

**SRI MEENAKSHI GOVERNMENT ARTS COLLEGE  
FOR WOMEN(A),  
MADURAI-2.**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA – Syllabus (under CBCS)**

**(For the students admitted from the academic year 2022- 23)**

**SRI MEENAKSHI GOVT. ARTS COLLEGE FOR WOMEN (A),  
MADURAI-2.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**BBA**

**ABOUT THE DEPARTMENT**

BBA Program of Sri Meenakshi Govt. Arts College for Women (A) was initiated in the year 2017 with broad vision to impart management knowledge by continuous updating of syllabi and interaction with corporate for enhancing employability among rural women students. The program is supported with an effective and efficient team of well qualified and dedicated faculty. The quality of management program is enhanced with good infrastructure and other amenities like well equipped library, computer lab and class rooms with smart board and LCD projector. The course provides practical knowledge on all aspects as a business organization and it is aimed towards inspiring students of all functional areas of management.

**VISION**

To develop competent, socially responsible Executives and Entrepreneurs to the competitive World

**MISSION**

To prepare innovative and ethical leaders who understand the impact of business on society and create value for the world.

**ELIGIBILITY FOR ADMISSION**

A pass in +2 with Accountancy subject is compulsory.(80% Academic stream & 20% Vocational stream)

**DURATION**

Full time BBA programme consists of six semesters in three academic years.

**SRI MEENAKSHI GOVT ARTS COLLEGE FOR WOMEN (AUTONOMOUS)  
MADURAI-2.**

**DEPARTMENT OF BUSINESS ADMINISTRATION  
(Academic year 2022onwards)**

**PROGRAMME OUTCOMES OF BBA**

At the end of the programme the students will be able to:

- PO1:** Inculcate a sustained interest to learn new concepts, techniques and acquire discipline based knowledge
- PO2:** Relate their knowledge to design problem solving strategies addressing the demands in the society
- PO3:** Involve them in capacity building and hone their skills for technical, conceptual and creative excellence
- PO4:** Perceive a plan to take up Post Graduate programmes leading to research within and outside their disciplines
- PO5:** Contribute to the ecological space and be sensitive to the multi-dimensional aspects of our country and strive for harmonious existence through environment –friendly academic involvement

## **Programme Specific Outcomes (PSO)**

After the completion of the programme students will be able to

- PS0 1:** Understand the basic principles of business management education.
- PS0 2:** Impart the knowledge on functional areas of management like HR, finance and marketing.
- PS0 3:** Acquire entrepreneurial skills, communication skills and analytical skills.
- PS0 4:** Make them employable through demonstration of ability to solve problems and to make effective managerial decisions.
- PS0 5:** Inculcate professionalism in education through managerial practices.

**SRI MEENAKSHI GOVT. ARTS COLLEGE FOR WOMEN (A),  
MADURAI - 2.**

**COURSE STRUCTURE ABSTRACT FOR BBA PROGRAMME**

<b>Part</b>	<b>Course</b>		<b>Total No.of Papers</b>	<b>Hours</b>	<b>Credit</b>	<b>Marks</b>
I	Language Course (LC)		4	24	12	400
II	English Language Course (ELC)		4	24	12	400
III	Core Course (CC)		16	81	72	1600
III	Allied Course (AC)		4	19	15	400
III	Discipline Specific Elective Course (DSEC)		3	08	07	300
III	Generic Elective Course (GEC)		1	2	2	100
IV	Non Major Elective Course (NMEC)		2	4	4	200
IV	Skill Enhancement Course (SEC)		3	6	6	300
IV	Ability Enhancement Course (AEC)	Value Education	1	2	2	100
IV		Environmental Studies	1	2	2	100
IV		General Knowledge	1	2	2	100
V	Extension Activity /NCC/NSS/ Sports		1	-	1	100
III	Core Project Work		1	6	3	100
<b>Total</b>			<b>42</b>	<b>180</b>	<b>140</b>	<b>4200</b>
<b>Value Added Courses</b>			<b>2</b>		<b>4</b>	<b>100</b>
<b>Total</b>			<b>44</b>		<b>144</b>	<b>4300</b>

**SRI MEENAKSHI GOVT. ARTS COLLEGE FOR WOMEN(A), MADURAI-2.**

**BBA SYLLABUS (2022-2023 onwards)**

**I YEAR**

<b>I SEMESTER</b>									
<b>Part</b>	<b>Course Type</b>	<b>Course code</b>	<b>Title of the Paper</b>	<b>Hours/Week</b>	<b>Credits</b>	<b>Exam Hours</b>	<b>Int.</b>	<b>Ext.</b>	<b>Total</b>
I	LC	U221A1/ U221H1	Tamil / Hindi	6	3	3	25	75	100
II	ELC	U222A1	English	6	3	3	25	75	100
III	CCI	U22CK1	Principles of Management	6	5	3	25	75	100
III	CCII	U22CK2	Financial Accounting	5	5	3	25	75	100
III	ACI	U22AKK1	Managerial Economics	5	4	3	25	75	100
IV	AECI	U22AE1	Value Education	2	2	3	25	75	100
			<b>Total</b>	<b>30</b>	<b>22</b>				<b>600</b>
<b>II SEMESTER</b>									
I	LC	U221A2 / U221H2	Tamil / Hindi	6	3	3	25	75	100
II	ELC	U222A2	English	6	3	3	25	75	100
III	CC III	U22CK3	Business Communication	6	5	3	25	75	100
III	CC IV	U22CK4	Organisational Behaviour	5	5	3	25	75	100
III	AC II	U22AKK2	Money and Banking	5	4	3	25	75	100
IV	AEC II	U22AE2	Environmental Studies	2	2	3	25	75	100
			<b>Total</b>	<b>30</b>	<b>22</b>				<b>600</b>

## II YEAR

<b>III SEMESTER</b>									
<b>Part</b>	<b>Course Type</b>	<b>Course Code</b>	<b>Title of the Paper</b>	<b>Hours/Week</b>	<b>Credits</b>	<b>Exam Hours</b>	<b>Int.</b>	<b>Ext.</b>	<b>Total</b>
I	LC	U221A3/ U221H3	Tamil / Hindi	6	3	3	25	75	100
II	ELC	U222A3	English	6	3	3	25	75	100
III	CC V	U22CK5	Financial Management	5	4	3	25	75	100
III	AC III	U22AKK3	Business Statistics	5	4	3	25	75	100
III	DSEC I	U22DSK1A/ U22DSK1B	1. Banking Law And Practice	4	3	3	25	75	100
			2. Insurance Management						
IV	SEC I	U2SEK1	Personality Development	2	2	3	25	75	100
IV	NMEC I	U22NMK1	Business Management	2	2	3	25	75	100
V			NCC / NSS / Sports / Extension Activities	-	1	-	100	-	100
			<b>Total</b>	<b>30</b>	<b>22</b>				<b>800</b>
<b>IV SEMESTER</b>									
I	LC	U221A4/ U221H4	Tamil / Hindi	6	3	3	25	75	100
II	ELC	U222A4	English	6	3	3	25	75	100
III	CC VI	U22CK6	Marketing Management	4	4	3	25	75	100
III	CC VII	U22CK7	Business Environment	4	4	3	25	75	100
III	AC IV	U22AKK4	Business Mathematics	4	3	3	25	75	100
III	DSEC II	U22DSK2A/ U22DSK2B	1. Entrepreneurship	2	2	3	25	75	100
			2. E-commerce						
IV	SEC II	U22SEK2	Presentation Skills	2	2	3	25	75	100
IV	NMEC II	U22NMK2	Entrepreneurial Development	2	2	3	25	75	100
			<b>Total</b>	<b>30</b>	<b>23</b>				<b>800</b>

### III YEAR

V SEMESTER									
Part	Course Type	Course Code	Title of the Paper	Hours/Week	Credits	Exam Hours	Int.	Ext.	Total
III	CC VIII	U22CK8	Business Law	5	4	3	25	75	100
III	CC IX	U22CK9	Cost and Management Accounting	5	4	3	25	75	100
III	CC X	U22CK10	Human Resource Management	5	4	3	25	75	100
III	CC XI	U22CK11	Computer Application in Business	4	4	3	25	75	100
III	CC XII	U22CK12	Research Methodology	5	4	3	25	75	100
III	DSEC III	U22DSK3A/ U22DSK3B	1. Practical: Office Automation	2	2	3	40	60	100
			2. SPSS						
III	GEC I	U22GEK1A/ U22GEK1B	1. Salesmanship	2	2	3	25	75	100
			2. Tourism Management						
IV	SEC III	U22SEK3	Employability Skills	2	2	3	25	75	100
			Total	<b>30</b>	<b>26</b>				<b>800</b>
VI SEMESTER									
III	CC XIII	U22CK13	Strategic Management	6	5	3	25	75	100
III	CC XIV	U22CK14	Operations Management	6	5	3	25	75	100
III	CC XV	U22CK15	Retail Management	5	5	3	25	75	100
III	CC XVI	U22CK16	Advertising and Sales Promotion	5	5	3	25	75	100
IV	AEC III	U22AE3	General Knowledge	2	2	3	25	75	100
III	CPI	U22CKPW	Project Work	6	3		50	50	100
			Total	<b>30</b>	<b>25</b>				<b>600</b>

**Total Marks: 4200**

**Total Credits: 140**

**Programme :BBA**

**Semester : I**

**Sub. Code : U22CK1**

**Part III: Core**

**Hours : 6 P/W 90 Hrs P/S**

**Credits : 5**

**TITLE OF THE PAPER: PRINCIPLES OF MANAGEMENT**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>GD/ Videos/Tutorial</b>	<b>ICT</b>
	6	4	-	1	1

**PREAMBLE:**

To acquaint students with the fundamental concepts of management so as to develop their managerial and problem solving ability to achieve corporate excellence

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT- 1 CO1:</b> Understand the types of skills required, the levels of management and the difference between the Management and Administration.	1	18
<b>UNIT- 2 CO2:</b> Understand the footsteps of legendary business gurus such as F.W.Taylor, Fayol, Mayo and also the importance of Planning, its premises.	2	18
<b>UNIT - 3 CO3:</b> Understand the difference between Line & Staff, the need for departmentation and the pros & cons of Centralization, Decentralization.	3	18
<b>UNIT - 4 CO4:</b> Know the principles of Direction function and the Controlling techniques	4	18
<b>UNIT - 5 CO5:</b> Know the techniques of Motivation and the role of Staffing in Organizational Development.	5	18

**SYLLABUS**

**UNIT - I**

Management - Nature and Definition - Functions of management. Management : Art, science and profession. Administration Vs Management, Functional Areas of Management – Managerial skills : Technical, Human , Conceptual and Decision Making, Levels of Management – Top level, Middle level and Lower level.

**UNIT - II**

Evolution of management – F.W. Taylor and Scientific Management, Contributions of Fayol and Mayo. Planning - Definition, Importance and Characteristics. Planning process- Type of plans- Merits and limitations of planning.

**UNIT - III**

Organizing : Meaning, Definition and Principles. Organization Structure and Charts- Features of good organization : Line, Functional, line and staff, committee – Merits and Demerits of line and line & staff, Departmentation - process and methods. Delegation of authority - Definition, Need and Principles. Centralization and Decentralization - Merits and Demerits.

**UNIT - IV**

Staffing – Meaning, Importance and Steps. Directing – Meaning, Importance and Principles.

**UNIT - V**

Motivation - Types and Needs - Theories of Maslow and Herzberg. Control - Meaning, Nature, Importance and Principles , Steps and Techniques.

**Text Book:**

T. Ramasamy, Principle of Management, Himalaya Publishing House, 2014.

**Suggested Reference Books:**

1. P. Parthasarathy, Principles of Management, Vrinda Publications Pvt. Ltd., 2<sup>nd</sup> Edition.
2. Dinkar Pagare, Principles of Management, Sultan Chand and Sons, 2013.
3. L.M. Prasad, Principles of Management, Sultan Chand and Sons, 2015.
4. P.C.Tripathi and P.N.Reddy, Principles of Management, McCraw Hill, New Delhi.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Management - Nature and Definition - Functions of management. Management : Art, science and profession. Administration Vs Management, Functional Areas of Management	9	Power Point Presentation
	Managerial skills : Technical, Human, Conceptual and Decision Making, Levels of Management – Top level, Middle level and Lower level.	9	Lecture Method
UNIT II	Evolution of management – F.W. Taylor and Scientific Management, Contributions of Fayol and Mayo. Planning - Definition, Importance and Characteristics	9	Group Discussion
	process- Type of plans- Merits and limitations of planning.	9	Video and Lecture Method
UNIT III	Organizing : Meaning, Definition and Principles. Organization Structure and Charts-Features of good organization : Line, Functional, line and staff, committee	6	Lecture Method
	Merits and Demerits of line and line & staff, Departmentation - process and methods. Delegation of authority	6	Case Studies
	Definition, Need and Principles. Centralization and Decentralization - Merits and Demerits.	6	Case Studies
UNIT IV	Staffing – Meaning, Importance and Steps.	9	Role Play and Lecture Method
	Directing – Meaning , Importance and Principles.	9	Power Point Presentation
UNIT V	Motivation -Control - Meaning, Nature, Importance	6	Lecture Method
	Principles , Steps in Controlling	6	Power Point Presentation
	Techniques of Controlling	6	Lecture Method

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	3	4	3.3
CO2	3	4	3	3	3	3	4	3	3	4	3.3
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	3	3	3	3	3	4	3.2
Mean Overall Score											3.26

Result: The Score for this Course is 3.26 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	40%	40%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	30%	30%

### Question Pattern

	K1	K2	K3
PART – A	3	1	1
PART - B	3	1	1
PART - C	3	1	1

**Course Designer:** Dr.C. Kavitha, Department of Business Administration

Programme : BBA  
Semester : I  
Sub. Code : U22CK2

Part III: Core  
Hours : 5 P/W 75hrs P/S  
Credits : 5

**TITLE OF THE PAPER: FINANCIAL ACCOUNTING**

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Vedios/Tutorial	ICT
	5	3	-	1	1

**PREAMBLE:** To enable the students to understand the fundamentals of Accounting and Accounting principles and concepts.

<b>COURSE OUTCOME</b>		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
<b>UNIT- 1 CO1:</b> Develop the ability to use the fundamental accounting equation to analyze the effect of— business transactions on an organization's accounting records and financial statements. Develop the ability to use a basic accounting system to create (record, classify, and— summarize) the data needed to solve a variety of business problems.		1	15
<b>UNIT- 2 CO2:</b> Develop the ability to use accounting concepts, principles, and frameworks to analyze— and effectively communicate information to a variety of audiences as subsidiary books.		2	15
<b>UNIT-3 CO3:</b> Prepare final accounts in accordance with generally accepted accounting principles.		3	15
<b>UNIT - 4 CO4:</b> Ability to understand the effect of depreciation in accounting		4	15
<b>UNIT - 5 CO5:</b> Understand the main elements of financial accounting information – assets, liabilities, revenue and expenses		5	15

**SYLLABUS**

**UNIT - I**

Fundamentals of Books-keeping –Meaning - Systems of Book-keeping –Accountancy –Meaning - Accounting concepts and conventions - Kinds of Accounts-Journalizing Rules.

**UNIT – II**

Subsidiary Books - Ledger Postings - Trial Balance and Rectification of Errors

**UNIT - III**

Final accounts - Elementary problems with simple adjustment - Capital expenditure- Revenue expenditure and Deferred Revenue Expenditure - Meaning and distinction.

**UNIT - IV**

Depreciation - Meaning, Causes and Need, Methods (Straight Line Method and WDV Method) - Theory and Problems.

**UNIT - V**

Accounts of Non – Trading concerns - Receipts and Payments Account - Income and Expenditure Account and Balance sheet.

- Questions to be asked Theory - 40 %, problem – 60 %.

**Text Book**

S.P.Jain and K.L.Narang, Financial Accounting, Kalyani Publishers, Fifth edition, 2010.

**Suggested Reference Books:**

1. S.N. Maheswari, Financial Accounting, Vikas Publishing House Pvt . Ltd, Newdelhi. 2013.
2. Dr.M.A.Arulanadan, Dr .K.S.Raman, Advanced Accountancy, Himalaya Publishing House.
3. R.L. Gupta, Financial Accounting, Sultan Chand&Sons, New Delhi. 2013.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Fundamentals of Books-keeping – Meaning - Systems of Book-keeping –Accountancy –Meaning - Accounting concepts and conventions	8	Lecture and ICT
	Kinds of Accounts-Journalizing Rules.	7	Lecture and ICT
UNIT II	Subsidiary Books - Ledger Postings - Trial Balance	8	Lecture and ICT
	Rectification of Errors	7	Lecture and ICT
UNIT III	Final accounts	3	Lecture and ICT
	Elementary problems with simple adjustment	7	Lecture and ICT
	Capital expenditure- Revenue expenditure and Deferred Revenue Expenditure - Meaning and distinction.	5	Lecture and ICT
UNIT IV	Depreciation - Meaning, Causes and Need,	6	Lecture and ICT
	Methods (Straight Line Method and WDV Method) - Theory and Problems.	9	Lecture and ICT
UNIT V	Accounts of Non – Trading concerns	5	Lecture and ICT
	Receipts and Payments Account	5	Lecture and ICT
	Income and Expenditure Account and Balance sheet	5	Lecture and ICT

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	2	3	3	4	3	3	2	4	3.2
CO2	4	3	2	2	4	4	3	3	2	4	3.1
CO3	4	4	3	3	3	4	3	3	3	3	3.3
CO4	4	3	2	3	3	4	3	2	3	3	3.0
CO5	4	4	3	3	4	4	3	3	2	4	3.4
Mean Overall Score											3.2

Result: The Score for this Course is 3.2 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs = ----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	40%	40%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	30%	30%

### Question Pattern

	K1	K2	K3
PART – A	3	1	1
PART - B	3	1	1
PART - C	3	1	1

**Course Designer:** Dr.D.Jebapriya, Assistant Professor, Department of Business Administration

**Programme : BBA**  
**Semester : I**  
**Sub. Code : U22AKK1**

**Part III: Allied**  
**Hours : 5 P/W 75Hrs P/S**  
**Credits : 4**

**TITLE OF THE PAPER: MANAGERIAL ECONOMICS**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>Tutorial</b>	<b>ICT</b>
	5	3	-	1	1

**PREAMBLE:** The objective of this course is to impart basic knowledge of the concepts and tools of economic analysis relevant for managerial decision making.

