

FATIMA COLLEGE (AUTONOMOUS)



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

NAME OF THE DEPARTMENT	: BBA
NAME OF THE PROGRAMME	: Bachelor in Business Administration
PROGRAMME CODE	: USBA
ACADEMIC YEAR	: 2023-2024

Minutes of the Board of Studies - BBA

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

Members Present :

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

Minutes of the Board of studies

1. ACTION TAKEN REPORT FOR 2022-2023

1.a common suggestions

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

1.b change of Course Title - NIL

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

1.c. New Course Introduced

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

and acquiring skills to carry out Basic Statistical Analysis

1.d Revised Courses

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

Meaning, Concept
of Profit sharing
Profit sharing in
India, Labour Co-
Partnership and
Fringe Benefits
are added.

unit - 6 -
Dynamism
Contemporary HR
Practices is
added

course

4. 1904CC9 Operations unit - 2

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

5% To make
it more
relevant
to the
course

✓ ✓

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

5. 1904CC10 Management unit - 1

5%

✓ ✓

Accounting
theory &
Practice

Introduction

		Definition characteristics of Management account ing difference between cost accounting and Management account ing are added. In Financial Statement analysis comparative analysis common Size analysis and trend analysis are Included.	5%	To make it more detailed		
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6. 1905CC12 Tax

laws

unit 1

5% To make
it more
detailed

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

✓ ✓

7. 1905ME2 Financial unit 6

Services Dynamism

Crypto Currency
is added

✓ ✓

8. 1905SB3 Leadership unit - 3

Skills Goal Setting -

✓ ✓

difference between dream and goal and goal setting process

5%

To make it more relevant to the course

9. 1906ME3 Retail Management unit-2 : Store operations Management; strategies for store planning is added.

5%

To make it more detailed

10. 1906ME6 Training & Development unit 4 : Training Design Training and development of Expatriates For global assignment is added.

5%

To make it more Relevant to the course

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

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

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

3. Revision OF courses

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

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

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

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

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

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

6. Approval of PhD course work syllabus - NIL

7. Rubrics for Internship / Project - NIL

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

8. Details of Proposed / Signed MOUs

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

9.

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

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

Name of

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

03/04/2023

VISION OF BBA DEPARTMENT

To provide value based business management education for global excellence

MISSION OF BBA DEPARTMENT

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

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

GRADUATE ATTRIBUTES (GA)

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

I. SOCIAL COMPETENCE	
GA 1	Deep disciplinary expertise with a wide range of academic and digital literacy
GA 2	Hone creativity, passion for innovation and aspire excellence
GA 3	Enthusiasm towards emancipation and empowerment of humanity
GA 4	Potentials of being independent
GA 5	Intellectual competence and inquisitiveness with problem solving abilities befitting the field of research
GA 6	Effectiveness in different forms of communications to be employed in personal and professional environments through varied platforms
GA 7	Communicative competence with civic, professional and cyber dignity and decorum
GA 8	Integrity respecting the diversity and pluralism in societies, cultures and religions
GA 9	All – inclusive skill sets to interpret, analyse and solve social and environmental issues in diverse environments
GA 10	Self awareness that would enable them to recognise their uniqueness through continuous self-assessment in order to face and make changes building on their strengths and improving their weaknesses
GA 11	Finesse to co-operate exhibiting team-spirit while working in groups to achieve goals
GA 12	Dexterity in self-management to control their selves in attaining the kind of life that they dream for
GA 13	Resilience to rise up instantly from their intimidating setbacks
GA 14	Virtuosity to use their personal and intellectual autonomy in being life-long learners

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

PROGRAMME OUTCOMES (PO)

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

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

PROGRAMME SPECIFIC OUTCOMES (PSO)

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

PSO 1	identify and describe current domestic and international business trends.
PSO 2	solve problems and hone their decision making skills (Managerial Skills).
PSO 3	define the basic rules related to Human Resource Management, Tax Laws and Organisational Behaviour
PSO 4	acquire effective communication, presentation and leadership skills which will develop their entrepreneurial skills.

