

# B.B.A.

## Syllabus

### AFFILIATED COLLEGES

Program Code: 25F

2025 – 2026 onwards



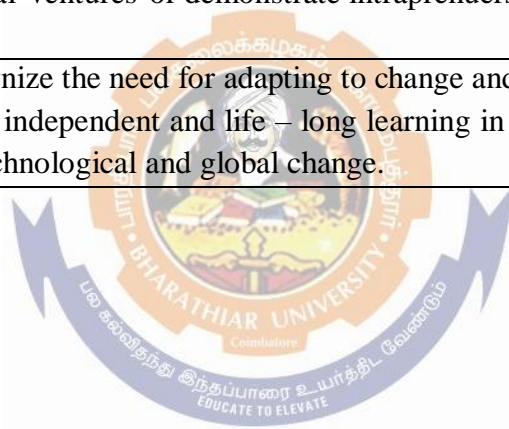
## BHARATHIAR UNIVERSITY

(A State University, Accredited with “A++” Grade by NAAC,  
Ranked 21<sup>st</sup> among Indian Universities by MHRD-NIRF)

Coimbatore - 641 046, Tamil Nadu, India

**PROGRAMME EDUCATIONAL OBJECTIVES:**

<b>PEO1</b>	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context in the IT era.
<b>PEO2</b>	Graduates will be able to apply frameworks and tools to arrive at informed Decisions in profession and practice, striking a balance between business and social dimensions.
<b>PEO3</b>	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM as well as research.
<b>PEO4</b>	Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.
<b>PEO5</b>	Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.



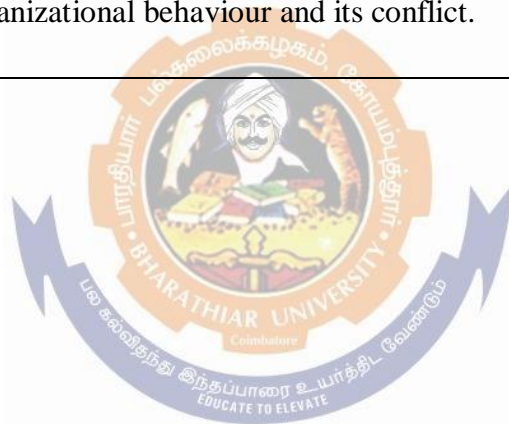
**PROGRAMME OUTCOMES**

At the end of the programme the learner will be able to

<b>PO1</b>	Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
<b>PO2</b>	Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
<b>PO3</b>	Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyze and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
<b>PO4</b>	Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non-digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.
<b>PO5</b>	Function effectively as an individual and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.
<b>PO6</b>	Analyze the sampling techniques of collecting primary and secondary data and tools and techniques of data.
<b>PO7</b>	Understand the methods of collecting primary and secondary data. Construction of scaling techniques and Determine the steps involved in design of questionnaire. Analyze and preparation of project report for the Functional areas of research.
<b>PO8</b>	Determine the functional areas of management such as Production, purchasing, marketing, sales, advertising, finance, human resource system, Industry 4.0 Understand the SERQUAL of the various service industries.
<b>PO9</b>	Analyse the various aspect of business research in the area of marketing, human resource and Finance.
<b>PO10</b>	Analyse the various financial and accounting concept including Balance sheet , trial balance, etc.,

## PROGRAMSPECIFICOUTCOMES

PSO 1 :	Understand of the corporate world
PSO 2 :	Analyse the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.
PSO 3 :	Determine conceptual and analytical abilities required for effective decision making.
PSO 4 :	Understand the dynamic and complex working environment of Business.
PSO 5 :	Understand the problems faced by the business sector in the Current scenario.
PSO 6 :	Analyse the ups and downs of the stock market.
PSO 7 :	Understand the rapid changes of financial services include banking and insurance sectors.
PSO 8 :	Understand the micro and macro marketing environment.
PSO 9 :	Understand the international trade procedure and documentation.
PSO 10 :	Understand the Forms of business organization.
PSO 11 :	Understand the business correspondence and communication.
PSO 12 :	Determine the organizational behaviour and its conflict.



**BHARATHIAR UNIVERSITY, COIMBATORE-641 046**(For the students admitted from the academic year **2025-2026** onwards)**SCHEME OF EXAMINATIONS – CBCS Pattern****B.B.A. (Bachelor of Business Administration)**

B.B.A. (Bachelor of Business Administration)								
Part	Study Components	Course Title	Ins. / Week	Examinations				Credits
				Dur. Hrs.	CIA	Marks	Total Marks	
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Principles of Management		5	3	25	75	100	4
III	Core II –Basics of Business and Business Environment		5	3	25	75	100	4
III	Allied Paper I – Mathematics and Statistics for Management		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
	TOTAL		30				550	22
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		4	3	25	25	50*	2
IV	Skill based Subject-1 Naan Mudhalvan: Language Proficiency for Employability. <a href="http://kb.naanmudhalvan.in/Special:Filepath/Cambridge_Course_Details.pdf">http://kb.naanmudhalvan.in/Special:Filepath/Cambridge_Course_Details.pdf</a>		2	3	25	25	50**	2
III	Core III – Organizational Behavior		6	3	25	75	100	4
III	Core IV – Economics for Executives		5	3	25	75	100	4
III	Allied Paper II –Quantitative Techniques for Management		5	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
	TOTAL		30		150	400	550	22
SEMESTER –III								
I	Language III		6	3	25	75	100	4
II	English III		4	3	25	75	100	4
III	Core V – Financial Accounting		5	3	25	75	100	4
III	Core VI – Production and Materials Management		5	3	25	75	100	4
III	Allied : III – Business Law		5	3	20	55	75	3
IV	Skill Based Subject 2: PC-Software MS-Office (Practical)		3		10	40	50	2
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I Yoga for Human Excellence # / Women’s Rights#Constitution of India #		1	2	-	25	25	1
IV	Health and Wellness		1	2	-	25	25	1
	TOTAL		30				575	23

SEMESTER –IV							
I	Language IV	5	3	25	75	100	4
II	English IV	4	3	25	75	100	4
III	Core VII - Human Resource Management	4	3	25	75	100	4
III	Core VIII – Marketing Management	4	3	25	75	100	4
III	Allied : IV– Taxation Law and Practice	4	3	20	55	75	3
IV	Skill Based Subject 3: Financial Accounting Package – Tally(Practical only)	4	3	10	40	50	2
IV	Skill based Subject-4: Naan Mudhalvan – Office Fundamentals <a href="http://kb.naanmudhalvan.in/Bharathiar_University_(BU)">http://kb.naanmudhalvan.in/Bharathiar_University_(BU)</a>	3	3	25	25	50**	2
IV	Tamil @ / Advanced Tamil #(or) Non-major elective-II : General Awareness #	2	3	50		50	2
	<b>TOTAL</b>	<b>30</b>				<b>625</b>	<b>25</b>
SEMESTER –V							
III	Core IX – Cost & Management Accounting	6	3	25	75	100	4
III	Core X – Research Methods for Management	6	3	25	75	100	4
III	Core XI - Advertising and Sales Promotion	6	3	25	75	100	4
III	Core XII – Business Correspondence	6	3	25	75	100	4
III	Skill Enhancer: Institutional Training ^	-	-	10	40	50	2
IV	Skill Based Subject –5 : Campus to Corporate ^	6	3	25	75	100	4
	<b>TOTAL</b>	<b>30</b>				<b>550</b>	<b>22</b>
SEMESTER –VI							
III	Core XIII – Entrepreneurship and Small Business Management	6	3	25	75	100	4
III	Core XIV - Financial Management	6	3	25	75	100	4
III	Core XV – Services Marketing	6	3	25	75	100	4
III	Elective –I :	3	3	20	55	75	3
III	Elective –II :	3	3	20	55	75	3
IV	Skill Based Subject –6 : Soft Skills for Business ^	3	3	25	75	100	4
IV	Skill Based Subject-7Naan Mudhalvan- Fintech Course (Capital Markets /Digital Marketing/ Operational Logistics) <a href="http://kb.naanmudhalvan.in/Bharathiar_University_(BU)">http://kb.naanmudhalvan.in/Bharathiar_University_(BU)</a>	3	3	25	25	50**	2
V	Extension Activities @	-	-	50	-	50	2
	<b>TOTAL</b>	<b>30</b>				<b>650</b>	<b>26</b>
	<b>TOTAL</b>	-	-			<b>3500</b>	<b>140</b>

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA) University Examination – Refer the detailed note on this curricular component.

# No Continuous Internal Assessment (CIA). Only University Examinations.

Project Work & Viva-Voce: Project Work-30 marks CIA,

Project Work & Viva-Voce: 45 marks, of which 15 marks for project report and 30 marks for

viva voce examination by both internal and external examiners

**\* English II- University semester examination will be conducted for 50 marks (As per existing pattern of Examination) and it will be converted for 25 marks.**

**\*\* Naan Mudhalvan- Skill Courses- 25 marks will be assessed by Industry and Internal 25 marks will be assessed by the respective Course teacher.**

Skill Based Subject: (Campus to Corporate & Soft Skills for Business) 5 & 6: CIA= 25 marks, Record Note= 25 marks, Viva Voce = 50 marks (Internal and external examiner)

For Institutional Training, CIA = 10 Marks, Viva-Voce = 40 marks (Internal and External examiner)

\$ Industrial Visit Mandatory

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	<b>A</b>	Project Work & Viva-Voce
	<b>B</b>	Modern Office Management
	<b>C</b>	Company Law and Secretarial Practice
	<b>D</b>	Investment Management
	<b>E</b>	Management Information System
Elective – II	<b>A</b>	Consumer Behaviour
	<b>B</b>	Industrial Relations and Labour Laws
	<b>C</b>	Insurance Principles and Practice
	<b>D</b>	Banking Law and Practice
	<b>E</b>	Big Data Analytics



SEMESTER –I
Language-I
English-I
Core I – Principles of Management
Core II –Basics of Business and Business Environment
Allied Paper I – Mathematics and Statistics for Management
Environmental Studies #



Course Code		PRINCIPLES OF MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA( RM)	L	T	P	C
Core –I				-	-	
Pre-requisite		+2 Commerce	Syllabus Version		First	
Course Objectives:						
To inculcate the students with the Knowledge and Understanding of the principles of management and to enable the student to gain valuable insight into the working of business. The course will review the evolution of management thoughts, functions and practices through the focus on Indian experiences, approaches and cases.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Examine and explain the management evolution and how it will affect future managers.					K1
2	Estimate the conceptual framework of planning and decision-making in day to day life.					K2
3	Explain the various managerial functions to achieve the goals and objectives of the organization.					K1
4	Analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations.					K4
5	Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		FUNCTIONS OF MANAGEMENT				
Overview of Management: Definition –Nature and scope of management-Importance - skills of managers–Levels of Management-Functional areas of management- Evolution of Management thoughts: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Peter F. Drucker’s -Management: a science or an art?						
Unit:2		PLANNING				
Planning: Definition -Nature and purpose – Planning process – Importance of planning – types of plan-Decision making - Definition –steps and process and various types of decisions.						
Unit: 3		ORGANIZING				
Organizing: Definition -Types of organization – Organizational structure –Span of control – use of staff units and committees. Delegation: Delegation and Centralization. Centralization and Decentralization – Staffing: Definition- Sources of recruitment – Selection-Definition - process Training-Definition-Types.						
Unit:4		DIRECTING				
Directing: Definition -Nature and purpose of Directing - Principles – Motivation - Definition - Theories of Motivation (Maslow’s, McGregor, ERG Theory, Herzberg two factor theory)– Leadership: Definition-Styles – Communication: Definition - Importance of Communication – Methods of Communication – Types – Barriers.						

<b>Unit:5</b>	<b>CONTROLLING</b>	
<b>Controlling:</b> Meaning and importance of controlling–control process–Budgetary and non-Budgetary Control Techniques–Requisites of an effective control system–Relationship between planning and controlling – Need for co-ordination.		
<b>Unit:6</b>	<b>Contemporary Issues</b>	
Expert lectures, online seminars – webinars		
<b>Text Book(s)</b>		
1	Charles W L Hill, Steven L McShane, 'Principles of Management', McGraw Hill Education, Special Indian Edition, 2007.	
2	Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition.2005	
<b>Reference Books</b>		
1	Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management -A global perspective, Prentice hall, 2005	
2	P.C.Tripathi&P.N.Reddy,PrinciplesofManagements-TataMc.GrawHill-NewDelhi,2012	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	NOC: Principles of Management – IITKGP - NPTEL	

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO2	M	S	M	S	S	S	M	S	S	S
CO3	S	S	M	M	S	S	M	M	M	S
CO4	S	M	S	S	S	M	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M

\*S-Strong; M-Medium; L-Low

Course code		<b>BASICS OF BUSINESS &amp; BUSINESS ENVIRONMENT</b> <b>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>	L	T	P	C
<b>Core –II</b>						
<b>Pre-requisite</b>		<b>+2 Commerce</b>	<b>Syllabus Version</b>		<b>First</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. To outline how an entity operates in a business environment						
2. To analyze the various economic conditions and effects of government policy on business performance						
3. To explain the legal framework that regulates the business and industry						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Develop an understanding on the gamut of business activities					K2
2	Explain the intricacies in starting a business and knowing the suited business form					K2
3	Design a business model in order to analyze its sustainability					K3
4	Comprehend the environmental factors that are conducive /detrimental to the respective businesses					K4
5	Have a simple and basic comprehension of the international scenario with regard to borderless business world					K5
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>		<b>INTRODUCTION TO BUSINESS</b>				
Business Basics:NatureandPurposeofBusiness–CharacteristicsofBusiness–Comparison among Business, Profession and Employment – Various types of Industry –Compare Industry with commerce–FormsofbusinessOrganisation–Soletraders,partnership,JointHindufamilyfirm– Joint Stock Companies - Cooperative Organizations - Public Utilities and Public Enterprises.						
<b>Unit:2</b>		<b>BUSINESS AND ECONOMIC SYSTEM</b>				
Business and Economic System – Capitalism, Socialism, Communism and mixed economy – Different sectors of the economy and Role of businesses in it – Different stakeholders of business firm–factorsofproduction–BusinessmodelMeaning&example– BusinessRisks&theircauses – Steps in Starting a Business – Qualities of Entrepreneur.						
<b>Unit:3</b>		<b>BUSINESS SERVICES</b>				
Business Services – Goods & Services distinguished – Banking, Insurance & Warehousing – TraditionalBusinessstonewere-Business–Benefitsofswitchingovertoelectronicmode– Cautions to be taken.						
<b>Unit:4</b>		<b>BUSINESS ENVIRONMENT AND ANALYSIS</b>				
Business Environment: Concept, characteristics of environment. Environmental Analysis- Need & Diagnosis, Business Environment-Potential Competitors, Rivalry-External environment						
Economic, Political & Legal environment, technological and socio cultural environment, Internationalenvironment.						

