

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**  
**(For those who have joined during the Academic Year 2022--2023 onwards)**



**NATIONAL COLLEGE (Autonomous)**  
**(Nationally Re- Accredited at 'A+' Grade by NAAC,**  
**College with Potential for Excellence)**  
**Tiruchirappalli - 620 001. Tamil Nadu, India**

HOICE BASED CREDIT SYSTEM (CBCS)  
UNDERGRADUATE COURSES

National College, Trichinopoly was founded on 11<sup>th</sup> June, 1919. The founders conceived the idea of a National institution to promote among its youth the highest and the loftiest ideals which constitute the essence of Indian Culture and Nationalism. The College in fact had its origin to the National High School founded on the 11th of June 1886. The College functioned in the old Teppakulam campus for nearly four decades from 1919. The shifting of the College campus from Teppakulam to the Junction area began in 1959. The College celebrated its Golden Jubilee in 1969, Platinum Jubilee in February 1995. The college continues its march to the centenary year with relentless vigor, keeping its mission and vision clear. National Evening College was started in 1978. The Evening College was rechristened as Unaided Programmes from the academic year 2005-06 and they co-exist with the Aided Programmes. The College introduced a Co-Education pattern from the academic year 2007. The II shift classes were introduced from the year 2015-16.

As on date, the college offers 19 PG Programmes and 20 UG Programmes. 13 Departments offers M.Phil and PhD Research Programmes. The College was first accredited by NAAC at “A” Grade in 2005 and Re-accredited in III cycle at “A+” Grade in 2016. The UGC, New Delhi, conferred “Autonomous” status on the college in 2010. The College has also been conferred the rare distinction of College with Potential Excellence status in 2011. The College has been identified by MHRD, Government of India under Study in India (SII) programme to admit foreign students in various programmes. Dr. V. Krishnamurthy Educational Foundation, a registered society, is the Managing Agency of the College. The College is managed by a College Committee consisting of fourteen members with Dr. V. Krishnamurthy as its President and Shri. K. Raghunathan as its Secretary.

There are 265 teaching and 100 non-teaching staff working in the college. About 5000 students are studying in the college.

**VISION**

To offer quality Higher Education to the younger generations, especially from rural India, who are economically and socially backward, to liberate themselves from prejudice, oppression and ignorance and to gain knowledge for their bright future.

**MISSION**

- To ignite the young minds with lofty ideals and inspire them to achieve excellence in the chosen field.
- To facilitate individual growth of students, with emphasis on character building, through co-curricular and extra-curricular activities.
- To encourage the students to take-up research and help them reach global
- To provide a congenial atmosphere to study and learn, with infrastructural facilities of highest order.
- To instill in the minds of the students, the sense of Nationalism and to train them in social awareness.

**About the Department:**

Since 1987, with the launch of BBA Programme, the Department of Business Administration has forged a reputation as a center of rigorous business thinking and high-impact transformative education at National College, Trichy. Having carved out a niche for itself in bringing forward the current trends and thinking from academia and professional practice, it applies the combined knowledge to specific business situations to turn this thinking into accomplishment. The Department celebrated its silver jubilee in the year 2013. Students

initiated co-curricular events, entrepreneurship guidance, seminars, workshops and conferences enhance a comprehensive learning of the theories with practical insight.

The entrepreneurship club of National College powered by the department offers a base of all the students with business aspirations to test out their potentials with startups or experimental business ventures.

The placement records set by the department in the best companies all over the world stand as a testimony of the resounding success of the department. Students of the department constantly indulge in Human Centered Innovations from designing products to marketing with intellectual property rights as successful “Innopreneurs”.

### What is the Credit system?

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The following Table shows the correlation between credits and hours.

However, there could be some flexibility because of practicals, field visits, tutorials and the nature of project work. For UG courses, a student must earn a minimum of 140 credits as mentioned in the table below. The total numbers of minimum courses offered by a department are given in the course pattern.

#### SUMMARY OF HOURS AND CREDITS For UG course

Part	Specification	No. of Courses	Credits
Part I Language	Language	4 Courses	12 Credits
Part II English	English	4 Courses	10 Credits
Part II	Communicative English	2 Courses	02 Credits
Part III	Core course	13 Courses	68 Credits
	Elective Course	3 Courses	12 Credits
	Allied Course I to V1	6 Courses	18 Credits
Part IV	Environmental Studies	1 Course	02 Credits
	Value Education	1 Course	02 Credits
	Non Major Elective	2 Courses	04 Credits
	Skill Based Elective	2 Courses	06 Credits
	Gender Studies	1 Course	01 Credit
	Soft Skills	1 Course	02 Credits
Part V	Extension Activities		01 Credit
	<b>TOTAL</b>		<b>140</b>

### Course Pattern

The Undergraduate degree course consists of five vital components. They are as follows:

Part -I: Languages (Tamil / Hindi / Sanskrit)

Part-II: General English

Part-III: Core Course (Theory, Practical, Core Electives, Allied, Project, Internship and Comprehensive Examinations)

Part-IV: NMC, Value Education, Soft Skills and Environmental Studies (EVS)

Part-V: Gender Studies, Fine Arts, Nature Club, NCC, NSS, etc.

### Non-Major Courses (NMC)

There are three NMC's – Communicative English, Computer Literacy and Environmental Studies offered in the I, II & III Semesters respectively.

### Non-Major Elective / Skill Based Elective

These courses are offered in two perspectives as electives “Within School” (WS) and “Between School” (BS).

### Subject Code Fixation

The following code system (06 characters) is adopted for Under Graduate courses:

Example U22BB1

UG Code	Year of Revision	Department	Running no. in that part
U	22	BB	XX
UG	2022	Business Administration	1

A – Denotes for Allied Course

E – Denoted for Electives

### Question Paper Pattern

The general pattern of the question paper (theory) for end semester examinations shall be followed as given below.

Section A	Question Nos 1 to 20 Twenty Multiple Choice Questions (No choice) Four Questions from each Unit	20 x 1 = 20 marks
Section B	Question Nos 21 to 26 Five Questions (EITHER-OR-type) One Question from each Unit	5 x 5 = 25 marks
Section C	Question Nos 27 to 30 Three Questions out of five One Question from each unit	3 x 10 = 30 marks

## Evaluation

The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each course shall be done by a continuous internal assessment by the concerned Course Teacher as well as by an end semester examination and will be consolidated at the end of the course. The components for continuous internal assessment are:

Components	Undergraduate	Post Graduate	M.Phil.
Assignments	3 x 2 Marks = 06 Marks	2 x 2 Marks = 04 Marks	5 x 2 Marks = 10 Marks
CIA I	4 Marks	5 Marks	5Marks
CIA II	10 Marks	6 Marks	-----
Seminar	-----	5 Marks	1 x 05Marks = 05 Marks
Teaching Practice	-----	-----	10 Marks
Attendance	05 Marks	05 Marks	05 Marks
Total	25 Marks	25 Marks	40 Marks

## Attendance Percentage Versus Continuous Internal Assessment Mark.

95 - 100%	5 marks
90 - 95%	4 marks
85 - 90%	3 marks
80 - 85%	2marks
75 - 80%	1 marks
Less than 75%	0

## The components for the Continuous Internal Assessment in the practical (for both UG & PG) Choice Based Credit System (CBCS)

Programmes of study under Choice Based Credit System (CBCS)

The choice based credit system (an innovative instructional package enveloped to suit the needs of students to keep pace with the development in higher education and the quality assurance expected of it in the light of liberalization and globalization in higher education) was introduced in the Undergraduate and Postgraduate programmes during 2005-2006 as per the guidelines of Bharathidasan University, Tiruchirappalli.

As the college was conferred Autonomous status in 2010, a restructured syllabus was introduced under CBCS in all UG and PG programmes from the academic year 2010-2011 onwards.

## Grading System

### Conversion of Marks to Grade Points and Grades

Sl.No	RANGE OF MARKS	GRADE	CLASSIFICATION	GRADE POINT
1	90 – 100	O	Outstanding	10
2	75 – 89	D+	Excellent	9
3	65 – 74	D	Distinction	8
4	60 – 69	A+	Very Good	7
5	60 – 64	A	Good	6
6	50 – 59	B	Average	5
7	40 – 49 <sup>1</sup>	C	Satisfactory	4
8	Below 40 <sup>1</sup>	U	Re-appear	0
9	Below 50 <sup>2</sup>	U	Re-appear	0
10	ABSENT	-	-	-

Grade Point Average (GPA) =  $\Sigma$  (Credits x Grade Points) /  $\Sigma$  Credits (For each semester)

Cumulative Grade Point Average (GPA) =  $\Sigma$  (Credits x Grade Points) /  $\Sigma$  Credits (for all the semesters)

Sl.No	CGPA	GRADE	CLASSIFICATION OF FINAL RESULT
1	9.0 and above but below 10.0	O	First Class - Exemplary
2	8.0 and above but below 8.9	D	First Class with Distinction
3	7.5 and above but below 7.9	D	First Class with Distinction
4	6.5 and above but below 7.4	A+	First Class
5	6.0 and above but below 6.4	A	First Class
6	5.0 and above but below 5.9	B	Second Class
7	4.0 and above but below 4.9 <sup>1</sup>	C	Third Class
8	0.0 and above but below 4.0 <sup>1</sup>	U	Re-appear
9	0.0 and above but below 5.0 <sup>2</sup>	U	Re-appear

1.Applicable for UG Programme only

2.Applicable for PG Programme only

Note :GPA and CGPA for Part I, II , III, IV, & V are to be considered separately for U.G Program

**Credits:**

The term 'Credit' refers to the weightage given to a course, usually in relation to the instructional hours and content of the course assigned to it. The total minimum credits required for completing a UG Programme is 120 and PG programme is 90. The details of credits for individual components and individual courses shall be obtained from the course structure of the syllabus book provided to the students.

**Ranking System:**

The Rank Certificates for the first rank holders , are issued for every Programme Under the Autonomous stream. The candidate must have passed the examination in the first attempt in the prescribed duration of the programme and should not have absented himself for any of the courses.(for absence is considered as an attempt). The Bharathidasan University too conduct Ranking Examination URE for the top 20 rank holders of the non-autonomous colleges are eligible to sit for the examination conducted by the University. The topper are the University Rank Holders , irrespective of the grades they have obtained in the end-semester examination.

**Business Administration (B.B.A)**  
**Course Pattern academic year 2022-23 onwards**

Semester	Part	Course	Course Title	Course code	Ins tru Hrs Per week	Week	Credit	Exam hr	CIA	ESE	VIVA	Total Marks
<b>I</b>		<b>SEMESTER-I</b>										
	I	Language course-I(LC-I)	LANGUAGE	U22T1/S1/H1	6		3	3	25	75		100
	II	English Language course I- (ELC-I)	ENGLISH	U22E1	6		3	3	25	75		100
	III	Core Course I-(CC-I)	PRINCIPLES OF MANAGEMENT	U22BB1	5		5	3	25	75		100
		Core Course II-(CC-II)	FINANCIAL ACCOUNTING	U22BB2	6		6	3	25	60	15	100
		Allied Course I (IAC-I)	MARKETING MANAGEMENT	U22ABB1	5		3	3	25	75		100
	IV	ES-Environmental Studies	ENVIRONMENTAL STUDIES	U22ES	2		2	3	25	75		100
		<b>Total</b>			<b>30</b>		<b>22</b>					<b>600</b>
<b>II</b>		<b>SEMESTER-II</b>										
	I	Language course-II (LC-II)	LANGUAGE	U22T2/S2/H2	6		3	3	25	75		100
	II	English Language course II- (ELC-II)	ENGLISH	U22E2	4		2	3	25	75		100
		Communicative English Course I- (CEC I)	COMMUNICATIVE ENGLISH	U22CE1	2		1	3	25	70	5	100
	III	Core Course III (CC III)	BUSINESS STATISTICS	U22BB3	6		5	3	25	75		100
		Allied Course II(I ACII)	MANAGERIAL ECONOMICS	U22ABB2	5		3	3	25	75		100
		Allied Course III (I AC III)	BUSINESS ENVIRONMENT	U22ABB3	5		3	3	25	75		100
	IV	SBE-1	ADVERTISING AND MEDIA COMMUNICATION	U22SBEBB1	2		2	3	25	75		100
		<b>Total</b>			<b>30</b>		<b>19</b>					<b>700</b>



NATIONAL COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620001

Semester	Part	Course	Course Title	Course code	Ins tru Hrs Per week Week	Credit	Exam hr	CIA	ESE	VIVA	Total Marks
<b>III</b>		<b>SEMESTER-III</b>									
	I	Language course-III (LC-III)	LANGUAGE	U22T3/S3 /H3	6	3	3	25	75		100
	II	English Language course III- (ELC-III)	ENGLISH	U22E3	6	3	3	25	75		100
	III	Core Course IV (CC IV)	MANAGERIAL COMMUNICATION	U22BB4	5	4	3	25	75		100
		Core Course V (CC V)	PRODUCTION MANAGEMENT	U22BB5	5	5	3	25	75		100
		Part III :AC4	OPERATIONS RESEARCH	U22ABB4	4	3	3	25	75		100
	IV	Skill Based Elective Course –II (SBEC –II)	COMPUTER APPLICATIONS IN BUSINESS	U22SBEB B2	2	2	3	25	75		100
		Skill Based Elective Course –III (SBEC –III)	COMPUTER APPLICATIONS IN BUSINESS –(LAB)	U22SBEB B3P	2	2	3	25	75		100
		<b>Total</b>			<b>30</b>	<b>22</b>					<b>700</b>
<b>IV</b>		<b>SEMESTER-IV</b>									
	I	Language course-IV (LC-IV)	LANGUAGE	U22T4/S4 /H4	6	3	3	25	75		100
	II	English Language course IV- (ELC-IV)	ENGLISH	U22E4	4	2	3	25	75		100
	II	Communicative English-IV	COMMUNICATIVE ENGLISH	U22CE2	2	1	3	25	70	5	100
	III	Core Course VI (CC VI)	COST ACCOUNTING	U22BB6	4	4	3	25	75		100
		Allied Course V	BUSINESS MATHEMATICS	U22ABB5	5	3	3	25	75		100
		Allied Course VI	HUMAN RESOURCE MANAGEMENT	U22ABB6	5	3	3	25	75		100
	IV	Non Major Elective –I(NMEC I)	INTRODUCTION TO CAPITAL MARKET	U22NMB B1	2	2	3	25	75		100
		Value Education Course (VEC)	VALUE EDUCATION	U22VE	2	2	3	25	75		100
		<b>Total</b>			<b>30</b>	<b>20</b>					<b>800</b>

NATIONAL COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620001

Semester	Part	Course	Course Title	Course code	Ins tru Hrs Per week	Week	Credit	Exam hr	CIA	ESE	VIVA	Total Marks
<b>V</b>		<b>SEMESTER-V</b>										
	III	Core Course (CC-7)	RETAIL MANAGEMENT	U22BB7	5		5	3	25	75		100
		Core Course (CC-8)	ORGANIZATIONAL BEHAVIOUR	U22BB8	5		5	3	25	75		100
		Core Course (CC-9E)	INDUSTRIAL RELATIONS	U22BB9E	5		4	3	25	50	25	100
		Core Course (CC-10E)	ENTREPRENEURIAL DEVELOPMENT	U22BB10E	5		4	3	25	75		100
		Core Course (CC-11)	FINANCIAL MANAGEMENT	U22BB11	6		5	3	25	75		100
	IV	Non Major Elective Course II (NMEC II)	PRODUCTION MANAGEMENT	U22NMB B2	2		2	3	25	75		100
		Soft Skills (SS)	SOFT SKILLS	U22SS	2		2	3	25	75		100
			<b>Total</b>		<b>30</b>		<b>27</b>					<b>700</b>
<b>VI</b>		<b>SEMESTER-VI</b>										
	III	Core Course (CC-12)	STRATEGIC MANAGEMENT.	U22BB12	6		6	3	25	75		100
		Core Course (CC-13)	MANAGEMENT ACCOUNTING	U22BB13	6		6	3	25	75		100
		Core Course (CC-14)	INTRODUCTION TO CAPITAL MARKET	U22BB14	6		6	3	25	75		100
		Core Course (CC-15)	MERCANTILE LAW	U22BB15	6		6	3	25	75		100
		Core Course (CC-16E)	SERVICES MARKETING	U22BB16E	5		4	3	25	75		100
	IV	Gender Studies(GS)	GENDER STUDIES	U22GS	1		1	3	25	75		100
		EA-Extension Activity			---		1					
			<b>Total</b>		<b>30</b>		<b>30</b>					<b>600</b>
		<b>Grand Total</b>			<b>180</b>		<b>140</b>					<b>4100</b>

**Note: CIA:** Continuous Internal Assessment **ESE:** End Semester Examination

**PROGRAM OUTCOME**

PO1: Demonstrate understanding of contextual knowledge to assess administration, commerce, economic, literary and social science solidarity for professional practice.

PO2: Develop logical reasoning procedures with innovative correspondence, diversion and undertaking for sustainable development.

PO3: Function proficiently, prioritizes regular enthusiasm and performs adequately in multidisciplinary settings.

PO4: Compile information, create methodologies to manage projects and propagate cordial practices.

PO5: Adapt to self roused coordinated learning to circumstances rising in work spot and life.

**PROGRAM SPECIFIC OUTCOME**

PSO 1: To nurture students with the knowledge and skill so as to make the students more competitive for employment and higher education.

PSO 2: To provide an add on certification programme which develops their skills to undertake entrepreneurship as a desirable and feasible career option.

PSO 3: To build the necessary competencies and creativity and prepare them to undertake entrepreneurship as a desirable and feasible career option.

PSO 4: To encompass the diverse knowledge of business and corporate laws and its applicability in business finance and audit.

PSO 5: To satisfy educational entrance requirements of relevant professional bodies or to launch a career in professional accounting.

PSO 6: To develop a broad range of business skills and knowledge, development of general and specific capabilities to meet the current and future expectation of business, industries and economy at the national and global level.