<b>COURSE OUTCOME</b>		<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, students will be able to			
<b>UNIT- 1 CO1:</b>	Understand the basic concepts of managerial economics and identify the objectives of a Modern Business Firm.	1	15
<b>UNIT- 2 CO2:</b>	Explain the various aspects of demand analysis and elasticity of demand.	2	15
<b>UNIT - 3 CO3:</b>	Forecast demand and understand the concept of supply.	3	15
<b>UNIT - 4 CO4:</b>	Know the features of different forms of market and apply the various pricing methods.	4	15
<b>UNIT - 5 CO5:</b>	Plan the profit and understand the concepts of profit forecasting.	5	15

**SYLLABUS**

**UNIT- I**

Introduction: Meaning, Nature and Scope of Managerial Economics – Economics and Managerial Economics – Fundamental Concepts – Role and Responsibility of a Managerial Economist – Objectives of a Modern Business Firm.

**UNIT- II**

Demand Analysis: Law of Demand – Demand Determinants – Demand Distinctions - Elasticity of Demand – Measurement of Price Elasticity of Demand – Factors determining Elasticity of Demand – Uses of Elasticity of Demand.

**UNIT – III**

Demand Forecasting & Supply: Meaning - Objectives – Importance and Factors involved in forecasting – Methods of Forecasting – Law of Supply – Factors affecting supply.

**UNIT – IV**

Price Analysis: Features of Perfect Competition, Monopoly, Duopoly, Oligopoly and Monopolistic Competitions – Pricing Methods.

**UNIT – V**

Profit Analysis : Nature of Profit – Profit Planning – Break Even Analysis – Concepts – Uses and Limitations – Profit Forecasting.

**Text Book:**

Sankaran. S, Managerial Economics , Margham Publication, 5<sup>th</sup> Edition, 2013.

**Suggested References Books:**

1. Geethika, Piyali Ghosh and Purba Roy Choudhury, Managerial Economics, Tata McGraw – Hill Publishing Company Ltd, New Delhi, 2<sup>nd</sup> Edition, 2011.
2. R.L.Varshney, Managerial Economics, Sultan Chand & Sons, 22<sup>nd</sup> Edition.
3. A.L.Ahuja, Business Economics,S.Chand & Company Ltd, 2007.

<b>UNITS</b>	<b>TOPIC</b>	<b>LECTURE HOURS</b>	<b>MODE OF TEACHING</b>
UNIT I	Meaning, Nature and Scope of Managerial Economics, Economics and Managerial Economics	5	Black Board
	Fundamental Concepts	5	Black Board
	Role and Responsibility of a Managerial Economist & Objectives of a Modern Business Firm	5	Black Board
UNIT II	Law of Demand, Demand Determinants, Demand Distinctions	5	Black Board
	Elasticity of Demand, Measurement of Price Elasticity of Demand	5	Black Board
	Factors determining Elasticity of Demand, Uses of Elasticity of Demand	5	Black Board
UNIT III	Meaning, Objectives & Importance and Factors involved in forecasting	5	Black Board
	Methods of Forecasting	5	Black Board
	Law of Supply & Factors affecting supply	5	Black Board
UNIT IV	Features of Perfect Competition and Monopoly	5	Black Board
	Features of Duopoly, Oligopoly and Monopolistic Competitions	5	Black Board
	Pricing Methods	5	Black Board
UNIT V	Nature of Profit & Profit Planning	5	Black Board
	Break Even Analysis – Concepts, Uses and Limitations	5	Black Board
	Profit Forecasting	5	Black Board

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	2	2	3	3	4	4	3	3	3	3.1
CO2	4	3	2	2	4	4	3	3	2	4	3.1
CO3	3	3	3	3	3	4	3	3	3	2	3.0
CO4	4	3	2	3	3	4	3	2	3	3	3.0
CO5	4	3	3	3	4	4	3	3	2	4	3.3
<b>Mean Overall Score</b>											3.1

Result: The Score for this Course is 3.1 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs = ----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	40%	40%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	30%	30%

### Question Pattern

	K1	K2	K3
PART – A	3	1	1
PART - B	3	1	1
PART - C	3	1	1

**Course Designer:** Dr.P.R.Shini, Department of Business Administration

**Programme : BBA**

**Semester : II**

**Sub. Code : U22CK3**

**Part III: Core**

**Hours : 6 P/W 90 Hrs P/S**

**Credits : 5**

**TITLE OF THE PAPER: BUSINESS COMMUNICATION**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>GD/ Vedios/Tutorial</b>	<b>ICT</b>
	6	2	-	2	2

**PREAMBLE:**To enable the students to understand the importance of communication in business and help them to learn the different types of letters and reports.

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT- 1 CO1:</b> Identify the key principles in communication and the importance of effective communication in business.	1	18
<b>UNIT- 2 CO2:</b> Identify the importance of writing business letter	2	18
<b>UNIT - 3 CO3:</b> Develop the ability to write curriculum vitae	3	18
<b>UNIT - 4 CO4:</b> Develop effective interpersonal communication and conduct of meetings	4	18
<b>UNIT - 5 CO5:</b> Identify the importance of writing reports in an organization	5	18

**SYLLABUS**

**UNIT - I**

Business Communication – Meaning and Definition – Objectives – Principles of Communication – Barriers to Communication – Types of Communication – Formal Communication – Informal Communication – Oral Communication – Written Communication – Non-Verbal Communication – Audio-Visual Communication.

**UNIT – II**

Structure of a Business Letter – Kinds of Business Letter - Letters of Enquiry – Replies to Enquiry – Offers and Quotations – Kinds of Offer – Distinction between Offer and Quotations.

**UNIT – III**

Orders and Execution – Contents – Execution of an Order – Delay in the Execution of Orders – Inability to Execute the Order – Cancellation of an Order. Letters of Complaints and Grievances. Application for a Job – Curriculum Vitae.

**UNIT – IV**

Objectives of Business Meetings – Classification of Meetings – Company Meetings – Statutory Meeting – Annual General Body Meeting – Conduct of a Meeting and Procedure – Agenda - Minutes.

**UNIT – V**

Report Writing – Meaning and Definition – Characteristics of a good Report – Importance - Classification of Reports – Contents of a Report.

**Text Book:**

N.S.Raghunathan & B.Santhanam, Business Communication, Margham Publications, Chennai, 3<sup>rd</sup> Edition.

**Suggested References Books:**

1. Reddy, Appannnaih & Raja Rao, Essentials of Business Communication, Himalaya Publishing House, Mumbai.
2. O.P.Nayyar, Commercial Correspondence, Forword Book Depot, Delhi.
3. M.Bala Subramanian, Business Communication, Kalyani Publishers, Ludhiana.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Business Communication – Meaning and Definition – Objectives – Principles of Communication – Barriers to Communication	9	Lecture and ICT
	Types of Communication – Formal Communication–Informal Communication–OralCommunication – Written Communication – Non-Verbal Communication – Audio-Visual Communication.	9	Lecture and ICT
UNIT II	Structure of a Business Letter – Kinds of Business Letter - Letters of Enquiry	9	Lecture and ICT
	Offers and Quotations – Kinds of Offer – Distinction between Offer and Quotations.	9	Lecture and ICT
UNIT III	Orders and Execution – Contents – Execution of an Order – Delay in the Execution of Orders	6	Lecture and ICT
	Inability to Execute the Order – Cancellation of an Order. Letters of Complaints and Grievances.	6	Lecture and ICT
	Application for a Job – Curriculum Vitae.	6	Lecture and ICT
UNIT IV	Objectives of Business Meetings – Classification of Meetings – Company Meetings – Statutory Meeting –	9	Lecture and ICT
	Annual General Body Meeting – Conduct of a Meeting and Procedure – Agenda - Minutes.	9	Lecture and ICT
UNIT V	Report Writing – Meaning and Definition	6	Lecture and ICT
	Characteristics of a good Report – Importance	6	Lecture and ICT
	Classification of Reports – Contents of a Report.	6	Lecture and ICT

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	2	3	3	4	3	2	3	3	3.1
CO2	4	4	2	2	3	4	3	2	3	3	3.0
CO3	4	3	3	2	4	4	3	2	2	4	3.1
CO4	4	4	2	3	4	4	3	3	3	4	3.3
CO5	4	3	2	3	4	4	3	3	3	4	3.3
<b>Mean Overall Score</b>											3.16

Result: The Score for this Course is 3.16 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

<b>BLOOM'S TAXANOMY</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>
KNOWLEDGE (K1)	40%	40%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	30%	30%

### Question Pattern

	<b>K1</b>	<b>K2</b>	<b>K3</b>
PART – A	3	1	1
PART - B	3	1	1
PART - C	3	1	1

**Course Designer:**Dr.D.Jebapriya, Assistant Professor, Department of Business Administration

Programme : BBA

Semester : II

Sub. Code : U22CK4

Part III : Core

Hours : 5 P/W 75 Hrs P/S

Credits : 5

**TITLE OF THE PAPER: ORGANISATIONAL BEHAVIOUR**

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Vedios/Tutorial	ICT
	5	3	-	1	1

**PREAMBLE:** This course aims at providing in-depth knowledge and a strong base in Organisational Behaviour to enhance the interpersonal relationship skills with focus on individual, group and organisational aspects.

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT- 1 CO1:</b> Understand the importance of studying individual behaviour for organizational development and footsteps of legendary business gurus in organizational behavior	1	15
<b>UNIT- 2 CO2:</b> Know the role of group for the overall development of an organization and the role of group think in decision making.	2	15
<b>UNIT - 3 CO3:</b> Know the techniques of motivation and leadership, and importance of morale for motivation.	3	15
<b>UNIT - 4 CO4:</b> Difference fight and conflict, type and role of conflict for resolution, change and its impact on productivity.	4	15
<b>UNIT - 5 CO5:</b> Know the coping strategies for stress to make success.	5	15

**SYLLABUS**

**UNIT - I**

Organizational Behaviour- Definition - Importance of Organizational Behaviour - - Models of Organizational Behaviour-personality-Definition-Determinants-Theories-Perception-Definition-process of perception

**UNIT - II**

Group Dynamics – Definition – Types of group – Advantages and Disadvantages – Five stages of group development - Group decision making - Types – Steps - Advantages and disadvantages in group decision making.

**UNIT - III**

Motivation – Definition – Importance – Techniques – Monetary and Non-Monetary - Definition of morale – Factors affecting morale – causes of low morale – Factors improving morale – Leadership - Meaning – Styles – Qualities – Importance.

**UNIT - IV**

Conflict Management - Definition, Features and Types of Conflict situations – Causes of conflict – Conflict Management process; Meaning of Change – Forces for changes – Types of changes – Implementing the change – Causes of Resistance to change – Over coming Resistance to change.

**UNIT - V**

Stress management – Meaning and definition - Nature of stress – Source – Individual Stressors – Group and Organizational Stressors - Consequences of stress – Coping strategies for stress – Individual approaches and organization approaches.

**Text Book:**

L.M.Prasad, Organisational Behaviour, Sultan chand &sons, 2010.

**Suggested Reference Books:**

1. S.S.Khanka, Organizational Behavior (Text and Cases), S.Chand Publishing, 2011.
2. Fred Luthans, Organisational Behaviour, McGraw Hill Education India Private Ltd. 12<sup>th</sup> Edition, 2013.
3. K.Aswathappa, Organizational Behavior - Text, Cases & Games, Himalaya Publishing House, 11<sup>th</sup> revised edition, 2013.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Organizational Behaviour- Definition - Importance of Organizational Behaviour - - Models of Organizational Behaviour	7	Lecture Method
	Personality-Definition-Determinants-Theories-Perception-Definition-process of perception	8	Lecture Method
UNIT II	Group Dynamics – Definition – Types of group – Advantages and Disadvantages – Five stages of group development	7	Group Discussion and Lecture Method
	Group decision making - Types – Steps - Advantages and disadvantages in group decision making	8	Power Point Presentation
UNIT III	Motivation – Definition – Importance – Techniques – Monetary and Non-Monetary	5	Role Play and Lecture Method
	Definition of morale – Factors affecting morale – causes of low morale – Factors improving morale	5	Case Studies
	Leadership - Meaning – Styles – Qualities – Importance.	5	Role Play and Lecture Method
UNIT IV	Conflict Management - Definition, Features and Types of Conflict situations – Causes of conflict – Conflict Management process	7	Lecture Method
	Meaning of Change – Forces for changes – Types of changes – Implementing the change – Causes of Resistance to change – Over coming Resistance to change.	8	Power Point Presentation
UNIT V	Stress management – Meaning and definition - Nature of stress – Source	5	Role Play and Lecture Method
	Individual Stressors – Group and Organizational Stressors - Consequences of stress	5	Group Discussion
	Coping strategies for stress – Individual approaches and organization approaches.	5	Power Point Presentation

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	4	3	4	3	3	3	4	3.3
CO2	3	4	3	3	3	3	3	3	3	4	3.2
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	4	3	4	3	3	4	3.4
Mean Overall Score											3.28

Result: The Score for this Course is 3.28 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	40%	40%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	30%	30%

### Question Pattern

	K1	K2	K3
PART – A	3	1	1
PART - B	3	1	1
PART - C	3	1	1

Course Designer: Dr.D.Ramkumar, Department of Business Administration

**Programme : BBA**  
**Semester : II**  
**Sub. Code : U22AKK2**

**Part III : Allied**  
**Hours : 5 P/W 75 Hrs P/S**  
**Credits : 4**

**TITLE OF THE PAPER: MONEY AND BANKING**

Pedagogy	Hours	Lecture	Peer Teaching	Tutorial	ICT
		5	3	-	1

**PREAMBLE:** To make the students understand the evolution and working of the currency system and the functioning of the Monetary system and Money market.

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT-1 CO1:</b> Apprehend knowledge on Money market and circular flow of Money.	I	15
<b>UNIT- 1 CO2:</b> Understand the various theories of Money and Income.	II	15
<b>UNIT- 1 CO3:</b> Get knowledge on Gold standard and working of Currency system	III	15
<b>UNIT- 1 CO4:</b> Understand the Functions and Types of Commercial Banks and Banking System.	IV	15
<b>UNIT- 1 CO5:</b> Know the Functions and Role of Reserve Bank of India	V	15

**SYLLABUS**

**UNIT – I**

Definition of Money - Difficulties of Barter System – Kinds of Money – Commodity Money, Metallic Money, Paper Money and Credit Money – Functions of Money– Significance of Money – Circular Flow of Money.

**UNIT – II**

Quantity Theory – The Transaction Approach – Assumptions – Criticism; The Cash Balance Approach – Marshall, Keynes equations; Income Theory .

**UNIT – III**

Gold Standard – Definition – Types – Characteristics – Working of Gold Standard – Principles and Methods of Note Issue – India’s present currency system.

**UNIT – IV**

Commercial Banking – Definition - Functions of Commercial Banks – Bank Assets and Liabilities – Role of Commercial Banks in a Developing Economy – Guidelines for a sound Banking system.

**UNIT – V**

Central Banking – Nature and Functions – Difference between Central Bank and Commercial Bank – Role of Central Bank in Developing Countries - Reserve Bank of India – Management - Functions – Achievements and Failures.

**Text Book:**

R.R.Paul, Money and Banking, 2014 Edition, Kalyani Publishers, New Delhi.

**Suggested Reference Books:**

1. Mitani. D.M., Money Banking and International Trade, Sultan Chand & Sons, New Delhi.
2. Sethi.T.T., Monetary Economics, S.Chand & Company Ltd., New Delhi.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Definition of Money - Difficulties of Barter System – Kinds of Money – Commodity Money, Metallic Money, Paper Money and Credit Money.	7	Lecture
	Functions of Money– Significance of Money – Circular Flow of Money.	8	Lecture
UNIT II	Quantity Theory – The Transaction Approach – Assumptions – Criticism;	8	PPT
	The Cash Balance Approach – Marshall, Pigou, Robertson, Keynes equations; Income Theory .	7	Lecture
UNIT III	Gold Standard – Definition – Types – Characteristics – Working of Gold Standard	8	ICT
	– Principles and Methods of Note Issue – India’s present currency system.	7	Lecture
UNIT IV	Commercial Banking – Definition - Functions of Commercial Banks – Bank Assets and Liabilities	8	Lecture and ICT
	Role of Commercial Banks in a Developing Economy – Guidelines for a sound Banking system.	7	ICT
UNIT V	Central Banking – Nature and Functions – Difference between Central Bank and Commercial Bank	8	Lecture
	Role of Central Bank in Developing Countries - Reserve Bank of India – Management - Functions – Achievements and Failures	7	ICT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	4	3.5
CO2	3	2	3	3	4	4	4	3	3	3	3.2
CO3	4	4	3	3	4	3	3	3	4	4	3.5
CO4	4	4	4	4	4	4	4	3	4	4	3.9
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.52

Result: The Score for this Course is 3.52 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs = ----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	40%	40%
UNDERSTANDING (K2)	30%	30%
APPLY (K3)	30%	30%

### Question Pattern

Year	K1	K2	K3
I	Part-A (3 Questions)	Part-A (1 Question)	Part-A (1 Question)
	Part-B (3 Questions)	Part-B (1 Question)	Part-B (1 Question)
	Part-C (3 Questions)	Part-C (1 Question)	Part-C (1 Question)

**Course Designer:** Dr.B.Selvaveera Kumar, Department of Business Administration.

**Programme : BBA**  
**Semester : III**  
**Sub. Code : U22CK5**

**Part III: Core**  
**Hours : 5 P/W 75 Hrs P/S**  
**Credits : 4**

**TITLE OF THE PAPER: FINANCIAL MANAGEMENT**

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Vedios/Tutorial	ICT
	5	3	1	-	1

**PREAMBLE :** To provide a thorough understanding of concepts and theories and develop the skills to understand – analyse and interpret financial data and problems to make better financial decisions.

<b>COURSE OUTCOME</b>	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
<b>UNIT- 1 CO1:</b> Describe the financial objectives and Critically evaluate the of various financial decisions in an organisation	1	15
<b>UNIT- 2 CO2:</b> Evaluate the various Source of capital and types of securities	2	15
<b>UNIT - 3 CO3:</b> Assess the importance of Time value of money and Investment evaluation methods	3	15
<b>UNIT - 4 CO4:</b> Analyze the concept of dividend decisions	4	15
<b>UNIT - 5 CO5:</b> Discuss the function techniques in managing working capital	5	15

**SYLLABUS**

**UNIT – I**

Nature of Financial Management – History of Financial Management – Objectives of the firm; profit maximization Vs wealth maximization. Function of finance – Organisation of finance function- Controller Vs Treasurer- Investment decision, Financing decision and Dividend decision.

**UNIT-II**

Source of capital –long term, intermediate term and short term – types of securities : debt, equity and preferred stock , capital structure planning effect of leverage on EPS, EBIT-EPS analysis.