<b>Unit:5</b>	<b>IMPACTS OF LPG</b>	
Liberalization - Meaning - Privatization - Benefits & pitfall - Globalization – Meaning & rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization – Impact of Globalization on India. – Business & Society- Social Responsibilities of business towards different groups.		
<b>Unit:6</b>	<b>Contemporary Issues</b>	
Expert lectures, online seminars – webinars		
<b>Text Book(s)</b>		
1	Nikita Sanghvi, Business Environment and Entrepreneurship, CS-FOUNDATION Taxmann; 2015 ISBN-13: 978-9350716236	
2	Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi	
<b>Reference Books</b>		
1	William A Pride, Robert J. Hughes, and Jack R. Kapoor, (ISBN-13: 9781285193946) Foundations of Business, (5th Edition) Cengage Learning Higher Education	
2	Del, Global Business Foundation Skill Students Handbook Cambridge University Press ISBN-13: 978-8175967830	
3	Laura Dias, Amit Shah, Introduction to Business, McGraw Hill Education (India) Private Limited 2012 ISBN-13: 978-1121085084	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.coursera.org/courses?query=business%20fundamentals">https://www.coursera.org/courses?query=business%20fundamentals</a>	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	M	S
CO2	M	S	M	M	S	M	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	M	S	S	M	S	S	S	S	S
CO5	S	S	S	S	S	S	S	M	S	M

\*S-Strong; M-Medium; L-Low

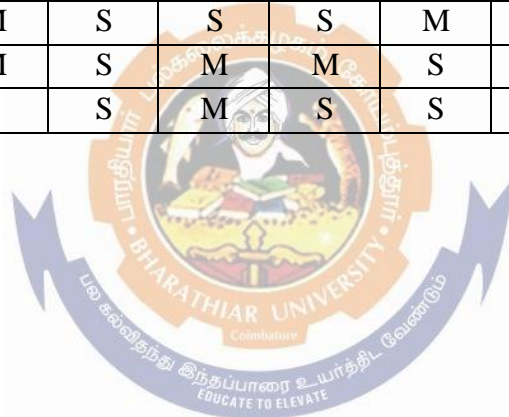
Course Code	MATHEMATICS AND STATISTICS FOR MANAGEMENT <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>	L	T	P	C
Allied – I			-	-	
Pre-requisite	+2 Business Maths	Syllabus Version	First		
Course Objectives:					
To make the students to understand the process of solving mathematics and interpret the final results and to train the students to apply the mathematical and statistical tools and techniques while solving business problems in their career. The course will also serve as a prerequisite for post graduate and specialized studies and research.					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Solve systems of linear equations by use of the matrix				K3
2	Be able to find the nature (maximum and minimum) of a turning point				K5
3	Outline the meaning of marginal revenue and marginal cost and their relevance for firm's profitability.				K1
4	Understand and compute the sampling distributions, sampling distributions of means and variances (S2) and the t- and F-distributions				K1
5	Summarize a regression analysis, and compute and interpret the coefficient of correlation.				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	MATRICES				
Matrices: Fundamental ideas about matrices and their operational rules – Matrix multiplication Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.					
Unit:2	SET THEORY				
Set theory – Introduction - Types of sets - set operation - Venn Diagrams - Simple and Compound Interest.(Simple problems only)					
Unit:3	STATISTICAL METHODS				
Meaning and Definitions of Statistics - Scope and Limitations. Collections of data –primary data and secondary data - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.					
Unit:4	MEASURES OF CENTRAL TENDENCY AND MEASURES OF VARIATION				
Measures of Central tendency - Arithmetic Mean, Median and Mode. Measures of Variation: Standard deviation					
Unit:5	CORRELATION AND REGRESSION				
. . Simple Correlation - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.					
Unit:6	CONTEMPORARY ISSUES				
Expert lectures, online seminars – webinars					
Questions in THEORY and PROBLEMS carry 20% and 80% marks respectively Problems need to be simple keeping students' non-mathematical background					



Text Book(s)	
1	S.P. Gupta (S.P.): “Statistical Methods”, Sultan Chand & Sons, 34th Edition, 2007
2	Richard Levin & David Rubin, “Statistics for management”, Prentice Hall, 2008
Reference Books	
1	Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Method
2	P.R.Vittal, “Business Mathematics”, Margham publications 2nd edition, 2003.
3	S.P. Rajagopalan and R. Sattanathan, Business Statistics and Operation Research, Tata McGraw-Hell publishing company Ltd., 2nd edition, 2009.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	<a href="http://www.dphu.org/uploads/attachements/books/books_5117_0.pdf">http://www.dphu.org/uploads/attachements/books/books_5117_0.pdf</a>

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M



## SECOND SEMESTER

Language-II

English-II

**Skill Based Subject-I** Naan Mudhalvan: Language Proficiency for Employability.

[http://kb.naanmudhalvan.in/Special:Filepath/Cambridge\\_Course\\_Details.pdf](http://kb.naanmudhalvan.in/Special:Filepath/Cambridge_Course_Details.pdf)

Core III – Organizational Behavior

Core IV – Economics for Executives

Allied Paper II –Quantitative Techniques for Management

Value Education – Human Rights #





Course Code		ORGANISATIONAL BEHAVIOUR For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core III				-	-	
Pre-requisite		Nil	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to make the students to understand Organizational psychology & personality of people and gain knowledge on belief, values and human motivation, leadership, theories of leadership, counseling, idea generation for problem solving and innovation. And students are prepared to deal with groups and for conflict identification and resolution.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Analyze the individual and group behavior; and understand the implications of organizational behaviour on the process of management					K4
2	Identify various theories of motivation from the past and to evaluate motivational strategies used in a variety of organizational settings					K5
3	Enhance productivity of the organization by ensuring required job satisfaction and employee attitude.					K3
4	Understand the supervisory effects on performance and to train supervisors by understanding different supervision styles.					K2
5	Evaluate the appropriateness of various leadership styles and counseling methods					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Organizational Psychology					
Importance and scope of organizational psychology – Individual differences - Intelligence tests. Measurement of intelligence - Personality tests - nature, types and uses.						
Unit:2	Perception					
Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.						
Unit:3	Job satisfaction					
Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.						
Unit:4	Group dynamics					
Hawthorne Experiment - importance - Group Dynamics – Cohesiveness. Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.						
Unit:5	Leadership and counseling					
Leadership-types-theories–Trait, Managerial Grid, Fiedler’s contingency. Counseling–meaning - Importance of counselor - types of counseling - merits of counseling						
Unit:6	CONTEMPORARY ISSUES					
Expert lectures, online seminars – webinars						
Text Book(s)						
1	L.M. Prasad – Organizational Behaviour. Latest edition					

Reference books	
1	Keith Davis - Human Behaviour at Work
2	Ghos - Industrial Psychology
3	Fred Luthans – Organizational Behaviour
Online Content	
	NOC: Organizational Behaviour – NPTEL

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M

\*S-Strong; M-Medium; L-Low



Course Code		ECONOMICS FOR EXECUTIVES For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core - IV		Core		-	-	
Pre-requisite		+2 Economics	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to make the students to understand the objectives of business firms, Demand analysis and Elasticity of demand, BEP Analysis and further to make them familiarize about types of competitions and price administration and enhance their knowledge on Inflation, Deflation and analyze the causes of Inflation..						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Apply the objectives of business firms, demand analysis and elasticity of demand in daily life and in their career.					K6
2	Identify the effective applications of factors of production and BEP Analysis					K3
3	Understand the determination of the Price, Market structure and competition.					K2
4	Describe the objectives and effectiveness of monetary policy and fiscal policy					K4
5	To gain Knowledge on Inflation, Deflation and effects of inflation.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	DEMAND ANALYSIS					
Objectives of business firms–Profit Maximization–Social responsibilities –Demand analysis– Law of Demand - Elasticity of demand.						
Unit:2	BEP ANALYSIS					
Production function - Factors of production - Law of diminishing returns and Law of variable proportions. Cost and Revenue Curves – Break-even-point (BEP) analysis.						
Unit:3	MARKET CLASSIFICATION					
Market Classification- Perfect Competition- Monopoly- Monopolistic Competition- Duopoly- Oligopoly – Price Discrimination.						
Unit:4	MONETARY POLICY					
Monetary Policy-Meaning- Objectives- Instruments- Effectiveness of Monetary Policy-Fiscal Policy- Meaning-Objectives-Monetary Policy and Fiscal Policy mix to control inflation.						
Unit:5	INFLATION AND DEFLATION					
Inflation: Meaning and Definition- Types of Inflation – Effects of in inflation - Measures to control inflation- Deflation- Meaning – Effects of Deflation- Inflation vs Deflation- Control of Deflation.						
Unit:6	CONTEMPORARY ISSUES					
Expert lectures, Online seminars & Webinars						
Text Book						
1	Sankaran - Business Economics					

Reference books	
1	Markar et al - Business Economics
2	Sundaram K.P & Sundaram – Business Economics
Online Content	
	<a href="#">NOC: Managerial Economics</a> – NPTEL

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M

\*S-Strong; M-Medium; L-Low



Course Code		QUANTITATIVE TECHNIQUES FOR MANAGEMENT <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>	L	T	P	C
Allied - II				-	-	
Pre-requisite		MATHEMATICS AND STATISTICS FOR MANAGEMENT	Syllabus Version	First		
Course Objectives:						
The main objective of this course is to make the students to gain knowledge about various concepts of Operations Research and to identify and develop operational research models from the verbal description of the real system and train them to apply the operations research tools that are needed to solve optimization problems.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define and formulate linear programming problems and evaluate their applications					K1
2	To understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method					K1
3	To comprehend the concept of a Transportation Model and develop the initial solution and optimality checking of the solution					K2
4	To apply the strategies of game theory and to make better decisions while solving business problems					K3
5	Use critical path analysis and programming evaluation and review techniques for timely project scheduling and completion.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO OPERATION RESEARCH					
Introduction to Operations Research – Meaning – Scope – Applications - Limitations. Linear programming-Mathematical Formulation-Application in management decision making (Graphical method only).						
Unit:2	TRANSPORTATION PROBLEMS					
Transportation problems: Introduction- Finding Initial Basic Feasible solutions- moving towards optimality (non degenerate only) – Maximization in transportation problem-						
Unit:3	ASSIGNMENT PROBLEMS					
Assignment problem: Introduction –Hungarian Assignment method – Maximization in Assignment problem – Unbalanced Assignment problem.						
Unit:4	GAME THEORY					
Game theory: Concept of Pure and Mixed strategies – solving 2 x 2 matrices with and without saddle point. Graphical solution - mx2 and 2xn games						

<b>Unit:5</b>	<b>NETWORK ANALYSIS</b>	
CPM–Principles–Construction of network- Critical path –Forward pass–Backward pass computations–PERT		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	
Expert lectures, online seminars – webinars		
<b>Note: THEORY and PROBLEM shall be distributed as 20% and 80% respectively.</b>		
<b>Text Book(s)</b>		
1	P. K. Gupta, Man Mohan, Kanti Swarup: “Operations Research”, Sultan Chand, 2008.	
2	J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited, fifth edition.2013	
<b>Reference Books</b>		
1	Kanti Swarup, P.K.Gupta and Man Mohan – Operations Research	
2	Sundaresan V, Ganapathy K.S, Ganesan K, Resource Management Technique- Lakshmi Publications, 2003.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://nptel.ac.in/courses/111/105/111105077/">https://nptel.ac.in/courses/111/105/111105077/</a>	
2	<a href="https://nptel.ac.in/content/syllabus_pdf/111105077.pdf">https://nptel.ac.in/content/syllabus_pdf/111105077.pdf</a>	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M



## THIRD SEMESTER

Language III
English III
Core V – Financial Accounting
Core VI – Production and Materials Management
Allied : III – Business Law
Skill Based Subject 2: PC-Software MS-Office (Practical)
Tamil @ /Advanced Tamil # (or) Non-major elective-I Yoga for Human Excellence # / Women's Rights#Constitution of India #





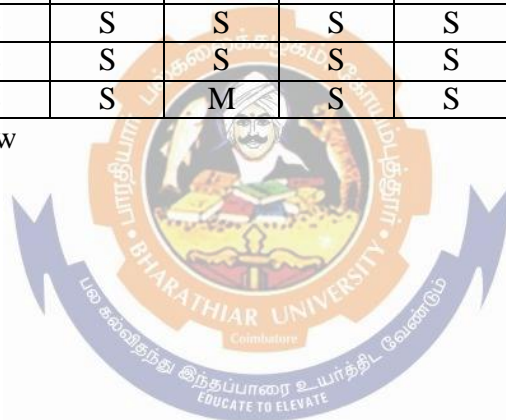
Course Code	FINANCIAL ACCOUNTING For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core V				-	-	
Pre-requisite	+ 2 Accounting		Syllabus Version		First	
Course Objectives:						
This course is to enable the students to acquire knowledge of accounting concepts, principles and practices which will provide insight for the students to apply in the business administration in order to manage and be effective in decision making in the functional areas like financial and accounting transactions.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall the accounting concepts and understand the rules of double entry system, journalizing and posting to ledger in the business transactions.					K1
2	Interpret the trial balance; identify the errors and to reconcile the bank statement by cash book.					K2
3	Summaries the manufacturing, trading, profit & loss account and balance sheet with the support of financial and accounting transactions.					K5
4	Illustrate the accounts for non-trading institutions through income & expenditure, receipts & payments along with the methods of depreciation.					K3
5	Classify the sections of accounting statements from incomplete data					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create						
Unit:1	ACCOUNTING FUNDAMENTALS					
Accounting, meaning, definition, objectives, scope, basic, terms, accounting principles, branches of accounting, uses & limitations of Accounting, Concepts & Conventions, Accountings uses, Accounting information, Accounting equations – Meaning of accounting equation, compensation of accounting, effects of transactions.						
Unit:2	PREPARATION OF JOURNAL, LEDGER AND TRIAL BALANCE AND & ACCOUNTING ERRORS					
Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system – its advantage, ledger, meaning, utility, posting entries. Practical system of book keeping – Cashbook, types of cash book, Single column, double column, entries, Trial Balance, Objective, preparation, errors & rectification, Suspense Accounting – meaning, utility & preparation. Accounting Errors: Meaning and Types of errors, Rectification of errors						
Unit:3	BANK RECONCILIATION STATEMENT AND METHODS OF DEPRECIATION					
Bank Reconciliation:- Meaning, causes of differences, need & importance, preparation & presentation of BRS, Depreciation – meaning, methods of charging depreciation, problems						
Unit:4	PREPARATION OF FINAL ACCOUNTS					
Final Accounts – Meaning, need & objectives, types – Trading Account – Meaning, need & preparation, Profit & loss Account – meaning, Need & preparation, Balance Sheet- Meaning, need & Preparation, Final Accounts with adjustment entry. Problems						
Unit:5	PREPARATION OF FINAL ACCOUNTS OF JOINT STOCK COMPANIES (As per the Format of the Indian Companies Act)					
Preparation of statement of profit and loss – balance sheet – schedules – Indian Accounting standards (up to IAS - 8)						