**To find out Correlation:**

$$\text{Mean Score of Cos} = \frac{\text{Total value}}{\text{Total No. of POs \& PSOs}}$$

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<b>Part –III : Core Course I (CC I)</b>		<b>Semester-I</b>
<b>Course Title : PRINCIPLES OF MANAGEMENT</b>		
<b>Course Code : U22BB1</b>	<b>Hours per week:5</b>	<b>Credit :5</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To develop basic knowledge and Summarize Management Concepts.
- To impart the knowledge in the general management area, to become a good manager.
- To make the students understand the specific plans using business objectives.
- To understand the human interactions in an organization and to get better results in attaining business goals.

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Explain the basic fundamentals of Management.

**CO2:** Read, understand and critically evaluate the information contained in planning and Decision making

**CO3:** Examine the managerial functions having an impact on the organizational effectiveness

**CO4:** Analyze and critically evaluate Staffing functions and Training.

**CO5:** Identify the contemporary issues and challenges in management. Develop ethical workplace practices

**UNIT I: Concept of Management**

**(15 hours)**

Management – Nature of Management – Functions of Management – Process of management – **Managerial roles and skills\*** – Levels of management – Contribution of F.W.Taylor, Henry Fayol’s and Peter Drucker – **Management By Objective#** - MBO Process - Management is a science – Management is an Art – Administration and Management.

**UNIT II: Planning and Decision Making**

**(15 hours)**

Planning – Nature of Planning - **importance of planning\*** – Process of planning – Classification of plans according to Time- Long-term planning -Medium term Planning-Short term Planning- Methods of Planning – **Decision making#** - Need for Decision making –Process in Decision Making -Types of Decisions - Problems in decision making.

**UNIT III: Organization**

**(15 hours)**

Organizing – Importance of Organization- Types of Organization – Organization Structure – Principles of Organization -Formal and Informal organization-Span of control and committees – Departmentation – Selecting a basis for Departmentation – Delegation – **Authority#- Distinguish between Delegation and Authority\*** - Centralization- Decentralization-Distinguish between Centralization and Decentralization- Benefits of Decentralization.

**UNIT IV: Staffing and Training**

**(15 hours)**

Staffing – Functions of Staffing – **Recruitment#** – Sources of Recruitment -Factors determining Recruitment -Transfer -Promotion- Selection- Selection Process –Stages involved in selection –Tests - Types of Tests - Training -Need for training- **Importance of Training\*** - Training Process -Methods of training..

**UNIT V: Directing and Controlling (15 hours)**

Directing – **Importance of Directing\***-Characteristics and Principles of Directing -Techniques of Direction- – Controlling – Importance of controls– Control process –Nature and Characteristics of Control Function-Benefits of Control- Problems in Control- **Budgetary Control#**

**Extra Credit:**

# Case Study

\* Self Learning

Activities : 1.Role Play 2.Field Visit 3.Chartwork

**Text Books:**

1.J.Jayasankar,*Principles of Management* , Margham Publications,Chennai,2006.

**Books for Reference:**

1. P.C. Tripathi & P.N. Reddy, *Principles of Management*, Tata Mc Graw Hill, New Delhi – 2012.
2. .L.M.Prasad , *Principles of Management*, 10<sup>th</sup> Edition Sultan Chand & Sons. New Delhi 2021
3. R.C. Bhatia, *Principles of Management*, Sterling Publishers, New Delhi – 2013.
4. H .Koontz &H.Weihrich, *Essentials of Management, An International and Leadership perspective*, Tata McGrawHill: New Delhi - (2012).
5. T.N.Chhabra, *Business Organization and Management*, Sun India Publications: New Delhi.2015
6. R. B. Maheswari, *Business Management*, International Book House Pvt.Ltd., Mumbai – 2011.(Unit III - V)

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>• <a href="https://onlinecourses.nptel.ac.in/noc20_mg58/preview">https://onlinecourses.nptel.ac.in/noc20_mg58/preview</a></li> <li>• <a href="https://onlinecourses.swayam2.ac.in/cec22_mg07/preview">https://onlinecourses.swayam2.ac.in/cec22_mg07/preview</a></li> <li>• <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/318">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/318</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=QixeP0oy0xk">https://www.youtube.com/watch?v=QixeP0oy0xk</a></li> <li>• <a href="https://www.youtube.com/watch?v=rqoMeEAFxMo">https://www.youtube.com/watch?v=rqoMeEAFxMo</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>• <a href="https://sol.du.ac.in/SOLSite/Courses/UG/StudyMaterial/02/Part1/BOM/English/SM-1.pdf">https://sol.du.ac.in/SOLSite/Courses/UG/StudyMaterial/02/Part1/BOM/English/SM-1.pdf</a></li> <li>• <a href="https://ddceutkal.ac.in/Syllabus/Management-Concepts-Practices.pdf">https://ddceutkal.ac.in/Syllabus/Management-Concepts-Practices.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2	2	2	2	2	2
CO2	3	3	3	3	3	3	2	3	2	3
CO3	2	2	-	-	-	-	2	-	2	-
CO4	3	3	3	3	3	3	-	3	-	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	2.6	2.6	2.2	2.2	2.2	2.2	1.8	1.2	1.6	3.6

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

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<b>Part –III : Core Course II (CC II)</b>		<b>Semester- I</b>	
<b>Course Title : FINANCIAL ACCOUNTING</b>			
<b>Course Code : U22BB2</b>	<b>Hours per week:6</b>		<b>Credit :6</b>
<b>CIA: 25 Marks</b>	<b>ESE : 60 Marks</b>	<b>VIVA :15 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To provide knowledge about concepts and conventions in accounting standards.
- To impart the students the basic concepts of financial accounting in today's "HITECH" competitive world of real business.
- To provide knowledge in rectifying the accounting errors in an organization

**Course Outcomes (COs)**

After completing this course the student will be able to

- CO1:Identify and understand the basic concepts of Accounting.
- CO2:Understand and apply the sole traders accounting Practices ;
- CO3:Understand the Error and the Omission and practice to rectify them.
- CO4:Develop in depth knowledge of shares and issue of share at par , at a premium and at a discount , Analyze Debenture issue.
- CO5:Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.

**UNIT I: Accounting Concept**

**(18 hours)**

Need for Accounting – Bookkeeping - – Sub-fields of accounting –**Users of Accounting information**\*- Concept and Convention – Accounting equations – Double entry bookkeeping – **Journal, ledger and trial balance#.**

**UNIT II: Final Accounts**

**(18 hours)**

Final accounts of sole trader — **Trading Account#** ,Profit and Loss account , Balance Sheet - with simple adjustments in Bad debts, provisions and reserves.

**UNIT III: Rectification of Errors and Bank Reconciliation Statement**

**(18 hours)**

Rectification of errors –Error of Omission ,Error of Commission - Basic Principles of Rectification of Error - **#Bank reconciliation statement** – Depreciation – Straight line method and Diminishing balance method.

**UNIT IV: Shares and Debentures**

**(18 hours)**

Introduction to company – Kinds of shares –Equity shares , Preference Shares ,Debentures - Issue of shares – **#at par, at premium** and at discount – Forfeiture and reissue of shares – Debentures – Kinds of debentures – Redeemable debenture - Irredeemable Debenture Issue of debentures.

**UNIT V: Financial Statement**

**(18 hours)**

Financial statement of companies as per Companies Act, 2013, Schedule III - income Statement – balance sheet vertical format with simple adjustments.

**Extra Credit:**

# Case Study

\* Self Learning

Activities : 1. Annual Report Collection 2.Chart Preparation

**Text Book**

1. T.S. Reddy and Y. Murthy, *Financial Accounting*, Margham Publications, Chennai-17. – 2018. (Unit -I to Unit -IV)
2. T.S. Reddy and Y. Murthy, *Corporate Accounting*, Margham Publications, Chennai-17. – 2018. (Unit -V)

**Books for Reference**

1. S.N.Maheswari, K.SoneelMaheswari, *Financial Accounting*, Vikas Publishing House, New Delhi – 2012.
2. M.C. Shukla, T.S.Grewal, S.P.Gupta, *Advanced Accounts*, S.Chand&Co.Sons, New Delhi – 2019.
3. DalstonL.Cecil, JenitraL.Merwin, *Financial Accounting*, Learn tech Press Publisher,Trichy – 2010.
4. S.N.Maheswari, &S.K.Maheshwari,*Advanced accountancy*. Vikas, New Delhi: - 2017.
5. R.L.Gupta Radhaswamy, *Financial Accounting*. Sultan Chand & Sons.2017.
6. S.P.Jain &Narang. *Advanced Accountancy ( Vol –I & II.) Kalyani ,Mumbai,New Delhi: - (2016).*

**Marks Scheme (Theory 30% Problems 70%)**

Section A (1*10=10)Marks	Section B (5*4=20)Marks	Section C (3*10=30)Marks
1 to 10 Multiple choice questions	21(a)Theory 21(b)Problem 22(a)Problem 22(b)Problem 23(a)Theory 23(b)Problem 24(a)Theory 24(b)Problem 25(a)Problem 25(b)Theory	Questions 26 to 30 Problems

**Online Resources:**

Moocs/ Swayam Course	<ul style="list-style-type: none"> <li>• <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/226">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/226</a></li> <li>• <a href="https://onlinecourses.swayam2.ac.in/cec19_cm04/preview">https://onlinecourses.swayam2.ac.in/cec19_cm04/preview</a></li> </ul>
E-Content	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=SUQMUc3Z3vs">https://www.youtube.com/watch?v=SUQMUc3Z3vs</a></li> <li>• <a href="https://www.youtube.com/watch?v=-cw0IowYOUY">https://www.youtube.com/watch?v=-cw0IowYOUY</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>• <a href="http://www.ddegjust.ac.in/studymaterial/bba/bba-104.pdf">http://www.ddegjust.ac.in/studymaterial/bba/bba-104.pdf</a></li> <li>• <a href="https://sol.du.ac.in/solsite/Courses/UG/StudyMaterial/02/Part1/FA/English/SM1.pdf">https://sol.du.ac.in/solsite/Courses/UG/StudyMaterial/02/Part1/FA/English/SM1.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2	2	2	2	2	2
CO2	2	2	-	-	-	-	2	-	2	-
CO3	2	2	-	-	-	-	2	-	2	-
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	2.4	2.4	1.6	1.6	1.6	1.6	2	1.6	2	1.6

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Allied Course I : (AC I)</b>		<b>Semester-I</b>
<b>Course Title :MARKETING MANAGEMENT</b>		
<b>Course Code :U22ABB1</b>	<b>Hours per week: 5</b>	<b>Credit :3</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To enhance knowledge on marketing theory, principles & strategies.
- To help the students to study about the basic purpose of marketing management to achieve the business.
- To enable the students to achieve the highest efficiency in production of goods and services

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:**Summarize marketing concepts and philosophies.

**CO2:**Facilitate to understand the changing buyer behavior

**CO3:**Determine the various aspects involved in product management. Distinguish the importance of labeling and classify the types of pricing.

**CO4:**Examine the Strengths and Weakness of Advertising and Compile information on sales promotion activities.

**CO5:**Classify the Stages involved in Market Research and Summarize the Service Marketing in Indian Scenario.

**UNIT I: Introduction to Marketing Management**

**(15 hours)**

Market – Importance of Market – Classification of Market – Concepts of Market – Marketing - Features of Marketing - **Difference Between Marketing and Selling\*** - **Approaches of Marketing#** – Functions of Marketing – Functions of Exchange , Functions of Supply and Facilitating Function - Market Mix- Marketing Practices in India.

**UNITII: Buyer Behavior**

**(15 hours)**

Market Environment – Factors influencing Internal and external Environment Market Segmentation – Methods of Segmenting Markets - **Benefits of segmentation\*** – Buyer Behavior - Buyer Consumer and Customer - Factors Involving buying decision , **Buying Motives#** - Buying Decision Process – Marketing Strategies.

**UNIT III: Product Management and Pricing**

**(15 hours)**

Product Planning – Product Mix – Product Life cycle – Brand- Brand Name -Brand Mark - Trade Name - Trade Mark – Functions of Brand - Function of Packaging – Material used for Packaging - **Labeling#** - **Importance of Labeling\*** - Pricing Strategies – Factors influencing Pricing – Kinds of Pricing.

**UNIT IV: Sales Promotion**

**(15 hours)**

Promotion – Objective of Promotion - Promotion Mix – Advertisements - AIDA Concept – **Strengths and Weakness of Advertising\*** – Media Selection Process – Personal Selling – **Sales Promotion#** - Features of Sales Promotion – Channels of Distribution – Need for Channels of Distribution - Factors to be Considered Selection of Channels - Unique Selling Promotions (USP)..



**UNIT V: Market Research and Service**

**(15 hours)**

Marketing Information System – Market Research – **Stages involved in Market Research#** – Problem Identification , Collection of Data , Decision on Sample ,Scrutinizing Data ,Classification and Tabulation , Analyses of the problem and Preparation of Research Report - Marketing of services – Service Marketing in Indian Scenario.

**Extra Credit:**

# Case Study

\* Self Learning

Activities:1.Models 2.Data collections 3.slogan

**Text Book:**

1. J. Jayasankar, Marketing, Margham Publications, Chennai -17, 2020.

**Books for Reference:**

1. Memoria & Joshi, Principles and Practice of Marketing, Allahabat, Kitab Mahal Publication, New Delhi-2,2014.
2. R.S.N Pillai, and V. Bagavathi, Modern Marketing, S.Chand and Co, New Delhi-2,2014.
3. S.A. Shekhar, Marketing Management, Himalayas Publishing House, Mumbai, 2019.
4. William D. Perreault, and McCarthy, E. Jerome., Basic Marketing. Pearson Education.
5. Dhruv Grewal, Michael Levy Marketing, McGraw Hill Education.2014
6. Rajendra Maheshwari, Principles of Marketing, International Book House 2015

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>• <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/232">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/232</a></li> <li>• <a href="https://onlinecourses.nptel.ac.in/noc19_mg48/preview">https://onlinecourses.nptel.ac.in/noc19_mg48/preview</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=sR-qL7QdVZQ">https://www.youtube.com/watch?v=sR-qL7QdVZQ</a></li> <li>• <a href="https://www.youtube.com/watch?v=exNluZ0Z26Q">https://www.youtube.com/watch?v=exNluZ0Z26Q</a></li> <li>• <a href="https://www.youtube.com/watch?v=zUTmwdGX4Sg">https://www.youtube.com/watch?v=zUTmwdGX4Sg</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>• <a href="http://www.universityofcalicut.info/SDE/BComBBAMarketing.pdf">http://www.universityofcalicut.info/SDE/BComBBAMarketing.pdf</a></li> <li>• <a href="http://www.uobabylon.edu.iq/eprints/paper_12_19309_1049.pdf">http://www.uobabylon.edu.iq/eprints/paper_12_19309_1049.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	3	2	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	3	3	3	3	3	3	2	3	2	3

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High)“ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Course III (CC- III)</b>		<b>Semester-II</b>
<b>Course Title :BUSINESS STATISTICS</b>		
<b>Course Code : U22BB3</b>	<b>Hours per week:6</b>	<b>Credit :5</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To develop the students ability to deal with numerical and quantitative issues in business .
- To enable the use of statistical, graphical and algebraic techniques wherever relevant. .
- To have a proper understanding of Statistical applications in Economics and Management.

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:**Identify the concepts and facilitate the students how they are applied in business performance

**CO2:**Understand and Choose the appropriate tools of measures of central tendency for analysis

**CO3:** Critically discuss the conceptual knowledge of statistical tools and Measure the relationship between variables.

**CO4:**Solve a range of problems using techniques

**CO5:** Interpret indexes to identify trends in a data set.

**UNIT I: Introduction to Statistics**

**(18 hours)**

Statistics – Definition – Characteristics – **Importance\*** – Scope – Limitations– Definition of research – Purpose of research – Sources of data – Primary and **Secondary data#** – Classification and Tabulation – Diagrams and Graphs.- Measures of Central Tendency – **Uses\*** – **Mean #**, Median and Mode – Geometric mean and Harmonic mean – Weighted arithmetic mean

**UNIT II: Measures of Dispersion**

**(18 hours)**

Dispersion – absolute measure of Dispersion - Range- Quartile deviation, Mean deviation, Standard deviation – relative measures of Dispersions - Coefficient of range , Quartile deviation, Mean deviation, Coefficient of variation

**UNIT III: Statistical Tools for Research Analysis in Correlation**

**(18 hours)**

Correlation-Types and **Uses\***-Karl Pearsons, Spearman’s Rank Correlation Coefficient-Method of concurrent deviation – Coefficient of determination and Coefficient of non-determination.

**UNIT IV: Statistical Tools for Research Analysis in Regression**

**(18 hours)**

Regression Analysis-Simple regression- **Uses \***-Regression coefficients and Regression equations - **Time series analysis #** -components- fitting a straight line by method of least squares-moving average.

**UNIT V: Index Numbers**

**(18 hours)**

Index numbers- **Uses\***- Types of Price index- Laaspeyre’s, Paasches, Bowley’s and Fisher’s ideal index-Time reversal test- Factor reversal test- Problems on Index numbers

**Extra Credit:**

# Case Study -

\* Self Learning

Activities : 1.Data Collection 2.Chart 3.Quiz 4. Explain the relevance & role of statistics in business management.

**Text Book:**

1. Gupta, S.P., *Business Statistics*, Sultan Chand and Sons, New Delhi, 2018

**Books for Reference:**

1. Dr.R.Ramachandran and Dr.R.Sreenivasan, *Business Statistics*, Sriram Publications, Trichy, 2017.
2. P.R.Vittal., *Business Statistics*, Margham Publication, Chennai, 2011
3. D.C. Sancheti, and V.K. Kapoor, *Statistics*, Sultan Chand and Sons, New Delhi, 2012.
4. Chikkodi and Satyaprasad, *Business Statistics*, Himalaya Publishing House, Mumbai, 2017.
5. P.A. Navaneetham, *Business Tools for Decision Making*, Jai Publishers, Trichy, 2017.
6. S.C. Gupta, *Fundamentals of Statistics*, Himalaya Publishing House, Mumbai, 2012.