**UNIT-III**

Techniques of capital budgeting – capital budgeting process. Time value of money - Investment evaluation methods : Payback period, Accounting rate of return, Net present value and Internal rate of return, Profitability Index.

**UNIT-IV**

Dividend decisions – Walter’s Model and Garden’s Model- factors determining dividend – payout ratio – retention ratio are included.

**UNIT-V**

Working capital management – Working capital policies. Management and determinants of working capital.

**Text Book:**

Financial Management – M Y Khan & Jain.

**Suggested Reference Books:**

1. Financial Management – I.M.Pandey.
2. Financial Management – Dr. Prasanna Chandra.

- Questions to be asked Theory – 50% and Problems – 50%.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Nature of Financial Management – History of Financial Management – Objectives of the firm; profit maximization Vs wealth maximization.	8	Blackboard
	Function of finance – Organisation of finance function- Controller Vs Treasurer- Investment decision, Financing decision and Dividend decision.	7	ICT
UNIT II	Source of capital –long term, intermediate term and short term – types of securities : debt, equity and preferred stock,	7	Blackboard
	capital structure planning effect of leverage on EPS, EBIT-EPS analysis	8	Blackboard
UNIT III	Techniques of capital budgeting – capital budgeting process. Time value of money	3	Blackboard
	Investment evaluation methods : Payback period, Accounting rate of return,	7	Blackboard
	Net present value and Internal rate of return, Profitability Index.	5	Blackboard
UNIT IV	Dividend decisions- factors determining dividend – payout ratio – retention ratio are included.	6	Blackboard
	– Walter’s Model and Garden’s Model	9	Blackboard
UNIT V	Working capital management - Working capital policies.	5	ICT
	Management and determinants of working capital.	5	ICT
	Ratio analysis	5	ICT

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	3	4	3.3
CO2	3	4	3	3	3	3	4	3	3	4	3.3
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	3	3	3	3	3	4	3.2
						Mean Overall Score					3.26

Result: The Score for this Course is 3.26 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE <b>K1</b>	30%	30%
UNDERSTANDING <b>K2</b>	40%	40%
APPLY <b>K3</b>	30%	30%

**Question Pattern**

Year	K1	K2	K3
II	Part-A (1 Questions)	Part-A (3 Question)	Part-A (1 Question)
	Part-B (2 Questions)	Part-B (2 Questions)	Part-B (1 Question)
	Part-C (2 Questions)	Part-C (2 Questions)	Part-C (1 Question)

**Course Designer:** Dr.D.Jebapriya, Assistant Professor, Department of Business Administration

Programme : BBA  
Semester : III  
Sub. Code : U22AKK3

Part III : Allied  
Hours : 5 P/W 75 Hrs P/S  
Credits : 4

**TITLE OF THE PAPER: BUSINESS STATISTICS**

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	3	1	-	1

**PREAMBLE:**

This subject aims at providing quantitative basis for solving the business problem. It has also to provide an in – depth understanding in the statistical application to various business Research Problems.

**COURSE OUTCOME**

At the end of the Semester, the Students will be able to	Unit	Hrs P/S
<b>UNIT- 1 CO1:</b> Understand the role of statistics in business, understanding of mass data.	1	15
<b>UNIT- 2CO2:</b> Simplify the mass data and to analyze the unwieldy data.	2	15
<b>UNIT - 3 CO3:</b> Measure the principal characteristics of a distribution	3	15
<b>UNIT - 4 CO4:</b> Indicate the extent of variations in a distribution of a research and its interpretation.	4	15
<b>UNIT - 5 CO5:</b> Disclose whether a particular variable is going up or down over a period of time.	5	15

**SYLLABUS**

**UNIT - I**

Definition - Application of statistics in Business. Collection of data – Primary and Secondary data – Framing a Questionnaire – Sampling – Methods of Sampling –Classification – Characteristics, Objects, Types – Frequency Distribution – Cumulative Frequency Distribution – Tabulation –Types – Simple problems.

**UNIT - II**

Diagrammatic Presentation –Types – Line diagram, Bar diagram, Pie diagram –Graphic presentation – Graphs of frequency distribution – Histograms, Frequency polygon, Frequency curves, Ogives – Simple problems.

**UNIT - III**

Measures of Central Tendency – Mean, Median, Mode – Geometric Mean, Harmonic Mean – Quartiles, Percentiles and Deciles – Merit and Demerits - Simple Problems.

**UNIT – IV**

Measures of Dispersion –Methods of measuring Dispersion – Range – Inter quartile Range, Mean Deviation, Standard deviation, Coefficient of Variation.

**UNIT - V**

Index numbers - Types – Simple Aggregate Method, Simple Average of Price Relative – Weighted Index Numbers – Laspeyre’s, Bowley’s Fischer’s and Marshall –Edgeworth index numbers.

**Text Book:**

Statistics Theory and Practice, R.S.N. Pillai and Bagavathi, Sultan and Company Ltd. New Delhi.

**Suggested Reference Books:**

1. Elementary statistical Methods, SP Gupta, Sultan Chand & Sons.
2. Economic and Business Statistics, D.Kathamba Rajan, Himalaya Publishing House.

- Questions to be asked Theory – 20% and Problems – 80%.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Definition - Application of statistics in Business. Collection of data – Primary and Secondary data – Framing a Questionnaire – Sampling – Methods of Sampling	7	Lecture Method
	Classification – Characteristics, Objects, Types – Frequency Distribution – Cumulative Frequency Distribution – Tabulation –Types – Simple problems.	8	Lecture Method
UNIT II	Diagrammatic Presentation –Types – Line diagram, Bar diagram, Pie diagram –Graphic presentation – Graphs of frequency distribution	7	Lecture Method
	Histograms, Frequency polygon, Frequency curves, Ogives – Simple problems.	8	ICT and Lecture Method
UNIT III	Measures of Central Tendency – Mean, Median, Mode	5	Lecture Method
	Geometric Mean, Harmonic Mean – Quartiles,	5	Lecture Method
	Percentiles and Deciles – Merit and Demerits - Simple Problems	5	Lecture Method
UNIT IV	Measures of Dispersion –Methods of measuring Dispersion	7	Lecture Method
	Range – Inter quartile Range, Mean Deviation, Standard deviation, Coefficient of Variation.	8	Lecture Method
UNIT V	Index numbers - Types – Simple Aggregate Method, Simple Average of Price Relative	5	Lecture Method
	Weighted Index Numbers – Laspeyre’s, Bowley’s Fischer’s	5	Lecture Method
	and Marshall –Edgeworth index numbers.	5	Lecture Method

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	4	3	4	3.4
CO2	3	4	3	3	4	3	4	3	3	4	3.4
CO3	3	3	4	3	4	3	4	3	3	4	3.4
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	3	3	4	3	4	4	3.4
Mean Overall Score											3.38

Result: The Score for this Course is 3.38 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE K1	30%	30%
UNDERSTANDING K2	40%	40%
APPLY K3	30%	30%

### Question Pattern

Year	K1	K2	K3
II	Part-A (1 Questions)	Part-A (3 Question)	Part-A (1 Question)
	Part-B (2 Questions)	Part-B (2 Questions)	Part-B (1 Question)
	Part-C (2 Questions)	Part-C (2 Questions)	Part-C (1 Question)

**Course Designer:** Dr. D. Maria Pon Reka Department of Business Administration

**Programme : BBA**  
**Semester : III**  
**Sub. Code : U22DSK1A**

**Part III: DSEC**  
**Hours : 4 P/W 60 Hrs P/S**  
**Credits : 3**

**TITLE OF THE PAPER: BANKING LAW AND PRACTICE**

	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
<b>Pedagogy</b>	4	2	-	1	1

**PREAMBLE:**

To make the students aware of the nature, scope and current practices in Banking. It also aims at acquainting the students with the latest concepts and practices of Banking.

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT- 1 CO1:</b> Understand the role of a banker and their relationship with the customer	1	12
<b>UNIT- 2 CO2:</b> Differentiate different customer requirements & the bankers services toward them	2	12
<b>UNIT - 3 CO3:</b> Assess the innovative banking services and its role in the modern society	3	12
<b>UNIT - 4 CO4:</b> Know the various types of loans and advances from banks & its importance	4	12
<b>UNIT - 5 CO5:</b> Aware the different forms of negotiable instruments used in banking services	5	12

**SYLLABUS**

**UNIT - I**

Banker & Customer – Meaning - Definition - Relationship between Banker and Customer – Duties and Rights of banker and customer – Obligation to maintain secrecy of customer’s accounts.

**UNIT - II**

Types of Customers and Account holders: Procedure and practice in opening and operating the accounts of customers - individuals including minors - joint account holders - Partnership firms - joint stock companies - executors and trustees - clubs and associations- Pass book -its features.

**UNIT - III**

Paying banker- his duties - collecting banker and statutory protection to the collecting banker - Innovations in Banking - ATMs, E-Banking, mobile alerts - Credit cards, Online.

**UNIT - IV**

Loans and advances - Secured and unsecured loans and advances – principles of lending – kinds of lending - modes of securing loans and advances - lien, pledge, mortgage and hypothecation.

**UNIT - V**

Negotiable instruments - cheque - Legal characteristics of a Cheque – endorsement, material alteration, crossing of cheques – collection and payment of cheques

**Text Book:**

Gordon.E and Natarajan.K, Banking Theory, Law & Practice, Himalaya Publishers.

**Suggested Reference Books:**

1. Varshney P.N, Banking Law and Practice, Sultan Chand & Son’s, New Delhi.

2. Mithani.D and Gordon.E, Banking Theory and Practice, Himalaya Publishing House.
3. Radhasamy.M and Vasudevan.S.V, A Text Book of Banking, S.Chand & Co.

<b>UNITS</b>	<b>TOPIC</b>	<b>LECTURE HOURS</b>	<b>MODE OF TEACHING</b>
UNIT I	Banker & Customer – Meaning - Definition - Relationship between Banker and Customer – Duties and Rights of banker and customer	6	Lecture Method
	Obligation to maintain secrecy of customer's accounts	6	Lecture Method
UNIT II	Types of Customers and Account holders: Procedure and practice in opening and operating the accounts of customers -	6	Power Point Presentation
	individuals including minors - joint account holders - Partnership firms - joint stock companies - executors and trustees - clubs and associations- Pass book -its features.	6	Power Point Presentation
UNIT III	banker- his duties - collecting banker and statutory protection	4	Lecture Method
	to the collecting banker - Innovations in Banking - ATMs,	4	ICT
	E-Banking, mobile alerts - Credit cards, Online.	4	ICT
UNIT IV	Loans and advances - Secured and unsecured loans and advances	6	Lecture Method
	principles of lending – kinds of lending - modes of securing loans and advances - lien, pledge, mortgage and hypothecation	6	Lecture Method
UNIT V	Negotiable instruments - cheque - Legal characteristics of a Cheque	4	Lecture Method
	endorsement, material alteration, crossing of cheques	4	Lecture Method
	collection and payment of cheques	4	Lecture Method

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	4	4	3	3	3	4	3.4
CO2	3	4	3	3	3	4	4	3	3	4	3.4
CO3	3	3	3	3	4	3	3	4	3	4	3.3
CO4	3	3	3	4	4	3	3	3	3	4	3.4
CO5	3	3	3	4	3	3	3	3	3	4	3.2
Mean Overall Score											3.34

Result: The Score for this Course is 3.34 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE <b>K1</b>	30%	30%
UNDERSTANDING <b>K2</b>	40%	40%
APPLY <b>K3</b>	30%	30%

### Question Pattern

Year	K1	K2	K3
II	Part-A (1 Questions)	Part-A (3 Question)	Part-A (1 Question)
	Part-B (2 Questions)	Part-B (2 Questions)	Part-B (1 Question)
	Part-C (2 Questions)	Part-C (2 Questions)	Part-C (1 Question)

**Course Designer:** Dr.C.Kavitha, Department of Business Administration

Programme : BBA  
Semester : III  
Sub. Code : U22DSK1B

Part III: DSEC  
Hours : 4P/W 60 Hrs P/S  
Credits : 3

**TITLE OF THE PAPER: INSURANCE MANAGEMENT**

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	4	3	-	-	1

**PREAMBLE:** On successful completion of this course, the students should have understood Principles of Insurance Life Insurance and General Insurance business in India

<b>COURSE OUTCOME</b>		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
<b>UNIT- 1 CO1:</b> Provide a basic understanding of risk and uncertainty and the basic concepts in insurance mechanism		1	12
<b>UNIT- 2 CO2:</b> Give insight to the students on the concept of life insurance and how it is used to cover risk and the role of Life Insurance corporation of India		2	12
<b>UNIT - 3 CO3:</b> Learn the fundamental concepts in General insurance and laws relating to the same		3	12
<b>UNIT - 4 CO4:</b> Learn the basic concepts in fire insurance and Motor insurance		4	12
<b>UNIT - 5 CO5:</b> Understand the basic concepts and law relating to Marine insurance		5	12

**SYLLABUS**

**UNIT – I**

Defining Risk and Uncertainty - Classification of risk - Sources of risk - External and Internal – Concept of Insurance - Meaning, nature and significance essential requirements and Principles and functions - Role of IRDA

**UNIT – II**

Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims- surrender value - LIC - Role and functions

**UNIT – III**

General Insurance – basic concepts involved- Law relating to general insurance; different types of general insurance; general insurance Vs life insurance.

**UNIT - IV**

Nature of fire insurance; various types of fire policy; subrogation; double insurance- Motor Insurance – features - Procedure for obtaining motor Insurance Policy-Settlement of claims.

**UNIT – V**

Marine Insurance -nature of marine Insurance -scope and nature - Law relating to marine insurance - types of policy

**Text Book:**

- M.N.Mishra : Insurance Principles and Practices

**Suggested Reference Books:**

- Kothari & Bahl : Principles and Practices of Insurance
- G.S.Panda : Principles and Practices of Insurance

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Defining Risk and Uncertainty - Classification of risk - Sources of risk- External and Internal	6	Lecture Method
	Concept of Insurance - Meaning, nature and significance essential requirements and Principles and functions - Role of IRDA	6	Lecture Method
UNIT II	Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract;	6	Power Point Presentation
	Proposal and policy; assignment and nomination; title and claims- surrender value - LIC - Role and functions	6	Power Point Presentation
UNIT III	General Insurance – basic concepts involved- Law relating to general insurance	6	Lecture Method
	Different types of general insurance; general insurance Vs life insurance	6	ICT
UNIT IV	Nature of fire insurance; various types of fire policy; subrogation; double insurance-	6	Lecture Method
	Motor Insurance – features - Procedure for obtaining motor Insurance Policy-Settlement of claims.	6	Lecture Method
UNIT V	Marine Insurance -nature of marine Insurance -scope and nature	6	Lecture Method
	Law relating to marine insurance - types of policy	6	Lecture Method

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	4	4	3	3	3	4	3.4
CO2	3	4	3	3	3	4	4	3	3	4	3.4
CO3	3	3	3	3	4	3	3	4	3	4	3.3
CO4	3	3	3	4	4	3	3	3	3	4	3.4
CO5	3	3	3	4	3	3	3	3	3	4	3.2
Mean Overall Score											3.34

Result: The Score for this Course is 3.34 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE(K1)	30%	30%
UNDERSTANDING (K2)	40%	40%
APPLICATION (K3)	30%	30%

### Question Paper Pattern

	K1	K2	K3
<b>Part A</b>	1	3	1
<b>Part B</b>	2	2	1
<b>Part C</b>	2	2	1

**Course Designer:** Dr.N.Ananthi , Assistant Professor - Department of Business Administration

Programme : BBA  
Semester : III  
Sub. Code : U22SEK1

Part IV: SEC  
Hours : 2 P/W 30Hrs P/S  
Credits : 2

**TITLE OF THE PAPER: PERSONALITY DEVELOPMENT**

Pedagogy	Hours	Lecture	Peer Teaching	Tutorial	ICT
	2	1	-	1	-

**PREAMBLE:** The objective of this course is to help the students to understand about personality, traits of personality and developing their personality.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
<b>UNIT- 1 CO1:</b> Understand the basics of personality and use the theories of personality.		1	8
<b>UNIT- 2CO2:</b> Analyze the attitude and values.		2	4
<b>UNIT - 3 CO3:</b> Plan for self development and Time Management.		3	6
<b>UNIT - 4 CO4:</b> Demonstrate self management through stress management and attain self growth		4	6
<b>UNIT - 5 CO5:</b> Evaluate ego states and life positions and develop interpersonal relations.		5	6

**SYLLABUS**

**UNIT – I**

**Managerial personality:** Definition of personality – Basics of personality- Determinants of personality – Development of personality – Theories of personality.

**UNIT - II**

**Attitude:** Attitude – nature – components – functions; Values- definition and types.

**UNIT - III**

**Self Development:** Self- awareness- Self-confidence – Goal setting – Time Management and Effective Planning - Human growth and behavior.

**UNIT - IV**

**Self Management:** Stress management – Meditation and concentration techniques – Self hypnotism – Self acceptance and growth.

**UNIT - V**

**Transactional analysis:** Ids –Ego -Super ego –Transactions- Life positions – Winners and losers – Interpersonal relations.

**Suggested Reference Books:**

1. J.M.Patel, Personality Development, Vista publishers, Mumbai.
2. S.P. Sharma, A younters guide to Personality Development, V&S Publishers, New Delhi.
3. B.Elizabeth and Hurluck, Personality Development, McGraw Hill, New Delhi.
4. S.R.Khan, Personality Development, Readers Delight, New Delhi.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Definition of personality, Basics of personality & Determinants of personality	2	Black Board
	Development of personality, Theories of personality	2	Black Board
UNIT II	Attitude – nature, components and functions	1	Black Board
	Values- definition and type	1	Black Board
UNIT III	Self- awareness Self-confidence	1	Black Board
	Goal setting	1	Black Board
	Time Management and Effective Planning, Human growth & behavior	1	Black Board
UNIT IV	Stress management – Meditation and concentration techniques	2	Black Board
	Self hypnotism – Self acceptance and growth.	1	Black Board
UNIT V	Ids –Ego -Super ego –Transactions	1	Black Board
	Life positions – Winners and losers	1	Black Board
	Interpersonal relations	1	Black Board

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	4	3	3	3	3.3
CO2	3	3	2	2	4	4	3	3	2	4	3.0
CO3	3	3	3	3	3	4	3	3	3	3	3.1
CO4	4	3	2	3	3	4	3	2	3	3	3.0
CO5	4	3	3	3	4	4	3	3	2	4	3.3
Mean Overall Score											3.16

Result: The Score for this Course is 3.16 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of Pos \& PSOs}}$			Total of Mean Score Mean Overall Score of COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COs}}$		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE K1	30%	30%
UNDERSTANDING K2	40%	40%
APPLY K3	30%	30%

**Question Pattern**

Year	K1	K2	K3
II	Part-A (1 Questions)	Part-A (3 Question)	Part-A (1 Question)
	Part-B (2 Questions)	Part-B (2 Questions)	Part-B (1 Question)
	Part-C (2 Questions)	Part-C (2 Questions)	Part-C (1 Question)

**Course Designer:** Dr.B. Selvaveera Kumar, Department of Business Administration.

Programme : BBA  
 Semester : III  
 Sub. Code : U22NMK1

Part IV : NMEC  
 Hours : 2 P/W 30 Hrs P/S  
 Credits : 2

**TITLE OF THE PAPER: BUSINESS MANAGEMENT**

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	2	1	-	-	1

**PREAMBLE:** To acquaint students with evolution of management as a discipline. It also aims to provide conceptual frame work and skills so as to develop problem solving ability and decision making skill.

