	Banking Model			
5.3	Advantages of E Banking – Constraints in E Banking.	6	Chalk & Talk	Black Board

### EVALUATION PATTERN

Components	Marks	Converted Marks
<b>T1</b>	30	15
<b>T2</b>	30	
<b>Assignment</b>		3
<b>Quiz / Seminar</b>		5
<b>Attendance</b>		2
<b>Total</b>		<b>25 Marks</b>

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
15		3	5	2	25	75	100

### UG CIA Components

	Nos	
<b>C1</b> - Test (CIA 1)	1**	- 15 Mks
<b>C2</b> - Test (CIA 2)	1**	- 15 Mks
<b>C3</b> - Assignment	1	- 3 Mks
<b>C4</b> - Quiz	2 *	- 5 Mks
<b>C5</b> - Attendance		- 2 Mks

**\*\* Average of C1 and C2 will be taken.**

**\*The best out of two will be taken into account**

## COURSE OUTCOMES

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

CO.NO.	COURSE OUTCOMES	Programme Outcome
CO 1	Outline about banker and customers.	PO1, PO2, PO3, PO4, PO5, PO6, PO7
CO 2	Identify Negotiable Instrument and the types of crossing.	PO1, PO2, PO3, PO4, PO5, PO6, PO7
CO 3	Explain about the types of deposits to the public.	PO1, PO2, PO3, PO4, PO5, PO6, PO7
CO 4	Analyse about the types of customers dealt by the banker	PO1, PO2, PO3, PO4, PO5, PO6, PO7
CO 5	Apply E-banking in her day to day life.	PO1, PO2, PO3, PO4, PO5, PO6, PO7

### Mapping with program outcomes

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

**Level of Correlation between PSO's and CO's**

<b>CO /PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

**Note:** ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated - 1

**COURSE DESIGNER:**

**Dr.S.L. Kumari**

**Forwarded by**

**HOD'S Signature& Name**

**Dr.M.MEENACHI**

## I B.B.A

### SEMESTER –II

*For those who joined in 2023 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	23U2EC4	<b>BUSINESS ETHICS</b>	Lecture	4	3

#### **COURSE DESCRIPTION**

This course aims to provide students with solid skills to know and deal with the essentials of ethics in a business environment. They are enabled to analyze business, social and environmental issues that are relevant to the development of Corporate Social Responsibility and sustainable business practices.

#### **COURSE OBJECTIVES**

- To develop skills in recognizing and analyzing ethical issues
- To define cross cultural variations and similarities in organizational practices in corporate social responsibility and business ethics
- To understand sources of organizational ethical culture and deviant behavior
- To design ethical programs designed to accomplish specific objectives in organizations
- To develop ethical leadership skills

#### **UNIT-I : INTRODUCTION (10 Hrs. )**

Nature, scope and purpose of ethics – Relevance of values – Importance of ethics and Moral standards – Ethics and moral decision making.

#### **UNIT-II : CORPORATE SOCIAL RESPONSIBILITY (10 Hrs.)**

Corporate Social responsibility – Nature, scope and importance – Corporate governance importance for industry.

#### **UNIT-III : ETHICAL ISSUES (10 Hrs.)**

Ethical issues related with advertisements, finance, investment, taxation and technology – Secular verses spiritual values in management – work ethics, concept of Swadharma

#### **UNIT-IV : GANDHIAN APPROACH (15 Hrs. )**

Gandhian approach in management and trusteeship – Gandhiji's doctrine of Sathya and Ahimsa – Concept, importance, and relevance of trusteeship in modern business.

#### **UNIT-V : INDIAN ETHOS (15 Hrs.)**

Indian Ethos – Need, purpose and relevance of Indian Ethos – Salient features – Brain stalling, Total quality mind – Intuition – Intellectual rational brain Vs holistic spiritual brain – Holistic approach for management in decision making.

#### **Unit 6. Dynamics (Evaluation Pattern-CIA only)**

Business Etiquettes ,CSR & Consumer Protection

#### **TOPICS FOR SELF-STUDY:**

**Unit-1:Moral standards**

**Unit-2:CSR- Importance**

**Unit-3:Work ethics**

**Unit-4:Modern Business**

**Unit-5:INDIAN ETHOS-Importance**

#### **TEXT BOOK**

Ferando A.C, Business Ethics, New Delhi, Pearson Publication, 2008.

#### **REFERENCE BOOK(S)**

- Gaurav Bissa , Purohit,G N, Business Ethics and Indian ethos, Mumbai, Ajmer books company, 2004.

- Ghosh. P.K, Business Ethics, New Delhi, Vrinda Publication (P) Ltd, 2009.
- Murthy C.S.V, Business Ethics, New Delhi, Himalaya Publishing House, 2002.
- Rao A.B, Business Ethics and professional values, New Delhi, Excel Book publishers, 2005

#### **DIGITAL OPEN EDUCATIONAL RESOURCES:**

- <https://www.wallstreetmojo.com/business-ethics/>
- <https://www.indeed.com/career-advice/career-development/business-ethics>
- <https://hbr.org/1993/05/whats-the-matter-with-business-ethics>
- <https://www.investopedia.com/terms/b/business-ethics>

#### **COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. Of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>Unit -1</b>		<b>Introduction</b>		
1.1	Nature, scope of ethics	2	Lecture	Black Board
1.2	purpose of ethics	2	Lecture	Black Board
1.3	Relevance of values	2	Lecture	Black Board
1.4	Importance of ethics and Moral standards	2	Lecture	Black Board
1.5	Ethics and moral decision making.	2	Lecture	Black Board
<b>Unit -2</b>		<b>CORPORATE SOCIAL RESPONSIBILITY</b>		
2.1	Corporate Social responsibility	2	Lecture	Black Board
2.2	Corporate Social responsibility	2	Lecture	Black Board
2.3	Nature, scope and importance	2	Lecture	Black Board
2.4	Nature, scope and importance	2	Lecture	Black Board

2.5	Corporate governance importance for industry.	2	Lecture	Black Board
2.6	Corporate governance importance for industry.	2	Lecture	Black Board
<b>Unit -3 ETHICAL ISSUES</b>				
3.1	Ethical issues related with advertisements, finance, investment, taxation and technology	2	Lecture	Black Board
3.2	Ethical issues related with advertisements, finance, investment, taxation and technology	2	Lecture	Black Board
3.3	Ethical issues related with advertisements, finance, investment, taxation and technology	2	Lecture	Black Board
3.4	Secular verses spiritual values in management	2	Lecture	Black Board
3.5	work ethics, concept of Swadharma	2	Lecture	Black Board
<b>Unit -4 GANDHIAN APPROACH</b>				
4.1	Gandhian approach in management and trusteeship –	3	Lecture	Black Board
4.2	Gandhian approach in management and trusteeship –	3	Lecture	Black Board
4.3	Gandhiji's doctrine of Sathya and Ahimsa	3	Lecture	Black Board
4.4	Concept, importance, and relevance of trusteeship in modern business.	3	Lecture	Black Board
4.5	Concept, importance, and relevance of trusteeship in modern business.	3	Lecture	Black Board

<b>Unit -5 INDIAN ETHOS</b>				
5.1	Indian Ethos – Need	3	Lecture	Black Board
5.2	, purpose and relevance of Indian Ethos – Salient features	3	Lecture	Black Board
5.3	Brain stiling, Total quality mind – Intuition	3	Lecture	Black Board
5.4	Intellectual rational brain Vs holistic spiritual brain	3	Lecture	Black Board
5.5	Holistic approach for management in decision making.	3	Lecture	Black Board

### **EVALUATION PATTERN**

<b>Components</b>	<b>Marks</b>	<b>Converted Marks</b>
<b>T1</b>	<b>30</b>	<b>15</b>
<b>T2</b>	<b>30</b>	
<b>Assignment</b>		<b>3</b>
<b>Quiz / Seminar</b>		<b>5</b>
<b>Attendance</b>		<b>2</b>
<b>Total</b>		<b>25 Marks</b>

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
15		3	5	2	25	75	100

### UG CIA Components

		Nos		
<b>C1</b>	- Test (CIA 1)	1**	-	15 Mks
<b>C2</b>	- Test (CIA 2)	1**	-	15 Mks
<b>C3</b>	- Assignment	1	-	3 Mks
<b>C4</b>	- Quiz	2 *	-	5 Mks
<b>C5</b>	- Attendance		-	2 Mks

**\*\* Average of C1 and C2 will be taken.**

**\*The best out of two will be taken into account**

### COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	Program Outcomes
CO 1	To explain and illustrate the theoretical foundations of business ethics;	PO1, PO3
CO 2	To re-examine their knowledge of business and economic concepts from an ethical perspective;	PO1, PO2, PO3, PO8
CO 3	To explain and illustrate the importance, for business and the community, of ethical conduct;	PO1, PO3, PO4, PO8
CO 4	To recognize and resolve ethical issues in business;	PO2, PO6
CO 5	To reflect on and critically examine their own values and the importance of the ethical dimension in business and workplace decision making	PO2, PO7

### Mapping COs Consistency with PSOs

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

Note:

- Strongly correlated- 3
- Moderately correlated- 2
- Weakly correlated- 1

### Mapping COs Consistency with POs

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

**COURSE DESIGNERS:**

**1.A.ROSARY INFANTA**

**Forwarded By**  
**HOD'S Signature & Name**  
**Dr.M.MEENACHI**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	23U2CC3	MARKETING MANAGEMENT	Lecture	5	5

### COURSE DESCRIPTION

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

### COURSE OBJECTIVES

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

#### Unit I Introduction

(15 Hours)

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

#### Unit II Product

(15 Hours)

Segmentation – Need And Basis of Segmentation -Targeting – Positioning

Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.

#### Unit III Pricing

(15 Hours)

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

#### Unit IV Communication Mix

(15 Hours)

A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

**Unit V Sales Force Management**

**(15 Hours)**

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits -

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

Indian Brands –Online Marketing-B2B& B2C – social implications – consumer behavior

**TOPICS FOR SELF-STUDY:**

**Unit-1: Marketing – Importance and Characteristics**

**Unit-2: Classification of products**

**Unit-3: Types of pricing**

**Unit-4: Types of channels**

**Unit-5: Features & Types of Advertising**

**TEXT BOOKS:**

- Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
- Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
- Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
- L.Natarajan, Marketing, Margham Publications, 2017.
- J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
- K Karunakaran, Marketing Management, Himalaya Publishing House,2017.

**REFERENCES:**

- C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand &Son 2020

- V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
- Cranfield, Marketing Management, Palgrave Macmillan.
- Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
- Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

- [newagepublishers.com/samplechapter/001233.pdf](http://newagepublishers.com/samplechapter/001233.pdf)
- [www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf](http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf)
- [thedavismarketinggroup.com/Marketing Mix.pdf](http://thedavismarketinggroup.com/Marketing Mix.pdf)
- [https://www.youtube.com/watch?v=Io\\_mSvKptdc](https://www.youtube.com/watch?v=Io_mSvKptdc)

**COURSE CONTENTS & LECTURE SCHEDULE:**

Module No.	Topic	No. Of Lectures	Teaching Pedagogy	Teaching Aids
<b>Unit -1 Introduction</b>				
1.1	Fundamentals of Marketing – Role of Marketing	2	Lecture	Black Board
1.2	Relationship of Marketing With Other Functional Areas	2	Lecture	Black Board
1.3	Concept of Marketing Mix	2	Lecture	Black Board
1.4	Marketing Approaches	3	Lecture	Black Board
1.5	Various Environmental Factors Affecting the Marketing Functions.	3	Lecture	Black Board
<b>Unit -2 Product</b>				
2.1	Segmentation – Need And Basis of Segmentation	2	Lecture	Black Board
2.2	Targeting – Positioning	3	Lecture	Black Board

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2.3	Product – Characteristics	3	Lecture	Black Board
2.4	Benefits – Classifications – Consumer Goods – Industrial Goods.	3	Lecture	Black Board
2.5	Product Mix-New Product Development Process	2	Lecture	Black Board
2.6	Product Life Cycle. Branding – Packaging.	2	Lecture	Black Board
<b>Unit -3 Pricing</b>				
3.1	Pricing – Factors Influencing Pricing Decisions	3	Lecture	Black Board
3.2	–Pricing Objectives. Market	3	Lecture	Black Board
3.3	Physical Distribution: Importance	3	Lecture	Black Board
3.4	Various Kinds of Marketing Channels	3	Lecture	Black Board
3.5	Distribution Problems.	3	Lecture	Black Board
<b>Unit -4 Communication Mix</b>				
4.1	A Brief Overview of Communication Mix	3	Lecture	Black Board
4.2	Types of Media & its Characteristics	3	Lecture	Black Board
4.3	Print - Electronic - Outdoor – Internet- A tool to customer loyalty.	3	Lecture	Black Board
4.4	Sales Promotion tools- IMC (Integrated marketing communication)	3	Lecture	Black Board
4.5	Definition, Process, Need & Significance - CRM – Importance.	3	Lecture	Black Board
<b>Unit -5 Sales Force Management</b>				

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5.1	Sales Force Management	3	Lecture	Black Board
5.2	Personal Selling Process	3	Lecture	Black Board
5.3	Motivation, Compensation and Control of Sales Force	3	Lecture	Black Board
5.4	Digital Marketing	3	Lecture	Black Board
5.5	Applications & Benefits	3	Lecture	Black Board

**CIA Components - UG**

Components	Marks	Converted Marks
<b>T1</b>	<b>30</b>	<b>15</b>
<b>T2</b>	<b>30</b>	
<b>Assignment</b>		<b>3</b>
<b>Quiz / Seminar</b>		<b>5</b>
<b>Attendance</b>		<b>2</b>
<b>Total</b>		<b>25 Marks</b>

SCHOLASTIC			NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	CIA	ESE	Total
15	3	5	2	25	60	100

**UG CIA Components**

**Nos**

<b>C1</b> – Test (CIA 1)	1** - 15 Mks
<b>C2</b> - Test (CIA 2)	1** - 15 Mks
<b>C3</b> – Assignment	1 - 3 Mks
<b>C4</b> –Quiz	2 * - 5 Mks
<b>C5</b> – Attendance	- 2 Mks

**\*\* Average of C1 and C2 will be taken.**

**\* The best out of two will be taken into account.**

### COURSE OUTCOMES

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

<b>Course Outcomes</b>	On Completion of the course the students will	<b>Program Outcomes</b>
<b>CO1</b>	To list and identify the core concepts of Marketing and its mix.	PO1, PO2, PO3
<b>CO2</b>	To sketch the market segmentation, nature of product, PLC	PO1, PO2, PO3, PO6, PO8
<b>CO3</b>	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8
<b>CO4</b>	To determine the importance of various media	PO1, PO2, PO6
<b>CO5</b>	To assess the sales force and applications of digital marketing	PO1, PO2, PO7

### Mapping COs Consistency with PSOs

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
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<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	2	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	2	3
<b>Weightage</b>	14	15	15	14	15
<b>Weighted Percentage of Course Contribution to Pos</b>	2.8	3.0	3.0	2.8	3.0

Note:

- Strongly correlated- 3
- Moderately correlated- 2
- Weakly correlated- 1

#### Mapping COs Consistency with POs

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	3	3	2	2	2	3	2	2
<b>CO 2</b>	3	3	2	3	2	3	2	3
<b>CO 3</b>	3	3	2	2	2	3	2	3
<b>CO 4</b>	3	3	2	2	2	3	2	2
<b>CO 5</b>	3	3	2	2	2	3	2	3

#### COURSE DESIGNERS:

1. A.ROSARY INFANTA

Forwarded By



HOD'S Signature & Name

Dr.M.Meenachi

I BBA

SEMESTER -II

*For those who joined in 2023 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USBA	23U2CC 4	Accounting for Managers II	LECTURE	5	5

### COURSE DESCRIPTION

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

### COURSE OBJECTIVES

- To provide basic understanding of cost concepts and classification.
- To develop skills in tools & techniques and critically evaluate decision making in business.
- To understand various ratios and cash flow related to finance
- To recognize the role of budgets and variance as a tool of planning and control.
- To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios.

#### Unit 1. Cost accounting (15Hours)

Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation

#### Unit 2. Management accounting (15 Hours)

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

#### Unit 3. Ratio Analysis (15 Hours)

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.

#### Unit 4 Budgets and budgetary control (15 Hours)

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

**Unit 5. Marginal Costing (15 Hours)**

Marginal Costing – CVP analysis – Break even analysis

**Unit 6 Dynamics (Evaluation Pattern-CIA only)**

1. Read the newspapers and submit cost components of various companies/business within India.
2. Study the Union Budget and comment on it.
3. Evaluate the company/business, on the basis of profitability ratios, turnover ratios and financial ratios for the present financial year.
4. Look into the problems of companies/business, and make decisions based on marginal costing technique

**TOPICS FOR SELF-STUDY:**

**Unit I: Cost concepts**

**Unit II: Management Accounting vs. Cost Accounting**

**Unit III: benefits and limitations**

**Unit IV: Ratio Analysis**

**Unit V: Marginal Costing -concept**

**TEXT BOOKS:**

- Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
- T. S. and A. Murthy. Management Accounting. Chennai: Margham, 2007.
- Jain S.P and K.L Narang. Advanced Accountancy (Part II). Kalyani, 2007.
- Maheshwari S.N, Advanced Accountancy (Part I). Vikas, 2007.
- Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.

**REFERENCES:**

- Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai

- T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
- Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
- HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013
- Rajiv Kumar Goel&IshaanGoel, Concept Building Approach to Management Accounting ,2019
- Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

- <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
- <https://efinancemanagement.com/financial-accounting/management-accounting>
- <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
- <https://www.wallstreetmojo.com/ratio-analysis/>

<http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656>

**COURSE CONTENTS & LECTURE SCHEDULE**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 Cost Accounting</b>				
1.1	Cost accounting- Meaning, nature, scope	2	Chalk & Talk	Black Board
1.2	functions, need	2	Chalk & Talk	Black Board
1.3	importance and limitations	2	Chalk & Talk	Black Board
1.4	Cost concepts	2	Chalk & Talk	
1.5	Classification	2	Chalk & Talk	Black Board

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1.6	Cost sheets	2	Chalk & Talk	Black Board
1.7	Tenders & Quotation	3	Chalk & Talk	Black Board
<b>UNIT -2 Management accounting</b>				
2.1	Management accounting – Meaning, nature	1	Lecture	Black Board
2.2	scope and functions, need	1	Chalk & Talk	Black Board
2.3	importance and limitations	1	Chalk & Talk	Black Board
2.4	Management Accounting vs. Cost Accounting	1	Chalk & Talk	Black Board
2.5	Management Accounting vs. Financial Accounting	1	Chalk & Talk	Black Board
2.6	Analysis and Interpretation of financial statements	2	Chalk & Talk	Black Board
2.7	Nature, objectives, essentials and tools	2	Chalk & Talk	Black Board
2.8	Methods	2	Chalk & Talk	Black Board
2.9	Comparative Statements	2	Chalk & Talk	Black Board
2.10	Trend analysis	2	Chalk & Talk	Black Board
<b>UNIT -3 RATIO ANALYSIS</b>				
3.1	Interpretation	3	Chalk & Talk	Black Board
3.2	benefits and limitations	3	Chalk & Talk	Black Board
3.3	benefits and limitations	2	Chalk & Talk	Black Board
3.4	Classification of ratios	2	Chalk & Talk	Black Board
3.5	Liquidity	3	Chalk & Talk	Black Board

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3.6	Profitability	2	Chalk & Talk	Black Board
3.7	Cash flow and Funds flow statement		Chalk & Talk	Black Board
<b>UNIT -4 BUDGETS AND BUDGETARY CONTROL</b>				
4.1	Meaning	2	Chalk & Talk	Black Board
4.2	Objectives	2	Chalk & Talk	Black Board
4.3	merits and demerits	2	Chalk & Talk	Black Board
4.4	Sales	3	Chalk & Talk	Black Board
4.5	Production	3	Chalk & Talk	Black Board
4.6	flexible budgets and cash budget	3	Chalk & Talk	Black Board
<b>UNIT -5 MARGINAL COSTING</b>				
5.1	Marginal Costing	2	Chalk & Talk	Black Board
5.2	Marginal Costing	2	Chalk & Talk	Black Board
5.3	Break even analysis	2	Chalk & Talk	Black Board
5.4	CVP analysis	2	Chalk & Talk	Black Board
5.5	CVP analysis	2	Chalk & Talk	Black Board
5.6	Break even analysis	2	Chalk & Talk	Black Board
5.7	Break even analysis	3	Chalk & Talk	Black Board

**EVALUATION PATTERN**

Components	Marks	Converted Marks
T1	30	15
T2	30	
Assignment		3
Quiz / Seminar		5
Attendance		2
Total		25 Marks

SCHOLASTIC			NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	CIA	ESE	Total
15	3	5	2	25	75	100

### UG CIA Components

	Nos
<b>C1</b> – Test (CIA 1)	1** - 15 Mks
<b>C2</b> - Test (CIA 2)	1** - 15 Mks
<b>C3</b> – Assignment	1 - 3 Mks
<b>C4</b> –Quiz	2 * - 5 Mks
<b>C5</b> – Attendance	- 2 Mks

**\*\* Average of C1 and C2 will be taken.**

**\* The best out of two will be taken into account.**

### COURSE OUTCOMES

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

CO.N O.	COURSE OUTCOMES	PSOs ADDRESSED
CO 1	Interpret cost sheet & write comments	PO1, PO2, PO4
CO 2	Compare cost, management & financial accounting	PO6
CO3	Analyze the various ratio and compare it with standards to assess deviations	PO2, PO6
CO4	Estimate budget and use budgetary control	PO1, PO2,PO8
CO5	Evaluate marginal costing and its components	PO2, PO6

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	2	2	2	2	2	3	1	M
<b>CO 2</b>	3	2	2	2	2	3	1	3
<b>CO 3</b>	3	2	2	2	2	3	1	3
<b>CO 4</b>	3	2	2	2	2	3	1	2
<b>CO 5</b>	3	2	2	2	2	3	1	2

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>C01</b>	3	3	3	3	3
<b>C02</b>	3	3	3	3	3
<b>C03</b>	3	3	3	3	3
<b>C04</b>	3	3	3	3	3
<b>C05</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Note:

- Strongly correlated- 3
- Moderately correlated- 2
- Weakly correlated- 1

**COURSE DESIGNERS:**

**ABINAYA. R**

**Forwarded By**

**DR. M. MEENACHI**

**HOD 's Signature &Name**

**I BBA  
SEMESTER –II**

*For those who joined in 2023 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	23U2EC3	<b>International Business</b>	Lecture	4	3

**COURSE DESCRIPTION**

The course deals with the concepts, theories and contemporary issues of International Business

**COURSE OBJECTIVE**

To gain knowledge about the basic concepts and theories of International Business, Foreign Direct Investment, Global Environment and Contemporary issues of International Business

**Unit 1. Introduction (12 Hours)**

Introduction to International Business: Importance, nature of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.

**Unit 2. Theories of international trade (12 Hours)**

Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.

**Unit 3 Foreign Exchange Market and FDI (12 Hours)**

Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.

**Unit 4 Globalisation (12 Hours)**

Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers

### **Unit 5 Contemporary Issues of International Business (12 Hours)**

Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.

### **Unit 6 Dynamics (Evaluation Pattern-CIA only)**

Role of Foreign direct investment in India

#### **TOPICS FOR SELF-STUDY:**

Unit 1: Multinational Corporations and their involvement in International Business

Unit 2: The New Trade Theory

Unit 3: Advantages of Host and Home Countries.

Unit 4: World trade and protectionism

Unit 5 :Institutional support to international business

#### **TEXT BOOKS:**

1. Gupta CB, International Business, S Chand & Co. Ltd, 2014
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
4. Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
5. Paul, J., International Business, 5th Edition, PHI Learning, 2010

#### **REFERENCES**

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
3. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4<sup>th</sup> edition, Pearson ,2017
4. Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
5. Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. [https://saylordotorg.github.io/text\\_international-business](https://saylordotorg.github.io/text_international-business)
3. <https://www.imf.org/en/home>
4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

**COURSE CONTENTS & LECTURE SCHEDULE**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 Introduction</b>				
1.1	Introduction to International Business: Importance,	2	Chalk & Talk	Black Board
1.2	Nature and scope of international business	2	Chalk & Talk	Black Board
1.3	Internationalization process and Approaches -	2	Chalk & Talk	Black Board
1.4	Modes of entry	2	Chalk & Talk	Black Board
1.5	Multinational Corporations and their involvement in International Business-	2	Chalk & Talk	Black Board
1.6	Advantage and problems of MNCs.	2	Chalk & Talk	Black Board
<b>UNIT -2 Theories of international trade</b>				

2.1	Introduction of Trade theories- Mercantilism	2	Chalk & Talk	Black Board
2.2	Absolute Advantage Theory	2	Chalk & Talk	Black Board
2.3	Comparative Advantage Theory	2	Chalk & Talk	Black Board

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2.4	Heckscher-Ohlin Theory	2	Chalk & Talk	Black Board
2.5	The New Trade Theory	2	Chalk & Talk	Black Board
2.6	Porter's Diamond Competitive Advantage Theory.	2	Chalk & Talk	Black Board

### **UNIT -3 Foreign Exchange Market and FDI**

3.1	Foreign Investments-Pattern,	2	Chalk & Talk	Black Board
3.2	Foreign exchange rates and their impact on trade and investment flows	2	Chalk & Talk	Black Board
3.3	Functions of Foreign Exchange Market	2	Chalk & Talk	Black Board
3.4	Foreign Direct Investments — Factors influencing FDI	2	Chalk & Talk	Black Board
3.5	Modes of FDI entry - Horizontal and Vertical	2	Chalk & Talk	Black Board
3.6	FDI - Advantages of Host and Home Countries.	2	Chalk & Talk	Black Board

### **UNIT-4 Globalisation**

4.1	Drivers in Globalisation	2	Chalk & Talk	Black Board
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4.2	Globalisation of Markets, production, investments and Technology	2	Chalk & Talk	Black Board
4.3	World trade in goods and services	2	Chalk & Talk	Black Board
4.4	Major trends and developments	2	Chalk & Talk	Black Board
4.5	World trade and protectionism	2	Chalk & Talk	Black Board
4.6	Tariff and non-tariff barriers	2	Chalk & Talk	Black Board
<b>UNIT-5 Contemporary Issues of International Business</b>				
5.1	Regional Economic Groupings in Practice-	2	Lecture	Black Board
5.2	Levels of Regional Economic Integration	3	Chalk & Talk	Black Board
5.3	Regionalism vs. Multilateralism-	2	Chalk & Talk	Black Board
5.4	Important Regional Economic Groupings in the World.	2	Chalk & Talk	Black Board
5.5	Contemporary Issues in International Business	2	Chalk & Talk	Black Board
5.6	Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.	2	Chalk & Talk	Black Board

● **EVALUATION PATTERN**

Components	Marks	Converted Marks
<b>T1</b>	30	15
<b>T2</b>	30	

<b>Assignment</b>		3
<b>Quiz / Seminar</b>		5
<b>Attendance</b>		2
<b>Total</b>		25 Marks

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
15		3	5	2	25	75	100

### UG CIA Components

	Nos	
<b>C1</b> - Test (CIA 1)	1**	- 15 Mks
<b>C2</b> - Test (CIA 2)	1**	- 15 Mks
<b>C3</b> - Assignment	1	- 3 Mks
<b>C4</b> - Quiz	2 *	- 5 Mks
<b>C5</b> - Attendance		- 2 Mks

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• **\*\* Average of C1 and C2 will be taken.**

• **\*The best out of two will be taken into account**

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### **COURSE OUTCOMES**

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

CO NO	Course Outcomes	Program Outcomes
CO 1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8
CO3	Explain social media marketing and crowdsourcing	PO1, PO2, PO4, PO6, PO7, PO8
CO4	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8

CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8
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**Mapping with program outcomes**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	2	2	3	3	3	3	3	2
<b>CO2</b>	2	2	3	2	3	2	3	2
<b>CO3</b>	2	2	3	2	3	2	3	2
<b>CO4</b>	2	2	3	3	3	2	3	2
<b>CO5</b>	2	2	3	3	3	2	3	2

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

CO / PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

**Note:** ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated - 1

**COURSE DESIGNER: Dr.M.MEENACHI**

**Forwarded By**

**Dr.M.MEENACHI****HOD'S Signature& Name****I BBA****SEMESTER -II***For those who joined in 2023 onwards*

<b>PROGRAM ME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>23U2SE2</b>	<b>MANAGERIAL SKILL DEVELOPMENT</b>	<b>LECTURE</b>	2	2

**COURSE DESCRIPTION**

This course deals with the basic concepts of Managerial skills which helps to develop the students with managing abilities that fits them in the corporate which considers to be essential

**COURSE OBJECTIVES**

- To improve the self-confidence, groom the personality and build emotional competence
- To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change
- To assess the Emotional intelligence
- To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
- To improve professional etiquettes

**Unit 1.Self:****(6 Hours)**

Self: Core Competency, Understanding of Self, Components of Self—Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles

**Unit 2. Self Esteem: (6 Hours)**

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

**Unit 3 Building Emotional Competence (6 Hours)**

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.