<b>Unit:6</b>	<b>Contemporary Issues</b>	
<b>Expert lectures, online seminars – webinars</b>		
Note: (Theory and problems may be in the ratio of 20% and 80%respectively)		
<b>Text Book(s)</b>		
1	T.S. Reddy & A.Murthy-Financial Accounting, Margham Publications.-6th edition,2012	
2	Dr.S.N.Mageswari- Financial Accounting, Vikas Publishing house.-jan2012	
<b>Reference Books</b>		
1	Shukla & Grewal's Financial Accounting · M.C. Shukla , T.S Grewal & S. C. Gupta S. Chand Publishing.	
2	Financial Accounting V-Dorling Kindersley-1st edition,2010	
3	Jain & Narang- Kalyani Financial Accounting publishers; 12th edition.2014.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<b>MOOC</b> : <a href="https://www.mooc-list.com/course/introduction-financial-accounting-coursera">https://www.mooc-list.com/course/introduction-financial-accounting-coursera</a>	
2	Financial Accounting: Indian Institute of Technology Bombay and NPTEL via SWAYAM	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO3	S	S	M	S	M	S	S	M	S	M
CO3	M	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M

\*S-Strong; M-Medium; L-Low



Course Code		PRODUCTION AND MATERIALS MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core VI				-	-	
Pre-requisite		Principles of Management	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to: The production and materials management provides an introduction to process of production management, production planning and control, effective material handling, materials management and maintenance management, helps to understand the import purchase procedures, storekeeping, Total Quality Management, Quality Control and Procedure for getting an ISO.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Enumerate the production processes and production planning and control.					K1
2	Describe the importance of materials management function in an organization, and how it can help in integrating various plans and reduce the material related Costs					K1
3	Describe the material management, domestic and import purchase procedures And vendor rating and development.					K2
4	Out line management issues in receiving, stores, traffic and transportation, ware housing and physical distribution					K4,
5	Discuss about the quality control, Total Quality Management, Benchmarking and ISO					K2
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6- Create						
Unit:1		PRODUCTION MANAGEMENT				
Production Management -Functions-Scope-Plant Location-Factors-Site location-Plant Layout Principles -Process-Product layout. Production Planning and control-Principles-Meaning Routing-Scheduling-Dispatching-Control - Lean Manufacturing-Six sigma.						
Unit:2		MATERIALS HANDLING & MAINTENANCE				
Materials Handling- Importance -Principles –Criteria for selection of material handling equipment. Maintenance-Types-Breakdown-Preventive-Routine-Methods study–Time study- Motion study.						
Unit:3		MATERIALS MANAGEMENT				
Organization of Materials Management - Fundamental Principles - Structure – Integrated materials management. Purchasing–procedure-principles-import substitution and import Purchase procedure. Vendor rating-Vendor development.						
Unit:4		INVENTORY CONTROL				
Function of Inventory- Importance-Tools-ABC, VED, FSN Analysis-EOQ-Reorder point-Safety Stock-Leadtime Analysis.Storekeeping-Objectives-Functions- Store keeper– Duties– Responsibilities, Location of store –Stores Ledger –Bin card.						
Unit:5		QUALITY CONTROL AND ISO IMPLEMENTATION				
Quality control - Types of Inspection - Centralized and Decentralized. TQM: Meaning - Objectives-elements–Benefits. Benchmarking: Meaning-objectives–advantages. ISO: Features-Advantages-Procedure for obtaining ISO.						
Unit:6		Contemporary Issues				
Expert Lectures, Online seminars & Webinars						

<b>Text Book(s)</b>	
1	P Saravanavel and S. Sumathi “Production and Materials management”, Margham Publications,
2	Chitale, A.K.and Gupta, R.C. “Materials Management –Text and Cases” Prentice Hall of India Private Limited ,New Delhi.
<b>Reference Books</b>	
1	DATTA.A.K. “Materials Management, Procedures, Text and Cases”: Prentice Hall of India Pvt. Ltd, New Delhi.
2	M.M. Varma, Materials Management. Jain Book Agency Publishers, 4 <sup>th</sup> Edition.
3	N.A.Siddiqui, “ Introduction to six sigma – Methods, Approaches, and Applications”, New Age International Publishers (P) Ltd.
4	Dr.JEFFREY N. LOWENTHAL, “Six Sigma Project Management”, New Age International Publishers (P) Ltd.
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	Mooc: <a href="https://www.mooc-list.com/course/microeconomics-principles-coursera">https://www.mooc-list.com/course/microeconomics-principles-coursera</a>

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	M
CO3	M	S	S	S	M	S	S	S	S	S
CO3	S	M	M	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	M	S	S	M	M	M	S

\*S-Strong; M-Medium; L-Low

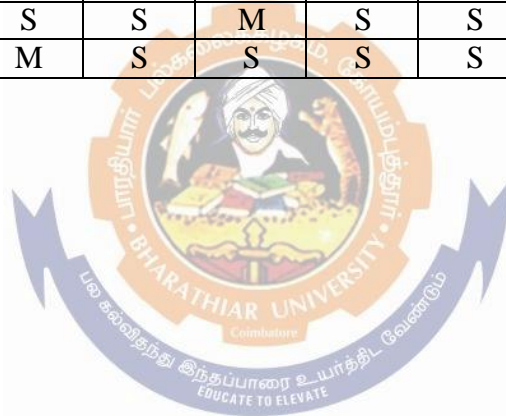
Course code		<b>BUSINESS LAW</b> <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>	L	T	P	C
Allied-III				-	-	
Pre-requisite		Nil	Syllabus Version	First		
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. To enable the students to acquire knowledge of legal aspects of business						
2. To provide the brief idea about the frame work of Indian Business Laws						
3. To promote the understanding of various concepts relating to business						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Develop an understanding on business law in the global context					K1
2	Knowing the relevant legal terms in business					K2
3	To construct the relationship of ethics and law in business					K3
4	Applying basic principles of law to business and business transactions					K4
5	Implementing current law, rules and regulations related to settling business Disputes					K5
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6- Create						
Unit:1	BUSINESS ETHICS					
Ethics and Business Ethics – Ethical principles in Business - Concepts Values and Ethics – Ethical Corporate Behavior – Social Responsibility of Business - Corporate Governance – Need , Principles and Scope – Elements of good corporate governance.						
Unit:2	LAW OF CONTRACT					
Contracts - Essentials of contract - Agreements – Classification of contracts-Offer-Legal rules as to offer and lapse of offer –Acceptance and rules as to acceptance-Capacity of parties to create contract- Wagering agreements - Stranger to a Contract and exceptions.						
Unit:3	CONSIDERATION IN LAW					
Consideration - Legal rules as to Consideration – Contract without Consideration-Consent-Coercion-Undue influence–Misrepresentation- Fraud-Mistake of law and Mistake of fact. Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – Discharge of contract - Breach of contract – Remedies for breach of Contract.						
Unit:4	CONTRACT OF SALE					
Formation of contract of sale –Sale and agreement to sell– Hire-purchase agreement- Subject matter of contract of sale- Effect of destruction of goods - Documents of title to goods - Rules of Caveat - Emptor - Exceptions- Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale -Sale by non - owners - Right of resale – Right of stoppage in transit –Unpaid Vendor's rights.						
Unit:5	CONTRACT OF AGENCY					
Creation of agency- Classification of agents - Relations of principal and agent - Delegation of Authority-Relation of principal with third Parties-Personal liability of Agent-Termination of Agency.						
Unit:6	Contemporary Issues					
Expert lectures, Online seminars & Webinars						

<b>Text Book(s)</b>	
1	Shukla M.B. – Business Ethics: Texts and Cases
2	J.P.Sharma – Corporate Governance , Business Ethics & CSR, Ane Books Pvt. Ltd, New Delhi
3	N.D.Kapoor- Elements of Mercantile Law
4	Pillai & Bhagavathi- Business Law
<b>Reference Books</b>	
1	M.C.Shukla-A Manual of Mercantile Law
2	Pandia R.H.-Mercantile Law
3	K.P.Kandasami- Banking Law &Practice
<b>Online Content</b>	
<a href="https://onlinecourses.swayam2.ac.in/cec20_hs23/preview">https://onlinecourses.swayam2.ac.in/cec20_hs23/preview</a>	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low





Course Code		PC SOFTWARE (MS OFFICE) – PRACTICAL For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
SBS: 2			-	-		
Pre-requisite		Basic Computer Knowledge	Syllabus Version		First	
Course Objectives:						
Office tools course would enable the students in crafting professional word documents, excel spread sheets, power point presentations using the Microsoft suite of office tools. To familiarize the students in preparation of documents and presentations with office automation tools						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.					K1
2	Create scientific and technical documents incorporating equations, images, tables, and bibliographies.					K2
3	Develop technical and scientific presentations which use charts and visual aids to share data.					K3
4	Build spreadsheets to perform calculations, display data, conduct analysis, and explore.					K4
5	Design and construct databases to store, extract, and analyze scientific and real-world data.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	WORD					
Introduction to Word Processing - features, creating, saving and opening documents in Word. Overview of word menu options - word basic tool bar. Editing and Formatting: Paragraph formats, aligning text and paragraph, borders and shading - headers and footers. Insert options: - insert picture – smart art – superscript & subscript – mathematical formulas – special characters – columns. Tables - creating table - graphics – importing graphics – clipart - insert picture. Mail Merge: mail merge concept - merging data source and main document. Design: Cover page of a book – Business cards, Index page.						
Unit:2	POWER POINT					
Introduction to Power Point basics – terminology - getting started with power point window – menus and tool bars- creating presentations - using auto content wizard - using blank presentation option - using design template option. Working with slides -make new slide, move, copy, delete, duplicate, lay outing of slide- applying transition and animation effects. Editing and formatting text: alignment, editing, inserting, deleting, selecting, formatting of text, bullets, footer, paragraph formatting.						
Unit:3	EXCEL					
Worksheet basics- Features of MS Excel – spread sheet / worksheet, workbook creating worksheet, entering data into worksheet- parts of MS excel window - toolbars and menus, keyboard shortcuts - Entering and editing data in worksheet – cell range – formatting – auto fill –formulas and its advantages. Charts – graphs.						

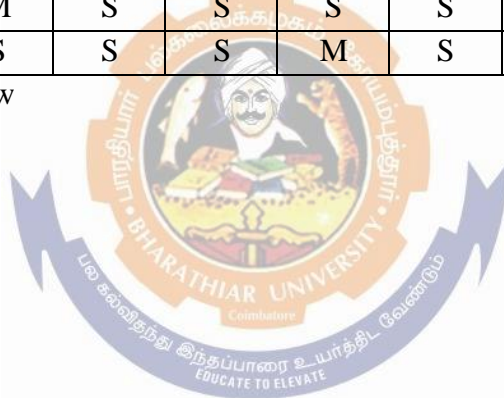


<b>Unit:4</b>	<b>ACCESS</b>	
<b>Introduction to Databases-</b> Why use a Relational Database, concept of primary key relationship- Creating and Working with a Database -Creating a New Database-Creating a Table-Modifying a Table-Creating a Query-Sorting a Query-Creating a Form with the Form Wizard-Creating a Report with the Report Wizard-Creating Mailing Labels with the Label Wizard-Converting an Access Database.		
<b>Unit:5</b>	<b>Contemporary Issues</b>	
Expert lectures, online seminars – webinars		
<b>Text Book(s)</b>		
1	Peter Weverka- MS office for dummies, Wiley & Sons	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://onlinecourses.swayam2.ac.in/cec20_cs05/preview">https://onlinecourses.swayam2.ac.in/cec20_cs05/preview</a>	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	M	S	S	S	S	M	S	S	S	S

\*S-Strong; M-Medium; L-Low



**PC SOFTWARE (MS-OFFICE) PRACTICAL**  
**LIST OF PRACTICALS**

**MS Word:**

- 1) Type a passage (A4 Page, Times New Roman Font Style, 12 Size Font). Save your document in a specified location. (Say, D:\BBA\MSOffice\docx). Save the same file with other name in different location using Save As dialogue box and also Open and View the document saved.
- 2) Type a simple matter, check spelling and grammar (use Auto Correct and Auto Text features), bullets and numbering list items, align the text to left, right, justify and centre.
- 3) Prepare a neatly aligned, error free document, add header and footer, also perform find and replace operation and define bookmarks.
- 4) Write any 10 Management Quotes and then change the font, style, color and size of each sentence. Make each one different than previous and next.
- 5) Prepare a job application letter enclosing your bio-data (with neat alignment and using tab setting).
- 6) Take a double column newspaper and design or create similar paragraph style in the word document
- 7) Design E-book cover pages / Magazine / books front/back page using cover page option in Insert Menu. You can assume your college or department in-house magazines.
- 8) Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.
- 9) Use smart art and create organization charts with at least 3 levels.
- 10) Make books content page or index page (first line indent, hanging indent and the perfect use of ruler bar)
- 11) Insert Image into the shape. Type a title for the page and apply Styles to the same.
- 12) Write at least dozen mathematical/ statistical formulae known to you and key in the same in MS word.
- 13) Take a double column newspaper and design or create similar paragraph style in the word document.
- 14) Type at least one A4 page with relevant matter to demonstrate superscript, subscript, special characters (such as temp °C, rupee symbol ` , Etc.,).
- 15) Create a table in MS Excel with an address (list containing Designation, Name of the Company, Address, Place, PIN). Let it have ten addresses. Use this list for mail merges in a letter developed using MS Word.

