



## **Nallamuthu Gounder Mahalingam College**

**(AUTONOMOUS)**

Re-Accredited by NAAC and ISO 9001:2015 Certified Institution

Affiliated to Bharathiar University, Coimbatore.

Pollachi – 642001



### ***Department of Business Administration (BBA)***

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## ***SYLLABUS***

**“UNDER CHOICE BASED CREDIT SYSTEM”**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
(B.B.A)**

**2020 – 2023 BATCH ONWARDS**

**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)**

Bachelor of Business Administration (BBA)

SCHEME OF EXAMINATIONS (FOR VI SEMESTERS)

(With effect from 2020 - 2023 Batch onwards)

Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
<b>Semester - I</b>								
I	20 UTL 101	Tamil/Hindi/French –I	6	3	30	70	100	3
II	20 UEN 101	English for Enrichment –I	5	3	30	70	100	3
III	20 UBM 101	<b>CORE-I</b> : Principles of Business Management and & Business Organization	6	3	30	70	100	4
	20 UBM 102	<b>CORE-II</b> : Business Communication	5	3	30	70	100	3
	20 UBM 1A1	<b>ALLIED-I</b> : Mathematical Techniques-I	6	3	30	70	100	4
IV	20 UHR 101	Human Rights in India	1	2	-	50	50	2
	20 HEC 101	Human Excellence: Personal Values & Sky Yoga Practice -I	1	2	25	25	50	1
V		Extension activities (See Annexure –I)						
<b>Total</b>			<b>30</b>	<b>-</b>	<b>175</b>	<b>425</b>	<b>600</b>	<b>20</b>
<b>Semester - II</b>								
I	20 UTL 202	Tamil/Hindi/French –II	6	3	30	70	100	3
II	20 UEN 202	English for Enrichment -II	5	3	30	70	100	3
III	20 UBM 203	<b>CORE-III</b> : Organizational Behaviour	5	3	30	70	100	3
	20 UBM 204	<b>CORE-IV</b> : Financial Accounting	6	3	30	70	100	4
	20 UBM 2A2	<b>ALLIED –II</b> : Business Economics	5	3	30	70	100	4
IV	20 EVS 201	Environmental Studies	2	2	--	50	50	2
	20 HEC 202	Human Excellence: Family Values & Sky Yoga Practice -II	1	2	25	25	50	1
V		Extension activities (See Annexure –I)						
<b>Total</b>			<b>30</b>	<b>-</b>	<b>175</b>	<b>425</b>	<b>600</b>	<b>20</b>

Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
<b>Semester -III</b>								
III	20 UBM 305	<b>Core – V : Taxation</b>	6	3	30	70	100	4
	20 UBM 306	<b>Core – VI : Financial Management</b>	5	3	30	70	100	3
	20 UBM 307	<b>Core – VII : Marketing Management</b>	6	3	30	70	100	4
	20 UBM 308	<b>Core – VIII : Mercantile Law</b>	5	3	30	70	100	3
	20 UBM 3A3	<b>Allied – III : Mathematical Techniques - II</b>	6	3	30	70	100	4
IV	20 UBM 3N1/ 20 UBM 3N2	<b>NME: Intellectual Property Rights/ Rural Consumer Behaviour</b>	1	2	-	50	50	2
	20 HEC 303	<b>Human Excellence: Professional Values &amp; Sky Yoga Practice -III</b>	1	2	25	25	50	1
V		<b>Extension activities (See Annexure –I)</b>						
<b>Total</b>			<b>30</b>	<b>-</b>	<b>175</b>	<b>425</b>	<b>600</b>	<b>21</b>
<b>Semester - IV</b>								
III	20 UBM 409	<b>Core- IX : Personnel Management &amp; Industrial Relations</b>	6	3	30	70	100	4
	20 UBM 410	<b>Core – X: Production &amp; Materials Management.</b>	6	3	30	70	100	4
	20 UBM 411	<b>Core – XI: Cost &amp; Management Accounting</b>	6	3	30	70	100	4
	20 UBM 412	<b>Core – XII : Banking Theory Law &amp; Practice</b>	5	3	30	70	100	3
	20 UBM 4A4	<b>Allied –IV : Management Information system</b>	5	3	30	70	100	4
IV	20 UBM 4N3/ 20 UBM 4N4	<b>NME: Retail Management/ Supply Chain Management</b>	1	2	-	50	50	2
	20 HEC 404	<b>Human Excellence: Social Values &amp; Sky Yoga Practice -IV</b>	1	2	25	25	50	1
V		<b>Extension activities (See Annexure –I)</b>	-	-	-	50	50	1
<b>Total:</b>			<b>30</b>	<b>-</b>	<b>175</b>	<b>475</b>	<b>650</b>	<b>23</b>

Part	Subject Code	Subject	Ins. Hours per week	Max.Marks				Credit
				Hours	CIA	ESE	Total	
<b>Semester - V</b>								
III	20 UBM 513	<b>Core:- XIII :</b> Entrepreneurship & Project Management	6	3	30	70	100	4
	20 UBM 514	<b>Core:- XIV :</b> Research Methods for Management	5	3	30	70	100	4
	20 UBM 515	<b>Core:- XV :</b> Insurance Principles & Practices	5	3	30	70	100	3
	20 UBM 516	<b>Core:- XVI :</b> International Business & Export Management	5	3	30	70	100	4
	20 UBM 517	<b>Major Elective-I :</b> PC Software(MS Office) Theory	5	3	30	70	100	5
	20 UBM 518	<b>Major Elective-II:</b> PC Software(MS Office) Practical	2	3	20	30	50	3
IV	20 UBM 5S1/ 20 UBM 5S2	<b>SBE:</b> (Major)Services Marketing/ Concepts of Rural Marketing Management	1	2	-	50	50	2
	20 HEC 505	Human Excellence: National Values & Sky Yoga Practice -V	1	2	25	25	50	1
IV	20 GKL 501	General Knowledge and General Awareness(SBE)	*SS	2	-	50	50	2
<b>Total</b>			<b>30</b>	<b>-</b>	<b>195</b>	<b>505</b>	<b>700</b>	<b>28</b>
<b>Semester - VI</b>								
III	20 UBM 619	<b>Core-XVII :</b> Investment and Portfolio Management	5	3	30	70	100	4
	20 UBM 620	<b>Core-XVIII :</b> Consumer Behaviour	5	3	30	70	100	4
	20 UBM 621	<b>Core-XIX :</b> Advertising and Sales Promotion	6	3	30	70	100	4
	20 UBM 622	<b>Core-XX :</b> Business Environment	5	3	30	70	100	3
	20 UBM 623	<b>Core-XXI :</b> Project Work and Viva-Voce	-	-	40	60	100	3
	20 UBM 624	<b>Major Elective-III :</b> Internet and E-Commerce & Information Security	5	3	30	70	100	5
	20 UBM 625	<b>Major Elective-IV:</b> HTML Practical	2	3	20	30	50	2
IV	20 UBM 6S3/ 20 UBM 6S4	<b>SBE:</b> (Major)Logistics Management/ Agricultural Marketing Management	1	2		50	50	2
	20 HEC 606	Human Excellence: Global Values & Sky Yoga Practice -IV	1	2	25	25	50	1
<b>Total</b>			<b>30</b>	<b>-</b>	<b>235</b>	<b>515</b>	<b>750</b>	<b>28</b>
<b>Grand Total</b>			<b>180</b>	<b>-</b>	<b>960</b>	<b>2940</b>	<b>3900</b>	<b>140</b>

\*SS: Self Study

## I

### **Nallamuthu Gounder Mahalingam College, Pollachi**

#### **Vision**

Our dream is to make the college an institution of excellence at the national level by imparting quality education of global standards to make students academically superior, socially committed, ethically strong, spiritually evolved and culturally rich citizens to contribute to the holistic development of the self and society

#### **Mission**

Training students to become role models in academic arena by strengthening infrastructure, upgrading curriculum, developing faculty, augmenting extension services and imparting quality education through an enlightened management and committed faculty who ensure knowledge transfer, instill research aptitude and infuse ethical and cultural values to transform students into disciplined citizens in order to improve quality of life

## II

### **Department of Business Administration (BBA)**

#### **Vision**

Creating excellence in Business Administration through updated curriculum and with comprehensive knowledge on business theories and concepts. The students are trained to develop competency and provide solutions to business problems

#### **Mission**

With the help of relevant curriculum by expertise and by updating the curriculum to meet contemporary practices students are trained. Skill based elective subjects included along with Project work and Industrial visits which are mandatory to get practical exposure

**III**  
**Bloom's Taxonomy Based Assessment Pattern**

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

**1. Theory: 70 Marks**

**(i) TEST- I & II and ESE:**

Knowledge Level	Section	Marks	Description	Total
K1	A (Answer all)	10x1=10	MCQ/Define	70
K2	B (Either or pattern)	5x4 =20	Short Answers	
K3& K4	C (Answer 4 out of 6)	4x10=40	Descriptive/ Detailed	

**2. Theory: 50 Marks**

Knowledge Level	Section	Marks	Description	Total
K1 & K2	A (Answer all)	10x1=10	MCQ/Define	50
K3 & K4	B (Answer 5 out of 8)	5 x 8=40	Short / Descriptive/ Detailed	

**3. Practical Examinations & Project Work**

Knowledge Level	Section	Marks	Total
K3	Practical & Record work and Project Work	60	100
K4		40	
K5			

**IV**  
**Components of Continuous Assessment**

Components		Calculation	CIA Total
Test - I	70	$\frac{70+70+20+20+20+10}{7}$	30
Test - II	70		
Assignment	20		
Seminar/Tutorial	20		
Knowledge Enhancement	20		
Information Acquisition	10		

### **Programme Outcomes**

- PO1** Business Administration programme offers broad exposure to students with comprehensive knowledge on business theories and concepts
- PO2** The students are trained to develop competency and to provide solutions to business problems
- PO3** The students are educated towards problems faced by business sector in current scenario
- PO4** Business Administration students are inculcated to understand ups and downs of businesses
- PO5** Educates to create nurture global leaders for business excellence and betterment of society
- PO6** Demonstrate the understanding and appreciation of ethical principles at both professional and community levels

### **Programme Specific Outcomes**

- PS01** To introduce the students with detailed knowledge on business theories and models
- PS02** To develop competency to venture into new business opportunities
- PS03** To train the students to provide solutions to business problems.
- PS04** To expose the various elements of entrepreneurial traits, team work, critical thinking
- PS05** To cope with the contemporary practices in the field of management with ethical values

### **OBE Rubric Mapping System**

The attainment Level of the students as Low, Medium High is replaced by the numerals as 1,2 and 3.

**Dr.K.VEERAKUMAR**  
(HOD OF BBA)

**Prof.K.SRINIVASAN**  
(CDC-COORDINATOR)

**Dr.R.MUTHUKUMARAN**  
(CONTROLLER OF EXAMINATIONS)

## Annexure – I: List of Part – V Subjects

S.No	Subject Code	Subjects
1.	20 UNC 401	NCC
2.	20 UNS 402	NSS
3.	20 USG 403	Sports and Games
4.	20 URO 404	Rotract Club
5.	20 URR 405	Red Ribbon Club
6.	20 UYR 406	Youth Red Cross
7.	20 UCA 407	Consumer Awareness Club
8.	20 UED 408	Entrepreneurship Development Cell
9.	20 UCR 409	Center for Rural Development
10.	20 USS 410	Student Guild of Service
11.	20 UGS 411	Green Society
12.	20 UEO 412	Equal Opportunity Cell
13.	20 UFA 413	Fine Arts Club
14.	20 UAM 414	Arutchelvar Students Thinkers Forum
15.	20 USV 415	Swami Vivekanandar Students Thinkers Forum

## List of Part III Subjects (Major Elective Papers)

S.No	Subject Code	Subjects
1.	20 UBM 517	PC Software(MS Office) Theory
2.	20 UBM 518	PC Software(MS Office) Practical
3.	20 UBM 624	Internet and E-Commerce & Information Security
4.	20 UBM 625	HTML Practical

### Faculties of Business Administration

Dr. K. Veerakumar.,

MBA.,M.Phil.,M.Com.,M.Phil.,MA-YHE.,M.Lisc.,PGDCA.,Ph.D.