**Marks Scheme**

Section A (1*20=20Marks)	Section B (5*5=25Marks)	Section C (3*10=30Marks)
1 to 20 Multiple Choice Questions	21(a)Theory 21(b)Problem 22(a)Problem 22(b)Problem 23(a)Problem 23(b)Problem 24(a)Problem 24(b)Problem 25(a)Problem 25(b)Problem	26 to 30 Problems only.

**Online Resources:**

Swayam / Moocs Course	<ul style="list-style-type: none"> <li>• <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/313">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/313</a></li> <li>• <a href="https://onlinecourses.swayam2.ac.in/cec20_mg13/preview">https://onlinecourses.swayam2.ac.in/cec20_mg13/preview</a></li> </ul>
E-Content	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=NDO9SzxR3Vg">https://www.youtube.com/watch?v=NDO9SzxR3Vg</a></li> <li>• <a href="https://www.youtube.com/watch?v=d5aHrXH9Z50">https://www.youtube.com/watch?v=d5aHrXH9Z50</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>• <a href="https://www.pdfdrive.com/business-statistics-e23260267.html">https://www.pdfdrive.com/business-statistics-e23260267.html</a></li> <li>• <a href="https://gurukpo.com/Content/B.Com/Business_Statistics(B.Com)P-1.pdf">https://gurukpo.com/Content/B.Com/Business_Statistics(B.Com)P-1.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	-	3	2	3	2	3
CO2	3	3	3	3	-	3	2	3	2	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	-	3	-	3
CO5	2	2	-	-	-	-	2	-	2	-
AVG	2.8	2.8	2.4	2.4	1.2	2.4	1.8	1.4	1.8	1.4

Notes: 1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High) “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Allied Course II(AC-II)</b>		<b>Semester - II</b>
<b>Course Title : MANAGERIAL ECONOMICS</b>		
<b>Course Code : U22ABB2</b>	<b>Hours per week:5</b>	<b>Credit :3</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- This course facilitates an understanding of economic theory and the economic factors which influence business decisions.
- To help the students to analyze the business goals, and to make new business or product decisions.
- To help the students understand forecasting sales and showing the trend of the company's competitive position.

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Understand and apply supply and demand analysis to relevant economic issues;

**CO2:** Explain and apply marginal analysis to the “firm” under different market conditions;

**CO3:** Apply economic models to examine current economic issues and evaluate policy options for addressing these issues; analyze the causes and effects of changes in real GDP;

**CO4:** Explain the concept of macroeconomic equilibrium and inference for the management of the business cycle;

**CO5:** Identify and explain changes in the money supply and analyze the effects of monetary policy changes on the economy; and evaluate the effects of government policy measures on the exchange rate and trade.

**UNIT I: Concept of Managerial Economics (15 hours)**

Managerial Economics – Meaning, Nature, Scope and characteristics – Firms objectives and the role of Managerial Economist – Micro and Macro Economics applied to business – Law of diminishing marginal utility.

**UNIT II: Demand Analysis (15 hours)**

Demand Analysis – Types of demand – Determinants of demand – Law of demand – Elasticity of demand – Elasticity coefficients – Demand Forecasting Techniques – Classification of Forecasting – Qualitative and Quantitative techniques of forecasting – Concepts of cost and benefit analysis – Break-Even Analysis – Merits and Limitation of Break even analysis – Supply Analysis – Factors influencing change in Supply – Joint Supply- Composite Supply- Profit management – Nature and importance of profit – Profit Policies – Profit planning and Control.

**UNIT III: Production Analysis (15 hours)**

Production Function – Factors affecting productivity – Types and uses of production function – Cobb Douglas Production Function –Laws of Production – Law of variable proportions – Laws of Returns to scale – IsoQuants – Properties of IsoQuants – Indifference Curve Analysis – Properties of Indifference Curve – Concept of Consumer Surplus.

**UNIT IV: Price Determination**

**(15 hours)**

Price and output Decisions under different market structure: Perfect competition – Monopoly – Monopolistic Competition – Duopoly – Oligopoly - Price discrimination under monopoly and necessary condition and degrees of price discrimination.

**UNIT V: Macro Economics**

**(15 hours)**

Business Cycle – National Income – concepts, Measurement, and problems in measurement – Trade Cycles – Introduction, various phases of trade cycle, Hicks Theory of trade cycle, Keynes Theory of Trade cycle - Circular flow of two sectors.

**Extra Credit:**

# Case Study

\* Self Learning

Activities : 1.Quiz 2.Data Collection in GDP and NNP 3.Group Discussion

**Text Books:**

1. Varshney R.L & Maheshwari K.L *Managerial Economics*, Sultan Chand & Sons. New Delhi - 2018

**Books for Reference:**

1. S.Sankaran, *Business Economics*, Margham Publications, Chennai -17, – 2019.
2. Joel Dean :*Managerial Economics*, New Delhi: Mc-Graw Hill Publications Co. Ltd 2017.
3. P.L.Mehta: *Managerial Economics, Analysis,Problems and cases*, New Delhi: Vishal Publications 1991.
4. Appannaiah and Reddy, *Economics for Business*,Himalaya Publishing , Mumbai 2013.
5. H.L. Ahuja, *Business Economics*, S.Chand and Co, New Delhi – 2016.
6. R.G. Lipsey, and K.A. Chrystal, *Principles of Economics*, Oxford: University Press – 2011.
7. E. Ramsfield, *Micro Economics* , W.W Norton and company, New York - 2012,

**Online Resources:**

Swayam / Moocs course	<ul style="list-style-type: none"> <li>● <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/385">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/385</a></li> <li>● <a href="https://onlinecourses.nptel.ac.in/noc20_mg67/previe">https://onlinecourses.nptel.ac.in/noc20_mg67/previe</a></li> </ul>
E-Content	<ul style="list-style-type: none"> <li>● <a href="https://www.youtube.com/watch?v=_sdw5brJWD0">https://www.youtube.com/watch?v=_sdw5brJWD0</a></li> <li>● <a href="https://www.youtube.com/watch?v=356_pioFiss">https://www.youtube.com/watch?v=356_pioFiss</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>● <a href="http://sucommerce.org/download/sem1/Managerial%20Economics%20.pdf">http://sucommerce.org/download/sem1/Managerial%20Economics%20.pdf</a></li> <li>● <a href="https://cablogindia.com/business-economics-notes-for-ca-foundation/">https://cablogindia.com/business-economics-notes-for-ca-foundation/</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	-	-	-	-	2	-	2	-
CO2	2	2	-	-	-	-	2	-	2	-
CO3	3	3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	2.6	2.6	1.8	1.8	1.8	1.8	2	1.8	2	1.8

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Allied Course III(ACIII)</b>		<b>Semester-II</b>
<b>Course Title :BUSINESS ENVIRONMENT</b>		
<b>Course Code :U22ABB3</b>	<b>Hours per week:5</b>	<b>Credit :3</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To help and understand about business organization
- To show the students how importance is the economic factor in global marketing
- To discuss the key actors in the technological environment and the interrelationships among them

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:**Describe practical knowledge in the field of Business Environment and Summarize the different Environment and their impacts on Business and Strategic Decision.

**CO2:**Understand the Social Environment and Summarize the Culture system applied to Business.

**CO3:** Understanding the Political Environment and analyze the Provisions of Indian Constitution pertaining to business.

**CO4:**Analyze the Economic Environment and analyze the Consequence of Population .

**CO5:**Summarize Technological Environment and discuss the causes of Industrial sickness.

**UNIT I: Business Environment**

**(15 hours)**

Business – Characteristics of Business –Objective of Business - Business Environment – Nature ,Scope and Significance of Business Environment – Classification of Environment – External Environment and Internal Environment - Social and Cultural environment – - Legal environment – **Political environment#** - Technological Environment

**UNIT II: Social Environment**

**(15 hours)**

Concept of Society - Social norms ,Social Roles , Social Groups ,Religious linguistic Groups ,Social Organization Social Environment and Social Attitude - Culture – Features of Culture –Socio Cultural Environmental Factors –Social culture Influence on business – **Impact of foreign culture\*** – Caste and Communities – Family -**Joint family systems#** - Secularism in Modern India – Brief Criticism of Secularism in Modern India.

**UNIT III: Political Environment**

**(15 hours)**

**Political Environment#** – Institution of Political System – Types of Political System –Importance of Political Environment to Business -Government and business relationship in India – **Provisions of Indian Constitution pertaining to business\*.**

**UNIT IV: Economic Environment**

**(15 hours)**

Economic Environment – Factors in Economic Environment – Types of Economic systems – Features of Capitalism – Feature of Socialism –Feature of Mixed Economic System –**Comparison between Capitalism**

**Socialism and Mixed Economic System\*** – Growth rate population – Consequence of Population Growth - **Five years planning#** - Objectives of Planning in India

**UNIT V: Technological Environment**

**(15 hours)**

Technological Environment – Factors influencing technology – **Industrial sickness#** – **Causes of Industrial Sickness\*** – Extent of Industrial Sickness -Incidence of Industrial Sickness- Government Measures to Revive Sick Industrial Unit .

**Extra Credit:**

# Case Study

\* Self Learning

Activities : 1.Forms Collection 2.Models 3. Coin Collection

**Text Book:**

**1.S.Sankaran**,Business Environment,Margham Publications,Chennai-2008

**Books for Reference:**

1. C.B.Gupta – Business Environment – Sultan Chand & Company – 2005
2. N.Premavathy – Business Environment – Vishnu Publication, Chennai - 1997

**Online Resources:**

Swayam Course	<ul style="list-style-type: none"> <li>• <a href="https://onlinecourses.nptel.ac.in/noc20_mg54/preview">https://onlinecourses.nptel.ac.in/noc20_mg54/preview</a></li> <li>• <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view ug/150">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view ug/150</a></li> </ul>
E-Content	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=EK53DG6BRJ8">https://www.youtube.com/watch?v=EK53DG6BRJ8</a></li> <li>• <a href="https://www.youtube.com/watch?v=UmRjpZSPI5A">https://www.youtube.com/watch?v=UmRjpZSPI5A</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>• <a href="https://ucanapplym.s3.ap-south-1.amazonaws.com/RGU/notifications/E_learning/Online_study/Business%20Environment%20%28BBA-II%29%20Unit-I%20and%20Unit%20II.pdf">https://ucanapplym.s3.ap-south-1.amazonaws.com/RGU/notifications/E_learning/Online_study/Business%20Environment%20%28BBA-II%29%20Unit-I%20and%20Unit%20II.pdf</a></li> <li>• <a href="https://drive.google.com/file/d/1JOERhL316S1TMGNvIjXB8OiWN7t3P9rc/view?showad=true">https://drive.google.com/file/d/1JOERhL316S1TMGNvIjXB8OiWN7t3P9rc/view?showad=true</a></li> <li>• <a href="https://rccmindore.com/wp-content/uploads/2015/06/BBA-3-Business-Environment.pdf">https://rccmindore.com/wp-content/uploads/2015/06/BBA-3-Business-Environment.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	3	2	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	3	3	3	3	3	3	2	3	2	.3

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –IV : Skill Based Course I : (SBE I)</b>		<b>Semester-II</b>
<b>Course Title : ADVERTISING AND MEDIA COMMUNICATION</b>		
<b>Course Code :U22SBEBBI</b>	<b>Hours per week: 2</b>	<b>Credit :2</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To enhance knowledge on Advertising and Media Management.
- To help the students to study about the Advertising Planning & Layout
- To enable the students to Know about Direct and Indirect advertising.

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Summarize employee related advertising and promotional skills in business.

**CO2:** Identify effective types of advertising to capture the attention of the audience and sales Performance.

**CO3:** Create successful advertising and promotional campaigns.

**CO4:** Examine performances of advertising agencies, along with utilizing resources effectively.

**CO5:** Evaluate the performance of media vehicle towards the success of product in rural and urban economies..

**UNIT I: Introduction to Advertising**

**(6 hours)**

Nature and scope of Advertising – Characteristics of advertising - Factors of advertisability of a product – Advertising Standard Council of India (ASCI) – Functions and Models of Advertising – **Benefits of Advertising** \*# – Distinguish between - Advertising and Advertisement , Advertising and Sales Promotion.

**UNITII: Types of Advertising**

**(6 hours)**

Classification of advertising- On the basis of Prospectus – On the basis of Product – On the basis of Geographical – On the basis of Demand – On the basis of Advertising – On the basis of Response – On the basis of Sponsorship – On the basis of Media – Scientific Advertising – **National Advertising** #- Trade Advertising – Retail Advertising – **Comparative Advertising**\*.

**UNIT III: Advertising Planning & Layout**

**(6hours)**

Advertising Campaign – Steps involved in Campaign Planning Process – Responsibility in Execution – Advertisement copy– Features , Purpose and Format of a copy – Advertisement layout – Functions, Characteristics – Essentials of a Good Layout.

**UNIT IV: Advertising Agency and Budget**

**(6hours)**

Advertising Agency – Role, Types and Importance – Client and Agency relationship – Advertising Budget – Preparation and Execution of Budget – Methods of determining advertising budget – Fixed Guidelines Approach, Objective and Task Method, Return on Investment approach.

**UNIT V: Advertising Media**

**(6hours)**

Direct and Indirect advertising – Indoor and Outdoor Advertising – Classification of advertising media – Media Planning – Target Market Study, Deciding the Message, Matching Media and Target Group, Media Selection and Media Schedule..



**Extra Credit:**

# Case Study

\* Self Learning

Activities:1.Models 2.Data collections 3.slogan

**Text Book:**

1.P.Saravanavel and Sumathi , “Advertising and Salesmanship” – Margam Publications, Chennai - 2018 Edition.

**Books for Reference:**

1. Advertising Management by Rajeev Batra, John. G.Myers. T. David.A. Aaker; 5th Edition, PHI Edition, New Delhi, 1998 edition
2. Advertising and Brand Management by Dr. Tridib Sengupta , Jayjit Chakraborty , Chiranjib Mitra , Lawpoint Publications, 2021 edition
3. Media Management in India by Dibankar, P., & Biswaroy B.K., Kanishka Publishing House, Current Edition.
4. Advertising, Brands and Consumer Behaviour by S Ramesh Kumar and Anup Krishnamurthy, SAGE Publications India Pvt Ltd, 2020 edition
5. Advertising Media Planning: A Brand Management Approach by Larry D. Kelley and Donald W. Jugenheimer by Routledge Publishers, 2008 Edition.
6. Advertising and Brand Management by Amita Charan and Rekha Dahiya, Ane Books, 2018 edition

**Online Resources:**

Moocs / Swayam course	<ul style="list-style-type: none"> <li>● <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view ug/139">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view ug/139</a></li> <li>● <a href="https://onlinecourses.swayam2.ac.in/cec20_ge07/preview">https://onlinecourses.swayam2.ac.in/cec20_ge07/preview</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>● <a href="https://www.youtube.com/watch?v=KKKs7SzXXeQ">https://www.youtube.com/watch?v=KKKs7SzXXeQ</a></li> <li>● <a href="https://www.youtube.com/watch?v=QDIXtQ6wNH0">https://www.youtube.com/watch?v=QDIXtQ6wNH0</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>● <a href="http://14.99.188.242:8080/jspui/bitstream/123456789/11691/1/V%20BBA%20A MM%20%28MARKETING%20SPECIALIZATION%29-converted%281%29.pdf">http://14.99.188.242:8080/jspui/bitstream/123456789/11691/1/V%20BBA%20A MM%20%28MARKETING%20SPECIALIZATION%29-converted%281%29.pdf</a></li> <li>● <a href="http://www.eiilmuniversity.co.in/downloads/Advertising-Management.pdf">http://www.eiilmuniversity.co.in/downloads/Advertising-Management.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	3	2	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	3	3	3	3	3	3	2	3	2	3

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High)“ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**  
**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Core Course IV (CC-IV)</b>		<b>Semester – III</b>
<b>Course Title : MANAGERIAL COMMUNICATION</b>		
<b>Course code : U19BB4</b>	<b>Hours per week: 5</b>	<b>Credit : 4</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To enable the students understand the basics of communication theory and practice
- It may affect better understanding and timely decisions so that the system may become result oriented.
- To understand techniques of effective communication, make aware about barriers to communication with ethical context.

**Course Outcomes (COs)**

After completing this course the student will be able to Communication

**CO1:**Apply Managerial communication theory to solve workplace communication issues.

**CO2:**Understand the kinds of Business Letter and Develop the communication skills required in the business letters

**CO3:**Summarize to compile the Collection letter and Sales promotion Letter.

**CO4:**Express complex ideas accurately for compile claims, complaints and adjustments Letters.

**CO5:**Create a job application letter and Resume it efficiently.

**UNIT – I:Introduction**

**(15 hours)**

Communication – Communication Process Model – Types of Communication – One Way and Two Way Communication, Verbal and Non Verbal Communication, Formal and Informal Communication- Intra and Inter Personal Communication- Objectives of Communication – **Medias of Communication\*** - Barriers of Communication –Semantic Barriers , Organizational Barriers, Physical Barriers and **Psychological barriers#**.- Principles of Effective communication.

**UNIT-II: Business Letters**

**(15 hours)**

Business correspondence – Functions Of Business Letter - Parts of business Letters – Format of business letters – Effective Business Letter– Enquiries and replies – **Offer and quotations#** – Order and their Execution .

**UNIT III: Complaints ,Adjustments and Sales Letter**

**(15 hours)**

Complaints – Sources Of Mistakes Giving Rise to Complaint – Making Adjustments - **Sales letters#** – **Objectives of Writing Sales letters\*** -Functions of a Sales Letter-Circular letters – Objective and Specimen of Circular Letter.

**UNIT – IV: Agency and # Bank Correspondence**

**(15 hours)**

**Agency Correspondence#** -Application for an Agency-Reply from Manufacturer - Cancellation of an Agency - Bank Correspondence –Request for Opening Bank account-Request for Overdraft-**Letter of Credit\***-Request for Over Export and Import correspondence .