### MS-PowerPoint:

- 1) Have a PowerPoint presentation for a seminar which you are handling for your classmates.
- 2) Design an advertisement campaign with minimum three slides.
- 3) Prepare a power point presentation with at least three slides for Department inaugural function
- 4) Prepare slides with various features such as charts from Excel, clip arts from hard disc, and animated themes to demonstrate your expertise in using various features included in MS PowerPoint.

### MS-Excel:

- 1) Create an excel worksheet containing monthly Sales Details of five companies.
- 2) Prepare a list of students with their marks out of 1200. Find the percentage. Count how many scored more than 60%. Also count the number of students secured between 50% and 60% and create a chart to depict clearly.
- 3) Enter the name, relationship and date of birth of your family members and relatives in a MS Excel worksheet. Calculate their age as of today and arrange them either in descending or ascending order. (ensure to have at least ten entries). Assuming their weight (kg) and height (cm), find out their BMI by using formula.
- 4) Create a table of your friends with their mobile number and mail id. Also add their date of birth. Find out the number of days left to celebrate their birthday and arrange their names in this order. Create a pie chart indicating the number of birth days in each month.

### MS-Access:

- 1) Use simple commands to perform sorting on name, designation, department and mobile number of employee's database and Address printing using label format.
- 2) Create an Access database named Student\_Records.accdb. Assume the required data. Open the Students table in datasheet view and enter the new students either by navigating to the empty field or using the 'New record' button.
- 3) Create a form to enter inventory related data of a supermarket and generate stock report at the end of the day.
- 4) Create an Address Database of the companies in your area. Design a form to enter new data into the database.

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	M	S	S	S	S	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

## SEMESTER IV

Language IV
English IV
Core VII - Human Resource Management
Core VIII – Marketing Management
Allied : IV– Taxation Law and Practice
Skill Based Subject 3: Financial Accounting Package – Tally(Practical only)
Skill based Subject-4: Naan Mudhalvan – Office Fundamentals <a href="http://kb.naanmudhalvan.in/Bharathiar_University_(BU)">http://kb.naanmudhalvan.in/Bharathiar_University_(BU)</a>
Tamil @ / Advanced Tamil #(or) Non-major elective-II : General Awareness #



Course code	HUMAN RESOURCE MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core-VII			-	-	
Pre-requisite	Principles of Management	Syllabus Version		First	
Course Objectives:					
1. To provide the students with knowledge on concepts, theories, scope and development of Human Resource Management practice at both national and global level. 2. To understand human relation skills of drafting a Job Description, Job Specification, Job Design. 3. To produce information regarding the effectiveness of recruiting methods, selection procedures and make appropriate staffing decisions. 4. To develop a training program using a useful frame work for evaluating training needs, designing a training program, and evaluating training results and evaluate a company’s implementation of a performance-based pay system. 5. To gain knowledge HRM and its significance in business.					
Expected Course Outcomes:					
On the successful completion of the course, students will be able to:					
1	Analyze the process of Job analysis and its importance as a foundation of Human resource management practice.				K3
2	Understand the Human resource planning				K4
3	Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation.				K3
4	Understand the importance of career planning and succession planning				K4
5	Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation				K2
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6– Create					
Unit–1	INTRODUCTION				
Human Resource Management -Meaning, nature, scope and objective –Functions of HRM - The Role & status of HR manager-Organization of HR department –Strategic HRM – Ethics in HRM.					
Unit–2	HUMAN RESOURCE PLANNING				
Human Resource Planning – Job Analysis – Importance & benefits - Job analysis process– Job description – Role analysis-Job specification.					
Unit–3	RECRUITMENT AND SELECTION				
Recruitment and Selection - Factors affecting Recruitments, Sources of Recruitment – Alternative to Recruitment –Definition and Importance of Selection, Stages involved in Selection Process–Types of Selection Tests and Types of Interviews.					
Unit–4	TRAINING AND DEVELOPMENT				
Meaning and benefits of Induction, Content of an Induction Program–Training and Development.– Performance appraisal - Job evaluation and merit rating - Promotion –Transfer and demotion					
Unit-5	CAREER PLANNING AND DEVELOPMENT				
Career Planning & Development – Stages in Career Planning –Internal and External Mobility of Employees —Meaning and Sources of Employee Grievance – Grievance Handling Systems –Meaning & Process of Collective Bargaining–Indiscipline, Settlement Machinery of Industrial Conflicts.					
Unit-6	Contemporary Issues				
Expert lectures, online seminars –webinars					

<b>Text Book(s)</b>	
1	Subba Rao.P, Personnel and Human Resource Management (Text and Cases) Himalaya Publishing House 2010
2	C.B.Gupta Human resource Management Sultan Chand & Sons 2011
<b>Reference Books</b>	
1	Rao S. (2014). -essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.
2	VSP. Rao- Human Resource Management
3	B. Nandhakumar- Industrial Relations Labour Welfare and Labour Laws-Vijay Nicole Imprints
<b>Related Online Contents</b> [MOOC,SWAYAM,NPTEL,Websitesetc.]	
1	<a href="#">NOC: Principles of Human Resource Management</a> –NPTEL

### Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO2	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S–Strong; M-Medium; L-Low





Course code		MARKETING MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core VIII				-	-	
Pre-requisite		Principles of Management	Syllabus Version		First	
Course Objectives:						
1. To introduce the role and importance of marketing in business world. 2. To develop marketing skills and career. 3. To understand the channel, methods of marketing and its impact in organisation 4. To apply and develop marketing research, customer relationships and value through branding, packaging, and demonstration. 5. To provide knowledge and demonstrate e-marketing forms and benefits in marketing						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recognize the significance of marketing and its role in economic development					K1
2	Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour					K2,
3	To apply marketing concepts, pricing for the development of marketing function.					K3
4	Analyse and perform the functions of marketing in organisation.					K3
5	Demonstrate the critical thinking skills and analyse e-marketing.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO MARKETING					
Marketing: Introduction, objectives, Scope and Importance. Types of Market, Core Concepts of Marketing, Functions of Marketing, Marketing Orientations and Marketing Environment						
Unit:2	CONSUMER BUYING BEHAVIOUR					
Introduction, Characteristics, Factors affecting Consumer Behaviour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behaviour Models						
Unit:3	PRODUCT CONCEPTS					
The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Product mix –product item and product line - modification & elimination - packing - Developing new Products- strategies.						
Unit:4	PRICING CONCEPTS					
Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing- Physical distribution - Management of physical distribution - marketing risks						
Unit:5	MARKET SEGMENTATION					
Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting- Meaning, Target market strategies, Market Positioning- Meaning, Positioning Strategies, Value Proposition						
Unit:6	Contemporary Issues					
Expert lectures, online seminars – webinars						
Text Book(s)						
1	Marketing Management - Philip Kotler - Pearson Education/PHI, 2003.					
2	Marketing Management – Rajan Saxena - Tata McGraw Hill, 2002.					



**Reference Books**

- 1 Marketing Management - Ramasamy & Namakumari - Macmillan India, 2002.
- 2 Case and Simulations in Marketing - Ramphal and Gupta - Golgata, Delhi

**Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]**

- 1 Mooc : <https://www.mooc-list.com/course/microeconomics-principles-coursera>

**Mapping with Programme Outcomes**

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	M	M	S	M	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S	S	S	S

S -Strong M-Medium; L-Low



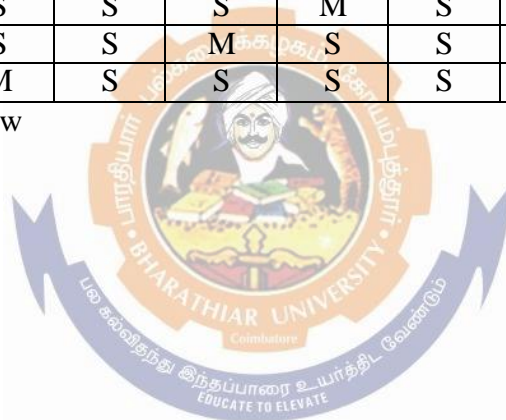
Course Code		TAXATION LAW AND PRACTICE For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Allied - IV				-	-	
Pre-requisite		Business Law	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are: On successful completion of this course, the students should have understood Principles of Direct and Indirect Taxes. Students will acquire knowledge on Calculation of Tax Procedures. Provide students with knowledge on tax Procedures and Tax Authorities. To provide knowledge on the administration of Indirect taxes and constitutional framework of GST - Acquire knowledge on the procedural compliance of tax.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Elucidate an understanding of theoretical and technical knowledge of taxation law principles as they apply through legislation, for both individuals and business entities.					K2
2	Analyse, generate and transmit solutions to complex problems in relation to taxation matters.					K5
3	To efficiently compute tax for Business and Profession and knowledge on tax authorities.					K3
4	To efficiently handle indirect taxes and GST.					K3
5	To be a potential person on the procedural compliance of tax.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create						
Unit:1	DIRECT TAXES					
Direct Taxes at a Glance: Basic concepts of Income Tax —General Principles of Taxation, Distinction between direct and Indirect taxes-Important definitions under Income Tax Act, 1961– Residential Status & Basis of Charge–Income exempted from income tax–Heads of Income.						
Unit:2	COMPUTATION OF INCOME					
Computation of Income under Salary and House Property. (Problems to be included).						
Unit:3	INCOME TAX AUTHORITIES					
Computation of Income under Profits and Gains of Business or Profession (Problems to be included). Income tax Authorities – Duties and their Powers.						
Unit:4	INDIRECT TAXES					
Indirect taxes – Goods and Service Tax – Concept of Indirect Taxes at a glance: Background; Constitutional powers of taxation; Indirect taxes in India – An overview; Pre-GST tax structure and deficiencies; Administration of Indirect Taxation in India; Existing tax structure — Basics of Goods and Services Tax _GST_: Basics concept and overview of GST; Constitutional Framework of GST; GST Model – CGST / IGST / SGST / UTGST.						
Unit:5	PROCEDURAL COMPLIANCE					
Basic concepts of Time and Value of Taxable Supply; Basics concept of Place of Taxable Supply - Input Tax Credit & Computation of GST Liability-Overview-Procedural Compliance under GST: Registration; Tax Invoice, Debit & Credit Note, Account and Record, Electronic way Bill; Return, Payment of Tax, Refund Procedures; Audit — Basic overview on Integrated Goods and Service Tax (IGST)-GST Council-Guiding principle of the GST Council-Functions of the GST Council.						

<b>Contemporary Issues</b>	
Expert lectures, Online seminars & Webinars	
<b>Note: THEORY and PROBLEMS shall be distributed at 60% &amp; 40% respectively.</b>	
<b>Text Book(s)</b>	
1	Bhagwati Prasad - Income Tax Law & Practice
2	Dr. Girish Ahuja and Dr. Ravi Gupta – Practical Approach to Direct & Indirect Taxes
3	Dingare Pagare - Business Taxation
4	Balasubramanian - Business Taxation
<b>Reference Books</b>	
1	V. S. Datey – Indirect Taxes - Law and Practice (Taxman's)
2	Dr. Girish Ahuja and Dr. Ravi Gupta – Systematic Approach to Taxation
3	S.R. Myneni – Principles of Taxation & Tax Law Part 1
<b>Online Content</b>	
<a href="https://onlinecourses.swayam2.ac.in/ugc19_hs27/preview">https://onlinecourses.swayam2.ac.in/ugc19_hs27/preview</a>	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low



Course Code	FINANCIAL ACCOUNTING PACKAGE TALLY – PRACTICAL For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
SBS: 3			-		
Pre-requisite	Financial Accounting	Syllabus Version		First	
Course Objectives:					
The main objectives of this course are: To acquire the knowledge of Financial Management. To learn different concepts of Financing Decisions. To enable awareness on the Capital Structure in which Financial Management operate. To develop an understanding of tools on Working Capital Management. To provide knowledge using concepts, methods & procedures involved in Budgeting.					
Expected Course Outcomes:					
On the successful completion of the course, students will be able to:					
1	Understand basic Accounting concepts and principles				K3
2	Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally				K4
3	Understand Advanced Accounting and Inventory in Tally. ERP 9				K3
4	Have an understanding of Advanced Accounting and Inventory in Tally.ERP 9				K4
5	Understand basic concepts and practical application of VAT, CST, TDS and Service Tax				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION				
Introduction to TALLY ERP 9- Salient features – Accounting Features – Enhancements – Hardware Requirement- Components of TALLY ERP 9 – Creation and Alteration of Company.					
Unit:2	STOCK GROUPS				
Introduction to Stock Groups- Stock Categories – Stock Items- Godowns – Units of Measurement.					
Unit:3	GROUPS				
Introduction to Groups – Ledgers – Voucher Type – Purchase Orders- Sales Orders – Invoices.					
Unit:4	REPORTS				
Reports in TALLY ERP 9 –Working with Balance Sheet- Profit & Loss Account- Stock Summary Report – Ratio Analysis – Trial Balance – Day Book. Introduction to Payroll – Employee Categories – Employee Groups – Employees- Attendance Production types- Pay Heads- Payroll Vouchers Entry/ Transactions – Payroll reports.					
Unit:5	SERVICE TAX				
Introduction to Service Tax – Tax Collected at Source- Tax Deducted at Source- Value Added Tax –Goods and Service Tax- Activating GST for your company- Deactivating VAT, Excise and Service Tax Features – Creating Tax Ledger-Expense Ledger- Party Ledger.					
Unit 6: Contemporary Issues					
Expert lectures, Online seminars &Webinars					

<b>Text Book(s)</b>	
<b>1</b>	Tally Education Pvt. Ltd., Official Guide to Financial Accounting Using Tally.ERP 9 with GST
<b>2</b>	SoumyaRanjanBehera, Learn Tally.ERP 9 with GST, BK Publications Private Ltd, Bhubaneswar, 2017
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
<b>1</b>	<a href="https://onlinecourses.swayam2.ac.in/cec19_cm03/preview">https://onlinecourses.swayam2.ac.in/cec19_cm03/preview</a>

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
<b>CO1</b>	S	S	S	S	S	S	M	S	S	M
<b>CO3</b>	S	M	S	M	S	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S	M	S	S	M	S
<b>CO4</b>	S	S	S	S	M	S	S	M	S	S
<b>CO5</b>	M	S	M	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low