Mr. D. Bhuvanendran.,MBA.,M.Phil.,

Mr. T. Manikandan., MBA., M.Phil.,

Ms. R. Visalakshi., MBA., M.Phil.,PGDCA.,

Ms. R. Sindhuja., MBA., M.Phil.,



<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 101	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE-I :</b> Principles of Business Management and Business Organization	<b>Semester</b>	I
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

The students should have understood the nature and types of business organizations, Principles & functions of Management, Process of decision making, and Modern trends in management process

### Course Outcomes (CO)

K1	CO1	To recollect the types of Business organizations and principles of management
K2	CO2	To understand the principles of management
K3	CO3	To apply the concepts in day to day life
K4	CO4	To analyze the merits and demerits of adapting scientific methods in business arena

Unit	Content	Hrs
Unit : I	<b><u>INTRODUCTION TO MANAGEMENT:</u></b> Nature and scope of management process- Levels of Management- Managerial Skills -Functions of a Manager -Managerial Contribution to Management Thought by Henry Fayol, F.W. Taylor - Planning-Nature-types.	12
Unit :II	<b><u>POLICIES AND DECISION MAKING:</u></b> Objectives, Policies, Procedures-nature and <i>type of policies</i> -decision making process-Types-Problems in decision making-management by objective (MBO)-Process-merits & demerits-quantitative techniques in decision Making	15
Unit:III	<b><u>ORGANIZING:</u></b> Organizing – meaning-organizational structure: Types-Span of control-delegation and decentralization-line-Staff relationship- controlling – co-ordination	16

Unit:IV	<b><u>FORMS OF BUSINESS ORGANIZATION:</u></b> Definition-nature-scope-objectives-forms-Sole proprietorship and Joint Hindu undivided family firm, features-advantages and disadvantages-differences. Partnership-differences. <i>Partnership –features, merits demerits</i> -Types-dissolution-suitability.	16
Unit: V	<b><u>COMPANY:</u></b> Definition-features– types -Public Vs Private-formation of Company-Prospectus-advantages and disadvantages-Co-operative society-features- merits& demerits- types-chamber of commerce-trade association.	16

Power Point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Activity

**Books for Study:**

Business organization and management –C.D Balaji -,Margham Publications -2015

**Books for Reference:**

1.Business Organization & Management – R.K Sharma and Shashi .K. Gupta, Kalyani Publication 2009

2.Principles of management practice of management -L.M.Prasad- Sulthan Chand Publications-9<sup>th</sup> Edition-2016

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	L
CO2	H	H	H	H	M
CO3	M	M	H	M	M
CO4	M	H	M	H	L

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.K.Veerakumar Ms.R.Sindhuja Signature:	Name: Dr.K.Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 102	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE-II :</b> Business Communication	<b>Semester</b>	I
<b>Hrs/Week:</b>	5		<b>Credits:</b>	3

### Course Objective

The students should have understood the Methods of communication, Drafting letters, report writing, Types of communication and Barriers of communication.

### Course Outcomes (CO)

K1	CO1	To recollect the effective use of various types of Oral, Written and Digital communication modes.
K2	CO2	To get the idea of effective business writing, business communication, interpersonal communications, etc.
K3	CO3	To apply the skills that maximize team effectiveness, developing and delivering effective presentations, good time management and effective problem solving.
K4	CO4	To analyze the usage of current technology related to the communication field and communicates ethically.

Unit	Content	Hrs
Unit : I	<b><u>COMMUNICATION</u></b> Concepts – Meaning – Importance – Objectives - Role of Communication in business – Types of communication - Barriers to effective Communication - Ways to overcome the barriers – <i>Principles of communication.</i>	13
Unit :II	<b><u>COMMUNICATION THROUGH LETTERS</u></b> Layout and Characteristics - Resume/curriculum vitae - Application for appointments – References - Appointment orders - Letters of confirmation – Promotion - Business Enquiries – Offers – Quotations – Orders - Execution of orders - Letters of complaints - Bank Correspondence.	14
Unit:III	<b><u>INTERNAL COMMUNICATION</u></b> Memos – Circulars - Notice to Customers - <i>Job Instructions</i>	12

Unit:IV	<b><u>BUSINESS REPORTS</u></b> Features – Types – Procedure – Form - Press reports – Agenda – Minutes – Types - Procedure to draft minutes.	12
Unit: V	<b><u>EFFECTIVENESS OF ORAL COMMUNICATION</u></b> Characteristics-Profile of a good Speaker-Preparation & delivery of short Speeches-Visual & Audio Visual Means of Communication- Posters-Characteristics of good commercial Writing	14

Power Point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Activity

### Books for Study:

Business communication-VeeraKaroli, Shravani Chakraborty-Thakur publishers-2015

### Books for Reference:

1. Essentials of business communication – Rajendrapaul & Korlohalli J.S (Sultan chand& sons)
2. Nagarajan .M- Better English for better business- New century Book House (P) Ltd
3. Radhakrishna Pillai G.-Written English for you- Emerald Publication.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	M
CO2	M	H	H	H	H
CO3	H	H	H	H	M
CO4	L	M	M	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.D.Bhuvanendran Signature:	Name: Dr.K.Veerakumar Signature:	Name: Mr.K.Srinivasan Signature:	Name: Dr.R.Muthukumaran Signature:

**Note:** *Italics denotes topics for self-study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 1A1	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Allied – I</b> Mathematical Techniques-I	<b>Semester</b>	I
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objectives

On successful completion of this course, the students should have understood Matrices, Mathematics of Finance, Statistical Tools and Their Applications

### Course Outcomes (CO)

K1	CO1	To recollect the applications of matrices in business
K2	CO2	To understand problem-solving methods
K3	CO3	To apply Matrix, Statistical tools for Research Process
K4	CO4	To analyze Mathematical Techniques and applications

Unit	Content	Hrs
Unit: I	<p><b><u>MATRICES</u></b></p> <p>Definition - <i>Types of Matrices</i> - Matrix operation - Addition and Subtraction of Matrices - Multiplication of two Matrices (<b>Simple problems only</b>) - Calculation of Simple Interest and Compound Interest.</p>	15
Unit :II	<p><b><u>STATISTICS</u></b></p> <p>Meaning, Scope &amp; Limitations</p> <p><b><u>COLLECTION OF DATA</u></b></p> <p>Primary &amp; Secondary data - <i>Methods of collecting primary data</i> - Sources of secondary data - Precautions for Preparing Questionnaire.</p> <p><b><u>CLASSIFICATION AND TABULATION</u></b></p> <p>Types of Classification - Geographical, Chronological, Qualitative, Quantitative – Tabulation - parts of Tabulation -Types of Table</p>	16
Unit :III	<p><b><u>MEASURES OF AVERAGE</u></b></p> <p>Arithmetic Mean - Geometric Mean – Harmonic – Mean – Median – Mode - Merits &amp; Demerits of AM, GM, HM, Median &amp; Mode (<b>Simple problems</b> )</p>	15

Unit :IV	<p><b><u>MEASURES OF DISPERSION</u></b></p> <p><b><u>MEASURES OF SKEWNESS AND KURTOSIS</u></b></p> <p>Skewness - Pearson's CD Coefficient of Skewness -Bowley's CD Coefficient of Skewness – Kurtosis-Measures of Kurtosis (<b>Simple problems</b>)</p>	16
Unit :V	<p><b><u>CORRELATION</u></b></p> <p>Scatter Diagram method - Karl Pearson's of Correlation - Rank Correlation (<b>Simple problems</b>)</p> <p><b><u>REGRESSION</u></b></p> <p>Regression Lines &amp; Regression Equations - Difference Between Correlation &amp; Regression (<b>Simple problems</b>)</p>	16

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

Mathematics for Management-SarojKumar, Praveshkumar Singh-Thakur Publications-2015

**Reference Books:**

1. Business statistics-P.A Navnitham-Jai Publishers-2011
2. Mathematics for Management –I-Rathna Yadav Pranesh kumar singh- Thakur publication-2011
3. Business Mathematics-D.R.Agarwal-Vrindha Publications (p) Ltd-2012

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	L	H
CO3	H	H	H	L	L
CO4	H	H	H	L	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mrs.R. Visalakshi	Name: Dr.K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 203	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Core – III</b> Organizational Behavior	<b>Semester</b>	II
<b>Hrs/Week:</b>	5		<b>Credits:</b>	3

### Course Objectives

On successful completion of this course, the student should have understood Personality, Perception, Motivation, Job Satisfaction, Morale, Group Dynamics, Leadership Traits, Counseling and Guidance, Etc.

### Course Outcomes (CO)

K1	CO1	To recollect the basic organizational behavior principles
K2	CO2	To understand different models used to explain individual behavior related to motivation and reward
K3	CO3	To deploy various process used in developing communication and resolving conflicts
K4	CO4	To analyze organizational behavior issues in the context of principle, concepts, theories and models

Unit	Content	Hrs
Unit: I	<b><u>ORGANISATIONAL BEHAVIOUR</u></b> Definition - OB model- Hawthorne studies and their implications- Contemporary organization and their changing Perspective and Re-engineering- Empowerment-Learning organizations, Theories, Transaction analysis.	18
Unit :II	<b><u>PERCEPTION &amp; PERSONALITY</u></b> Meaning & Definition- Elements & importance of Perception - process of Perception - Determinants of Perception - Impression Management. Personality – Meaning-Development of personality.	12
Unit :III	<b><u>MOTIVATION</u></b> Meaning-Motives, primary and secondary. Theories of work motivation- Maslow’s need hierarchy theory, Herzberg’s 2 – factor theory. Alderfer’s ERG theory. Process-Expectancy theory and Porter’s Lawler model and contemporary Equity theory and Attribution theory – Process and principles of theory – <i>Reinforcement and Punishment.</i>	15
Unit :IV	<b><u>GROUP DYNAMICS</u></b> Major Groups and their formation – Formal and informal group and their dynamics –Brain storming- Teams – Conflicts – Types of conflicts – Resolution of conflicts – Stress – Causes and effects of Occupational stress- Coping with stress.	15

Unit :V	<b><u>LEADERSHIP</u></b> Theories – Established and emerging theories-Trait theory – Behavioral theory – contingency theory – Path Goal leadership Theory-charismatic leadership theories – <i>Leadership styles and skills required</i> – Organization change and development – techniques and approaches.	15
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

Organizational Behaviour – L.M Prasad ,5<sup>th</sup> Edition, Publishers: Sulthan chand & Sons-2014

**Reference Books:**

1. Organizational Behaviour – Fred Luthans -12<sup>th</sup> Edition –Publishers: MC Graw Hill Education-2010

2.Organizational Behaviour – Aswathappa-Himalaya publishing house -2010

**Mapping**

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	H	H	H	H	H
<b>CO2</b>	H	H	H	H	H
<b>CO3</b>	H	H	H	H	H
<b>CO4</b>	H	H	H	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.R.Sindhuja	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*



<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 204	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE – IV</b> Financial Accounting	<b>Semester</b>	II
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

The Students Should Have Understood the Basic Accounting Concepts, Double Entry System Of Book Keeping And Various Books Of Accounts, Preparation of Final Accounts, Etc.

### Course Outcomes (CO)

K1	CO1	To keep in mind the basic accounting concepts and their application in business.
K2	CO2	To understand and apply the dual-entry recording framework to a series of transactions that results in a balance sheet.
K3	CO3	To apply and gain knowledge on the preparation of financial statements.
K4	CO4	To analyze financial statements effectively and take decisions on depreciation method to be adopted.