**UNIT – V: Job Application and Resume**

**(15 hours)**

**Application letters#** – The form and Content of the Application Letter – **Resume\*** Preparation - Heads of the Resume – Specimen Application Letter and Resume - Reference –A Specimen letter from a Prospective Employer asking for Reference and Reply from the Reference

**Extra Credit:**

# Case Study

\* Self Learning

@ Activities

1.Quiz 2. Different letter Collection and interpretation.

**Text Book:**

1. *Rajinder Pal and KorlaHalli , Business Communication , Sultan Chand & Sons, New Delhi. 2011*

**Books for Reference:**

1. *Sharma and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw Hill, Mumbai. 2017*
2. *M.S. Ramesh and Pattenshetty, Effective Business English and Correspondence, R.Chand & Company , Delhi 2015*
3. *Bovee, and Thill, Business Communication Today, Pearson Education 2016*
4. *Lesikar, R.V. & Flatley, M.E. Kathryn Rentz; Business Communication Making Connections in Digital World, 11th ed., McGraw Hill Education. 2015*
5. *Shirley Taylor, Communication for Business, Pearson Education 2014*
6. *Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH 2015*
7. *Varinder Kumar, Bodh Raj Managerial communication., kalyani Publishers*

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>● <a href="https://onlinecourses.swayam2.ac.in/imb20_mg12/preview">https://onlinecourses.swayam2.ac.in/imb20_mg12/preview</a></li> <li>● <a href="http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/196">http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/196</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>● <a href="https://www.youtube.com/watch?v=G-8SzY9IT5o">https://www.youtube.com/watch?v=G-8SzY9IT5o</a></li> <li>● <a href="https://www.youtube.com/watch?v=y3jaTpT3l4c">https://www.youtube.com/watch?v=y3jaTpT3l4c</a></li> <li>● <a href="https://www.youtube.com/watch?v=akfatVK5h3Y">https://www.youtube.com/watch?v=akfatVK5h3Y</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>● <a href="https://www.geektonight.com/business-communication-pdf-notes/">https://www.geektonight.com/business-communication-pdf-notes/</a></li> <li>● <a href="https://bbamantra.com/business-communication-introduction/">https://bbamantra.com/business-communication-introduction/</a></li> <li>● <a href="http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf">http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

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	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO2	3	3	3	3	3	3	2	3	2	3
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CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	-	3	-	3
AVG	3	3	3	3	3	3	1.6	3	1.6	3

Notes : 1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)  
(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Core Course V (CCV)</b>		<b>Semester : III</b>
<b>Course Title : PRODUCTION MANAGEMENT</b>		
<b>Course Code : U19BB5</b>	<b>Hours per week:5</b>	<b>Credit : 5</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To help the students to understand the nature and importance of Production Management
- To impact the students to help about the major aspects of Production Management.
- To help the students for optimum utilization of resources.

**Course Outcomes (COs)**

After completing this course the student will be able to

- CO1:** Summarize the concept in Production Management
- CO2:** Paraphrasing the factors influencing Plant location and infer the Plant location Issues.
- CO3:** Interpret the importance of work study and summarize basic Procedure of Work Study
- CO4:** Compute the work measurement by techniques and examine the relationship between Productivity & work study.
- CO5:** Construct Quality control standards and Produce it for Quality accreditation.

**UNIT I: Introduction to Production Management (15 hours)**

Production Management – Scope and Function of Production Management – Factors of Production – **Problems of Production Management#** – Relationships of production with other functions (Marketing , Finance and Human Resource ) – Production management strategies – Decision involved in Production Management.

**UNIT II: Plant Location (15 hours)**

Plant location – Factors influencing plant location – **Plant layout#** – objectives of Plant Layout – Characteristics of an efficient layout – Steps involved in Plant Layout - Types of Plant Layout – product or line layout – Functional or Process Layout – Difference between Product Layout and Process Layout -Stationary or Fixed or Static Layout – Combination or Mixed layout - **Advantages and limitations plant Layout\*** .

**UNIT III: Work Study (15 hours)**

**Work study#** – objectives and importance of Work Study – significance of Work Study – major components of Work Study – Basic procedure for work study – **benefits of work study\*** – Relationship between Productivity & work study.

**UNIT IV: Method Study (15 hours)**

Method study – scope and procedure of Method Study – **Work measurement#** – objectives and techniques of Work Measurement – Time study – procedure of work measurement – analytical approach of method study – symbols method study.

**UNIT V: Quality Control (15 hours)**

Quality - **Quality control#** – objectives of Quality Control – principles of Quality Control – quality management techniques – importance and **advantages of Quality Control System\*** –ISO – Process of Obtaining ISO certifications – Quality Accreditation and Certifying Agencies..

**Extra Credit**

- #Case Study
- \* Self Learning

- Activities : 1. Quiz 2.Industrial visit  
3. Photo collection of different industries on production Department

**Text Book:**

1. P.Saravanavel , S.Sumathi ,*Production and Materials Management*, ,Margham Publications ,Chennai

**Reference Book:**

1. B.S.Goyel, *Production and Operation Management*, Sultan Chand & Sons, New Delhi,
2. Panneerselvam, *Production and Operation Management*, Prentice Hall of India
3. K.Aswathappa , *Production and Operation Management Himalaya Publishing House. New Delhi – 2000*
4. M.M.Varma *Material Management*, , Sultan Chand & Sons, New Delhi, 2008, 15<sup>th</sup> edi.
5. Swami Anubhavananda & Prof. Arya Kumar, *Ethics in Management*, Ane Books India, New Delhi.
6. B. Mahadevan, *operations management, Library of Congress cataloging in publication data, New Delhi.*

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>• <a href="https://onlinecourses.swayam2.ac.in/nou20_cs07/preview">https://onlinecourses.swayam2.ac.in/nou20_cs07/preview</a></li> <li>• <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/240">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/240</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=HMH3XPVC1Hg">https://www.youtube.com/watch?v=HMH3XPVC1Hg</a></li> <li>• <a href="https://www.youtube.com/watch?v=YR5jjleIoTg">https://www.youtube.com/watch?v=YR5jjleIoTg</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>• <a href="https://www.ddegjust.ac.in/studymaterial/bba/bba-303.pdf">https://www.ddegjust.ac.in/studymaterial/bba/bba-303.pdf</a></li> <li>• <a href="https://www.nsam.ac.in/pdf/lecture-notes/bba/Production%20and%20Operations%20Management.pdf">https://www.nsam.ac.in/pdf/lecture-notes/bba/Production%20and%20Operations%20Management.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

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CO5	3	3	3	3	3	3	2	3	2	3
AVG	3	3	3	3	3	3	2	3	2	3

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**  
**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Allied Course IV (AC IV)</b>		<b>Semester: III</b>
<b>Course Title : OPERATIONS RESEARCH</b>		
<b>Course Code : U19ABB4</b>	<b>Hours per week:4</b>	<b>Credit :3</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To equip the students with knowledge of practical application of Operations research techniques for analysis.
- To facilitate the students to understand the scientific methods operation research
- To train the students on Forecasting Techniques and applying Sampling Theory to real life situations.

**Course Outcomes (COs)**

After completing this course the student will be able to

- CO1:** Formulate Linear Programming Equation and solve using appropriate Method.
- CO2:** Compute the optimal transportation cost.
- CO3:** Ability to analyze and assign job to employee by solving Assignment Problem
- CO4:** Understanding Replacement techniques for evaluating optimal replacement period.
- CO5:** Find network analysis problem and decision theory

**UNIT I: Quantitative Techniques Introduction**

**(12 hours)**

Operations Research – Scope of Operation Research – Phases of Operation research – **Limitations of Operation Research\***– **Operation Research and Decision making#**– Linear Programming Problem: Formulation of L.P.P.– Solution to L.P.P.– Graphical Method- Simplex method (Simple Less than constraints problems only)..

**UNIT II: Transportation Problem**

**(12 hours)**

Transportation Problem - Solving transportation Problems - By North West Corner Rule, Least Cost Method and Vogel's Approximation Method.– Initial Basic Feasible Solution and Optimal Solution. Simulation – inventory, **time management#** and finance problems.

**UNIT III: Assignment Problem**

**(12 hours)**

Assignment Problem - Solving Assignment Problem-**Traveling Salesman Model\***– Maxima & Minima Method– Hungarian Method. Travelers salesman problems

**UNIT IV: Replacement Decisions**

**(12 hours)**

**Replacement Decisions#** - Payback Period - Total Life Average Method -Annual Cost Method - Present Worth Method - Replacement of Equipment that deteriorates gradually– Replacement of Equipment that fails suddenly.

**UNIT V: PERT-CPM**

**(12 hours)**

Network analysis - PERT (Programme review Techniques) - CPM (Critical Path Method)- network diagram- total duration - total float - free float – variance.(te)

**Extra Credit:**

# Case Study

\* Self Learning

Activities 1.Quiz 2. Data Collection and interpretation.

**Text book:**

1. *Kanti Swarup, P. K. Gupta., Operations Research, Chaukhamba Auriyantaliya (1 January 2015)*

**Books for Reference:**

1. *Srivatasava, U. S. Quantitative Techniques for Managerial Decision Making. Wiley Eastern, (2012).*
2. *Taha, Natarajan, Balasubramanie, Tamilarasi, Operations Research: An Introduction, 8e, Pearson-PrenticeHall, (2008),*
3. *Dr.P.R.Vittal, Business Mathematics and Statistics, MarghamPublications,Sixth revised and Enlarged edition Reprint, 2013*
4. *Kothari.C.R.QuantitativeTechniques,Vikas Publishing House, Noida,2016*
5. *Gupta.S.P. Statistical Methods,Sultan Chand and Sons, New Delhi,2014*

**Marks Scheme : Theory 20% and Problems 80%**

Section A (20*1=20 Marks)	Section B ( 5*5= 25 Marks)	Section C(3*10=30Marks)
Questions 1 to 20 Multiple Choice Questions only	21a) Theory 21b) Problem 22a) Problem 22b) Problem 23a) Problem 23b) Problem 24a) Problem 24 b) Problem 25 a) Problem 25b) Problem	Questions 26 to 30 Problems only

**Online Resources:**

Swayam Course	<a href="https://onlinecourses.swayam2.ac.in/cec20_ma10/preview">https://onlinecourses.swayam2.ac.in/cec20_ma10/preview</a> <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/275">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/275</a>
E-Content	<a href="http://www.joydivisionman.com/vita/MBAv1.pdf">http://www.joydivisionman.com/vita/MBAv1.pdf</a>
Other online resources	<a href="https://www.youtube.com/watch?v=xrGVe6gMRyk">https://www.youtube.com/watch?v=xrGVe6gMRyk</a> <a href="https://www.youtube.com/watch?v=rrfFTdO2Z7I">https://www.youtube.com/watch?v=rrfFTdO2Z7I</a>

**Relationship Matrix for COs, POs and PSOs**

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CO2	2	2	-	2	-	-	2	-	2	-
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CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	-	3	-	3
AVG	2.8	2.8	2.4	2.8	2.4	2.4	1.6	2.4	1.6	2.4

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High) “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**  
**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –IV : Skill Based Elective II (SBE-II)</b>		<b>Semester: III</b>
<b>Course Title : COMPUTER APPLICATIONS IN BUSINESS</b>		
<b>Course Code : U22SBEBBII</b>	<b>Hours per week:2</b>	<b>Credit :2</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To equip the students with knowledge of practical application of Microsoft office and its application.
- To facilitate the students to understand MS office and PowerPoint application
- To train the students on Architecture and customization of tally.

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Discuss current trends in Hardware, Software, and Database Management.

**CO2:** Demonstrate the ability to work on MS Access professionally.

**CO3:** Ability to work with MS Excel - creating and formatting different types of charts

**CO4:** Demonstrate the ability to work with Tally.

**CO5:** Find the use of ERP (Tally) in business activities.

**UNIT I: Introduction**

**(6 hours)**

Computer – Importance of computers – Areas of Application – IPO cycle – Components of Computer – Memory and Control Units – Input and Output devices – Hardware and Software – Operating System – Functions and **advantages of OS\***.

**UNIT II: MS Word**

**(6 hours)**

MS Word – Document creation – official letters and business letters using wizards – editing documents – inserting objects – formatting documents – spelling and grammar check – word count – thesaurus, auto correct – working with tables – saving, opening and closing documents – Mail merge – use of mail merge.

**UNIT III: MS-Excel**

**(6 hours)**

Spreadsheet – Applications – MS Excel - features – Building work sheets – Entering data in worksheets, editing and formatting worksheets – creating and formatting different types of charts – types of functions – financial functions – MS PowerPoint – Features – Presenting - Creating a presentation – opening a presentation – Pack and Go Command – Inserting new slide – Animation – Slide Navigation

**UNIT IV: Tally-Introduction**

**(6 hours)**

Fundamentals of Computerized accounting – Computerized accounting Vs manual accounting - Architecture and customization of tally – Features of tally 7.2 / 9.0 versions – Tally screens and menus – Creation of company – Creating of groups – Editing and deleting groups – Creation of ledgers – Editing and deleting ledgers – Introduction to vouchers – Types of vouchers – Voucher entry

**UNIT V: Inventories, Vouchers Entry, Budget and Controls.**

**(6 hours)**

Inventories – Creation of stock categories, groups and Stock items – Editing and deleting stocks – Vouchers entry – Purchase orders – Sales orders – Stock vouchers – Introduction to cost – creation of cost category – Creation cost centers – Centers in vouchers entry – Budget and controls – Creation of budgets – Editing and deleting budgets – Day books – Balance sheets – Trial balance – Profit and Loss account – Ratio analysis, Cash flow statement – Fund flow statement



**Extra Credit:**

- # Case Study
- \* Self Learning
- Activities 1.Quiz 2. Data Collection and interpretation.

**Text Book:**

*1.Dr. S.V. Srinivasa Vallabha , Computer Applications in Business , Sultan Chand Publications, New Delhi 2015*

**Reference Book:**

1. *Ed. Jones Derek, Microsoft Office Windows 95 Bible Comdex Computer Publication 2015*
2. *Computerized Accounting under Tally, Deva Publications 2013*
3. *S.V. Srinivasa Vallabhan ,Introduction to Computers –, Sultan Chand Publication 2013*
4. *SMW Deva TIAL Smart Accountant Book , AVC Deva Publication 2015*
5. *Computerized Accounting under Tally Publication, Deva Publication 2013*
6. *Computer Application in Business, Dr. Joseph Anbarasu, LearnTech Press 2014*
7. *Implementing Tally 5.4, 6.3, 7.2 versus. Author K.K. Nandhani Publication, BPB Publication, New Delhi 2016*

**Marks Scheme : Theory 20% and Problems 80%**

Section A (20*1=20 Marks)	Section B ( 5*5= 25 Marks)	Section C(3*10=30Marks)
Questions 1 to 20 Multiple Choice Questions only	21a) Theory 21b) Problem 22a) Problem 22b) Problem 23a) Problem 23b) Problem 24a) Problem 24 b) Problem 25 a) Problem 25b) Problem	Questions 26 to 30 Problems only

**Online Resources:**

Swayam Course	<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/121">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/121</a>
E-Content	<a href="http://www.joydivisionman.com/vita/MBAv1.pdf">http://www.joydivisionman.com/vita/MBAv1.pdf</a>
Other online resources	<a href="https://www.youtube.com/watch?v=xrGVe6gMRyk">https://www.youtube.com/watch?v=xrGVe6gMRyk</a> <a href="https://www.youtube.com/watch?v=rrfFTdO2Z7I">https://www.youtube.com/watch?v=rrfFTdO2Z7I</a>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	3	2	3
CO2	2	2	-	2	-	-	2	-	2	-
CO3	3	3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	-	3	-	3
AVG	2.8	2.8	2.4	2.8	2.4	2.4	1.6	2.4	1.6	2.4

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High) “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**  
**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –IV : Skill Based Elective III (SBE-III)</b>		<b>Semester: III</b>
<b>Course Title : COMPUTER APPLICATIONS IN BUSINESS – (LAB)</b>		
<b>Course Code : U22 SBEBB3P</b>	<b>Hours per week:2</b>	<b>Credit :2</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To equip the students with knowledge of practical application of Microsoft office and its application.
- To facilitate the students to understand MS office and PowerPoint application
- To train the students on Architecture and customization of tally.

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Create Business letter ,Invitation ,Bio –Data and Mail Merge.

**CO2:** Ability to work with MS Excel - creating and formatting different types of charts

**CO3:** Ability to work with MS Power Point;

**CO4:** Demonstrate the ability to work with Tally.

**CO5:** Assess ERP (Tally) in business activities.

**UNIT I: MS Office (6 hours)**

1. Business Letters and Invitation
2. Bio Data – Resume
3. Mail Merge

**UNIT II: MS Excel (6 hours)**

4. Work sheet – Mark sheet ; Pay bill – Pay Slip
5. Creating Charts

**UNIT III: MS-Power Point (6 hours)**

6. Presentation in PowerPoint – Business meetings
7. Advertising Presentation in PowerPoint

**UNIT IV: Tally-Introduction (6 hours)**

8. Creation of New Company,
9. Books of Accounts,

**UNIT V: Inventories, Vouchers Entry, Budget and Controls. (6 hours)**

10. Trial Balance in Tally
11. Trading Profit and Loss Account . Balance Sheet
12. Voucher Entry

**Text Book:**

1. Dr. S.V. Srinivasa Vallabha , *Computer Applications in Business* , Sultan Chand Publications, New Delhi 2015

**Reference Book:**

1. Ed. Jones Derek, *Microsoft Office Windows 95 Bible Comdex Computer Publication 2015*
2. *Computerized Accounting under Tally*, Deva Publications 2013
3. S.V. Srinivasa Vallabhan , *Introduction to Computers –*, Sultan Chand Publication 2013
4. *SMW Deva TIAL Smart Accountant Book* , AVC Deva Publication 2015
5. *Computerized Accounting under Tally Publication*, Deva Publication 2013

6. *Computer Application in Business, Dr. Joseph Anbarasu, LearnTech Press 2014*
7. *Implementing Tally 5.4, 6.3, 7.2 versus. Author K.K. Nandhani Publication, BPB Publication, New Delhi 2016*

**Online Resources:**

Swayam Course	<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/121">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/121</a>
E-Content	<a href="http://www.joydivisionman.com/vita/MBAv1.pdf">http://www.joydivisionman.com/vita/MBAv1.pdf</a>
Other online resources	<a href="https://www.youtube.com/watch?v=xrGVe6gMRyk">https://www.youtube.com/watch?v=xrGVe6gMRyk</a> <a href="https://www.youtube.com/watch?v=rrFFTdO2Z7I">https://www.youtube.com/watch?v=rrFFTdO2Z7I</a>

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Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
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CO2	2	2	-	2	-	-	2	-	2	-
CO3	3	3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	-	3	-	3
AVG	2.8	2.8	2.4	2.8	2.4	2.4	1.6	2.4	1.6	2.4

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High) “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Core Course VI : (CC VI)</b>		<b>Semester: IV</b>
<b>Course Title : COST ACCOUNTING</b>		
<b>Course Code : U22BB6</b>	<b>Hours per week: 4</b>	<b>Credit : 3</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To create an understanding of the cost concept and the methods for ascertainment of costs for different types of products.
- To enable the students to understand the principles and procedures of cost accounting
- To apply the procedures of cost accounting in different practical situations.