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

I BBA (TANSCHÉ SYLLABUS)
For those who joined in 2023 onwards
YEAR 2023-2024

S.NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CREDIT	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	Managerial Economics	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	International Business	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
11		23UAD2CA	GST Registration and Filing(Off - Class)	40	2	40	60	100

I BBA

SEMESTER –I

For those who joined in 2023 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	23U1CC1	Principles of Management	LECTURE	5	5

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 functionsof 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

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, 8thEdition.

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

4.Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3rd 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:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Management				
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
UNIT 2 –Planning				
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
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
UNIT-5 Business Ethics				

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
T1	30	15
T2	30	
Assignment		3
Quiz / Seminar		5
Attendance		2
Total		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

C1 - Test (CIA 1)

1** - 15 Mks

C2	- Test (CIA 2)	1**	- 15 Mks
C3	- Assignment	1	- 3 Mks
C4	- 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.NO	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

Mapping with program outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	3	3	3	2	3
CO2	2	3	3	3	2	2	1	3
CO3	2	3	3	2	3	3	2	3

CO4	3	2	3	3	3	3	1	3
CO5	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
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	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

Forwarded By

HOD'S Signature& Name

Dr. M. MEENACHI

I BBA
SEMESTER –I
For those who joined in 2023 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USBA	23U1CC2	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.

Unit4 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://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://www.profitbooks.net/what-is-depreciation>

COURSE CONTENTS & LECTURE SCHEDULE

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

UNIT -2 SUBSIDIARY BOOK				
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
UNIT -3 PREPARATION OF FINAL ACCOUNTS				
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
3.5	Provision and discount on debtors and creditors	3	Lecture	Black Board
3.6	Interest on drawings and capital	2	Discussion	Black Board
UNIT -4 HIRE PURCHASE SYSTEM				
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
UNIT -5 SINGLE ENTRY				
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

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

UG CIA Components

Nos

C1 – Test (CIA 1)	1** - 15 Mks
C2 - Test (CIA 2)	1** - 15 Mks
C3 – Assignment	1 - 3 Mks
C4 –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 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

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	2	2	2	3	1	2
CO 2	3	2	2	2	2	3	1	3
CO 3	3	2	2	2	2	3	1	3
CO 4	3	2	2	2	2	3	1	2
CO 5	3	2	2	2	2	3	1	2

Level of Correlation between PSO's and CO's

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

HOD 'S Name And Signature

Dr. M. MEENACHI

I BBA
SEMESTER –I

For those who joined in 2023 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WE EK	CREDITS
USBA	23U1EC1	MANAGERIAL ECONOMICS	LECTURE	4	3

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 SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION				
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
UNIT -2 DEMAND ANALYSIS				
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
UNIT -3 PRODUCTION AND COST ANALYSIS				
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
UNIT -4 PRICING				
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
UNIT -5 COMPETITION				
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

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

C1 – Test (CIA 1)	1** - 15 Mks
C2 - Test (CIA 2)	1** - 15 Mks
C3 – Assignment	1 - 3 Mks
C4 –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.NO	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

M. Meenachi

HOD'S Signature& Name

Dr.M.Meenachi

I BBA
SEMESTER –I

For those who joined in 2023 onwards

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	CATEGOR Y	HRS/WE EK	CREDIT S
USBA	23U1SE1	Basics of Event Management	LECTURE	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://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
UNIT -1 Introduction				
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
UNIT 4 - Concept and Design of Events				
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
UNIT -3 -Event Feasibility				
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
UNIT -4 - Event Planning & Promotion				
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
UNIT-5 Event Budget				
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
T1	30	15
T2	30	
Assignment		3
Quiz / Seminar		5
Attendance		2
Total		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			
C1	-	Test (CIA 1)		1**	-	15	Mks
C2	-	Test (CIA 2)		1**	-	15	Mks
C3	-	Assignment		1	-	3	Mks
C4	-	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.NO	COURSE OUTCOMES	PSOs ADDRESSED
CO 1	To understand basics of event management	PO1, PO6
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