Unit	Content	Hrs
Unit: I	<b><u>INTRODUCTION TO ACCOUNTING:</u></b> Basic accounting concepts- Conventions of accounting-Kinds of accounts-Double entry book keeping-Rules of double entry system. Preparation of Journals and Ledger accounts-Preparation of Trial Balance -Problems.	15
Unit: II	<b><u>SUBSIDIARY BOOKS AND ERRORS:</u></b> Subsidiary books –Purchase books, Sales book, Purchase returns book , Sales returns book-Cash book –Kinds of cash book –Single column ;Double column ;Three column cash book and Petty cash book. <i>Errors –Types of errors –Rectification of errors- Problems.</i>	15
Unit: III	<b><u>FINAL ACCOUNTS:</u></b> Manufacturing –Trading –Profit and loss account-Balance Sheet –Problems with simple adjustments.	16
Unit: IV	<b><u>DEPRECIATION ACCOUNTING:</u></b> Accounting for Depreciation- Meaning and Definition – <i>Causes</i> – Methods –Accounting treatment for Straight line method, Written down value method and Annuity method	16

Unit :V	<b><u>SINGLE ENTRY SYSTEM:</u></b> Preparation of accounts from Incomplete records-Meaning – Definition –Methods –Net worth method and Conversion method ( <b>single entry methods</b> )	16
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**NOTE:** Theory 20% and Problem 80%

Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming.
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**Books for Study:**

- Financial Accounting - T.S Reddy and A. Murthy

Margham Publications-Seventh Revised Edition -2011

**Books for Reference:**

1. Financial accounting -Jain.S.P and Narang.K.L

Kalyani publishers –Edition -2009

2. Financial accounting – Sarojkumar ,Priyankasingh .

Thakur publishers – Edition -2011

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	H	H	H	H	M
<b>CO2</b>	H	H	H	H	H
<b>CO3</b>	M	M	H	L	H
<b>CO4</b>	H	H	H	M	L

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mrs.R.Vishalakshi  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 2A2	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>ALLIED – II</b> Business Economics	<b>Semester</b>	II
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objectives

On successful completion of this course, the students should have understood the Objectives of Business Firms, Factors of Production and BEP Analysis, Types of Competitions and price administration and Government Measures to Control Monopoly

### Course Outcomes (CO)

K1	CO1	To remember students to know basic economic concepts
K2	CO2	To understand the economic behavior of the society
K3	CO3	To apply economic analysis in the formulation of business Policies
K4	CO4	To analyze the economic reasoning to problems of business

Unit	Content	Hrs
Unit: I	<b><u>MEANING AND NATURE OF ECONOMICS</u></b> Business Economics – Scope of Business Economics – Meaning and objectives of business firms – Characteristics of Modern business – <i>Social Responsibilities of business.</i>	12
Unit:II	<b><u>DEMAND ANALYSIS</u></b> Meaning of demand – <i>Determinants of demand</i> – Demand distinctions – Law of Demand – Reasons for downward sloping demand curve – Exceptional cases. Elasticity of demand – Types – Methods of measuring price elasticity of demand.	13
Unit:III	<b><u>FACTORS OF PRODUCTION</u></b> Production function - Law of Production – Law of Variable Proportions - Law of Returns to Scale – Producers equilibrium with Isoquants -Economies of Scale – Cost of production – Cost curves - Revenue curves – Break Even Analysis - Assumptions -Advantages – Limitations.	15

Unit:IV	<p align="center"><b><u>PERFECT COMPETITION AND MONOPSOLY</u></b></p> <p>Market forms – Price and Output Determination Under perfect Competition.</p> <p>Monopoly – Kinds of Monopoly – Monopoly Power –Price and output determination - Price discriminating Monopoly – Degrees of price discrimination</p>	13
Unit:V	<p align="center"><b><u>MONOPSOLISTIC COMPETITION AND OLIGOPSOLY</u></b></p> <p>Price and output determination – Group equilibrium – Selling costs – Excess capacity.</p> <p>Kinds of oligopoly – Kinked demand curve – Price leadership- Fiscal and Monetary Policies- Demonstration-GDP-Inflation-Deflation</p>	12

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

Economics for Executives-Saroj Kumar and Sarila- Thakur Publications, Chennai - 2014

**Reference Books:**

1. Business Economics –R.K.Lekhi-Kalyani Publishers- 2012
2. Business Economics - Sankaran
3. Principles Of Business Economics - Reddy .P.N and Appaniah.H.R

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	H	M	L	H
CO4	H	H	M	L	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.T.Manikandan	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	<b>BBA</b>	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 305	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE – V Taxation</b>	<b>Semester</b>	III
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objectives

On successful completion of this course, the student should have understood To identify and understand complex tax issues within the context of the global business world, appreciation for tax policy issues those underpin our tax laws, the ethical implications of tax practice.

### Course Outcomes (CO)

K1	CO1	To remember the canons of taxation.
K2	CO2	To get idea about Direct and indirect taxes and various sources of incomes.
K3	CO3	To implement problems related from salary to income from other sources.
K4	CO4	To analyze the knowledge of students in tax liability of individuals.

Unit	Content	Hrs
Unit: I	<b>TAXATION:</b> Definition-income, gross total income, total income, assesses, assessment year, previous year, <i>Exempted incomes</i> – Residential statuses of persons – Capital v/s revenue Receipts – Revenue Losses v/s capital Losses. <b>(Theory Part only.)</b>	15
Unit:II	Income from salary - Characteristics of salary- Definition- P.F.- Allowances–Perquisites-Profit in lieu of salary –Deductions out of gross salary <b>(simple Problems only.)</b>	18
Unit:III	Income from house property–Definition-Exempted income from house property- Annual rent –Meaning- Determination of annual value-Deductions <b>(Simple Problems only).</b>	15
Unit:IV	Profits and gains of business or profession: Business – Profession – Charging Provision of Incometax under the head profits and gains of business or profession- <i>Expressly admissible deductions</i> - Deemed profits <b>(Theory Part only.)</b>	15

Unit: V	<p style="text-align: center;">Capital gains- Mode of computation of long term and short term capital gains- Exempted capital gains (<b>Simple Problems only.</b>)</p> <p style="text-align: center;">Income from other sources –Dividend- Tax concession in respect of dividends- Deductions. (<b>Simple problems only.</b>)</p>	15
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

[NOTE: Problems 50% & Theory 50%]

**Reference Books:**

1. Income tax (law and practice) - Gaur and Narang
2. Income tax (law and practice) - Dinkar Pagare

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	H	M	H	H	H
<b>CO2</b>	H	M	H	M	H
<b>CO3</b>	H	M	H	M	H
<b>CO4</b>	H	M	H	H	H

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mr.D.Bhuvanendran  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 306	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE – VI</b> Financial Management	<b>Semester</b>	III
<b>Hrs/Week:</b>	5		<b>Credits:</b>	3

#### Course Objective

To enlighten the students with the theory and techniques of financial management and developing their abilities in respect of investment and capital budgeting, financial planning, capital structure decisions, dividend Policy and working capital management.

#### Course Outcomes (CO)

K1	CO1	To recollect the sources of finance for an organization and formulate the optimum capital structure.
K2	CO2	To understand cash flows and make capital budgeting decisions under both certainty and uncertainty.
K3	CO3	To implement and assess how companies manage the components of working capital to minimize the cost of carrying current assets and the cost of short-term borrowing.
K4	CO4	To analyze the factors influencing the dividend decision and formulate the dividend Policy of the firm.

Unit	Content	Hrs
Unit: I	<b><u>FINANCE FUNCTIONS:</u></b> Meaning - Definition and Scope of finance functions - Objectives of Financial management - Profit maximization and Wealth maximization. <i>Sources of Finance</i> - Short term - Bank sources – Long term - Shares - Debentures, Preferred stock - Debt. <b>(Theory only)</b>	13
Unit :II	<b><u>FINANCING DECISION:</u></b> Cost of Capital - Cost of Specific Sources of capital - Equity - Preferred stock- Debt - Reserves - Weighted average cost of capital, Operating Leverage and Financial Leverage. <b>(Theory only)</b>	14
Unit :III	<b><u>CAPITAL STRUCTURE</u></b> Factors influencing capital structure –Theories of Capital Structure-Optimal capital structure - Dividend and Dividend Policy: Meaning, Classification - Sources available for dividends - Dividend Policy general, and Determinants of dividend Policy. <b>(Theory only)</b>	13

Unit : IV	<b><u>CAPITAL BUDGETING</u></b> Meaning – Objectives - Capital budgeting decisions – Types - Methods of capital budgeting. Preparation of various methods of capital budgeting. ( <b>Theory &amp; Simple Problems only</b> )	13
Unit :V	<b><u>WORKING CAPITAL MANAGEMENT</u></b> Concepts - Importance - <i>Determinants of Working capital</i> . Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Credit Policies. ( <b>Theory only</b> )	12

**NOTE:** Theory carries 80% Marks, Problems carry 20% Marks

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Case study

**Books for Study:**

1. Financial management - Khan. M. and P.k Jain-Tata McGraw hill Publishing company LTD -New Delhi, 6th Edition 2011.

**Books for Reference:**

- 1 .Financial Management –Priyanka Singh, Swati Tiwari- Thakur publishers- 2012
2. Financial management –Theory and practice -prasanna Chandra  
Tata McGraw hill publishing company LTD -New Delhi ,1999
3. Corporation Finance Principles and problems –Kulkarni ,P.V Publishing house -Delhi

**Mapping**

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	M	H	H	H	M
<b>CO2</b>	M	H	H	M	M
<b>CO3</b>	H	H	H	H	H
<b>CO4</b>	L	M	H	H	M

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mrs.R.Visalakshi  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*



<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 307	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE-VII :</b> Marketing Management	<b>Semester</b>	III
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

On successful completion of this course, the student should have understood Principles of Marketing Management, Market Segmentation Product Life Cycle, Segmentation, Distributions of Channels, Pricing strategies, Sales Administration.

### Course Outcomes (CO)

K1	CO1	To recollect the various concepts of marketing.
K2	CO2	To distinguish marketing and Selling.
K3	CO3	To comprehend the buying motives and buyer behaviour.
K4	CO4	To interpret the importance of middlemen in the marketing arena.

Unit	Content	Hrs
Unit : I	Definition of marketing – Markets – Concepts of Marketing – Modern marketing Process - Marketing functions—Scope of marketing – <i>Selling VS marketing</i> – Consumer and Industrial goods – Marketing Information System – Marketing research system, suppliers of marketing research, Marketing research process.	18
Unit :II	Marketing management and Its environment (controllable elements and uncontrollable elements) – Buyer Behavior definition-Major factor influencing buying behavior - Buying motives – Buying Process – Economic model of buyer behavior	16
Unit :III	<b><u>THE PRODUCT</u></b> Marketing - Product – New product development – Product Life cycle – Marketing Strategies for various stages of life cycle of the product. <b><u>MARKET SEGMENTATION</u></b> Needs – Basis for segmentation – Strategies for various typical segments.	16
Unit :IV	<b><u>PRICING AND PHYSICAL DISTRIBUTION</u></b> Meaning of pricing – <i>Factors influencing pricing decisions</i> - Methods of pricing – Physical distribution- Importance – Various kinds	15

	of marketing channels – Distribution problems and their solutions. <b><u>PROMOTION</u></b> Advertising-Publicity- Personal selling – Sales promotion- Digital Marketing	
Unit: V	<b><u>SALES ADMINISTRATION</u></b> Sales territory – Sales forecasting – Methods- Analysis and application.	13
Power point Presentations, Group discussions, Seminar, Assignment, , Brain storming, Activity		

### Books for Study:

Marketing Management by –Jayasankar

### Books for Reference:

1. Marketing Management by – Philip Kotler
2. Marketing Management by – Sherlekhar

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	M
CO2	H	M	M	H	H
CO3	H	H	M	H	M
CO4	M	M	L	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. K. Veerakumar	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 308	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE-VIII : Mercantile Law</b>	<b>Semester</b>	III
<b>Hrs/Week:</b>	5		<b>Credits:</b>	3

### Course Objective

This course is designed to provide the student with knowledge of the legal environment in which a consumer and business operates and to provide the student with knowledge of legal principles

### Course Outcomes (CO)

K1	CO1	To remember the concepts relevant to the law of contract, law of sale of goods and company law
K2	CO2	To understand the normative and ethical framework of the profession of law administration related to business law & company
K3	CO3	To manage ongoing change and foster development in important fields relevant to the business environment
K4	CO4	To evaluate the merits and demerits of company formation formalities and contract implications in business era

Unit	Content	Hrs
Unit: I	<b><u>LAW OF CONTRACT:</u></b> contract – classification – Essential elements of a valid contract – offer and acceptance – consideration – capacity of parties – <i>Free consent (legal rules)</i>	13
Unit :II	<b><u>LAW OF SALE OF GOODS AND AGENCIES:</u></b> Formation of contract of sales – Agreement to sell of sale – Hire purchase Agreement sale and Bailment- Types of Bailment –Rights & Duties of Bailor and Bailee -Law of agency: Creation of agency – Classification of agent’s – Relation of principal with third parties – personal liability of agent – termination of agency	15
Unit:III	<b><u>COMPANY LAW</u></b> Company as legal entity – Definition and kinds of companies – Incorporation of companies – Memorandum and Articles of Association – Certificates of incorporation – <i>Prospectus</i> .	12
Unit:IV	<b><u>SHARE APPLICATION AND ALLOTMENT:</u></b>	13

	Application –Allotment of shares and Debentures – Minimum subscription – Regular and Irregular allotment – Issue of shares at discount and Premium – Transfer and transmission of shares.	
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Unit :V	<p><b><u>MEMBERSHIP OF COMPANIES</u></b></p> <p>Membership of companies – Meeting and Proceedings – Winding up of companies – compulsory Winding up And Voluntary Winding up And Subject To Supervision of the cost.</p>	12
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Power point Presentations, Group discussions, Seminar, Assignment, , Brain storming, Activity

**Book for Study** : Elements of mercantile Law –N.D. Kapoor-Sulthantan Chand & Sons-31<sup>st</sup> Revised Edition

**Books for Reference:**

1. Business Organisation and Management – C.D Balaji ,Margham Publications 2015
2. Business Law- Saroj Kumar, Priyanshu Saxena, Thakur Publishers, 2012

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	M
CO2	H	M	H	H	H
CO3	H	H	H	M	H
CO4	M	H	L	H	H

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Ms.R.Sindhuja Signature:	Name: Dr. K. Veerakumar Signature:	Name: Mr.K.Srinivasan Signature:	Name: Dr.R.Muthukumaran Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 3A3	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Allied – III</b> Mathematical Techniques-II	<b>Semester</b>	III
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objectives

On Successful Completion Of This Course, The Students Should Have Understood Operations Research Models, Game Theory, Queuing Theory, PERT, CPM, Etc.