**Unit 4 Thinking skills (6 Hours)**

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.

Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming)

**Unit 5 Communication related to course (6 Hours)**

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, answering in Viva Voce, Assignment writing

Debates, presentations, role plays and group discussions on current topics.

Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

**Unit 6 Dynamics (Evaluation Pattern-CIA only)**

**1.Emotional Balance of work life**

**2.Team Dynamics**

**TOPICS FOR SELF-STUDY:**

Unit 1: Skill analysis

Unit-2:Importance of self esteem

Unit-3: Positive and Negative Emotions .

Unit-4:Idea generation and Evaluation

Unit-5:How to make oral presentations

**TEXT BOOKS:**

- 1.Managerial Skill Articles
- 2.The Management Skills of SALL Managers - SiSAL Journal
- 3.Managerial Skills by Dr.K.Alex S.CHAND
- 4.Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
- 5.Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

**REFERENCES**

- 1.Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
- 2.McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
- 3.Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
- 4.P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
- 5.EQ- soft skills for Corporate Carrer by Dr.SumeetSuseelan

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

- <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
- [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
- [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
- <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-Skills-All-Units-AC.pdf>
- [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

**COURSE CONTENT & LECTURE SCHEDULE:**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 Introduction</b>				

CBCS Curriculum for UG Department of Business Administration

1.1	Self: Core Competency, Understanding of Self, Components of Self— Self-identity,	2	Chalk & Talk	Black Board
1.2	Self-concept, Self - confidence and Self-image.	1	Chalk & Talk	Black Board
1.3	Skill Analysis and finding the right fit.	1	Lecture	Black Board
1.4	Self-learning styles	2	Chalk & Talk	Black Board
<b>UNIT - Self Esteem</b>				
2.1	Self Esteem: Meaning & Importance	1	Lecture	Black Board
2.2	Components of self-esteem, High and low self-esteem	1	Chalk & Talk	Black Board
2.3	Measuring our self-esteem and its effectiveness	2	Chalk & Talk	Black Board

2.4	Personality mapping tests, Appreciative Intelligence.	2	Lecture	Black Board
<b>UNIT -3 Building Emotional Competence</b>				
3.1	Building Emotional Competence: Emotional Intelligence	1	Chalk & Talk	Black Board
3.2	Meaning, Components, Importance and Relevance, Positive and Negative Emotions	2	Chalk & Talk	Black Board
3.3	Healthy and Unhealthy expression of Emotions	1	Lecture	Black Board
3.4	The six-phase model of Creative Thinking:	1	Lecture	Black Board
3.5	ICEDIP model.	1	Lecture	Black Board
<b>UNIT -4 - Thinking skills</b>				

4.1	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning	2	Lecture	Black Board
4.2	Memory and Critical Thinking, Emotions and Critical Thinking	1	Chalk & Talk	Black Board
4.3	Creativity: Definition and meaning of creativity, The nature of creative thinking	1	Chalk & Talk	Black Board
4.4	Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming)	2	Lecture	Black Board
<b>UNIT-5 Communication related to course</b>				
5.1	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects	2	Lecture	Black Board
5.2	Answering in Viva Voce, Assignment writing	1	Chalk & Talk	Black Board
5.3	Debates, presentations, role plays and group discussions on current topics	1	Chalk & Talk	Black Board
5.4	Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes	2	Lecture	Black Board

### EVALUATION PATTERN

Components	Marks	Converted Marks
<b>T1</b>	30	15
<b>T2</b>	30	
<b>Assignment</b>		3
<b>Quiz / Seminar</b>		5
<b>Attendance</b>		2

<b>Total</b>					<b>25 Marks</b>		
<b>SCHOLASTIC</b>				<b>NON – SCHOLASTIC</b>	<b>MARKS</b>		
<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>
<b>15</b>		<b>3</b>	<b>5</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>

### UG CIA Components

			<b>Nos</b>		
<b>C1</b>	-	Test (CIA 1)	1**	-	15 Mks
<b>C2</b>	-	Test (CIA 2)	1**	-	15 Mks
<b>C3</b>	-	Assignment	1	-	3 Mks
<b>C4</b>	-	Quiz	2 *	-	5 Mks
<b>C5</b>	-	Attendance		-	2 Mks

**\*\* Average of C1 and C2 will be taken.**

**\*The best out of two will be taken into account**

### COURSE OUTCOMES

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

<b>CO.N O.</b>	<b>COURSE OUTCOMES</b>	<b>PSOs ADDRESSED</b>
CO 1	Identify the personal qualities that are needed to sustain in the world of work.	PSO2, PSO3, PSO4 & PSO8
CO 2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PSO2, PSO3, PSO4 & PSO8

CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PSO2, PSO3, PSO4 & PSO8
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PSO2, PSO3, PSO4 & PSO8
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PSO2, PSO3, PSO4 & PSO8

**Mapping with program outcome**

CO/PO					PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO 1					3	3	3	3	3	
CO 2					3	3	3	3	3	
CO 3					3	3	3	3	3	
CO 4		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	3
CO 5	CO 1	2	2	3	3	3	2	3	3	3
Weightage	CO 2	2	2	3	3	3	3	3	3	15
Weightage	CO 3	2	2	3	3	3	3	3	3	15
Weightage	CO 4	3	3	3	3	3	2	3	3	3.0
Weightage	CO 5	2	2	3	3	3	2	3	3	3.0
<b>Contribution to Pos</b>					3.0	3.0	3.0	3.0	3.0	3.0

**Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO's and CO's**

Note:

- Strongly correlated- 3
- Moderately correlated- 2
- Weakly correlated- 1

**COURSE DESIGNER:**

**Ms.F.Gnanadeepam**

**Forwarded By**

**HOD'S Signature& Name**

**Dr. M.MEENACHI**

**I BBA**

**SEMESTER -II**

*For those who joined in 2023 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>23U2SE3</b>	<b>Business Etiquette and Corporate Grooming</b>	<b>Lecture</b>	<b>2</b>	<b>2</b>

**COURSE DESCRIPTION**

The course focuses on the knowledge of business etiquette and importance of corporate grooming at work place

**COURSE OBJECTIVE**

To Gain knowledge about Business Etiquette and Corporate Grooming, apply the right grooming technique for professional outlook and enhance the skills of the students so as to work in a more Professional manner.

**Unit 1. Introduction to Business Etiquette (6 Hours)**

Introduction to Business Etiquette: Introduction- ABCs of etiquette-meeting and greeting scenarios-principles of exceptional work behaviour-role of good manners in business-professional conduct and personal spacing.

**Unit 2. Workplace Courtesy and Business Ethics (6 Hours)**

Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings-Professional qualities expected from an employer's perspective - Hierarchy and

Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies

**Unit 3 Telephone, email and Disability Etiquettes (6 Hours)**

Telephone Etiquette –email etiquette and Disability Etiquette -Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices

**Unit 4 Diversity and Cultural Awareness at Workplace (6 Hours)**

Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication

**Unit 5 Business Attire and Professionalism (6 Hours)**

Business Attire and Professionalism Business style and professional image-dress code-guidelines for appropriate business attire-grooming for success.

**Unit 6 Dynamics (Evaluation Pattern-CIA only)  
Corporate Grooming Etiquette – A Profound tool to boost  
Confidence**

**TOPICS FOR SELF-STUDY:**

- Unit 1:** Role of good manners in business
- Unit 2:** Practicing common courtesy and manners in a workplace
- Unit 3:** Online chat etiquette
- Unit 4:** Cultural Communication
- Unit 5:** Taboos and Practices

**TEXT BOOKS:**

1. Journal of Computer Mediated Communication By ICA
2. Business and Professional Communication by Sage Journals
3. Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
4. Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
5. ShitalKakkarMehra, "Business Etiquette A guide for the Indian Professional", Harper Collins Publisher(2012)

**REFERENCES**

1. Indian Business Etiquette, Raghu Palat, JAICO Publishers

2. NinaKochhar,“AtEasewithEtiquette”,B.jain Publisher,2011
3. NimeranSahukar,PremP.Bhalla,“TheBookofEtiquetteandmanners”,PustakM ahipublishers,2004
4. SarveshGulati(2012),CorporateGroomingand Etiquette,RupaPublications , IndiaPvt. Ltd.
5. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , McGraw Hill Education

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

1. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
2. [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20\(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf)
3. <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf>
4. [https://www.tutorialspoint.com/business\\_etiquette/grooming\\_etiquettes.htm](https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm)
5. [https://wikieducator.org/Business\\_etiquette\\_and\\_grooming](https://wikieducator.org/Business_etiquette_and_grooming)

**COURSE CONTENTS & LECTURE SCHEDULE**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 Introductionto Business Etiquette</b>				
1.1	Introduction to Business Etiquette , ABCs of etiquette	1	Chalk & Talk	Black Board
1.2	Meeting and greeting scenarios	1	Chalk & Talk	Black Board
1.3	Principles of exceptional work behavior	2	Chalk & Talk	Black Board
1.4	Role of good manners in business	1	Chalk & Talk	Black Board

1.5	Professional conduct and personal spacing.	1	Chalk & Talk	Black Board
<b>UNIT -2 Workplace Courtesy and Business Ethics</b>				
2.1	Workplace Courtesy- Practicing common courtesy and manners in a workplace	1	Chalk & Talk	Black Board
2.2	-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective -	1	Chalk & Talk	Black Board
2.3	Hierarchy and Protocol. Ethical issues -	1	Chalk & Talk	Black Board

2.4	preventing sexual harassment-conflict resolution strategies-	1	Chalk & Talk	Black Board
2.5	Choosing appropriate gift in the business environment-real life workplace scenarios -	1	Chalk & Talk	Black Board
2.6	company policy for business etiquette.	1	Chalk & Talk	Black Board
<b>UNIT -3 Telephone, email and Disability Etiquettes</b>				
3.1	Telephone Etiquette -	1	Chalk & Talk	Black Board
3.2	email etiquette and Disability Etiquette -	1	Chalk & Talk	Black Board
3.3	Mastering the telephone courtesy, handling rude or impatient clients -	1	Chalk & Talk	Black Board
3.4	internet usage in the workplace, email etiquette,	1	Chalk & Talk	Black Board
3.5	online chat etiquette guidelines -	1	Chalk & Talk	Black Board

3.6	Basic disability Etiquette practices	1	Chalk & Talk	Black Board
<b>UNIT-4 Diversity and Cultural Awareness at Workplace</b>				
4.1	Diversity and Cultural Awareness at Workplace	1	Chalk & Talk	Black Board
4.2	Impact of diversity-	1	Chalk & Talk	Black Board
4.3	Cultural Sensitivity-	1	Chalk & Talk	Black Board
4.4	Taboos and Practices-	1	Chalk & Talk	Black Board
4.5	Inter-Cultural Communication	2	Chalk & Talk	Black Board
<b>UNIT-5 Business Attire and Professionalism</b>				
5.1	Business Attire and Professionalism	2	Lecture	Black Board
5.2	Business style and professional image-	2	Chalk & Talk	Black Board
5.3	Dress code-guidelines for appropriate business attire-	1	Chalk & Talk	Black Board
5.4	grooming for success.	1	Chalk & Talk	Black Board

### EVALUATION PATTERN

Components	Marks	Converted Marks
<b>T1</b>	30	15
<b>T2</b>	30	
<b>Assignment</b>		3
<b>Quiz / Seminar</b>		5
<b>Attendance</b>		2
<b>Total</b>		<b>25 Marks</b>

<b>SCHOLASTIC</b>	<b>NON - SCHOLASTIC</b>	<b>MARKS</b>
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C1	C2	C3	C4	C5	CIA	ESE	Total
15		3	5	2	25	75	100

### UG CIA Components

			Nos		
<b>C1</b>	-	Test (CIA 1)	1**	-	15 Mks
<b>C2</b>	-	Test (CIA 2)	1**	-	15 Mks
<b>C3</b>	-	Assignment	1	-	3 Mks
<b>C4</b>	-	Quiz	2 *	-	5 Mks
<b>C5</b>	-	Attendance		-	2 Mks

**\*\* Average of C1 and C2 will be taken.**

**\*The best out of two will be taken into account**

### COURSE OUTCOMES

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

CO NO	Course Outcomes	Program Outcomes
<b>CO1</b>	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6,
<b>CO2</b>	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6
<b>CO3</b>	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6
<b>CO4</b>	Analyse workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6
<b>CO5</b>	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6

**Mapping with program outcomes**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	2	2	3	3	3	2	2	3
<b>CO2</b>	2	2	3	3	3	2	2	3
<b>CO3</b>	2	2	3	3	3	2	2	3
<b>CO4</b>	2	2	3	3	3	3	2	3
<b>CO5</b>	2	2	3	3	3	3	2	3

**Level of Correlation between PSO's and CO's**

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	-	3	3	3	3
<b>Weightage</b>	12	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	2.4	3.0	3.0	3.0	3.0

**Note:** ♦ Strongly Correlated – 3

♦ModeratelyvCorrelated – 2

♦Weakly Correlated -

**COURSE DESIGNER:**

**1. Dr.M.MEENACHI**

**Forwarded By**

**Dr.M.MEENACHI**

HOD'S Signature&amp; Name

## II BBA

## SEMESTER -III

*For those who joined in 2019 onwards*

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

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVE**

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

**Unit 1. Introduction****(15 Hours)**

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

**Unit 2. Perception and Personality****(15 Hours)**

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

**Unit 3 Motivation and Morale (15 Hours)**

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

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

**Unit 4 Group Dynamics and Conflict (15 Hours)**

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

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

**Unit 5 Leadership (15 Hours)**

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

**Unit 6 Dynamics (Evaluation Pattern-CIA only)**

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

**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, DhanpatRai&Sons Delhi-2014

**REFERENCES**

1. Organisation Behaviour - Stephen P. Robbins 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](http://www.bpadfiles.wordpress.com)

[https://www.youtube.com/watch?v=m0i\\_rEkzWOs](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 CONTENTS & LECTURE SCHEDULE**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1. Introduction</b>				
1.1	Concept of Organizational Behavior (OB): Nature, Scope and Role of OB	2	Lecture	BlackBoard
1.2	Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity)	2	Lecture	BlackBoard
1.3	customer service, innovation and change, networked organizations, work-life balance	3	Lecture	BlackBoard
1.4	people skills, positive work environment, ethics)	3	Lecture	BlackBoard
<b>UNIT -2 Individual Behaviour</b>				
2.1	Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement	2	Lecture	BlackBoard
2.2	Concept of attitude, components, behavior and attitude.	2	Lecture	BlackBoard

CBCS Curriculum for UG Department of Business Administration

2.3	Job satisfaction: causation; impact of satisfied employees on workplace.	2	Lecture	BlackBoard
2.4	Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland,	2	Lecture	BlackBoard
2.5	Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs,	2	Lecture	BlackBoard
2.6	Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI);	2	Lecture	BlackBoard
2.7	Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit)	2	Lecture	BlackBoard
2.8	4. Perception, Decision Making : Perception and Judgements; Factors;	2	Lecture	BlackBoard
2.9	Linking perception to individual decision making:	2	Lecture	BlackBoard
<b>UNIT -3 Group Behaviour</b>				
3.1	Groups and Work Teams : Concept : Five Stage model of group development	4	Lecture	BlackBoard
3.2	Five Stage model of group development; Group norms, cohesiveness	4	Lecture	BlackBoard
3.3	Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW)	3	Lecture	BlackBoard
3.4	Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies	3	Lecture	BlackBoard
3.5	Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);	3	Lecture	BlackBoard
<b>UNIT -4 - Organisational Culture and Structure</b>				
4.1	Concept of culture; Impact (functions and liability);	3	Lecture	BlackBoard
4.2	Creating and sustaining culture	3	Lecture	BlackBoard

4.3	Concept of structure	3	Lecture	BlackBoard
4.4	Prevalent organizational designs:	3	Lecture	BlackBoard
4.5	: New design options	3	Lecture	BlackBoard
<b>UNIT -5- ORGANISATIONAL CHANGE, CONFLICT AND POWER</b>				
5.1	Forces of change; Planned change; Resistance	4	Lecture	BlackBoard
5.2	Approaches (Lewin's model, Organisational development)	3	Lecture	BlackBoard
5.3	Concept of conflict, Conflict process; Types	4	Lecture	BlackBoard
5.4	Functional/ Dysfunctional. Introduction to power and politics.	4	Lecture	BlackBoard

### 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.	40Mks.	
<b>K1</b>	<b>2</b>	<b>2</b>	-	-	-	<b>4</b>	-	<b>4</b>	10 %
<b>K2</b>	<b>2</b>	<b>2</b>	<b>5</b>	-	-	<b>9</b>	-	<b>9</b>	22.5 %
<b>K3</b>	<b>3</b>	<b>3</b>	-	-	<b>5</b>	<b>11</b>	-	<b>11</b>	27.5 %
<b>K4</b>	<b>3</b>	<b>3</b>	-	<b>5</b>	-	<b>11</b>	-	<b>11</b>	27.5 %
<b>Non Scholastic</b>	-	-	-	-	-		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

<b>CIA</b>	
<b>Scholastic</b>	<b>35</b>

<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

**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:

CO.NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
<b>CO1</b>	To define Organisational Behaviour, Understand the opportunity through OB.	K1 &K2	PO1, PO2, PO6, PO7
<b>CO2</b>	To apply self-awareness, motivation, leadership and learning theories at workplace.	K1& K4	PO2,PO4. PO5, PO6
<b>CO3</b>	To analyze the complexities and	K1,	PO1, PO2, PO4, PO5, PO6

	solutions of group behaviour.	K2 & K4	
<b>CO4</b>	To impact and bring positive change in the culture of the organisation.	K1&K3	PO2, PO3, PO4 PO5, PO8
<b>CO5</b>	To create a congenial climate in the organization.	K1 & K3	PO1, PO2, PO5 PO6, PO8

**Mapping with program outcomes**

<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	2	3	2	2	3	3	2	2
<b>CO2</b>	3	3	2	3	3	3	2	3
<b>CO3</b>	3	2	2	2	3	3	2	3
<b>CO4</b>	3	3	2	2	3	3	2	2
<b>CO5</b>	3	3	2	2	3	3	2	2

**CO-PO Mapping with program specific outcomes Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15

<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0
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**Note:**

Strongly Correlated – 3

Moderately Correlated – 2

Weakly Correlated - 1

**COURSE DESIGNERS: A.ROSARYINFANTA**

**Forwarded By**

**Dr. M. MEENACHI**

**HOD'S Signature& Name**

**II B.B.A**

**SEMESTER –III**

*For those who joined in 2019 onwards*

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

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVES**

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

**Unit I Introduction**

**(15 Hours)**

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

## Digital Marketing – Characteristics.

### **Unit 2.Product**

**(15Hours)**

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

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

### **Unit 3. Pricing**

**(15 Hours)**

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

### **Unit 4. Place**

**(15 Hours)**

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

### **Unit 5. Prmotion**

**(15 Hours)**

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

### **Unit 6. Dynamics (Evaluation Pattern-CIA only)**

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

### **TOPICS FOR SELF-STUDY:**

**Unit-1: Marketing – Importance and Characteristics**

**Unit-2: Classification of products**

**Unit-3: Types of pricing**

**Unit-4: Types of channels**

**Unit-5: Features & Types of Advertising**

### **TEXT BOOK:**

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

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

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

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

[newagepublishers.com/samplechapter/001233.pdf](http://newagepublishers.com/samplechapter/001233.pdf)

[www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf](http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf)

[thedavismarketinggroup.com/Marketing Mix.pdf](http://thedavismarketinggroup.com/Marketing Mix.pdf)

[https://www.youtube.com/watch?v=Io\\_mSvKptdc](https://www.youtube.com/watch?v=Io_mSvKptdc)

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. Of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>Unit -1</b>		<b>Introduction</b>		
1.1	Marketing – Definition	4	Lecture	Black Board
1.2	Market And Marketing	4	Lecture	Black Board
1.3	Importance And Characteristics & Science Or Art	4	Lecture	Black Board
1.4	Marketing Mix	1	Lecture	Black Board
1.5	Concepts – Composition.	2	Lecture	Black Board
<b>Unit -2</b>		<b>Product</b>		
2.1	Concept- Classification Of Products	4	Lecture	Black Board
2.2	Layers Of Product, Product Mix Strategy	4	Lecture	Black Board
2.3	Structure Of Product Mix, Product Line Strategies, Product	4	Lecture	Black Board

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	Life Cycle. New Product-Concept, Categories, Diffusion Of New Products,			
2.4	Adoption Process-New Product Planning Process.	1	Lecture	Black Board
2.5	Branding- Concept, Branding Policy, Importance, Characteristics.	1	Lecture	Black Board
2.6	Packaging –Concept, Functions.	1	Lecture	Black Board
<b>Unit -3 Pricing</b>				
3.1	Meaning- Objectives, Factors Influencing Pricing Decisions,	5	Lecture	Black Board
3.2	Procedure For Price Determination	3	Lecture	Black Board
3.3	Types Of Pricing, Price Administration	2	Lecture	Black Board
3.4	Types-Rpm –Concept	5	Lecture	Black Board
<b>Unit -4 Place</b>				
4.1	Definition – Objectives-Components Of Physical Distribution	4	Lecture	Black Board
4.2	Channels Of Distribution –	4	Lecture	Black Board
4.3	Definition-Types Of Channels-Middlemen-Meaning-	4	Lecture	Black Board
4.4	Classification –Wholesaling-Meaning	2	Lecture	Black Board
4.5	Classification – Retailing-Meaning- Classification.	1	Lecture	Black Board
<b>Unit -5 Promotion</b>				
5.1	Definition – Difference Between Selling And Promotion	3	Lecture	Black Board
5.2	Need For Promotional Activities & Objectives Of Promotion	3	Lecture	Black Board

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5.3	Promotional Mix	2	Lecture	Black Board
5.4	Sales Promotional Activities-Advertising- Definition, Features	2	Lecture	Black Board
5.5	Types, Benefits, Designing An Advertising Campaign	2	Lecture	Black Board
5.6	Personal Selling-Meaning-Features-Objectives, Types,	2	Lecture	Black Board
5.7	Personal Selling Process.	1	Lecture	Black Board

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

<b>Total</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>
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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**

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

**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:

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

**Mapping COs Consistency with PSOs**

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

**Mapping COs Consistency with POs**

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

**COURSE DESIGNER:**

**1. ABINAYA. R**

**Forwarded By**

**DR.M.MEENACHI**

**HOD Name & Signature**

**II B.B.A**

**SEMESTER -III**

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	<b>19U3CC7</b>	<b>Cost accounting</b>	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](http://www.universityofcalicut.info/SDE/BComCoreCostAccounting...Reference.com/Accounting Systems)**

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

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1</b>		<b>INTRODUCTION</b>		
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
<b>UNIT -2</b>		<b>INVENTORY CONTROL</b>		
2.1	Material – basic concepts	2	Lecture	LCD

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2.2	Inventory Levels- Re Order Level, Economic Ordering Quantity, Minimum Level, Maximum Level, Average Level – Problems	5	Chalk & Talk	Black Board
2.3	Stores Ledger and Bin Card, Methods of issue of materials- FIFO, LIFO, Simple Average and Weighted Average Method – Problems	5	Chalk & Talk	Black Board
2.4	Advantages and disadvantages of above methods, Perpetual Inventory System, ABC Analysis of material control	3	Chalk & Talk	Black Board
2.5	Problems on inventory levels and methods of issue of materials	5	Chalk & Talk	Black Board

<b>UNIT -3</b>		<b>LABOUR</b>		
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

<b>UNIT -4</b>		<b>OVERHEADS</b>		
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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

<b>UNIT -5 RECONCILIATION OF COST AND FINANCIAL BOOKS</b>				
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

<b>Levels</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>Total Scholastic Marks</b>	<b>Non Scholastic Marks C5</b>	<b>CIA Total</b>	<b>% of Assessment</b>

	<b>Session-wise Average</b> <b>5 Mks.</b>	<b>Better of W1, W2</b> <b>5 Mks</b>	<b>M1+M2</b> <b>5+5=10 Mks.</b>	<b>MID-SEM TEST</b> <b>15 Mks</b>	<b>35 Mks.</b>	<b>5 Mks.</b>	<b>40Mks.</b>	
<b>K1</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>2 ½</b>	<b>7.5</b>	<b>-</b>	<b>7.5</b>	<b>18.75 %</b>
<b>K2</b>	<b>-</b>	<b>5</b>	<b>4</b>	<b>2 ½</b>	<b>11.5</b>	<b>-</b>	<b>11.5</b>	<b>28.75 %</b>
<b>K3</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>-</b>	<b>8</b>	<b>20 %</b>
<b>K4</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>-</b>	<b>8</b>	<b>20 %</b>
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	<b>12.5 %</b>
<b>Total</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