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	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3	3	3	2	3	3	3
CO 2	2	3	3	3	2	3	3	3
CO 3	3	2	3	3	3	3	3	2
CO 4	3	2	3	3	3	3	3	3
CO 5	2	3	3	3	2	3	3	3

Note:

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

COURSE DESIGNER:

Ms.F.Gnanadeepam

Forwarded By

HOD'S Signature& Name

I B.B.A

SEMESTER –I

For those who joined in 2023 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDIT S
USBA	23U1FC	Managerial Communication	Lecture	2	2

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.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

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

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1. Introduction to Business Communication				
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
UNIT -2 Business Letters				
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
UNIT -3 Interviews				

3.1	Interviews- Direct, telephonic & Virtual interviews	2	Lecture	Black Board
3.2	Group discussion	3	Lecture	Black Board
UNIT -4.Reports				
4.1	Communication through Reports	2	Lecture	Black Board
4.2	Agenda- Minutes of Meeting	3	Lecture	Black Board
UNIT-5 Modern Forms of Communication				
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
T1	30	15
T2	30	
Assignment		3
Quiz / Seminar		5
Attendance		2
<u>Total</u>		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

C1 – Test (CIA 1)	1** - 15 Mks
C2 - Test (CIA 2)	1** - 15 Mks
C3 – Assignment	1 - 3 Mks
C4 –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 completion of this course, students will;	Program Outcomes
CO1	Understand communication process and its barriers.	PO1,PO2,PO3,PO4,PO8
CO2	Develop business letters in different scenarios	PO1,PO2,PO3,PO4,PO5,PO6
CO3	Develop oral communication skills & conducting interviews	PO2,PO3,PO4,PO5,PO6,PO7
CO4	Use managerial writing for business communication	PO1,PO2,PO4,PO5,PO6,PO8
CO5	Identify usage of modern communication tools & its significance for managers	PO3,PO4,PO5,PO6,PO7,PO8

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	3	2	3	3	3
CO 2	3	3	3	3	3	3	2	2
CO 3	2	3	3	3	3	3	3	2
CO 4	3	3	2	3	3	3	2	3
CO 5	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

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

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	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
- www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf
- thedavismarketinggroup.com/Marketing Mix.pdf
- https://www.youtube.com/watch?v=Io_mSvKptdc

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. Of Lectures	Teaching Pedagogy	Teaching Aids
Unit -1		Introduction		
1.1	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
Unit -2		Product		
2.1	Segmentation – Need And Basis of Segmentation	2	Lecture	Black Board

2.2	Targeting – Positioning	3	Lecture	Black Board
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
Unit -3 Pricing				
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
Unit -4 Communication Mix				
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
Unit -5 Sales Force Management				
5.1	Sales Force Management	3	Lecture	Black Board
5.2	Personal Selling Process	3	Lecture	Black Board
5.3	Motivation, Compensation and	3	Lecture	Black Board

	Control of Sales Force			
5.4	Digital Marketing	3	Lecture	Black Board
5.5	Applications & Benefits	3	Lecture	Black Board

CIA Components - UG

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	60	100

UG CIA Components

Nos

C1 – Test (CIA 1)

1** - 15 Mks

C2 - Test (CIA 2)

1** - 15 Mks

C3 – Assignment

1 - 3 Mks

C4–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:

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

Mapping COs Consistency with PSOs

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	2	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	2	3
Weightage	14	15	15	14	15
Weighted Percentage of Course Contribution to Pos	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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	2	3	2	2
CO 2	3	3	2	3	2	3	2	3
CO 3	3	3	2	2	2	3	2	3
CO 4	3	3	2	2	2	3	2	2
CO 5	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/WE EK	CREDITS
USBA	23U2CC4	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