### Course Outcomes (CO)

K1	CO1	To remember students how to use variables for formulating complex mathematical models in management
K2	CO2	To understand by solving linear programming and integer programming models
K3	CO3	To apply basic methodology for the solution of linear programs
K4	CO4	To analyze the scientific approaches to decision making

Unit	Content	Hrs
Unit: I	<b><u>INTRODUCTION TO OPERATIONS RESEARCH</u></b> Definition – Meaning – Scope – Limitations models – <i>Their types and classification of operation research</i> – General methods of solving models.	14
Unit :II	<b><u>GENERAL LINEAR PROGRAMMING PROBLEM</u></b> Mathematical formulation of LPP – Solution to LPP by graphical method – Simple problems in simplex method.	15
Unit :III	<b><u>TRASPSORTATION PROBLEMS</u></b> Obtaining initial basic feasible solution – Various methods of solving problems – (without degeneracy) – Assignment problems- Features of assignment problems- - Difference between Transportation and Assignment problem- Solving assignment problems – (Hungarian method)	18
Unit :IV	<b><u>GAME THEORY</u></b> Concept of pure and mixed strategies – Solving 2*2 matrices, with and without saddle Point – n*2 and 2*m matrix problem solving. Queuing theory – Simple problem solving	18

Unit :V	<b><u>NETWORK ANALYSIS</u></b> Concept of PERT and CPM – Simple problems – <i>Decision tree and theories.</i>	13
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book :**

Business Statistics and Operation Research – P.A. Navnitham – Jai publisher – (2012)

**Reference Books:**

1. Operation Research – S.Kalavathy- Vikas publishing pvt.LTD– 2005
2. Operation Research – P.R.Vittal & V.Malini– Margham publishers– 2010
3. Operation Research – Dileep Singh & Madhukar Singh– Thakur publishers– 2012

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	H	H	H	M	L
<b>CO2</b>	H	H	H	L	L
<b>CO3</b>	H	H	H	L	M
<b>CO4</b>	H	M	H	H	H

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mr.T.Manikandan  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 3N1	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Non Major Elective - I</b> Intellectual Property Rights	<b>Semester</b>	III
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objectives

On successful completion of this course, the student should have understood The nature and types of intellectual property Patents, Trademarks, Copy Rights Industrial Design.

### Course Outcomes (CO)

K1	CO1	To remember the concepts of Intellectual property rights.
K2	CO2	To understand, patents, trademarks, copyrights and industrial designs rights.
K3	CO3	To apply the knowledge obtained in industries applicable to patent, copy, and trademark.
K4	CO4	To analyze the students broad knowledge in various intellectual rights and their implications.

Unit	Content	Hrs
Unit: I	Introduction: Fundamentals of IPR – Intellectual property –WIPO – Intellectual property self- Audit – Different classifications – Important principles of IP management - <i>Management Guidelines</i> .	2
Unit :II	<b>PATENTS :</b> Introduction – Classification –Importance – Types of Patent applications in India – Patentable Invention – Inventions not patentable.	3
Unit :III	<b>TRADE MARKS</b> Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines for Registration of Trade mark – Registration.- Protection.	3
Unit :IV	<b>COPY RIGHT:</b> Copy right and Related Rights- Rights conferred by copy right- Registration – Ownership- Rights – Transfer – Infringement.	2

Unit :V	<b>INDUSTRIAL DESIGNS :</b> Introduction – Concept – Need for Protection of a Design – Essential Requirements for the Registration – <i>Exclusion from scope of Design</i> – Procedure for Registration – Benefits – Cancellation.	3
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

Intellectual Property Rights Text and Cases –  
Dr.R.Radhakrishnan, Dr.S.Balasubramanian

**Reference Books:**

1. Intellectual Property Patents, Trade Marks, and Copy Rights - Richard Stim

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	H
CO2	H	H	H	H	H
CO3	H	H	H	M	H
CO4	H	M	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.K.Veerakumar	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*



<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 3N2	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Non Major Elective - I</b> Rural Consumer Behavior	<b>Semester</b>	III
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objectives

On successful completion of this course, the student should have understood the behavior of rural consumers

### Course Outcomes (CO)

K1	CO1	To recollect the fundamentals of rural consumer behavior.
K2	CO2	To understand consumer profile and pattern of buying behavior.
K3	CO3	To apply the knowledge in consumer buying style.
K4	CO4	To analyze the market and brand loyalty of consumers.

Unit	Content	Hrs
Unit: I	Fundamentals of consumer behavior-Role of consumer behavior – <i>Needs and wants of consumer behavior</i>	2
Unit :II	Factors influencing consumer behavior –Psychological factors, social-cultural factors.	3
Unit :III	Profile of rural consumer-Life style- <i>Shopping habits</i> .	2
Unit :IV	Consumer buying process- Behavior pattern –Buyer characteristics..	3

Unit: V	Trends in rural marketing –Brand loyalty – Rights of consumer.	3
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Books:**

1. Gupta .S.L --Rural Marketing –text and cases

**Books for Reference:**

1. Krishnamacharyulu .C.S.G and Lalitha- Rural Marketing
2. BalramDogra and karminderghuman – Rural Marketing

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	L	H
CO2	H	H	M	M	H
CO3	M	H	H	M	H
CO4	H	H	H	M	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.K. Veerakumar	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 409	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE - IX :</b> Personnel Management and Industrial Relations	<b>Semester</b>	IV
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

On successful completion of this course, the student should have understood functions of HR/Personnel Department, Manpower Planning, Performance Appraisal, Salary Administration, Labor Welfare, Industrial Relations.

### Course Outcomes (CO)

K1	CO1	To keep in mind the various functions of Personnel Management.
K2	CO2	To understand the need of Job Analysis for recruitment.
K3	CO3	To apply and gain knowledge on the strategies for compensation and incentive system.
K4	CO4	To analyze and interpret the significance of Industrial Relations and various Labour Legislations.

Unit	Content	Hrs
Unit: I	<b><u>PERSONNEL MANAGEMENT</u></b> Meaning Nature, Scope, Objectives – Functions of Personnel Department – Organization of personnel department – Policies and procedures.	15
Unit: II	<b><u>MAN POWER PLANNING</u></b> Job Description – Job Analysis – Job Specification – Recruitment and Selection – Training and Development.	16
Unit:III	<b><u>PERFORMANCE APPRAISAL</u></b> Job Evaluation – Promotion – Transfer and demotion – Compensation: wages and salary administration – Incentive system – <i>Retirement benefits to employees.</i>	16
Unit:IV	<b><u>INDUSTRIAL RELATIONS</u></b> Trade unionism – Grievance Handling – Collective Bargaining and Workers Participation in Management -- <i>Discipline – Punishment.</i>	16

Unit :V	<b><u>LABOUR LEGISLATION</u></b> Factories Act -1948, Employees State Insurance Act, 1948, Industrial Disputes Act-1947	15
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Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming.

**Books for Study:**

1. Jayasankar. J: Personnel Management
2. Sanoj Kumar : Industrial Relations

**Reference Books:**

1. Tripathy – Personnel Management and Industrial Relations.
2. N.D Kapoor – Industrial Law.

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	H	L	H	H	H
<b>CO2</b>	H	M	H	H	L
<b>CO3</b>	H	M	M	H	M
<b>CO4</b>	H	M	M	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. K. Veerakumar	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 410	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Core – X :</b> Production & Materials Management.	<b>Semester</b>	IV
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objectives

On successful completion of this course, the student should have understood the basic Principles, functions and process of Production Management, Effective Management of materials.

### Course Outcomes (CO)

K1	CO1	To recollect basic concepts of production and materials Management
K2	CO2	To understand various principles and practices involved in production and materials management.
K3	CO3	To apply the knowledge's learnt in plant location and material handling selection
K4	CO4	To analyze practical difficulties in setting a plant and handling materials responsibilities of a store keeper.

Unit	Content	Hrs
Unit: I	<b><u>PLANT LOCATION</u></b> Factors – Site Location – Urban and Rural Locations – Plant Layout – Principles – Process, Product Layout-Fixed Layout-Combined Layout differences Between Process Layout and Product Layout- <i>Specific Layout for Different Products</i>	16
Unit :II	<b><u>PRODUCTION PLANNING AND CONTROL</u></b> Production Planning – Production Control – Objectives – Bench marking-TQM- Lean manufacturing - Routing – Loading –Scheduling – Dispatching and Expediting.	14

Unit :III	<b><u>ORGANISATIONAL FOR MATERIALS MANAGEMENT</u></b> Fundamental Principles – Structure – Integrated Materials Management – Advantages. Purchasing – Objectives – Functions – Principles of Purchasing - Steps in purchasing function.	15
Unit :IV	<b><u>MATERIAL HANDLING</u></b> Importance- Principles – Criteria for selection of Material Handling Equipments. Maintenance - Objectives – Types – Breakdown Preventive and Productive Maintenance.	15
Unit :V	<b><u>FUNCTIONS OF INVENTORY</u></b> Replenishment of Stock, Materials Demand Forecasting - Basic Tools of Inventory Control –ABC – VED –FSN Analysis EOQ – Re order Point & Safety Stock. Lead Time Analysis – Store Keeping –Objectives – Functions – Duties – Responsibilities of Stock Keeper -Security Measures – <i>Bin Cards and Stock Records – Types</i>	18

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

1. Dr. B.S Goel - Production and Operations Management

**Reference Books:**

1. N.M. Shah - An Integrated Concept of Materials Management.

**Mapping**

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	H	H	H	M
<b>CO2</b>	H	H	H	H	M
<b>CO3</b>	H	H	H	H	H
<b>CO4</b>	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.D.Bhuvanendran	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 411	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Core – XI:</b> Cost and Management Accounting	<b>Semester</b>	IV
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

The Students Should Have Understood Cost Sheet, Calculation of Tenders, Fund Flow & Cash Flow Statement, Budgeting.

### Course Outcomes (CO)

K1	CO1	To remember the basic concepts of costing and costing systems; to prepare cost sheet for a single product and tender.
K2	CO2	To understand the importance and uses of management accounting in business and to integrate cost accounting with financial accounting for management decision making.
K3	CO3	To implement the preparation of budget for the organization and cash flow and fund flow statement to determine the liquidity Position.
K4	CO4	To analyze the financial Position of an organization by using various ratios.

Unit	Content	Hrs
Unit: I	<b><u>COST ACCOUNTING</u></b> Definition - Meaning of cost accountancy – Scope of Cost Accounting-Objectives Of Cost Accounting-Advantages of cost accounting – Limitations of cost accounting - Cost units and Cost center – Preparation of cost sheet – Calculation of Tender price.	15
Unit :II	<b><u>MANAGEMENT ACCOUNTING</u></b> Meaning – Functions – Concepts – Limitations – Management accounting Vs Financial accounting—Marginal costing – Absorption costing – Differences – <i>Merits and Demerits</i> .	16
Unit :III	<b><u>BUDGET</u></b> Definition – Meaning – <i>Advantages and Disadvantages of budgetary control</i> – Flexible budget – Sales budget -Cash budget (Simple Problems Only)	16

Unit :IV	<b><u>FUNDS FLOW STATEMENT</u></b> Meaning – Uses – Preparation of funds flow Statement – Cash flow statement – Meaning – Uses and preparation of cash flow statement ( <b>Simple problems only</b> )	15
Unit :V	<b><u>RATIO ANALYSIS</u></b> Nature, Use and Significance of Ratio Analysis – Limitations – Calculation of current ratio – Inventory turnover ratio – Gross profit ratio, Net profit ratio – Fixed asset turnover ratio – Total asset turnover ratio. ( <b>Problems only from the mentioned ratios</b> )	16

**NOTE:** 50% Problems and 50% theory

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity, Case study

**Books for Study:**

1. Cost Accounting -- S.P Jain and K.L Narang – Sulthan Chand &Co-2010
2. Cost accounting –R.S.N.Pillai ,V.Bagavathi – S.Chand Publication-2013.

**Books for Reference:**

1. Management Accounting – R.K Sharma and Shashi K.Gupta –Kalyani Publishers-13<sup>th</sup> Revised Edition-2017
2. Management Accounting – Pillai & Bagwathi – Sulthan Chand & Co,2010.