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Describe the basics of costing used for decision making of performance evaluation.

**CO2:** Practice how materials and inventory cost planning solve the issues in decision making.

**CO3:** Identify the method of Remuneration and Estimate measure labour related cost.

**CO4:** Formulate overhead predetermined and activity -based costing.

**CO5:** Summarize the technique and Compute job cost and Process Cost.

**UNIT I :Introduction**

**(12 hours)**

Cost accounting - Objectives of Cost Accounting – **Advantages of Cost Accounting\*** –Limitation of Cost Accounting - Difference between Financial accounting and cost accounting – Types of Cost Centers - Elements and Classification of Cost –Methods of Costing –Cost sheet – Tender and quotation

**UNIT II :Materials**

**(12 hours)**

Materials – Material Control – Objectives of Material Control – Economic Order Quantity (EOQ) – Perpetual Inventory System – Bin Card -Stores Ledger – **Difference between Bin Card and Stores Ledger\*** – Economic Order Quantity (EOQ) – **FIFO, LIFO#**, Simple Average and Weighted Average.

**UNIT III :Labour**

**(12 hours)**

Labour – Methods of Time Keeping -- Methods of Remuneration and Incentive Schemes - Labour Cost – Overtime and **Idle time #**– Time Wages and Piece Wages ( Taylor’s and Merrick Piece rate System &Halsey plan and Rowan plan )- Labour Turnover – Separation Method , Replacement Method and Flux Method .

**UNIT IV :Overheads**

**(12 hours)**

Overheads – Classification of Overheads - Overhead Expenses- Allocation, Apportionment and Absorption – Over and Under Absorption – Primary Distribution – Secondary Distribution –**Machine Hour Rate# -Merits and Demerits of Machine Hour Rate\***.

**UNIT V :Contract costing**

**(12 hours)**

Contract Costing- Features of Contract Costing - **Difference between Job and Contract Costing\*** - **Job Cost Sheet#** – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains (excluding Equivalent Production and Inter process) .

**Extra Credit:**

# Case Study

\* Self Learning

Activities: 1. Quiz 2. Data Collection regarding Cost Sheet 3. Chart work

**Text Book:**

1. R. Ramachandran & . R. Srinivasan , Cost Accounting , Sriram Publications, Tiruchi-17 2018

**Books for Reference:**

1. Pillai and Bagawathi , Cost Accounting, S.Chand & Co. New Delhi, 2015
2. Jain and Narang Cost Accounting , Kalyani Publishers, Ludhiana, 2019
3. Arora M. N Methods and Techniques of Cost Accounting (4th ed.). India, 2016
4. S.P. Iyengar, Cost Accounting—Sultan Chand & Sons, New Delhi, 2015
5. S.N. Maheswari, . Cost Accounting Sultan Chand & Sons, New Delhi, 2013

**Marks Scheme: Theory 20% and Problems 80%**

Section A (1*20=20) Marks	Section B (5*5=25) Marks	Section C (3*10=30) Marks
1 to 20 Multiple Choice Questions	21(a) Theory 21(b) Problem 22(a) Problem 22(b) Problem 23(a) Problem 23(b) Problem 24(a) Theory 24(b) Problem 25(a) Problem 25(b) Problem	Questions 26 to 30 Problems only.

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>• <a href="https://onlinecourses.nptel.ac.in/noc20_mg53/preview">https://onlinecourses.nptel.ac.in/noc20_mg53/preview</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=pGymzuGAKJ8&amp;ab_channel=CA.Nares">https://www.youtube.com/watch?v=pGymzuGAKJ8&amp;ab_channel=CA.Nares</a></li> <li>• <a href="https://www.youtube.com/watch?v=LmGj4DJO2ko&amp;ab_channel=CollegeTutor">https://www.youtube.com/watch?v=LmGj4DJO2ko&amp;ab_channel=CollegeTutor</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>• <a href="http://sdeuoc.ac.in/?q=content/mcom-study-material">http://sdeuoc.ac.in/?q=content/mcom-study-material</a></li> <li>• <a href="http://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/Advanced%20Cost%20Accounting-Final.pdf">http://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/Advanced%20Cost%20Accounting-Final.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	3	2	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3		3		3
CO4	3	3	3	3	3	3		3		3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	3	3	3	3	3	3	1.2	3	1.6	3

Notes : 1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Allied Course V (AC V)</b>		<b>Semester : IV</b>
<b>Course Title : BUSINESS MATHEMATICS</b>		
<b>Course Code :U22ABB5</b>	<b>Hours per week: 5</b>	<b>Credit : 2</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To facilitate an understanding of the basics of business mathematics.
- To enable students to gain knowledge on the mathematics calculation
- To apply mathematical applications into business situations.

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Identify the conceptual & working knowledge of matrices & determinants and how they access in Business application

**CO2:** Determine the Simple & Compound Interest by appropriate formula and evaluate the Interest.

**CO3:** Develop knowledge in Sets and infer how they are applied in Business Operation.

**CO4:** Summarize the Function of Limits and their application .

**CO5:** Compile information on the various techniques used in Economic Application of Differentiation.

**UNIT – I: Matrix Algebra**

**(15 hours)**

Matrices – Types of Matrices - Equal Matrix ,Diagonal Matrix , Scalar Matrix , Unit Matrix and Null Matrix -Addition , Subtraction and Multiplication of Matrices - Adjoint of a Matrix - Inverse matrix - Solution to Linear equations (not more than three variables) - inverse method and cramer's rule Method.

**UNIT–II: Interest Calculation**

**(15 hours)**

Interest - Formula for calculating Simple interest - Formula for calculating **compound interest#** - **Application of Compound\*** - Interest- Annuity - Formula for calculating Immediate Annuity , Formula for calculating Annuity due - Present value of an Immediate Annuity – Present value of Deferred Annuity- Present value of a Perpetuity

**UNIT – III: Law of Sets**

**(15 hours)**

Sets -- Types of Sets -Examples of Finite and Infinite sets – Singleton set – Examples of Null Set – Subset – Equality of sets – Disjoint and Universal sets – Set Operations – Union of sets – Intersection of sets – Difference of sets – Complement of a sets - **Venn Diagrams#**– Law of Sets. – Commutative laws – Associative Laws – Distributive Laws- De Morgan Laws – **Application of sets in Business Operation\***.

**UNIT – IV: Algebraic Problems**

**(15 hours)**

Differentiation -Limits -Function of Limits -Properties of Limits -Derivatives of  $X^n$  ,  $e^n$  and  $\log e^x$  Derivatives of Product rule -Quotient rule -Function of a Function rule - simple algebraic problems only (not trigonometric function) .

**UNIT– V: Application of Differentiation**

**(15 hours)**

**Economic Application of Differentiation\*** – average cost, marginal cost, average revenue, and marginal revenue – **Relationship Between elasticity of Demand and Supply#** – Maxima and minima function

**Extra Credit:**

# Case Study

\* Self Learning

Activities : 1.Quiz 2.Chartwork

**Text book:**

2. , Dr.P.R.Vittal, *Business Mathematics and Statistics*, MarghamPublications,Sixth revised and Enlarged edition Reprint, 2013.

**Books for Reference:**

1. S P Rajagopalan and R .Sattanathan, *Business Mathematics* , Vijay Nicole Imprints Ltd., 3<sup>rd</sup> Edition, 2014.
2. J. K. Singh, *Business Mathematics*, Himalaya Publishers, 3<sup>rd</sup> Edition,2018.
3. QuaziZmiruddin, *Business Mathematics*,Vijay K. Khanna , S.K. Bhambri,Vikas Publishers, 2<sup>nd</sup> Edition, 2009.
4. P.A. Navanitham, *Business Mathematics and Statistics*, Jai Publishers, 1<sup>st</sup> Edition, 2008.
5. D.C. Sancheti and V.K. Kapoor, *Business Mathematics*, Sultan Chand and Sons, New Delhi.2016

**Marks Scheme: Theory 20% problem 80%**

Section A (1*20=20)Marks	Section B (5*5=25) Marks	Section C (3*10=30) Marks
1 to 20 Multiple Choice Questions	21(a) Theory 21(b) Problem 22(a) Problem 22(b) Problem 23(a) Problem 23(b) Problem 24(a) Problem 24(b) Problem 25(a) Problem 25(b) Problem	26 Questions to 30 Problems only.

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>• <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/157">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/157</a></li> <li>• <a href="https://onlinecourses.swayam2.ac.in/nou22_cm08/preview">https://onlinecourses.swayam2.ac.in/nou22_cm08/preview</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=gFEgobF0IWU">https://www.youtube.com/watch?v=gFEgobF0IWU</a></li> <li>• <a href="https://www.youtube.com/watch?v=80wcZz83YEo&amp;list=PLJtJvO3aaWe013iyGsgWPnNrDVWs_quVO">https://www.youtube.com/watch?v=80wcZz83YEo&amp;list=PLJtJvO3aaWe013iyGsgWPnNrDVWs_quVO</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>• <a href="https://cablogindia.com/business-mathematics-notes-for-ca-foundation/">https://cablogindia.com/business-mathematics-notes-for-ca-foundation/</a></li> <li>• <a href="https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Foundation-Paper4-Revised.pdf">https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Foundation-Paper4-Revised.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	-	3	-	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	3	3	3	3	3	3	1.6	3	1.6	3

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Allied Course (AC V)</b>		<b>Semester –IV</b>
<b>Course Title : HUMAN RESOURCE MANAGEMENT</b>		
<b>Course Code : U22ABB6</b>	<b>Hours per week: 5</b>	<b>Credit : 2</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To help the students understand about human resource Management and their application in day to day business.
- To enable the students to understand the Performance Appraisal
- To help the students for planning, training and recruitment of personal use

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Think and integrate the activities of HR with the organization's goals and explain the functions of HRM

**CO2:** Understand Factors influencing HRP and summarize the factors determining recruitment .

**CO3:** Prepare the selection process and construct the training methods for work arrangement.

**CO4:** Compile the job analysis process and express the advantages of Job Evaluation.

**CO5:** Examine the Performance and generalize the need and importance of motivation. Summarize the Factors responsible for growing importance of Qualities of Work life

**UNIT I : HRM Introduction (15 hours)**

Human Resource Management – Scope of HRM – Characteristics of HRM – Objectives HRM– Role and Structure of Personnel Department – Functions of HRM – **Managerial Function#** and Operative Function.

**UNIT II : Human Resource Planning (15 hours)**

Human Resource Planning – **Need\*** and Characteristics of HRP – Process of HRP – Factors influencing HRP – Internal and External Factors – Recruitment – Sources of Recruitment– Factors determining recruitment -

**UNIT III : Selection and Training (15 hours)**

Selection – **Selection Process#** – Steps involved in Selection of Candidate –Training – Objectives of Training – **Need for Training\*** – Methods of Training – Separation – Transfer – Job Specification – Job Description – Job Rotation

**UNIT IV : Job Analysis and Evaluation (15 hours)**

Job Analysis –Advantages of Job Analysis – Job Description – Job Specification – **Job Evaluation#** – **Advantages of Job Evaluation\*** – Job Rotation — Collective Bargaining – Characteristics – Objectives of Collective Bargaining.

**UNIT V : Performance Appraisal (15 hours)**

Performance Appraisal – Objectives of Performance Appraisal – Motivation – Nature and Character of Motivation – **Importance of Motivation\*** – Human Resource Audit – Need and Important of HR Audit – Grievance – Characteristics of Grievance – Causes of Grievance – Steps involved in **Grievance Procedure#** – Qualities of Work life – Factors responsible for growing importance of Qualities of Work life – Importance of WPM (Workers Participation in Management)



**Extra Credit:**

- # Case Study
- \* Self Learning
- Activities 1.Quiz 2.Group Discussion

**Text Book:**

1. C.B.Memoria, *Personnel Management* , Himalaya Publishing , 2020.

**Books for Reference:**

1. Gary Dessler, *Human Resource Management*, Pearson Chennai, 2020.(16<sup>th</sup> Edition)
2. Arun Monappa, Mirza Saiyadian, *Personnel Management* Tata McGraw Hill
3. *Human Resource Management:*
4. K.K.Ahuja, *Personnel Management* Kalyani Publishers.
5. P.C.Tripathi, *Personnel Management and Industrial Relations* Sultan chand.
6. S.S.Khanka , *Human Resource management* Himalaya Publishing House 2018

**Online Resources:**

Swayam Course	<ul style="list-style-type: none"> <li>● <a href="https://onlinecourses.swayam2.ac.in/cec21_mg06/preview">https://onlinecourses.swayam2.ac.in/cec21_mg06/preview</a></li> <li>● <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/237">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/237</a></li> </ul>
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Other online resources	<ul style="list-style-type: none"> <li>● <a href="https://brauss.in/hrm-basic-notes.pdf">https://brauss.in/hrm-basic-notes.pdf</a></li> <li>● <a href="http://www.mim.ac.mw/books/Armstrong's%20Strategic%20Human%20Resource%20Management.pdf">http://www.mim.ac.mw/books/Armstrong's%20Strategic%20Human%20Resource%20Management.pdf</a></li> <li>● <a href="https://www.ftms.edu.my/images/Document/MOD001180%20%20Managing%20Human%20Resources/Revision%20HR%202.pdf">https://www.ftms.edu.my/images/Document/MOD001180%20%20Managing%20Human%20Resources/Revision%20HR%202.pdf</a></li> <li>● <a href="https://www.hcipress.org/uploads/4/2/1/1/42111735/free_strategic_human_resource_management_e-text.pdf">https://www.hcipress.org/uploads/4/2/1/1/42111735/free_strategic_human_resource_management_e-text.pdf</a></li> </ul>

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CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	3	3	3	3	3	3	2	3	2	3

**Notes :** 1-Slight (Low) , 2- Moderate (Medium), 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –IV : Non Major Elective Course I (NMEC I)</b>		<b>Semester : IV</b>
<b>Course Title :INTRODUCTION TO CAPITAL MARKET</b>		
<b>Course code : U22NMBB1</b>	<b>Hours per week: 2</b>	<b>Credit : 2</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To enable the students to understand the Methods of trading in stock exchange.
- To understand the functions of BSE, NSE and SEBI
- To know about registration procedure underwriter and stock brokers

**Course Outcomes (COs)**

After completing this course the student will be able to

- CO1:** Summarize the basic ideas and concepts of Capital market in India
- CO2:** Identify the functions of the primary market and explain the methods of Issues.
- CO3:** Apply concepts to the stock exchange – BSE – NSE
- CO4:** Compile the uses of Securities and Exchange Board of India .
- CO5:** Distinguish the Investment and Stock Brokers .

**UNIT- I: Introduction to Capital Market**

**(6 hours)**

Capital Market – Objectives Of Capital Market - Features and Functions of Capital Market - **Importance of capital market\*** - Types of Capital Market-Types of Securities dealt in capital market - **Equity Shares#**, Preference Shares, Debentures, Mutual Funds.

**.UNIT- II: Primary Market**

**(6 hours)**

Primary Market – Features of primary market – Players in primary market - Methods of floating new issues - Instruments in Primary Market - SEBI Regulations in primary market.

**UNIT-III: Secondary Market**

**(6 hours)**

**Secondary Market#** – Types of Secondary Market - Functions of stock exchange – Major players in Secondary Market - SEBI Regulations in secondary market - NSE – Objectives of NSE –Feature of NSE - **Advantages of NSE\*** -Trading Procedures in NSE –Features Of BSE.

**UNIT- IV: Listing of Securities**

**(6 hours)**

Categories of Shares - Listing Procedure - Conditions for listing – **Advantages of Listing\*** -Drawbacks of listing - Applications in Respect of **New Issues#** or Offers for Sale or Book-Building- Underwriting, Placing and Preliminary Arrangements - Listing Conditions and Requirements.

**UNIT- V: Stock Broking**

**(6 hours)**

Registration of **Stock Brokers#** – Kinds of Brokers – Role of Stock brokers- Speculation–Features of Speculation - Kinds of Speculators- Speculative Transaction - Types of speculators-**Difference between Investment and Stock Brokers\***.