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:**

**Staff Name S.L. KUMARI**

**Forwarded By**

**Dr.M.Meenachi**

**HOD'S Signature & Name**

**II B.COM CA (Inter – Disciplinary Course)**

**SEMESTER –III**

*For those who joined in 2021 onwards*

<b>PROGRAMM E CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGOR Y</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>21U3ACK 3</b>	<b>BUSINESS ORGANISATION AND CORRESPONDENC E</b>	<b>Lecture</b>	<b>5</b>	<b>4</b>

**COURSE DESCRIPTION**

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

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

**COURSE OBJECTIVES:**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**SELF STUDY:**

**Unit I: Scope of business**

**Unit II: Partnership**

**Unit III: Sales Letters - Advantages, Objectives**

**Unit IV: Letters To Editor**

**Unit V: Characteristics of A Good Report**

**Text Book**

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

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

**References:**

*Communication skills* by Dr.NageshwarRao&Dr.RajendraP.Das-Himalaya Publishing House-2018

**Digital Open Educational Resources**

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

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

[study.com/academy/lesson/what-is-effective-business-communication](http://study.com/academy/lesson/what-is-effective-business-communication)

<https://www.youtube.com/watch?v=h1fCJM1LMaY>

**COURSE CONTENTS & LECTURE SCHEDULE**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1. Introduction to Business Organisation</b>				
1.1	Meaning and definition of business essentials	2	Lecture	Black Board
1.2	Scope of business	1	Lecture	Black Board
1.3	Classification of Business Activities, Meaning, Definition	2	Lecture	Black Board

CBCS Curriculum for UG Department of Business Administration

1.4	Characteristics and objectives of Business Organisation	3	Lecture	Black Board
1.5	Evolution of Business Organisation	3	Lecture & Discussion	Black Board
1.6	Modern Business, Business & Profession	4	Lecture	Black Board
<b>UNIT -2 Forms of Business Organisation</b>				
2.1	Forms of Business Organisation –introduction	1	Lecture	Black Board
2.2	Sole Proprietorship	3	Lecture	Black Board
2.3	Partnership	4	Lecture	Black Board
2.4	Joint Stock Companies	3	Lecture	Black Board
2.5	Co-operatives	4	Lecture	Black Board
<b>UNIT -3 Introduction to Business Communication</b>				
3.1	Communication – Meaning & Definition	1	Lecture	Black Board
3.2	Importance of effective communication	3	Lecture	Black Board
3.3	Objectives – Principles	2	Lecture	Black Board
3.4	Types of communication	3	Lecture	Black Board
3.5	Various Media of communication	4	Lecture	Black Board

3.6	Barriers to communication	2	Lecture	Black Board
<b>UNIT -4. Business Letters</b>				
4.1	Need, functions and kinds of a Business letter– Essentials of an Effective Business letter	2	Lecture	Black Board
4.2	Enquiries – types- Replies	2	Lecture	Black Board
4.3	Offers and Quotations – Important terms in offers & quotations (Specimen letters)	2	Lecture	Black Board
4.4	Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)	2	Lecture	Black Board
4.5	Complaints and Adjustments- Sources of mistakes giving rise to complaints-Adjustment policy	2	Lecture	Black Board
4.6	Collection letters-collection series	2	Lecture	Black Board
4.7	Sales letters- Advantages, Objectives, Three p's important for a sales correspondent.	3	Lecture	Black Board
<b>UNIT- 5. Correspondence with Public Authorities &amp; other agencies and Report Writing</b>				
5.1	Post Office, Railways, Insurance Correspondence, and Bank	4	Lecture	

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	correspondence-with customers, with the Head Office, with other banks			Black Board
5.2	Import-Export correspondence. Letters to Editor	2	Lecture	Black Board
5.3	Report – meaning, importance-types of business reports	1	Lecture	Black Board
5.4	Oral and written reports- Characteristics of a good report	2	Lecture	Black Board
5.5	Drafting of Business Reports	2	Lecture	Black Board
5.6	Reports of Individuals	2	Lecture	Black Board
5.7	Report by Committees	2	Lecture	Black Board

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

CBCS Curriculum for UG Department of Business Administration

<b>K1</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>2 ½</b>	<b>7.5</b>	<b>-</b>	<b>7.5</b>	18.75 %
<b>K2</b>	<b>-</b>	<b>5</b>	<b>4</b>	<b>2 ½</b>	<b>11.5</b>	<b>-</b>	<b>11.5</b>	28.75 %
<b>K3</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>-</b>	<b>8</b>	20 %
<b>K4</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>-</b>	<b>8</b>	20 %
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

CIA

Scholastic **35**

Non Scholastic **5**

**40**

**EVALUATION PATTERN**

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

**UG CIA Components**

CBCS Curriculum for UG Department of Business Administration

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

### COURSE OUTCOMES

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

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

CBCS Curriculum for UG Department of Business Administration

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

**Mapping COs Consistency with PSOs**

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

**Mapping COs with Pos**

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

**COURSE DESIGNER:**

**1. Staff Name Mrs.A.RosaryInfanta**

**Forwarded By  
Dr.MEENACHI**

**II B.B.A**

**SEMESTER -III**

*For those who joined in 2019 onwards*

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

## **COURSE DESCRIPTION**

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

## **COURSE OBJECTIVE**

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

### **Unit I –Introduction to Company (6 hours)**

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

### **Unit II -Preparing CV/ Resume (6 hours)**

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

### **Unit III- Group Discussion (6 hours)**

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

### **Unit IV- Interview Skills (6 hours)**

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

### **Unit V- Etiquettes and Manners (6 hours)**

Introduction-Modern etiquettes-classification of etiquettes.

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

## Unit VI-Dynamics

Career Planning, SWOT Analysis & Developing Attitude, social implications

### **Self study:**

**Unit-1-** Characteristics of companies

**Unit-2-** Difference between CV and resume

**Unit-3-** Etiquettes of G.D

**Unit-4-** How to present yourself in an interview

**Unit-5-** List of good manners

### **Text Book:**

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

### **References:**

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

### **COURSE CONTENTS & LECTURE SCHEDULE:**

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



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

CBCS Curriculum for UG Department of Business Administration

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

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

**Mapping COs Consistency with PSOs**

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

**Mapping COs Consistency with POs**

CBCS Curriculum for UG Department of Business Administration

<b>CO / PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>

**COURSE DESIGNER:**

**1.A. Rosary Infanta      2. M.Meenachi**

**Forwarded by**

**Dr.M.Meenachi**

**HOD'S Signature & Name**

**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](http://www.citehr.com),

[www.whatishumanresource.com](http://www.whatishumanresource.com)

[https://www.youtube.com/watch?v=c8\\_avX9miag](https://www.youtube.com/watch?v=c8_avX9miag)

**COURSE CONTENTS & LECTURE SCHEDULE:**

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

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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
<b>Unit -3 Recruitment, Placement And Induction</b>				
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
<b>Unit -4 Training And Development</b>				
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

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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
<b>Unit -5 Compensation And Integration</b>				
5.1	Wage And Salary Administration Objectives	1	Lecture	Black Board
5.2	Essentials Of Sound Wage Structure – Factors Affecting Wage	2	Lecture	Black Board
5.3	Methods Of Wage Payment – Wage Policy In India	2	Lecture	Black Board
5.4	Executive Compensation. Separations – Meaning – Types.	2	Lecture	Black Board
5.5	Collective Bargaining – Meaning, Objectives, Importance & Requirements	1	Lecture	Black Board
5.6	Cb In India. Worker’s Participation In Management-	1	Lecture	Black Board
5.7	Concept & Objectives, Importance,	2	Lecture	Black Board
5.8	Worker’s Participation In Management In India-	2	Lecture	Black Board
5.9	Measures For Successful Participation.	2	Lecture	Black Board

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

	5 Mks.	5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks.	
<b>K1</b>	5	-	-	2 ½	7.5	-	7.5	18.75 %
<b>K2</b>	-	5	4	2 ½	11.5	-	11.5	28.75 %
<b>K3</b>	-	-	3	5	8	-	8	20 %
<b>K4</b>	-	-	3	5	8	-	8	20 %
<b>Non Scholastic</b>	-	-	-	-		5	5	12.5 %
<b>Total</b>	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	K1&K3	PSO1,PSO3, PSO7 & PSO8

	key elements of employee counselling		
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	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	3	1	3	2	1	1	3	3
CO2	3	1	3	2	1	1	3	3
CO3	3	1	3	2	1	1	3	3
CO4	3	1	3	2	1	1	3	3
CO5	3	1	3	2	1	1	3	3

**Mapping COs Consistency with POs**

COURSE	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

**DESIGNER: Staff Name Dr. P.RUBY LEELA**

**Forwarded By**

**DR.M.MEENACHI**

**HOD'S Signature & Name**

**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

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**DIGITAL OPEN EDUCATIONAL RESOURCES:**

[tn.upi.edu/pdf/Production\\_and\\_Operations\\_Management.pdf](http://tn.upi.edu/pdf/Production_and_Operations_Management.pdf)

[www.academia.edu/4679944/LESSON 8 PRODUCTION PLANNING...](http://www.academia.edu/4679944/LESSON_8_PRODUCTION_PLANNING...)

[www.newagepublishers.com/samplechapter/001386.pdf](http://www.newagepublishers.com/samplechapter/001386.pdf)

[https://www.youtube.com/watch?v=WxsNSNSF\\_wY](https://www.youtube.com/watch?v=WxsNSNSF_wY)

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 INTRODUCTION</b>				
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
<b>UNIT -2 PRODUCTION PLANNING AND CONTROL</b>				
2.1	Production Planning and control –	2	Lecture	Black Board

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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 ( <b>Theory only</b> )	1	Lecture	Black Board
2.7	Dispatching, Expediting and Follow-up- Problems in Sequencing and Assignment.	2	Lecture	Black Board
2.8	Maintenance – objectives – Functions of maintenance management	1	Lecture	Black Board
2.9	Advantages of maintenance - Breakdown maintenance	1	Lecture	Black Board
2.10	Causes of equipment break down – preventive maintenance	1	Lecture	Black Board
2.11	objectives –elements of preventive maintenance	1	Lecture	Black Board
<b>UNIT -3 WORK STUDY</b>				
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

CBCS Curriculum for UG Department of Business Administration

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
<b>UNIT -4 MATERIALS MANAGEMENT</b>				
4.1	Materials Management – definition – functions of Materials Management	2	Lecture	Black Board
4.2	Organization of Materials Department	2	Lecture	Black Board
4.3	Purchasing – principles– procedure of purchasing	2	Lecture	Black Board
4.4	Government purchasing practices and procedures	4	Lecture	Black Board
4.5	Import procedure – Store Keeping – function	2	Lecture	Black Board
4.6	Stores system and procedure – Duties and responsibilities of a store keeper	2	Lecture	Black Board
4.7	classification and codification	1	Lecture	Black Board
<b>UNIT -5 QUALITY CONTROL AND INVENTORY CONTROL</b>				
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

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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.( <b>EOQ with price breaks, Production runs, planned shortages are excluded</b> )	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.	
<b>K1</b>	5	-	-	2 ½	7.5	-	7.5	18.75 %
<b>K2</b>	-	5	4	2 ½	11.5	-	11.5	28.75 %
<b>K3</b>	-	-	3	5	8	-	8	20 %
<b>K4</b>	-	-	3	5	8	-	8	20 %

<b>Non Scholastic</b>	-	-	-	-		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

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**

<b>SCHOLASTIC</b>				<b>NON – SCHOLASTIC</b>	<b>MARKS</b>		
<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>
<b>5</b>	<b>10</b>	<b>15</b>	<b>5</b>	<b>5</b>	<b>40</b>	<b>60</b>	<b>100</b>

**C1** – Average of Two Session Wise Tests

**C2** – Average of Two Monthly Tests

**C3** - Mid Sem Test

**C4** – Best of Two Weekly Tests

**C5** – Non - Scholastic

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Learn the concepts of production ,plant location and techniques of layout and hence solve the problems related to plant location and layout	K1 & K3	PSO2& PSO7
CO 2	Understand the elements of production planning and control and solve the sequencing and assignment problems. Also learn and analyse the different types of plant maintenance	K1 K2 & K4	PSO2& PSO7
CO 3	Learn the elements and techniques of work study and hence able to solve the problem in work study	K1 & K3	PSO2& PSO7
CO 4	Gain knowledge about the Materials Management and understand the procedure and practices of purchasing and storing	K1 & K2	PSO2& PSO7
CO 5	Learn the concepts and techniques of inventory control and quality	K1 & K4	PSO2& PSO7

	control and hence able to analyse and solve the problems		
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### Mapping COs Consistency with PSOs

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

### Mapping COs Consistency with POs

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

### COURSE DESIGNER:

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

**Forwarded by**  
**Dr.M.Meenachi**

**HOD'S Signature & Name**

**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	<b>MANAGEMENT ACCOUNTING THEORY &amp; PRACTICE</b>	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  
 -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](http://www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf),
2. [www.investopedia.com/terms/m/managerialaccounting.asp](http://www.investopedia.com/terms/m/managerialaccounting.asp)

3. [https://www.youtube.com/watch?v=i\\_7dxah6h3w](https://www.youtube.com/watch?v=i_7dxah6h3w)**COURSE CONTENT AND LECTURE SCHEDULE**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 INTRODUCTION</b>				
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
<b>UNIT -2 RATIO ANALYSIS</b>				
2.1	Ratio Analysis – Introduction, meaning, uses	2	Lecture	LCD
2.2	Profitability Ratios- formulas and problems	5	Chalk & Talk	Black Board
2.3	Turnover Ratios – formulas and problems	5	Chalk & Talk	Black Board
2.4	Financial Ratios – formulas and problems	5	Chalk & Talk	Black Board

2.5	Preparation of Balance Sheet from ratios(Higher ability problem)	3	Chalk & Talk	Black Board
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<b>UNIT -3 FUNDS FLOW AND CASH FLOW</b>				
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

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

4.4	Additional problems on marginal costing and decision making problems	3	Chalk & Talk	Black Board
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<b>UNIT -5 STANDARD COSTING AND BUDGETORY CONTROL</b>				
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.	

<b>K1</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>2 ½</b>	<b>7.5</b>	<b>-</b>	<b>7.5</b>	18.75 %
<b>K2</b>	<b>-</b>	<b>5</b>	<b>4</b>	<b>2 ½</b>	<b>11.5</b>	<b>-</b>	<b>11.5</b>	28.75 %
<b>K3</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>-</b>	<b>8</b>	20 %
<b>K4</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>-</b>	<b>8</b>	20 %
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

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**

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

**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:

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

CO 5	Understand and calculate Material cost variances and prepare various budgets	K1 & K3	PSO1 PSO2 PSO 5 PSO 6 & PSO 8
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**Mapping COs Consistency with PSOs**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	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:**

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

**Forwarded by**

**DR.M.MEENACHI**

**HOD'S Signature & Name**

**F**

**II B.COM C.A (Inter – Disciplinary Course)**

**SEMESTER –IV**

**Inter-disciplinary Course**

**Offered to BComCA**

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U4ACK4	PRINCIPLES OF MARKETING	Lecture	5	5

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVES**

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

**Unit: 1 Introduction**

**(15 Hours)**

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

**Unit:2Product**

**(15 Hours)**

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

**Unit:3Pricing (15 Hours)**

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

**Unit: 4 Place 15Hours)**

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

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

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

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

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

**Self Study:**

**Unit 1: characteristics of marketing**

**Unit 2: Importance of branding policy**

**Unit 3: factors influencing pricing decisions**

**Unit 4: classification of retailers**

**Unit 5:types of salesman**

**TEXT BOOK:**

Marketing Management-C.B.Mamoria, SathishMamoria& R.K. Suri, -KitabMahal agencies.2016

**REFERENCE:**

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

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

[newagepublishers.com/samplechapter/001233.pdf](http://newagepublishers.com/samplechapter/001233.pdf)

[www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf](http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf)

[thedavismarketinggroup.com/Marketing Mix.pdf](http://thedavismarketinggroup.com/Marketing Mix.pdf)

<https://www.youtube.com/watch?v=Mco8vBAwOmAhttps://theintactone.com/2019/08/31/ccsubba-304-marketing>

[management/https://www.iedunote.com/marketing/principles-of-marketing](http://management/https://www.iedunote.com/marketing/principles-of-marketing)

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1</b>		<b>Introduction</b>		
1.1	Marketing-Definition	1	Chalk & Talk	Black Board
1.2	Market and Marketing	2	Chalk & Talk	Black Board
1.3	Importance and characteristics	4	Chalk & Talk	Black Board
1.4	Science or Art	2	Chalk & Talk	Black Board
1.5	Marketing mix	1	Chalk & Talk	Black Board
1.6	Concepts	2	Chalk & Talk	Black Board
1.7	Composition	3	Chalk & Talk	Black Board
<b>UNIT -2</b>		<b>Product</b>		
2.1	Concept	1	Lecture	Black Board
2.2	Layers of products	1	Chalk & Talk	Black Board

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2.3	product mix strategy	3	Chalk & Talk	Black Board
2.4	Product Life Cycle	2	Chalk & Talk	Black Board
2.5	New product-concept	2	Chalk & Talk	Black Board
2.6	Categories, New product Planning process	2	Chalk & Talk	Black Board
2.7	Branding- concept, branding policy	2	Chalk & Talk	Black Board
2.8	Importance, characteristics. Packaging –concept, functions	2	Chalk & Talk	Black Board

<b>UNIT -3 Pricing</b>				
3.1	Meaning	1	Chalk & Talk	Black Board
3.2	Objectives	1	Chalk & Talk	Black Board
3.3	Factors influencing pricing Decisions	3	Lecture	Black Board
3.4	Procedure for price determination	3	Lecture	Black Board
3.5	Types of Pricing	3	Lecture	Black Board
3.6	Price Administration	2	Discussion	Black Board
3.7	Types	2	Lecture	Black Board
<b>UNIT-4 Place</b>				
4.1	Physical Distribution -Definition	1	Lecture	Black Board
4.2	Components of Physical Distribution	2	Chalk & Talk	Black Board

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4.3	- Channels of Distribution-Meaning	3	Chalk & Talk	Black Board
4.4	Types of Channels- Middlemen	3	Lecture	Black Board
4.5	Meaning-Classification-Wholesaling	2	Chalk & Talk	Black Board
4.6	Retailing-Meaning Classification of Retailers	4	Chalk & Talk	Black Board
<b>UNIT -5 Promotion</b>				
5.1	Definition	1	Lecture	Black Board
5.2	Promotional mix	2	Chalk & Talk	Black Board
5.3	Sales promotional activities	2	Chalk & Talk	Black Board
5.4	Advertising-Definition	1	Lecture	Black Board
5.5	Features, types, benefits	2	Chalk & Talk	Black Board
5.6	Designing an advertising Campaign	3	Chalk & Talk	Black Board
5.7	Personal selling	1	Lecture	Black Board
5.8	Definition Objectives	1	Chalk & Talk	Black Board
5.9	Types of salesmen-personal Selling process.	2	Chalk & Talk	Black Board

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

	Average 5 Mks.	W1, W2 5 Mks	5+5=10 Mks.	15 Mks	35 Mks.	5 Mks.	40Mks. s.	
<b>K1</b>	5	-	-	2 ½	7.5	-	7.5	18.75 %
<b>K2</b>	-	5	4	2 ½	11.5	-	11.5	28.75 %
<b>K3</b>	-	-	3	5	8	-	8	20 %
<b>K4</b>	-	-	3	5	8	-	8	20 %
<b>Non Scholastic</b>	-	-	-	-		5	5	12.5 %
<b>Total</b>	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

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

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

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

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

**EVALUATION PATTERN**

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

**C1** – Average of Two Session Wise Tests

**C2** – Average of Two Monthly Tests

**C3** - Mid Sem Test

**C4** – Best of Two Weekly Tests

**C5** – Non – Scholastic

**COURSE OUTCOME**

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Learn the core concepts of Marketing and its application in business	K1, K3	PSO1, PSO5 & PSO8
CO 2	Understand the product mix and its functions.	K1, K2	PSO1, PSO5 & PSO8
CO 3	Understand the types of pricing and analyse the various factors influencing the pricing decisions	K1, K2, K4	PSO1, PSO5 & PSO8

CO 4	Acquire knowledge about physical distribution and its channels and analyse role of middlemen.	K1, K3	PSO1,PSO5 & PSO8
CO 5	Understand the Promotional Mix and examine the role of promotional activities for the success of business	K1,K4	PSO1,PSO5 & PSO8

**Mapping COs Consistency with PSOs**

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

**Mapping COs Consistency with POs**

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

**COURSE DESIGNER:**

**Mrs. A.Rosary Infanta**

**Dr.M. Pradeeba**

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**II BBA**

**SEMESTER –IV**

*For those who joined in 2019 onwards*

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

**Course Description:**

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

**COURSE OBJECTIVES:**

- To make the students to assess and understand face to face situations and to facilitate interaction and influence processes essential for team work.
- This course is aimed at introducing the students to the nuances of developing the basic skills that required of an educated youth.
- To develop all round personality of the students by mastering inter-personal skills, creative skills and public-speaking.

- To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

**COURSE OUTCOMES:**

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

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

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

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

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

**Unit – 1: Interpersonal skills: [ 6 hours ]**

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

**Unit-2 Elements of Interpersonal skills: [ 6 hours ]**

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

**Unit-3 Conflict: [ 6 hours ]**

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

**Unit-4 Working in a Team: [ 6 hours ]**

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

**Unit-5 Team Building [ 6 hours ]**

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

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

1. Design the three ego states of applicable to teenagers
- 2.Evaluate strategies for resolving interpersonal conflict in a family

**Self Study:**

**Unit 1:** Transactional analysis

**Unit 2:** Ability to handle diverse roles

**Unit 3:** Sources of Interpersonal Conflict

**Unit 4:** Characteristics of a good team

**Unit 5:** Roles of team members

**Text Book:**

1. Personality development & Communicative English By Dr.S.R.Pandya;Dr.PratimadaveShastri

**REFERENCES** 1. Individual Development By Dr.P.C.Sekar

2. Soft Skills – Dr.K. Alex Sulthan Chand Publications, New Delhi.

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

[www.investopedia.com/terms/i/interpersonal-skills.asp](http://www.investopedia.com/terms/i/interpersonal-skills.asp),  
[study.com/.../interpersonal-skills-in-the-workplace-examples-and-importance.html](http://study.com/.../interpersonal-skills-in-the-workplace-examples-and-importance.html)

**COURSE CONTENTS & LECTURE SCHEDULE:**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 Interpersonal skills</b>				
1.1	Interpersonal skills	1	Chalk & Talk	Black Board
1.2	Concept-Importance-	1	Chalk & Talk	Black Board
1.3	Elements	1	Lecture	Black Board
1.4	Transactional analysis	1	Lecture	Black Board
1.5	3 Ego states	1	Lecture	Black Board
1.6	Social Transactions. (Practical exercises).	1	Discussion	Black Board

<b>UNIT -2 Elements of Interpersonal skills</b>				
2.1	Negotiation	1	Lecture	Black Board
2.2	Caring	1	Chalk & Talk	Black Board
2.3	Empathy	1	Chalk & Talk	Black Board
2.4	Upward and Downward communication	2	Lecture	Black Board
2.5	ability to handle diverse roles.	1	Lecture	Black Board

<b>UNIT -3 Conflict</b>				
3.1	Conflict- Definition	1	Chalk & Talk	Black Board
3.2	Process-	1	Chalk & Talk	Black Board
3.3	Sources of Interpersonal Conflict	2	Lecture	Black Board
3.4	Strategies for resolving Interpersonal conflict.	2	Lecture	Black Board
<b>UNIT -4 Working in a Team</b>				
4.1	Team- meaning	1	Lecture	Black Board
4.2	Characteristics of a good team	1	Chalk & Talk	Black Board
4.3	aspects needed to be an effective team member	2	Chalk & Talk	Black Board

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4.4	Group Vs Team (any 5 points)	2	Lecture	Black Board
<b>UNIT-5 Team Building</b>				
5.1	Team Building	1	Lecture	Black Board
5.2	Introduction- Roles of team members	1	Chalk & Talk	Black Board
5.3	elements of effective team work	2	Chalk & Talk	Black Board
5.4	Steps involved in Team building.(Practical Exercises)	2	Lecture	Black Board

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

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

CIA	
Scholastic	<b>35</b>
Non Scholastic	<b>5</b>
	<b>40</b>

✓ 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:

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Understand & analysis the interpersonal behaviour through transactional analysis	K1, K2 & K3	PSO2, PSO3 & PSO4
CO 2	Learn the elements of inter-personal skills & apply it in real life for improving inter-personal relationships	K1, K2 & K3	PSO2, PSO3 & PSO4
CO 3	Understand the knowledge about interpersonal conflict & analyze the strategies to resolve it.	K1, K2 & K3	PSO2, PSO3 & PSO4
CO 4	Gain knowledge about aspects needed for effective team member & practice it in team work	K1, K2 & K3	PSO2, PSO3 & PSO4
CO 5	Acquire knowledge about team building & develop the skills o improve the functioning of work group	K1, K2 & K3	PSO2, PSO3 & PSO4

**Mapping COs Consistency with PSOs**

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

**Mapping COs Consistency with POs**

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

**COURSE DESIGNER:**

Staff Name ----- **P. RUBY LEELA**

**Forwarded By**

**Dr.M MEENACHI**

III

**HOD'S Signature & Name B.B.A**

**SEMESTER -V**

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	<b>19U5CC1 1</b>	<b>FINANCIAL MANAGEMENT AND PRACTICE</b>	<b>CHALK &amp; TALK</b>	<b>5</b>	<b>4</b>

**COURSE DESCRIPTION**

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

### **COURSE OBJECTIVES**

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

#### **Unit I: INTRODUCTION**

**[15 HRS]**

Meaning of Business Finance – Financial Management – Approaches to Finance Function – Aims of Finance Function – Scope of Financial Management – objectives of financial management – **profit maximization Vs wealth maximization** – financial decisions – organization of finance department – functional areas of financial management Sources of capital – **Long term, medium, short-term**

#### **Unit II: WORKING CAPITAL**

**[15 HRS]**

Meaning of working capital – operating cycle or circular flow concept – **classification or kinds of working capital** – importance or advantages of adequate working capital – excess or inadequate working capital – the need or objects of working capital – factors determining the working capital requirements – **forecast/estimate of working capital requirements(Simple problems only)**

#### **Unit III: CAPITAL BUDGETING**

**[15 HRS]**

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

**UNIT IV: CAPITAL STRUCTURE AND COST OF CAPITAL [15 HRS]**

Capital Structure – Meaning- Forms/ Patterns of capital Structure

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

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

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

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

**UNIT –VI DYNAMISM(Evaluation Pattern-CIA only)**

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

**Self Study:**

**Unit I- Profit Maximization Vs Wealth Maximization**

**Unit II- Factors Determining the Working Capital Requirements**

**Unit III- Capital Budgeting Process**

**Unit IV- Factors determining the capital structure**

**Unit V - Determinants of Dividend Policy**

**Text Book:**

1. Financial Management – R.K. Sharma .Shashi K. Gupta ,Kalyani Publishers(2017)

**REFERENCES:**

1. Financial Management – I.M. Pandey.Vikas Publishing House, New Delhi -2017.

2. Financial Management – S.C.KutchalChaitanya Publishing House, Allahabad – 2018.

3. Accounting for Management– S.N. MaheswariSulthan Chand & Sons Publishers, New Delhi.(2018)

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

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

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

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

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 INTRODUCTION</b>				
1.1	Meaning of Business Finance	1	Chalk & Talk	Black Board