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	L
CO2	H	H	H	H	M
CO3	M	H	H	M	M
CO4	M	H	H	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.R.Sindhuja	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*



<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 412	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Core – XII:</b> Banking Theory Law & Practice	<b>Semester</b>	IV
<b>Hrs/Week:</b>	5		<b>Credits:</b>	3

### Course Objectives

On successful completion of this course, through which students learn acquired knowledge and helps to promote banking growth and to promote education and knowledge of law and practice of banking

### Course Outcomes (CO)

K1	CO1	To recollect the idea about banking and its applications
K2	CO2	To be aware of negotiable instruments and its applications
K3	CO3	To implement the basic banking legal procedures and policies in to business transactions
K4	CO4	To analyze and compare different lending principles and models related to sound lending

Unit	Content	Hrs
Unit: I	<b><u>INTRODUCTION TO BANKING:</u></b> Definition of banking, commercial – central – RBI: Functions and guidelines of RBI, commercial Bank – Industrial Development Banks (IDBI, ICICI) – <i>Recent trends in commercial banks in India.</i>	15
Unit :II	<b><u>BANKER AND CUSTOMER:</u></b> Definition – Banker And Customer, Relationship between banker and customer – opening and closing of accounts, pass book entries, special types of customers – Minors, Lunatic, Drunkard, partnership firm.	15
Unit :III	<b><u>NEGOTIABLE INSTRUMENT:</u></b> Meaning and Definition- Features, types (promissory note, Bill of Exchange, cheque) -- classification of Negotiable Instruments. Cheques -- Definitions, <i>Difference between cheque and bill of Exchange</i> – salient features of a cheque, drawing of a cheque, Precautions before honouring a cheque, dishonouring of a cheque. Kinds of crossing – Essentials and significance.	14

Unit : IV	<p><b><u>LOANS AND ADVANCES:</u></b></p> <p>Principles of sound lending – unsecured Advances – secured Advances – forms of advances – modes of charging security (Lien, Pledge, Hypothecation)</p> <p>Guarantee and Indemnity – definition, differences between guarantee and indemnity.</p>	15
Unit :V	<p><b><u>RECENT TRENDS IN BANKING:</u></b></p> <p>E-banking-features-Difference between traditional banking and E-banking-mobile banking-NEFT-RTGS-MICR-CTS-Role of banking in development of micro, small and medium enterprises.</p>	16

**Text Book:**

Banking theory, law and Practise – Gordon Nadarajan , Himalayan Publications –Twenty sixth revised edition-2017

**Reference Books:**

Trends in Modern Banking-Prof. S.S.Prasada Rao , Dr. R. Rathika, BS Publication-2016

Elements of Banking and Insurance-Jyastsna Sethi and Nishwan Bhatia (2014), 2<sup>nd</sup> edition,Delhi, PHI Publishing House.

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	H
CO2	M	H	H	H	M
CO3	H	H	M	H	L
CO4	L	H	H	M	H

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mr.D.Bhuvanendran Mrs.R. Vishalakshi  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 4A4	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Allied – IV: Management Information System</b>	<b>Semester</b>	IV
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objectives

On successful completion of this course, the students should have understood the basic idea of Computer Based Information System and MIS Support for the Functions of Management

### Course Outcomes (CO)

K1	CO1	To remember the design, development and security of Management Information System
K2	CO2	To understand the various ethical and social issues in using Information system
K3	CO3	To apply knowledge in various Decision Support System
K4	CO4	To analyze the major importance of information system in doing Business efficiently

Unit	Content	Hrs
Unit: I	<p><b><u>INTRODUCTION TO MIS</u></b></p> <p>Definition – MIS as an integrated system – Process of MIS- Development of MIS within organization- MIS and other disciplines. Sub systems of MIS on managerial activity – MIS based on organizational functions. Structure of MIS: Operating elements Decision support – Management activity – Organization function.</p>	12
Unit :II	<p><b><u>DATA</u></b></p> <p>Meaning – Concepts – Logical data concepts – Databases – Physical storage devices: Primary storage – Secondary storage – Serial access devices – Direct access file organization: Types of files – File operations – Sequential file organizations – Hashed file organizations – Indexed file organization. Database organization; Hierarchical – Network – Relational database organization</p>	13
Unit :III	<p><b><u>TRANSACTION PROCESSING</u></b></p> <p>Meaning – Transaction processing cycle Diagram Methods for processing transactions – Retrieval in transaction processing Document preparation; word and text processing – Document filling – Computer graphics – Computer and Reproduction <i>Message and document communication</i>; Document distribution - Transmission – Computer based message – Public data services.</p>	13

Unit :IV	<p><b><u>DECISION MAKING</u></b></p> <p>Concepts of decision making – <i>Phases in decision making process</i> – Methods for deciding among alternatives – Decision support system (DSS) – Characteristics of decision support system – Classes Of Decision Support Systems</p>	13
Unit :V	<p><b><u>SYSTEM</u></b></p> <p>Definition; General model of a system – Types of systems; Deterministic and probabilistic system – Closed and Open systems – Human machine systems subsystems; Decomposition – Simplification – Decoupling.</p> <p>Information processing and control – Control function for information processing – Information system availability and control.</p>	14

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

MIS – Saroj Kumar & Dileep singh– Thakur publications-2011

**Reference Books:**

1. MIS – Sanghita Roy – Vrinda Publications pvt. Ltd edition (2012)
2. Management information system by Gorden.B.Davis & Margreth H.Olso
3. MIS – Aman Jindal – Kalyani publishers-2011

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	H
CO2	H	M	L	M	H
CO3	H	H	H	M	M
CO4	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.T.Manikandan	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 4N3	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Non Major Elective - II</b> Retail Management	<b>Semester</b>	IV
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objectives

On successful completion of this course, the students should have understood the concepts and significance of retail management and to expose students to the emerging area of retailing as an industry

### Course Outcomes (CO)

K1	CO1	To remember the scope and significance of Retail management
K2	CO2	To understand retail trends and challenges
K3	CO3	To apply the knowledge of all areas in Retail business process
K4	CO4	To analyze Retail Strategies, Opportunities and competitive advantage

Unit	Content	Hrs
Unit: I	<b>Retail:</b> Meaning – Functions and Special Characteristics of a Retailer –Reasons for Studying. Retailing – Marketing – Retailer Equation – Marketing Concepts Applied to Retailing – Retailing as a career – Trends in Retailing.	2
Unit :II	Retail Model and Theories of Retail Development – <i>Life Cycle and Phase in Growth of Retail Markets</i> – Business Models in Retail – Other Retail Models.	3
Unit :III	Strategic Planning in Retailing: Situation Analysis – Objectives – Need for Identifying Consumer Needs – Overall Strategy, Feedback and control – Consumer Decision-Making Process.	3
Unit :IV	Retail In India: Evolution and Size of Retail in India – Drivers of Retail Change in India – <i>Foreign Direct Investment In Retail</i> – Challenges to Retail Development in India.	2
Unit :V	Global Retail Markets: Strategic Planning Process for Global Retailing – Challenges Facing Global Retailers – Challenges and Threats in Global Retailing – Factors Affecting the success of a Global Retailing Strategy.	3

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

Retail Management-Saroj Kumar & Veera Karoli- Thakur Publications-2011

**Reference Books:**

- 1) Retailing Management- Barry Berman and Joel R. Evans — A Strategic Approach, Prentice Hall of India, English Edition, 2002.
- 2) Retail Management- James R. Ogden, Denise Ogden – Biztantra 2005.
- 3) Retail Management – Gibson G. Vedamani –Functional Principles and Practices, Jaico Publishing House, Second Edition, 2004
- 4) Retailing management – Swapna Pradhan –Text and cases, Tata McGraw Hill – Second Edition, 2004.

**Mapping**

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	M	H	M	M
<b>CO2</b>	H	H	H	M	H
<b>CO3</b>	H	H	H	L	M
<b>CO4</b>	M	H	H	M	H

H-High; M-Medium; L-Low

<b>Course Designed by</b>	<b>Verified by HoD</b>	<b>Checked by</b>	<b>Approved by</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>CDC</b>	<b>COE</b>
Name: Mr.T.Manikandan	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 4N4	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Non Major Elective - II</b> Supply Chain Management	<b>Semester</b>	IV
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objectives

On successful completion of this course, the students should have understood the stages of supply chain Management and new opportunities in SCM

### Course Outcomes (CO)

K1	CO1	To recollect the students to understand the principles, practices and application in Supply Chain Management
K2	CO2	To understand the legal aspects in Supply Chain Management
K3	CO3	To apply the various dimensions of financial supply chain management and its strategies
K4	CO4	To analyze the impact of logistics and supply chain management with a competitive strategy

Unit	Content	Hrs
Unit: I	SCM – Definition – objectives – Evolution - Need-Issues involved in developing SCM Framework-Types. SCM activities - Constituents - Organization.	2
Unit :II	Supply chain Integration-Stages-Barriers to internal integration - Achieving Excellence in SCM - Dimensions of Supply Chain Excellence- Forces influencing SCE Emotions, Physical and Financial Supply Chains - Check list for Excellence.	3
Unit :III	Purchasing and Supply Management – Introduction -Importance – Objectives- Purchasing process - Purchasing & other functions - Purchasing and integrated logistics interfaces Types of purchase - Purchasing partnerships - Materials sourcing - Just-in-time purchasing	3
Unit :IV	Outsourcing in SCM - Meaning need - Outsourcing risks - Outsourcing process - <i>New opportunities in SCM outsourcing</i> - Myths of SCM outsourcing.	2

Unit: V	Performance Measurement in SCM – Meaning -Advantages of performance measures - The benefits of performance measurement - Measuring SCM - Supplier performance measurement - <i>Parameters of choosing suppliers.</i>	3
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Books:**

Logistical Management- Donald J. Bowersox & David J. Closs -Tata McGraw Hill Publishing Co. Ltd-New Delhi, 2004

**Books for Reference:**

1. David J. Bloomberg, Stephen Lemay &: Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2003.
2. Logistics Management -Satish C. Ailawadi & Rakesh Singh :, Prentice-Hall of India Pvt Ltd-New Delhi, 2005
3. Logistics Management -Krishnaveni Muthiah – Himalaya Publishing House-Mumbai 1999
3. Supply Chain Management -Sarika Kulkarni -Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004 Page 10 of 14 Principles Of Logistics.

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	H	L
CO2	H	M	M	M	H
CO3	H	H	H	L	M
CO4	H	H	M	M	H

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mr.T.Manikandan  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumar  Signature:

**Note:** *Italics denotes topics for self study*



<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 513	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Core – XIII</b> Entrepreneurship & Project Management	<b>Semester</b>	V
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objectives

On successful completion of this course, the student would inculcate entrepreneurial skills and gain knowledge for establishing their own enterprise and undertake project work too

### Course Outcomes (CO)

K1	CO1	To remember entrepreneurship characteristic consequences and its implications in present scenario
K2	CO2	To get an idea about entrepreneurship development program and institutional support of entrepreneurs
K3	CO3	To execute entrepreneurial skills and knowledge in to project identification and its selection process
K4	CO4	To figure out project report and business plan preparation for competitive business environment

Unit	Content	Hrs
Unit: I	<b><u>ENTREPRENEURSHIP:</u></b> Meaning of Entrepreneurship – Characteristics, functions and type of entrepreneurship – Entrepreneurship – Role of entrepreneurship in economic development women Entrepreneurs & <i>problems of women entrepreneurs</i> .	14
Unit :II	<b><u>ENTREPRENEURSHIP DEVELOPMENT</u></b> Entrepreneurship development Programme – need – objectives – course contents – ID phases – Evaluation. Institutional support of entrepreneurs. Factors affecting entrepreneur growth– economic– non - economic.	15
Unit :III	<b><u>PROJECT MANAGEMENT:</u></b> Meaning of project – concept – categories – project life cycle – characteristics of project – project manager – role and responsibilities project manager.	15

Unit : IV	<b><u>PROJECT IDENTIFICATION AND FORMULATION:</u></b> Project identification – selection – project formation – Contents of a project report – planning commission – Guide lines for formulating a project – Specimen of a project report.	18
Unit :V	<b><u>SOURCE OF FINANCE FOR A PROJECT:</u></b> Source of finance for a project – Institutional Finance supportive projects – project evaluation – objectives – types – Reason for project evaluation-Process of Project evaluation - <i>Business plan preparation.</i>	16

**Text Book:**

1. Entrepreneurial Development –Dr. S.S.Khanka, S.Chand publications.Dec 2007 Revised edition.

**Books for References:**

1. Entrepreneurial Development – C.B.Gupta and N.P.Srinivasan, Sultan Chand and Sons Publication,2015
2. Project Management – Prasanna Chandra,8<sup>th</sup> edition, Mc Graw Hill Education,2017
3. Entrepreneurship and project management-Priyanka Singh, Supriya Singh-Thakur Publishers, 1<sup>st</sup> edition,2012.