**Extra Credit:**

# Case Study

\* Self Learning

Activities: 1. Draw the flow chart of various types of organization and Organization Structure

**Text Books:**

1 V.K. Bhalla, *Investment Management and Portfolio Management* S. Chand & Co. New Delhi, 2016

**Books for Reference:**

- 1 Preethi Singh, *Investment Management* Himalaya Publishing House. Publications, 2010
- 2 Punidhavathi Pandiyan. *Securities Analysis & Portfolio Management*, Vikas Publishing House, . 2012 Second edition
- 3 P.N. Varshney: *Indian Financial System*, Sultan Chand and Sons, New Delhi
- 4 E. Gordon and K. Natarajan, *Financial Market & Institutions* Himalaya Publishing House
- 5 *Financial Services* B.Santhanam Margham Publications, Chennai, 2011

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>● <a href="https://onlinecourses.swayam2.ac.in/imb19_mg09/preview">https://onlinecourses.swayam2.ac.in/imb19_mg09/preview</a></li> <li>● <a href="https://www1.nseindia.com/education/content/module_nccmp.htm">https://www1.nseindia.com/education/content/module_nccmp.htm</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>● <a href="https://www.youtube.com/watch?v=ZXYgGtiPKR4">https://www.youtube.com/watch?v=ZXYgGtiPKR4</a></li> <li>● <a href="https://www.youtube.com/watch?v=d4dQI7EG2Dw">https://www.youtube.com/watch?v=d4dQI7EG2Dw</a></li> <li>● <a href="https://www.youtube.com/watch?v=d1trPWVDvu4">https://www.youtube.com/watch?v=d1trPWVDvu4</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>● <a href="https://economictimes.indiatimes.com/definition/capital-market">https://economictimes.indiatimes.com/definition/capital-market</a></li> <li>● <a href="https://vinodkothari.com/wp-content/uploads/2014/01/Notes-on-Indian-Financial-Markets-final- np .pdf">https://vinodkothari.com/wp-content/uploads/2014/01/Notes-on-Indian-Financial-Markets-final- np .pdf</a></li> <li>● <a href="https://investor.sebi.gov.in/pdf/reference-material/beginners.pdf">https://investor.sebi.gov.in/pdf/reference-material/beginners.pdf</a></li> <li>● <a href="https://www.researchgate.net/profile/Tamunonimim_Ngerebo">https://www.researchgate.net/profile/Tamunonimim_Ngerebo</a></li> <li>● <a href="http://cbseacademic.nic.in/web_material/Curriculum19/Class_XII/793_Capital_Market_Operations.pdf">http://cbseacademic.nic.in/web_material/Curriculum19/Class_XII/793_Capital Market Operations.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	3	2	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3		3		3
CO4	3	3	3	3	3	3		3		3
CO5	3	3	3	3	3	3		3		3
AVG	3	3	3	3	3	3	.8	3	.8	3

Notes : 1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Core Course VII: (CC VII)</b>		<b>Semester : V</b>
<b>Course Title : RETAIL MANAGEMENT</b>		
<b>Course code : U22BB7</b>	<b>Hours per week:5</b>	<b>Credit :5</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To make students aware of Retailing and their developments.
- To develop an understanding of various existing and emerging retail formats in India.
- To help the students to understand contemporary issues in store location and importance of timing of Sales promotion.

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Describing the status of retailing in India and analyzing the evolution of Retail.

**CO2:** Understanding the types of store and non store based retail sales mix.

**CO3:** Identifying factors affecting site location and explaining the Organization structure for retail firms.

**CO4:** Understanding the scope and expressing the essence of creating brands.

**CO5:** Generalize the techniques used in sales promotion and summarize the factors considered in selecting a showroom.

**UNIT I Introduction to Retailing**

**(15 hours)**

Features of Retailing – Importance of Retailing – Evolution of retail – **Pros & cons of Retailing\*** – Challenges in retail development in India – **Retail Marketing#** – Reasons for growth of retail in India.

**UNIT II Functions and Types of Retailers**

**(15 hours)**

Kinds of retailing –Store Based Retailing –Classification on the basis of Ownership –Classification on the basis of Merchandise Offered –Non-Store Retailing –Direct Selling –**Mail Order\*** –Tele-Marketing – Automated Vending –Service Retailing –Retail Banking –Functions of Retailing –Buying and Merchandising – Store Operation –Administration and Legal –HRM –Finance and Accounts –**Branding#** and Marketing.

**UNIT III Retail Location Strategies**

**(15 hours)**

Issues to be considered in site selection –Decisions on **geographic location#** on retail stores –Types of Planned shopping area –**Factors involved in location decision\*** –Designing Organization structure for retail firms.

**UNIT IV : Branding in Retail**

**(15 hours)**

Brand –**Advantages of Brand builders in retailers\*** –Brand Name –Brand Loyalty –Types of **Store Loyalty#** –Types of customer Loyalty –Retail store Brands –Process of Private label creation –Private labels in India.

**UNIT V Retail and Sales Promotion**

**(15 hours)**

**Retail Promotion#** –Promotional Objectives –Promotional advertisements –Factors considered in selecting a showroom –Sales Promotion –Objectives of Sales Promotion –Kinds of Sales Promotion –Customer Sales Dealer Sales and Sales Force Promotion.

**Extra Credit:**

# Case Study

\* Self Learning

Activities : 1.Data Collection,2.Quiz

**Text Book:**

1..Dr.L.Natarajan,*FRetail Management ,Margham Publications,Chennai –(2017)(Unit I to IV)*

2. *Ansuya Angadi, Retailing Management,S.Chand &Company Ltd., New Delhi,(2009), (Unit –V)*

**Reference Books :**

1. *Gibson G. Vedamani,Retail Management – Functional Principles and Practices, JAICO Publishing House, Mumbai, 2008*

2. *Suja Nair ,Retail Management ,Himalaya Publishing house Mumbai,(2010).*

3. *Michael Levy, Barton A Weitz and Ajay Pandit,, Retail Management (6<sup>th</sup> Edition), Tata McGraw Hill Publishing Co Limited, New Delhi, 2008*

**Online Resources:**

Swayam Course	<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/220">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/220</a> <a href="https://onlinecourses.swayam2.ac.in/imb19_mg02/preview">https://onlinecourses.swayam2.ac.in/imb19_mg02/preview</a>
E-Content	<a href="https://www.retaildogma.com/retail-management/">https://www.retaildogma.com/retail-management/</a> <a href="https://www.youtube.com/watch?v=5iRDd-f1nmg">https://www.youtube.com/watch?v=5iRDd-f1nmg</a>
Other online resources	<a href="http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf">http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf</a> <a href="https://ebooks.lpude.in/management/mba/term_3/DMGT550_RETAIL_MANAGEMENT.pdf">https://ebooks.lpude.in/management/mba/term_3/DMGT550_RETAIL_MANAGEMENT.pdf</a>

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CO3	2	2	-	2	-	-	2	-	2	-
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	2.8	2.6	1.8	2.6	1.8	1.8	1.6	1.8	1.6	1.8

Notes : 1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High) “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part : III : Core Course VIII(CCVIII)</b>		<b>Semester: V</b>
<b>Course Title: ORGANISATIONAL BEHAVIOUR</b>		
<b>Course Code :U22BB8</b>	<b>Hours per week: 5</b>	<b>Credit : 5</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To enable the students to understand the fundamental principles of individual and organizational behaviour
- To enable the students to understand the Tools and Significance of the subject so that they may develop the skills for fostering better human relationships.
- To help the students to motivate themselves

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Enumerate the Basic Ideas, Models, Disciplines and Hawthorne studies in organizational behavior and describe the importance of organizational behavior

**CO2:** Analyze inefficiency and weakness in individuals and apply various measures to improve it in the organization.

**CO3:** Summarize the concept of Leadership theories and adapt the Qualities of effective leaders.

**CO4:** Distinguish between Power & Authority .

**CO5:** Analyze the theories of learning , theories of motivation and how they are practiced in the organization.

**UNIT I: Introduction (15 hours)**

Organizational behavior – Nature , Elements & foundation of OB – OB models – **Autocratic#**, Custodial, Supportive, Collegial & System Model – **Importance of organizational behavior\*** – Disciplines contributing towards Organizational behavior – Psychology, Sociology, Political Science, Social Psychology, Anthropology – Hawthorne Experiment.

**UNIT II: Individual and Group (15 hours)**

Individual behavior – Factors influencing Individual behavior – Personalities – Characteristics of Personality – Big 5 Personality Traits – Theories of personalities –Psychoanalytic theory, Self theory, Social learning Theory, Perception – Attitude –Values – Group behavior – Group dynamics –Transaction Analysis, Johari Window Model– Group cohesiveness – Group decision making – **Team Building#** – Basics of Team Building – Group vs Team – Elements of Team Building – **Factors contributing to the effective team building\***.

**UNIT III: Leadership (15 hours)**

**Leadership#** – Concept , Nature and Objectives of Leadership – Role of a leader – Difference between the leader and manager – **Qualities of effective leader\*** – Leadership styles –Autocratic –Democratic –Laissez Faire – Theories of leadership – Trait theory –Situational leadership theory –Contingency theory – Transformational Leadership, and Transactional Leadership – Contemporary Leadership Roles – Challenges to the Leadership Construct – Substitutes and Neutralizers to Leadership.

**UNIT IV: Organization Power & Politics**

**(15 hours)**

**Power#** – Types of power – Authority – Characteristics of authority– Types of authority – **Distinguish between Power & Authority\*** – Organizational Culture – Concept of Organizational Culture – Dominant Culture – Strong vs Weak Cultures – Creating and Sustaining Culture – Organizational Changes – Concept and Forces for Change – Managing Planned Changes – Resistance to Change – Approaches to Manage Organizational Change – Organizational Development.

**UNIT V: Learning and Motivation**

**(15 hours)**

Learning – Essential elements of learning process – Learning Principles – Participation ,Repetition ,Relevance ,Transference ,Feedback – Stages of Learning – Cognitive, Associative , Autonomous – Theories of Learning – Conditioning – Social Learning – Managerial Implication of Learning Theories. **Motivation#** – Characteristics , Nature and **Benefits of Motivation\*** – Process of Motivation– Theories of motivation – Maslow’s theory – Mc. Gregor’s theory X and Theory Y – ERG Theory – Herzberg Two factor theory – Motivation in modern context – Motivation in Industrial Sector – Case study on manufacturing industries in India.

Extra Credit:

# Case Study

\* Self Learning

Activities: 1. Collect diagram of various motivation theory 2. Quiz

**Text Book:**

1. K.Aswathappa , *Organisational Behaviour*, Himalaya Publication House PVT Ltd,2020

**Books for Reference:**

1. L.M. Prasad, *Organisational Behaviour*, Sultan Chand & Sons Publication,2019
2. Shashi K.Gupta & Rosy Joshi–*Organisational Behaviour*, KalyaniPublishers,2013
3. J. Jayasankar,*Organisational Behaviour*, MarghamPublishers,2015
4. Dr SS Khanka, *Organizational Behavior*, S. Chand & Co, New Delhi, 2008.
5. Sanghi Seema, *Organizational Behavior*, Pearson, 2011.
6. Dr. Niraj Kumar –*Organisational Behaviour*, Himalaya Publications,2010.

**Online Resources :**

Swayam course	<ul style="list-style-type: none"> <li>● <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/331">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/331</a></li> <li>● <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/229">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/229</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>● <a href="https://www.youtube.com/watch?v=QixeP0oy0xk">https://www.youtube.com/watch?v=QixeP0oy0xk</a></li> <li>● <a href="https://www.youtube.com/watch?v=rqoMeEAFxMo">https://www.youtube.com/watch?v=rqoMeEAFxMo</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>● <a href="https://www.iedunote.com/organizational-behavior">https://www.iedunote.com/organizational-behavior</a></li> <li>● <a href="https://www.economicdiscussion.net/management/organisational-behaviour/31869">https://www.economicdiscussion.net/management/organisational-behaviour/31869</a></li> <li>● <a href="http://www.simplynotes.in/organisational-behaviour/">http://www.simplynotes.in/organisational-behaviour/</a></li> <li>● <a href="https://sol.du.ac.in/SOLSite/Courses/UG/StudyMaterial/02/Part1/BOM/English/SM-1.pdf">https://sol.du.ac.in/SOLSite/Courses/UG/StudyMaterial/02/Part1/BOM/English/SM-1.pdf</a></li> <li>● <a href="https://www.researchgate.net/profile/Vijay_Kaul9">https://www.researchgate.net/profile/Vijay_Kaul9</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	-	2	-	-	2	-	2	-
CO2	3	3	3	3	3	3	2	3	2	3
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CO4	3	3	3	3	3	3	-	3	-	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	2.8	2.8	2.4	2.8	2.4	2.4	1.6	2.4	1.6	2.4

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Elective Course IXE (EC IX )</b>		<b>Semester : V</b>	
<b>Course Title : INDUSTRIAL RELATIONS</b>			
<b>Course code : U22BB9E</b>	<b>Hours per week: 5</b>		<b>Credit : 4</b>
<b>CIA: 25 Marks</b>	<b>VIVA : 25</b>	<b>ESE : 50 Marks</b>	<b>Total: 100 Marks</b>

**Objectives**

- To help the students to understand the subject about Industrial Relations.
- To help the students to understand about Trade union and Industrial Disputes.
- To develop an understanding about the Worker Participation and Workers Grievances.

**Course Outcomes(COs)**

After completing this course the student will be able to

**CO1:** Understanding the need for Industrial Relation and inferring their limitations . Summarize the Role of the Government in establishing good Industrial relations.

**CO2:** Explain the Trade Union and its function and summarize the procedure for registration of trade Union

**CO3:** Identity Industrial Disputes and summarize the Workmen Lay off ,Strike , Lock Down and Retrenchment.

**CO4:** Summarize Mandatory Methods of workers’ participation and explain the limitation of Workers’ participation

**CO5:** Identity the Discipline in Organization and summarize the Causes of Grievances.

**UNIT I: Introduction**

**(15 hours)**

**Industrial Relation#**– Need for Industrial Relation –Importance of Industrial Relation – Characteristic features of Industrial Relation – Role of Industrial relations towards Industrial Expansion – Differences between Industrial peace and Labour Harmony – **Advantages of Industrial relation\*** – Limitation of Industrial Relation – Role of the Government in establishing good Industrial relations.

**UNIT II: Trade Union Act 1926 and its Function**

**(15 hours)**

**Trade Union#** – Objectives of Trade Union and its function – Blue collar and White collar employees – **Salient Features of the Trade Union Act\* 1926** – Trade Dispute and Industrial Dispute – Appointment of registrar - procedure for registration of trade Union –preliminary steps application of Registration – Rules of Trade Union..

**UNIT III: Industrial Disputes Act 1947**

**(15 hours)**

Concept of Industrial Disputes – **Industrial Disputes of Employer and Employer#** – Employer and Workmen – Collective Disputes – Individual Disputes– Collective Bargaining – lay off –when a Workmen regarded as Lay off –Strike –Lock Down –Retrenchment

**UNIT IV: Workers’ participation in Management**

**(15 hours)**

**Workers' Participation#** – levels of Participation – **Advantages\*** and reasons forwarded for advocating workers' participation --Determinants of Workers' participation – Methods of Participation – Mandatory Methods of workers' participation – Limitation of Workers' participation – Workers participation in India

**UNIT V: Discipline and Industrial Relation**

**(15 hours)**

Discipline in Organization – Tackling the Indiscipline – Industrial Employment (standing order) Act 1946–  
**Grievances of Employee#** – Nature of Grievances –**Causes of Grievances\*** –Grievances Procedure – Concept of Technological Changes and its Impact .

**Extra Credit:**

# Case Study

\* Self Learning

Activities 1.Quiz 2. Group Discussion

**Text Book:**

1. *M.R.Sreenivasan, Industrial Relations and Labour Legislation Margham Publications, Chennai-(2018)*

**Books for Reference:**

1. *Mamoria C.B. and Mamoria. Satish 'Dynamics of Industrial Relations', Himalaya Publishing House, New Delhi, 1998.*
2. *Dwivedi. R.S. 'Human Relations & Organisational Behaviour', Macmillan India Ltd., New Delhi, 1997.*
3. *Ratna Sen, 'Industrial Relations in India', Shifting Paradigms, Macmillan India Ltd., New Delhi, 2003.*
4. *Srivastava, 'Industrial Relations and Labour laws', Vikas, 4th edition, 2000.*
5. *C.S.Venkata Ratnam, 'Globalisation and Labour Management Relations', Response Books, 2001.*

Section (1*10=10Marks)	A	Section B (5*2=10 Marks)	Section C (3*10=30 Marks)
1 to 10 Multiple Choice Questions		21(a) 21(b) 22(a) 22(b) 23(a) 23(b) 24(a) 24(b) 25(a) 25(b)	26 - 30 question.
Project Topic		1.HRM 2.Industrial Relation 3.Production Management 4.Marketing Management 5.Organisation Behavior	

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>• <a href="https://onlinecourses.nptel.ac.in/noc22_mg52/preview">https://onlinecourses.nptel.ac.in/noc22_mg52/preview</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=kb53NyDESr4">https://www.youtube.com/watch?v=kb53NyDESr4</a></li> <li>• <a href="https://www.youtube.com/watch?v=DwApn5u3l9c">https://www.youtube.com/watch?v=DwApn5u3l9c</a></li> <li>• <a href="https://www.youtube.com/watch?v=XCwgtxL8ZW4">https://www.youtube.com/watch?v=XCwgtxL8ZW4</a></li> </ul>
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CO5	3	3	3	3	3	3	-	3	-	3
AVG	3	3	3	3	3	3	1.6	3	1.8	3

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Elective Course II-X : (ECII-X)</b>		<b>Semester : V</b>
<b>Course Title : ENTREPRENEURIAL DEVELOPMENT</b>		
<b>Course Code :U22BB10E</b>	<b>Hours per week: 5</b>	<b>Credit : 4</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To enrich the students towards the knowledge of entrepreneurial skills and to make the students understand the approaches to attain the goal of the business.
- To impact the managerial skills of entrepreneurs and barriers to entrepreneur development
- To help the students to understand how to encourage the women entrepreneur

**Course outcomes(COs)**

After completion of this course the student will be able to

**CO1:** Summarize the basic concepts of entrepreneurship and Identify the role of ED in Economic Development.

**CO2:** Analyze the entrepreneurial Barriers and compile the importance of Entrepreneurship Motivation.

**CO3:** Analyze the entrepreneurial development programmes and identify their roles.

**CO4:** Applying tools and techniques in the project formulation

**CO5:** Examine the Issues in Entrepreneurship and compile the reason for Industrial Sickness.

**Unit I: Introduction**

**(15 hours)**

Entrepreneur – Functions of Entrepreneur – Entrepreneurship – Characteristics of entrepreneurship –, Types of entrepreneurship –, **Importance of entrepreneurship\***, Functions of entrepreneurship – Constraints in entrepreneurship – **Role of entrepreneurship in economic development#**.