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1.2	Financial Management	1	Chalk & Talk	Black Board
1.3	Approaches to Finance Function, Aims of Finance Function	2	Chalk & Talk	Black Board
1.4	Scope of Financial Management, Objectives of financial management	1	Chalk & Talk	Black Board
1.5	Profit maximization Vs wealth maximization	1	Chalk & Talk	Black Board
1.6	Financial decisions, Organization of finance department	2	Chalk & Talk	Black Board
1.7	Functional areas of financial management.	3	Chalk & Talk	Black Board
1.8	Sources of capital – Long term, medium, short-term.	4	Chalk & Talk	Black Board
<b>UNIT -2                      WORKING CAPITAL</b>				
2.1	Meaning of working capital –	1	Chalk & Talk	Black Board
2.2	Operating cycle or circular flow concept	2	Chalk & Talk	Black Board
2.3	Classification or kinds of working capital	1	Chalk & Talk	Black Board
2.4	Importance or advantages of adequate working capital	2	Chalk & Talk	Black Board

2.5	Excess or inadequate working capital	2	Chalk & Talk	Black Board
2.6	The need or objects of working capital	2	Chalk & Talk	Black Board
2.7	Factors determining the working capital requirements	3	Chalk & Talk	Black Board
2.8	Forecast/estimate of working capital requirements	2	Chalk & Talk	Black Board
<b>UNIT III: CAPITAL BUDGETING</b>				
3.1	Meaning – need and importance of capital budgeting	1	Chalk & Talk	Black Board
3.2	Capital budgeting process	1	Chalk & Talk	Black Board
3.3	Kinds of capital budgeting decisions	1	Chalk & Talk	Black Board
3.4	Methods of capital budgeting or evaluation of investment proposals	1	Chalk & Talk	Black Board
3.5	Payback period method	2	Chalk & Talk	Black Board
3.6	Rate of return method	2	Chalk & Talk	Black Board
3.7	Net present value method	2	Chalk & Talk	Black Board
3.7	Internal rate of return method	2	Chalk & Talk	Black Board

3.8	Profitability index method	1	Chalk & Talk	Black Board
3.9	Comparison between NPV and IRR, Net Present Value Vs Profitability Index – Factors influencing capital expenditure decisions	1	Chalk & Talk	Black Board
3.10	Capital rationing – limitations of capital budgeting.( <b>simple problems only</b> )	1	Chalk & Talk	Black Board
<b>UNIT IV: CAPITAL STRUCTURE AND COST OF CAPITAL</b>				
4.1	Capital Structure – Meaning-Forms/ Patterns of capital Structure	1	Chalk & Talk	Black Board
4.2	Capital Structure management	1	Chalk & Talk	Black Board
4.3	Essential Features of a Optimal Capital Mix	1	Chalk & Talk	Black Board
4.4	Factors determining the capital structure	1	Chalk & Talk	Black Board
4.5	Cost of Capital – meaning, concept and definition	1	Chalk & Talk	Black Board
4.6	Significance of cost of capital – classification of cost	1	Chalk & Talk	Black Board
4.7	Determination of cost of capital	2	Chalk & Talk	Black Board
4.8	Problems of determination of cost of capital – computation of	2	Chalk & Talk	Black Board

	cost of capital – cost of debt capital – cost of redeemable debt			
4.9	Cost of zero coupon bonds – cost of preference capital	2	Chalk & Talk	Black Board
4.10	Cost of equity share capital – cost of retained earnings	1	Chalk & Talk	Black Board
4.11	Computation of weighted average cost of capital ( <b>simple problems only</b> )	2	Chalk & Talk	Black Board
<b>UNIT V: DIVIDEND</b>				
5.1	Introduction to dividend policy – dividend decision and valuation of firms	2	Chalk & Talk	Black Board
5.2	The irrelevance concept of dividend or the theory of irrelevance	2	Chalk & Talk	Black Board
5.3	Residual approach – Modigliani and miller approach (MM Model)	2	Chalk & Talk	Black Board
5.4	The relevance concept of dividend or the theory of relevance	2	Chalk & Talk	Black Board
5.5	Walter’s approach – Gordon’s approach	2	Chalk & Talk	Black Board
5.6	Determinants of dividend policy – forms of dividend	2	Chalk & Talk	Black Board
5.7	bonus issue – advantages and disadvantages	3	Chalk & Talk	Black Board

**EVALUATION PATTERN**

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

CIA	
<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

✓ **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 OUTCOME	KNOWLWDGE LEVEL( REVISED BLOOMS TAXONOMY)	PSOs ADDRESSED
<b>CO 1</b>	Acquire knowledge about basics of financial management.	<b>K1,K2, K4</b>	<b>PSO 2, PSO 6, PS08</b>
<b>CO2</b>	Analyze and assess the working capital management of the company	<b>K1,K4</b>	<b>PSO 2, PSO 6, PS08</b>
<b>CO3</b>	Understand and apply the capital budgeting techniques and evaluation of investment proposals	<b>K1,K3</b>	<b>PSO 2, PSO 6, PS08</b>
<b>CO4</b>	Understand and apply proper capital structure and cost of capital which enhances the value of the firm	<b>K1, K3</b>	<b>PSO 2, PSO 6, PS08</b>

<b>CO5</b>	Gain knowledge about the various approaches of Dividend policy and identify suitable policy applicable to the firm.	<b>K1,K2</b>	<b>PSO 2, PSO 6, PSO8</b>
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**Mapping COs Consistency with PSOs**

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

**Mapping COs Consistency with POs2**

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

**COURSE DESIGNER:**

**Staff Name----- P.RUBY LEELA**

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III B.B.A**

**SEMESTER -V**

***For those who joined in 2019 onwards***

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

### COURSE DESCRIPTION

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

### COURSE OBJECTIVE

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

### UNIT -I INTRODUCTION

( 20HRS.)

Tax – Definition – characteristics of Tax – Direct and Indirect Taxes – Merits and Demerits of the Direct and Indirect Taxes-General principles of taxation – distinction between direct and indirect taxes – Tax evasion and tax planning.

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

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

### UNIT - II : INCOME FROM SALARIES

(25HRS)

Salary – basis of charge – different forms of salary –different forms of allowances – perquisites – taxable or not taxable – perquisites how valued for tax purposes – what are permissible deductions from salary income – **deduction u/s 80C – problems on computation of salary income.(simple problems only)**

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

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

**UNIT - IV ASSESSMENT OF FIRMS: (15 HRS)**

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

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

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

Concept of supply – different types of supply

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

Exemptions from GST – exempted goods under exemption notification

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

Time of supply – determination of time of supply

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

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

**UNIT –VI DYNAMISM(Evaluation Pattern-CIA only)**

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

**Self Study:**

**Unit I: Tax evasion and tax planning.**

**Unit II: Different forms of salary**

**Unit III: Provisions relating to deemed owner**

**Unit IV: Carry forward and set off of loss in case of change in the constitution of firm.**

**Unit V: Definition of the terms in GST Law.**

**Text Book:**

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

**REFERENCE**

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

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

- <https://www.rocketlawyer.com/gb/en/quick-guides/what-is-a-partnership>  
<http://incometaxmanagement.com/Pages/Gross-Total-Income/Salaries/Salaries-Contents.html>  
<https://www.youtube.com/watch?v=QdJKpSXCymQ>  
<https://www.youtube.com/watch?v=A7YhYD5ejgU>

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 INTRODUCTION</b>				
1.1	Tax – Definition – characteristics of Tax – Direct and Indirect Taxes – Merits and Demerits of the Direct and Indirect Taxes, General Principles of taxation, distinction between direct and indirect taxes	3	Chalk & Talk	Black Board
1.2	Tax evasion and tax planning	2	Chalk & Talk	LCD
1.3	Income Tax Act 1961, basic concepts- assessment year, previous year, person, assessee, income, gross total income, difference between exemption	4	Chalk & Talk	Black Board

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	and deduction, tax rates - problems			
1.4	Residential Status- Individual, HUF, Firm and association of persons, company, other person	2	Chalk & Talk	Black Board
1.5	Problems on residential status	4	Chalk & Talk	Black Board
1.6	Indian Income and foreign income - Problems	4	Chalk & Talk	Black Board
1.7	More problems on residential status and taxable incomes	1	Chalk & Talk	LCD
<b>UNIT -2 INCOME FROM SALARIES</b>				
2.1	Definition of Salary, different forms of salary, Problems on leave salary, gratuity, pension	4	Lecture	LCD
2.2	Different forms of allowances	3	Chalk & Talk	Black Board
2.3	Different types of perquisites	6	Chalk & Talk	Black Board
2.4	Specified assessee- taxable perquisites	3	Chalk & Talk	Black Board
2.5	Permissible deductions from salary income	2	Chalk & Talk	Black Board
2.6	Computation of gross salary and income under the Head Salary	2	Chalk & Talk	Black Board
2.7	Deductions under section 80C	2	Chalk & Talk	Black Board
2.8	More problems on salary income	3	Chalk & Talk	Black Board
<b>UNIT -3 INCOME FROM HOUSE PROPERTY</b>				
3.1	Basis of charge- Deemed Owner, exempted house propertyS	2	Chalk & Talk	Black Board

3.2	Income from Let Out House Property – theory and problems	4	Chalk & Talk	LCD
3.3	Income from Self-Occupied Property – theory and problems	2	Lecture	PPT & White board
3.4	Property self occupied and let out through the previous year – Problems and theory	3	Lecture	Smart Board
3.5	Unrealised rent	3	Lecture	Black Board
3.6	Problems on computation of income under the head salary	1	Chalk & Talk	Black Board
<b>UNIT -4 ASSESSMENT OF FIRMS</b>				
4.1	Partnership – scheme of taxation of firms, remuneration/interest payable to partners	1	Chalk & Talk	Black Board
4.2	Conditions u/s 184	1	Chalk &Talk	LCD
4.3	Section 40b- conditions for deduction of remuneration to partners	1	Lecture	PPT & White board
4.4	Conditions for interest to partners u/s40b	1	Lecture	Smart Board
4.5	Calculation of book profit of firm	2	Lecture	Black Board
4.6	Computation of taxable income of firm and partners	4	Chalk &Talk	Black Board
4.7	Carry forward of loss in case of change in the constitution of firm	1	Chalk &Talk	LCD
4.8	More problems on assessment of firms	4	Chalk & Talk	Black Board
<b>UNIT -5 GOODS AND SERVICES TAX</b>				

5.1	<p>Definitions – aggregate turnover, business, taxable person, taxable territory, and supplier.</p> <p>Concept of supply – concept of supply, different types of supply</p>	3	Chalk and Talk	PPT and Google Classroom
5.2	<p>Levy of GST – Basis of charge of GST, GST levied in the case of inter- state supply, intra-state supply</p> <p>Exemptions from GST – exempted goods under exemption notification</p>	3	Chalk & Talk	LCD
5.3	<p>Place of supply – location of supplier of goods, services, place of supply of goods. Time of supply – determination of time of supply</p>	3	Lecture	PPT & White board
5.4	<p>Value of taxable supply – transaction value taken as taxable value of supply, inclusion in transaction value, exclusion from transaction value</p>	3	Lecture	Smart Board
5.5	<p>Reverse charge mechanism – meaning, input tax credit-meaning, registration – persons liable for registration, procedure for registration.(theory only)</p>	3	Lecture	Chalk and Talk

### EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks	CIA Total	% of Asses

								C6	sment t
	T1	T2	Quiz	Assi gn me nt	OBT/ PPT				
	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40M ks.	
<b>K1</b>	2	2	-	-	-	4	-	4	10 %
<b>K2</b>	2	2	5	-	-	9	-	9	22.5 %
<b>K3</b>	3	3	-	-	5	11	-	11	27.5 %
<b>K4</b>	3	3	-	5	-	11	-	11	27.5 %
<b>Non Schola stic</b>	-	-	-	-	-		5	5	12.5 %
<b>Total</b>	10	10	5	5	5	35	5	40	100 %

CIA	
<b>Scholastic</b>	35
<b>Non Scholastic</b>	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

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

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

### 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	3	1	1	1	2	2
CO2	2	3	3	1	1	1	2	2
CO3	2	3	3	1	1	1	2	2
CO4	2	3	3	1	1	1	3	2

<b>CO5</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>
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**Mapping COs Consistency with POs**

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

**Course teacher:**

**Dr.S.L. Kumari**

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III B.B.A**  
**SEMESTER -V**

***For those who joined in 2019 onwards***

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

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

**COURSE OBJECTIVE:** To impart the knowledge and skill for diagnosing problems, analysing and evaluating alternatives and formulating workable plans of actions through classroom participation and discussion .One case per week has to be discussed by the students. Approximately 12-13 cases will be discussed during the semester. The cases should be distributed by the teacher concerned on the different functional areas of the management .The students should be trained to discuss the cases in small groups and develop analytical thinking and to present the findings to the common class. The chairmanship should be rotated among the students. This is to develop conference leadership. They should also be trained to write case reports.The examiner should give a case or case let and asks the students to identify the problem in the case. Analyse the causes and suggest suitable alternative courses of action after considering the relative merits and demerits of each alternative.

**DYNAMISM(Evaluation Pattern-CIA only)**

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

**AREA OF CASES DEALT:**

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

**DIGITAL OPEN EDUCATIONAL RESOURCE:**

[https://wps.prenhall.com/bp\\_laudon\\_essmis\\_6/21/5555/1422312.cw/content/index.html](https://wps.prenhall.com/bp_laudon_essmis_6/21/5555/1422312.cw/content/index.html)

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

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. Of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>Unit -1</b> General Management Cases				
1.1	Introduction	2	Lecture	Classroom
1.2	General Management Cases	2	Lecture	Classroom
1.3	General Management Cases	2	Discussion	Classroom
1.4	General Management Cases	2	Discussion	Classroom
1.5	General Management Cases	2	Discussion	Classroom
1.6	General Management Cases	2	Discussion	Classroom
1.7	General Management Cases	2	Discussion	Classroom
1.8	General Management Cases	1	Discussion	Classroom
<b>Unit -2</b> Organisational Behaviour Cases				
2.1	Introduction	3	Lecture	Classroom
2.2	Cases From Organisational Behaviour	3	Lecture	Classroom
2.3	Cases From Organisational Behaviour	3	Discussion	Classroom
2.4	Cases From Organisational Behaviour	2	Discussion	Classroom
2.5	Cases From Organisational Behaviour	2	Discussion	Classroom

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2.6	Cases From Organisational Behaviour	1	Discussion	Classroom
2.7	Cases From Organisational Behaviour	1	Discussion	Classroom
<b>Unit -3Marketing Management Cases</b>				
3.1	Introduction	2	Lecture	Classroom
3.2	Cases From Marketing Management	2	Lecture	Classroom
3.3	Cases From Marketing Management	2	Discussion	Classroom
3.4	Cases From Marketing Management	2	Discussion	Classroom
3.5	Cases From Marketing Management	2	Discussion	Classroom
3.6	Cases From Marketing Management	2	Discussion	Classroom
3.7	Cases From Marketing Management	2	Discussion	Classroom
3.8	Cases From Marketing Management	1	Discussion	Classroom
<b>Unit -4Human Resource Management Cases</b>				
4.1	Introduction	2	Lecture	Classroom
4.2	Cases From Human Resource Management	2	Lecture	Classroom
4.3	Cases From Human Resource Management	3	Discussion	Classroom
4.4	Cases From Human Resource Management	2	Discussion	Classroom
4.5	Cases From Human Resource Management	1	Discussion	Classroom
4.6	Cases From Human Resource Management	2	Discussion	Classroom

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4.7	Cases From Human Resource Management	2	Discussion	Classroom
4.8	Cases From Human Resource Management	1	Discussion	Classroom
<b>Unit -5 Cases from Harvard Business Review</b>				
5.1	Introduction	2	Lecture	Classroom
5.2	Current Cases Of Industry/Business From Newspaper And Magazine Be Included	2	Lecture	Classroom
5.3	Current Cases Of Industry/Business From Newspaper And Magazine Be Included	2	Discussion	Classroom
5.4	Current Cases Of Industry/Business From Newspaper And Magazine Be Included	3	Discussion	Classroom
5.5	Current Cases Of Industry/Business From Newspaper And Magazine Be Included	1	Discussion	Classroom
5.6	Current Cases Of Industry/Business From Newspaper And Magazine Be Included	2	Discussion	Classroom
5.7	Current Cases Of Industry/Business From Newspaper And Magazine Be Included	3	Discussion	Classroom
5.8	Current Cases Of Industry/Business From Newspaper And Magazine Be Included	1	Discussion	Classroom

**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.	40M ks.	
<b>K1</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>4</b>	10 %
<b>K2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>9</b>	<b>-</b>	<b>9</b>	22.5 %
<b>K3</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>K4</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

<b>CIA</b>	
<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

✓ 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	PSOs ADDRESSED
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		<b>TO REVISED BLOOM'S TAXONOMY)</b>	
CO 1	Understanding the General Management Cases ,analyze the problems & find the solution.	K1,K2,K3 & K4	PSO1 ,PSO2 ,PSO 4 & PSO 8
CO 2	Understanding the Organisational Behaviour Cases , analyze the problems & find the solution.	K1,K2,K3 & K4	PSO1 ,PSO2 ,PSO 4 & PSO 8
CO 3	Understanding the Marketing Management Cases ,analyze the problems & find the solution.	K1,K2,K3 & K4	PSO1 ,PSO2 ,PSO 4 & PSO 8
CO 4	Understanding the Human Resource Management Cases , analyze the problems & find the solution.	K1,K2,K3 & K4	PSO1 ,PSO2 ,PSO 4 & PSO 8
CO 5	Understanding the Cases in Harvard Business Review , analyze the problems & find the solution.	K1,K2,K3 & K4	PSO1 ,PSO2 ,PSO 4 & PSO 8

#### 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	2	3	2	1	2	3
CO2	3	3	2	3	2	1	2	3
CO3	3	3	2	3	2	1	2	3
CO4	3	3	2	3	2	1	2	3
CO5	3	3	2	3	2	1	2	3

#### Mapping COs Consistency with POs

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

**COURSE DESIGNER:**

**1. KA.VANESSA**

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III B.B.A**

**SEMESTER -V**

*For those who joined in 2019 onwards*

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

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVES**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Definition – administration of the scheme – officers and staff – contributions – benefits

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

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

**Unit 6: DYNAMICS(Evaluation Pattern-CIA only)**

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

**Self Study:**

**Unit I: Classification of contracts, contract without consideration is void – exceptions.**

**Unit II: Relation of partners – rights – duties – relation of partners to third parties – types of partners.**

**Unit III: Welfare provisions of factories act 1948.**

**Unit IV – Role of Officers and staff in ESI ACT - 1948**

**Unit V: Employees Deposit Linked Insurance Scheme and Fund**

**TEXT BOOK**

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

**REFERENCES:**

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

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

[www.advocatekhoj.com/library/bareacts/partnership/index..](http://www.advocatekhoj.com/library/bareacts/partnership/index..)  
[mpsdma.nic.in/Website\\_Material/Factories\\_Act.pdf](http://mpsdma.nic.in/Website_Material/Factories_Act.pdf)  
[www.esic.nic.in/esi\\_act.php](http://www.esic.nic.in/esi_act.php)  
[www.esic.nic.in/Tender/ESIAct1948Amendedupto010610.pdf](http://www.esic.nic.in/Tender/ESIAct1948Amendedupto010610.pdf)  
[www.epfindia.com/.../PDFs/Downloads\\_PDFs/EPFAct1952.pdf](http://www.epfindia.com/.../PDFs/Downloads_PDFs/EPFAct1952.pdf)  
<https://www.youtube.com/watch?v=ol2BXgF-P48>  
<https://theintactone.com/2019/09/01/ccsubba-105-business-laws/>  
[https://www.dphu.org/uploads/attachements/books/books\\_3498\\_0.pdf](https://www.dphu.org/uploads/attachements/books/books_3498_0.pdf)

**COURSE CONTENTS & LECTURE SCHEDULE:**

Module No.	Topic	No. Of Lectures	Teaching Pedagogy	Teaching Aids
<b>Unit -1 Indian Contract Act, 1872</b>				
1.1	Introduction To Law – Object Of Law	2	Lecture	Chalk And Talk
1.2	IgnorantiaJuris Not Excusat – Sources Of Mercantile Law.	2	Lecture	Chalk And Talk
1.3	Nature Of Contract	1	Lecture	Chalk And Talk
1.4	The Indian Contract Act, 1872 – Definition – Consensus Ad Idem	1	Lecture	Chalk And Talk
1.5	Essential Elements Of A Valid Contract- : Classification Of Contracts.	1	Lecture	Chalk And Talk
1.6	Offer And Acceptance – Offer – Legal Rules As To Offer	1	Lecture	Chalk And Talk

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1.7	Tender – Cross Offers – Acceptance – Legal Rules As To Acceptance	1	Lecture	Chalk And Talk
1.8	Communication Of Offer, Acceptance And Revocation.	2	Lecture	Chalk And Talk
1.9	Consideration – Definition – Need – Legal Rules As To Consideration	2	Lecture	Chalk And Talk
1.10	– Stranger To Contract –, Contract Without Consideration Is Void – Exceptions	2	Lecture	Chalk And Talk
<b>Unit -2 Indian Partnership Act 1932.</b>				
2.1	Definition – Formation – Test Of Partnership	2	Lecture	Chalk And Talk
2.2	Partnership And Other Associations – Registration Of Firms	2	Lecture	Chalk And Talk
2.3	Relation Of Partners – Rights – Duties	4	Lecture	Chalk And Talk
2.4	– Relation Of Partners To Third Parties – Types Of Partners.	2	Lecture	Chalk And Talk
2.5	Dissolution Of Firm – Without The Order Of Court	3	Lecture	Chalk And Talk
2.6	– Dissolution By Court – Rights Of Partner On Dissolution – Liabilities – Settlement Of Accounts.	2	Lecture	Chalk And Talk
<b>Unit -3 The Companies Act 1956 And The Factories Act, 1948.</b>				
3.1	Company -Definition - Kinds Of Companies-Memorandum Of Association	3	Lecture	Chalk And Talk
3.2	Contents, Name Clause, Registered Office Clause	3	Lecture	Chalk And Talk
3.3	Objects Clause, Capital Clause, Liability Clause	2	Lecture	Chalk And Talk
3.4	Association Clause-Articles Of Association-Content Of Articles-Difference Between Articles & Memorandum	2	Lecture	Chalk And Talk
3.5	Factory – Definition – Health – Safety – Hazardous Processes	2	Lecture	Chalk And Talk

3.6	Welfare - Employment Of Young Person	2	Lecture	Chalk And Talk
3.7	Women – Annual Leave With Wages	1	Lecture	Chalk And Talk
<b>Unit -4 The Employees State Insurance Act, 1948</b>				
4.1	Definition – Administration Of The Scheme	4	Lecture	Chalk And Talk
4.2	Officers And Staff	4	Lecture	Chalk And Talk
4.3	Contributions	4	Lecture	Chalk And Talk
4.4	Benefits.	3	Lecture	Chalk And Talk
<b>Unit -5 The Employees Provident Fund Act</b>				
5.1	Definition – Employees Provident Fund Schemes	2	Lecture	Chalk And Talk
5.2	Employees Pension Scheme And Fund	4	Lecture	Chalk And Talk
5.3	Employees Deposit Linked Insurance Scheme And Fund	4	Lecture	Chalk And Talk
5.4	Administration Of The Schemes	3	Lecture	Chalk And Talk
5.5	Central Board – Executive Committee – State Board.	2	Lecture	Chalk And Talk

### EVALUATION PATTERN

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1	T2	Quiz	Assignment	OBT/PPT				
	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40Mks.	
<b>K1</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>4</b>	10 %

<b>K2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>9</b>	<b>-</b>	<b>9</b>	<b>22.5 %</b>
<b>K3</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>11</b>	<b>-</b>	<b>11</b>	<b>27.5 %</b>
<b>K4</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>11</b>	<b>-</b>	<b>11</b>	<b>27.5 %</b>
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	<b>12.5 %</b>
<b>Total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

<b>CIA</b>	
<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

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

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

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

### **COURSE OUTCOMES**

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

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

#### Mapping COs Consistency with PSOs

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

#### Mapping COs Consistency with POs

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

<b>CO4</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>

**COURSE DESIGNER:**

**A. ROSARY INFANTA**

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III B.B.A**

**SEMESTER – V**

*For those who joined in 2019 onwards*

<b>PROGRAMM E CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGOR Y</b>	<b>HRS/WEE K</b>	<b>CREDIT S</b>
<b>USBA</b>	<b>19U5ME 1</b>	<b>INTERNATIONA L BUSINESS MANAGEMENT</b>	<b>Lecture</b>	<b>5</b>	<b>5</b>

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVES**

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

**Unit 1. Introduction [15 Hours]**

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

**Unit 2. MNCs [15 Hours]**

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

**Unit 3. International Production & International HRM [15 Hours]**

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

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

**Unit 4. International Marketing [15 Hours]**

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

**Unit 5. International Finance [15 Hours]**

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

**Unit 6: DYNAMICS(Evaluation Pattern-CIA only)**

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

**Self study:**

**Unit-1: International business – Stages – Approaches**

**Unit-2: MNCs in India.**

**Unit-3: Global Recruitment – Selection Process**

**Unit-4: International marketing Strategies in Different Stages of Product Life Cycle**

**Unit-5: Methods of correction of disequilibrium**

**Text Book**

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

**Reference Books:**

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

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

[www.managementstudyguide.com/international-business.htm](http://www.managementstudyguide.com/international-business.htm),  
[www.managementparadise.com/.../international.../45148-study-materials-international](http://www.managementparadise.com/.../international.../45148-study-materials-international)

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

**COURSE CONTENTS & LECTURE SCHEDULE**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 Introduction</b>				
1.1	Globalisation –Meaning, definition,	4	Lecture	Chalk and talk
1.2	Features – Components of Globalisation –	4	Lecture	Chalk and talk
1.3	Advantages and Disadvantages of Globalisation - International	4	Lecture	Chalk and talk

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	Business – Introduction – Evolution –			
1.4	Nature – Why go International? – Stages – Approaches – Advantages– Problems.	3	Lecture	Chalk and talk
<b>UNIT -2 MNC's</b>				
2.1	MNCs – Definition – Difference between IC, MNC, GC & TNC –	5	Lecture	Chalk and talk
2.2	Advantages of MNC to Home country & Disadvantages of MNC to Home country - Advantages of MNC to Host country	5	Lecture	Chalk and talk
2.3	Disadvantages of MNC to Host country – Modes of Entry – Role of MNCs in India.	5	Lecture	Chalk and talk
<b>UNIT -3 International Production &amp; HRM</b>				
3.1	International Production – Meaning– Generic Strategies of International business –Differentiation, Cost leadership, focus.	2	Lecture	Chalk and talk
3.2	Acquisition of Resources – Vertical integration, Make or buy decision, Location decisions-Introduction,	1	Lecture	Chalk and talk