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	L
CO2	H	H	H	M	H
CO3	H	M	H	H	H
CO4	M	H	M	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. K. Veerakumar Mr.T. Manikandan  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 514	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE – XIV Research Methods for Management</b>	<b>Semester</b>	V
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objectives

On successful completion of this course, the student should have understood the Application of Scientific Procedures, Find out the hidden reasons which has not discovered as yet

### Course Outcomes (CO)

K1	CO1	To remember fundamentals of research and its implications.
K2	CO2	To get an idea about data collection, sampling methods.
K3	CO3	To apply the knowledge's of research through various tests.
K4	CO4	To analyses the knowledge's of the students through interpretation and report writing.

Unit	Content	Hrs
Unit: I	<b><u>RESEARCH METHODOLOGY</u></b> Research – Meaning – Definition – Objectives of Research – Types of Research – Significance of Research – Research Process - Research Design – <i>Scientific and Non-Scientific Research</i>	15
Unit :II	<b><u>SAMPLING</u></b> Meaning of Sample- Concepts used in Sample and Sample Design Steps in Sample Design – Types of Sampling – Probability and Non-Probability Sampling	15
Unit :III	<b><u>DATA COLLECTION</u></b> Data Collection - Tools of Data Collection – Primary data-Interview Schedule – Questionnaire – Observation, <i>Pilot Study</i> and Secondary Data	15
Unit :IV	<b><u>ANALYSIS OF DATA</u></b> Processing and Analysis of data – Editing - Coding –Tabulation – Test of Significance ‘T’ Test – F Test - Chi-Square test (Simple Problems only)	18

Unit :V	<p><b><u>INTERPRETATIONS AND REPORT WRITING</u></b></p> <p>Interpretation – Meaning – Techniques of Interpretation – Precautions in Interpretation – Steps in Writing Report – Layout of Research Report – Types of Report – Technical and Popular – Precautions for Writing Research Report</p>	12
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

C. R. Kothari (2009), Research Methodology: Methods and Techniques

**Reference Books:**

1. Dr. P.Saravanavel, Research Methodology KitabMahal
2. Dr. P. Ravilochanan (2009), Research Methodology, Margham Publications
3. S.P. Gupta (2009), Statistical Methods, Sultan Chand and Sons

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	H	H	H	H	H
<b>CO2</b>	H	H	H	H	H
<b>CO3</b>	H	H	H	H	M
<b>CO4</b>	M	M	M	H	M

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mr.D.Bhuvanendran  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 515	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE – XV</b> Insurance Principles and Practices	<b>Semester</b>	V
<b>Hrs/Week:</b>	5		<b>Credits:</b>	3

### Course Objective

The Students Should Have Understood Principles of Insurance, Life Insurance and General Insurance Business in India

### Course Outcomes (CO)

K1	CO1	To remember the insurance operation, functions of insurance, insurance markets, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk
K2	CO2	To understand various kinds of insurance plans as well as the contract selection criteria from a cost-benefit point of view
K3	CO3	To apply themselves and familiarize with major insurance products, such as life insurance, health insurance, property insurance, liability insurance, etc.
K4	CO4	To analyze what insurance is, why insurance works and how to determine insurance needs.

Unit	Content	Hrs
Unit: I	Defining Risk and Uncertainty - Classification of Risk – Sources of Risk - External and Internal. Insurance - Meaning, Nature and Significance, Essential requirements and Principles of Risk Insurance, Reinsurance, Privatization of Insurance Business in India, Insurance Regulatory Development Authority(IRDA)- <i>Recent developments in the insurance sector.</i>	14
Unit :II	Life insurance – Characteristics - Features of life insurance contract - Types of Life Insurance policy - Assignment and Nomination - <i>LIC role and its functions.</i>	12
Unit :III	General insurance - Different types of General insurance - General insurance vs. Life Insurance - Principles of Fire insurance - Various types of fire policy - Subrogation, Contribution - Proximate cause - Claims and Recovery - Accident and Motor insurance - Types - Claims and recovery- Insurance organization – organizational structure	13
Unit :IV	Deposits and Credit Insurance - Nature, terms and Conditions, Claims, Recovery etc.- Public Liability insurance - General insurance Corporation of India and its functions.	14

Unit :V	Marine insurance – Features - Principles relating to Marine insurance - Scope and Nature - Types of policy - Marine losses and its classification - Warranties.	12
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Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Activity, Case study

### Books for Study:

Insurance Principles and Practice - Priyanka Singh & Puneet Kumar Shrivastav – Thakur Publishers-2012.

### Books for Reference:

1. Insurance Principles and Practice- Inderjit Singh, RakeshKatyal ,SurjeetKaur -Kalyani Publishers-2009.
2. Insurance Principles and Practice - Premavathy.M

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	M
CO2	H	H	H	H	H
CO3	H	M	H	M	L
CO4	H	H	H	H	M

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mr.T. Manikandan  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 516	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE – XVI</b> International Business and Export Management	<b>Semester</b>	V
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objectives

On successful completion of this course, the students should have understood International Business, Marketing Environmental, Economics Institutions, EXIM Policies, Development Banks and Export Procedures

### Course Outcomes (CO)

K1	CO1	To remember the concepts of international business and export management
K2	CO2	To understand the issues and challenges in the global trade
K3	CO3	To apply knowledge in the process of export and import trade
K4	CO4	To analyze the recent trends and practices prevalent in the global trade

Unit	Content	Hrs
Unit: I	<p><b><u>INTERNATIONAL BUSINESS &amp; MARKETING</u></b></p> <p>Meaning – Definition - Objectives - Modes of International Business, International Marketing Vs Domestic Marketing – Differences- Scope of International Marketing - <i>Benefits of International marketing</i> - International marketing decisions.</p> <p><b><u>INTERNATIONAL MARKETING ENVIRONMENT</u></b></p> <p>Political – Legal – Cultural – Economic –Demographic – Technological - Natural factors.</p>	14
Unit :II	<p><b><u>INTERNATIONAL ECONOMIC INSTITUTIONS</u></b></p> <p>IMF – IBRD – IFC – IDA – GATT – WTO -UNCTAD</p>	12
Unit :III	<p>Export policy promotion and regulation - Policy features - Policy measure - <i>Export promotion measures</i> Infrastructural Setup and Aids - Export promotion council-commodity boards - Board of trade-trade development authority. FIEO, IIFT, Export inspection council, STC, Export houses etc.</p>	13

Unit :IV	Export financing - Procedures for granting packaging credit, Post shipment finance-Short term, Medium term and Long term finance, Negotiation of document under L/C, Advances against, Claims of export incentives, <i>ECGC IDBI</i> schemes-EXIM BANK	13
Unit :V	Export procedures - Offer and receipt of confirmed orders - Producing the good shipment and Banking procedure - Negotiation and Export incentives.	13

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

International trade and export management – Francis Cherunilam-Himalaya Publishing House-2010

Export management – TAS Balagopal

**Reference Books:**

Export Marketing in India -Dr.Chabrathi P.Rao

International Management-Richard M.Hodgetts and Fred Luthans

International Marketing-Sak Qnkusit and John J.Shaw

International business- N.V. BADI – Vrinda publications.

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	M
CO2	H	H	L	M	H
CO3	H	H	H	H	L
CO4	L	H	H	L	H

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mrs.R.Visalakshi  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*



<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 517	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Major Elective – I :</b> P C SOFTWARE (MS OFFICE) - Theory	<b>Semester</b>	V
<b>Hrs/Week:</b>	5		<b>Credits:</b>	5

### Course Objective

To enlighten the students with the Windows operating system; developing their abilities in working with various applications of windows and also learns about various concepts of Operating Systems.

### Course Outcomes (CO)

K1	CO1	To keep in mind the various features of Windows 2000.
K2	CO2	To understand the various MS Office application software's.
K3	CO3	To apply the knowledge in working with MS Excel for scientific calculations admire the features of Excel applications
K4	CO4	To implement the concept of MS Access in working with records.

Unit	Content	Hrs
Unit: I	Windows 2000 - Working with windows - Control Panel - Mouse options - MS Office Basics - Creating documents -Managing text - <i>Key board shortcuts</i> - Saving Files - Opening document - Simple editing - Using tool bars - Printing Files.	12
Unit :II	<b>MS Word:</b> Creating word document, saving and opening a document – Editing - Find and replace text - Checking spelling - Formatting document - Creating Table and inserting, deleting rows and columns.	13
Unit :III	<b>MS Excel:</b> Excel basics - Entering Data - Selecting ranges - Editing entries - Simple calculations - Find and replace data - Insert and delete rows and columns - Insert charts.	14
Unit : IV	<b>MS PowerPoint:</b> Power Point basics - creating presentations - Add or delete slides - Change views - Slide sorter view - <i>Applying templates</i> - Adding graphs.	13

Unit :V	<b>MS Access:</b> Creating Table - Entries and adding Records - Working with records - Creating Forms - Using Queries to extract information.	13
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Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Case study

### Books for Study:

P C Software (MS Office)- Theory, Saroj kumar, Pranesh Kumar singh

### Books for Reference:

1. P C Software for Office Automation, T.Karthykeyan and Dr.C.Millan, Sultan Chand & company
2. Office 2000 Complete Reference, Stephan

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	H
CO2	H	M	M	M	L
CO3	H	M	M	H	L
CO4	H	M	M	M	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.R.Sindhuja	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 518	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Major Elective – II :</b> PC Software (MS Office) Practical	<b>Semester</b>	V
<b>Hrs/Week:</b>	2		<b>Credits:</b>	3

### Course Objective

The Students Should Have Understood Cost Sheet, Calculation of Tenders, Fund Flow & Cash Flow Statement, Budgeting.

### Course Outcomes (CO)

K1	CO1	To recollect the various options available in menu of window screen.
K2	CO2	To understand the concepts of Mail merge.
K3	CO3	To apply the knowledge in working on Excel
K4	CO4	To interpret the significance of Presentation slides.
K5	CO5	To evaluate significance of Office Automation.

### MS-WORD:

- Exercise 1. Editing the text.
- Exercise 2. Formatting the text.
- Exercise 3. Time table creation.
- Exercise 4. Job application letters with bio data
- Exercise 5. Mail merge.

### MS-Excel:

- Exercise 6. Monthly sales details
- Exercise 7. Students mark list- finding results of the students.
- Exercise 8. Creation of chart.

### MS- PowerPoint:

- Exercise 9 Details about a company.
- Exercise 10. Department inaugural function.
- Exercise 11. Preparation of four slides – deletion and insertion.
- Exercise 12. Insertion of excel chart into the power point slide

## Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	H	M	H	L
<b>CO2</b>	H	M	M	M	L
<b>CO3</b>	H	M	M	H	L
<b>CO4</b>	H	M	M	M	L
<b>CO5</b>	H	H	M	M	L

H-High; M-Medium; L-Low

<b>Course Designed by</b>	<b>Verified by HoD</b>	<b>Checked by</b>	<b>Approved by</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>CDC</b>	<b>COE</b>
Name: Ms.R.Sindhuja	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 5S1	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>SKILL BASED ELECTIVE SUBJECT – I</b> Service Marketing	<b>Semester</b>	V
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objectives

On Successful Completion of this Course, the Student should have understood Service Marketing & Its Types, Market Segmentation and Marketing Mix for Various Service Sectors.

### Course Outcomes (CO)

K1	CO1	To recollect the various concepts of service marketing
K2	CO2	To understand the strategies for managing and marketing of services
K3	CO3	To apply service marketing concepts in various business sector
K4	CO4	To analyze the device strategies for marketing services in liberalized business environment

Unit	Content	Hrs
Unit: I	Introduction – Services - Goods and Services – A comparative study - Salient features of Services – Services Marketing – Concept – Types – Significance of Service Marketing – <i>Key Services of Marketing</i> .	3
Unit :II	<b><u>TRANSPORT MARKETING</u></b> Introduction – Users of transport services – The product – Market Segmentation – Marketing mix for transport.	2
Unit :III	<b><u>TOURISM MARKETING</u></b> Introduction – The users of tourism services – The product – Market Segmentation in Marketing – Marketing mix for tourism industry.	3
Unit IV	<b><u>HOTEL MARKETING</u></b> Introduction – Users of hotel industry – Hotel product – <i>Market segmentation in the hotel industry</i> – Marketing mix for the hotel industry.	2

Unit :V	<p align="center"><b><u>HOSPITAL MARKETING</u></b></p> <p align="center">Introduction - Hospital: Types of hospitals - Emerging Trends in Medicare; thrust areas for Medicare services - Marketing mix for hospitals.</p>	3
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Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Cont...**

**Text Book:**

Services marketing - JHA.S.M. - Himalaya publishing house-2005.