### **LIST OF TALLY PRACTICAL PROGRAMMES**

1. Create a new company – name and other relevant details and configure the company
2. Journalizing
3. Posting into ledger (with and without predefined groups)
4. Configuring, creating, displaying, altering and cancellation of Vouchers
5. Trail balance
6. Final accounts- trading account- profit and loss account and balance sheet
7. Final accounts with adjustments
8. Rectification off error
9. Show the cash, bank and other subsidiary books of the company.
10. Show the Day Book.
11. Integrate stock and inventory details (stock groups/ categories/measurement units)
12. Stock summary
13. Bank reconciliation statement
14. Enable VAT in Tally and VAT Computation & other statutory compliance capabilities
15. Integrate pay-roll system





## Semester v

Core IX – Cost & Management Accounting
Core X – Research Methods for Management
Core XI - Advertising and Sales Promotion
Core XII – Business Correspondence
Skill Enhancer: Institutional Training ^
Skill Based Subject –5 : Campus to Corporate ^



Course Code		COST AND MANAGEMENT ACCOUNTING For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core - IX						
Pre-requisite		FINANCIAL ACCOUNTING	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to: This course is to enable the students to acquire knowledge of cost and management accounting which will provide understanding for the students and apply in the business organization in order to effectively demonstrate in managerial decisions in functional areas like finance and costing.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understanding the concept of cost accounting, Recognize the merits and demerits of cost and management accounting along with the elements of cost concepts.					K1
2	Describe the cost sheets for the purpose of stores control through economic order quantity, pricing and material issues.					K2
3	Measure the financial statements through comparative and common size by using various financial ratios.					K5
4	Simplify the fund flow and cash flow statements by calculating funds and cash from operations.					K4
5	Produce various budgets and apply standard costing for material variances; marginal costing for cost volume profit.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1		INTRODUCTION TO COST ACCOUNTING				
Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost - cost concepts and costs classification. (Theory and Problems).						
Unit:2		COST SHEETS & STORES CONTROL				
Preparation of cost sheet-stores control- EOQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO, LIFO, AVERAGE COST, STANDARD PRICE-methods -labour cost- remuneration and incentives. (Problems and theory questions)						
Unit:3		FINANCIAL STATEMENT ANALYSIS				
Financial statement Analysis - preparation of comparative and common size statements - analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison. (Theory and Problems)						
Unit:4		FUND FLOW & CASH FLOW STATEMENT				
Fund flow analysis-cash flow analysis (problems only)						
Unit:5		MARGINAL COSTING AND STANDARD COSTING				
Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis. (Theory and Problems), Budgetary Controls						
Unit:6		Contemporary Issues				
Expert lectures, Online seminars & Webinars						
Text Book(s)						
1	Arora. M (2012) – Cost and Management Accounting, Vikas publishing house Pvt Ltd.,					
2	Jain S.P and Narang, 2016. Cost Accounting Principles and Practice. Kalyani Publishers, New Delhi. 5 <sup>th</sup> Edition.					

### Reference Books

- 1 Saxena and Vashisth: Cost and Management Accounting, Sultan Chand and Sons, New Delhi, 2008.

### Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

- 1 Mooc: <https://www.mooc-list.com/course/managerial-accounting-cost-behaviors-systems-and-analysis-coursera>
- 2 E Books: <https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Executive.pdf>

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	S	S	S	M	M	S	S	S
CO3	M	S	M	S	S	M	S	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	M	S	S	S	S	M	S	S

\*S-Strong; M-Medium; L-Low



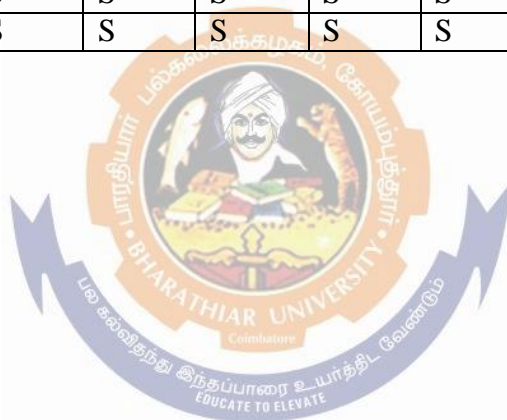
Course Code	RESEARCH METHODS FOR MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core- X			-	-	
Pre-requisite	Quantitative Techniques for Management	Syllabus Version		First	
Course Objectives:					
The main objectives of this course are to: 1. Introduce the basic concepts of research and apply the fundamental sampling and scaling techniques along with methods of data collection. 2. Learn the process of analyzing the collected data, interpretation, report writing and application of computers in research and documentation.					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand fundamental concepts of research, types and research process.				K2
2	Summarize the sampling design and scaling techniques.				K2
3	Construct a method for data collection and able to edit, code, classify and tabulate the collected data.				K3
4	Analyze the collected data to prove or disprove the hypothesis.				K4
5	Interpret the data and prepare a research report.				K5
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create					
Unit:1	INTRODUCTION TO RESEARCH METHODOLOGY				
Research - Definition - Significance - Criteria of Good Research - Types - Growing importance of online research - Research Process - Selecting the Research Problem - Techniques Involved in Defining a Problem - Research Design: Features of a Good Design - Important Concepts Relating to Research Design - Different Research Designs.					
Unit:2	SAMPLING AND SCALING				
Sampling Design - Steps - Types - Sampling Errors and Non-Sampling Errors - Factors Influencing the Size of the Sample - Scaling - Classification of Measurement Scales - Scaling Techniques.					
Unit:3	DATA COLLECTION AND PREPARATION				
Collection of Primary Data: Observation Method - Interview Method - Questionnaire Method - Schedule Method - Online data collection methods - Collection of Secondary Data - Case Study Method - Data Preparation: Editing - Coding - Classification - Tabulation - Graphical Representation.					
Unit:4	PROCESSING AND ANALYZING OF DATA				
Hypothesis - Basic Concepts Concerning Testing of Hypothesis - Procedure for Hypothesis Testing - Z Test - T Test - Chi-Square Test - ANOVA - Application of SPSS (Simple Problems Only).					
Unit:5	INTERPRETATION AND REPORT WRITING				
Interpretation: Techniques - Precautions - Report Writing - Steps in Writing Report - Layout of the Research Report - Types of Reports - Mechanics of Writing a Research Report - Precautions for Writing Research Reports - Plagiarism - Research Ethics.					

<b>Unit:6</b>		<b>CONTEMPORARYISSUES</b>		
Expertlectures,Online seminars & Webinars				
<b>TextBook(s)</b>				
1	<i>C.R.Kothari, GauravGarg.</i> 2019. <b>ResearchMethodology</b> (Methods&Techniques). NewAgeInternationalPublishers, NewDelhi. 4thEdition.			
2	<i>S.P. Gupta.</i> 2017. <b>Statistical Methods</b> .Sultan Chand&Sons, New Delhi. 44 <sup>th</sup> Edition.			
<b>ReferenceBooks</b>				
1	BoydandWestfall:MarketingResearch			
2	GownM.C.MarketingResearch			
3	GreenPaulandTall:MarketingResearch			
	<b>OnlineContent</b>			
	<a href="https://onlinecourses.swayam2.ac.in/cec20_hs17/preview">https://onlinecourses.swayam2.ac.in/cec20_hs17/preview</a>			

### MappingwithProgrammeOutcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong;M-Medium;L-Low



Course Code	ADVERTISING AND SALESPROMOTION For BBA/BBA(CA)	L	T	P	C
Core: XI					
Pre-requisite	Knowledge on management concepts	Syllabus Version			First
Course Objectives:					
1 The major objective of this course is to develop students' understanding of the communication strategy of a firm, particularly with advertising and sales promotions.					
2. To explain use of advertising and sales promotion as a marketing tool.					
3 To Explore how companies use advertising and marketing to sell products;					
4.Evaluate different strategies for selling products					
Expected Course Outcomes:					
1 To Identify advertising mediums, both traditional, new and experimental					K1
2 To understand the function of Advertising Agencies					K1
3 To understand the principles of advertising layout and campaign					K2
4. To Learn to use sales promotions to push sales and attract buyers.					K3
5.To Identify advertising mediums, both traditional, new and experimental K1					K1
K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze, K5 – Evaluate; K6 – Create					
Unit: 1	INTRODUCTION TO ADVERTISING				
Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade Journal-Magazines-Outdoor advertising-Poster-Banners - Neon signs, Publicity literature Booklets, Folders, House organs-Direct mail advertising-Cinema and Theatre programme-Radioand Television advertising-Exhibition-Trade fair-Transportation advertising.					
Unit: 2	ADVERTISING AGENCIES				
Advertising agencies-Advertising budget-Advertising appeals - Advertising organisation-social effects of advertising-Advertising copy - Objectives-Essentials - Types-Elements of copy. Writing: Headlines, Body copy - Illustration-Catch phrases and slogans-Identification marks.					
Unit: 3	ADVERTISING LAYOUT				
Advertising layout- Functions-Design of layout. Layout , Qualities of a good layout, Layout principles. Size of advertising-repeat advertising campaign- Steps in campaign planning.					
Unit: 4	SALES FORCE MANAGEMENT				
Sales force Management-Importance-sales force decision-sales force size-recruitment & Selection-training-methods-motivating salesman, Controlling - compensation &incentives fixing sales territories-quota - Evaluation.					
Unit: 5	SALES PROMOTION				
Sales promotion: Meaning-Methods-Promotional strategy-Marketing communication and persuasion-Promotional instruments: advertising -Techniques of sale promotion-Consumer andDealers promotion. After sales service-packing – Guarantee - Personal selling- Objectives -Salesmanship-Process of personal selling-Types of salesman.					
Unit: 6	CONTEMPORARY ISSUES				
Expert lectures, Online seminars – Webinars					



Text Book (s)	
	Advertising And Sales Promotion by S H H Kami, Satish K Batra, Excel Books India,
Reference Books	
1	Bolen J.H – Advertising
2.	Advertising And Sales Management by SONTAKKI C.N
3	Davar. S.K – Salesmanship and advertising
Online Content	
	<a href="https://onlinecourses.swayam.ac.in/cec20_ge02/preview">https://onlinecourses.swayam.ac.in/cec20_ge02/preview</a>

### MappingwithProgrammeOutcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong;M-Medium;L-Low



Course code		BUSINESS CORRESPONDENCE For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core – XII				-	-	
Pre-requisite		English	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are:						
1. On successful completion of this course, the students should have understood the Communication Methods, Types and Barriers.						
2. Students will demonstrate competency in communication and critical thinking skills.						
3. Students will compose, produce, and present effective business documents.						
4. Students will learn the appropriate ways to meet industry standards; apply critical evaluation techniques to business documents.						
5. Acquire knowledge to demonstrate the importance of coherent, Ethical Communication Principles in Business and Industry.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learn and apply effective written communication techniques.					K3
2	Review and refine communications skills.					K4
3	Developing and delivering effective presentations.					K6
4	Determine and use proper psychological approach in writing situations.					K4
5	Skills that maximize team effectiveness in the world of work.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		INDIVIDUAL COMMUNICATION				
Individual Communication: Resume Preparation – General and Job-Specific; Cover letter preparing; Soft-Copy forms with neat formatting; Scanning and placing of Photo; Modern e-forms of Communication: Fax – E-mail – Video Conferencing – Websites and their uses in business – language for email letters – Social Media Communications (blogs & twitter—posting tweets, face-book, LinkedIn Groups (platform specific best practices)						
Unit:2		TRADE LETTERS				
Trade Letters: Letters of Inquiry – Placement of Orders – Delivery and its status – Letters of Complaints, Claims – Adjustments –Credit and Status Enquiry – Collection letter - Inter-office Correspondence – Memorandum – Office Orders – Circulars						
Unit:3		REPORT WRITING				
Report Writing: Meaning – Need –Formatting the report elements such as title, abstract, summary, introduction, body, conclusion, recommendations, references and appendices – Report writing for Business purposes - Types of Report – Features of a well-written report. Effective Writing: Business Vocabulary - Bringing learners up to date with the language they need for Business Today, Provides Practice in using the new language, and also reflects recent Developments in Technology and Business practice. Review basic grammar, punctuation, capitalization, number usage.						

<b>Unit:4</b>	<b>CORRESPONDENCE OF A COMPANY SECRETARY</b>
Correspondence of a Company Secretary: Secretary Notice, Agenda and Minutes— types— contents—guidelines—Minutes of statutory meeting—Board meeting—Annual General Meeting —Alteration of minutes—Minutes of Joint consultative meeting – Correspondence with Directors and Shareholders. Internal Communications Strategy: Company Newsletters – Circulars – Appreciation Memos – letters of Reprimand - Strictures – Empowering employees – Employee engagement.	
<b>Unit:5</b>	<b>GENERAL CORRESPONDENCE</b>
General Correspondence: Letters under Right to Information (RTI) Act – General complaints and petitions for public utilities – Letters to the editor of newspapers – Other general aspects related to practical letter writing.	
<b>Unit: 6</b>	<b>Contemporary Issues</b>
Expert lectures, online seminars – webinars	
<b>Note:</b> [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory. They should, instead, be tested by giving situations in order to write the appropriate letter by comprehending the given situation]	
<b>Text Book(s)</b>	
1	Rajendra Pal and J. S. Korlahalli. —Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2006.
2	Ms. Ramesh, C. C Pattanshetti&Madhumati M. Kulkarni - Business Communication, R.Chand& Co, New Delhi, 2003.
3	M. V. Rodrigues, - Effective Business Communication, Concept Publishing company Pvt. Ltd.,
<b>Reference Books</b>	
1	Ashley, A – A Handbook of Commercial Correspondence, Oxford University Press (2003).
2	Brian M. H. Robinson, Vidya S. Netrakanti& Dr. Hari V. Shintre, Communicative Competence in Business English. Orient Longman, 2007.
3	K. K. Ramachandran, K. K. Lakshmi, K. K. Karthick& M. Krishnakumar, Business Communication. Macmillan, 2007.
<b>Online Content</b>	
<a href="https://onlinecourses.swayam2.ac.in/imb19_mg14/preview">https://onlinecourses.swayam2.ac.in/imb19_mg14/preview</a>	
Course Designed By: Dr. V. Savitha	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

## SEMESTER –VI

Core XIII – Entrepreneurship and Small Business Management
Core XIV - Financial Management
Core XV – Services Marketing
Elective –I :
Elective –II :
Skill Based Subject –6 : Soft Skills for Business ^
Skill Based Subject-7Naan Mudhalvan- Fintech Course (Capital Markets /Digital Marketing/ Operational Logistics) <a href="http://kb.naanmudhalvan.in/Bharathiar_University_(BU)">http://kb.naanmudhalvan.in/Bharathiar_University_(BU)</a>
Extension Activities @