CBCS Curriculum for UG Department of Business Administration

3.3	Location decision four approaches.	2	Lecture	Chalk and talk
3.4	International Human Resource management –Meaning-	2	Lecture	Chalk and talk
3.5	Functions of HRM -Global Recruitment ,	1	Lecture	Chalk and talk
3.6	Global Selection Process, Selection procedure,	1	Lecture	Chalk and talk
3.7	Selection approach–Expatriates – Meaning-	1	Lecture	Chalk and talk
3.8	International Adjustment –Stages, Dimensions, Cross –	2	Lecture	Chalk and talk
3.9	Cultural Training – Types, How to overcome the blunders.	1	Lecture	Chalk and talk
3.10	Compensation in Global companies-Expatriate pay, Gratuity, Allowance, Profit sharing.	2	Lecture	Chalk and talk
<b>UNIT -4 International Marketing</b>				
4.1	International marketing – Meaning –International product life cycle-Stages	2	Lecture	Chalk and talk
4.2	Models-International marketing Strategies in Different Stages of Product Life Cycle	2	Lecture	Chalk and talk

CBCS Curriculum for UG Department of Business Administration

4.3	Export Procedure –Stages-Preliminaries, offer and receipts of confirmed orders	2	Lecture	Chalk and talk
4.4	Production and clearance of products for exports	2	Lecture	Chalk and talk
4.5	Shipment, Documents	2	Lecture	Chalk and talk
4.6	Export incentives- Import Procedure-Stages-Preliminaries, Enquiry and Placing the Indent	2	Lecture	Chalk and talk
4.7	obtaining the foreign exchange, Arranging for Payment	1	Lecture	Chalk and talk
4.8	Payment of customs duties and taking the delivery of goods.	2	Lecture	CHALK AND TALK
<b>UNIT -5 International Finance</b>				
5.1	International Finance – Foreign Exchange – Convertibility of Rupees and its Implications – International Risk Management	5	Lecture	CHALK AND TALK
5.2	Foreign Direct Investment – Balance of Payment	3	Lecture	CHALK AND TALK
5.3	Components – Disequilibrium in the Balance of payment	4	Lecture	CHALK AND TALK
5.4	Methods of correction of disequilibrium	3	Lecture	CHALK AND TALK

**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.	40Mks.	
<b>K1</b>	<b>2</b>	<b>2</b>	-	-	-	<b>4</b>	-	<b>4</b>	10 %
<b>K2</b>	<b>2</b>	<b>2</b>	<b>5</b>	-	-	<b>9</b>	-	<b>9</b>	22.5 %
<b>K3</b>	<b>3</b>	<b>3</b>	-	-	<b>5</b>	<b>11</b>	-	<b>11</b>	27.5 %
<b>K4</b>	<b>3</b>	<b>3</b>	-	<b>5</b>	-	<b>11</b>	-	<b>11</b>	27.5 %
<b>Non Scholastic</b>	-	-	-	-	-		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

<b>CIA</b>	
<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

✓ **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	Acquire knowledge about the concept of Globalization and International Business.	K1 &K2	PSO1 & PSO5
CO 2	Gain knowledge about MNCs and their modes of entry and analyse the impact of MNCs on the home and host countries	K1& K4	PSO1 & PSO5
CO 3	Learn and analyse the significant issues in International Production Management and International Resource Management Process	K1 , K2 & K4	PSO1 & PSO5
CO 4	Describe the functions of International Marketing and also	K1&K3	PSO1 & PSO5

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

**Mapping COs with PSOs**

CO/P SO	PS O1	PS O2	SP O3	PS O4	PS O5	PS O6	PS O7	PS O8
CO1	3	1	1	2	3	1	1	2
CO2	3	1	1	2	3	1	1	2
CO3	3	1	1	2	3	1	1	2
CO4	3	1	1	2	3	1	1	2
CO5	3	1	1	2	3	1	1	2

**Mapping COs with PSOs**

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

**COURSE DESIGNER:**

1. A. Rosary Infanta

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III B.B.A**

**SEMESTER – V**

*For those who joined in 2019 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGOR Y</b>	<b>HRS/WEEK</b>	<b>CREDIT S</b>
<b>USBA</b>	<b>19U5ME 2</b>	<b>FINANCIA L SERVICES</b>	<b>Lecture</b>	<b>5</b>	<b>5</b>

**COURSE DESCRIPTION**

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

### **COURSE OBJECTIVES**

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

### **UNIT 1 – INTRODUCTION**

**(15 hours)**

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

### **UNIT 2 –DEPOSITS AND PAYMENTS**

**(15 hours)**

Mobilization of fixed deposits

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

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

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

**UNIT 3 E- BROKING AND D-MAT**

**(15 hours)**

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

**UNIT 4 TYPES OF CARDS**

**(15 hours)**

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

**UNIT 5 CREDIT RATING AND SECURITIZATION**

**(15 hours)**

Credit Rating – meaning – functions – benefits – credit rating agencies in India – credit rating information services limited (CRISIL) – investment information and credit rating agency of India (IICRA) – Credit analysis and research limited (CARE).

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

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

**UNIT –VI DYNAMICS(Evaluation Pattern-CIA only)**

1. Analyse the various companies share rate

**Self study:**

**Unit I- Weaknesses of Indian Financial System**

**Unit II- Features and Advantages of E-banking**

**Unit III-- Scope and Features of SEBI Act 1996**

**Unit IV- Difference between Credit card and Debit card**

**Unit V- Types of Factoring**

**Text Book:**

1. Financial Markets and Services – E. Gordan&Natarajan, Himalaya Publishing House, Mumbai

**REFERENCES:**

1. Indian Financial System – Dr.S.Gurusamy, Tata McGraw Hill Publications, New Delhi, 2<sup>nd</sup> Edition

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

**1. E-Resources:**

<https://www.scribd.com/.../ADL-55-Management-of-Financial-Services-Study-Materials>

**2.**

<http://www.gupshupstudy.com/note/353532/management-of-financial-services-notes-pdf>

3. <https://www.youtube.com/watch?v=gCHUGgcGV48>

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 INTRODUCTION</b>				
1.1	The Financial System in India – functions of the financial system	1	Chalk & Talk	Black Board

CBCS Curriculum for UG Department of Business Administration

1.2	Financial Concepts – financial assets	1	Chalk & Talk	Black Board
1.3	Financial intermediaries – financial markets	2	Chalk & Talk	Black Board
1.4	Financial rates of return – financial instruments	2	Lecture	PPT & White board
1.5	Weaknesses of Indian Financial System	1	Lecture	Black Board
1.6	Financial services – meaning – scope of financial services -	2	Lecture	Black Board
1.7	New financial products and services	3	Discussion	Black Board
1.8	Innovative financial instruments	2	Specimen	PPT
1.9	Challenges facing the financial services sector – present scenario	1	Discussion	Black Board
<b>UNIT -2 DEPOSITS AND PAYMENTS</b>				
2.1	Mobilization of fixed deposits E – banking – meaning- features - advantages	1	Chalk & Talk	Black Board
2.2	Mobile banking – meaning – features – essential requirements – services. Telephone Banking – definition – features – benefits – mechanism – drawbacks.	3	Chalk & Talk	Black Board

CBCS Curriculum for UG Department of Business Administration

2.3	Investment- Meaning – Distinction between investment and speculation- importance –	3	Chalk & Talk	Black Board
2.4	Factors favorable for investment.	2	Lecture	PPT & White board
2.5	Consumer Finance – significance –	2	Lecture	Black Board
2.6	different types of loan – clean loan, secured loan, overdraft, cash credit, pledge, mortgage, hypothecation, assignment	4	Lecture	Black Board
<b>UNIT 3 E- BROKING AND D-MAT</b>				
3.1	On Line Trading – modus operandi of E – trading –merits	2	Specimen	PPT
3.2	Depository System – meaning – objectives – depository process	2	Discussion	Black Board
3.3	Depository system in India- SEBI Act 1996- scope and features — benefits. Portfolio Management – features – investment strategy – risk and beta	3	Chalk & Talk	Black Board
3.4	Modern portfolio theory (MPT)	1	Chalk & Talk	Black Board
3.5	Capital Asset Pricing Model and Security Market Line (SML)	1	Chalk & Talk	Black Board

3.6	Time value of money – compounding – discounting	1	Lecture	PPT & White board
3.7	SEBI guidelines	1	Lecture	Black Board
3.8	On Line Trading – modus operandi of E – trading –merits	2	Lecture	Black Board
3.9	Depository System – meaning – objectives – depository process	2	Discussio n	Black Board
<b>UNIT 4      TYPES OF CARDS</b>				
4.1	ATM – The Cash Machine – concept – features	2	Discussio n	Black Board
4.2	ATM Pin – biometrics – ATM types	2	Chalk & Talk	Black Board
4.3	ATM mechanism – ATM functions	2	Chalk & Talk	Black Board
4.4	Importance – shared ATM	1	Chalk & Talk	Black Board
4.5	Credit Card – meaning	1	Lecture	PPT & White board
4.6	Types – credit card, charge card, in-store card, corporate credits, business cards, smart cards, debit cards	2	Specimen	Charts

4.7	Difference between credit card and debit card, ATM card, virtual card – parties to a credit card	2	Lecture	Black Board
4.8	Benefits – demerits	1	Discussion	PPT
4.9	Foreign Exchange Market – characteristics Traveller Cheques	1	Specimen	Charts
4.10	Special features – loss of traveler cheque	1	Discussion	Black Board
<b>UNIT 5 CREDIT RATING AND SECURITIZATION</b>				
5.1	Credit Rating – meaning – functions – benefits – credit rating agencies in India – credit rating information services limited (CRISIL)	2	Chalk & Talk	Black Board
5.2	Investment information and credit rating agency of India (IICRA)	2	Chalk & Talk	Black Board
5.3	Credit analysis and research limited (CARE)	2	Lecture	Black Board
5.4	Factoring – meaning – modus operandi – functions	2	Lecture	Black Board
5.5	Types of factoring – benefits –international factoring edifactoring	2	Lecture	Black Board
5.6	Forfaiting – benefits –drawbacks	1	Discussion	PPT

5.7	Securitisation – meaning – securitization Vs. factoring – modus operandi	2	Specimen	PPT
5.8	Types of securities – benefits	1	Chalk & Talk	Black Board
5.9	Securitisation in India	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/PT				
	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40Mks.	
<b>K1</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>4</b>	10 %
<b>K2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>9</b>	<b>-</b>	<b>9</b>	22.5 %
<b>K3</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>K4</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

CIA

<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

✓ **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 OUTCOME	KNOWLEDGE LEVEL (REVISED BLOOMS TAXONOMY)	PSOs Addressed
<b>CO1</b>	Understand the financial system and services in India and thereby analyze the present scenario.	<b>K1, K3</b>	<b>PSO1,PSO5,PSO7</b>
<b>CO2</b>	Understand varied types of deposits , payments such as E- Banking fixed deposits investments and consumer finance and apply in practice.	<b>K1,K4</b>	<b>PSO1,PSO5,PSO7</b>
<b>CO3</b>	Understand and Remember E. Trading and portfolio management.	<b>K1,K2</b>	<b>PSO1,PSO5,PSO7</b>

<b>CO4</b>	Understand and apply the various types of cards available and their effective uses.	<b>K1, K3</b>	<b>PSO1,PSO5,PSO7</b>
<b>CO5</b>	Understand and identify the role of credit rating agencies, types of factoring and securitization	<b>K1, K2, K4</b>	<b>PSO1,PSO5,PSO7</b>

**Mapping COs Consistency with PSOs**

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

**Mapping COs Consistency with POs**

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

**COURSE DESIGNER:**

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

**Forwarded By**

**Dr.M MEENACHI**

**III B.B.A**

**HOD'S Signature & Name**

**SEMESTER -V**

*For those who joined in 2019 onwards*

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

### **COURSE DESCRIPTION**

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

### **COURSE OBJECTIVES**

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

#### **UNIT –I INTRODUCTION**

**6( HRS.)**

Leadership – Definition, Nature, Essential qualities, Styles.

#### **UNIT II: ATTITUDE**

**[6 HRS]**

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

#### **UNIT III: GOAL SETTING**

**[6 HRS]**

Goal setting – Meaning-Difference between Dream& Goal -Goal setting Process-- Visualization – Meaning – Visualization Process

#### **UNIT IV: TIME MANAGEMENT**

**[6 HRS]**

Time Management – Meaning – Ideas to transfuse time.

#### **UNIT V: SELF MOTIVATION AND SWOT ANALYSIS**

**[6 HRS]**

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

#### **Unit VI: DYNAMICS (Evaluation Pattern-CIA only)**

Prepare Swot analysis of two companies located in your area.

#### **Self Study:**

#### **Unit 1: Leadership qualities**

#### **Unit 2: Sources of Attitude**

#### **Unit 3:Goal Setting**

**Unit 4: time management**

**Unit 5: SWOT analysis**

**Text Book:**

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

**REFERENCE :**

Personality development and communicative English  
byDr.Pandya&Pratimadevesastri

**DIGITAL OPEN EDUCATIONAL RESOURCE:**

<https://www.commonpurpose.org/leadership/development>

<https://sallyhelgesen.com/video/womens-leadership-skills>

<https://www.mindtools.com › main › newMN LDR>

<https://www.thebalancecareers.com › top-leadership-skills>

**Course Content and Lecture Schedule**

<b>UNIT -1</b>		<b>LEADERSHIP</b>		
1.1	Leadership – definition- nature- essential qualities- styles	6	Chalk & Talk	Black Board
<b>UNIT -2</b>		<b>ATTITUDE</b>		
2.1	Attitude- meaning, nature, components, sources, types, functions, practical exercises of attitude	6	Lecture	LCD
<b>UNIT -3</b>		<b>GOAL SETTING</b>		
3.1	Goal setting- meaning, difference between Dream& Goal - Goal setting Process--	6	Chalk & Talk	Black Board

	visualization, process of visualization			
<b>UNIT -4 TIME MANAGEMENT</b>				
4.1	Time Management – meaning – ideas to transfuse time	6	Lecture	LCD
<b>UNIT -5 SELF MOTIVATION AND SWOT ANALYSIS</b>				
5.1	Self motivation- concept- ways of self motivation – swot analysis.	6	Discussion	Students presentation

### 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.	40Mks.	
<b>K1</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>4</b>	10 %
<b>K2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>9</b>	<b>-</b>	<b>9</b>	22.5 %
<b>K3</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>K4</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

<b>CIA</b>	
<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

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

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

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

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Understand the essential qualities of leadership & develop leadership skills.	K1,K2& K3	PSO2& PSO4
CO 2	Learn about attitude & its measurement to identify the level of attitude	K1,K2& K3	PSO2& PSO4

CO 3	Acquire knowledge about goal setting & facilitates to develop the individual goals	K1,K2& K3	PSO2& PSO4
CO 4	Understand the importance of time management & apply it in practise.	K1,K2& K3	PSO2& PSO4
CO 5	Learn & Apply the tools of SWOT analysis which in turn to helps to match the strengths&weakness with opportunities &Threats.	K1,K2& K3	PSO2& PSO4

**Mapping COs Consistency with PSOs**

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

**Mapping COs Consistency with POs**

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

**COURSE DESIGNER:A. ROSARY INFANTA**

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III B.B.A**

**SEMESTER –V**

*For those who joined in 2019 onwards*

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	CATEGOR Y	HRS/WEE K	CREDIT S
USBA	19U5SB 4	EMPLOYABILIT Y SKILLS	Chalk & Talk	2	2

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVE**

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

**Unit 1:Verbal Ability**

**[6 Hours]**

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

**Unit2: Test of Reasoning –I**

**[6 Hours]**

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

**Unit 3: Test of Reasoning –II**

**[6 Hours]**

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

**Unit 4: Quantitative Aptitude I**

**[6 Hours]**

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

**Unit 5: Quantitative Aptitude II**

**[6 Hours]**

Average ---Simple Interest---Compound Interest

**Unit 6: Dynamics: (Evaluation Pattern-CIA only)**

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

**Self Study:**

UNIT 1 :Synonyms

UNIT I1 :Ranking

UNIT II1 :Series Completion Test

UNIT 1V :cubes

UNIT V :Simple Interest

**Text books:**

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

**REFERENCES:**

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

**DIGITAL OPEN EDUCATIONAL RESOURCES**

[https://www.youtube.com/watch?v=QynZaeik\\_Ak](https://www.youtube.com/watch?v=QynZaeik_Ak)

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

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

**COURSE CONTENTS & LECTURE SCHEDULE:**

Module No.	Topic	No. Of Lectures	Teaching Pedagogy	Teaching Aids
<b>Unit -I Verbal Ability</b>				
1.1	Reading Passage	3	Lecture	Chalk And Talk
1.2	Synonyms & Antonyms-	3	Lecture	Chalk And Talk

<b>Unit -2 Test Of Reasoning –I</b>				
2.1	Alphabet Test	2	Lecture	Chalk And Talk
2.2	Coding& Decoding	2	Lecture	Chalk And Talk
2.3	Ranking (Or)Arranging In Order	1	Lecture	Chalk And Talk
2.4	Analogy	1	Lecture	Chalk And Talk
<b>Unit 3 Test Of Reasoning –II</b>				
3.1	Assigning Artificial Values To Arithmetical Series	3	Lecture	Chalk And Talk
3.2	Series Completion Test	1	Lecture	Chalk And Talk
3.3	Syllogism	1	Lecture	Chalk And Talk
3.4	Syllogism	1	Lecture	Chalk And Talk
<b>Unit -4 Quantitative Aptitude I</b>				
4.1	Number System-	2	Lecture	Chalk And Talk
4.2	Squares & Cube	2	Lecture	Chalk And Talk
4.3	Simplification	2	Lecture	Chalk And Talk
<b>Unit -5 Quantitative Aptitude II</b>				
5.1	Average	2	Lecture	Chalk And Talk
5.2	Simple Interest	2	Lecture	Chalk And Talk
5.3	Compound Interest	2	Lecture	Chalk And Talk

**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.	40Mks.	
<b>K1</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>4</b>	10 %
<b>K2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>9</b>	<b>-</b>	<b>9</b>	22.5 %
<b>K3</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>K4</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

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 comprehension & enhance vocabulary.	K1, K2 & K3	PSO 2 & PSO 6
CO 2	Gain basic knowledge about test of reasoning to develop reasoning skills	K1, K2 & K3	PSO 2 & PSO 6
CO 3	Learn basic knowledge about arithmetic reasoning & to improve reasoning skills	K1, K2 & K3	PSO 2 & PSO 6
CO 4	Understand the number system & powers to develop aptitude skills.	K1, K2 & K3	PSO 2 & PSO 6
CO 5	Learn to compute averages & interest to improve quantitative aptitude skills	K1, K2 & K3	PSO 2 & PSO 6

**Mapping COs Consistency with PSOs**

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

**Mapping COs Consistency with POs**

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

**COURSE DESIGNER:**

**KA.VANESSA**

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

## III B.B.A

## SEMESTER –VI

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U6CC15	OPTIMIZATION TECHNIQUES IN MANAGEMENT	CHALK & TALK	5	4

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVES**

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

**Unit 1. Linear Programming****(20 Hours)**

Linear Programming –Mathematical Formulation, Graphical method – Both minimisation and maximisation problems- Simplex method- only Maximization problems with . Two variables and two constraints (**Pure constraints**) problems only.(**problems with degeneracy and Dual simplex are excluded**)

**Unit 2. Transportation****(20 Hours)**

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

**Unit 3. Game Theory (15 Hours)**

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

**Unit 4. Queuing Theory (15 Hours)**

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

**Unit 5. Net Work Analysis (20 Hours)**

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

**Self Study:**

**Unit I: Importance of LPP**

**Unit II: Solving maximisation problems relating to transportation**

**Unit III: Importance of Game theory**

**Unit IV: Application of Queuing Theory**

**Unit V :Objectives of Net work analysis**

**TEXT BOOK:**

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

**REFERENCES:**

1. Quantitative Approaches to Management – Richard Lewin& Charles Kirkpatrick , Tata Mcgrawhill Publishers, New Delhi.2017
2. Operations Research KantiSwarup, P.K. Gupta &ManmohanSulthan Chand & Sons Publishers, New Delhi,2017
3. Operations Research - V.K. KapoorSulthan Chand & Sons Publishers, New Delhi,2018.

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

[www.math.ucla.edu/~tom/LP.pdf](http://www.math.ucla.edu/~tom/LP.pdf)

[pages.intnet.mu/cueboy/education/notes/algebra/modivam.pdf](http://pages.intnet.mu/cueboy/education/notes/algebra/modivam.pdf)

[www.cdam.lse.ac.uk/Reports/Files/cdam-2001-09.pdf](http://www.cdam.lse.ac.uk/Reports/Files/cdam-2001-09.pdf)

[www.win.tue.nl/~iadan/queueing.pdf](http://www.win.tue.nl/~iadan/queueing.pdf)

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

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

[https://www.youtube.com/watch?v=ikO\\_aDBEZDo](https://www.youtube.com/watch?v=ikO_aDBEZDo)[https://www.youtube.com/results?search\\_query=transportation+problem](https://www.youtube.com/results?search_query=transportation+problem) COURSE CONTENTS &

**LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. Of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>Unit -I Linear Programming</b>				
1.1	Linear Programming	4	Chalk & Talk	Black Board
1.2	Mathematical Formulation	4	Chalk & Talk	Black Board
1.3	Graphical Method	4	Chalk & Talk	Black Board
1.4	Simplex Method	4	Chalk & Talk	Black Board
1.5	Solving Maximisation Problem Using Two Phase Method	4	Chalk & Talk	Black Board
<b>Unit -2 Transportation</b>				
2.1	Transportation Model	4	Chalk & Talk	Black Board
2.2	Finding Initial Basic Feasible Solution	3	Chalk & Talk	Black Board
2.3	North – West Corner Method	3	Chalk & Talk	Black Board
2.4	Least Cost Method-	4	Chalk & Talk	Black Board
2.5	Vogel's Approximation Method-	2	Chalk & Talk	Black Board

2.6	Optimal Solution By Modi Method And Stepping Stone Method	3	Chalk & Talk	Black Board
2.7	Solving Maximisation Problem Relating To Transportation	1	Chalk & Talk	Black Board
<b>Unit -3 Game Theory</b>				
3.1	Game Theory - Introduction,	3	Chalk & Talk	Black Board
3.2	Two Persons Zero	4	Chalk & Talk	Black Board
3.3	Sum Games, Solutions Of $2 \times 2$ Rectangle Games,	3	Chalk & Talk	Black Board
3.4	Graphical Method ( $2 \times N$ Games, $M \times 2$ Games)	2	Chalk & Talk	Black Board
3.5	Dominance Principle.	3	Chalk & Talk	Black Board
<b>Unit -4 Queuing Theory</b>				
4.1	Queuing Theory	3	Chalk & Talk	Black Board
4.2	General Structure Of A Queuing System	2	Chalk & Talk	Black Board
4.3	Characteristics Of A Queuing System	2	Chalk & Talk	Black Board
4.4	Single Channel Model - Infinite Population	3	Chalk & Talk	Black Board
4.5	Multiple Channel Model - Infinite Population ( <b>Excluding Cost Analysis</b> )-	2	Chalk & Talk	Black Board
4.6	Application Of Queuing Theory	3	Chalk & Talk	Black Board
<b>Unit -5 Net Work Analysis</b>				

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5.1	Pert And Cpm	4	Chalk & Talk	Black Board
5.2	Network Construction	4	Chalk & Talk	Black Board
5.3	Determining Critical Path	4	Chalk & Talk	Black Board
5.4	Calculation Of Est, Eft, LstAndLft Only	4	Chalk & Talk	Black Board
5.5	Principles Of Network Construction.	4	Chalk & Talk	Black Board

**EVALUATION PATTERN**

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

CIA	
<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

✓ **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 concepts of the linear programming and hence solve the problems	K1&K3	PSO2,PSO6 &PSO8
CO 2	Learn the concepts of Transportation model and hence analyze and solve the Transportation problems	K1&K4	PSO2,PSO6 &PSO8
CO 3	Understand the concepts and methods to solve the game	K1&K2	PSO2,PSO6 &PSO8
CO4	Understand the concepts of queuing theory and hence solve the problems.	K1&K3	PSO2,PSO6 &PSO8

CO5	Understand the network techniques and analyze and solve the problems in project scheduling	K1 ,K2 &K4	PSO2,PSO6 &PSO8
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**Mapping COs Consistency with PSOs**

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

**Mapping COs Consistency with POs**

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

**COURSE DESIGNER:**

**Dr.M.MEENACHI**

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III B.B.A**

**SEMESTER -VI**

*For those who joined in 2019 onwards*

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

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVE**

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

**Unit – I :Introduction**

**(15 Hours)**

Entrepreneurship –Definition &Meaning, Characteristics of Entrepreneurship

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

**Unit – II : Project Identification & Formulation**

**(15 Hours)**

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

**Unit – III: EDP & Women Entrepreneurs**

**(15 Hours)**

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

**Unit – IV: Institutional Finance**

**(15 Hours)**

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

**Unit-V:MSME in India**

**(15Hours)**

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

**Unit 6: DYNAMICS(Evaluation Pattern-CIA only)**

History of successful entrepreneurs – submit a report

Exhibit your entrepreneurial skills through your innovative ideas

**SELF-STUDY:**

**Unit-1: Qualities, functions, types of entrepreneurs.**

**Unit-2: Need, Significance of project formulation.**

**Unit-3: Problems & Factors influencing the selection of industry by women entrepreneurs.**

**Unit-4: Role of Non-Financial Institutions**

**Unit-5: Recent policy initiatives and other reforms.**

**TEXT BOOK:**

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

**Reference Books:**

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

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

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

[https://scholar.google.co.in/scholar?q=entrepreneurial+development+pdf&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholar](https://scholar.google.co.in/scholar?q=entrepreneurial+development+pdf&hl=en&as_sdt=0&as_vis=1&oi=scholar)

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

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

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 Introduction</b>				
1.1	Entrepreneurship –Definition &Meaning, Characteristics of Entrepreneurship	5	Lecture	Black Board
1.2	Entrepreneur- Definition &Meaning –Qualities,	3	Lecture	Black Board
1.3	Functions, types of entrepreneurs,	2	Lecture	Black Board
1.4	Difference between Entrepreneur &Manager. Intrapreneur – Meaning	5	Lecture	Black Board
<b>UNIT -2 Project identification &amp; formulation</b>				
2.1	Project - Meaning, objectives &classification of projects	4	Lecture	Black Board
2.2	Project Formulation – Concept, Need,	3	Chalk & Talk	Black Board
2.3	Significance, Elements of project formulation Feasibility Report	4	Lecture	Black Board
2.4	Meaning Criteria for project selection. Project Appraisal Methods	4	Lecture	Black Board