**Unit II: Entrepreneurs Skills and Barriers**

**(15 hours)**

**Managerial Skills of Entrepreneurs#** – Factors influencing entrepreneurship – Entrepreneurial Motivation – **Importance of motivating Entrepreneurs\*** – Barriers in Entrepreneurship development.

**Unit III: Roles and Phases of EDP**

**(15 hours)**

Entrepreneurial Development Programme – **Need for EDPs\*** – Objectives and Roles of EDP – Phases of EDP – EDP Institutions in India and their functions – NIESBUD, ITCOT, **SIPCOT#** and SISI.

**Unit IV: Project Management**

**(15 hours)**

**Project Management\*** – Sources of a business idea – Project Identification – Project formulation – Project Report – Project Appraisal.

**Unit V: Issues in Entrepreneurship**

**(15 hours)**

Special Issues in Entrepreneurship – Rural Entrepreneurs – **Women Entrepreneurs#** – Steps to encourage women entrepreneurs – **Problems faced by rural entrepreneurs\*** – Problems faced by women entrepreneurs – Industrial Sickness – Reason for Industrial Sickness.

**Extra Credit:**

# Case Study

\* Self Learning

Activities: 1.Industrial Visit,2. Interviews with Entrepreneurs.3.Quiz

**Text Books:**

1. Jayshree Suresh *Entrepreneurial Development*, Margham Publication, Chennai, Edition- Reprint 2019

**Books for Reference:**

1. Jayshree Suresh *Entrepreneurial Development*, Margham Publication, Chennai, Edition- Reprint 2019
2. Gupta.C.B. and Srinivasan.N.P, *Entrepreneurial Development*, Sultan Chand and Sons, New Delhi- Reprint 2008
3. Saravanavel .P *Entrepreneurial Development*, Himalaya Publishing House, Mumbai
4. Murthy, C.S.V. *Entrepreneurial Development*, Himalaya Publishing House, Mumbai 2015.
5. Khanka S.S., “*Entrepreneurial Development*”, S. Chand & Company (pvt).Ltd, 2014.

**Online Resources:**

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CO1	3	3	3	3	3	3	2	3	2	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	2	2	-	2	-	-	2	-	2	-
CO4	3	3	3	3	3	3	-	3	-	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	2.8	2.8	2.4	2.8	2.4	2.4	1.6	2.4	1.6	2.4

Notes : 1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ Indicates there is no correlation”

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**  
**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Core Course XI (CC XI)</b>		<b>Semester: V</b>
<b>Course Title : FINANCIAL MANAGEMENT</b>		
<b>Course code : U22BB11</b>	<b>Hours per week: 6</b>	<b>Credit : 5</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To familiarize the students with the fundamentals of financial management theory and practice.
- To help the students to understand the capital structure of firm
- To help the students to know about the dividend of financial management and its types

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO 1:** Identify the finance function and Summarize the Role of Finance Manager.

**CO 2:** Understand the Concept of Financial Leverages and evaluate the cost capital.

**CO 3:** Determine the feature of Sound Capital Structure .and Evaluate the value of the firm through different approaches.

**CO 4:** Generalize the need for Capital Budgeting and calculate the return on Investment.

**CO 5:** Compile information on cash management and Summarize the Dividend theories.

**UNIT I: Introduction**

**(18 hours)**

Financial Management – Objectives of Financial Management - Profit maximization and wealth maximization– Financial Decision – Approaches of Finance Management - Traditional Approach – Modern Approach – Functions of Financial Management- Aim of Finance Function –Organization of the Finance Function – Role of Finance Manager - **Significance of Financial Management\***

**UNIT II: Cost of Capital**

**(18 hours)**

**Leverages#** – Concept of Leverages – Types of Leverages – Operating Leverage , Financial Leverages and Composite Leverage – Cost of Capital – Features of Cost of Capital – **Importance of Cost of Capital\*** – Classification Cost of Capital – Cost of debt, Cost of Preference shares, cost of equity and cost of retained earnings and weighted average cost of capital –Earning Price per share(EPS)

**UNIT III: Capital Structure**

**(18 hours)**

Capital Structure planning – Forms of Capital Structure – **Significance of Capital Structure\*** –Optimum Capital Structure – Feature of Sound Capital Structure –Determinants of Capital Structure – Point of Indifference Level of EBIT – Net Income Approach, Net Operating Income approach, MM approach and Traditional approach .

**UNIT IV: Capital Budgeting**

**(18 hours)**

Capital Budgeting – Need of Capital Budgeting – **Importance of Capital Budgeting \*** – Methods of Evaluating capital Expenditure Proposals : Payback period method; Discounted cash flow methods – NPV, Excess present value index and IRR method – **Return on Investment#** method. –Accounting or Average Rate of Return(ARR)

**UNIT V: Dividend and Cash Management**

**(18 hours)**

**Dividend**# theories – MM Approach , Gordon Approach, Walter’s Approach –Cash management – Motives of Holding Cash – Objectives of Cash Management – Receivable Management – **Purpose of maintaining Receivable management** \*– Average Collection Period

**Extra Credit:**

# Case Study

\* Self Learning

Activities : 1.Quiz 2.Capital Structure Model 3.Reports Collection.

**Text Books:**

1. Maheswari.S.N.,*Financial Management Principles and Practice, Sultan Chand and Sons, New Delhi 2019*

**Books for Reference:**

1. Ramachandran and Srinivasan, *Financial Management, Sriram Publications, Tiruchirappalli*
2. Pandey,I.M. *Financial Management, Vikas Publishing House, New Delhi 2016*
3. Sharma and Gupta, *Financial Management ,Kalyani Publications, Ludhiana 2016*
4. Prasanna Chandra, *Financial Management, Tata McGraw Hill,Mumbai 2019 ,10<sup>th</sup> Edition.*
5. M. Y. Khan and P. K. Jain *Financial Management, Taxmann Publications Pvt. Limited,2018 ,8<sup>th</sup> Edition*

Section A (1*20=20Marks)	Section B (5*5=25 Marks)	Section C (3*10=30 Marks)
1 to 20 Multiple Choice Questions	21(a) Theory 21(b) Theory 22(a) Theory 22(b) Problem 23(a) Problem 23(b) Problem 24(a) Problem 24(b) Problem 25(a) Problem 25(b) Theory	26 Theory question. Questions 27 to 30 Problems only.

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>• <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/392">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/392</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=C6sVwUStfEA">https://www.youtube.com/watch?v=C6sVwUStfEA</a></li> <li>• <a href="https://www.youtube.com/watch?v=LmlMFTh6Zco">https://www.youtube.com/watch?v=LmlMFTh6Zco</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>• <a href="http://vcmdrp.tums.ac.ir/files/financial/istgahe_mali/moton_english/financial_management%5Bwww.accfile.com%5D.pdf">http://vcmdrp.tums.ac.ir/files/financial/istgahe_mali/moton_english/financial_management%5Bwww.accfile.com%5D.pdf</a></li> <li>• <a href="https://icmai.in/upload/Students/Syllabus-2008/StudyMaterialFinal/P-12.pdf">https://icmai.in/upload/Students/Syllabus-2008/StudyMaterialFinal/P-12.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	3	2	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	-	3	-	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	3	3	3	3	3	3	1.6	3	1.6	3

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –IV : Non Major Elective Course II (NME II )</b>		<b>Semester: V</b>
<b>Course Title : PRODUCTION MANAGEMENT</b>		
<b>Course code : U22NMBB2</b>	<b>Hours per week:2</b>	<b>Credit :2</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To help the students to understand the nature and importance of Production Management
- To impact the students to help about the major aspects of Production Management.
- To help the students for optimum utilization of resources.

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Summarize the concept in Production Management

**CO2:** Paraphrasing the factors influencing Plant location and infer the Plant location Issues.

**CO3:** Interpret the importance of work study and summarize basic Procedure of Work Study

**CO4:** Compute the work measurement by techniques and examine the relationship between Productivity & work study.

**CO5:** Construct Quality control standards and Produce it for Quality accreditation.

**UNIT I: Introduction to Production Management**

**(15 hours)**

Production Management – Scope and Function of Production Management – Factors of Production – **Problems of Production Management#** – Relationships of production with other functions (Marketing , Finance and Human Resource ) – Production management strategies – Decision involved in Production Management.

**UNIT II: Plant Location**

**(15 hours)**

Plant location – Factors influencing plant location – **Plant layout#** – objectives of Plant Layout – Characteristics of an efficient layout – Steps involved in Plant Layout – Types of Plant Layout – product or line layout – Functional or Process Layout – Difference between Product Layout and Process Layout – Stationary or Fixed or Static Layout – Combination or Mixed layout – **Advantages and limitations plant Layout\*** .

**UNIT III: Work Study**

**(15 hours)**

**Work study#** – objectives and importance of Work Study – significance of Work Study – major components of Work Study – Basic procedure for work study – **benefits of work study\*** – Relationship between Productivity & work study.

**UNIT IV: Method Study**

**(15 hours)**

Method study – scope and procedure of Method Study – **Work measurement#** – objectives and techniques of Work Measurement – Time study – procedure of work measurement – analytical approach of method study – symbols method study.



**UNIT V: Quality Control**

**(15 hours)**

Quality – **Quality control**# – objectives of Quality Control – principles of Quality Control – quality management techniques – importance and **advantages of Quality Control System\***

**Extra Credit**

#Case Study

\* Self Learning

Activities : 1. Quiz 2.Industrial visit

3. Photo collection of different industries on production Department

**Text Book:**

1. P.Saravanavel , S.Sumathi *Production and Materials Management*, ,Margham Publications ,Chennai

**Reference Book:**

1. B.S.Goel, *Production and Operation Management*, Sultan Chand & Sons, New Delhi,
2. Panneerselvam, *Production and Operation Management*, Prentice Hall of India
3. K.Asathappa , *Production and Operation Management Himalaya Publishing House. New Delhi – 2000*
4. M.M.Varma *Material Management*, , Sultan Chand & Sons, New Delhi, 2008, 15<sup>th</sup> edi.
5. Swami Anubhavananda & Prof. Arya Kumar, *Ethics in Management*, Ane Books India, New Delhi.
6. B. Mahadevan, *operations management, Library of Congress cataloging in publication data, New Delhi.*

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>• <a href="https://onlinecourses.swayam2.ac.in/nou20_cs07/preview">https://onlinecourses.swayam2.ac.in/nou20_cs07/preview</a></li> <li>• <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/240">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view Ug/240</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=HMH3XPVC1Hg">https://www.youtube.com/watch?v=HMH3XPVC1Hg</a></li> <li>• <a href="https://www.youtube.com/watch?v=YR5jjIeloTg">https://www.youtube.com/watch?v=YR5jjIeloTg</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>• <a href="https://www.ddegjust.ac.in/studymaterial/bba/bba-303.pdf">https://www.ddegjust.ac.in/studymaterial/bba/bba-303.pdf</a></li> <li>• <a href="https://www.nsam.ac.in/pdf/lecture-notes/bba/Production%20and%20Operations%20Management.pdf">https://www.nsam.ac.in/pdf/lecture-notes/bba/Production%20and%20Operations%20Management.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	3	2	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	3	3	3	3	3	3	2	3	2	3

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part : III : Core Course TheoryXII : (CC-12)</b>		<b>Semester : VI</b>
<b>Course Title : STRATEGIC MANAGEMENT</b>		
<b>Course code : U22BB12</b>	<b>Hours per week: 6</b>	<b>Credit : 6</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objectives**

- To impart the basic knowledge of business policy and strategic management
- To enable the students to understand SWOT analysis in Business strategy.
- They help the students community and acquire better knowledge and better skills for a better tomorrow..

**Course Outcomes (COs)**

On successful completion of this course, the students should be able to

**CO1:** Understanding the concepts of Business Policy and Strategic Management and evaluate the reason for failure of Strategic Management

**CO 2 :** Summarize the concepts in Formulation of strategy and analyze SWOT .

**CO 3 :** Apply the strategy formulation in business and corporate. Understand the BCG matrix model used to analyze the business's products to aid with long-term strategic planning.

**CO 4 :** Assemble the process in Strategy implementation.

**CO 5 :** Enhance the students in evaluation & control techniques .Explain the Barriers in Evaluation

**UNIT I: Introduction**

**(18 hours)**

The concept of Business Policy and **Strategy #** – Features of Policy and Strategy – –Difference between the policy and strategic management – levels of strategy – Corporate Level ,Business Level and Functional Level of Strategy – Process of strategic management. – Benefits of Strategic Management –

**Reason for failure of Strategic Management\*.**

**UNIT II: Strategic Intent**

**(18 hours)**

Vision – **Benefits of Vision\*** – Mission – Characteristics of Mission – Business Definition – Goals – Objectives – Difference between Objectives and Goals – Need for environmental scanning **SWOT analysis#** – Strength ,Weakness, Opportunities & Threats .

**UNIT III: Business Strategy and Corporate Strategy**

**(18 hours)**

Strategy Formulation – Process of Strategy formulation – Functional Strategy – **Business strategy #** – Corporate strategy – portfolio analysis – BCG (Boston's Consultancy Group) Matrix – **Uses Of BCG Matrix\*** – Limitations Of BCG Matrix.

**UNIT IV: Strategy implementation**

**(18 hours)**

Strategy implementation – Functional and Operational implementation – Production System & Policies – Marketing Policies – Financial Plan and Policies – Personnel Plan and Policies.

**UNIT V: Strategy Evaluation and Control**

**(18 hours)**

**Strategy Evaluation#** – Process of Evaluation and Control – Strategy Evaluation Technique for Strategic Control –**Barriers in Evaluation\*** – Strategic Management in an Indian organization.

**Extra Credit:**

# Case Study

\* Self Learning

Activities : 1.Quiz 2.Chartwork 3.Create a company and stock list in Tally

**Text books:**

1. Dr.S.Sankaran, *Business policy and strategic management* ,Margham Publications Chennai, 2019.

**Books for Reference:**

1. Francis Cherunilum, *Business policy and strategic* , Himalaya Publishing House, 2010
2. L.M. Prasad, *Business policy and strategic management* , Sultan Chand & Sons, New Delhi ,2018
3. Supriyasingh and Akshara Singh, *Strategic management* ,Thakur Publications , Chennai, 2019.
4. P.K. Ghosh, Sultan Chand& Sons, 3. *Business policy and Strategic Management* , New Delhi, 1999
5. John A Pearce II & Richard B. Robinson *Strategic Management- Strategy Formulation and Implementation*.AITBS Publishers & Distributors ,New Delhi,2017
6. J.David Hunger & Thomas L.Wheelen - *Strategic Management* AWL Addison-Wesley International student edition.
7. Azhar Kazmi – *Strategic Management and business policy*, Tata Mcgraw Hill Publishers CoNew Delhi,2015
8. Amazon, A.C *Strategic Management:From theory to Practice(1st ed.)*. New York: Routledge, . (2011).
9. Barney, J.B.& Hesterly, W.S.(2011).*Strategic Management & Competitive Advantage: Concepts & Cases(4th ed.)*. Prentice Hall, (2011).

**Online Resources:**

Swayam /moocs Course	<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/396">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/396</a> <a href="https://onlinecourses.swayam2.ac.in/imb19_mg08/preview">https://onlinecourses.swayam2.ac.in/imb19_mg08/preview</a>
E-Content	<a href="https://www.youtube.com/watch?v=2zOB20QeTYc">https://www.youtube.com/watch?v=2zOB20QeTYc</a> <a href="https://www.youtube.com/watch?v=JXXHqM6RzZQ">https://www.youtube.com/watch?v=JXXHqM6RzZQ</a>
Other online resources	<a href="https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf">https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf</a> <a href="https://www.kau.edu.sa/Files/0057862/Subjects/Strategic%20Management%20Book.pdf">https://www.kau.edu.sa/Files/0057862/Subjects/Strategic%20Management%20Book.pdf</a>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	3	2	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	-	3	-	3
AVG	3	3	3	3	3	3	1.6	3	1.6	3

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**  
**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Core Course XIII (CC XIII)</b>		<b>Semester: VI</b>
<b>Course Title : MANAGEMENT ACCOUNTING</b>		
<b>Course Code : U22BB13</b>	<b>Hours per week:6</b>	<b>Credit :6</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To enable the students to know the nature and scope of management accounting
- To help the students to know the financial statement analysis
- To gain knowledge for taking various strategic decisions of the management.

**Course Outcomes**

After completing this course the student will be able to

**CO1:** Understand the concept, and importance of Management Accounting .Distinguish Management Accounting and Financial Accounting.

**CO2:** Calculate the financial Statement analysis and ratios analysis .Distinguish Funds Flow Statement and Cash Flow Statement

**CO3:** Analysis needed for Working Capital. Compile the Factors Determining the Working Capital Requirements.

**CO4:** Formulate Marginal Costing for pricing and calculate Profit Volume Ratio , Break Even point and margin of safety

**CO5:** Summarize the Budget and Budgetary Control and their Limitation .Distinguish Budgeting and Forecasting.

**Unit I: Management Accounting Introduction (18 hours)**

Management Accounting – objectives and scope of management Accounting –Functions of Management Accounting , merits and demerits – **Difference between Costing and Management Accounting\*** – Difference between Financial Accounting and Management Accounting – **Financial Statement analysis#** – Comparative and Common size statement analysis – trend analysis .

**Unit II: Ratio Analysis , Funds Flow and Cash Flow Analysis (18 hours)**

**Ratio analysis#.** – Liquidity Ratio ,Solvency Ratio and Profitability Ratio –Funds flow statement(AS –3) – Objectives of Fund Flow Statement –**Advantages of Fund Flow Statement\*** – limitations of Funds Flow Statement Sources and application of Fund–Fund from operation– Procedure for the preparation of Fund Flow Statement – Cash flow statement (AS –3) – Significance of Cash Flow Statement – Uses of Cash Flow Statement –Difference between Funds Flow Statement and Cash Flow Statement – Procedure for the preparation of cash Flow Statement.