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Cost Accounting				
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
1.6	Cost sheets	2	Chalk & Talk	Black Board
1.7	Tenders & Quotation	3	Chalk & Talk	Black Board
UNIT -2 Management accounting				
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
UNIT -3 RATIO ANALYSIS				
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
3.6	Profitability	2	Chalk & Talk	Black Board
3.7	Cash flow and Funds flow		Chalk & Talk	Black Board

	statement			
UNIT -4 BUDGETS AND BUDGETARY CONTROL				
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
UNIT -5MARGINAL COSTING				
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

C1 – Test (CIA 1)	1** - 15 Mks
C2 - Test (CIA 2)	1** - 15 Mks
C3 – Assignment	1 - 3 Mks
C4 –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.NO	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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	2	2	2	3	1	M
CO 2	3	2	2	2	2	3	1	3
CO 3	3	2	2	2	2	3	1	3
CO 4	3	2	2	2	2	3	1	2
CO 5	3	2	2	2	2	3	1	2

Level of Correlation between PSO's and CO's

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

HOD Signature &Name

Dr. M. MEENACHI

I BBA
SEMESTER –II

For those who joined in 2023 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WE EK	CREDITS
USBA	23U2EC3	International Business	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, 4th 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
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

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Introduction				
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
UNIT -2 Theories of international trade				
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

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
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

UNIT-5 Contemporary Issues of International Business				
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
T1	30	15
T2	30	
Assignment		3
Quiz / Seminar		5
Attendance		2
<u>Total</u>		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		
C1	- Test (CIA 1)	1**	-	15 Mks
C2	- Test (CIA 2)	1**	-	15 Mks
C3	- Assignment	1	-	3 Mks
C4	- 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 NO	Course Outcomes	Program Outcomes
CO1	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

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	3	3	3	3	3	2
CO2	2	2	3	2	3	2	3	2
CO3	2	2	3	2	3	2	3	2
CO4	2	2	3	3	3	2	3	2
CO5	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
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Note: ♦ Strongly Correlated – **3**

♦ ModeratelyvCorrelated – **2**

♦ Weakly Correlated - **1**

COURSE DESIGNER:Dr.M.MEENACHI

Forwarded By

HOD'S Signature& Name

Dr.M.MEENACHI

Nature, scope and purpose of ethics – Relevance of values – Importance

I BBA

SEMESTER –II

For those who joined in 2023 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGOR Y	HRS/WE EK	CREDIT S
USBA	23U2SE2	MANAGERIAL SKILL DEVELOPMENT	LECTURE	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://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-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
UNIT -1 Introduction				
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 &	Black Board

			Talk	
UNIT - Self Esteem				
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
UNIT -3 Building Emotional Competence				
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
UNIT -4 - Thinking skills				
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
UNIT-5 Communication related to course				
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
T1	30	15
T2	30	
Assignment		3
Quiz / Seminar		5
Attendance		2
<u>Total</u>		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		
C1	- Test (CIA 1)	1**	-	15 Mks
C2	- Test (CIA 2)	1**	-	15 Mks
C3	- Assignment	1	-	3 Mks
C4	- 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.NO	COURSE OUTCOMES	PSOs ADDRESSED
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	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	3	3	3	2	2	3
CO 2	2	2	3	3	3	3	3	2
CO 3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	2	3
CO 5	2	2	3	3	3	2	3	3

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

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WE EK	CREDITS
USBA	23U2SE3	Business Etiquette and Corporate Grooming	Lecture	2	2

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", PustakMahi publishers, 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
5. https://wikieducator.org/Business_etiquette_and_grooming

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Introductionto Business Etiquette				
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
UNIT -2 Workplace Courtesy and Business Ethics				
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	1	Chalk & Talk	Black Board

	issues -			
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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