<b>UNIT -3 EDP &amp; Women Entrepreneurs</b>				
3.1	Evolution of EDP, objectives and Features of EDP	3	Chalk & Talk	Black Board
3.2	Basic aspects of EDP, Phases of EDP.	2	Lecture	Black Board
3.3	Women Entrepreneurs-Problems of women entrepreneurs	3	Lecture	Black Board
3.4	Factors influencing the selection of industry by women entrepreneurs	3	Lecture	Black Board
3.5	Type of industries could be established by women entrepreneurs.	4	Lecture	Black Board
<b>UNIT -4 Institutional Finance</b>				
4.1	Institutional finance to Entrepreneurs – Financial Institutions	2	Lecture	Black Board
4.2	IFCI, IDBI, ICICI	2	Lecture	Black Board
4.3	NABARD, SIDBI, SDC's	2	Lecture	Black Board
4.4	SFC's, Commercial Banks – Non Financial Institutions-DICS	2	Lecture	Black Board
4.5	TIIC, SIPCOT, NSIC	2	Lecture	Black Board
4.6	KVIC – SISI – SIDO	2	Lecture	Black Board
4.7	NAYE – ITCOT- EGB	3	Lecture	Black Board
<b>UNIT -5 MSME in India</b>				
5.1	MSME-meaning, MSME act 2006	5	Lecture	Black Board

5.2	Features, measures taken	3	Lecture	Black Board
5.3	MSME sector	3	Lecture	Black Board
5.4	Recent policy initiatives and other reforms.	4	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.	40Mks.	
<b>K1</b>	2	2	-	-	-	4	-	4	10 %
<b>K2</b>	2	2	5	-	-	9	-	9	22.5 %
<b>K3</b>	3	3	-	-	5	11	-	11	27.5 %
<b>K4</b>	3	3	-	5	-	11	-	11	27.5 %
<b>Non Scholastic</b>	-	-	-	-	-		5	5	12.5 %
<b>Total</b>	10	10	5	5	5	35	5	40	100 %

<b>CIA</b>	
<b>Scholastic</b>	<b>35</b>

<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

✓ **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 characteristics, qualities, functions and types of entrepreneurs	K1 , K2	PSO1, PSO2, PSO4, PSO5 & PSO8
CO 2	Understand and analyse project identification and formulation	K1, K4	PSO1, PSO2, PSO4, PSO5 & PSO8
CO 3	Understand EDP and women entrepreneurs and identify the industries feasible to women entrepreneurs	K1 & K3	PSO1, PSO2, PSO4, PSO5 & PSO8
CO 4	understand the institutional finance provided by financial and non-financial institutions and analyse its merits and drawbacks	K1, K2, K4	PSO1, PSO2, PSO4, PSO5 & PSO8
CO 5	Understand the provisions of MSME Act 2006 and apply it in business	K1 & K3	PSO1, PSO2, PSO4, PSO5 & PSO8

### Mapping COs Consistency with PSOs

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

**Mapping COs Consistency with POs**

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

**COURSE DESIGNER:**

1. KA.VANESSA

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III B.B.A  
SEMESTER -VI**

***For those who joined in 2019 onwards***

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

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVES**

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

**UNIT -I INTRODUCTION**

**15( HRS.)**

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

**UNIT -II BUSINESS AND SOCIETY**

**15( HRS.)**

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

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

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

**UNIT –III BUSINESS AND ECONOMY**

**15( HRS.)**

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

**UNIT – IV BUSINESS AND POLITICS**

**(15 HRS.)**

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

**UNIT - V: BUSINESS AND TECHNOLOGY**

**(15 HRS)**

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

**Unit VI: DYNAMICS(Evaluation Pattern-CIA only)**

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

**Self Study:**

**Unit I: Business goals/objectives**

**Unit II: Cultural shock, cultural transmission, cultural conformity, cultural lag and social responsibility of business to consumers.**

**Unit III: Benefits, arguments, sins & pitfalls of privatization.**

**Unit IV: Fundamental rights & duties**

**Unit V: IT revolution and business environment**

**TEXT BOOK:**

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

**REFERENCE:**

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

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

1. [study.com/academy/lesson/what-is-business-environment-definition-factors-quiz.htm](http://study.com/academy/lesson/what-is-business-environment-definition-factors-quiz.htm),
2. [www.yourarticlelibrary.com/business/business-environment...business-environment/2](http://www.yourarticlelibrary.com/business/business-environment...business-environment/2).
3. <https://www.youtube.com/watch?v=nJC6lsCHM4g>
4. <https://www.youtube.com/watch?v=zshmZ-kBMeA>
5. <https://www.youtube.com/watch?v=KdwDS7iSFjw>

**COURSE CONTENTS & LECTURE SCHEDULE**

<b>UNIT -1</b>		<b>Introduction</b>		
1.1	Business – concept, characteristics, objectives, business environment, meaning, nature and significance	3	Chalk & Talk	Black Board
1.2	Internal Environment	1	Chalk & Talk	LCD
1.3	External – Micro Environment	2	Lecture	PPT & White board
1.4	Macro Environment – Economic, political, social- cultural, natural, physical, demographic, technical, international environment	9	Lecture	PPT & White board
<b>UNIT -2</b>		<b>BUSINESS AND SOCIETY</b>		
2.1	Culture- meaning, elements, organization of culture, cultural adaptation, cultural shock,	4	Lecture	Green Board Charts

	cultural transmission, cultural conformity, cultural lag			
2.2	Social responsibility of business – responsibility to shareholders, employees, consumers, community	4	Chalk & Talk	Green Board
2.3	Consumerism – meaning, plight of Indian consumer – consumer protection act 1986.	5	Chalk & Talk	LCD
2.4	Corporate Governance- meaning, importance, recommendations of Birla Committee	2	Chalk & Talk	LCD

<b>UNIT -3 BUSINESS AND ECONOMY</b>				
3.1	New Industrial Policy 1991	5	Chalk & Talk	Black Board
3.2	IDRA Act, Industrial Licensing- license, letter of intent, new policy, locational policy	4	Chalk & Talk	LCD
3.3	Privatisation- meaning, defects, ways, conditions for success of privatisation, benefits, arguments, sins and pitfalls of privatisation	5	Lecture	PPT & White board
3.4	Privatisation – current scenario in India	1	Chalk & Talk	LCD

<b>UNIT -4 BUSINESS AND POLITICS</b>				
4.1	Functions of State- classification of functions of state- the state, institutions and economic outcomes	3	Chalk & Talk	Black Board
4.2	Economic roles of government in India	3	Chalk & Talk	LCD

CBCS Curriculum for UG Department of Business Administration

4.3	Fundamental rights and duties- preamble, division of power- expansion of state intervention	4	Lecture	PPT & White board
4.4	Responsibilities of government towards business and business towards government	5	Lecture	Smart Board

<b>UNIT -5 BUSINESS AND TECHNOLOGY</b>				
5.1	Technology- meaning, technology and competitive advantage, sources of technical dynamics	5	Chalk & Talk	Black Board
5.2	IT revolution and business environment, impact of technology and globalization	5	Chalk & Talk	LCD
5.3	Technology transfer- meaning levels and methods of technology transfer	5	Lecture	PPT & White 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.	40Mks.	
<b>K1</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>4</b>	10 %

<b>K2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>9</b>	<b>-</b>	<b>9</b>	22.5 %
<b>K3</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>K4</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

<b>CIA</b>	
<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

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

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

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

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
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CBCS Curriculum for UG Department of Business Administration

CO 1	Understand Business, business environment, and analyse the internal and external environment of business	K1,K4	PSO1, PSO2, PSO5 & PSO8
CO 2	Understand Culture, social responsibility of business, consumerism and identify its role in business	K1, K3	PSO1, PSO2, PSO5 & PSO8
CO 3	Understand New Industrial Policy 1991, Industrial Licensing and Privatisation and apply it to business	K1 & K3	PSO1, PSO2, PSO5 & PSO8
CO 4	Understand and classify the functions of state, economic roles of government, fundamental rights, duties and responsibility of government and business	K1, K2, K4	PSO1, PSO2, PSO5 & PSO8
CO 5	Understand Technology, IT revolution and business environment, globalization, technology transfer and discuss its impact on business	K1 & K2	PSO1, PSO2, PSO5 & PSO8

**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	2	2	3	1	2	3
CO2	3	3	2	2	3	1	2	3
CO3	3	3	2	2	3	1	2	3
CO4	3	3	2	2	3	1	2	3
CO5	3	3	2	2	3	1	2	3

**Mapping COs Consistency with Pos**

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

<b>CO2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>CO3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>CO4</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>CO5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>

**COURSE DESIGNER:  
S.L.KUMARI**

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III BBA**

**SEMESTER -VI**

*For those who joined in 2019 onwards*

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

**COURSE DESCRIPTION**

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

## **COURSE OBJECTIVES**

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

### **Unit1: Introduction (15 hours)**

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

### **Unit 2: Store operations management (15 hours)**

Store planning – Meaning-Strategies for store planning- Location planning – Types of locations – Stores Design and retailing image mix - Space mix – concepts, Floor space management – Merchandise Hierarchy – Visual Merchandising - Meaning – Advantages – Stores Atmospherics – Contents – Shop Displays - Types–Mall–Meaning, New Mall concepts emerging in India.

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

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

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

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

**Unit 5: Retail Marketing Mix (15 hours)**

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

**Unit 6: DYNAMICS(Evaluation Pattern-CIA only)**

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

**SELF-STUDY:**

**Unit-1: Growth of organized retailing in India**

**Unit-2: Mall–Meaning, New Mall concepts emerging in India.**

**Unit-3: Retail technology and Customer Relations Management**

**Unit-4: Customer service management-process**

**Unit-5: Franchising – Types of Franchising –Types of Franchise Agreements.**

**TEXT BOOK:**

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

**REFERENCES:**

Retail management –ChetanBajaj ,Nidhi.V Srinivasa-2017

Retail management – MichallLevy ,Barton.AWeitz -2018

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

[www.managementstudyguide.com/retail-management.htm](http://www.managementstudyguide.com/retail-management.htm), [www.careerindia.com](http://www.careerindia.com)

› Courses › Unique Courses

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

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 Introduction</b>				
1.1	Retailing – Definition and scope	1	Chalk & Talk	Black Board
1.2	Retailing and marketing mix	2	Chalk & Talk	Black Board
1.3	Retailing scenario in India	2	Lecture	Black Board
1.4	Factors influencing consumers shopping habits	2	Lecture	Black Board
1.5	Key drivers retailing in India	2	Lecture	Black Board
1.6	Growth of organized retailing in India	2	Discussion	Black Board
1.7	Retail formats and their evolution	2	Lecture	Black Board
1.8	Store formats in parlance.	2	Discussion	Black Board
<b>UNIT -2 Store operations management</b>				
2.1	Store planning – Meaning, Location planning	1	Lecture	Black Board
2.2	Strategies for store planning -Types of locations	2	Chalk & Talk	Black Board

CBCS Curriculum for UG Department of Business Administration

2.3	Stores Design and retailing image mix	3	Chalk & Talk	Black Board
2.4	Space mix – concepts	2	Lecture	Black Board
2.5	Floor space management –	2	Chalk & Talk	Black Board
2.6	Merchandise Hierarchy – Visual Merchandising	2	Chalk & Talk	Black Board
2.7	Meaning – Advantages – Stores Atmospherics	1	Lecture	Black Board
2.8	Contents – Shop Displays - Types–Mall–Meaning, New Mall concepts emerging in India	2	Chalk & Talk	Black Board
<b>UNIT -3 Supply Chain Management &amp; CRM</b>				
3.1	Supply chain management (SCM) – Meaning	1	Chalk & Talk	Black Board
3.2	Concept – Integrated Supply Chain	1	Chalk & Talk	Black Board
3.3	Components – Retail Automation & SCM with examples (Tanishq& Shoppers stop)	4	Lecture	Black Board
3.4	CRM-Meaning- CRM Process	3	Lecture	Black Board
3.5	Retail technology and Customer Relations Management (CRM)	3	Lecture	Black Board
3.6	Retail Automation in Merchandise and SCM.	3	Discussion	Black Board
<b>UNIT-4 Managing Retail Personnel &amp; Customer Service Management</b>				
4.1	HR issues – Concerns in Retailing	1	Lecture	Black Board

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4.2	Manpower Planning – Recruitment	2	Chalk & Talk	Black Board
4.3	Motivation & Retention	3	Chalk & Talk	Black Board
4.4	– Remuneration Structure	1	Lecture	Black Board
4.5	Various types – Salary only	2	Chalk & Talk	Black Board
4.6	Commission – bonus – Non – cash incentives.	1	Chalk & Talk	Black Board
4.7	Role of retail sales personnel	1	Lecture	Black Board
4.8	Qualities – Personal selling process.	2	Chalk & Talk	Black Board
4.9	Customer service management-process	2	Chalk & Talk	Black Board
<b>UNIT-5 Retail Marketing Mix</b>				
5.1	Retail marketing mix	2	Lecture	Black Board
5.2	Components of marketing mix	2	Chalk & Talk	Black Board
5.3	Direct marketing	2	Chalk & Talk	Black Board
5.4	types – Micro marketing	1	Lecture	Black Board
5.5	Meaning – customer response to micro marketing	2	Chalk & Talk	Black Board
5.6	Digital marketing-Concept. Online retailing-meaning, advantages, features	2	Chalk & Talk	Black Board
5.7	Multichannel retailing-meaning, key channels of multichannel retailing	1	Lecture	Black Board

5.8	. Advertising – Advertising mix – Franchising – Types of Franchising –Types of Franchise Agreements	3	Chalk & Talk	Black Board
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### 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.	40Mks.	
<b>K1</b>	2	2	-	-	-	4	-	4	10 %
<b>K2</b>	2	2	5	-	-	9	-	9	22.5 %
<b>K3</b>	3	3	-	-	5	11	-	11	27.5 %
<b>K4</b>	3	3	-	5	-	11	-	11	27.5 %
<b>Non Scholastic</b>	-	-	-	-	-		5	5	12.5 %
<b>Total</b>	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 fundamentals of retailing and analyse the growth of retailing in India	K1, K2&K4	PSO1, PSO7& PSO8
CO 2	Learn the components of stores operations management.	K1& K2	PSO1, PSO7& PSO8
CO 3	Gain knowledge about the components of supply chain management and analyse the role of customer relations management in retailing	K1& K4	PSO1, PSO7&PSO8

CO 4	Learn about Human Resource Management and Customer Service Management in retailing and identify the HR issues.	K1&K3	PSO1, PSO7& PSO8
CO 5	Acquire knowledge about retail marketing mix and analyse the innovations in the field of retail marketing.	K1&K3	PSO1, PSO7& PSO8

### Mapping COs Consistency with PSOs

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

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III B.B.A**

**SEMESTER -VI**

*For those who joined in 2019 onwards*

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

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### **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=GhFpvXsmBXYI>

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT 1: INTRODUCTION</b>				
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
<b>UNIT 2: SERVICE QUALITY</b>				
2.1	Service quality-Introduction,	3	Lecture	Black Board
2.2	Dimensions of Service Quality	4	Lecture	Black Board

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2.3	ServQual Model	5	Lecture	Black Board
2.4	Service Quality Management	3	Lecture	Black Board
<b>UNIT 3: PRODUCT &amp; PRICING</b>				
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
<b>UNIT 4: PROMOTION &amp; DISTRIBUTION</b>				
4.1	Promotion: Promotion Mix for Services - concept,	2	Lecture	Black Board

CBCS Curriculum for UG Department of Business Administration

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
<b>UNIT 5: PEOPLE, PROCESS &amp; PHYSICAL EVIDENCE</b>				
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

CBCS Curriculum for UG Department of Business Administration

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.	1	Lecture	Black Board
5.9	Managing Demand and Capacity-Introduction	1	Lecture	Black Board
5.10	Understanding Demand Patterns	1	Lecture	Black Board
5.11	Demand management strategies	1	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.	40Mks.	
<b>K1</b>	<b>2</b>	<b>2</b>	-	-	-	<b>4</b>	-	<b>4</b>	10 %
<b>K2</b>	<b>2</b>	<b>2</b>	<b>5</b>	-	-	<b>9</b>	-	<b>9</b>	22.5 %
<b>K3</b>	<b>3</b>	<b>3</b>	-	-	<b>5</b>	<b>11</b>	-	<b>11</b>	27.5 %

<b>K4</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

<b>CIA</b>	
<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

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

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

	<b>SCHOLASTIC</b>				<b>NON – SCHOLASTIC</b>	<b>MARKS</b>		
<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>	<b>C6</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>
<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>40</b>	<b>60</b>	<b>100</b>

### **COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO1	Understand & Examine the nature of services, and distinguish between products and services	K1& K2	PSO1, PSO5, PSO7 & PSO8

CO2	Understand & Identify the major elements needed to improve the marketing of services	K1, K2 & K4	PSO1, PSO5, PSO7 & PSO8
CO 3	Understand & Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non commercial environments	K1& K3	PSO1, PSO5, PSO7 & PSO8
CO 4	Understand & Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing;	K1&K3	PSO1, PSO5, PSO7 & PSO8
CO 5	Understand & Recognize the challenges faced in services delivery as outlined in the services gap model.	K1& K4	PSO1, PSO5, PSO7 & PSO8

### Mapping COs Consistency with PSOs

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

<b>CO5</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>
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**Mapping COs Consistency with POs**

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

**COURSE DESIGNER:**

**P RUBY LEELA**

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III BBA**

**SEMESTER -VI**

*For those who joined in 2019 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19U6ME5</b>	<b>INDUSTRIAL RELATIONS</b>	<b>Lecture</b>	<b>5</b>	<b>5</b>

## **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
<b>UNIT-1</b>		<b>Introduction</b>		
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
<b>UNIT -2 Industrial Conflicts</b>				
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

<b>UNIT -3 Changing Profiles of Major stakeholders of Industrial Relations in India</b>				
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	3	Lecture	LCD

	labour policy – government labour policies.			
<b>Unit-4 Collective Bargaining &amp; Workers' Participation</b>				
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
<b>UNIT -5 Industrial Relations Issues – MNC's, Private Sector and Public Sector</b>				
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	4	Chalk & Talk	Black Board

	acceptance of VRS-Merits and demerits of VRS			
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 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assignment 5 Mks	OBT/PT 5 Mks	35 Mks.	5 Mks.	40Mks.	
<b>K1</b>	2	2	-	-	-	4	-	4	10 %
<b>K2</b>	2	2	5	-	-	9	-	9	22.5 %
<b>K3</b>	3	3	-	-	5	11	-	11	27.5 %
<b>K4</b>	3	3	-	5	-	11	-	11	27.5 %
<b>Non Scholastic</b>	-	-	-	-	-		5	5	12.5 %
<b>Total</b>	10	10	5	5	5	35	5	40	100 %

CIA

<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

✓ **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
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**Mapping COs Consistency with PSOs**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
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.M MEENACHI**

**HOD'S Signature & Name**

**III B.B.A  
SEMESTER -VI**

***For those who joined in 2019 onwards***

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19U6ME 6</b>	<b>TRAINING &amp; DEVELOPME T</b>	<b>Lecture</b>	<b>5</b>	<b>5</b>

**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](http://www.managementstudyguide.com/training-and-development.htm),

[www.whatishumanresource.com/training-and-development](http://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
<b>UNIT – I INTRODUCTION</b>				
1.1	Training and development – Concepts	3	Chalk & Talk	Black Board

CBCS Curriculum for UG Department of Business Administration

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
<b>UNIT – II EMPLOYEE TRAINING</b>				
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
<b>UNIT – III EXECUTIVE DEVELOPMENT</b>				
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, Role play	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, Conferences and Lectures.	2	Chalk & Talk	Black Board
<b>UNIT –IV TRAINING DESIGNS</b>				
4.1	Mentoring	2	Chalk & Talk	Black Board

CBCS Curriculum for UG Department of Business Administration

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 - Management Training in the future	2	Chalk & Talk	Black Board
4.7	Training and development of Expatriates for Global Assignment	2	Chalk &Talk	Black Board
<b>UNIT- V ORGANATIONAL DEVELOPMENT</b>				
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/PT				
	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40Mks.	
<b>K1</b>	<b>2</b>	<b>2</b>	-	-	-	<b>4</b>	-	<b>4</b>	10 %
<b>K2</b>	<b>2</b>	<b>2</b>	<b>5</b>	-	-	<b>9</b>	-	<b>9</b>	22.5 %
<b>K3</b>	<b>3</b>	<b>3</b>	-	-	<b>5</b>	<b>11</b>	-	<b>11</b>	27.5 %
<b>K4</b>	<b>3</b>	<b>3</b>	-	<b>5</b>	-	<b>11</b>	-	<b>11</b>	27.5 %
<b>Non Scholastic</b>	-	-	-	-	-		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

**CIA**

<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

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

**Mapping COs Consistency with POs**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	1	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.M MEENACHI**

**HOD'S Signature & Name**

**III B.B.A**

**SEMESTER -VI**

*For those who joined in 2019 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19U6SB 5</b>	<b>Competitive Examination Skills</b>	<b>Chalk &amp; Talk</b>	<b>2</b>	<b>2</b>

**COURSE DESCRIPTION**

This course is designed to enhance the knowledge and skills required for facing the competitive examinations like TANCET, CAT and MAT .

**COURSE OBJECTIVES**

To impart the knowledge and skills for enhancing the career opportunities.

**Unit 1: General Knowledge [6 Hours]**

Important days in a year ---Abbreviations ---Countries, Capital & Currency

**Unit2: Test of Reasoning -III 6 Hours]**

**Blood relations---Distance & Direction--- Number Test & Time Sequence**

**Unit 3: Quantitative Aptitude -III [6 Hours]**

Profit & loss ---Ratio & partnership

**Unit 4: Quantitative Aptitude -IV [6 Hours]**

Data Interpretation

**Unit 5: Quantitative Aptitude -V (6 hours)**

LCM and HCF of Numbers, Problems based on ages, time and work

**Unit 6: DYNAMICS(Evaluation Pattern-CIA only)**

Solve the test of reasoning and quantitative aptitude problems of recent competitive examinations(RRB, TNPSC,SSC,LIC,Bank)

**Self study:**

**Unit I-** Abbreviations

**Unit 1I-** Number Test

**Unit 1II-** Ratio & partnership

**Unit 1V-** Data Interpretation

**Unit V-**Problems based on ages

**TEXT BOOKS:**

1. Upkar's Mental Ability Test ---Dr.Lal&Jain ,UpkarPrakasan Publications Pvt Ltd –Agra.(2017)
2. Quantitative Aptitude by Dr.R.S.AggarwalS.Chand and Company Private Limited, New Delhi (2016)

**Reference Books:**

1. Quicker Reasoning Test---Dr.Lal&A.K.Singh-UpkarPrakasan Publications Pvt Ltd –Agra.(2017)
2. Objective Arithmetic--- V.P.Mishra-New light Publishers,Newdelhi.
3. Soft Skills by Dr.K.Alex

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

[www.bankersadda.com](http://www.bankersadda.com),

[www.gktoday.com](http://www.gktoday.com)[www.jagranjosh.com/bank-exams/bank\\_recruitment-study\\_aterial](http://www.jagranjosh.com/bank-exams/bank_recruitment-study_material) ,

[www.affairscloud.com/study-material-pdf-download/](http://www.affairscloud.com/study-material-pdf-download/)

**COURSE CONTENTS & LECTURE SCHEDULE:**

**(Bookman Old Style 12)**

<b>Module No.</b>	<b>Topic</b>	<b>No. Of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>Unit -1 General Knowledge</b>				
1.1	Important Days In A Year	2	Chalk & Talk	Black Board
1.2	Abbreviations	2	Chalk & Talk	Black Board
1.3	Countries , Capital & Currency	2	Chalk & Talk	Black Board
<b>Unit -2 Test of Reasoning -III</b>				
2.1	Blood Relations	2	Chalk & Talk	Black Board
2.2	Distance & Direction-	2	Chalk & Talk	Black Board
2.3	Number Test & Time Sequence	2	Chalk & Talk	Black Board
<b>Unit -3 Quantitative Aptitude - III</b>				
3.1	Profit & Loss	3	Chalk & Talk	Black Board
3.2	Ratio & Partnership	3	Chalk & Talk	Black Board
<b>Unit -4 Quantitative Aptitude -IV</b>				
4.1	Data Interpretation	6	Chalk & Talk	Black Board
<b>Unit -5 Quantitative Aptitude -V</b>				
5.1	LCM of Numbers	1	Chalk & Talk	Black Board
5.2	HCF of Numbers	1	Chalk & Talk	Black Board

5.3	Problems based on ages	2	Chalk &Talk	Black Board
5.4	Time and Work	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/PT				
	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40Mks.	
<b>K1</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>4</b>	10 %
<b>K2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>9</b>	<b>-</b>	<b>9</b>	22.5 %
<b>K3</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>K4</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>11</b>	<b>-</b>	<b>11</b>	27.5 %
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>5</b>	<b>5</b>	12.5 %
<b>Total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>35</b>	<b>5</b>	<b>40</b>	<b>100 %</b>

CIA	
Scholastic	35
Non Scholastic	5

	<b>40</b>
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✓ **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	Update & recall current affairs general knowledge & general knowledge	K1,K2& K3	PSO 2& PSO 6
CO 2	Learn and develop the logical reasoning skill and apply it to solve problems.	K1,K2& K3	PSO 2& PSO 6
CO3	Gain Knowledge on Profit , Loss, Ratio and Partnership and hence solve the problems	K1,K2& K3	PSO 2& PSO 6
CO4	Understand and solve problems on data interpretation	K1,K2& K3	PSO 2& PSO 6

CO5	Learn & enhance the Numerical ability skills	K1,K2& K3	PSO 2& PSO 6
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### Mapping COs Consistency with PSOs

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

### Mapping COs Consistency with POs

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

### COURSE DESIGNER:

1. S.L. Kumari

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

**III BBA**

**SEMESTER –VI**

*For those who joined in 2019 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19U6SB6</b>	<b>PERSONALITY DEVELOPMENT</b>	<b>Lecture</b>	<b>2</b>	<b>2</b>

**COURSE DESCRIPTION**

This course is designed to understand the personality of oneself and to be emotionally stable in all situations . It includes self image, emotional intelligence, stress management and yoga.

**COURSE OBJECTIVES**

To give an input to the students to understand their personality and to manage the contradictions between their public and their private self.

**Unit 1: Personality**

**[8 Hours]**

Nature of human being – Personality – Concept, Nature of Personality , Factors that determine the behaviour of human being – Locus of control , Machiavellianism, Self – esteem, Self – monitoring, Risk taking, Shaping personality.

**Unit 2: Self Image**

**[4 Hours]**

Self Image - Introduction, [The positive self image – Factors influencing positive self image.](#)

**Unit 3: Emotional Intelligence**

**[8 Hours]**

Emotional Intelligence – Definition – The relationship between E.Q and I.Q – Where do Emotion comes from – Consequences of low and high E.Q – Emotional factors required for successful managers - Emotional Competency, Emotional Maturity, Emotional Sensitivity.