**Reference Books:**

Marketing of services- Deepak Bhandari, Amit Sharma-Vrinda publications (p) Ltd-2011.

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	M	M
CO2	H	H	H	L	H
CO3	H	H	H	L	M
CO4	H	H	H	H	H

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mr.T.Manikandan  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 5S2	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>SKILL BASED ELECTIVE SUBJECT – II</b> Concepts of Rural Marketing Management	<b>Semester</b>	V
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objectives

On successful completion of this course, the students should have understood to give the basis of rural marketing and to emphasis on the significance of rural marketing

### Course Outcomes (CO)

K1	CO1	To recollect the concepts, nature and significance of Rural Marketing
K2	CO2	To understand and appreciate the differences and similarities between Rural and Urban Indian markets
K3	CO3	To apply the Rural Marketing Management strategies in Real life
K4	CO4	To analyze the marketing strategies that are unique to Rural india

Unit	Content	Hrs
Unit: I	Meaning- Nature and Characteristics – <i>Rural V/S urban</i> – attractiveness of Rural Market.	3
Unit :II	Rural market – Opportunities – <i>Challenges</i> .	2
Unit :III	Segmentation of rural market –Basis advantages	3
Unit :IV	Marketing mix in rural areas – Product , Price , Place , Promotion	3
Unit :V	Rural economy- Development – Diagnosis of the failure – Reforms.	2

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Reference books:**

1. Gupta . S.L Rural Marketing –Text and cases.
- 2.Krishnamacharyulu .C.S.G and Lalitha – Rural marketing
3. Balram Dogra and Karminder Ghuman – Rural marketing

**Mapping**

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	M	L	M	H
<b>CO2</b>	H	H	M	M	L
<b>CO3</b>	H	H	H	H	H
<b>CO4</b>	H	H	H	M	H

H-High; M-Medium; L-Low

<b>Course Designed by</b>	<b>Verified by HoD</b>	<b>Checked by</b>	<b>Approved by</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>CDC</b>	<b>COE</b>
Name: Mr.T.Manikandan	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*



<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 619	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE – XVII</b> Investment and Portfolio Management	<b>Semester</b>	VI
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objective

The Students Should Have Understood Investment Avenues, Security Analysis, and Portfolio Management.

### Course Outcomes (CO)

K1	CO1	To remember that how to identify and analyze the various investment avenues.
K2	CO2	To understand the functions and importance of Indian security market.
K3	CO3	To apply the knowledge to analyze and predict the trend of stock price movement.
K4	CO4	To evaluate and be able to frame portfolio of investment to reduce risk and earn profit.

Unit	Content	Hrs
Unit: I	<b><u>INTRODUCTION TO INVESTMENT</u></b> Concept of Investment – Speculation - Features of a typical investment programme - Risk. New issues market – Functions - Role of primary markets. Stock markets (Secondary Market) - Nature & Functions - Difference between Primary market & Secondary Market- <i>Statutory regulation of Indian stock market</i>	13
Unit:II	<b><u>LISTING OF SECURITIES</u></b> Listing of securities : Requirements-Advantages Share trading : Mechanics-features (visit to be stock exchanges) Investment companies: Concept – Types -Mutual funds Stock indexes : Bombay exchange index/(NSE, Etc.,)	12
Unit:III	<b><u>INVESTMENT OUTLETS</u></b> Investment outlets : Bonds - Features; Preference shares – Features; Equity shares - Features. Non-commercial investment forms: Bank investment schemes - Social security funds - Post office time deposits - Life insurance - Unit trust of India - <i>Fixed deposits with companies</i> – Bullion - Real estate.	13

Unit:IV	<p><b><u>PORTFOLIO ANALYSIS</u></b></p> <p>Portfolio analysis: Returns from a portfolio – Risk – Capital Assets Pricing Model (CAPM) -CML and SML.</p> <p>Portfolio investment process – Principles - The process of Planning, Implementation and Monitoring - Types of portfolio.</p>	13
Unit :V	<p><b><u>PERFORMANCE EVALUATION</u></b></p> <p>Performance evaluation: Measures of return – Formula -Plans and its type. Risk adjusted measures of performance. Advanced computing of portfolio – Options - Futures- Swaps - Case Study.</p>	14

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity, Case study

**Text Book:**

Investment and Portfolio Management- Preeti Singh –Himalaya Publishing House-2008

**Books for Reference:**

1. Investment management -Bhall.V.K– Sulthan Chand publisher, 3<sup>rd</sup> revised edition-2013
2. Security analysis and portfolio management-Donald E.Fischer & Ronald Jorden, PHI publisher, 6<sup>th</sup> edition.
3. Investment management — Shashi K. Gupta, Kalyani publishing house
4. Investment management – Priyanka Singh, Swati Tiwari – Thakur Publishers-2012

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	M	L
CO2	M	H	M	H	H
CO3	H	M	H	M	H
CO4	H	H	H	M	L

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.R.Sindhuja	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 620	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE – XVIII</b> Consumer Behavior	<b>Semester</b>	VI
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objectives

On successful completion of the course, the students should have understood about Consumer Motivation and Perception, Learning and Attitude, Decision Making.

### Course Outcomes (CO)

K1	CO1	To keep in mind the importance of consumer and his behavior.
K2	CO2	To comprehend psychological and social factors influencing consumer behavior.
K3	CO3	To execute the knowledge obtained to innovate the product.
K4	CO4	To estimate the problems, needs, search, evaluation, pre and post purchase behavior.

Unit	Content	Hrs
Unit: I	<p><b><u>INTRODUCTION TO CONSUMER BEHAVIOR</u></b></p> <p>Defining consumer behavior- Consumer VS customer - Diversity of consumer behavior-Organizational buying behavior-Application of consumer research and market segmentation. Environmental influence on consumer behavior –culture-Sub culture-Social class-Reference group-Family.</p>	15
Unit :II	<p><b><u>DETERMINANTS OF CONSUMER BEHAVIOR</u></b></p> <p>Individual Determinants of consumer behavior-Personal factors-Age and Life Cycle – Occupation-Economic characteristics-Life cycle Marketing-Life styles-Economic characteristics.</p> <p>Psychological factors in Consumer Behavior-Personality and self-concept-Needs and motivation – Perception-Information processing-<i>Learning and Attitudes of consumers.</i></p>	15

Unit :III	<b><u>CONSUMER INNOVATION</u></b> Diffusion of information-The diffusion process –innovation-Product Characteristics influencing consumer behavior-Channels of communication-The Adoption process –stages – Limitation – Innovation Decision process-Profile of the consumer innovation.	15
Unit :IV	<b><u>CONSUMER BUYING BEHAVIOR</u></b> Consumer Buying decision process-Problems/need recognition –search – Evaluation-Purchasing decisions-Post purchase behavior.	15
Unit :V	<b><u>CONSUMER STRATEGIES</u></b> Consumer and society- <i>Social responsibility of marketing</i> –Consumerism-Consumer education-Advertising and sales promotion strategies - Channel Mix-Pricing strategies – Case Study.	15

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

Indian consumers – S.C.Mehta

Consumer Behaviour -- London Della Bilta

**Reference Books:**

1.Leslie LazerKanak&Schiffman -consumer behavior

2. Lovelock - Segmentation

3. Philip Kotler -Marketing Management Analysis

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	H	H
CO2	H	H	H	H	M
CO3	H	H	H	M	L
CO4	H	H	H	H	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.D.Bhuvanendran	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumar
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self-study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 621	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Core – XIX</b> Advertising and Sales Promotion	<b>Semester</b>	VI
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objectives

By the end of the course, students should have a good working knowledge of the range of communication tools and options available for marketers within an integrated marketing communications perspective. Students should also be able to apply information they have converted in order to plan, integrate and deliver marketing communications that they build equity for brands and sales force management

### Course Outcomes (CO)

K1	CO1	To evoke idea about advertising and sales promotion
K2	CO2	To know the merits and demerits of advertising media, sales force management and sales promotion
K3	CO3	To apply concepts in to managing ongoing change and foster developing competitive globalised market
K4	CO4	To develop implement and evaluate knowledge driven strategic public relations plan of organization

Unit	Content	Hrs
Unit: I	<p><b><u>INTRODUCTION TO ADVERTISING</u></b></p> <p>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-radio and television advertising-exhibition-trade fair-transportation advertising</p>	16
Unit :II	<p><b><u>ADVERTISING AGENCIES</u></b></p> <p>Advertising budget-advertising appeals - advertising organization-social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks.</p>	15

Unit :III	<b><u>ADVERTISING LAYOUT &amp; CAMPAIGN PLANNING</u></b>	16
	Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising-advertising campaign- steps in campaign planning	

Unit : IV	<b><u>SALES FORCE MANAGEMENT</u></b>	15
	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 :V	<b><u>SALES PROMOTION</u></b>	16
	Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising -techniques of sale promotion-consumer and dealers promotion. After sales service-packing – guarantee - Personal selling-Objectives - <i>Salesmanship-Process of personal selling</i> -types of salesman – Case Study.	

**Book for Study:**

Advertising and Sales Promotion – Bhanu Prakash Verma and Tripti Singh, Thakur Publisher, Edition 2012

**Books for References:** Advertising – 1.Sontakki.C.N 2.Marketing Management – Philip Kotler

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	H
CO2	H	H	H	M	H
CO3	H	M	H	H	H
CO4	M	H	L	H	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. K. Veerakumar	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 622	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>CORE – XX :</b> Business Environment	<b>Semester</b>	VI
<b>Hrs/Week:</b>	5		<b>Credits:</b>	3

### Course Objectives

On successful completion of this course, the students should have understood the contemporary issues in the Business Environment and to facilitate a better-informed economic system, Environment, socio- political environment Business Ethics, Globalization , International Business scenario

### Course Outcomes (CO)

K1	CO1	To remember the concepts of public sector in India
K2	CO2	To understand the various environment, culture and society
K3	CO3	To apply business environment strategies and systems
K4	CO4	To analyze the differences between business and government

Unit	Content	Hrs
Unit: I	<b><u>BUSINESS ENVIRONMENT</u></b> – The concept and significance -constituents and characteristics of business environment in India - <i>Social responsibility of business.</i>	13
Unit :II	<b><u>ENVIRONMENTAL ANALYSIS</u></b> Meaning - Need of Environmental Analysis - Characteristics of Environmental Analysis-Process of Environmental Analysis - Techniques of Environmental Analysis - Importance of Environmental Analysis - <i>Limitations of Environmental Analysis</i> - SWOT analysis	13
Unit :III	<b><u>POLITICAL &amp; CULTURAL ENVIRONMENT</u></b> Political Environment - Political system and Business Environment in India - Relationship between Government and Business  Socio - Cultural Environment - Elements of Cultural	14

	Environment - Features of Cultural Environment - Business Ethics – Principles - Factors Affecting Business Ethics - MNC’S-Features of MNC’S-Advantage of MNC Companies	
Unit :IV	<b><u>INDIAN ECONOMIC ENVIRONMENT</u></b> Indian Economic Environment - Economic System -Mixed Economy - Economic Planning and its Importance -Economic Policies-Industrial Sickness – Causes and Symptoms - Legal Environment - Industrial Regulations (MRTP Act)	12
Unit :V	<b><u>GLOBAL BUSINESS ENVIRONMENT</u></b> Global Business Environment – Globalization - Features of Current Globalization - Stages of Globalization - Essential Condition of Globalization - Foreign Market Entry Strategies - Regulations of Foreign Trade - FERA and FEMA -EPZ’s, EOU’s, TPs and SEZs – Case Study.	13

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

Business Environment-Dr.S.Sankaran-Margaham Publications-2015

**Reference:**

1. Business Environment-Dr.N.Premavaathy-Sri Vishnu Publiactions
2. Business Environment- Francis Cherunilam-Himalaya Publishing House-2003
3. Pruti S, Economic &, Managerial Environment in India.
4. Davis & Keith William C Fredrick, Business

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	M	M	L	L	H

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mr.T.Manikandan  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*



<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 624	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Major Electives - III</b>	<b>Semester</b>	V
<b>Hrs/Week:</b>	5	Title: Internet and E-Commerce & Information Security	<b>Credits:</b>	5

### Course Objective

The Students should have understood the basics of computers and the development of internet and business on net. He should have learnt the HTML and its concepts.

### Course Outcomes (CO)

K1	CO1	To remember the various domain names
K2	CO2	To understand the significance of e-business.
K3	CO3	To apply the knowledge in creating simple web sites.
K4	CO4	To analyze and interpret the importance of Information Security.