UNIT -3 Telephone, email and Disability Etiquettes

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

UNIT-4 Diversity and Cultural Awareness at Workplace

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

UNIT-5 Business Attire and Professionalism

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
T1	30	15
T2	30	
Assignment		3
Quiz / Seminar		5
Attendance		2
<u>Total</u>		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		
C1	- Test (CIA 1)	1**	-	15 Mks
C2	- Test (CIA 2)	1**	-	15 Mks
C3	- Assignment	1	-	3 Mks
C4	- 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 NO	Course Outcomes	Program Outcomes
CO1	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6,
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6
CO3	Create cultural awareness and moral practice in real life workplace scenarios	PO8, PO6
CO4	Analyse workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6
CO5	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
CO1	2	2	3	3	3	2	2	3
CO2	2	2	3	3	3	2	2	3
CO3	2	2	3	3	3	2	2	3
CO4	2	2	3	3	3	3	2	3
CO5	2	2	3	3	3	3	2	3

Level of Correlation between PSO's and CO's

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

Note: ♦ Strongly Correlated – **3**
♦ Weakly Correlated - **1**

♦ Moderately Correlated – **2**

COURSE DESIGNER:

Dr.M.MEENACHI

Forwarded By

HOD'S Signature& Name

Dr.M.MEENACHI

I B.B.A

SEMESTER –I

For those who joined in 2023 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HOURS	CREDITS
USBA	23UAD2CA	GST REGISTRATION AND FILING	Lecture and Lab	40	2

COURSE DESCRIPTION:

The course is designed to gain knowledge of the provisions of Goods and Services Tax in India and apply it in a Business for the calculation of GST.

COURSE OBJECTIVES:

1. Provides Students with the working knowledge of Principles of GST.
2. Assist the students to understand the provision of GST.
3. Make the students understand the relevance of GST in the present Indian Tax Scenario.
4. Apply GST in a Business to calculate the Goods and Services Tax in India.

UNIT 1 Introduction to GST:

(8 Hours)

Indirect Tax: Meaning, Features, difference between Direct & Indirect Tax, types of Indirect Tax, shortcoming of Indirect Tax system during pre GST Era . GST: Meaning, different abbreviations used – GST –CGST – SGST – UTGST – IGST - Definitions – aggregate turnover – business - person – taxable person – taxable territory – supplier – recipient – e-commerce operator

Unit 2 Concept of Supply(8 Hours)

Concept of supply – taxable event

Levy of GST – basis of charge of GST

Place of supply – location of supplier of goods

Time of supply – how to determine and its significance

Value of taxable supply – different methods of calculation of value of taxable supply

Unit 3 Other provisions of GST

(8 Hours)

Reverse charge mechanism -Input tax Credit -Composition Scheme-Registration-Tax Invoice credit and debit notes-GST returns mechanism

Unit 4 Practical Components of GST – I**(8 Hours)**

1. Creating a Company Tally Prime Enable GST
2. Updating stock item and stock group for GST compliance
3. Creating of GST Ledger
4. Purchase Voucher with GST – Intrastate

Unit 5 Practical Components of GST – II**(8 Hours)**

1. Sales Voucher with GST – Intrastate
2. Discount Entry for sales with GST
3. Discount Entry after invoice
4. Export Import and Print

Note: Question Paper should contain 50% theory and 50% practical.

Unit 6 Dynamics (Evaluation Pattern-CIA only)

Union Budget, GST rates applicable for the current year for some goods and services of your State.

TEXT BOOKS:

1. Students Guide to Income Tax –Dr. Vinod Singhania, and Dr. Monica Singhania, Taxman's Publication Private Limited, New Delhi. (2023)

2. M.S. Mathuria, GS

T Law and Practice Manual, Current Law House, 2020

REFERENCES:

1. Bansal, K.M; GST and Customs LAW, TAXMANN Publication(p) Ltd, University Edition- 2021
2. Chaudry, Vashishtha ;Dalmia AShu; Girdharwal ."GST- A practical Approach" TAXMANN Publication -2017-
3. DAtay V.S," GST Ready Reckoner "TAXMANN Publication New Delhi, 2010
4. Jha R.K&Singh,P.K" A Bird Eye View of GST" Asia Law House -2017
5. MAjumder, SumitDutt " GST in India " 2nd Edition Centex Publications Pvt Ltd -2016