<b>COURSE OUTCOME</b>	Unit	Hrs P/S
At the end of the Semester, students will be able to		
<b>UNIT- 1 CO1:</b> Understand the nature of business management and its universal Applications.	1	6
<b>UNIT- 2 CO2:</b> Integrates the bases of Organizing Function	2	6
<b>UNIT - 3 CO3:</b> Analyse the importance of staffing function	3	6
<b>UNIT - 4 CO4:</b> Know the principles of Direction function, the techniques in motivation, leadership and how the communication leads success	4	6
<b>UNIT - 5 CO5:</b> Check the current performance against the predetermined standards to bridge the gap.	5	6

**SYLLABUS**

**UNIT- I**

Management – Definition - Nature of Business Management - Universality of Management Principle – Planning – Definition, Advantages - Steps in planning.

**UNIT- II**

Organizing – Definition - Steps in organizing – Bases of Organizing.

**UNIT- III**

Staffing – Definition - Recruitment – Sources, Selection - Techniques, Training Methods.

**UNIT- IV**

Directing – Definition – Elements of direction – Orders – Motivation - Meaning and Importance. Leadership – Meaning and Styles. Communication – Meaning – Process.

**UNIT- V**

Controlling – Meaning, Importance and Principles, Steps in Controlling. Benefits of Controlling.

**Text Book:**

T. Ramasamy, Principle of Management, Himalaya Publishing House, 2014.

**Suggested Reference Books:**

1. P. Parthasarathy, Principles of Management, Vrinda Publications Pvt. Ltd., 2<sup>nd</sup> Edition.
2. Dinkar Pagare, Principles of Management, Sultan Chand and Sons, 2013.
3. L.M. Prasad, Principles of Management, Sultan Chand and Sons, 2015.
4. P.C.Tripathi and P.N.Reddy, Principles of Management, McCraw Hill, New Delhi.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Management – Definition - Nature of Business Management - Universality of Management	3	Lecture and ICT
	Principle – Planning – Definition, Advantages - Steps in planning.	3	Lecture and ICT
UNIT II	Organizing – Definition	3	Lecture and ICT
	Steps in organizing – Bases of Organizing.	3	Lecture and ICT
UNIT III	Staffing – Definition	2	Lecture and ICT
	Recruitment – Sources, Selection	2	Lecture and ICT
	Techniques, Training Methods	2	Lecture and ICT
UNIT IV	Directing – Definition – Elements of direction – Orders – Motivation - Meaning and Importance	3	Lecture and ICT
	Leadership – Meaning and Styles. Communication – Meaning – Process.	3	Lecture and ICT
UNIT V	Controlling – Meaning, Importance and Principles	2	Lecture and ICT
	Steps in Controlling	2	Lecture and ICT
	Benefits of Controlling.	2	Lecture and ICT

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	3	4	3.3
CO2	3	4	3	3	4	3	4	3	3	4	3.4
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	4	3	4	4	3	4	4	3	4	3.6
CO5	3	3	3	4	3	3	3	3	3	4	3.2
Mean Overall Score											3.34

Result: The Score for this Course is 3.34 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	40%	40%
APPLICATION (K3)	30%	30%

### Question Pattern

	K1	K2	K3
PART – A	1	3	1
PART – B	2	2	1
PART – C	2	2	1

**Course Designer:** Dr.C.Kavitha , Assistant Professor, Department of Business Administration

**Programme : BBA**  
**Semester : IV**  
**Sub. Code : U22CK6**

**Part III : Core**  
**Hours : 4 P/W 60 Hrs P/S**  
**Credits : 4**

**TITLE OF THE PAPER: MARKETING MANAGEMENT**

Pedagogy	Hours	Lecture	Peer Teaching	Tutorial/Videos	ICT
	4	2	-	1	1

**PREAMBLE:** To introduce the fundamental concepts and theories in the area of marketing and assist the students in marketing decision making

<b>COURSE OUTCOME</b>	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
<b>UNIT-1 CO1:</b> Understand the evolution, nature and scope of Marketing, Role of Marketing Manager and Elements of Marketing Mix.	I	12
<b>UNIT- 1 CO2:</b> Apprehend knowledge on product planning and Development, Managing Product Life Cycle, Branding and packaging	II	12
<b>UNIT- 1 CO3:</b> Gain knowledge on Price Determination, various Pricing methods, policies and strategies, Functions of Distribution Channel ,Wholesaling and Retailing.	III	12
<b>UNIT- 1 CO4:</b> Get knowledge on Advertising media selection, Advertising Agency and Measuring Advertising effectiveness.	IV	12
<b>UNIT- 1 CO5:</b> Understand the Sales Promotion and On line Marketing.	V	12

**SYLLABUS**

**UNIT – I**

Marketing – Definition – Objectives -Importance of marketing - Concepts of Marketing –Marketing Functions-Role of a Marketing Manager - Marketing Mix.

**UNIT – II**

Product – Product classification – Steps in New product Development – Product Mix – Product Life Cycle – Stages - Branding and Packaging.

**UNIT – III**

Pricing –Meaning, Objectives – Kinds of Pricing-Procedure for pricing determination-Factors affecting pricing — Channels of Distribution – Channel functions – Factors considered in Channel selection – Retailing and Wholesaling.

**UNIT - IV**

Promotion –elements of promotion mix-Advertising –objectives– Types of Advertising - – Advertisement Copy – Advertising Media – Media Selection - Advertising Agency – Functions – Selection of Advertising Agency – Evaluation of Advertising effectiveness.

**UNIT – V**

Sales Promotion – Objectives – Methods of Sales Promotion-steps in personal selling Online Marketing – Meaning – Importance.

**Text Book :** Marketing Management – R.S.N.Pillai and Bhawathi..

**Suggested Reference Books:**

1. Marketing Management - C.B.Gupta.
2. Advertising Excellence by Boyee, Thill, Dovel & Wood, McGraw Hill Publications,1998
- 3.Contempory Advertising by Arens and Boyee, 12<sup>th</sup> Edition, McGraw Hill

<b>UNITS</b>	<b>TOPIC</b>	<b>LECTURE HOURS</b>	<b>MODE OF TEACHING</b>
UNIT I	Marketing – Definition – Objectives -Importance of marketing - Concepts of Marketing –	6	Lecture
	Marketing Functions-Role of a Marketing Manager - Marketing Mix	6	lecture
UNIT II	Product – Product classification – Steps in New product Development – Product Mix .	6	PPT
	Product Life Cycle – Stages - Branding and Packaging	6	Lecture & ICT
UNIT III	. Pricing –Meaning, Objectives – Kinds of Pricing-Procedure for pricing determination-Factors affecting pricing	6	PPT
	Channels of Distribution – Channel functions – Factors considered in Channel selection – Retailing and Wholesaling.	6	Lecture
UNIT IV	Promotion –elements of promotion mix-Advertising –objectives– Types of Advertising - – Advertisement Copy – Advertising Media – Media Selection	6	ICT
	Advertising Agency – Functions – Selection of Advertising Agency – Evaluation of Advertising effectiveness.	6	PPT
UNIT V	Sales Promotion – Objectives – Methods of Sales Promotion-	6	Lecture
	Steps in personal selling Online Marketing – Meaning – Importance	6	PPT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	4	3.5
CO2	3	2	3	3	4	4	4	3	3	3	3.2
CO3	4	4	3	3	4	3	3	3	4	4	3.5
CO4	4	4	4	4	4	4	4	3	4	4	3.9
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.52

Result: The Score for this Course is 3.52 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	40%	40%
APPLICATION (K3)	30%	30%

### Question Pattern

	K1	K2	K3
PART – A	1	3	1
PART – B	2	2	1
PART – C	2	2	1

**Course Designer:** Dr.D. Ramkumar, Department of Business Administration.

**Programme : BBA**  
**Semester : IV**  
**Sub. Code : U22CK7**

**Part III: Core**  
**Hours : 4 P/W 60 Hrs P/S**  
**Credits : 4**

**TITLE OF THE PAPER: BUSINESS ENVIRONMENT**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>GD/ Videos/Tutorial</b>	<b>ICT</b>
	5	2	1	1	1

**PREAMBLE:** The subject equips the students with the knowledge of emerging trends in economic, social, legal, technological and international aspects affecting business decisions

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT- 1 CO1:</b> Familiarize with the nature of business environment and its components and demonstrate and develop conceptual framework of business environment and generate interest in international business.	1	12
<b>UNIT- 2 CO2:</b> Understand the definition of ethics and the importance and role of ethical behavior in the business world today.	2	12
<b>UNIT - 3 CO3:</b> Identify the main features of the industrial licensing policy	3	12
<b>UNIT - 4 CO4:</b> Assess Critically the present scenarios that synthesize privatization	4	12
<b>UNIT - 5 CO5:</b> Identify the various business systems and its impact	5	12

**SYLLABUS**

**UNIT – I**

Business Environment – Meaning – Various Environments affecting business – Internal and External – Environmental Scanning – Meaning, Stages.

**UNIT – II**

Business and Society – Interface between Business and Culture – Social Responsibilities of Business – Meaning and Types – Arguments for and against Social Responsibilities of Business – Barriers to Social Responsibilities – Business Ethics.

**UNIT – III**

Business and Government – State Regulations on Business – New Industrial Policy – Industrial Licensing Policy.

**UNIT – IV**

Privatization – Meaning – Ways of Privatization – Conditions for Success of Privatization – Benefits and Pitfalls of Privatization – Arguments against Privatization.

**UNIT – V**

Business and Economic System – Socialism – Capitalism and Mixed Economy – Its Impact on Business.

**Text Book:**

Francis Cherunilam – Business Environment, Himalaya Publishing House, 2012.

**Suggested Reference Books:**

1. K.Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi, 2011.
2. C.B.Gupta, Business Environment, Sultan Chand & Sons, 2012.
3. Adikary.M, Economic Environment of Business, Sultan Chand & Sons, New Delhi, 2010.

<b>UNITS</b>	<b>TOPIC</b>	<b>LECTURE HOURS</b>	<b>MODE OF TEACHING</b>
UNIT I	Business Environment – Meaning – Various Environments affecting business	6	Lecture and ICT
	Internal and External – Environmental Scanning – Meaning, Stages.	6	Lecture and ICT
UNIT II	Business and Society – Interface between Business and Culture – Social Responsibilities of Business – Meaning and Types –	6	Lecture and ICT
	Arguments for and against Social Responsibilities of Business – Barriers to Social Responsibilities – Business Ethics.	6	Lecture and ICT
UNIT III	Business and Government – State Regulations on Business	4	Lecture and ICT
	New Industrial Policy	4	Lecture and ICT
	Industrial Licensing Policy	4	Lecture and ICT
UNIT IV	Privatization – Meaning – Ways of Privatization – Conditions for Success of Privatization –	6	Lecture and ICT
	Benefits and Pitfalls of Privatization – Arguments against Privatization.	6	Lecture and ICT
UNIT V	Business and Economic System – Socialism	4	Lecture and ICT
	Capitalism and Mixed Economy	4	Lecture and ICT
	Its Impact on Business.	4	Lecture and ICT

Course Outcome (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	4	4	3	3.4
CO2	3	4	3	3	3	3	3	4	3	3	3.2
CO3	3	3	3	3	4	3	3	4	3	4	3.3
CO4	4	3	3	3	4	4	3	3	3	3	3.3
CO5	3	3	4	3	4	3	3	3	3	3	3.2
Mean Overall Score											3.28

Result: The Score for this Course is 3.28 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs = ----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1 )	30%	30%
UNDERSTANDING (K2)	40%	40%
APPLICATION (K3)	30%	30%

### Question Paper Pattern

	K1	K2	K3
Part A	1	3	1
Part B	2	2	1
Part C	2	2	1

Course Designer: Dr.N.Ananthi, Assistant Professor, Department of Business Administration

Programme : BBA  
Semester : IV  
Sub. Code : U22AKK4

Part III : Allied  
Hours : 4 P/W 60 Hrs P/S  
Credits : 3

**TITLE OF THE PAPER: BUSINESS MATHEMATICS**

Pedagogy	Hours	Lecture	Peer Teaching	Tutorial	ICT
	6	4	1	1	-

**PREAMBLE:** The objective of this course is to make the students understand the Mathematical Tools applicable in managerial decision making and problem solving.

<b>COURSE OUTCOME</b>		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
<b>UNIT- 1 CO1:</b> Understand and apply the concepts of co-ordinate geometry.		1	12
<b>UNIT-2CO2:</b> Apply set theory and to verify the laws related to set theory using Venn diagram for business problems.		2	12
<b>UNIT - 3 CO3:</b> Understand and apply the basic arithmetic operations in matrices.		3	12
<b>UNIT - 4 CO4:</b> Apply the concepts of differentiation in business.		4	12
<b>UNIT - 5 CO5:</b> Calculate simple and compound interest for deposits.		5	12

**SYLLABUS**

**UNIT- I**

**Co-ordinate Geometry:** Elements of Co-ordinate Geometry –Distance between two points – Straight line equations.(Simple problems).

**UNIT – II**

**Theory of sets:** Set Theory – Definition – Description of Sets – Types – Set operations – Venn diagram – Laws of Sets – Verification of Laws by Venn diagrams.

**UNIT – III**

**Matrices:** Definition – Types- Addition, Subtraction, and Multiplication of Matrices –Transpose of Matrix –Inverse of Matrix – Solving equation by matrix inverse method(Simple problems).

**UNIT – IV**

**Differentiation:** Differentiation – Rules – Application of Differentiation in Business –Marginal Cost –Marginal Revenue –Maxima and Minima (Simple problems).

**UNIT –V**

Simple and compound interest-Recurring Deposit and Fixed Deposit

**Text Book:**

Business Mathematics - Dr.P.R.VITTAL, Margham Publications, Chennai.

**Suggested Reference Books:**

1. Business Mathematics with Applications, S.R.Arora, Dinesh Khatar, S.Chand Publications, New Delhi.
2. Business Mathematics – V.Sundaresan and S.D.Jeyaseelan.

- Questions to be asked Theory – 20% and Problems – 80%.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Elements of Co-ordinate Geometry	4	Black Board
	Distance between two points	4	Black Board
	Straight line equations	4	Black Board
UNIT II	Theory – Definition – Description of Sets – Types – Set operations	4	Black Board
	Venn diagram – Laws of Sets	4	Black Board
	Verification of Laws by Venn diagrams	4	Black Board
UNIT III	Definition & Types of Matrix;	3	Black Board
	Addition, Subtraction, and Multiplication of Matrices	3	Black Board
	Transpose of Matrix – Inverse of Matrix	3	Black Board
	Solving equation by matrix inverse method	3	Black Board
UNIT IV	Differentiation – Rules	4	Black Board
	Application of Differentiation in Business – Marginal Cost – Marginal Revenue	4	Black Board
	Maxima and Minima	4	Black Board
UNIT V	Simple and compound interest	6	Black Board
	Recurring Deposit and Fixed Deposit	6	Black Board

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	2	3	3	4	3	3	2	4	3.2
CO2	4	3	2	2	4	4	3	3	2	4	3.1
CO3	4	4	3	3	3	4	3	3	3	3	3.3
CO4	4	3	2	3	3	4	3	2	3	3	3.0
CO5	4	4	3	3	4	4	3	3	2	4	3.4
Mean Overall Score											3.2

Result: The Score for this Course is 3.2 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs = ----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE <b>K1</b>	30%	30%
UNDERSTANDING <b>K2</b>	40%	40%
APPLY <b>K3</b>	30%	30%

### Question Pattern

Year	K1	K2	K3
II	Part-A (1 Questions)	Part-A (3 Question)	Part-A (1 Question)
	Part-B (2 Questions) Part-C (2 Questions)	Part-B (2 Questions) Part-C (2 Questions)	Part-B (1 Question) Part-C (1 Question)

**Course Designer:** Dr.D.Ramkumar, Department of Business Administration

**Programme : BBA**  
**Semester : IV**  
**Sub. Code : U22DSK2A**

**Part III : DSEC**  
**Hours : 2 P/W 30 Hrs P/S**  
**Credits : 2**

**TITLE OF THE PAPER: ENTREPRENEURSHIP**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>GD/ Videos/Tutorial</b>	<b>ICT</b>
	2	1	-	-	1

**PREAMBLE:** To impart entrepreneurial skills with desire for innovations aims at emphasizing these skills as vital requirements of an executive.

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT- 1 CO1:</b> Understand how can she enter into self-employment and the role of entrepreneurs in economic development of a country.	1	6
<b>UNIT- 2 CO2:</b> Know the various EDPs and the role of women in entrepreneurship.	2	6
<b>UNIT - 3 CO3:</b> Analyze the different forms of business and its role in the economy development.	3	6
<b>UNIT - 4 CO4:</b> Know the various promotional institutions for entrepreneurship	4	6
<b>UNIT - 5 CO5:</b> Understand the nature of incentives and subsidy for the betterment of the entrepreneurship, the opportunities for export and import	5	6

**SYLLABUS**

**UNIT - I**

Entrepreneur – Meaning Characteristics – Types - Qualities of an Entrepreneur. Entrepreneurship – Meaning, Obstacles – Factors stimulating Entrepreneurship, Role of Entrepreneurs in Economic Development.

**UNIT - II**

Entrepreneurship Development Programmes – Meaning - Objectives – Phases - Institutions for EDP –Women Entrepreneurs – Types – Problems and Remedies.

**UNIT - III**

Forms of Ownership – Sole Proprietorship – Partnership – Joint Stock Company – Features – Merits and Demerits.