Unit	Content	Hrs
Unit: I	<b><u>INTRODUCTION TO INTERNET</u></b> Introduction to Internet - Electronic mail – Telnet and file transfer protocol (FTP) – Transportation control protocol/internet protocol (TCP/IP) - Growth of internet-Domain Name System (DNS) - Internet Service Providers (ISP)-internet servers – Browsers – HTML - New technologies and innovations – Search engines - <i>Internet Advertising</i> .	14
Unit :II	<b><u>E-COMMERCE</u></b> E-Commerce-introduction - How E-Commerce business operates: Employees – Customers – Channel – Partners –suppliers - Service providers - Regulatory authority - Electronic data interchange (EDI) - Encryption and its types - Setting up an E-Commerce Enterprise - Static web page -dynamic website.	12
Unit :III	<b><u>COMPONENTS OF COMMUNICATION SYSTEM</u></b> Components of Communication system - Transmission Media - Protocol definition - TCP/IP - Wireless Network – Internet – Types of attack : Phishing, Spoofing, Impersonation, DumPOter diving- Information Security goals – Information Security Threats and Vulnerability; Spoofing Identity, Tampering with data, Repudiation, Information disclosure, Denial of service, Elevation of Privilege..	13
Unit :IV	<b><u>AUTHENTICATION AND NETWORK SECURITY</u></b> Authentication – Password Management - E-Commerce security – Windows security- <b>Network Security:</b> Network Intrusion detection and prevention systems – Firewalls - Software security – Web Security; User authentication, Authentication- Secret and session management, Cross site scripting, Cross site forgery, SQL injection. Computer Forensics- Steganography.	14

Unit :V	<p><b><u>INTRODUCTION TO HTML</u></b></p> <p>Introduction to HTML: Basic components of HTML -Formatting the HTML text. Relative URL's absolute URL's - Linking to other HTML documents - Ordered lists -unordered lists - Definition lists- Image formats.</p> <p>HTML Tables-Aligning table elements-Row and Column spanning-Netscape table enhancements-Scrolling marquees-<i>Developing simple websites</i></p>	12
Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming, Activity, Case study		

**Text Book:**

1. Business on the net – Kamallesh N. Agarwala, Amit Lal, Deeksha Agarwala, Macmillan India ltd, 2000.

**Books for Reference:**

1. HTML 4.U. source book-Ian S.Granam, Wiley publication, 2013
2. The complete reference HTML-Thomas.A.Powell-Mc Graw Hill digital publication, 5<sup>th</sup> edition, 2010
3. E-Business 2.0, Dr.Ravikalakota & Marcia Robinson, Pearson Education publication, 2<sup>nd</sup> edition, 2004
4. Principles of Information Security: Michael E. Whitman, Herbert J. Mattord, Cengage Learning, 4<sup>th</sup> Edition
5. Cryptography and Network Security: Atul Kahate, Mc Graw Hill 2<sup>nd</sup> Edition

**Mapping**

CO \ PO	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	H	M	L	H	M
<b>CO2</b>	H	M	H	H	L
<b>CO3</b>	M	M	M	M	L
<b>CO4</b>	H	M	H	M	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mrs.R.Visalakshi	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 625	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>Major Electives – IV :</b> HTML Practical	<b>Semester</b>	VI
<b>Hrs/Week:</b>	2		<b>Credits:</b>	2

### Course Objective

The Students Should Have Understood Investment Avenues, Security Analysis, and Portfolio Management.

### Course Outcomes (CO)

K1	CO1	To remember the tags for various instructions.
K2	CO2	To understand the significance of HTML document.
K3	CO3	To keep in mind the various procedures for web page creation.
K4	CO4	To apply the knowledge to create sample web sites.
K5	CO5	To evaluate the necessity of web pages

Exercise 1. HTML Document for an Advertisement of products.

Exercise 2. Web page to show the System Configuration.

Exercise 3. Home page for the details about BBA Programme using link command.

Exercise 4. Web page for details of the Department.

Exercise 5. Web page for Faculty Member in the department.

Exercise 6. HTML document for First year paper

Exercise 7. HTML document for Second year papers

Exercise 8. HTML document for Third year papers

Exercise 9. HTML document for Coimbatore Management Association.

Exercise 10. HTML document for Price List of products.

Exercise 11. HTML document showing the Special Tags.

Exercise 12. HTML document to show the Online Registration Form

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity, Case study
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### Mapping

<b>CO \ PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	H	H	H	H	L
<b>CO2</b>	H	H	H	H	L
<b>CO3</b>	H	M	M	H	L
<b>CO4</b>	M	M	M	M	L
<b>CO5</b>	M	M	M	M	L

H-High; M-Medium; L-Low

<b>Course Designed by</b>	<b>Verified by HoD</b>	<b>Checked by</b>	<b>Approved by</b>
<b>Name and Signature</b>	<b>Name and Signature</b>	<b>CDC</b>	<b>COE</b>
Name: Mrs.R.Visalakshi	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 6S3	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>SKILL BASED ELECTIVE SUBJECT – I</b> Logistics Management	<b>Semester</b>	VI
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objectives

On successful completion of this course, the student should have understood about Export Procedures and Management, Inventory and Materials Handling, Clearance Procedure for Imports

### Course Outcomes (CO)

K1	CO1	To recollect transport systems and inter link logistics in business.
K2	CO2	To apprehend the logistics methods storage systems and material handling.
K3	CO3	To implement the broad knowledge about logistics and storage systems through practices.
K4	CO4	To evaluate the students knowledge in filling combined transport documents.

Unit	Content	Hrs
Unit: I	<b><u>INTRODUCTION TO LOGISTICS</u></b> Meaning – Concepts – Objectives – Marketing Logistics Systems – Logistics Interface with Marketing – System elements.	2
Unit :II	<b><u>LOGISTICS AND EXPORT MANAGEMENT</u></b> Relevance of Logistics to Export Management – Importance of Logistics – <i>Principles of Logistics Excellence.</i>	2
Unit :III	<b><u>INVENTORY STRATEGY</u></b> The Storage and Handling System – Need For A Storage System – Reasons For Storage - Storage System Functions – Materials Handling.	3

Unit IV	<p><b><u>CONTAINERIZATION</u></b></p> <p>Genesis – Containers – Classification Of Containers – Benefits of Trade – Constraints in Containerization – ICD Roles and Function – Export Clearance At ICD – Clearance Procedure for Imports – CONCOR –and CONCOR and ICDS.</p>	3
Unit :V	<p><b><u>TRANSPORT STRATEGY</u></b></p> <p>Importance of Effective Transport System – Service Choices: Rail – Truck – Air Transport – Advantages, Constraints: Seaborne Trade and World Shipping – Different Types of Ships – Shipping Routes – Operating Ships – Flags of Convenience – Conference System – Chartering. Pipeline: Advantages and Constraints. Intermodal Operations – <i>Combined Transport Document</i></p>	3

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

**Text Book:**

Krishneveni Muthiah – Logistics Management and World Seaborne Trade

**Reference Books:**

RONALD H.BALLOU - Business Logistics Management.

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	M
CO2	M	M	H	H	M
CO3	M	H	H	M	M
CO4	M	H	H	M	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Mr.D.Bhuvanendran	Name: Dr. K. Veerakumar	Name: Mr.K.Srinivasan	Name: Dr.R.Muthukumaran
Signature:	Signature:	Signature:	Signature:

**Note:** *Italics denotes topics for self study*

<b>Programme code:</b>	BBA	<b>Programme Title :</b>	Bachelor of Business Administration	
<b>Course Code:</b>	20 UBM 6S4	<b>Title</b>	<b>Batch :</b>	2020-23
		<b>SKILL BASED ELECTIVE SUBJECT – II</b> Agricultural Marketing Management	<b>Semester</b>	VI
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objectives

On successful completion of this course, the student should have understood the essentials of marketing, the contents are prepared keeping in mind the importance of agriculture and the rural area students. The syllabus covers the prospects for export possibilities and also for self-employment.

### Course Outcomes (CO)

K1	CO1	To keep in mind the types of markets and marketing.
K2	CO2	To understand grading and standardization of agricultural products.
K3	CO3	To apply the knowledge about agricultural marketing in promotion and distribution of agricultural products.
K4	CO4	To evaluate the knowledge of students in agricultural marketing, role of credit agencies in India.

Unit	Content	Hrs
Unit: I	<b><u>MARKETING :</u></b> Meaning, definition –Importance – Types of Markets – <i>Marketing mix.</i>	2
Unit :II	<b><u>AGRICULTURAL MARKETING</u></b> Features – Importance – Determinants of successful agricultural marketing –Industrial marketing and agricultural marketing.	3
Unit :III	<b><u>AGRICULTURAL PRODUCT AND PRICING</u></b> Agricultural products, Classification of products – Live stock and diary- Pricing agricultural products.	2

Unit :IV	<b><u>PROMOTION AND DISTRIBUTION</u></b> Promotion and distribution of agricultural products – Distribution channel – Factors influencing the selection of channels –Storage, AGMARK – <i>Grading and standardization.</i>	3
Unit :V	<b><u>FINANCIAL INSTITUTIONS</u></b> Agricultural credit and the role of financial institutions – NABARAD and national banks and societies in the promotion- Impact of WTO and Indian agricultural marketing in India.	3

Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity

### Reference books:

1. Agricultural Economics –Lekhi and jogindersingh
2. Agricultural Economy of India –S.Sankaran
3. Marketingmanagement –S.A.Sherlekar

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	L	H
CO2	H	H	H	M	H
CO3	H	H	H	M	M
CO4	M	H	H	M	M

H-High; M-Medium; L-Low

Course Designed by Name and Signature	Verified by HoD Name and Signature	Checked by CDC	Approved by COE
Name: Mr.D.Bhuvanendran  Signature:	Name: Dr. K. Veerakumar  Signature:	Name: Mr.K.Srinivasan  Signature:	Name: Dr.R.Muthukumaran  Signature:

**Note:** *Italics denotes topics for self study*



## Value Added Course

### **Course Objective**

On successful completion of this course, the student of Non Business Administration would inculcate entrepreneurial skills and gain knowledge for establishing their own Business and can become an entrepreneur.

### **Course Outcomes (CO)**

K1	CO1	To remember entrepreneurship characteristic and its implications in present scenario of start a business
K2	CO2	To get an idea about entrepreneurship development program and institutional support of entrepreneurs
K3	CO3	To execute entrepreneurial skills and knowledge in to right business field
K4	CO4	To figure out business plan preparation for competitive business environment
K4	CO5	To become a successful business man by seeking the right knowledge

## **ENTREPRENEURSHIP**

<b>Unit</b>	<b>Content</b>	<b>Hrs</b>
Unit I	Meaning of Entrepreneurship – Characteristics, functions and type of entrepreneurship – Entrepreneurship	10
Unit II	problems of women entrepreneurs – Entrepreneurship development programme – need – objectives	10
Unit III	course contents – ID phases – Evaluation of Project – Institutional support of entrepreneurs – Factors affecting entrepreneur growth– economic– non – economic	10

### **TEXT BOOK**

1. Entrepreneurial  
Development –Dr. S.S.Khanka, S.Chand publications.Dec 2007 revised edition

### **BOOKS FOR REFERENCE**

1. Entrepreneurial Development – C.B.Gupta and N.P.Srinivasan, Sultan Chand and Sons Publication,2015
2. Entrepreneurship and project management-Priyanka Singh, Supriya Singh-Thakur Publishers 1<sup>st</sup> edition,2012.

## Course Objectives

On successful completion of this course, the student should have understood the Application of Procedures to involve in suitable business with basic fundamental ideas and find out the hidden reasons which has not discovered as yet with in him

## Course Outcomes (CO)

K1	CO1	To remember fundamentals of project and its implications
K2	CO2	To get an idea about types of projects available
K3	CO3	To apply the knowledge of project in practical business
K4	CO4	To analyze the necessity of various project and implement the right
K5	CO5	To become a successful business man by seeking the right knowledge

## PROJECT MANAGEMENT

Unit	Content	Hrs
Unit I	Meaning of project – concept – categories – project life cycle – characteristics of project – project manager - Role and Responsibilities project manager - Project identification – selection	10
Unit II	Project formation – Contents of a project report - Planning commission - Guide lines for formulating a project – Specimen of a project report.	10
Unit III	Source of finance for a project – Institutional Finance supportive projects – project evaluation – objectives – types – method-business plan preparation.	10

## TEXT BOOK

1. Entrepreneurial Development –Dr. S.S.Khanka, S.Chand publications.Dec 2007 revised edition.

## BOOKS FOR REFERENCES

1. Project Management – Prasanna Chandra, 8<sup>th</sup> edition, Mc Graw Hill Education, 2017
2. Entrepreneurship and project management-Priyanka Singh, Supriya Singh-Thakur Publishers, 1<sup>st</sup> edition, 2012.