**Unit4: Stress Management**

**[6 Hours]**

Stress-Introduction- sources of stress-ways to reduce stress. Mind – Introduction, Dimensions of mind, Concentration – Meaning – Factors affecting concentration, Meditation – Uses

**Unit 5:Yoga**

**[4 Hours]**

Yoga - Meaning, Uses, Stages of Yoga

**Unit 6: DYNAMICS(Evaluation Pattern-CIA only)**

Write down any ten inspiring traits of a famous personality.

**SELF STUDY:**

**UNIT –I-** Nature of Personality

**UNIT –II-** Emotional Sensitivity.

**UNIT –III-**Ways to reduce stress.

**UNIT –IV-** Meditation – Uses

**UNIT –V-** Stages of Yoga

**TEXT BOOKS:**

1. Soft Skills by Dr.K.Alex(2010)
2. Personality Development By P.C.sekar

**REFERENCE:**

Emotional Intelligence at Work – A professional guide by Dalip Singh

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

<https://www.scribd.com/presentation/318546470/Personality-Development-Ppt>

<https://www.businessinsider.com/100-things-you-should-know-about-people-2010-11?IR=T>

<https://www.youtube.com/watch?v=v2euEwGnas8>

**COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 Personality</b>				
1.1	Nature of human being	1	Chalk & Talk	Black Board
1.2	Personality – Concept, Nature of Personality	2	Chalk & Talk	Black Board
1.3	Factors that determine the behaviour of human being	2	Lecture	Black Board
1.4	Locus of control	1	Lecture	Black Board
1.5	Machiavellianism, Self – esteem, Self – monitoring	1	Lecture	Black Board
1.6	Risk taking, Shaping personality.	1	Discussion	Black Board
<b>UNIT -2 Self Image</b>				
2.1	Self Image - Introduction	1	Lecture	Black Board
2.2	The positive self image	1	Chalk & Talk	Black Board
2.3	Factors influencing positive self image.	2	Chalk & Talk	Black Board

<b>UNIT -3 Emotional Intelligence</b>				
3.1	Emotional Intelligence – Definition	1	Lecture	Black Board
3.2	The relationship between E.Q and I.Q	2	Chalk & Talk	Black Board
3.3	Where do Emotion comes from	1	Chalk & Talk	Black Board
3.4	Consequences of low and high E.Q	1	Chalk & Talk	Black Board
3.5	– Emotional factors required for successful managers	1	Chalk & Talk	Black Board
3.6	Emotional Competency, Emotional Maturity, Emotional Sensitivity.	2	Chalk & Talk	Black Board
<b>UNIT -4 Stress Management</b>				
4.1	Stress-Introduction- sources of stress-ways to reduce stress	1	Lecture	Black Board
4.2	Mind – Introduction, Dimensions of mind	2	Chalk & Talk	Black Board
4.3	Concentration – Meaning	1	Chalk & Talk	Black Board
4.4	Factors affecting concentration	1	Chalk & Talk	Black Board
4.5	Meditation – Uses	1	Lecture	Black Board
<b>UNIT -5 Yoga</b>				
5.1	Yoga - Meaning, Uses	2	Lecture	Black Board
5.2	Stages of Yoga	2	Chalk & Talk	Black Board

**EVALUATION PATTERN**

Levels	C1	C2	C3	C4	C5	Total Scholas	Non Scholas	CIA Total	

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

<b>IA</b>	
<b>Scholastic</b>	<b>35</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>40</b>

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

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

	<b>SCHOLASTIC</b>					<b>NON - SCHOLASTIC</b>	<b>MARKS</b>		
<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>		<b>C6</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>

<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>40</b>	<b>60</b>	<b>100</b>
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### **COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Understand and analyse the nature of Human being and its influence in shaping the personality of individuals	K1,K2& K3	PSO 2& PSO 8
CO 2	Gain knowledge about self-image and identify the factors influencing it.	K1,K2& K3	PSO2& PSO 8
CO 3	Understand emotional intelligence and describe how it facilitates for the success of managers.	K1,K2& K3	PSO2& PSO 8
CO 4	Learn the basic concepts of stress management and analyse the ways to reduce stress	K1,K2& K3	PSO2& PSO 8
CO 5	Understand the yoga and its stages and examine the benefits and importance in improving physical and mental health.	K1,K2& K3	PSO2& PSO 8

**Mapping COs Consistency with PSOs**

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

**Mapping COs Consistency with POs**

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

**COURSE DESIGNER:**

**KA.VANESSA**

**Forwarded By**

**Dr.M MEENACHI**

**HOD'S Signature & Name**

## SELF LEARNING PAPER

### I BBA

### SEMESTER –I

*For those who joined in 2021 onwards*

PROGRAM ME CODE	COURS E CODE	COURSE TITLE	CATEGO RY	HRS/WE EK	CREDI TS
USBA	21U1S L1	SOFT SKILLS DEVELOPME NT	SELF LEARNIN G PAPER	-	2

#### **COURSE DESCRIPTION**

It emphasises on the Personality of the student by mastering interpersonal skills, creative skills and Public Speaking .It promotes communication skills with Peer groups, subordinates, superior, clients and customers in an organisation.

#### **COURSE OBJECTIVES**

To enhance the allround personality of the students by mastering inter-personal skills, creative skills and public-speaking.

To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

To identify & describe several theories of leadership

**UNIT-1:INTERPERSONAL SKILLS: (6 Hours)**

Concept, Transactional Analysis-Definition, ego states, types of transaction, **Elements of interpersonal skills, importance of interpersonal skills**. Working in team- characteristics of an effective team member.

**UNIT-2: LEADERSHIP SKILLS (6 Hours)**

Concept, Distinction between leaders and managers, Types of leaders, qualities of leadership, Functions of Leadership- planning, co-coordinating, decision making, motivating, **time management, mentoring, negotiating, confidence building, interacting.**

**UNIT-3: CREATIVE SKILLS (6 Hours)**

Concept, Dimensions of creativity, relationship between intelligence and creativity, Characteristics of a creative person, creative methods, **Techniques enhancing creativity-Brainstorming, Inquiry training, synectics, Role-playing.**

**UNIT-4 PUBLIC SPEAKING (6 Hours)**

Listening- concept, importance, process of listening-bottom up processing, top down processing, types of listening, skills and sub skills of listening. Speaking skills- introduction, skills and sub skills of speaking, activities to develop speaking skills. (Role-play, group discussion, presentation, addressing, seminar, conference).

**UNIT-5 ETIQUETTES (6 Hours)**

Etiquettes- concept, prerequisites of proper etiquette, types of etiquettes.

**REFERENCES**

1.Soft skills by Dr.K.Alex- 2018

**2. Personality Development and Communicative English** By Dr.S.R. Pandya, Dr. Pratima Dave Shastri, Himalaya Publishing House, Mumbai. 2018

The Essence of Effective Communication -Ludlow, Ron, Panton, Fergus Prentice Hall India Publishers, New Delhi HR Review November -Role of communication & Etiquette in the class room 2016

**Digital open educational resources:** [www.basic-learning.com/ecommerce/soft-skills-training-materials.asp](http://www.basic-learning.com/ecommerce/soft-skills-training-materials.asp)

### **COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 INTERPERSONAL SKILLS</b>				
1.1	Concept, Transactional Analysis-Definition	1	Chalk & Talk	Black Board
1.1	Concept, Transactional Analysis-Definition	1	Chalk & Talk	Black Board
1.2	ego states	1	Chalk & Talk	Black Board
1.3	types of transaction	1	Lecture	Black Board
1.4	Elements of interpersonal skills, importance of interpersonal skills	2	Lecture	Black Board
1.5	Working in team-characteristics of an	1	Lecture	Black Board

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
	effective team member.			
<b>UNIT -2 LEADERSHIP SKILLS</b>				
2.1	Concept, Distinction between leaders and managers	1	Lecture	Black Board
2.2	Types of leaders	2	Chalk & Talk	Black Board
2.3	qualities of leadership, Functions of Leadership	1	Chalk & Talk	Black Board
2.4	- planning, co-coordinating,	1	Chalk & Talk	Black Board
2.5	decision making, motivating,	1	Chalk & Talk	Black Board

<b>UNIT -3 CREATIVE SKILLS</b>				
3.1	Concept, Dimensions of creativity	1	Chalk & Talk	Black Board
3.2	relationship between intelligence and creativity	1	Chalk & Talk	Black Board
3.3	Characteristics of a creative person, creative methods	2	Lecture	Black Board
3.4	Techniques enhancing creativity	1	Lecture	Black Board

3.5	Brainstorming, Inquiry training, synectics, Role-playing.	1	Chalk & Talk	Black Board
<b>UNIT -4 PUBLIC SPEAKING</b>				
4.1	Listening- concept, importance, process of listening	1	Lecture	Black Board
4.2	bottom up processing, top down processing, types of listening	2	Chalk & Talk	Black Board
4.3	skills and sub skills of listening. Speaking skills- introduction, skills and sub skills of speaking	1	Chalk & Talk	Black Board
4.4	Role-play, group discussion	1	Chalk & Talk	Black Board
4.5	presentation, addressing, seminar, conference	1	Chalk & Talk	Black Board
<b>UNIT -5 ETIQUETTES</b>				
5.1	Etiquettes- concept	1	Chalk & Talk	Black Board
5.2	prerequisites of proper etiquette	1	Chalk & Talk	Black Board
5.3	types of etiquettes	4	Lecture	Black Board

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.	
<b>K1</b>	5	-	-	2 ½	7.5	-	7.5	18.75 %
<b>K2</b>	-	5	4	2 ½	11.5	-	11.5	28.75 %
<b>K3</b>	-	-	3	5	8	-	8	20 %
<b>K4</b>	-	-	3	5	8	-	8	20 %
<b>Non Scholastic</b>	-	-	-	-		5	5	12.5 %
<b>Total</b>	5	5	10	15	35	5	40	100 %

CIA	
<b>Scholastic</b>	35
<b>Non Scholastic</b>	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**

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

**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:

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Understand the inter personal skills within the context of their daily life.	K2	PSO1& PSO2
CO 2	Apply leadership skills required for the career development	K2, K3	PSO8
CO 3	Analyse the creative skills necessary for a creative person	K2 & K4	PSO3
CO 4	Understands the public speaking skills required for effective communication	K1, K2,	PSO3
CO5	Evaluate the various types of etiquettes and gain knowledge about the prerequisites of a proper etiquettes	K5, K2	P

## Mapping COs Consistency with PSOs

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

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

**COURSE DESIGNER:**

**S L Kumari**

**Forwarded By**

*S.L. Kumari*

**S L Kumari**

**HOD'S Signature & Name**

**BBA**  
**II SEMESTER-SELF LEARNING PAPER**  
**(for 2021 batch for the year 2021)**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
USBA	21U2SLU2	<b>BASICS OF MARKETING</b>	SELF LEARNING	--	2

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVE**

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

**UNITS**

**Unit I Introduction**

Marketing – Definition – Market and Marketing – Importance and Characteristics –Marketing mix -Digital Marketing – Characteristics.

**Unit 2.Product**

Concept- Classification of products, **Product Mix strategy, Product life cycle. New product- New product planning process.**

### **Unit 3. Pricing**

Meaning- Objectives, Procedure for price determination, Types of pricing

### **Unit 4. Place**

Definition - Middlemen-meaning- Classification -Wholesaling-Meaning- Classification - Retailing- Meaning- Classification.

### **Unit 5. Promotion**

Definition — Promotional Mix- Advertising- Definition, Types, benefits, Selling- Meaning-Features

### **Text Book :**

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

### **References :**

- Advertising Management - Manendra Mohan, Tata Mcgrawhill Publishers, New Delhi, 2017
- Marketing Management - Philip Kotler, Prentice Hall India Publishers, New Delhi,2017

### **Digital Open Educational Resources:**

- [newagepublishers.com/samplechapter/001233.pdf](http://newagepublishers.com/samplechapter/001233.pdf)
- [www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf](http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf)
- [thedavismarketinggroup.com/Marketing Mix.pdf](http://thedavismarketinggroup.com/Marketing Mix.pdf)

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

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

- ✓ **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

**EVALUATION PATTERN**

CIA		MARKS		
C1	C2	CIA	ESE	Total
20	20	40	60	100

- ✓ **C1** – Assignment
- ✓ **C2** – Test

**COURSE OUTCOMES (CO)**

On completion of the course the student will be able to

No.	Course Outcome	Knowledge Level (According to Bloom's Taxonomy)	PSOs Addressed
<b>CO 1</b>	Identify core concepts of marketing and the role of marketing in business and society.	K2	PSO 1 &2
<b>CO 2</b>	Ability to develop marketing strategies based on product, price, place and promotion objectives.	K1&K3	PSO 5 & 7
<b>CO 3</b>	Understand the procedure for price determination of marketing firms.	K2	PSO 6& 3

<b>CO 4</b>	Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.	K3	PSO 4&7
<b>CO 5</b>	Demonstrate the critical thinking skills and analyze modern marketing strategies in the Indian context.	K4	PSO 2 &8

### Mapping COs Consistency with PSOs

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

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO6	PSO7
C01	3	2	3	3	2	3	2
C02	3	3	3	2	3	3	3
C03	3	2	3	2	3	3	2
C04	2	3	3	3	3	3	3
C05	3	3	3	2	2	3	3

**COURSE DESIGNER:**

1. A. Rosary Infanta
2. Dr.M. Pradeepa

**Forwarded By**

*S.L. Kumari*

S.L. Kumari

**HOD'S Signature & Name**

**INTER DEPARTMENTAL SELF LEARNING COURSE**  
**DEPARTMENT OF BBA AND RESEARCH CENTRE OF TAMIL**  
**MANAGERIAL SKILLS AND TAMIL LITERATURE**

*மேலாண்மைத்திறன்களும் தமிழ்இலக்கியமும்*

*For those who joined in 2021 onwards*

**II BBA and II B.A**

**SEMESTER -III**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
UATA/USBA	21T3SLU3	MANAGERIAL SKILLS AND TAMIL LITERATURE	SELF LEARNING	--	2

**COURSE DESCRIPTION**

The Aim Of The Paper Is To Expose Basic Management Concepts To The Students And Apply It In Tamil Literature.

**COURSE OBJECTIVE**

- The aim of the paper is to expose basic management concepts to the students and apply it in Tamil Literature.
- தமிழ்இலக்கியம் உணர்த்தும் மேலாண்மைத்திறன்குறித்தத் தெளிவுபெறுவார்.
- மேலாண்மைத்திறன் நோக்கில் தமிழ்இலக்கியங்களைக் கண்டுணர்வார்.

## UNITS

### UNIT 1: INTRODUCTION TO MANAGEMENT

Management – Definition -characteristics of management –Functions of management Planning-Definition, process of planning –Organising-Meaning, process of organising

### UNIT 2: DIRECTION AND CONTROL

Staffing-Meaning-process of staffing - Direction-meaning, characteristics of DirectionControl - Meanings – Process of control - Decision Making - Meaning - process of Decision Making.

### UNIT 3: தமிழ்இலக்கியங்களில்மேலாண்மைத்திறன்கள்

திட்டமிடல் –ஒழுங்கமைவு –பணியமர்த்தல்–வழிநடத்துதல் – ஒருங்கிணைத்தல் – முறைப்படி எடுத்துரைத்தல் – வரவுசெலவுத் திட்டமிடல்

### UNIT 4: சங்கஇலக்கியங்களில்மேலாண்மை

நீர்மேலாண்மை – வணிகமேலாண்மை — தொழில்சார்மேலாண்மை – வேளாண்மேலாண்மை – அரசியல் –அமைச்சு – போர்மேலாண்மை –பேரிடர் மேலாண்மை

### UNIT 5: இலக்கியங்களில்குடும்பமேலாண்மை

குடும்பஅமைப்பு – பண்பாடு - விருந்து - உணவுமேலாண்மை – உடைமேலாண்மை

### TEXT BOOKS:

1. T.Ramasamy, Principles of Management –Himalayas Publication House,Mumbai -2018
2. வெஇறையன்பு . , இலக்கியத்தில் மேலாண்மை, நியூசெஞ்சுரிபுக்ஹவுஸ்,சென்னை.2018.
3. முனைவர்ஆ .மணவழகன், சங்கஇலக்கியத்தில்மேலாண்மை, காவ்யாபதிப்பகம். சென்னை,2007

### REFERENCE BOOKS:

1. Essentials of Management –Harold Koontz Tata Mcgrawhill Publishers, New Delhi, 2017
2. **Digital Open Educational Sources:**  
[://www.studyblue.com/notes/b/fundamentals-of-management/10852/0](http://www.studyblue.com/notes/b/fundamentals-of-management/10852/0)
3. [management/10852/0](http://www.studyblue.com/notes/b/fundamentals-of-management/10852/0)

### Digital Open Educational Resources (DOER):

1. <https://mrunal.org/2014/01/download-history-textbooks-of-tamilnadu-state-education-board-for-culture-world-history-ancient-medieval-freedom-struggle.html>
2. <https://www.youtube.com/watch?v=iWxWZWUJBe4>
3. <https://www.youtube.com/watch?v=WaxhwCvMo8k>

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

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

- **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

#### EVALUATION PATTERN

CIA		MARKS		
C1	C2	CIA	ESE	Total
20	20	40	60	100

**C1** – Assignment

**C2** – Test

#### COURSE OUTCOMES (CO)

On completion of the course the student will be able to

No.	Course Outcome	Knowledge Level(According toBloom's Taxonomy)	PSOs Addressed
CO 1	To understand the various functional areas of management	K2	PSO2
CO 2	To gain knowledge on the process of staffing, controlling and decision making	K4	PSO2
CO 3	சங்கஇலக்கியம்குறித்துஅறிந்துகொள்வர்	K6	PSO 1 & 3
CO 4	இலக்கியங்கள்கூறும்மேலாண்மைச்சிந்தனை கள்குறித்தத்தெளிவுபெறுவர்.	K2	PSO 1 & 6
CO 5	திருக்குறள்நோக்கில்மேலாண்மைச்சிந்தனை களைக்கண்டுணர்வர்.	K3	PSO 2 & 5

### Mapping COs Consistency with PSOs

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

CO/ PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	2
CO2	3	3	2	2	2

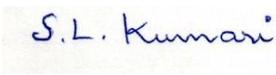
<b>CO3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>CO4</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>
<b>CO5</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>

**COURSE DESIGNER:**

- 1)Mrs. KA. Vanessa (Department of Tamil)
- 2)DR. R.DAYANA CHRISTY (Department of Tamil)

**Forwarded By**

Dr.K.Latha



S.L.Kumari

**HOD'S Signature & Name**

**INTER DEPARTMENTAL SELF LEARNING COURSE**  
**DEPARTMENT OF BBA AND COMMERCE WITH COMPUTER APPICATIONS**

**SELF LEARNING PAPER**  
**SEMESTER –IV**

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
USCC	21K4SLU4	QUANTITATIVE APTITUDE	-	2

**COURSE DESCRIPTION**

To impart knowledge on the quantitative aptitude problems so as to improve the problem solving skills of students.

**COURSE OBJECTIVES;**

1. Understand the various quantitative aptitude problems
2. Analyse the data and draw interpretations
3. Gain knowledge and have ability to solve aptitude problems with great confidence

**UNITS**

**UNIT-I: QUANTITATIVE APTITUDE – I**

Number System - Simplification – HCF & LCM of Numbers – Number Test.

**UNIT-II: QUANTITATIVE APTITUDE – II**

Averages – Percentage – Ratio & Proportion

**UNIT-III: QUANTITATIVE APTITUDE – III**

Problems based on Ages - Simple Interest - Compound Interest – Time and Work

**UNIT-IV: QUANTITATIVE APTITUDE – IV**

Pipes & System – Mensuration – Algebra

**UNIT – V QUANTITATIVE APTITUDE – V**

**Progression – Logarithm – Permutation and Combination**

**UNIT –VI DYNAMISM(for CIA only)**

Solving recent IBPS-RRB and SSC Question papers

**TEXT BOOKS:**

1. STATE BANK OF INDIA RECRUITMENT OF CLERICAL STAFF – Unique Publishers New Delhi
2. BANK CLERKS’ EXAMINATION - Unique Publishers New Delhi

**Digital Open Educational Resources (DOER) :**

1. <https://www.indiabix.com/aptitude/questions-and-answers/>
2. <https://www.careerride.com/online-aptitude-test.aspx>

- ✓ **All the course outcomes are to be assessed in CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom’s Taxonomy for UG are :**  
**K1- Remember, K2-Understand, K3-Apply, K4-Analyse**
- ✓ **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

<b>EVALUATION PATTERN</b>	
<b>CIA</b>	<b>MARKS</b>

<b>C1</b>	<b>C2</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>
<b>20</b>	<b>20</b>	<b>40</b>	<b>60</b>	<b>100</b>

✓ **C1** – Assignment

✓ **C2** – Test

## **COURSE OUTCOMES**

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

CO 1	Understand the basic concepts of number system	K1	PSO1
CO 2	Able to solve problems on ratios percentages and averages	K1, K2	PSO1 & PSO2
CO 3	Acquire satisfactory competency in working out problems of ages, simple interest and time and work	K1 & K3	PSO2
CO 4	Solve campus placements aptitude papers covering mensuration and algebra	K1, K2 & K3	PSO3
CO 5	Have knowledge in Logarithm Permutation and Combination and compete in various competitive exams like CAT, CMAT, GATE, GRE, GATE, UPSC, GPSC etc.	K2 & K4	PSO5

### **Mapping COs Consistency with PSOs**

<b>CO/</b>	<b>PS</b>	<b>PSO</b>	<b>PSO</b>	<b>PSO</b>	<b>PSO</b>
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PSO	O1	2	3	4	5
CO1	3	2	2	2	2
CO2	3	3	2	2	2
CO3	2	3	2	2	2
CO4	2	2	3	2	2
CO5	2	2	2	2	3

### Mapping COs Consistency with POs

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

#### COURSE DESIGNER:

1. S.L.Kumari (BBA)
2. S.RajaRajeswari (B.Com.CA)

#### Forwarded By

*S.L. Kumari*

Head, BBA Department

*M. Anas*

Head B.Com(CA) Department

**SELF LEARNING COURSE**

**DEPARTMENT OF BBA**

## SEMESTER -V

*For those who joined in 2021 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
USCC	21U5SL5	FINANCIAL MARKETS	-	2

### **COURSE DESCRIPTION:**

This paper focuses on the various concepts of financial markets and to develop skills to practically involve in such services and related transactions.

### **COURSE OBJECTIVES;**

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

### **UNITS**

#### **UNIT 1 – INTRODUCTION - FINANCIAL SYSTEM**

The Financial System in India – functions of the financial system – financial concepts – financial assets – financial intermediaries – financial markets – financial rates of return .Financial Instruments

#### **UNIT 2: MONEY MARKET:**

Definition – money market versus capital market – features – objectives – features of developed money market – composition of money market –meaning of call money market, commercial bills market, acceptance market, and treasury bill market

#### **UNIT 3: SECONDARY MARKET:**

Meaning – functions of stock exchanges – functions of brokers – method of trading in a stock exchange – Bombay Stock Exchange

**UNIT 4: SECURITIES AND EXCHANGE BOARD OF INDIA:**

SEBI – objectives – functions – powers – SEBI guidelines for primary market, secondary market

**UNIT 5: SKILL COMPONENT – TRADING IN SECURITIES**

Stock market indices and Practical Trading in Securities

**UNIT – 6: DYNAMICS:**

- 1. current financial instruments**
- 2. Stock market indices**
- 3. current trends in Bombay Stock Exchange**

**Text Book:**

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

**References:**

1. Security Analysis and Portfolio management by Punithavathy Pandian, Vikas Publishing House Private Limited, Noida

**Digital Open Educational Resources:**

1. [https://www.scribd.com/.../ADL-55-management-of-financial-services-study materials](https://www.scribd.com/.../ADL-55-management-of-financial-services-study-materials)
2. <http://www.gupshupstudy.com/note/353532/management-of-financial-services-notes-pdf>

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

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

- ✓ **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

### EVALUATION PATTERN

CIA		MARKS		
C1	C2	CIA	ESE	Total
20	20	40	60	100

- ✓ **C1** – Assignment
- ✓ **C2** – Test

### COURSE OUTCOMES

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

CO 1	To gain knowledge about the financial system in India.	K1	PSO1
CO 2	To understand the features of money market in India	K2	PSO5
CO 3	To evaluate the function of Secondary Market in India	K5	PSO2
CO 4	To analyse the functions and powers of SEBI in India	K4	PSO2 and PSO 5
CO 5	To invest/trade in securities in India	K4	PSO 2

### Mapping COs Consistency with PSOs

CO/ PSO	PS O1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	2	2	2
CO2	3	3	2	2	2
CO3	2	3	2	2	2
CO4	2	2	3	2	2
CO5	2	2	2	2	3

### Mapping COs Consistency with POs

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

**COURSE DESIGNER:**

**S.L.Kumari (BBA**

**Forwarded By**

*S.L. Kumari*

**Head, BBA Department**

**SELF LEARNING PAPER**

### III B.B.A

#### SEMESTER – VI

*For those who joined in 2021 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
USBA	21U6SL6	INTRODUCTION TO LOGISTICS MANAGEMENT	-	2

#### COURSE DESCRIPTION

The course deals with the fundamental concepts of Logistics and the basic elements of Logistics

#### COURSE OBJECTIVE

The objective of this course is to orient the students in the field of logistics and to develop an understanding of the fundamentals of Logistics Management.

#### UNITS

##### Unit 1: Introduction to Logistics Management

Introduction to Logistics Management – Definition – Concept of Logistics – Need – Objectives – Importance – Elements of Logistics – Competitive advantage through Logistics – Marketing and Logistics interface- Logistics and Supply Chain Management – Integrated Logistics – Objectives and Barriers – Basics of Global Logistics.

##### Unit 2: Transportation

Transportation – Introduction – Objectives – Functions – Principles of Transportation – Factors influencing Transportation – Participants in transportation decisions – Modal Characteristics – Legal classification of Carriers.

##### Unit 3 : Warehousing

Warehousing – Introduction – Need for warehousing management – Role of warehousing in Logistical System – Functions of a warehouse – Warehousing Strategies.