**UNIT - IV**

Role of Promotional Institutions with Special Reference to TIIC, SIDCO, DIC, SIDBI – Credit facilities from Banks.

**UNIT - V**

Incentives – Subsidy – Tax concessions – Marketing and Export Assistance.

**Text Book:**

Vasantha Desai: Dynamic of Entrepreneurial Development, Himalaya Publishing House Private Ltd.

**Suggested Reference Books:**

1. S.S.Kanka: Entrepreneurial Development, Sultan Chand.

2. C.B.Gupta & N.P. Sreenivasan: Entrepreneurial Development, Himalaya Publishing House Private Ltd.
3. Prasanna Chandra: Project Planning, Analysis, Selection, Implementation and Review, Tata Mc Graw Hill.
4. Nirmal K.Gupta: Small Industry – Challenges and Perspectives, Anmol Publications.
5. Vasantha Desai: Small Scale Industries and Entrepreneurship, Himalaya Publishing House Private Ltd.

<b>UNITS</b>	<b>TOPIC</b>	<b>LECTURE HOURS</b>	<b>MODE OF TEACHING</b>
UNIT I	Entrepreneur – Meaning Characteristics – Types - Qualities of an Entrepreneur. Entrepreneurship – Meaning, Obstacles	3	Power Point Presentation
	Factors stimulating Entrepreneurship, Role of Entrepreneurs in Economic Development.	3	Lecture Method
UNIT II	Entrepreneurship Development Programmes – Meaning – Objectives	3	Lecture Method
	Phases - – Institutions for EDP – Women Entrepreneurs – Types – Problems and Remedies.	3	Case Studies and Lecture Method
UNIT III	Introduction to Forms of Ownership	2	Lecture Method
	Sole Proprietorship – Partnership	2	Lecture Method
	Joint Stock Company – Features – Merits and Demerits	2	Lecture Method
UNIT IV	Introduction to Role of Promotional Institutions	3	Lecture Method
	TIIC, SIDCO, DIC, SIDBI –Credit facilities from Banks.	3	ICT
UNIT V	Incentives – Subsidy	2	Power Point Presentation
	Tax concessions – Marketing	2	Lecture Method
	and Export Assistance	2	Lecture Method

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	3	4	3.1
CO2	3	3	3	3	3	3		3	3	4	3.1
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	3	3	3	3	3	3	3	3	4	3.1
CO5	3	3	3	4	3	3	3	3	3	4	3.2
Mean Overall Score											3.14

Result: The Score for this Course is 3.14 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs = ----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1 )	30%	30%
UNDERSTANDING (K2)	40%	40%
APPLICATION (K3)	30%	30%

### Question Paper Pattern

	K1	K2	K3
<b>Part A</b>	1	3	1
<b>Part B</b>	2	2	3
<b>Part C</b>	2	2	1

**Course Designer:** Dr.N.Ananthi , Assistant Professor, Department of Business Administration

Programme : BBA  
Semester : IV  
Sub. Code : U22DSK2B

Part III: DSEC  
Hours : 2 P/W 30Hrs P/S  
Credits : 2

**TITLE OF THE PAPER: E- COMMERCE**

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	2	1	-	1	-

**PREAMBLE:** To acquaint students with the fundamental concepts of e - commerce and to provide them with the knowledge of planning, scheduling and controlling a successful e – business.

<b>COURSE OUTCOME</b>	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
<b>UNIT-1 CO1:</b> Understand the concept of E-commerce and Business Environment.	<b>1</b>	8
<b>UNIT- 2 CO2:</b> Know the applications of internet.	<b>2</b>	4
<b>UNIT -3 CO3:</b> Gain knowledge on the concept of business models of e-commerce	<b>3</b>	6
<b>UNIT - 4 CO4:</b> Understand the concept of EDI.	<b>4</b>	6
<b>UNIT - 5 CO5:</b> Apprehend knowledge on electronic payments and online business	<b>5</b>	6

**SYLLABUS**

**UNIT - I**

Framework for understanding e-business: Introduction to e-commerce, Environmental forces affecting planning and practice, Ethical, legal and social concerns.

**UNIT - II**

Applications – E- mail, Browsing, Telnet. www (world wide web) and Firewall.

**UNIT – III**

Business models of E-commerce – B2B, B2C, C2B, C2C, G2B

**UNIT – IV**

EDI (electronic data interchange) – Introduction, EDI in E-Commerce, EDI in Supply Chain Management, SCM and Logistics.

**UNIT – V**

E-Business Applications – E-Procurement – Definition. Process, Methods; Electronic Payment System – Types, Electronic Credit Cards.

**Text Book:**

1. Internet and E-Commerce – C.Nellai Kannan, NELS Publications, First Edition, 2008.
2. e - Commerce – Strategy, Technologies and Applications – David Whiteley, Tata McGraw – Hill Edition.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Framework for understanding e-business: Introduction to e-commerce.	3	Black Board
	Environmental forces affecting planning and practice, Ethical, legal and social concerns.	3	Black Board
UNIT II	Applications – E- mail, Browsing.	3	ICT
	Telnet. www (world wide web) and Firewall.	3	ICT
UNIT III	Business models of E-commerce – B2B, B2C.	3	Black Board
	C2B, C2C, G2B	2	PPT
UNIT IV	EDI (electronic data interchange) – Introduction, EDI in E-Commerce.	4	Black Board
	EDI in Supply Chain Management, SCM and Logistics.	3	Black Board
UNIT V	E-Business Applications – E-Procurement – Definition. Process, Methods	3	ICT
	Electronic Payment System – Types, Electronic Credit Cards.	3	ICT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	4	3	3	3	3.3
CO2	3	3	2	2	4	4	3	3	2	4	3.0
CO3	3	3	3	3	3	4	3	3	3	3	3.1
CO4	4	3	2	3	3	4	3	2	3	3	3.0
CO5	4	3	3	3	4	4	3	3	2	4	3.3
Mean Overall Score											3.16

Result: The Score for this Course is 3.16 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

<b>BLOOM'S TAXANOMY</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>
KNOWLEDGE (K1 )	30%	30%
UNDERSTANDING (K2)	40%	40%
APPLICATION (K3)	30%	30%

### **Question Paper Pattern**

	<b>K1</b>	<b>K2</b>	<b>K3</b>
<b>Part A</b>	1	3	1
<b>Part B</b>	2	2	3
<b>Part C</b>	2	2	1

**Course Designer:** Dr.C.Kavitha, Assistant Professor, Department of Business Administration

Programme : BBA  
Semester : IV  
Sub. Code : U22SEK2

Part IV: SEC  
Hours : 2 P/W 30 Hrs P/S  
Credits : 2

**TITLE OF THE PAPER: PRESENTATION SKILLS**

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Vedios/Tutorial	ICT
	2	-	-	1	1

**PREAMBLE:** To impart knowledge to develop the presentation skills and help them to make their presentations effectively.

<b>COURSE OUTCOME</b>	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
<b>UNIT- 1 CO1:</b> Learn, Use and practice delivery techniques for making presentation	1	10
<b>UNIT- 2 CO2:</b> Structure Presentation skills in order to improve Presentation	2	5
<b>UNIT - 3 CO3:</b> Understand the importance of Presentation materials	3	5
<b>UNIT - 4 CO4:</b> .Know the audience to have effective presentation	4	5
<b>UNIT - 5 CO5:</b> Demonstrate the methods for power point presentation	5	5

**SYLLABUS**

**UNIT –I**

Presentation – Meaning – Importance - Preparing for Presentation. Guidelines for effective Presentation - Steps in making successful Presentation – Audio Visual Aids.

**UNIT – II**

Presentation Skills – Introduction - Planning a Presentation - Factors affecting Presentation Skills - Strategies to overcome.

**UNIT – III**

Presentation material – Need and Importance – Advantage and disadvantage of Materials. Articles - Precautions in the use of Presentation Materials.

**UNIT – IV**

Knowing your Audience – Types of Audience - Role of audience in presentation - Presentation Skills - Meaning – How to handle emergency and panic situations.

**UNIT – V**

Power point Presentation – Role and Significance - Dos and Don'ts in Power point Presentation.

**Suggested Reference Books:**

1. Steve Mandel, Effective Presentation Skills, Viva Book private Ltd., New Delhi.
2. Jenifer Rotondo , Mike Rotondo.J.R., Skills for Managers, Tata McGraw-Hill.
3. Michael Stevens, How to be better at Giving Presentation, Kogan Page Private Ltd.
4. Sandy Mc Millan, How to be a better Communicator , Kogan Page Private Ltd.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Presentation – Meaning – Importance - Preparing for Presentation. Guidelines for effective Presentation	5	ICT
	Steps in making successful Presentation – Audio Visual Aids.	5	ICT&Videos
UNIT II	Presentation Skills – Introduction - Planning a Presentation -	3	ICT
	Factors affecting Presentation Skills - Strategies to overcome	3	ICT
UNIT III	Presentation material – Need and Importance	2	ICT
	Advantage and disadvantage of Materials. Articles -	1	ICT
	Precautions in the use of Presentation Materials	2	ICT&Videos
UNIT IV	Knowing your Audience – Types of Audience - Role of audience in presentation	2	ICT&Videos
	Presentation Skills - Meaning – How to handle emergency and panic situations.	3	ICT
UNIT V	Power point Presentation – Role and Significance	2	ICT&Videos
	Dos and Don'ts in Power	1	ICT
	point Presentation.	1	ICT

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	2	3	3	4	3	2	3	3	3.1
CO2	4	4	2	2	3	4	3	2	3	3	3.0
CO3	4	3	3	2	4	4	3	2	2	4	3.1
CO4	4	4	2	3	4	4	3	3	3	4	3.3
CO5	4	3	2	3	4	4	3	3	3	4	3.3
Mean Overall Score											3.16

Result: The Score for this Course is 3.16 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1 )	30%	30%
UNDERSTANDING (K2)	40%	40%
APPLICATION (K3)	30%	30%

### Question Paper Pattern

	K1	K2	K3
<b>Part A</b>	1	3	1
<b>Part B</b>	2	2	3
<b>Part C</b>	2	2	1

**Course Designer:**Dr.D.Jebapriya, Assistant Professor, Department of Business Administration

**Programme : BBA**  
**Semester : IV**  
**Sub. Code : U22NMK2**

**Part IV : NMEC**  
**Hours : 2 P/W 30 Hrs P/S**  
**Credits : 2**

**TITLE OF THE PAPER: ENTREPRENEURIAL DEVELOPMENT**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>Tutorial/Videos</b>	<b>ICT</b>
	2	1	-	-	1

**PREAMBLE:** To develop entrepreneurial skills with desire for innovations and aims at emphasizing these skills as vital requirements of an entrepreneur.

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT-1 CO1:</b> Gain knowledge on Entrepreneurship. Qualities and Traits of Entrepreneurs, and Types of Entrepreneurs.	I	5
<b>UNIT- 1 CO2:</b> Gain knowledge on Entrepreneurial Training , Skill Development for Entrepreneurs and Challenges of Women Entrepreneurs.	II	7
<b>UNIT- 1 CO3:</b> Gain knowledge on MSMEs and how start and get license for MSMEs	III	8
<b>UNIT- 1 CO4:..</b> Gain knowledge on Entrepreneurship Promotion Institutions and getting Credit Facilities from Banks	IV	5
<b>UNIT- 1 CO5:</b> Gain knowledge on strategies and case studies of Successful Entrepreneurs.	V	5

**SYLLABUS**

**UNIT- I**

Entrepreneurship –Meaning, Types of Entrepreneurs, Role of Entrepreneurs –Qualities of an Entrepreneur – Traits –Factors affecting Entrepreneurial growth.

**UNIT – II**

Entrepreneurial Development –Meaning, Objectives –Entrepreneurial Training – Institution – Skill Development for Entrepreneurs –Women Entrepreneurs: Challenges of Women Entrepreneurs.

**UNIT – III**

Micro Small and Medium Enterprises –Steps to start a MSME’s - Legal Frame work –Licenses.

**UNIT – IV**

Role of Promotional Institutions with Special Reference to TIIC, SIDCO, DIC, SIDBI –Credit facilities from Banks.

**UNIT - V**

Case Histories of Successful Entrepreneurs.

**Text Book:**

1. Vasantha Desai, Dynamics of Entrepreneurial Development, Himalaya Publishing House.

**Suggested Reference Books:**

- 1.S.S.Kanka: Entrepreneurial Development ,Sultan Chand.
- 2.C.B.Gupta & N.P. Sreenivasan:Entrepreneurial Development, Sultan Chand.
- 3.Prasanna Chandra: Project Planning, Analysis, Selection, Implementation and Review, Tata Mc Graw Hill.
- 4.Nirmal K.Gupta, Small Industry – Challenges and Perspectives, Anmol Publications.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Entrepreneurship –Meaning, Types of Entrepreneurs, Role of Entrepreneurs –.	2	Lecture
	Qualities of an Entrepreneur – Traits –Factors affecting Entrepreneurial growth	3	Lecture
UNIT II	Entrepreneurial Development – Meaning, Objectives – Entrepreneurial Training – Institution	4	PPT
	Skill Development for Entrepreneurs –Women Entrepreneurs: Challenges of Women Entrepreneurs.	3	Lecture
UNIT III	Micro Small and Medium Enterprises –Steps to start a MSME’s -	5	ICT
	Legal Frame work –Licenses.	3	ICT
UNIT IV	Role of Promotional Institutions with Special Reference to TIIC, SIDCO, DIC,SIDBI –	3	Lecture and PPT
	Credit facilities from Banks.	2	PPT
UNIT V	Case Histories of Successful Entrepreneurs.	5	ICT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	4	3.5
CO2	4	2	4	3	4	4	4	3	4	3	3.5
CO3	4	4	3	3	4	3	2	4	4	4	3.5
CO4	4	4	4	2	4	4	4	3	4	4	3.7
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.54

Result: The Score for this Course is 3.54 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

<b>BLOOM'S TAXANOMY</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>
KNOWLEDGE (K1 )	30%	30%
UNDERSTANDING (K2)	40%	40%
APPLICATION (K3)	30%	30%

### **Question Paper Pattern**

	<b>K1</b>	<b>K2</b>	<b>K3</b>
<b>Part A</b>	1	3	1
<b>Part B</b>	2	2	3
<b>Part C</b>	2	2	1

**Programme : BBA**  
**Semester : V**  
**Sub. Code : U22CK8**

**Part III : Core**  
**Hours : 5 P/W 75 Hrs P/S**  
**Credits : 4**

**TITLE OF THE PAPER: BUSINESS LAW**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>GD/ Vedios/Tutorial</b>	<b>ICT</b>
	5	2	1	1	1

**PREAMBLE:** To provide knowledge about the legal framework of business and the important Laws and provisions applicable to business.

<b>COURSE OUTCOME</b>		<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, students will be able to			
<b>UNIT- 1 CO1:</b>	Understand the fundamental legal principles behind contractual agreements.	1	15
<b>UNIT- 2 CO2:</b>	Understanding of contract consideration and performance	2	15
<b>UNIT - 3 CO3:</b>	Demonstrate the ability to critically reflect on the Creation of Agency	3	15
<b>UNIT - 4 CO4:</b>	Identify the legal impact of Sale of Goods Act	4	15
<b>UNIT - 5 CO5:</b>	Examine how businesses can be held under Partnership Act	5	15

**SYLLABUS**

**UNIT – I**

Contract – Nature – Definition – Essential Elements of a Valid Contract – Classification of Contracts – Offer – Acceptance – Capacity of Parties.

**UNIT – II**

Consideration – Consent – Meaning – Free Consent – Coercion – Undue Influence – Misrepresentation – Mistake – Fraud – Distinction between fraud and misrepresentation. Performance - Discharge - Remedies for Breach of Contract.

**UNIT – III**

Definition of Agent and Principal – Creation of Agency – Classification of Agents – Relation – Duties and Rights of an Agent and Principal – Termination of Agency.

**UNIT – IV**

Sale of Goods Act – Contract of Sale – Agreement to Sale – Documents to Title of goods – Conditions and Warranties – Rights and Duties of Buyer – Right and duties of unpaid seller.

**UNIT – V**

Partnership Act – Types of Partners – Rights of Partners – Duties of Partners – Dissolution of Partnership.

**Text Book:**

Maheshwari S.N and S.K.Maheshwari, A Manuel of Business Law, 2<sup>nd</sup> Edition, Himalaya Publishing House.

**Suggested Reference Books:**

1. Kuchal, M.C, Business Law, Vikas Publishing House, New Delhi.
2. Kapoor, N.D, Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Contract – Nature – Definition – Essential Elements of a Valid Contract – Classification of Contracts	8	Lecture and ICT
	Offer – Acceptance – Capacity of Parties	7	Lecture and ICT
UNIT II	Consideration – Consent – Meaning – Free Consent – Coercion – Undue Influence	8	Lecture and ICT
	Misrepresentation – Mistake – Fraud-Distinction between fraud and misrepresentation. Performance - Discharge - Remedies for Breach of Contract .	7	Lecture and ICT
UNIT III	Definition of Agent and Principal – Creation of Agency	5	Lecture and ICT
	Agents – Relation – Duties and Rights of an	5	Lecture and ICT
	Agent and Principal – Termination of Agency	5	Lecture and ICT
UNIT IV	Sale of Goods Act – Contract of Sale – Agreement to Sale – Documents to Title of goods	8	Lecture and ICT
	Conditions and Warranties – Rights and Duties of Buyer – Right and duties of unpaid seller.	7	Lecture and ICT
UNIT V	Partnership Act – Types of Partners	5	Lecture and ICT
	Rights of Partners	5	Lecture and ICT
	Duties of Partners – Dissolution of Partnership.	5	Lecture and ICT

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	4	3	3	3	3.4
CO2	3	4	4	3	4	3	4	3	3	4	3.5
CO3	3	3	3	3	4	3	3	3	3	3	3.1
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	3	3	3	3	3	4	3.3
Mean Overall Score											3.32

Result: The Score for this Course is 3.32 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs = ----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### Question Pattern

	K1	K2	K3
PART - A	1	1	3
PART - B	1	1	3
PART - C	1	1	3

Course Designer: Dr.P.R.Shini, Department of Business Administration

**Programme : BBA**  
**Semester : V**  
**Sub. Code : U22CK9**

**Part III: Core**  
**Hours : 5 P/W 75 Hrs P/S**  
**Credits : 4**

**TITLE OF THE PAPER: COST AND MANAGEMENT ACCOUNTING**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>GD/ Videos/Tutorial</b>	<b>ICT</b>
	5	3	1	-	1

**PREAMBLE:** To provide an in-depth knowledge about the fundamental concepts and principles of Cost Accounting and Management Accounting

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT- 1 CO1:</b> Understand the basis of the Cost Accounting	1	15
<b>UNIT- 2CO2:</b> Identify and discuss the techniques of Material control	2	15
<b>UNIT - 3 CO3:</b> Evaluate the various concepts of Overhead and Break Even Analysis	3	15
<b>UNIT - 4 CO4:</b> Understand the basis of the Management Accounting	4	15
<b>UNIT - 5 CO5:</b> Apply the concepts of Fund flow and Cash flow statement	5	15

**SYLLABUS**

**UNIT - I**

Cost Accounting – Meaning – Objectives – Functions and Importance – Cost Accounting Vs. Financial Accounting – Advantages and Limitations of Cost Accounting – Classification of Costs – Preparation of Cost Sheet.