Course code	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core- XIII				-	-	
Pre-requisite		Nil	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
1. To energize the students to acquire the knowledge of Entrepreneurship, Entrepreneurial Development Programmes, Project management, Institutional support to entrepreneurial development.						
2. To make the students aware of the importance of entrepreneurship opportunities available in the society and to acquaint them with the challenges faced by the entrepreneur						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define who is an Entrepreneur and what his or her characteristic features are, what skills make them successful and what qualities are required to become an Entrepreneur.					K1
2	Foster the students in the areas of entrepreneurial growth and equip with different entrepreneurial development programmes.					K2
3	Project management is a powerful discipline in the core areas of project lifecycle and to know about the roles and responsibilities of a project manager.					K3
4	Discriminate the benefits of delivering the project identification and selecting the successful project with the various guidelines issued by the authorities.					K5
5	Classify the various sources of business finance and identify the different institutions that support entrepreneurs.					K4
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create						
Unit:1		CONCEPT OF ENTREPRENEURSHIP				
Meaning of Entrepreneurship – characteristics, functions and types of entrepreneurship – Green Entrepreneurs – Digital Entrepreneurs –Entrepreneurial Motivation – Need for Achievement Theory–Risk-taking Behaviour–Innovation and Entrepreneur– Role of entrepreneurship in economic development.						
Unit:2		POLICY & INSTITUTIONAL ECOSYSTEM FOR ENTREPRENEURSHIP				
Factors affecting entrepreneur growth -Economic–Non-economic. Entrepreneurship Development Programmes- Need - Objectives -Course contents – Phases - Evaluation. - Institutional support to entrepreneurs.						
Unit:3		BUSINESS PLAN				
Introduction to Small Business: Evolution & Development–Meaning– Concepts –Categories – Characteristic of small business–						
Role, importance and responsibilities of small business. Business Ideas – Sources and incubating; Technical Assistance for small business –						
Preparation of Feasibility Reports, Legal Formalities and Documentation						

<b>Unit:4</b>	<b>PROJECTIMPLEMENTATION</b>	
Business Plan – Outline – Components – Marketing strategy for small business – MarketSurvey–MarketDemands–Salesforecast – CompetitiveAnalysis–The marketingplan – MarketingAssistancethroughgovernmentalchannels–RiskAnalysis–Breakevenanalysis		
<b>Unit:5</b>	<b>ENTREPRENEURIALFINANCE</b>	
Start-up costs – The financial Plan – Source of finance for new ventures – small business – InstitutionalfinancesupportingSSIs –Bountiesto SSIs –VentureCapital –basicstart-up Problems – Need for Angel investors.		
<b>Unit:6</b>	<b>ContemporaryIssues</b>	
<b>Expertlectures,Onlineseminars –Webinars</b>		
<b>TextBook(s)</b>		
1	KhanM.A-EntrepreneurshipDevelopment ProgrammesinIndia,Delhi,KanishkaPublishing House.	
2	GuptaC.B,andSrinivasanN.P,1992,EntrepreneurshipDevelopment,NewDelhi,SultanChand andSons.	
<b>ReferenceBooks</b>		
1	MishraD.N.,1990,Entrepreneurship,Entrepreneur DevelopmentandPlanninginIndia, Allahabad,ChughPublishers.	
2	Mead,D.C.& Liedholm,C.Thedynamicsofmicroandsmall enterprisesindeveloping countries.(1998).	
<b>RelatedOnlineContents[MOOC,SWAYAM,NPTEL, Websitesetc.]</b>		
1	<a href="http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf">http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf</a>	
2	<a href="https://www.mooc-list.com/course/essentials-entrepreneurship-thinking-action-coursera">https://www.mooc-list.com/course/essentials-entrepreneurship-thinking-action-coursera</a>	

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

\*S-Strong;M-Medium;L-Low



Course Code		FINANCIAL MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core – XIV				-	-	
Pre-requisite		Financial Accounting	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are: To acquire the knowledge of Finance Functions. To learn different concepts of Capital Budgeting & Cost of Capital for Financing Decisions. To enable awareness on the Capital Structure in which Financial Management operate. To develop an understanding of Dividend Decisions. To provide knowledge using concepts, methods & procedures involved in Working Capital Management.						
Expected Course Outcomes:						
On the successful completion of the course, students will be able to:						
1	Use business finance terms and concepts while communicating.					K3
2	Explain the financial concepts used in making financial management decision.					K4
3	Use effective methods to promote respect and relationship for financial deals.					K3
4	Utilize information to maximize and manage finance.					K4
5	Demonstrate a basic understanding of Working Capital Management.					K2
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6– Create						
Unit:1	FINANCE FUNCTIONS (THEORY ONLY)					
Finance Functions: Definition and Scope of Finance Functions-Objectives of Financial Management - Profit Maximization and Wealth Maximization. Sources of Finance - Short-term-Bank sources-Long-term-Shares -Debentures -Preferred Stock -Debt.						
Unit:2	INVESTMENT AND FINANCING DECISIONS (PROBLEM ONLY)					
Capital budgeting: Meaning, objectives & techniques-Payback -ARR -NPV- IRR-Profitability Index (SIMPLE PROBLEM ONLY).Financing Decisions: Cost of Capital-Cost of Specific Sources of Capital-Equity-Preferred Stock Debt-Reserves -Weighted Average Cost of Capital.(SIMPLE PROBLEM ONLY)						
Unit:3	CAPITAL STRUCTURE THEORIES LEVERAGE (THEORY ONLY)					
Capital Structure: Meaning, objectives and Importance -Optimal Capital Structure-Theory of Capital structure- Operating Leverage and Financial Leverage.						
Unit:4	DIVIDEND DECISIONS (THEORY ONLY)					
Dividend and Dividend policy: Meaning-Sources available for Dividends-Dividend Policy -Determinants of Dividend Policy- Models: Gordon & Walter’s Model						
Unit:5	WORKING CAPITAL MANAGEMENT (THEORY ONLY)					
Working Capital Management: Working Capital Management- concepts - importance- Determinants of Working capital. Cash Management: Motives for holding cash – Objectives and Strategies of Cash Management. Receivables Management: Objectives-Credit policies.						
Unit:6	Contemporary Issues					
Expert lectures, Online seminars & Webinars						
THEORY carries 80% Marks, PROBLEMS carry 20% Marks						

Text Book(s)	
1	I. M. Pandey - Financial Management
2	P.V. Kulkarni - Financial Management
Reference Books	
1	S.N. Maheswari - Management Accounting
2	Khan and Jain - Financial Management
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	NOC: Financial Management For Managers - NPTEL

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low



Course code		SERVICES MARKETING FOR BBA/ BBA (CA)	L	T	P	C
Core XV				-	-	
Pre-requisite		MARKETING MANAGEMENT	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
1. It focuses on targeting and position of services.						
2. It helps the students to know the consumer behaviour in service						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Examine the nature of services, and distinguish between products and services					K1
2	Identify the major elements needed to improve the marketing of services					K3
3	Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service					K3
4	Appraise the nature and development of a services marketing strategy					K4
5	Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create						
Unit:1	Introduction to Services					
Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services						
Unit:2	Service Marketing					
Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy— Services distributions — Employees‘ and Customers‘ Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.						
Unit:3	SERVICE QUALITY					
Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services						
Unit:4	CLASSIFICATION OF SERVICES					
Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services						
Unit:5	FINANCIAL SERVICES					
Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.						
Unit:6	Contemporary Issues					
Case Study, Expert Lectures, Online Seminars - Webinars						
Textbook(s)						
1	Services Marketing - Valarie Zeithaml, Mary Bitner – 6thEdition - TMH					
2	Services Marketing – Rampal Gupta - Galgotia Publications.					

Reference Books	
1	Services Marketing - Christopher Lovelock – Pearson Publications
2	Adrian Payne- The Essence of Service Marketing, Prentice- Hall of India,
3	Hellen Woodruff - Service Marketing, Macmillan India Ltd. Delhi, 1997
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	Service marketing (Web) – NPTEL

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	S	S	M	M	M
CO2	S	S	M	M	M	S	S	M	M	M
CO3	S	S	M	M	M	S	S	M	M	M
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	M	S	S	S	M	M	S

\*S-Strong; M-Medium; L-Low



**Bachelor of Business Administration (BBA) ALL streams****Skill Based Subjects 5 & 6****Curriculum Framework****Need for the course**

In order to effectively deploy the graduates for productive purposes of the society at large, it is imperative that the learners should equip themselves with effective communication skills. The lack of which could be a serious concern to all concerned. Developing explicitly this skill-set will definitely help in all other aspects such as learning the subjects, getting employment, excelling in higher studies. The need of the hour, therefore, is ensure adequate communicative power to empower the youth in all their spheres. The newly introduced subjects are communicative skill-set builders. Only with the whole-hearted support of the teaching fraternity, these practices-driven and exercises-oriented subjects can achieve the stated objectives.

**Course Content: Skill Based Subject 5**

Course code		CAMPUS TO CORPORATE For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
		Skill Based Subject - 5		-		
Pre-requisite		Communication Skills	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
1. Enable the students to present him as an employable candidate						
2. Understand industry requirement.						
3. Improve the business etiquette and attire.						
4. Develop aptitude and logical abilities						
5. Set up a right attitude						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the industry expectations					K1
2	Understand the importance of etiquette in organizational culture					K2
3	Able to develop a confidence level and facing interviews					K3
4	Demonstrate a good command in responding to any queries					K4
5	Achieve the desired result thro proper evaluation of competencies and be creative					K5, K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Organisational Culture					
Culture, Cultural traits, personality and behaviour, socialization - Exercises						
Unit:2	Business etiquette and netiquette					
Etiquette, business attire, requirements, confidence building, pleasing mannerisms, greetings and salutations, netiquette – Exercises						
Unit:3	Building aptitude skills Quantitative aptitude					
Quantitative aptitude, percentage, ratio and proportion, partnership, profit and loss, simple and compound interest, average, time and distance, permutation and combination, probability –Exercises						

<b>Unit:4</b>	<b>Verbal ability</b>	
Sentence improvement, reading comprehension, sentence rearrangement, cloze test, analogy, synonyms, grammar, noun and pronoun - Exercises		
<b>Unit:5</b>	<b>Logical ability</b>	
Coding and decoding, data sequence, calendars, blood relations, statements and arguments, syllogism, alphabet test – Exercises		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	
International business culture, cultural variations and cultural adaptability, multi-cultural environment.		
<b>Text Book(s)</b>		
1	Ramachandran K.K., and K.K. Karthik, Pearson Education, 2016	
2	Gangadhar Joshi, Campus to Corporate – Your road map to employability, Sage publications, 2015	
<b>Reference Books</b>		
1	Barun K. Mitra, Personality Development and Soft Skills, Oxford Higher Education, 2012	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://services.india.gov.in/service/detail/career-information--assessment-tests">https://services.india.gov.in/service/detail/career-information--assessment-tests</a>	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	S	M	S	S
CO3	S	M	S	M	S	S	M	S	M	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low



**Course Content: Skill Based Subject 6**

Course code		SOFT SKILLS FOR BUSINESS For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
		Skill Based Subject-6		-		
Pre-requisite			Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
1. Enable the students to understand the importance of soft-skills.						
2. Acquire different soft skills to be an employable person.						
3. Improving the competitive edge and increasing the chances of recruitment and selection.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the various organizational entry level skill requirements					K1
2	Understand the need for different skill requirement at different occasions					K2
3	Able to appropriately respond to the situation during recruitment and selection					K3
4	Demonstrate a good command in work environment					K4
5	Achieve the desired result of a good employability					K5, K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Emotional Intelligence					
Emotional intelligence, emotional quotient, ability to understand, use manage own emotions, positive ways to relieve stress, empathy and resolving conflict – Exercises						
Unit:2	Team Spirit and Growth					
Team spirit, growth mindset, high performing teams, trust and mind alignment, focus, target achievement and time compliance.						
Unit:3	Openness to Feedback					
Feedback, accepting negative feedback, improving self-awareness, criticism-types and overcoming the shortfalls						
Unit:4	Adaptability					
Adaptability, meaning and nature, change in thought process, willingness to take risk, encouraging others towards open mindedness, continuous learning						
Unit:5	Work Ethics					
Wok ethics skills, reliability, dedication, discipline, productivity, cooperation, integrity, responsibility, professionalism.						
Unit:6	CONTEMPORARY ISSUES					
Interaction with executives, success stories of professional and business people.						
Text Book(s)						
1	Meenakshi Raman, Shalini Upadyyay, Soft skills: Key to success in workplace, Cengage India Pvt Ltd., 1 <sup>st</sup> Edition 2017					
Reference Books						
1	Barun K. Mitra, Personality Development & Soft Skills, Oxford Higher Education, 2012					
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]						
1	<a href="https://learnenglish.britishcouncil.org/skills">https://learnenglish.britishcouncil.org/skills</a>					

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	S	M	S	S
CO3	S	M	S	M	S	S	M	S	M	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low



## SKILL BASED SUBJECTS EVALUATION METHOD

### Evaluation Method

There shall be a university-approved comprehensive viva-voce examination at the end of each semester to orally and individually test the learner's extent of attainment in the various metrics specified for each subject of the curriculum.

Students shall maintain a Skill Development Record Note (SDRN) individually for the purpose of these oral examinations separately for each semester; and the institution may design a uniform SDRN for this purpose.

Maintenance grades shall be awarded by the internal faculty for the SDRNs on a continuous and comprehensive way.

SDRN shall also be evaluated jointly with an external examiner during the viva-voce examination.

The viva-voce examination with University-appointed external examiner contains a group-administered paper-pencil test and an individualized face-to-face oral examination for about 5-7 minutes per candidate. Hence, in a three-hour session, limit the maximum number of candidates to twenty per session.

- ✓ Skill Based Subject: (Campus to Corporate & Soft Skills for Business) 5 & 6: CIA= 25 marks, Record Note= 25 marks, Viva Voce = 50 marks (Internal and external examiner)

The following table gives the metrics to be evaluated in the viva-voce exam with the weightage [in marks] to be assigned for each criterion.

Course Title	Metrics to be evaluated and the weightage for each component
<b>Campus to Corporate</b>	Etiquettes': Exhibition of various aspects (dressing, on the viva-voce exam table, etc.)
	Use of ICT in daily life – frequency and extent of usage (Validate the same)
	Dress codes and attire aspects
	Quantitative Aptitude developed (Time bound test – question paper in consultation with the internal)
	SDRN's originality and maintenance
<b>Soft Skills for Business</b>	Presentation, Negotiation and Team-working skills
	Job-specific Resume preparation, mock interview / group discussion Presentation of the on the chosen general study (vox-pop) with evidences
	Career-related: SWOT analysis and its presentation, [job-offering] Industry-related awareness, so on
	SDRN's originality and maintenance

### **A note**

Various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes.

The industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.

### **SUGGESTED BOOKS FOR REFERENCE**

**Study Guides Basic Business Communication: Skills for Empowering the Internet Generation** by Lesikar&Flatley.

**Business Communication: The Real World and Your Career.** By Seguin

**Business Communication: Process and Product** by Mary Ellen Gaffe and Dana Loewy

**Contemporary English Grammar, Structure and composition** By David Green - Macmillan

**Creative English communication** by N. Krishna swami and T. Shiroma

**Good English in Business** A P H Publishers.

**Getting from College to Career: Your Essential Guide to Succeeding in the Real World** by Lindsey Pollack

**Soft Skills Enhancing Employability: Connecting Campus With Corporate** by M.S. Rao. I.K. International

**Effective Communication and Soft Skills** by Bhavnagar

**Spoken English – A self-learning Guide to Conversation Practice** (Audio) by V. Sasikumar, P.V. Dhamija.

**Sparkplug to Creative Communication** (eBook) by Littleton, John

**Let's Talk: Negotiation & Communication at the Workplace** by MuktaMahajani

**The Power of Focus for College Students** by Luc D'Abadie, Les Hewitt, Andrew Hewitt (Health Communications - 2005)

**The Power of Focus for College Students** by Trump Donald (Westland - 2006)

**Enhancing Employability @ Soft Skills** by Varma

**Personality Development and Soft Skills** by Barun K Mitra



## INSTITUTIONAL TRAINING \*

**Curricular note on Skill enhancing core paper with Internal and External evaluation for 50 marks (2 Credits) for ALL streams of BBA.**

**Aims:** The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

**Process:** Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral-bound form/pre-printed record designed for this purpose].

**Reporting Proforma:** The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital &

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

### **Evaluation Method:**

There shall be a university-approved comprehensive viva-voce examination at the end of fifth semester. Students shall maintain a [Institutional Training Record – ITR] individually for the purpose of the oral examinations.



ITR shall also be evaluated jointly internal with an external examiner during the viva- voce examination.

- ✓ For Institutional Training, CIA = 10 Marks, Viva-Voce = 40 marks (Internal and External examiner)



### ELECTIVE-I

<b>A</b>	Project Work & Viva-Voce
<b>B</b>	Modern Office Management
<b>C</b>	Company Law and Secretarial Practice
<b>D</b>	Investment Management
<b>E</b>	Management Information System



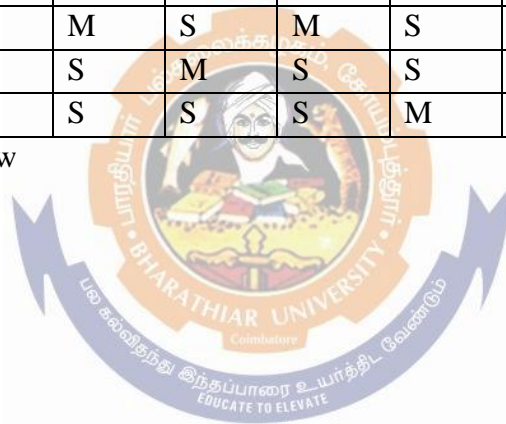
Course code		MODERN OFFICE MANAGEMENT FOR BBA	L	T	P	C
Elective- I (B)				-	-	
Pre-requisite		Basic Computer Knowledge	Syllabus Version		First	
Course Objectives:						
To enable the students, learn about the Office management and its functions and make them to apply in the practical manner in the company. To understand how to organize their office and maintain it. To train students in the theoretical and practice skills of using and maintaining office equipment's. To make the students aware of the importance of organization, management, procedure→ and practice in an office						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Outline the different categories of chart against tabulated data in an electronic spreadsheet package.					K1
2	Become efficient Computer Operators and Front Office Representatives					K2
3	Apply the need of the industrial houses and organizations in term of commercial correspondence, book keeping, preparation of reports and records by operating and handling both typewriter and computer.					K3
4	Practice modern office procedures in business administration and solve problems to make the service or products more competitive.					K4
5	Design a desk top publishing page which contains text, chart and graphics					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		OFFICE MANAGEMENT AND ORGANIZATION				
Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.						
Unit:2		OFFICE ENVIRONMENT & COMMUNICATION				
Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.						
Unit:3		OFFICE CORRESPONDENCE & RECORD MANAGEMENT				
Centralized Vs Departmental correspondence – depart mental typing and typing pools – classification of records – principles of record keeping – filling – methods.						
Unit:4		OFFICE SYSTEMS & PROCEDURES				
Systems – procedure – Advantages – Characteristics of sound office system& procedures– work simplification – principles – kinds of reports.						

<b>Unit:5</b>	<b>OFFICE PERSONNEL RELATIONS</b>	
Personnel management – definitions – functions –office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	
Expert lectures, online seminars – webinars		
<b>Text Book(s)</b>		
1	S.P.Arrora -Office organization and management- Vikas publishing housenov,2009	
2	Chopra-Office management-Vikas publishing house 2nd revised edition,2015	
<b>Reference Books</b>		
1	M.E. Thukaram Rao –Office Management and Organization-Atlantic Publishers.	
2	RanjanNangia -Office management- - Neha Publishers.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://onlinecourses.swayam2.ac.in/cec19_mg35/preview">https://onlinecourses.swayam2.ac.in/cec19_mg35/preview</a>	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

\*S-Strong; M-Medium; L-Low



Course code		COMPANY LAW AND SECRETARIAL PRACTICE FOR BBA	L	T	P	C
Elective- I (C)				-	-	
Pre-requisite		Business Law	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are:						
To enlighten students' knowledge on Companies Act.						
To develop an understanding of the regulation of registered companies.						
To provide thorough understanding of the various provisions of the Indian Company Law						
To provide conceptual understanding of the memorandum of association and article of association, prospectus and contents of prospectus.						
To provide the knowledge of the role of Directors and Secretary, Meetings and Proceedings and Winding up Procedures of the Company.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	To know the concept of Company, Memorandum of Association and Article of Association, Shares and Debentures.					K2
2	To know the qualification of Directors, Powers and Duties.					K3
3	To know the Position of a Secretary of the Company.					K3
4	Understand the Kinds of Meeting and Drafting Correspondence					K6
5	Understand the Meeting and Winding Up Procedures.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	FORMATION OF COMPANIES					
Formation of Companies: Promotion – Meaning – Promoters – their functions – Duties of Promoters – Incorporation – Certificate of Incorporation – Memorandum of Association – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association – Forms – Contents – Alteration of Article – Relationship between Articles and Memorandum – Doctrine of Indoor Management – Exceptions to Doctrine of Indoor Management – Prospectus – Definitions – Contents – Deemed Prospectus – Misstatement in Prospectus – Kinds of Shares and Debentures.						
Unit:2	APPOINTMENT OF DIRECTORS					
Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director's remuneration – Powers of Directors – Duties of Directors – Liabilities of Directors.						
Unit:3	ROLE OF COMPANY SECRETARY					
Company Secretary – Who is a Secretary – Types – Positions – Qualities – Qualifications – Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary – (1) As a Statutory Officer, (2) As a Co-Coordinator, (3) As an Administrative Officer.						

<b>Unit:4</b>	<b>MEETINGS AND PROCEEDINGS</b>
Kinds of Company Meetings – Board of Directors Meeting – Statutory meeting – Annual General Meeting – Extra Ordinary General Meeting - Duties of a Company Secretary to all the Company Meetings – Drafting of Correspondence – Relating to the Meetings – Notices – Agenda – Chairman's Speech – Writing of Minutes.	
<b>Unit:5</b>	<b>WINDING UP PROCEDURES</b>
Winding up – Modes of Winding up – Compulsory Winding up by the Court – Voluntary Winding up – Types of Voluntary Winding Up – Members Voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up(General).	
<b>Unit:6</b>	<b>Contemporary Issues</b>
Expert lectures, online seminars – webinars	
<b>Text Book(s)</b>	
1	Kapoor N.D., Elements of Company Law, Sultan Chand Publications, 2014.
2	Ghosh P.K & Balachandran .V, Company Law and Practice, Sultan Chand and Sons, 2014.
<b>Reference Books</b>	
1	M. C. Shukla and S. S. Gulshan, Principles of Company Law, S.Chand& Co.,
2	SangeethKedia, Advanced Company Law and Practice, Pooja Law Publishing co, 2017.
3	M. C. Kuchhal, Secretarial Practice, Vikas Publications.
<b>Online Content</b>	
<a href="https://onlinecourses.swayam2.ac.in/cec20_hs23/preview">https://onlinecourses.swayam2.ac.in/cec20_hs23/preview</a>	

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

\*S-Strong; M-Medium; L-Low



Course code		INVESTMENT MANAGEMENT FOR BBA	L	T	P	C
Elective: 1(D)						
Pre-requisite		Financial Management	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
1. To enable the students to acquire knowledge of Investment management						
2. Acquire broad knowledge on investment instruments						
3. To enable them to analyze stock movements						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the fundamental concepts of investment.					K1
2	Design an investment model in order to analyze its sustainability.					K3
3	Utilize the management tools and techniques to take appropriate investment decisions.					K3
4	Develop skills in trading.					K4
5	Evaluating investment theories.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		FUNDAMENTAL CONCEPTS OF INVESTMENT				
Concept of investment - importance. Features of Investment, Speculation - Forms of investment -Bank deposits, Post office schemes, Government Securities, Mutual fund schemes, Provident funds, Company deposits - Real estate, Gold & silver.						
Unit:2		INSTRUMENTS OF INVESTMENT				
Investment Instruments-Capital market instruments, Money market instruments, Derivatives- Futures & Options. Shares –types & features. Debentures - nature & types. Primary market - Role of NIM, methods of floating new issues.						
Unit:3		SECONDARY MARKET				
Secondary market-functions, Bombay Stock Exchange, National Stock Exchange –trading practices, security market indicators. Return - Risk – kinds. Role of SEBI.						
Unit:4		INVESTMENT ANALYSIS				
Security analysis- Fundamental analysis: economic, industry and company analysis. Technical Analysis, Dow Theory, types of Charts, important chart patterns.						
Unit:5		INVESTMENT THEORIES				
Efficient Market theory. Random Walk Theory, weak form, semi strong form & strong form. Portfolio Analysis:Markowitz theory –Portfolio management.						
Unit:6		Contemporary Issues				
Expert lectures, online seminars – webinars						

Text Book(s)	
1	PunithavadhiPandiyar - Security Analysis & Portfolio Management
2	Bhalla G.S-. Investment Management
Reference Books	
1	Francis Cherunilam- Investment Management
2	Dr. Avadhani-Investment Management
3	Preethi Singh- Investment Management
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	<a href="https://onlinecourses.swayam2.ac.in/imb19_mg09/preview">https://onlinecourses.swayam2.ac.in/imb19_mg09/preview</a>

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	S	M	S	S	S	S	M
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	M	S	S	S	S	M	S	S	S	S

\*S-Strong; M-Medium; L-Low



Course code		MANAGEMENT INFORMATION SYSTEM For BBA/BBA(CA)/BBA(RM)	L	T	P	C
Elective: 1 (E)				-	-	
Pre-requisite		Basic Computer Knowledge	Syllabus Version		First	
Course Objectives:						
<div>1. Provide students with comprehensive knowledge and technical skills needed to successfully participate in and support the increasingly applied role of information technology in corporate decision making.</div> <div>2. Enable students to conceptualize and manage the specification, design and implementation of applied information systems.</div> <div>3. Provide the knowledge of contemporary issues related to the field of managing information systems.</div> <div>4. Develop technical knowledge and skills required to work effectively in a profession.</div> <div>5. Enhance self-confidence, ability to make proper decisions and effective communication.</div>						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Apply modern tools, techniques and technology in a functional and productive manner in Professional Activities.					K3
2	Analyse, Design, Construct, Implement and Maintain, Usable, Reliable and Cost-Effective Information Systems (IS) that support Operational, Managerial and Strategic activities of Organizations.					K6
3	Study and evaluate existing manual and automated business processes and identify opportunities for re-engineering and/or automation.					K5
4	Coordinate confidently and competently with the user community in IS requirements analysis/design activities, provide guidance and technical support to end user computing activities.					K3
5	Analyse the impact of computing on individuals, organizations and society, including ethical, religious, legal, security and global policy issues.					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		INTRODUCTION TO INFORMATION SYSTEMS				
Introduction to Information Systems - Definition - Features - Steps in Implementing MIS - Need for Information - Information System for Decision Making - MIS as Competitive Advantages – MIS structures.						
Unit:2		MIS FUNCTION				
MIS - Strategic information system - MIS support for Planning - Organizing – Controlling - MIS for specific functions - Personnel, Finance, Marketing, Inventory and Production. Data Base Management System Models - Hierarchical - Network – Relational.						
Unit:3		HARDWARE AND SOFTWARE				
Computer Hardware - Description of Electronic Computers – CPU operations - Classification of Computers - Main - Mini - Workstations - Micro Computers – Super Computers - Personal Computers. Computer Software - Types of Software – Data Representation in Computers. Introduction to Client - Server.						