Digital Open Educational Resources:

1. <https://razorpay.com>
2. <https://cleartax.in>
3. <https://www.gstsearch.in>

COURSE CONTENTS & LECTURE SCHEDULE

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1. Introduction to GST				
1.1	Indirect Tax: Meaning, Features, difference between Direct & Indirect Tax, types of Indirect Tax, shortcoming of Indirect Tax system during pre GST Era .	4	Lecture &Lab	Black Board
1.2	GST: Meaning, different abbreviations used – GST – CGST – SGST – UTGST – IGST - Definitions – aggregate turnover – business - person – taxable person – taxable territory – supplier – recipient – e-commerce operator	4	Lecture &Lab	Black Board
UNIT -2 Concept of Supply				
2.1	Concept of supply – taxable event Levy of GST – basis of charge of GST Place of supply – location of supplier of goods	4	Lecture &Lab	Black Board
2.2	Time of supply – how to determine and its significance Value of taxable supply – different methods of calculation	4	Lecture &Lab	Black Board

	of value of taxable supply			
UNIT -3 Other Provisions of GST				
3.1	Reverse charge mechanism - Input tax Credit -Composition Scheme	4	Lecture &Lab	Black Board
3.2	Registration-Tax Invoice credit and debit notes-GST returns mechanism	4	Lecture &Lab	Black Board
UNIT -4.Practical Components of GST – I				
4.1	1. Creating a Company Tally Prime Enable GST 2. Updating stock item and stock group for GST compliance	4	Lab	Black Board
4.2	3. Creating of GST Ledger 4. Purchase Voucher with GST – Intrastate	4	Lab	Black Board
UNIT-5 Practical Components of GST – II				
5.1	1. Sales Voucher with GST – Intrastate 2. Discount Entry for sales with GST	4	Lab	Black Board
5.2	3. Discount Entry after invoice 4. Export Import and Print	4	Lab	Black Board

EVALUATION PATTERN

Components	Marks	Converted Marks
T1	30	15
T2	30	
Assignment		3
Quiz / Seminar		5
Attendance		2
<u>Total</u>		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			
C1	-	Test (CIA 1)	1**	-	15	Mks
C2	-	Test (CIA 2)	1**	-	15	Mks
C3	-	Assignment	1	-	3	Mks
C4	-	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 NO.	COURSE OUTCOMES	Programme outcome
CO 1	Understand the basic concepts of GST	PO1, PO3, PO4,PO5,PO7
CO 2	Apply GST rates in various transactions	PO1, PO3, PO4,PO5,PO7
CO 3	Explain GST Calculations in accounting software Tally	PO1, PO3, PO4,PO5,PO7
CO 4	Evaluate tax input credit available to goods	PO1, PO3, PO4,PO5,PO7
CO 5	Apply the practical knowledge dealings in interstate transactions of GST	PO1, PO3, PO4,PO5,PO7

Mapping with program outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C01	3	2	3	3	3	2	3
C02	3	2	3	3	3	2	3
C03	3	2	3	3	3	2	3
C04	3	2	3	3	3	2	3
C05	3	2	3	3	3	2	3

Level of Correlation between PSO's and CO's

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	2	3
CO2	3	2	3	2	3
CO3	3	2	3	2	3
CO4	3	2	3	2	3
CO5	3	2	3	2	3
Weightage	15	10	15	10	15
Weighted percentage of Course Contribution to PO's	3.0	2.0	3.0	2.0	3.0

Note: ♦ Strongly Correlated – **3**
 ♦ Weakly Correlated - **1**

♦ Moderately Correlated – **2**

COURSE DESIGNER:

1. Dr.S.L. Kumari

HOD'S Signature& Name

Dr.M.MEENACHI