**UNIT - II**

Material Cost – Objectives – Purchase Control – Material Issue Control – Pricing of Materials.

**UNIT – III**

Overhead – Meaning, Allocation and Apportionment – Importance – Classification – Re-apportionment – Absorption of Overheads – Methods– Break Even Analysis.

**UNIT – IV**

Management Accounting – Definition – Functions –Advantages and Disadvantages, Management Accounting Vs. Cost Accounting - Budgeting- classification of budgets- cash budget – flexible budget

**UNIT – V**

Fund flow statement – Meaning – Merits and Demerits – Preparation of fund flow statement. Cash flow statement – Meaning – Merits and Demerits – Preparation of cash flow statement (Simple Problems only).

**Text Book:**

S.P.Jain and K.L.Narang, Practical Problems in Cost Accounting, Kalyani publishers, Fifth Edition, 2002.

**Suggested Reference Books:**

1. Ramachandran and Srinivasan, Cost Accounting – Theory, Problems and Solutions, Shriram Publications, Fifth Edition, 2015.
2. R.S.N.Pillai and Bagavathi, Management Accounting.
  - Questions to be asked Theory – 30% and Problems – 70%.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Cost Accounting – Meaning – Objectives – Functions and Importance – Cost Accounting Vs. Financial Accounting	8	ICT
	– Advantages and Limitations of Cost Accounting –Classification of Costs – Preparation of Cost Sheet.	7	ICT
UNIT II	Material Cost – Objectives – Purchase Control –	7	ICT
	Material Issue Control – Pricing of Materials;	8	Blackboard
UNIT III	Overhead – Meaning , Allocation and Apportionment – Importance – Classification	5	ICT
	Re-apportionment – Absorption of Overheads – Methods	5	Blackboard
	Break Even Analysis.	5	Blackboard
UNIT IV	Management Accounting – Definition – Functions –Advantages and Disadvantages, Management Accounting Vs. Cost Accounting	7	ICT
	Budgeting- classification of budgets- cash budget – flexible budget	8	Blackboard
UNIT V	Fund flow statement – Meaning – Merits and Demerits – Preparation of fund flow statement.	5	Blackboard
	Cash flow statement – Meaning – Merits and Demerits	5	ICT
	– Preparation of cash flow statement (Simple Problems only).	5	Blackboard

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	3	4	3.3
CO2	3	4	3	3	4	3	4	3	3	4	3.4
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	4	3	4	4	3	4	4	3	4	3.6
CO5	3	3	3	4	3	3	3	3	3	4	3.2
Mean Overall Score											3.34

Result: The Score for this Course is 3.34 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### Question Paper Pattern

	K1	K2	K3
<b>Part A</b>	1	1	3
<b>Part B</b>	1	1	3
<b>Part C</b>	1	1	3

**Course Designer:** Dr.N.Ananthi , Assistant Professor, Department of Business Administration

**Programme : BBA**  
**Semester : V**  
**Sub. Code : U22CK10**

**Part III: Core**  
**Hours : 5 P/W 75 Hrs P/S**  
**Credits : 4**

**TITLE OF THE PAPER: HUMAN RESOURCE MANAGEMENT**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>GD/ Videos/Tutorial</b>	<b>ICT</b>
	5	4	-	-	1

**PREAMBLE:** The objective of this subject is to provide an in depth understanding in the area of Human Resource Management.

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT- 1 CO1:</b> To understand the basic concepts of human resource management	1	15
<b>UNIT- 2CO2:</b> To comprehend the major characteristics of job description, job specification, job evaluation.	2	15
<b>UNIT-3 CO3:</b> To understand the selection and training process in the organization.	3	15
<b>UNIT - 4 CO4:</b> To see through the methods of performance appraisal, importance of trade union.	4	15
<b>UNIT - 5 CO5:</b> To register the role of industrial relations and collective bargaining in the organization.	5	15

**SYLLABUS**

**UNIT - I**

Human Resource Management – Meaning and Definition – Objectives – Scope – Functions – Difference between HR and Personnel Management - Human Resource Planning - Definition – Objectives – Need and Importance – Human Resource Planning Process.

**UNIT – II**

Meaning - Job Analysis – Job Description – Job Specification and Job Evaluation - Recruitment – Factors affecting Recruitment – Sources of Recruitment – Recruitment Process.

**UNIT – III**

Definition of Selection – Selection Methods and Process - Placement – Induction - Definition of Training –Need and Importance – Steps in Training Programme – Methods of Training.

**UNIT – IV**

Performance Appraisal – Meaning and Methods of Performance Appraisal – Definition and Objectives of Trade Union – Importance.

**UNIT- V**

Industrial Relations – Concept – Objectives and Importance – Causes for poor industrial relations – Remedies; Collective Bargaining - Characteristics.

**Text Book:**

P.Subba Rao, Personnel and Human Resource Management, Himalaya Publishing House, New Delhi 2013.

**Suggested Reference Books:**

1. Aswathappa. K, Human Resource and Personnel Management, Tata McGraw – Hill Publishing Company Ltd, New Delhi.
2. C.B. Mamoria and V.S.P.Rao – Personnel Management, Himalaya Publishing House, 16th edition 2014.
3. David A. DeCenzo & Stephen P. Robbins - Personnel / Human Resource Management, Prentice Hall of India Ltd 2013.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Human Resource Management – Meaning and Definition – Objectives – Scope .	5	Lecture & ICT
	Functions – Difference between HR and Personnel Management	5	Lecture & ICT
	Human Resource Planning - Definition – Objectives – Need and Importance – Human Resource Planning Process.	5	Lecture & ICT
UNIT II	Meaning - Job Analysis – Job Description – Job Specification and Job Evaluation.	10	Lecture & ICT
	Recruitment – Factors affecting Recruitment – Sources of Recruitment – Recruitment Process.	5	Lecture & ICT
UNIT III	Definition of Selection – Selection Methods and Process - Placement – Induction	5	Lecture & ICT
	Definition of Training –Need and Importance – Steps in Training Programme – Methods of Training.	10	Lecture & ICT
UNIT IV	Performance Appraisal – Meaning and Methods of Performance Appraisal	10	Lecture & ICT
	Definition and Objectives of Trade Union – Importance	5	Lecture & ICT
UNIT V	Industrial Relations – Concept – Objectives and Importance –;	5	Lecture & ICT
	Causes for poor industrial relations – Remedies	5	Lecture & ICT
	Collective Bargaining - Characteristics.	5	Lecture & ICT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	2	3	3	4	3	3	2	4	3.2
CO2	4	3	2	2	4	4	3	3	2	4	3.1
CO3	4	4	3	3	3	4	3	3	3	3	3.3
CO4	4	3	2	3	3	4	3	2	3	3	3.0
CO5	4	4	3	3	4	4	3	3	2	4	3.4
Mean Overall Score											3.16

Result: The Score for this Course is 3.16 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### Question Paper Pattern

	K1	K2	K3
Part A	1	1	3
Part B	1	1	3
Part C	1	1	3

**Course Designer:** Dr.C. Kavitha, Department of Business Administration

**Programme : BBA**  
**Semester : V**  
**Sub. Code : U22CK11**

**Part III : Core**  
**Hours : 4 P/W 60 Hrs P/S**  
**Credits : 4**

**TITLE OF THE PAPER: COMPUTER APPLICATION IN BUSINESS**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>Tutorial</b>	<b>ICT</b>
	4	2	-	1	1

**PREAMBLE:** To provide knowledge about basic concepts of Computer Hardware, Operating systems, DBMS and Internet to assist the students in the dynamic Business Environment.

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT-1 CO1:</b> Gain knowledge on Computer Hardware, Operating System, DOS and Windows	I	12
<b>UNIT- 1 CO2:</b> Gain knowledge on MS-Word, Creating, Editing and Formatting Documents , inserting Tables and Pictures in a Document and Mail Merge system	II	12
<b>UNIT- 1 CO3:</b> Gain knowledge on Components of MS-Excel, Entering Data and Formula in work sheet, Creating Charts using Excel	III	12
<b>UNIT- 1 CO4:</b> Gain knowledge on creating power point presentation, applying multimedia, transition effects and animation effects, run slide show.	IV	12
<b>UNIT- 1 CO5:</b> Gain knowledge on Internet, E-Mail and E-Commerce Applications	V	12

**SYLLABUS**

**UNIT – I**

Introduction to Computer- an Overview of hardware – Input devices and Media, Output devices and media, Storage devices – Operating System–DOS – WINDOWS.

**UNIT – II**

MS WORD – Introduction – Components of Word -opening Screen- Creating Word Documents – Entering, Editing- Creating Bulleted and Numbered lists – Types of Views – Spell Checker and Grammar – Auto Format – Copying and Moving Text – Applying Fonts Style – Aligning and Formatting Text – Auto correct – Creating Tables and Working with Tables – Mail Merge.

**UNIT - III**

MS EXCEL – Introduction to Spread Sheet – Components of EXCEL- Opening Screen – Building Worksheet – Entering Data in Worksheet – Editing, Deleting, Copying and Moving Cells and Ranges – Adjusting Column Width and Row Height – Inserting and Deleting Cells, Rows and Columns - Using Auto-fill – Creating and Working with Formula – Functions in EXCEL – Graphs and Charts – Types of Charts – Creating a Chart.

**UNIT – IV**

MS POWERPOINT - Meaning and Features – Presentation – Creating a presentation - Types of Views - Opening an existing Presentation – Editing, Saving and Closing a Presentation – Enhancing Presentation – Applying Transition Effects and Animation Effects – Spell Checking the Presentation – adding speaker notes – Inserting Objects – Graph – Organisation Chart – Clip Art – Sound and Video – Running Slide Show.

**UNIT – V**

Introduction to Internet – History – Uses and Advantages – Connection to Internet – E-mail – Sending, Receiving and Replying E-mail- E-Commerce :-Introduction - Benefits and Limitations.

**Text Book:**

1. Computer Application in Business, S.V.Srinivasa Vallabhan, Sultan Chand & Sons, New Delhi.

**Suggested Reference Books:**

1. MICROSOFT OFFICE, Ginicourter and Annette Marquies, BPB Publications, New Delhi.
2. MICROSOFT OFFICE FOR WINDOWS, Steve Sagman, Peachpit Press.
3. Frontiers of Electronic Commerce, Ravikala Kota and Andrew Whiston.
4. Electronic Commerce – A Manager’s Guide, Vasu Deva, Commonwealth Publishers, New Delhi.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Introduction to Computer - an Overview of hardware – Input devices and Media, Output devices and media, Storage devices –	6	Lecture
	Operating System–DOS– WINDOWS.	6	ICT
UNIT II	MS WORD – Introduction – Components of Word opening Screen, Creating Word Documents – Entering, Editing, Creating Bulleted and Numbered lists – Types of Views	6	PPT
	Spell Checker and Grammar – Auto Format – Copying and Moving Text – Applying Fonts – Style – Aligning and Formatting Text – Auto correct – Creating Tables and Working with Tables – Mail Merge.	6	ICT
UNIT III	MS EXCEL – Introduction to Spread Sheet –Components of EXCEL Opening Screen – Building Worksheet –Entering Data in Worksheet – Editing, Deleting, Copying and Moving Cells and Ranges – Adjusting Column Width and Row Height – Inserting and Deleting Cells, Rows and Columns -	6	ICT
	Using Auto-fill – Creating and Working with Formula – Functions in EXCEL – Graphs and Charts – Types of Charts – Creating a Chart.	6	Lecture &PPT
UNIT IV	MS POWERPOINT - Meaning and Features – Presentation – Creating a presentation - Types of Views - Opening an existing Presentation – Editing, Saving and Closing a Presentation –	6	Lecture &PPT

	Enhancing Presentation – Applying Transition Effects and Animation Effects–Spellchecking the Presentation – and adding speaker notes – Inserting Objects – Graph – Organization Chart – Clip Art – Sound and Video – Running Slide Show.	6	PPT
UNIT V	Introduction to Internet – History – Uses and Advantages – Connection to Internet	6	Lecture
	E-mail – Sending, Receiving and Replying E-mail. E-Commerce – Introduction -Benefits and Limitations.	6	PPT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	4	3	4	4	3	3	4	3	3	4	3.5
CO2	3	2	3	3	4	4	4	3	3	3	3.2
CO3	2	4	3	2	4	3	3	3	2	4	3.0
CO4	4	4	4	4	4	4	4	3	4	4	3.9
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.42

Result: The Score for this Course is 3.42 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value			Total of Mean Score		
Mean Score of COs = ----- Total No. of Pos & PSOs			Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### Question Pattern

	K1	K2	K3
PART - A	1	1	3
PART - B	1	1	3
PART - C	1	1	3

**Course Designer:** Dr.A.Duraikannan,Department of Business Administration

**Programme : BBA**  
**Semester : V**  
**Sub. Code : U22CK12**

**Part III : Core**  
**Hours : 5 P/W 75 Hrs P/S**  
**Credits : 4**

**TITLE OF THE PAPER: RESEARCH METHODOLOGY**

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	4	-	-	1

**PREAMBLE:** To provide guidelines for management students covering all areas ranging from selection of research problem to report writing.

<b>COURSE OUTCOME</b>		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
<b>UNIT- I CO 1</b>	To apprehend the knowledge of research design	1	15
<b>UNIT -2 CO 2</b>	To comprehend the major types of sampling methods.	2	15
<b>UNIT- 3 CO 3</b>	To be able to collect primary source of data	3	15
<b>UNIT- 4 CO 4</b>	To be able to understand as how to do data processing.	4	15
<b>UNIT -5 CO 5</b>	To be able to write a report of research.	5	15

**SYLLABUS**

**UNIT - I**

Research Methodology – Introduction – Types of Research -Research Process – Research Design- Features of a good Research Design – Types of Research Design.

**UNIT – II**

Sampling Design – Meaning- Steps in Sampling –Criteria for good Sample Design- Sampling Techniques –Sampling and Non sampling errors.

**UNIT – III**

Data Collection – Methods of Data Collection –Observation Method, Interview Method, Questionnaire Vs Interview Schedule - Scaling –Meaning –Scaling Techniques.

**UNIT - IV**

Organisation of Data- Editing, Coding, Classification and Tabulation - Processing of data – Graphic and Diagrammatic Presentation– Framing of Hypothesis.

**UNIT – V**

Interpretation and Report writing –Significance of Report writing - Different steps in Report writing – Types of Report – Contents of a Report - Role of Library and Internet in Research.

**Text Book:**

Research Methodology – Methods and Techniques – C.R. Kothari, New Age International Publishers, Second Revised Edition.

**Suggested Reference Books:**

1. Donald R. Cooper and Pamela S. Schindler, Business Research Methods, Tata McGraw Hill, 9<sup>th</sup> Edition, 2007.
2. Rao K.V, Research Methods for Management and Commerce, Sterling Publishers, 1993.
3. Uma Sekaran, Research Methods for Business, Wiley India Publications, 4<sup>th</sup> Edition, 2009.
4. Naresh K. Malhotra, Marketing Research: An Applied Orientation, Pearson Education, 4<sup>th</sup> Edition, 2004.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Research Methodology – Introduction – Types of Research .	5	Lecture & ICT
	Research Process	5	Lecture & ICT
	Research Design- Features of a good Research Design – Types of Research Design.	5	Lecture & ICT
UNIT II	Sampling Design – Meaning- Steps in Sampling.	5	Lecture & ICT
	Criteria for good Sample Design- Sampling Techniques –Sampling and Non sampling errors.	10	Lecture & ICT
UNIT III	Data Collection – Methods of Data Collection –Observation Method, Interview Method.	10	Lecture & ICT
	Questionnaire Vs Interview Schedule - Scaling –Meaning –Scaling Techniques	5	Lecture & ICT
UNIT IV	Organisation of Data- Editing, Coding, Classification and Tabulation - Processing of data – Graphic and Diagrammatic Presentation .	10	Lecture & ICT
	Framing of Hypothesis.	5	Lecture & ICT
UNIT V	Interpretation and Report writing – Significance of Report writing.	5	Lecture & ICT
	Different steps in Report writing – Types of Report – Contents of a Report	5	Lecture & ICT
	Role of Library and Internet in Research.	5	Lecture & ICT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	2	3	3	4	3	3	2	4	3.2
CO2	4	3	2	2	4	4	3	3	2	4	3.1
CO3	4	4	3	3	3	4	3	3	3	3	3.3
CO4	4	3	2	3	3	4	3	2	3	3	3.0
CO5	4	4	3	3	4	4	3	3	2	4	3.4
Mean Overall Score											3.16

Result: The Score for this Course is 3.16 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### Question Paper Pattern

	K1	K2	K3
<b>Part A</b>	1	1	3
<b>Part B</b>	1	1	3
<b>Part C</b>	1	1	3

**Course Designer:** Dr.N.Ananthi , Assistant Professor, Department of Business Administration

**Programme : BBA**  
**Semester : V**  
**Sub. Code : U22DSK3A**

**Part III : DSEC**  
**Hours : 2 P/W 30 Hrs P/S**  
**Credits : 2**

**TITLE OF THE PAPER: Practical-OFFICE AUTOMATION**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>Tutorial</b>	<b>ICT</b>
	2	-	-	-	2

**PREAMBLE:** To acquire practical knowledge about basic concepts of Computer Hardware, Operating systems, word processor, spread sheet, slide preparation, Internet to assist the students in the dynamic Business Environment.