<b>Unit:4</b>	<b>INPUT AND OUTPUT DEVICES</b>
Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers - nonimpact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage – CD-ROM.	
<b>Unit:5</b>	<b>TELECOMMUNICATION REVOLUTION</b>
Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce - models B_B and B_C. EDI - EDI applications in business. Electronic payment of cash: smart cards - credit cards.	
<b>Contemporary Issues</b>	
Expert lectures, online seminars – webinars	
<b>Text Book(s)</b>	
1	Robert G. Murdick and Joel E. Ross. Management Information System
2	Management Information System - James O brien
3	Management Information System - Gordon B Davis
<b>Reference Books</b>	
1	Management Information System- A Contemporary Perspective - Kenneth C. Laudon & Jane P. Laudon, Prentice Hall.
2	Computer Applications in Business - Subramanian K
<b>Online content</b>	
<a href="https://nptel.ac.in/courses/110/105/110105148/">https://nptel.ac.in/courses/110/105/110105148/</a>	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low

## Elective II

<b>A</b>	Consumer Behaviour
<b>B</b>	Industrial Relations and Labour Laws
<b>C</b>	Insurance Principles and Practice
<b>D</b>	Banking Law and Practice
<b>E</b>	Big Data Analytics



Course code		CONSUMER BEHAVIOUR FOR BBA ,BBA( IB), AND BBA ( RM)	L	T	P	C
Elective- II (A)				-	-	
Pre-requisite		Marketing Management	Syllabus Version		First	
Course Objectives:						
1. Present material relating to the topics both verbally and in written form. 2. By completing this course, students will: Appreciate the challenges facing in consumer behaviour; 3. Appreciate the various variables contributing to consumer behaviour 4. Recognise the approaches towards consumer satisfaction. 5. Define and illustrate the main components of consumer behaviour theory.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Identify the major influences in consumer behaviour					K2
2	Distinguish between different consumer behaviour influences and their relationships					K2
3	Establish the relevance of consumer behaviour theories and concepts to marketing decisions					K3
4	Implement appropriate combinations of theories and concepts					K4
5	Recognise social and ethical implications of marketing actions on consumer behaviour					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		INTRODUCTION				
Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.						
Unit:2		CONSUMER RESEARCH				
Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception						
Unit:3		CONSUMER LEARNING				
Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change						
Unit:4		SOCIAL CLASS CONSUMER BEHAVIOUR				
Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.						
Unit:5		CONSUMER DECISION MAKING				
Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making						
Unit:6		CONTEMPORARY ISSUES				
Expert lectures, online seminars – webinars						

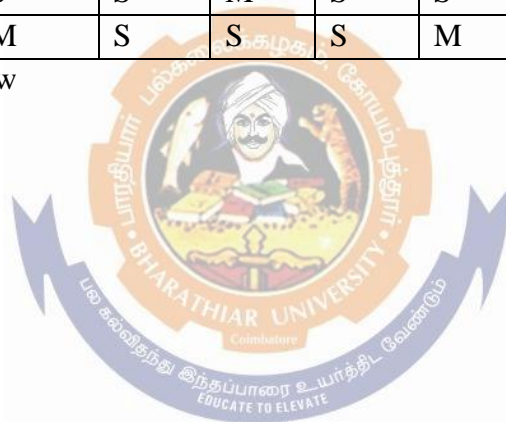


<b>Text Book(s)</b>	
1	Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice -Hall of India, Sixth Edition, 1998.
<b>Reference Books</b>	
1	Paul Green Berg-Customer Relationship Management -Tata McGraw Hill , 2002
2	Barry Berman and Joel R Evans — Retail Management — A Strategic Approach-Prentice Hall of India, Tenth Edition, 2006
3	Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://onlinecourses.nptel.ac.in/noc20_mg14/preview">https://onlinecourses.nptel.ac.in/noc20_mg14/preview</a>

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

\*S-Strong; M-Medium; L-Low



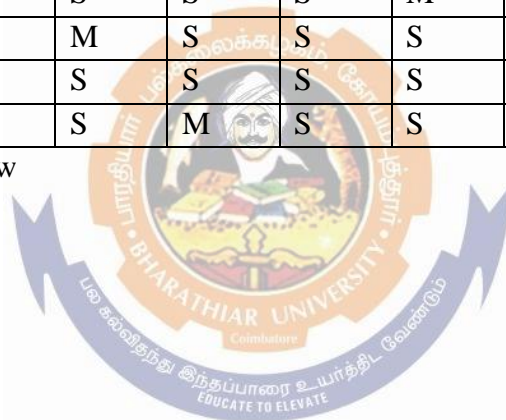
Course Code		INDUSTRIAL RELATIONS AND LABOUR LAWS FOR BBA, BB(CA), BBA( IB)&BBA(RM)	L	T	P	C
Elective- II (B)				-	-	
Pre-requisite		Human Resource Management	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
1. To impart knowledge on industrial relation, determines of industrial relation and industrial relation scenario in India						
2. To enable the students to acquire knowledge of trade unions, legislation related to trade union and IR management						
3. To promote the understanding of various Industrial Disputes Act, The Payment of Wages Act and Factories Act						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Develop an understanding on industrial relation determinates of IR and IR scenario in India.					K1
2	Develop skill in negotiation with unions and conflict resolution.					K2
3	Handle grievances.					K3
4	Develop skill in collective bargaining.					K4
5	Know the application of Industrial dispute Act 1947and The Employee's State Insurance Act, 1948.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		INTRODUCTION TO INDUSTRIAL RELATIONS				
Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.						
Unit:2		COLLECTIVE BARGAINING AND WORKER'S PARTICIPATION				
Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.						
Unit:3		FACTORIES ACT AND THE WORKMAN'S COMPENSATION ACT				
Factories Act 1948 - The Workman's Compensation Act, 1923.						
Unit:4		THE INDUSTRIAL DISPUTES ACT AND THE TRADE UNION ACT				
The Industrial Disputes Act 1947 - The Trade Union Act, 1926.						
Unit:5		THE PAYMENT OF WAGES ACT AND THE EMPLOYEE'S STATE INSURANCE ACT				
The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948						
Unit:6		Contemporary Issues				
Expert lectures, online seminars – webinars						

<b>Text Book(s)</b>	
1	P.C.Tripathi - Personnel Management & Industrial Relation
2	B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws –Vijay Nicole Imprints
3	N.D Kapoor – Industrial Law.
<b>Reference Books</b>	
1	R.Venkatapathy&AssissiMenachery - Industrial Relations &Labour Legislation - Aditya Publishers.
2	Srivastava - Industrial Relations and Labour Laws, Vikas 4th Edition, 2008.
3	P.Subbarao - Essentials of Human Resource Management and Industrial Relations – Himalaya Publishers
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://onlinecourses.swayam2.ac.in/nou20_mg02/preview">https://onlinecourses.swayam2.ac.in/nou20_mg02/preview</a>

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	S	M	S	S	S	S
CO3	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	S	S	S	S	M	S	S	S	S	M

\*S-Strong; M-Medium; L-Low



Course Code		INSURANCE PRINCIPLES&PRACTICE FOR BBA/BBA (CA)	L	T	P	C
Elective- II (C)				-	-	
Pre-requisite		Financial Management	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
1. This course intends to provide a basic understanding of the insurance mechanism, risk insurance, insurance market operations, and insurance contracts.						
2. An overview of major life insurance and general insurance products are discussed.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Examine the risk and relevance involved in insurance industry and to suggest the importance of insurance.					K1
2	Explain the importance of life insurance, terms and conditions of insurance, contract and products.					K2
3	Insight the knowledge of general insurance practice, laws, terms and conditions, claim and procedure of insurance.					K3
4	Differentiate the fire and marine insurance, general insurance, loss and recover. To study the terms and conditions of insurance.					K4
5	To Evaluate other business insurances and practices of Health insurance in Indian climate.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		CONCEPT OF RISK IN INSURANCE & IRDA				
Defining Risk and Uncertainty - Classification of risk - Management of risk – loss minimization techniques. Insurance - Meaning, nature and significance of Insurance, Insurance market, principles of insurance; Evaluation insurance business in India; Insurance Regulatory Development Authority (IRDA) – Recent Developments in the Insurance sector.						
Unit:2		LIFE INSURANCE				
Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract - different products offered by life insurers- Premiums and bonuses - Assignment, Nomination and Surrender of policy - Policy claims; ULIPs; Postal Life Insurance; LIC - Role and functions.						
Unit:3		GENERAL INSURANCE				
General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; Proposal form- Cover notes – Endorsement. Underwriting policy; Role of Actuary; Renewal procedure; Claims – Surveyors and loss assessors. Reinsurance - Function of General Insurance Corporation of India.						

<b>Unit:4</b>	<b>FIRE &amp; MARINE INSURANCE CLAIMS</b>	
Fire insurance - various types of fire policy; coverage's; subrogation; double insurance; contribution; proximate cause; claims of recovery. Marine Insurance - Law relating to marine insurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.		
<b>Unit:5</b>	<b>MISCELLANEOUS INSURANCE</b>	
Miscellaneous Coverages - Motor Insurance - Liability only policy - Package policy. Nature, terms and conditions of Health Insurance - Personal Accident insurance - Burglary insurance - Legal Liability insurance- Engineering insurance - Rural insurances - Micro insurance.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	
Expert lectures, online seminars – webinars		
<b>Text Book(s)</b>		
1	M. N., Mishra, “Insurance Principles and Practice”, S. Chand and Company Limited, New Delhi (2004).	
2	Periasamy P., “Principles and Practices of Insurance”, Himalaya Publishing House, Mumbai (2005).	
<b>Reference Books</b>		
1	Gupta, P.K., “Insurance and Risk Management”, Himalaya Publishing House, Mumbai (2004).	
2	Insurance Institute of India – Study Materials IC 01, 02 & 11.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	Fundamental of Insurance: CEC and Madurai Kamaraj University, Madurai, Tamil Nadu via Swayam,	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	M	S	M	S	S	M	S	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	M	S	M	S	S	M	S	M	S
CO5	S	S	S	S	M	S	S	S	S	M

\*S-Strong; M-Medium; L-Low

Course Code	BANKING LAW AND PRACTICE FOR BBA		L	T	P	C
Elective- II (D)				-	-	
Pre-requisite		Business Law and Taxation Law	Syllabus Version		First	
Course Objectives:						
To enlighten the student's knowledge on Banking Regulation Acts. Understand the features of Indian Banking System To Know the significant contribution of different types of banks Appreciate how important banking services for the economy						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Demonstrate knowledge among the students with theoretical structures about banking.					K2
2	Train and equip the students with the skills of modern banking.					K1
3	Identify the students will be taken for trainings to banks and insurance companies.					K2
4	Develop and inculcate the traits of professionalism amongst the students					K3
5	Professional attire, professional communication skills and professional discipline will be inculcated					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		Banker and Customer				
Definition of banker and customer – Relationships between banker and customer – special feature of RBI, Banking regulation Act 1949. RBI credit control Measure – Secrecy of customer Account..						
Unit:2		Banker Operations				
Opening of account – special types of customer – types of deposit – Bank Pass book – collection of banker – banker lien - KYC Norms						
Unit:3		Cheque and Legal Implications				
Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of cheques statutory protection duties to paying banker and collective banker - refusal of payment cheques Duties holder & holder id due course.						
Unit:4		Loans and Advances				
Loan and advances by commercial bank lending policies of commercial bank - Forms of securities – lien pledge hypothecation and advance against the documents of title to goods – mortgage.						
Unit:5		Title of the Unit (Capitalize each Word)				
Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill Traveling cheque, credit card, Teller system.						
Unit:6		Contemporary Issues				
Expert lectures, online seminars – webinars						



<b>Text Book(s)</b>	
1	A.B. Srivastava and : Seth's Banking Law, Law Publisher's India (P) Limited K. Elumalai
2	R.K. Gupta : BANKING Law and Practice in 3 Vols.Modern Law Publications
<b>Reference Books</b>	
1	Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New Delhi.
2	Reddy & Appanniah : Banking Theory and Practice
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://nptel.ac.in/courses/110/106/110106040/">https://nptel.ac.in/courses/110/106/110106040/</a>
2	<a href="https://alison.com/course/introduction-to-banking">https://alison.com/course/introduction-to-banking</a>

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

\*S-Strong; M-Medium; L-Low



Course code	BIG DATA ANALYTICS FOR BBA ,BBA CA ,BBA IB AND BBA RM		L	T	P	C
Elective- II (E)				-	-	
Pre-requisite		Quantitative techniques for Management	Syllabus Version		First	
Course Objectives:						
The main goal of this course is to help students learn, understand, and practice big data analytics and machine learning approaches, which include the study of modern computing big data technologies and scaling up machine learning techniques focusing on industry applications. Mainly the course objectives are: conceptualization and summarization of bigdata and machine learning, trivial data versus big data, big data computing technologies, machine learning techniques, and scaling up machine learning approaches.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Identify and distinguish big data analytics applications					K2
2	Describe big data analytics tools					K2
3	Explain big data analytics techniques					K3
4	Present cases involving big data analytics in solving practical problems					K4
5	Conduct big data analytics using system tools and Suggest appropriate solutions to big data analytics problems					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		INTRODUCTION				
Introduction – Data – Information – Data Terminologies – Database – Data Mining – Data Warehouse – Data Evolution Roadmap – Big Data – Definition – Type of Data - Numeric – Categorical – Graphical – High Dimensional Data – Data Classification – Hot Data – Cold Data – Warm Data – Thick Data – Thin Data - Classification of digital Data: Structured, Semi-Structured and Un-Structured- Data Sources - Time Series – Transactional Data – Biological Data – Spatial Data – Social Network Data						
Unit:2		DATA SCIENCE				
Data Science-A Discipline – Data Science vs Statistics, Data Science vs Mathematics, Data Science vs Programming Language, Data Science vs Database, Data Science vs Machine Learning. Data Analytics - – Relation: Data Science, Analytics, Big Data Analytics. Data Science Components: Data Engineering, Data Analytics-Methods and Algorithm, Data Visualization						
Unit:3		BIG DATA				
Digital Data-an Imprint: Evolution of Big Data – What is Big Data – Sources of Big Data. Characteristics of Big Data 6Vs – Big Data Myths - Data Discovery-Traditional Approach, Big Data Technology: Big Data Technology Process – Big Data Exploration - Data Augmentation – Operational Analysis – 360 View of Customers – Security and Intelligence						

<b>Unit:4</b>	<b>BIG DATA TECHNOLOGY</b>	
Big Data Technology Potentials – AI – Machine Learning – Cloud Computing – Mobile Communication – IoT – Big Data in Industry 4.0- Big Data Platforms – HADOOP – SPARK – No SQL Databases - Types - Big Data Challenges		
<b>Unit:5</b>	<b>BIG DATA USE CASES</b>	
Big Data Roles Data Scientist , Data Architect, Data Analyst – Skills – Case Study : Big Data – Customer Insights – Behavioural Analysis – Big Data Industry Applications - Marketing – Retails – Insurance – Risk and Security – Health care		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	
Expert lectures, online seminars – webinars		
<b>Text Book(s)</b>		
1	Minelli, M. (2013), Big Data, Big Analytics, New Delhi: Wiley India.	
<b>Reference Books</b>		
1	V. Bhuvaneswari T. Devi, “Big Data Analytics: Scitech Publisher ,2018	
2	Han Hu, Yonggang Wen, Tat-Seng, Chua, XuelongLi, “Toward Scalable Systems for Big Data Analytics: A Technology Tutorial”, IEEE,2014.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://onlinecourses.nptel.ac.in/noc20_cs92/preview">https://onlinecourses.nptel.ac.in/noc20_cs92/preview</a>	

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

\*S-Strong; M-Medium; L-Low