**Unit III: Working capital Management (18 hours)**

Working capital Management –Need for Working Capital –**Importance of Working Capital \*** – Classification of Working – Factors Determining the Working Capital Requirements – Forecast of working capital requirements and working capital cycle – Advantages of Adequate Working Capital –Dangers of **Redundant Working Capital#.**

**Unit IV: Marginal Costing and Standard Costing**

**(18 hours)**

Marginal costing and Break even analysis – Features of Marginal Costing – Advantages and Disadvantages of Marginal Costing – Merits and Demerits of Break even analysis – Absorption Costing – Distinction between Marginal costing and. Absorption costing – contribution, profit volume ratio, BEP, margin of safety – Standard Costing – **Advantages and Limitation of Standard Costing\*** – Analysis of variances – Material and Labour variance only..

**Unit V: Budgeting**

**(18 hours)**

**Budget#** – Essential of a Budget – Budgetary control – **Advantages of Budgetary\*** – limitations of Budgetary Control – Main steps in Budgetary Control – Steps in the installation of a system of Budgetary Control – Forecasting – Distinction between Budgeting and Forecasting – Zero Base Budgeting – Classification of Budgets – Production Budget – Sales Budget – Cash Budget – Flexible Budget.

**Extra Credit:**

# Case Study

\* Self Learning

Activities : 1.Quiz 2.Group Discussion 3 Master Budget

**Text Books:**

1. Dr.R.Ramachandran &Dr.R.Srinivasan, Management Accounting, SriRam Publications, Trichy, 2018

**Books for Reference:**

1. Khan and Jain Management Accounting, Tata McGraw-Hill 2018
2. Dr. S.N. Maheswari, Principles of Management Accounting, Vikas 2015
3. Hingorani, Ramanathan & Grewal, Management Accounting, Sultan Chand 2013
4. Robert Kaplan Advanced Management Accounting Prentice Hall 2014
5. Manmohan &Goyal Management Accounting SahityaBhawan, Agra 2016
6. Guruprasad Murthy Management Accounting Himalaya Publishing House 2017

**Marks Scheme; Theory 20% problem 80%.**

Section A (1*10=10)Marks	Section B (5*4=20)Marks	Section C (3*10=30)Marks
1 to 10 Multiple choice questions	11(a)Theory 11(b)Problem 12(a)Problem 12(b)Problem 13(a)Theory 13(b)Problem 14(a)Problem 14(b)Problem 15(a)Problem 15(b)Theory	Questions 16 to 20 Problems only

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>● <a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/390">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/390</a></li> <li>● <a href="https://onlinecourses.swayam2.ac.in/cec21_cm01/preview">https://onlinecourses.swayam2.ac.in/cec21_cm01/preview</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>● <a href="https://youtu.be/VhW8I4aS-Yk">https://youtu.be/VhW8I4aS-Yk</a></li> <li>● <a href="https://youtu.be/5iILpvhY5dc">https://youtu.be/5iILpvhY5dc</a></li> <li>● <a href="https://youtu.be/eoA8A-RTlxgh">https://youtu.be/eoA8A-RTlxgh</a><a href="https://youtu.be/_kRkgO5nm7U">https://youtu.be/_kRkgO5nm7U</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>● <a href="https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf">https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf</a></li> <li>● <a href="http://ebooks.lpude.in/commerce/mcom/term_1/DCOM302_DCOM403_MANAGEMENT_ACCOUNTING.pdf">http://ebooks.lpude.in/commerce/mcom/term_1/DCOM302_DCOM403_MANAGEMENT_ACCOUNTING.pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

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CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	-	3	-	3
AVG	3	3	3	3	3	3	1.6	3	1.6	3

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**

**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part –III : Elective Course I-IX : (EC8)</b>		<b>Semester : VI</b>
<b>Course Title :INTRODUCTION TO CAPITAL MARKET</b>		
<b>Course code :U22BB9E</b>	<b>Hours per week: 5</b>	<b>Credit : 4</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To enable the students to understand the Methods of trading in stock exchange.
- To understand the functions of BSE, NSE and SEBI
- To know about registration procedure underwriter and stock brokers

**Course Outcomes (COs)**

After completing this course the student will be able to

**CO1:** Summarize the concepts of Capital market in India

**CO2:** Identify the functions of the primary market explain the methods of Issues and summarize Apply concepts to the stock exchange – BSE – NSE

**CO3:** Compile the uses of Securities and Exchange Board of India

**CO4:** Distinguish the Investment and Stock Brokers.

**CO5:** Explain the Credit rate agencies and describe the benefits of Demat accounts.

**UNIT I: Introduction**

**(15 hours)**

Capital Market – Need of Capital Market – Importance of Capital Market – Types of Capital Market – Primary and Secondary market – Types of Securities – **Advantages and Disadvantages of Primary Securities\*** – Capital Market Instruments: **Equity#**, Debentures, Preference Shares, Sweat Equity, Non-Voting Shares, Share Warrants.

**UNIT II: Stock Exchange Services**

**(15 hours)**

Secondary Market – Origin and Growth – **Importance of Secondary Market\*** – Functions of Secondary Market – Reading of Stock Indices – NSE of stock exchange and BSE – objectives of BSE – Functions of BSE– objectives of NSE – Functions of NSE–. **Debt Market#**, Commodity Market – Operations and Trading Mechanism of Stock Exchanges – Settlement of Securities – Stock Market Indices – Demutualization of Stock Exchanges – SME Exchange.

**UNIT III: SEBI Functions & Listing of Securities**

**(15 hours)**

SEBI – **objectives of SEBI\*** – functions of SEBI – Role of SEBI in stock exchange – SEBI Guidelines for issue Securities. **Listing of Securities#** – Applications in Respect of New Issues or Offers for Sale or Book – Building – Underwriting, Placing and Preliminary Arrangements – Listing Conditions and Requirements.

**UNIT IV: Brokers Registration and Procedures**

**(15 hours)**

Registration of Brokers & Sub –Brokers – Registration Procedure – Kinds of Stock Brokers – Methods of Trading in a Stock Exchange – General obligations and responsibilities of stock brokers – Procedure for inspection – Speculative Transactions – Types of speculators – **Difference between Investment and Stock Brokers\***

**UNIT V: Credit Rating Agencies**

**(15 hours)**

Credit rating Agencies – Functions of Credit rating Agencies – **Benefits of Credit rating\*** – Factors considered in Credit rating – Types of Credit rating – Credit rating Agencies in India – CRISIL – ICRA – CARE – **Mutual Funds#** – Depository system in India – Services and Functions of Depository – National Securities Depository Limited – DEMAT Accounting – Dematerialisation – Types of Demat account – Benefits of opening a Demat Account – A descriptive model on ‘demat operations’ – a case study for integrated enterprises (India) Ltd.

**Extra Credit:**

# Case Study

\* Self Learning

Activities : 1.Quiz, 2.Field Visit- Financial Consultant’s Office.3.Observation of Stock Market Functioning.

**Text Books:**

1. V.K. Bhalla, *Investment Management and Portfolio Management* S. Chand & Co.New Delhi,2016

**Books for Reference:**

- 1 Preethi Singh, *Investment Management* Himalaya Publishing House.Publications, 2010
2. Punidhavathi Pandiyan. *Securities Analysis & Portfolio Management*, ,Vikas Publishing House, 2012 Second edition
3. P.N. Varshney: *Indian Financial System*, Sultan Chand and Sons,NewDelhi
4. E. Gordon and K. Natarajan, *Financial Market & Institutions* Himalaya Publishing House
5. *Financial Services* B.Santhanam Margham Publications, Chennai,2011

**Online Resources:**

Swayam course/MOOCs	<ul style="list-style-type: none"> <li>● <a href="https://onlinecourses.swayam2.ac.in/imb19_mg09/preview">https://onlinecourses.swayam2.ac.in/imb19_mg09/preview</a></li> <li>● <a href="https://www1.nseindia.com/education/content/module_nccmp.htm">https://www1.nseindia.com/education/content/module_nccmp.htm</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>● <a href="https://www.youtube.com/watch?v=ZXYgGtiPKR4">https://www.youtube.com/watch?v=ZXYgGtiPKR4</a></li> <li>● <a href="https://www.youtube.com/watch?v=d4dQI7EG2Dw">https://www.youtube.com/watch?v=d4dQI7EG2Dw</a></li> </ul>
Other online resources	<ul style="list-style-type: none"> <li>● <a href="https://economictimes.indiatimes.com/definition/capital-market">https://economictimes.indiatimes.com/definition/capital-market</a></li> <li>● <a href="https://vinodkothari.com/wp-content/uploads/2014/01/Notes-on-Indian-Financial-Markets-final- np .pdf">https://vinodkothari.com/wp-content/uploads/2014/01/Notes-on-Indian-Financial-Markets-final- np .pdf</a></li> </ul>

**Relationship Matrix for COs, POs and PSOs**

Course Outcomes	Programme Outcomes					Programme Specific Outcomes				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	2	3	2	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3		3		3
CO4	3	3	3	3	3	3		3		3
CO5	3	3	3	3	3	3		3		3
AVG	3	3	3	3	3	3	.8	3	.8	3

Notes :1-Slight (Low) 2- Moderate (Medium) 3- Substantial (High), “ “ Indicates there is no correlation



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme: B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**  
**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part : III : Core Course XV : (CCXV)</b>		<b>Semester : VI</b>
<b>Course Title : MERCANTILE LAW</b>		
<b>Course Code :U22BB15</b>	<b>Hours per week: 6</b>	<b>Credit : 6</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objectives**

- The purpose of this course is to define fundamental legal terminology regarding contracts, free consent, Quasi Contract and various laws as applied to business and individuals.
- To help the students understand the basic knowledge of company formation.
- To help the students to know about the types of meeting and resolution.

**Course Outcomes**

After completing this course the student will be able to

**CO 1:** Summarize the Classification of Contract and compile the Essentials of a valid offer & consideration.

**CO2:** Analyze Contractual capacity, Free Consent and Legality of Object and Consideration.

**CO3:** Describe Performance and Discharge of contracts . Determine the Remedies for Breach of Contracts.

**CO 4:** Describes the Sale of Goods Act . Generalize Conditions and Warranties in sale of Goods.

**CO 5:** Facilitate an understanding of Law of Partnership Act. Explain Consumer Protection ACT.

**UNIT I: The Indian Contract Act (Section 1-2, 3-9, 2(d)) (18 hours)**

Introduction – **Need for law\*** – Mercantile Law Scope – **Contract#** – Nature and Kinds of Contracts – Essentials of a valid Contract – Classification of Contract – Offer and Acceptance – Essentials of a valid offer and acceptance – Revocation of offer and acceptance – Consideration – Essentials of a valid consideration.

**UNIT II: The Indian Contract Act (Section 10 –12, 13 –22, 23 –24) (18 hours)**

Contractual Capacity – Law relating to Minor – Minor’s Agreement – Persons disqualified by law – Free Consent – Coercion – Under Influence – Fraud – **Misrepresentation#** – Mistake –Legality of Object and Consideration – Public Policy – Exceptions.

**UNIT III: Performance of contracts (18 hours)**

Performance of contracts – Actual performance – Attempted performance – Essentials of valid tender – Joint promises – **Reciprocal performance#** – Discharge of contracts – Modes – Remedies for breach of contract.

**UNIT IV: The Sale of Goods Act (18 hours)**

Contract of sale of Goods – Scope – Classification of Goods – Contract of sale – **Essentials of sales\*** – **Conditions and Warranties#** – Transfer of Property in Goods – Performance of Contract of Sales.

**UNIT V: The Indian Partnership Act (18 hours)**

Introduction to Partnership Act – Formation, Rights, Duties, Liabilities of **Partners#** – Dissolution of Partnership Firm – Limited Liability Partnership – Salient Features of RTI Act – **Consumer Protection ACT 2019\***.

**Extra Credit:**

# Case Study

\* Self Learning

Activities: 1.Role play 2.Review of a Case. 3.Draft a model of an Agreement.

**Text Book:**

1. *N.D. Kapoor Business law ,Sultan Chand & Sons, New Delhi ,2017*

**Books for Reference:**

1. *S.S .Gulshan, Business law, Anurag Jain, N.D, 2006*
2. *Dr. M.R. Sreenivasan, Commercial & Industrial law Margham Publications 2004, Chennai, 2017*
3. *Tulsian, Business law Tata Mcgraw Hill Co, New Delhi,2016*
4. *Kathiresan.S, Business law Prasanna Publication,2013*
5. *Pillai & Bhagavathi, Business Law. Sultan Chand & Sons, New Delhi 218.*
6. *M.C.Shukla, Mercantile Law , Sultan Chand & Sons, New Delhi,2016*

**Online Resources:**

Swayam course	<ul style="list-style-type: none"> <li>• <a href="https://onlinecourses.swyam2.ac.in/cec21_mg02/preview">https://onlinecourses.swyam2.ac.in/cec21_mg02/preview</a></li> <li>• <a href="https://onlinecourses.nptel.ac.in/noc22_mg52/preview">https://onlinecourses.nptel.ac.in/noc22_mg52/preview</a></li> </ul>
E-content	<ul style="list-style-type: none"> <li>• <a href="https://www.slideshare.net/ChandanMishra82/commercial-law-78913706">https://www.slideshare.net/ChandanMishra82/commercial-law-78913706</a></li> <li>• <a href="https://www.slideshare.net/nash32/commercial-law-68389890">https://www.slideshare.net/nash32/commercial-law-68389890</a></li> <li>• <a href="https://www.slideserve.com/yepa/commercial-law">https://www.slideserve.com/yepa/commercial-law</a></li> </ul>
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CO4	3	3	3	3	3	3	2	3	2	3
CO5	3	3	3	3	3	3	2	3	2	3
AVG	3	3	3	3	3	3	2	3	2	3

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**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Programme : B.B.A. CBCS Syllabus – Outcome Based Education (OBE)**  
**(For those who have joined during the Academic Year 2022--2023 onwards)**

<b>Part : III : Elective Course III-XVI :(EC16E)</b>		<b>Semester : VI</b>
<b>Course Title : SERVICES MARKETING</b>		
<b>Course code : U22BB16</b>	<b>Hours per week: 5</b>	<b>Credit : 4</b>
<b>CIA: 25 Marks</b>	<b>ESE : 75 Marks</b>	<b>Total: 100 Marks</b>

**Objective**

- To enable students to gain expert knowledge on marketing of various services.
- To help the students to understand the student about service marketing mix
- To help the students growth of the service sector and its new development services.

**Course Outcomes (COs)**

After completing this course the student will be able to Service Sector

**CO1:** Demonstrate an understanding of the basic concepts in marketing of service and Distinguish the relationship between goods and services.

**CO2:** Interpret the rules of service design in the decision process for benchmarking and categorize the steps in preparation of a service blueprint

**CO3:** Understanding the function of service marketing and explaining the Elements of Service Marketing Mix.

**CO4:**In-depth understanding of servicescape evidence and service delivery and distinguish between Internal and External Marketing

**CO5:** Analyze and interpret service based marketing research findings.

**UNIT I : Services marketing introduction**

**(18hours)**

Service Marketing –Characteristics of Services – Intangibility –Inseparability –Heterogeneity –**Perishability**# – Significance of Service Marketing– Components of Service – Classification of Services– Reason for Growth of service Sector – **Limitation on growth in Service Sectors\*** –Relationship between goods and services

**UNIT II : Service Design**

**(18 hours)**

Service Design – Design and Delivery Components –Factors to be Considered in designing service Process – Principles in Service Design – Management Model for the Service Design – strategic decisions of the service process planning – Blueprinting – steps in preparation of a service blueprint– **Benchmarking**#

**UNIT III: Service Marketing Mix**

**(18 hours)**

Service Marketing Mix – Characteristics of Service Marketing Mix – **Impact of Service Quality\*** – Elements of Service Marketing Mix–Product , Price ,Promotion, Place, People , Physical evidence and Processes – Quality of service – Five Dimensions of service quality– Gaps analysis of service quality.

**UNIT IV: Types of Services Marketing**

**(18 hours)**

Types of marketing in service Firm – Internal Marketing – Objectives of Internal Marketing– Components of Internal Marketing – Role of Internal Marketing – Steps in developing Internal Marketing programmes– External marketing – Service triangle – **Customer Relationship Management (CRM)#** – Objectives of CRM – **Benefits of CRM\*** – Difference between Internal and External Marketing

**UNIT V: Marketing for Services**

**(18 hours)**

Financial Service – Characteristic of of Financial Services – Marketing mix of Financial service – Banking services – Marketing segmentation in the Insurance Organisation – Health service – **Marketing mix for Hospital#**– Factors leading to the growth of Health care in India –Tourism and Telecommunication service – **Users of Tourism service\*** – Marketing mix for Tourism – Marketing mix for Telecommunication service.

**Extra Credit:**

# Case Study

\* Self Learning

Activities : 1.Role Play 2. A Product Life Cycle Model 3.Debate

**Text Book:**

1. Natarajan.L., *Services Marketing, Margham Publications, Chennai,2017*

**Books for Reference:**

1. S.M. Jha., *Services Marketing, S.Chand & Co.,New Delhi 2015*
2. Natarajan.L., *Services Marketing, Margham Publications, Chennai,2017*
3. Balaji.B. *Services Marketing and Management, S.Chand & Co.,New Delhi,2018*
4. Vasanthi Venugopal & Raghu V.N, *Services Marketing, Himalaya Publishing House,Mumbai,2014*
5. Srinivasan.R, *Services Marketing-The Indian Context, PHI Learning Private Ltd, New Delhi,2019*
6. Valerie Zeithaml& Mary Jo Bitner: *Services Marketing, McGraw Hill,2019*
7. Christopher H. Lovelock: *Services Marketing: People, Technology, PearsonEducation Asia,2015*

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E-Content	<ul style="list-style-type: none"> <li>● <a href="https://www.slideshare.net/123ps/managerial-economics-ppt">https://www.slideshare.net/123ps/managerial-economics-ppt</a></li> <li>● <a href="https://www.slideserve.com/opa/managerial-economics">https://www.slideserve.com/opa/managerial-economics</a></li> </ul>
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