#### **Unit 4: Packaging**

Packaging – Principles – Functions – Types of packaging – Kinds of packaging – Types of packing boxes - Containers for transportation of export cargo – procedure for packing goods – Environmental requirements

#### **Unit 5 :Logistics Information**

Logistics Information – Introduction - principles of logistics information – Information Functionality – Logistics Information System – Application of Information Technology

#### **Unit 6 : Dynamism (for CIA only)**

1. Undergo an Experiential learning in a Logistics Company
2. Make a Review of Major Logistic Companies in India
3. Lean Logistics
4. INCO Terms

#### **Text Book:**

Logistics Management – Satish C. Ailawadi&RakeshP.Singh, Second Edition

#### **References:**

1. Logistics Management – Reji Ismail
2. Logistics – An Introduction to Supply Chain Management – Donald Waters

#### **Digital Open Educational Resources**

1. [https://www.academia.edu/28439603/FUNDAMENTALS\\_OF\\_LOGISTIC\\_S\\_FUNDAMENTALS\\_OF\\_LOGISTICS\\_Course\\_Material\\_CONTENT\\_DEVELOPED\\_BY?auto=download](https://www.academia.edu/28439603/FUNDAMENTALS_OF_LOGISTIC_S_FUNDAMENTALS_OF_LOGISTICS_Course_Material_CONTENT_DEVELOPED_BY?auto=download)
2. <https://books.mec.biz/tmp/books/KPYWMGYRF32N4R5S5VEP.pdf>
3. <http://www.iems.co.kr/CPL/lecture/part4/4.%20Warehousing.pdf>
4. [https://www.researchgate.net/publication/281230908\\_The\\_role\\_of\\_transportation\\_in\\_logistics\\_chain](https://www.researchgate.net/publication/281230908_The_role_of_transportation_in_logistics_chain)
5. <https://man446.files.wordpress.com/2014/08/session09-gsl1415.pdf>

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

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

- ✓ **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

### EVALUATION PATTERN

CIA		MARKS		
C1	C2	CIA	ESE	Total
20	20	40	60	100

- ✓ **C1** – Assignment
- ✓ **C2** – Test

### COURSE OUTCOMES

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

CO 1	Learn the fundamentals of Logistics Management	K1	PSO1
CO 2	Analyse the role of transportation in the field of Logistics	K1 &K4	PSO5 &PSO7
CO 3	Explore the functions of warehousing in Logistics Management	K1& K2	PSO1 & PSO5
CO 4	Relate the importance of packaging and Packing in the logistics operations	K1 & K2	PSO1&PSO8
CO 5	Understand the principles and functions of Logistics	K1 &K3	PSO4 &PSO8

	Information System		
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### Mapping COs Consistency with PSOs

CO/ PSO	PS O1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	3	1	1	2	2	1	1	1
CO2	2	2	1	1	3	1	3	1
CO3	3	1	1	2	3	1	2	2
CO4	3	3	1	2	2	1	2	3
CO5	2	2	1	3	3	1	2	3

### Mapping COs Consistency with POs

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

**COURSE DESIGNER:**

**M.MEENACHI**

**Forwarded By**

*S.L. Kumari*

**Head, BBA Department**

## SELF LEARNING PAPER

### I BBA

### SEMESTER –I

*For those who joined in 2021 onwards*

PROGRAM ME CODE	COURS E CODE	COURSE TITLE	CATEGO RY	HRS/WE EK	CREDI TS
USBA	21U1S L1	SOFT SKILLS DEVELOPME NT	SELF LEARNIN G PAPER	-	2

### COURSE DESCRIPTION

It emphasises on the Personality of the student by mastering interpersonal skills, creative skills and Public Speaking .It promotes communication skills with Peer groups, subordinates, superior, clients and customers in an organisation.

### COURSE OBJECTIVES

To enhance the allround personality of the students by mastering inter-personal skills, creative skills and public-speaking.

To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

To identify & describe several theories of leadership

**UNIT-1:INTERPERSONAL SKILLS: (6 Hours)**

Concept, Transactional Analysis-Definition, ego states, types of transaction, **Elements of interpersonal skills, importance of interpersonal skills**. Working in team- characteristics of an effective team member.

**UNIT-2: LEADERSHIP SKILLS (6 Hours)**

Concept, Distinction between leaders and managers, Types of leaders, qualities of leadership, Functions of Leadership- planning, co-coordinating, decision making, motivating, **time management, mentoring, negotiating, confidence building, interacting.**

**UNIT-3: CREATIVE SKILLS (6 Hours)**

Concept, Dimensions of creativity, relationship between intelligence and creativity, Characteristics of a creative person, creative methods, **Techniques enhancing creativity-Brainstorming, Inquiry training, synectics, Role-playing.**

**UNIT-4 PUBLIC SPEAKING (6 Hours)**

Listening- concept, importance, process of listening-bottom up processing, top down processing, types of listening, skills and sub skills of listening. Speaking skills- introduction, skills and sub skills of speaking, activities to develop speaking skills. (Role-play, group discussion, presentation, addressing, seminar, conference).

**UNIT-5 ETIQUETTES (6 Hours)**

Etiquettes- concept, prerequisites of proper etiquette, types of etiquettes.

**REFERENCES**

1.Soft skills by Dr.K.Alex- 2018

**2. Personality Development and Communicative English** By Dr.S.R. Pandya, Dr. Pratima Dave Shastri, Himalaya Publishing House, Mumbai. 2018

The Essence of Effective Communication -Ludlow, Ron, Panton, Fergus Prentice Hall India Publishers, New Delhi HR Review November -Role of communication & Etiquette in the class room 2016

**Digital open educational resources:** [www.basic-learning.com/ecommerce/soft-skills-training-materials.asp](http://www.basic-learning.com/ecommerce/soft-skills-training-materials.asp)

### **COURSE CONTENTS & LECTURE SCHEDULE:**

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
<b>UNIT -1 INTERPERSONAL SKILLS</b>				
1.1	Concept, Transactional Analysis-Definition	1	Chalk & Talk	Black Board
1.1	Concept, Transactional Analysis-Definition	1	Chalk & Talk	Black Board
1.2	ego states	1	Chalk & Talk	Black Board
1.3	types of transaction	1	Lecture	Black Board
1.4	Elements of interpersonal skills, importance of interpersonal skills	2	Lecture	Black Board
1.5	Working in team-characteristics of an	1	Lecture	Black Board

<b>Module No.</b>	<b>Topic</b>	<b>No. of Lectures</b>	<b>Teaching Pedagogy</b>	<b>Teaching Aids</b>
	effective team member.			
<b>UNIT -2 LEADERSHIP SKILLS</b>				
2.1	Concept, Distinction between leaders and managers	1	Lecture	Black Board
2.2	Types of leaders	2	Chalk & Talk	Black Board
2.3	qualities of leadership, Functions of Leadership	1	Chalk & Talk	Black Board
2.4	- planning, co-coordinating,	1	Chalk & Talk	Black Board
2.5	decision making, motivating,	1	Chalk & Talk	Black Board

<b>UNIT -3 CREATIVE SKILLS</b>				
3.1	Concept, Dimensions of creativity	1	Chalk & Talk	Black Board
3.2	relationship between intelligence and creativity	1	Chalk & Talk	Black Board
3.3	Characteristics of a creative person, creative methods	2	Lecture	Black Board
3.4	Techniques enhancing creativity	1	Lecture	Black Board

3.5	Brainstorming, Inquiry training, synectics, Role-playing.	1	Chalk & Talk	Black Board
<b>UNIT -4 PUBLIC SPEAKING</b>				
4.1	Listening- concept, importance, process of listening	1	Lecture	Black Board
4.2	bottom up processing, top down processing, types of listening	2	Chalk & Talk	Black Board
4.3	skills and sub skills of listening. Speaking skills- introduction, skills and sub skills of speaking	1	Chalk & Talk	Black Board
4.4	Role-play, group discussion	1	Chalk & Talk	Black Board
4.5	presentation, addressing, seminar, conference	1	Chalk & Talk	Black Board
<b>UNIT -5 ETIQUETTES</b>				
5.1	Etiquettes- concept	1	Chalk & Talk	Black Board
5.2	prerequisites of proper etiquette	1	Chalk & Talk	Black Board
5.3	types of etiquettes	4	Lecture	Black Board

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.	
<b>K1</b>	5	-	-	2 ½	7.5	-	7.5	18.75 %
<b>K2</b>	-	5	4	2 ½	11.5	-	11.5	28.75 %
<b>K3</b>	-	-	3	5	8	-	8	20 %
<b>K4</b>	-	-	3	5	8	-	8	20 %
<b>Non Scholastic</b>	-	-	-	-		5	5	12.5 %
<b>Total</b>	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**

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

**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:

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Understand the inter personal skills within the context of their daily life.	K2	PSO1& PSO2
CO 2	Apply leadership skills required for the career development	K2, K3	PSO8
CO 3	Analyse the creative skills necessary for a creative person	K2 & K4	PSO3
CO 4	Understands the public speaking skills required for effective communication	K1, K2,	PSO3
CO5	Evaluate the various types of etiquettes and gain knowledge about the prerequisites of a proper etiquettes	K5, K2	P

## Mapping COs Consistency with PSOs

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

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

**COURSE DESIGNER:**

**S L Kumari**

**Forwarded By**

*S.L. Kumari*

**S L Kumari**

**HOD'S Signature& Name**

**BBA**  
**II SEMESTER-SELF LEARNING PAPER**  
**(for 2021 batch for the year 2021)**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USBA	21U2SLU2	BASICS OF MARKETING	SELF LEARNING	--	2

**COURSE DESCRIPTION**

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

**COURSE OBJECTIVE**

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

**UNITS**

**Unit I Introduction**

Marketing – Definition – Market and Marketing – Importance and Characteristics –Marketing mix -Digital Marketing – Characteristics.

**Unit 2.Product**

Concept- Classification of products, Product Mix strategy, Product life cycle. New product- New product planning process.

### **Unit 3. Pricing**

Meaning- Objectives, Procedure for price determination, Types of pricing

### **Unit 4. Place**

Definition - Middlemen-meaning- Classification -Wholesaling-Meaning- Classification - Retailing- Meaning- Classification.

### **Unit 5. Promotion**

Definition — Promotional Mix- Advertising- Definition, Types, benefits, Selling- Meaning-Features

### **Text Book :**

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

### **References :**

- Advertising Management - Manendra Mohan, Tata Mcgrawhill Publishers, New Delhi, 2017
- Marketing Management - Philip Kotler, Prentice Hall India Publishers, New Delhi,2017

### **Digital Open Educational Resources:**

- [newagepublishers.com/samplechapter/001233.pdf](http://newagepublishers.com/samplechapter/001233.pdf)
- [www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf](http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf)
- [thedavismarketinggroup.com/Marketing Mix.pdf](http://thedavismarketinggroup.com/Marketing Mix.pdf)

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

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

✓ **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

✓

### EVALUATION PATTERN

CIA		MARKS		
C1	C2	CIA	ESE	Total
20	20	40	60	100

✓ **C1** – Assignment

✓ **C2** – Test

### COURSE OUTCOMES (CO)

On completion of the course the student will be able to

No.	Course Outcome	Knowledge Level (According to Bloom's Taxonomy)	PSOs Addressed
<b>CO 1</b>	Identify core concepts of marketing and the role of marketing in business and society.	K2	PSO 1 &2
<b>CO 2</b>	Ability to develop marketing strategies based on product, price, place and promotion objectives.	K1&K3	PSO 5 & 7

<b>CO 3</b>	Understand the procedure for price determination of marketing firms.	K2	PSO 6& 3
<b>CO 4</b>	Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.	K3	PSO 4&7
<b>CO 5</b>	Demonstrate the critical thinking skills and analyze modern marketing strategies in the Indian context.	K4	PSO 2 &8

### **Mapping COs Consistency with PSOs**

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

CO/ PO	PO1	PO2	PO3	PO4	PO5	PSO6	PSO7
C01	3	2	3	3	2	3	2
C02	3	3	3	2	3	3	3
C03	3	2	3	2	3	3	2
C04	2	3	3	3	3	3	3
C05	3	3	3	2	2	3	3

**COURSE DESIGNER:**

1. A. Rosary Infanta
2. Dr.M. Pradeepa

**Forwarded By**

*S.L. Kumari*

S.L. Kumari

**HOD'S Signature & Name**

**INTER DEPARTMENTAL SELF LEARNING COURSE**  
**DEPARTMENT OF BBA AND RESEARCH CENTRE OF TAMIL**  
**MANAGERIAL SKILLS AND TAMIL LITERATURE**  
**மேலாண்மைத்திறன்களும் தமிழ்இலக்கியமும்**

*For those who joined in 2021 onwards*

*II BBA and*

**II B.A**

**SEMESTER -III**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
UATA/USBA	21T3SLU3	MANAGERIAL SKILLS AND TAMIL LITERATURE	SELF LEARNING	--	2

**COURSE DESCRIPTION**

The Aim Of The Paper Is To Expose Basic Management Concepts To The Students And Apply It In Tamil Literature.

**COURSE OBJECTIVE**

- The aim of the paper is to expose basic management concepts to the students and apply it in Tamil Literature.
- தமிழ்இலக்கியம் உணர்த்தும் மேலாண்மைத்திறன்குறித்த தெளிவுபெறுவார்.
- மேலாண்மைத்திறன் நோக்கில் தமிழ்இலக்கியங்களைக் கண்டுணர்வார்.

## UNITS

### UNIT 1: INTRODUCTION TO MANAGEMENT

Management – Definition -characteristics of management –Functions of management Planning-Definition, process of planning –Organising-Meaning, process of organising.

### UNIT 2: DIRECTION AND CONTROL

Staffing-Meaning–process of staffing - Direction-meaning, characteristics of DirectionControl - Meanings – Process of control - Decision Making - Meaning - process of Decision Making.

### UNIT 3: தமிழ்இலக்கியங்களில்மேலாண்மைத்திறன்கள்

திட்டமிடல் –ஒழுங்கமைவு –பணியமர்த்தல்–வழிநடத்துதல் – ஒருங்கிணைத்தல் – முறைப்படி எடுத்துரைத்தல் – வரவுசெலவுத் திட்டமிடல்

### UNIT 4: சங்கஇலக்கியங்களில்மேலாண்மை

நீர்மேலாண்மை – வணிகமேலாண்மை — தொழில்சார்மேலாண்மை – வேளாண்மேலாண்மை – அரசியல் –அமைச்சு – போர்மேலாண்மை – பேரிடர் மேலாண்மை

### UNIT 5: இலக்கியங்களில்குடும்பமேலாண்மை

குடும்பஅமைப்பு – பண்பாடு - விருந்து - உணவுமேலாண்மை – உடைமேலாண்மை

### TEXT BOOKS:

1. T.Ramasamy, Principles of Management –Himalayas Publication House,Mumbai -2018
2. வெஇறையன்பு . , இலக்கியத்தில் மேலாண்மை, நியூசெஞ்சுரிபுக்ஹவுஸ்,சென்னை.2018.
3. முனைவர்ஆ .மணவழகன், சங்கஇலக்கியத்தில்மேலாண்மை, காவ்யாபதிப்பகம். சென்னை,2007

**REFERENCE BOOKS:**

1. Essentials of Management –Harold Koontz Tata Mcgrawhill Publishers, New Delhi, 2017
2. **Digital Open Educational Sources:**  
[://www.studyblue.com/notes/b/fundamentals-of-management/10852/0](http://www.studyblue.com/notes/b/fundamentals-of-management/10852/0)
3. [://www.studyblue.com/notes/b/fundamentals-of-management/10852/0](http://www.studyblue.com/notes/b/fundamentals-of-management/10852/0)

**Digital Open Educational Resources (DOER):**

1. <https://mrunal.org/2014/01/download-history-textbooks-of-tamilnadu-state-education-board-for-culture-world-history-ancient-medieval-freedom-struggle.html>
2. <https://www.youtube.com/watch?v=iWxWZWUJBe4>
3. <https://www.youtube.com/watch?v=WaxhwCvMo8k>

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

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

- **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

**EVALUATION PATTERN**

CIA		MARKS		
C1	C2	CIA	ESE	Total
20	20	40	60	100

4. **C1** – Assignment
5. **C2** – Test

## COURSE OUTCOMES (CO)

On completion of the course the student will be able to

No.	Course Outcome	Knowledge Level(According toBloom's Taxonomy)	PSOs Addressed
CO 1	To understand the various functional areas of management	K2	PSO2
CO 2	To gain knowledge on the process of staffing, controlling and decision making	K4	PSO2
CO 3	சங்கஇலக்கியம் குறித்து அறிந்து கொள்வார்	K6	PSO 1 & 3
CO 4	இலக்கியங்கள் கூறும் மேலாண்மைச் சிந்தனைகள் குறித்த தெளிவுபெறுவார்.	K2	PSO 1 & 6
CO 5	திருக்குறள் நோக்கில் மேலாண்மைச் சிந்தனைகளைக் கண்டுணர்வார்.	K3	PSO 2 & 5

### Mapping COs Consistency with PSOs

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

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

**COURSE DESIGNER:**

3. Mrs. KA. Vanessa (Department of Tamil)
4. DR. R.DAYANA CHRISTY (Department of Tamil)

**Forwarded By**

Dr.K.Latha

*S.L. Kumari*

S.L.Kumari

**HOD'S Signature & Name**

**INTER DEPARTMENTAL SELF LEARNING COURSE**  
**DEPARTMENT OF BBA AND COMMERCE WITH COMPUTER APPLICATIONS**

**SELF LEARNING PAPER**  
**SEMESTER –IV**

*For those who joined in 2019 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
USCC	21K4SLU4	QUANTITATIVE APTITUDE	-	2

**COURSE DESCRIPTION**

To impart knowledge on the quantitative aptitude problems so as to improve the problem solving skills of students.

**COURSE OBJECTIVES;**

1. Understand the various quantitative aptitude problems
2. Analyse the data and draw interpretations
3. Gain knowledge and have ability to solve aptitude problems with great confidence

**UNITS**

**UNIT-I: QUANTITATIVE APTITUDE – I**

Number System - Simplification – HCF & LCM of Numbers – Number Test.

**UNIT-II: QUANTITATIVE APTITUDE – II**

Averages – Percentage – Ratio & Proportion

**UNIT-III: QUANTITATIVE APTITUDE – III**

Problems based on Ages - Simple Interest - Compound Interest – Time and Work

#### **UNIT-IV: QUANTITATIVE APTITUDE – IV**

Pipes & System – Mensuration – Algebra

#### **UNIT – V QUANTITATIVE APTITUDE – V**

Progression – Logarithm – Permutation and Combination

#### **UNIT –VI DYNAMISM(for CIA only)**

Solving recent IBPS-RRB and SSC Question papers

#### **TEXT BOOKS:**

1. STATE BANK OF INDIA RECRUITMENT OF CLERICAL STAFF – Unique Publishers New Delhi
2. BANK CLERKS' EXAMINATION - Unique Publishers New Delhi

#### **Digital Open Educational Resources (DOER) :**

1. <https://www.indiabix.com/aptitude/questions-and-answers/>
2. <https://www.careerride.com/online-aptitude-test.aspx>

- ✓ **All the course outcomes are to be assessed in CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for UG are :**  
**K1- Remember, K2-Understand, K3-Apply, K4-Analyse**
- ✓ **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

## EVALUATION PATTERN

CIA		MARKS		
C1	C2	CIA	ESE	Total
20	20	40	60	100

- ✓ **C1** – Assignment
- ✓ **C2** – Test

## COURSE OUTCOMES

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

CO 1	Understand the basic concepts of number system	K1	PSO1
CO 2	Able to solve problems on ratios percentages and averages	K1, K2	PSO1 & PSO2
CO 3	Acquire satisfactory competency in working out problems of ages, simple interest and time and work	K1 & K3	PSO2
CO 4	Solve campus placements aptitude papers covering mensuration and algebra	K1, K2 & K3	PSO3
CO 5	Have knowledge in Logarithm Permutation and Combination and compete in various competitive exams like CAT, CMAT, GATE, GRE, GATE, UPSC, GPSC etc.	K2 & K4	PSO5

## Mapping COs Consistency with PSOs

CO/ PSO	PS O1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	2	2	2
CO2	3	3	2	2	2
CO3	2	3	2	2	2
CO4	2	2	3	2	2
CO5	2	2	2	2	3

## Mapping COs Consistency with POs

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

### COURSE DESIGNER:

1. S.L.Kumari (BBA)
2. S.RajaRajeswari (B.Com.CA)

### Forwarded By

*S.L. Kumari*

Head, BBA Department

*M. Aras*

Head B.Com(CA) Department

# SELF LEARNING COURSE

DEPARTMENT OF BBA

## SEMESTER -V

*For those who joined in 2021 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
USCC	21U5SL5	FINANCIAL MARKETS	-	2

### COURSE DESCRIPTION:

This paper focuses on the various concepts of financial markets and to develop skills to practically involve in such services and related transactions.

### COURSE OBJECTIVES;

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

### UNITS

#### UNIT 1 – INTRODUCTION - FINANCIAL SYSTEM

The Financial System in India – functions of the financial system – financial concepts – financial assets – financial intermediaries – financial markets – financial rates of return .Financial Instruments

#### UNIT 2: MONEY MARKET:

Definition – money market versus capital market – features – objectives – features of developed money market – composition of money market –meaning

of call money market, commercial bills market, acceptance market, and treasury bill market

### **UNIT 3: SECONDARY MARKET:**

**Meaning – functions of stock exchanges – functions of brokers** – method of trading in a stock exchange – Bombay Stock Exchange

### **UNIT 4: SECURITIES AND EXCHANGE BOARD OF INDIA:**

SEBI – objectives – functions – powers – SEBI guidelines for primary market, secondary market

### **UNIT 5: SKILL COMPONENT – TRADING IN SECURITIES**

Stock market indices and Practical Trading in Securities

### **UNIT – 6: DYNAMICS:**

- 1. current financial instruments**
- 2. Stock market indices**
- 3. current trends in Bombay Stock Exchange**

#### **Text Book:**

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

#### **References:**

1. Security Analysis and Portfolio management by Punithavathy Pandian, Vikas Publishing House Private Limited, Noida

#### **Digital Open Educational Resources:**

1. <https://www.scribd.com/.../ADL-55-management-of-financial-services-study-materials>
2. <http://www.gupshupstudy.com/note/353532/management-of-financial-services-notes-pdf>

- ✓ **All the course outcomes are to be assessed in CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for UG are :**  
**K1- Remember, K2-Understand, K3-Apply, K4-Analyse**
- ✓ **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

## EVALUATION PATTERN

CIA		MARKS		
C1	C2	CIA	ESE	Total
20	20	40	60	100

- ✓ **C1** – Assignment
- ✓ **C2** – Test

## COURSE OUTCOMES

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

CO 1	To gain knowledge about the financial system in India.	K1	PSO1
CO 2	To understand the features of money market in India	K2	PSO5
CO 3	To evaluate the function of Secondary Market in India	K5	PSO2
CO 4	To analyse the functions and powers of SEBI in India	K4	PSO2 and PSO 5
CO 5	To invest/trade in securities in India	K4	PSO 2

### Mapping COs Consistency with PSOs

CO/ PSO	PS O1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	2	2	2
CO2	3	3	2	2	2
CO3	2	3	2	2	2

<b>CO4</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>CO5</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>

### **Mapping COs Consistency with POs**

<b>CO/ PO</b>	<b>PO 1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>CO2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>CO3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>CO4</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>CO5</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>

**COURSE DESIGNER:**

**3. S.L.Kumari (BBA**

**Forwarded By**

*S.L. Kumari*

**Head, BBA Department**

# SELF LEARNING PAPER

III B.B.A

SEMESTER – VI

*For those who joined in 2021 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	HRS/WEEK	CREDITS
USBA	21U6SL6	INTRODUCTION TO LOGISTICS MANAGEMENT	-	2

## COURSE DESCRIPTION

The course deals with the fundamental concepts of Logistics and the basic elements of Logistics

## COURSE OBJECTIVE

The objective of this course is to orient the students in the field of logistics and to develop an understanding of the fundamentals of Logistics Management.

## UNITS

### Unit 1: Introduction to Logistics Management

Introduction to Logistics Management – Definition – Concept of Logistics – Need – Objectives – Importance – Elements of Logistics – Competitive advantage through Logistics – Marketing and Logistics interface- Logistics and Supply Chain Management – Integrated Logistics – Objectives and Barriers – Basics of Global Logistics.

### Unit 2: Transportation

Transportation – Introduction – Objectives – Functions – Principles of Transportation – Factors influencing Transportation – Participants in transportation decisions – Modal Characteristics – Legal classification of Carriers.

### **Unit 3 : Warehousing**

Warehousing – Introduction – Need for warehousing management – Role of warehousing in Logistical System – Functions of a warehouse – Warehousing Strategies.

### **Unit 4: Packaging**

Packaging – Principles – Functions – Types of packaging – Kinds of packaging – Types of packing boxes - Containers for transportation of export cargo – procedure for packing goods – Environmental requirements

### **Unit 5 :Logistics Information**

Logistics Information – Introduction - principles of logistics information – Information Functionality – Logistics Information System – Application of Information Technology

### **Unit 6 : Dynamism (for CIA only)**

1. Undergo an Experiential learning in a Logistics Company
2. Make a Review of Major Logistic Companies in India
3. Lean Logistics
4. INCO Terms

### **Text Book:**

Logistics Management – Satish C. Ailawadi&RakeshP.Singh, Second Edition

### **References:**

1. Logistics Management – Reji Ismail
2. Logistics – An Introduction to Supply Chain Management – Donald Waters

### **Digital Open Educational Resources**

1. [https://www.academia.edu/28439603/FUNDAMENTALS\\_OF\\_LOGISTIC\\_S\\_FUNDAMENTALS\\_OF\\_LOGISTICS\\_Course\\_Material\\_CONTENT\\_DEVELOPED\\_BY?auto=download](https://www.academia.edu/28439603/FUNDAMENTALS_OF_LOGISTIC_S_FUNDAMENTALS_OF_LOGISTICS_Course_Material_CONTENT_DEVELOPED_BY?auto=download)
2. <https://books.mec.biz/tmp/books/KPYWMGYRF32N4R5S5VEP.pdf>
3. <http://www.iems.co.kr/CPL/lecture/part4/4.%20Warehousing.pdf>

4. [https://www.researchgate.net/publication/281230908\\_The\\_role\\_of\\_transportation\\_in\\_logistics\\_chain](https://www.researchgate.net/publication/281230908_The_role_of_transportation_in_logistics_chain)
5. <https://man446.files.wordpress.com/2014/08/session09-gs11415.pdf>

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

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

- ✓ **The UG course teachers are requested to start conducting C1, C2 in due intervals of time.**

#### EVALUATION PATTERN

CIA		MARKS		
C1	C2	CIA	ESE	Total
20	20	40	60	100

- ✓ **C1** – Assignment
- ✓ **C2** – Test

## COURSE OUTCOMES

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

CO 1	Learn the fundamentals of Logistics Management	K1	PSO1
CO 2	Analyse the role of transportation in the field of Logistics	K1 &K4	PSO5 &PSO7
CO 3	Explore the functions of warehousing in Logistics Management	K1& K2	PSO1 & PSO5
CO 4	Relate the importance of packaging and Packing in the logistics operations	K1 & K2	PSO1&PSO8
CO 5	Understand the principles and functions of Logistics Information System	K1 &K3	PSO4 &PSO8

### Mapping COs Consistency with PSOs

CO/ PSO	PS O1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	3	1	1	2	2	1	1	1
CO2	2	2	1	1	3	1	3	1
CO3	3	1	1	2	3	1	2	2
CO4	3	3	1	2	2	1	2	3
CO5	2	2	1	3	3	1	2	3

## Mapping COs Consistency with POs

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

**COURSE DESIGNER:**

**M.MEENACHI**

**Forwarded By**

*S.L. Kumari*

**Head, BBA Department**