<b>COURSE OUTCOME</b>		<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to			
<b>UNIT-1 CO1:</b> Gain practical knowledge on Computer Hardware, Operating System-Windows		I	6
<b>UNIT- 1 CO2:</b> Gain hands on training on MS-Word, Creating, Editing and Formatting Documents , inserting Tables and Pictures in a Document and Mail Merge system		II	6
<b>UNIT- 1 CO3:</b> Gain practical knowledge on Components of MS-Excel, Entering Data and Formula in work sheet, Creating Charts using Excel		III	6
<b>UNIT- 1 CO4:</b> Gain practical knowledge on creating power point presentation, applying multimedia, transition effects and animation effects, run slide show.		IV	6
<b>UNIT- 1 CO5:</b> Gain practical knowledge on Internet,websites,blogs, E-Mail ,Search engine and E-commerce Applications		V	6

**SYLLABUS**

**UNIT – I**

Introduction to Computer- an Overview of hardware and Software –Windows Operating System-Starting a program - Customizing the Task bar -Recycle bin- restoring the deleted file-Creating and removing folders- Renaming a file or folder- Sorting a folder-Using cut, copy and paste-Searching a file or folder by using search command- printer settings-Network Topology.

**UNIT – II**

MS WORD – Introduction – Creating Word Documents – Aligning and Formatting Text -prepare a newsletter with borders, two columns text, header and footer and inserting a graphic image and page layout-Creating numbered lists and bulleted lists-Creating and editing the table- mail merge-Spell check and Grammar Check – Auto Format – Copying and Moving Text – Auto correct-Save and print a document-Create an advertisement -Prepare a resume.-Prepare a Corporate Circular.

**UNIT – III**

MS EXCEL – Introduction to Spread Sheet – Components of EXCEL- Finding, deleting and adding records, formatting columns, row height, merging, splitting columns - Connecting the Worksheets and enter the data- Using Auto-fill – Creating and Working with Formula – Functions in EXCEL – Creating a Chart-Sorting and Filtering data -creation of Pivot tables-prepare a Worksheet showing the monthly sales of a company in different branch offices-To create a chart for comparing the monthly sales of a company in different branch offices

## UNIT – IV

MS POWERPOINT - Meaning and Features – Presentation – Creating a presentation –Creating a new Presentation based on a template – using Auto content wizard, design template and Plain blank presentation-Creating a Presentation with Slide Transition – Automatic and Manual with different effects-Creating a Presentation applying Custom Animation effects— Inserting Objects – Graph – Organisation Chart – Clip Art – Sound and Video – Running Slide Show.

## UNIT – V

Introduction to Internet – Uses and Advantages – Connection to Internet –Browser-Search engine- Searching for a web site / application / text documents viewing and downloading. - Create an E-mail account- attaching files.

### Reference Books:

1. Fundamentals of computers - V.Rajaraman - Prentice- Hall of india
2. Computer Application in Business, S.V.Srinivasa Vallabhan, Sultan Chand & Sons, New Delhi
3. MICROSOFT OFFICE, Ginicourter and Annette Marquies, BPB Publications, New Delhi

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Introduction to Computer- an Overview of hardware and Software – Windows Operating System-Starting a program - Customizing the Task bar - Recycle bin- restoring the deleted file	2	PPT/ICT/LAB
	Creating and removing folders- Renaming a file or folder- Sorting a folder-Using cut, copy and paste- Searching a file or folder by using search command- printer settings- Network Topology.	3	PPT/ICT/LAB
UNIT II	MS WORD – Introduction – Creating Word Documents – Aligning and Formatting Text -prepare a newsletter with borders, two columns text, header and footer and inserting a graphic image and page layout-Creating numbered lists and bulleted lists	4	PPT/ICT/LAB
	Creating and editing the table- mail merge-Spell Check and Grammar check – Auto Format – Copying and Moving Text – Auto correct-Save and print a document-Create an advertisement -Prepare a resume.- Prepare a Corporate Circular.	4	PPT/ICT/LAB

UNIT III	MS EXCEL – Introduction to Spread Sheet – Components of EXCEL- Finding, deleting and adding records, formatting columns, row height, merging, splitting columns - Connecting the Worksheets and enter the data- Using Auto-fill	3	PPT/ICT/LAB
	Creating and Working with Formula – Functions in EXCEL – Creating a Chart-Sorting and Filtering data - creation of Pivot tables-prepare a Worksheet showing the monthly sales of a company in different branch offices-To create a chart for comparing the monthly sales of a company in different branch offices.	4	PPT/ICT/LAB
UNIT IV	MS POWERPOINT - Meaning and Features – Presentation – Creating a presentation –Creating a new Presentation based on a template – using Auto content wizard, design template and Plain blank presentation	2	PPT/ICT/LAB
	Creating a Presentation with Slide Transition – Automatic and Manual with different effects-Creating a Presentation applying Custom Animation effects– Inserting Objects – Graph – Organisation Chart – Clip Art – Sound and Video – Running Slide Show.	3	PPT/ICT/LAB
UNIT V	Introduction to Internet – Uses and Advantages – Connection to Internet – Browser-Search engine- Searching for a web site / application / text documents viewing and downloading.	3	PPT/ICT/LAB
	Create an E-mail account- attaching files.	2	PPT/ICT/LAB

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	4	3	4	4	3	3	4	3	3	4	3.5
CO2	3	2	3	3	4	4	4	3	3	3	3.2
CO3	2	4	3	2	4	3	3	3	2	4	3.0
CO4	4	4	4	4	4	4	4	3	4	4	3.9
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.42

Result: The Score for this Course is 3.42 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value			Total of Mean Score		
Mean Score of COs = -----			Mean Overall Score of COs =-----		
Total No. of Pos & PSOs			Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### Question Pattern

	K1	K2	K3
PART - A	1	1	3
PART - B	1	1	3
PART - C	1	1	3

**Course Designer:** Dr.A.Duraikannan, Department of Business Administration

Programme : B.B.A  
 Semester : II  
 Sub. Code : U22DSK3B

Part III : DSEC  
 Hours : 2 P/W 30 Hrs P/S  
 Credits : 2

**TITLE OF THE PAPER: Practical - STATISTICAL TOOLS FOR BUSINESS RESEARCH**

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	2	1	-	-	1

**PREAMBLE:** To have hands-on training of Statistical Data Analysis

<b>COURSE OUTCOME</b> At the end of the Semester, the Students will be able to	Unit	Hrs P/S
<b>UNIT- 1 CO1:</b> Illustrate the steps in creating and editing a dataset	1	6
<b>UNIT- 2 CO2:</b> Introducing descriptive statistics, frequency distribution and preparing chart	2	6
<b>UNIT - 3 CO3:</b> To learn to do cross tabulation and chi square test	3	6
<b>UNIT - 4 CO4:</b> To compare means using one sample t test and one Way ANOVA using computer based statistics package	4	6
<b>UNIT - 5 CO5:</b> Learn to calculate correlation and regression using computer based statistics package	5	6

**SYLLABUS**

**UNIT – I**

Entering and editing data and creating dataset for analysis

**UNIT - II**

Descriptive statistics – Frequencies – Preparation of charts

**UNIT – III**

Cross tabulation – Chi Square Test

**UNIT – IV**

Compare Means – One Sample T test and One Way Analysis of Variance

**UNIT – V**

Correlation – Bivariate. Simple and Multiple Regression

**Recommended Text Book:**

Levin R., and Rubin D, Statistics for Managers, Prentice Hall of India, New Delhi, 2006 (7th Edition)

**Suggested Reference Books:**

1. Christian Albright and Wayne L. Winston (2011). Business Analytics: Data Analysis and Decision Making, Cengage Learning, New Delhi [5th Edition]
2. Panneerselvam, R., RESEARCH METHODOLOGY, PHI Learning Pvt. Ltd., New Delhi, 2004

UNITS	TOPIC	LAB HOURS	MODE OF TEACHING
Unit I	Entering and editing data and creating dataset for analysis	6	hands on training
Unit II	Descriptive statistics – Frequencies – Cross tabulation – Chi Square Test	6	hands on training
Unit III	Compare Means – One Sample T test and One Way Analysis of Variance	6	hands on training
Unit IV	Correlation – Bivariate. Simple and Multiple Regression	6	hands on training
Unit V	Data Reduction – Factor analysis. Classifying – Discriminant Analysis	6	hands on training

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	4	3	3	3	4	4	4	4	2	33
CO2	2	4	3	3	3	4	4	4	4	3	34
CO3	2	3	3	3	3	3	4	4	3	2	30
CO4	2	3	3	3	3	3	4	4	3	2	30
CO5	2	3	2	2	4	3	3	3	3	3	28
Mean Overall Score											31

Result: The Score for this Course is 3.1 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value = $\frac{\text{Mean Score of COs}}{\text{Total No. of POs \& PSOs}}$			Total of Mean Score = $\frac{\text{Mean Score of COs}}{\text{Total No. of COs}}$		

Programme : BBA

Semester : V

Sub. Code : U22GEK1A

Part III : GEC

Hours : 2 P/W 30 Hrs P/S

Credits : 2

**TITLE OF THE PAPER: SALESMANSHIP**

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	2	1	-	-	1

**PREAMBLE:**To make to understand the students the skill of personal selling , self-confidence and Time Management.

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT-1 CO1:</b> Develop their skill of attracting, smiling behaviour for sales force	I	5
<b>UNIT- 1 CO2:</b> Demonstrate and acquireTechniques in Listening and Handling the Customers	II	8
<b>UNIT- 1 CO3:</b> Demonstrate and developing skill on Cooperation and friendly approach with Customers. .	III	7
<b>UNIT- 1 CO4:</b> .Demonstrate the observation skill, Self Confidence and combating tension and depression.	IV	5
<b>UNIT- 1 CO5 :</b> Demonstrate on Time management Techniques.	V	5

**SYLLABUS**

**UNIT – I**

Marketing - First impression: Law of attraction, SmilingBehaviour, Remembering names.

**UNIT – II**

Techniques in handling customer – Avoid criticism , Appreciate people,Listening to others , Appearing to self expression

**UNIT – III**

Getting Co-operation – Avoid arguments, Admitting mistakes, Being friendly in reasoning, Avoid fault finding.

**UNIT – IV**

Improving power of observation,Developing Self –confidence, Overcoming tensions and depressions.

**UNIT – V**

Time Management – Factors that waste time,Time trappers- Techniques of Effective Time Management.

**Text Book:**

1. Varma and Agarwal, Salesmanship, Kings Books, New Delhi.

**Suggested Reference Books:**

- 1.How to Develop Personality and Potential –Mittal Agarwal.
- 2.How to Develop Effective Presentation –Prakash Shah.
- 3.Steps to Success -CHIKSHU

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Marketing - First impression: Law of attraction,	2	Lecture
	Smiling Behaviour, Remembering names	3	Lecture
UNIT II	Techniques in handling customer – Avoid criticism	4	PPT
	Appreciate people, Listening to others , Appearing to self expression	4	Lecture &GD
UNIT III	Getting Co-operation – Avoid arguments, Admitting mistakes,.	4	ICT
	Being friendly in reasoning, Avoid fault finding	3	Lecture
UNIT IV	Improving power of observation, Developing Self –confidence	2	ICT
	Overcoming tensions and depressions.	3	Lecture
UNIT V	Time Management – Factors that waste time, Time trappers- Techniques of Effective Time Management.	5	Lecture

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	4	3.5
CO2	4	2	4	3	4	4	4	4	4	4	3.7
CO3	4	3	4	3	4	4	4	3	4	4	3.7
CO4	4	4	4	4	4	4	4	3	4	4	3.9
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.66

Result: The Score for this Course is 3.66 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

<b>BLOOM'S TAXANOMY</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### **Question Paper Pattern**

	<b>K1</b>	<b>K2</b>	<b>K3</b>
<b>Part A</b>	1	1	3
<b>Part B</b>	1	1	3
<b>Part C</b>	1	1	3

**Course Designer:** Dr.A.Duraikannan, Department of Business Administration.

**Programme : BBA**  
**Semester : V**  
**Sub. Code : U22GEK1B**

**Part III : GEC**  
**Hours : 2 P/W 30 Hrs P/S**  
**Credits : 2**

**TITLE OF THE PAPER: TOURISM MANAGEMENT**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>GD/ Vedios/Tutorial</b>	<b>ICT</b>
	2	2	-	-	-

**PREAMBLE:** To provide knowledge about the tourism framework of India and the process of planning and promotion of tourism.

<b>COURSE OUTCOME</b>		<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, students will be able to			
<b>UNIT-1 CO1:</b>	Understand the basic concepts of Tourism and the impact of Tourism in the Economy.	1	6
<b>UNIT- 2 CO2:</b>	Understanding the factors influencing Tourism development and different products and types of tourism.	2	6
<b>UNIT- 3 CO3:</b>	Analyse the Tourism Industry in India.	3	6
<b>UNIT- 4 CO4:</b>	Analyse the role of various administrative bodies in Tourism development of India.	4	6
<b>UNIT- 5 CO5:</b>	Examine the process of tourism planning and promotion.	5	6

**SYLLABUS**

**UNIT – I**

Tourism – definition – History of travel and tourism – ancient, medieval and contemporary periods – Motivation for travel – barriers to travel - Social, Economic and Environmental impact of tourism.

**UNIT – II**

Tourism development - factors influencing tourism development – tourism product – Types of tourism – International tourism – Domestic tourism – other forms - Benefits.

**UNIT – III**

Indian tourism – Tourist attractions – preferred places – historical past – culture – seasonality – foreign exchange earnings – profile of visitors.

**UNIT – IV**

National Tourism Administration (NTA) – activities of Department of Tourism (DOT) – India Tourism Development Corporation (ITDC) – State Tourism Development Corporations (STDCs).

**UNIT – V**

Tourism planning – need for planning – process of planning - Tourism promotion – role and importance – advertising and publicity.

**Suggested Reference Books:**

1. Successful Tourism Management (Vol.: I) – Fundamentals of Tourism – Pran Seth
2. Successful Tourism Management (Vol.: II) – Tourism Practices – Pran Seth
3. International Tourism Management – A.K.Bhatia
4. Tourism Marketing – S.M.Jha.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Tourism – definition – History of travel and tourism – ancient, medieval and contemporary periods.	3	Lecture
	Motivation for travel – barriers to travel - Social, Economic and Environmental impact of tourism.	3	Lecture
UNIT II	Tourism development - factors influencing tourism development – tourism product.	3	Lecture
	Types of tourism – International tourism – Domestic tourism – other forms - Benefits.	3	Lecture
UNIT III	Indian tourism – Tourist attractions – preferred places – historical past	3	Lecture
	Culture – seasonality – foreign exchange earnings – profile of visitors.	3	Lecture
UNIT IV	National Tourism Administration (NTA) – activities of Department of Tourism (DOT)	3	Lecture
	India Tourism Development Corporation (ITDC) – State Tourism Development Corporations (STDCs).	3	Lecture
UNIT V	Tourism planning – need for planning – process of planning	3	Lecture
	Tourism promotion – role and importance – advertising and publicity.	3	Lecture

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	4	3	3	3	3.4
CO2	3	4	4	3	4	3	4	3	3	4	3.5
CO3	3	3	3	3	4	3	3	3	3	3	3.1
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	3	3	3	3	3	4	3.3
Mean Overall Score											3.32

Result: The Score for this Course is 3.32 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

<b>BLOOM'S TAXANOMY</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### Question Pattern

	<b>K1</b>	<b>K2</b>	<b>K3</b>
PART - A	1	1	3
PART - B	1	1	3
PART - C	1	1	3

**Course Designer:** Dr.P.R.Shini, Department of Business Administration

**Programme : BBA**  
**Semester : VI**  
**Sub. Code : U22SEK3**

**Part IV : SEC**  
**Hours : 2 P/W 30 Hrs P/S**  
**Credits : 2**

**TITLE OF THE PAPER: EMPLOYABILITY SKILLS**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>Tutorial</b>	<b>ICT</b>
	2	1	-	-	1

**PREAMBLE:**To impart knowledge to develop the Employability skills of the students and help them to use their skills effectively to get employment.

<b>COURSE OUTCOME</b>		<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to			
<b>UNIT-1 CO1:</b> Gain knowledge on Employability skills and Vocational skills for Job market		I	5
<b>UNIT- 1 CO2:</b> Gain knowledge on Embedded Employability Skills , Developing Competency, Task Management and Contingency Management skills		II	8
<b>UNIT- 1 CO3:</b> Gain knowledge on Inter personal Relationship, Communication, Team Work, Problem solving, initiative and self Management.		III	7
<b>UNIT- 1 CO4:</b> .Gain knowledge Resume Writing and Etiquettes.		IV	5
<b>UNIT- 1 CO5 :</b> Gain knowledge on Arithmetic and Logical Reasoning Skills.		V	5

**SYLLABUS**

**UNIT – 1**

Introduction to Employability Skills - Meaning – Definition – Hard skills and soft skills – Employability skills and vocational skills – Employability and employment – Employability attributes.

**UNIT – II**

Unpacking Employability Skills - Embedded Employability Skills - Dimensions of Competency – Task skills – Task Management skills – Contingency Management skills – Job / Role Environment skills.

**UNIT – III**

Inter – relationships of Employability skills - Communication – Team work – Problem solving – Initiative and Enterprise – Planning and Organizing- Self management – Learning – Technology.

**UNIT- IV**

Resume writing – Meaning – Features of good resume – Model (Exercise). Etiquettes – Dress, Cleanliness, Etiquettes to be followed inside the employment seeking process.

**UNIT-V**

Arithmetic and Logical Reasoning Skills- Exercise.

**Suggested Reference Books:**

1. Soft Skills, Dr. K. Alex.
2. Winning Interview Skills, Compiled & Edited by J.K. Chopra.
3. A Modern Approach to Verbal and Non-Verbal Reasoning , R.S.Aggarwal.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Introduction to Employability Skills - Meaning – Definition – Hard skills and soft skills –	2	Lecture & ICT
	Employability skills and vocational skills – Employability and employment – Employability attributes.	3	Lecture & ICT
UNIT II	Unpacking Employability Skills- Embedded Employability Skills- Dimensions of Competency –	4	PPT
	Task skills – Task Management skills – Contingency Management skills – Job / Role Environment skills.	4	Lecture & GD
UNIT III	Inter – relationships of Employability skills - Communication – Team work – Problem solving	4	PPT
	Initiative and Enterprise – Planning and Organizing- Self management – Learning – Technology.	3	Lecture
UNIT IV	Resume writing – Meaning – Features of good resume – Model (Exercise)..	2	ICT
	Etiquettes – Dress, Cleanliness, Etiquettes to be followed inside the employment seeking process	3	PPT
UNIT V	Arithmetic and Logical Reasoning Skills- Exercise.	5	Lecture

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	4	3.5
CO2	3	2	3	3	4	4	4	4	4	4	3.5
CO3	4	3	4	3	4	4	3	3	4	4	3.6
CO4	4	4	4	4	4	4	4	3	4	4	3.9
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.6

Result: The Score for this Course is 3.6 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE K1	30%	30%
UNDERSTANDING K2	30%	30%
APPLY K3	40%	40%

### Question Pattern

Year	K1	K2	K3
III	Part-A (1 Question)	Part-A (1 Question)	Part-A (3 Questions)
	Part-B (1 Question)	Part-B (1 Question)	Part-B (3 Questions)
	Part-C (1 Question)	Part-C (1 Question)	Part-C (3 Questions)

**Course Designer:** Dr.B.Selvaveera Kumar, Department of Business Administration.

**Programme : BBA**  
**Semester : VI**  
**Sub. Code : U22CK13**

**Part III : Core**  
**Hours : 6 P/W 75 Hrs P/S**  
**Credits : 5**

**TITLE OF THE PAPER: STRATEGIC MANAGEMENT**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>GD/ Vedios/Tutorial</b>	<b>ICT</b>
	6	4	-	1	1

**PREAMBLE:** To impart knowledge about importance of strategy, its different types and Strategic Management Process

<b>COURSE OUTCOME</b>		<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to			
<b>UNIT- 1 CO1:</b> Understand the integrative nature of strategic management and levels of strategy		1	18
<b>UNIT- 2CO2:</b> Know the strategic options and formulate realistic strategies to achieve an organization's goals.		2	18
<b>UNIT - 3 CO3:</b> Identify and update methods of project and resource allocation of strategy implementation.		3	18
<b>UNIT - 4 CO4:</b> Identify and update methods of Structural , functional and operational implementation		4	18
<b>UNIT - 5 CO5:</b> Understand the various levels of strategy. Access and evaluate techniques of strategic control.		5	1

**SYLLABUS**

**UNIT – I**

Strategy – Meaning – Definition – Vision, Mission, Objectives and Goals – Meaning – Definition – Characteristics and Examples.

**UNIT –II**

Corporate strategy – Concept – Scope – Components – Strategy Formulation –Affecting Factors – Process of strategic planning – Portfolio analysis: BCG matrix, G.E matrix. Competitive Analysis – Porter’s Five Forces Model – SWOT Analysis.

**UNIT –III**

Nature of Strategy Implementation – Methods of Strategy Implementation -interrelationship between formulation and implementation –forward linkage and Backward linkage -The pyramid of strategic implementation-Project implementation-Phases of project implementation-resource allocation - Approaches to resource allocation-Factors affecting resource allocation-Problems in resource allocation.

**UNIT –IV**

Structural implementation –Meaning -structure mechanism – Environment, Strategy-Types of structure-Advantages ,disadvantages of each structure-functional and operational implementation-nature-need-financial plans & policies – operational implementation-Areas of Operational effectiveness-Production process-People – pace.

**UNIT –V**

Strategic Evaluation – Importance – Barriers – Evaluation Criteria – Strategic Control – Operational Control – Characteristics of an effective control system – Control Process – Evaluation Techniques for Operational Control.

**Text Book:**

BusinessPolicyandStrategicManagement, P.SubbaRao, Himalaya Publishing House, 2<sup>nd</sup> Edition, 2010.

**Suggested Reference Books:**

1. Business Policy, 2nd Ed. - Azhar Kazmi, Tata McGraw-Hill
2. Strategic Management- Concepts and Cases - Arthur A. Thompson Jr. and A.J.Strickland , 17<sup>th</sup> Edition.
3. Management Policy and Strategic Management (Concepts, Skills and Practices) - R.M.Shrivastava, Himalaya Publishing House 2009.
4. Strategic Management – Dr.Jeya Rathnam.
5. Strategic Management, Francis Cherunilam, Himalaya Publishing House, Mumbai.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Strategy – Meaning – Definition – Vision, Mission,	6	Lecture, PPT, Videos, ICT
	Objectives and Goals – Meaning – Definition – Characteristics and Examples.	6	Lecture,PPT,ICT
	Mission,vision ,Goals Strategy with examples.	6	Lecture, PPT
UNIT II	Corporate strategy – Concept – Scope – Components – Strategy Formulation –Affecting Factors – Process of strategic planning –	6	Lecture,Videos
	Portfolio analysis: BCG matrix, G.E matrix. Competitive Analysis –	6	Lecture, PPT
	Porter’s Five Forces Model – SWOT Analysis.	6	Lecture
UNIT III	Nature of Strategy Implementation – Methods of Strategy Implementation -interrelationship between formulation and implementation – forward linkage and Backward linkage -	6	Lecture, PPT
	The pyramid of strategic implementation-Project implementation-Phases of project implementation-	6	Lecture, PPT ,Videos,Case analysis
	Resource allocation - Approaches to resource allocation-Factors affecting resource allocation-Problems in resource allocation.	6	Lecture, PPT
UNIT IV	Structural implementation –Meaning -structure mechanism – Environment, Strategy-	6	Lecture,videos
	Types of structure-Advantages ,disadvantages of each structure-	6	Lecture, PPT
	Functional and operational implementation-nature-need-financial plans & policies – operational implementation-Areas of Operational effectiveness-Production process-People – pace.	6	Lecture, PPT,,ICT
UNIT V	Strategic Evaluation – Importance – Barriers – Evaluation Criteria – Strategic Control.	6	Lecture, PPT
	Operational Control – Characteristics of an effective control system –	6	Lecture, PPT
	Control Process – Evaluation Techniques for Operational Control.	6	Lecture, PPT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	2	3	3	3	3	3	3	3	3.0
CO2	3	3	3	4	3	3	3	2	4	3	3.1
CO3	3	3	3	4	3	4	3	3	3	3	3.2
CO4	4	3	4	3	3	3	3	3	3	3	3.2
CO5	4	3	3	3	3	3	3	4	3	3	3.2
Mean Overall Score 3.14											

Result: The Score for this Course is 3.14 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs = ----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### Question Pattern

	K1	K2	K3
PART - A	1	1	3
PART - B	1	1	3
PART - C	1	1	3

**Course Designer:** Dr.P.R.Shini, Department of Business Administration

Programme : BBA  
 Semester : VI  
 Sub. Code : U22CK14

Part III: CORE  
 Hours : 6 P/W 90 Hrs P/S  
 Credits : 5

**TITLE OF THE PAPER: OPERATIONS MANAGEMENT**

Pedagogy	Hours	Lecture	Peer Teaching	Tutorial	ICT
	6	4	-	1	1

**PREAMBLE:** The objective of this course is to give a general exposure to production, operations and the management practices followed in manufacturing and service industries.

COURSE OUTCOME			Unit	Hrs P/S
At the end of the Semester, students will be able to				
<b>UNIT- 1 CO1:</b>	Understand the basic concepts of operations management and the different types of production systems.		1	18
<b>UNIT- 2 CO2:</b>	Identify suitable plant location and design a plant layout.		2	18
<b>UNIT - 3 CO3:</b>	Explain the concept of PPC, identify the principles and equipments for material handling and know how to maintain a plant..		3	18
<b>UNIT - 4 CO4:</b>	Classify materials, apply inventory control techniques and analyse purchasing procedure.		4	18
<b>UNIT - 5 CO5:</b>	Acquire knowledge about work study and Control the quality of Production.		5	18

**SYLLABUS**

**UNIT – I**

Operation Management – Definition – Scope – Importance – Functions - Production systems – Intermittent – Job & Batch production; Continuous – Mass & Process Production.

**UNIT – II**

Plant location – Factors influencing plant location – Plant Layout – Principles – Types of Lay out – Product - Process - Combination Layout.

**UNIT- III**

Production Planning and Control – Objectives – Functions; Material Handling – Objectives – Principles – Equipments. Plant Maintenance – Types - Merits and Demerits.

**UNIT – IV**

Materials Management – Meaning – Importance – Objectives of Materials Management - Classification of Materials – Inventory Costs - Inventory Control Systems – Purchase Management.

**UNIT – V**

Work study – Meaning – Objectives – Procedure - Tools - Method study –Work measurement. Quality control – Inspection - Statistical Quality Control – Control Charts.

**Text Book:**

P.Saravanel & S.Sumathi, Production And Materials Management, Margham Publication, 2<sup>nd</sup> Edition,2012.

**Suggested Reference Books:**

1. K.Shridhara Bhat, Production and Materials Management,Himalaya Publishing House,2009.
2. R.Panneerselvam - Production And Operations Management,Prentice Hall of India Ltd, August 2004.
3. S. Chary, Production And Operations Management, McGraw Hill Education; 5<sup>th</sup> edition. 2012.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Operation Management – Definition, Scope, Importance & Functions	6	Black Board
	Production systems – Intermittent – Job & Batch production; Continuous – Mass & Process Production	6	Black Board &PPT
UNIT II	Plant location – Factors influencing plant location	6	Black Board
	Plant Layout – Principles, Types of Layout- Product, Process, Combination Layout	6	Black Board
UNIT III	Production Planning and Control – Objectives & Functions	4	Black Board & PPT
	Material Handling – Objectives, Principles & Equipments.	4	Black Board
	Plant Maintenance – Types - Merits and Demerits.	4	Black Board
UNIT IV	Materials Management – Meaning – Importance – Objectives of Materials Management - Classification of Materials.	4	Black Board & PPT
	Inventory Costs - Inventory Control Systems	4	Black Board
	Purchase Management	4	Black Board
UNIT V	Work study – Meaning, Objectives, Procedure & Tools	4	Black Board &PPT
	Method study &Work measurement.	4	Black Board
	Quality control – Inspection, Statistical Quality Control – Control Charts	4	Black Board &PPT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	4	3	3	3	3.3
CO2	3	3	2	2	4	4	3	3	2	4	3.0
CO3	3	3	3	3	3	4	3	3	3	3	3.1
CO4	4	3	2	3	3	4	3	2	3	3	3.0
CO5	4	3	3	3	4	4	3	3	2	4	3.3
<b>Mean Overall Score</b>											3.16

Result: The Score for this Course is 3.16 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### Question Pattern

	K1	K2	K3
PART - A	1	1	3
PART - B	1	1	3
PART - C	1	1	3

**Course Designer:** Dr.P.R.Shini, Department of Business Administration

Programme : BBA  
Semester : VI  
Sub. Code : U22CK15

Part III : Core  
Hours : 5 P/W 75 Hrs P/S  
Credits : 5

**TITLE OF THE PAPER: RETAIL MANAGEMENT**

Pedagogy	Hours	Lecture	Peer Teaching	Tutorial/Videos	ICT
	5	3	-	1	1

**PREAMBLE:** To provide knowledge about the fast growing Retail business, Retail formats, services and shopping behavior of consumers.

<b>COURSE OUTCOME</b>	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
<b>UNIT-1 CO1:</b> Get knowledge on Evolution and Functions of Retailing and Emerging online Retailing market.	I	15
<b>UNIT-1 CO2:</b> Understand the Environmental Factors affecting Retailing Business and analyzing Competitiveness in Retailing	II	15
<b>UNIT- 1 CO3:</b> Understand on Retail Organization Formats and Rural Retailing.	III	15
<b>UNIT- 1 CO4:</b> Get knowledge on Merchandising and operations of Stores.	IV	15
<b>UNIT- 1 CO5:</b> Analyse the shopping behaviour in Retailing and Legal and Ethical aspects of Retailing.	V	15

**SYLLABUS**

**UNIT - I**

Retailing; Meaning and Evolution - Retailer in the distribution channel - Retailer – functions and benefits - Online retailing.

**UNIT - II**

Retailing Environment - Economic, Political, Legal, Technological and Global - Competitive Environment - Type of competition frame work for analyzing competition.

**UNIT – III**

Retail organization and formats - Store based and non store based formats - Generalist and specialist retailer - Services retailing – Rural Retailing.

**UNIT - IV**

Store management - Role of stores manager - In store merchandising - Item space allocation, Arrangement of self service - Factors in self service - Check out operations -checkout systems and productivity.

**UNIT - V**

Understanding consumption and consumer - Changing consumer demographic, Lifestyle changes, Shopping behavior, Retail and out let choice - Legal and ethical issues in retailing.

**Text Book:**

Retail Management, Suja Nair, Himalaya Publishing House.

**Suggested Reference Books:**

1. Retail Management – Barry Berman & Joel R. Evans(PHI)
2. Retailing Management –Michael Levy & Baston A Weitz Pvt Ltd, Delhi.
3. International Retail Management- Petes Fleming, Jaico Publication. Delhi.

<b>UNITS</b>	<b>TOPIC</b>	<b>LECTURE HOURS</b>	<b>MODE OF TEACHING</b>
UNIT I	Retailing ; Meaning and Evolution - Retailer in the distribution channel -	8	Lecture
	Retailer – functions and benefits - Online retailing.	7	Lecture
UNIT II	Retailing Environment - Economic, Political, Legal, Technological and Global -	8	ICT
	Competitive Environment - Type of competition frame work for analyzing competition.	7	Lecture
UNIT III	Retail organization and formats - Store based and non store based formats	8	ICT
	Generalist and specialist retailer - Services retailing – Rural Retailing.	7	Lecture
UNIT IV	Store management - Role of stores manager - In store merchandising - Item space allocation,	8	ICT
	Arrangement of self service - Factors in self service - Check out operations -checkout systems and productivity.	7	Lecture
UNIT V	Understanding consumption and consumer - Changing consumer demographic, Lifestyle changes, Shopping behavior,	8	Lecture
	Retail and out let choice - Legal and ethical issues in retailing.	7	ICT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	4	3.5
CO2	3	2	3	3	4	4	4	3	3	3	3.2
CO3	3	4	3	3	4	4	4	3	3	4	3.5
CO4	4	3	4	3	4	4	4	3	3	3	3.5
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.44

Result: The Score for this Course is 3.44 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs = ----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### Question Pattern

	K1	K2	K3
PART - A	1	1	3
PART - B	1	1	3
PART - C	1	1	3

**Course Designer:**Dr.A.Duraikannan, Department of Business Administration.

**Programme : BBA**  
**Semester : VI**  
**Sub. Code : U22CK16**

**Part III : Core**  
**Hours : 5 P/W 75 Hrs P/S**  
**Credits : 5**

**TITLE OF THE PAPER:ADVERTISING AND SALES PROMOTION**

<b>Pedagogy</b>	<b>Hours</b>	<b>Lecture</b>	<b>Peer Teaching</b>	<b>GD/ Videos/Tutorial</b>	<b>ICT</b>
	5	2	1	1	1

**PREAMBLE:** The subject equips the students with the knowledge of Advertising, SalesPromotion, promotional strategies and concepts in sales promotion.

<b>COURSE OUTCOME</b>	<b>Unit</b>	<b>Hrs P/S</b>
At the end of the Semester, the Students will be able to		
<b>UNIT- 1 CO1:</b> Familiarize with the fundamental concepts in Promotion and Promotional strategies	1	15
<b>UNIT- 2CO2:</b> Understand the basic concepts in advertising and role of advertising agencies	2	15
<b>UNIT - 3 CO3:</b> Identify the various concepts involved in development of advertising campaign and copy	3	15
<b>UNIT - 4 CO4:</b> Understand the various media of advertising and strategies in selection of the Media	4	15
<b>UNIT - 5 CO5:.</b> Learn the fundamental concepts in sales promotion and the various level of sales promotional strategies	5	15

**SYLLABUS**

**UNIT – I**

Promotion- Need for communication- Promotional mix-pull and push promotions-purpose-objectives – kinds – approaches.

**UNIT – II**

Advertising: Meaning-importance-merits and demerits -objectives –DAGMAR approach -functions of advertising –Advertising VS salesmanship-. Ethical objections-Advertising Agencies: definition – advantages – functions – types

**UNIT – III**

Advertising campaign -Definition - basic steps in advertising campaign planning -advertising copy - Features of - advertising copy - Advertising layout- functions-development of layout.

**UNIT – IV**

Media of Advertisement-Definition-types of media –features- Merits and limitations –Media Selection: definition – factors influencing media selection - Media Scheduling- Advertising budgets-Methods.

**UNIT – V**

Sales promotion –Definition – Importance – advantages - promotion at different levels- Dealer’s – consumer – salesmen level.

**Text Book:**

Batra, Myer&Aaker” Adverting Management”, Prentice Hall

**Suggested Reference Books:**

1. David A.Aaker, Rajeev Batra and John G.Myers, Advertising Management, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Belch, Advertising & Promotion, Tata McGraw-Hill.
3. William F.Arens, "Contemporary Advertising", Irwin Mc.Graw.Hill.
4. J.ThomasRussell,W.Ronald Lane, "Kleppners Advertising Procedure", Prentice Hall.
5. Frank Jelling's, "Advertising", Macmillan India Ltd.
6. Well, Burnett &Moriarty," Advertising – Principles & Practice", Prentice Hall.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Promotion- Need for communication- Promotional mix	7	Lecture and ICT
	Pull and push promotions-purpose-objectives – kinds – approaches.	8	Lecture and ICT
UNIT II	Advertising: Meaning-importance-merits and demerits -objectives-DAGMAR approach	8	Lecture and ICT
	functions of advertising –Advertising VS salesmanship-. Ethical objections-Advertising Agencies: : definition – advantages – functions – types	7	Lecture and ICT
UNIT III	Advertising campaign -Definition - basic steps in advertising campaign planning	5	Lecture and ICT
	advertising copy - Features of - advertising copy	5	Lecture and ICT
	Advertising layout- functions-development of layout	5	Lecture and ICT
UNIT IV	Media of Advertisement-Definition-types of media –features- Merits and limitations –Media Selection: definition – factors influencing media selection	8	Lecture and ICT
	Media Selection: definition – factors influencing media selection - Media Scheduling- Advertising budgets-Methods.	7	Lecture and ICT
UNIT V	Sales promotion –Definition – Importance – advantages	7	Lecture and ICT
	promotion at different levels- Dealer's –consumer – salesmen level.	8	Lecture and ICT

Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	4	4	3	3.4
CO2	3	4	3	3	3	3	3	4	3	3	3.2
CO3	3	3	3	3	4	3	3	4	3	4	3.3
CO4	4	3	3	3	4	4	3	3	3	3	3.3
CO5	3	3	4	3	4	3	3	3	3	3	3.2
<b>Mean Overall Score</b>											3.28

Result: The Score for this Course is 3.28 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs = ----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	30%	30%
UNDERSTANDING (K2)	30%	30%
APPLICATION (K3)	40%	40%

### Question Paper Pattern

	K1	K2	K3
<b>Part A</b>	1	1	3
<b>Part B</b>	1	1	3
<b>Part C</b>	1	1	3

**Course Designer:**Dr.N.Ananthi, Assistant Professor, Department of Business Administration

## VALUE ADDED COURSES

<b>SEM</b>	<b>CODE</b>	<b>TITLE OF THE PAPER</b>	<b>Total Hours</b>	<b>DURATION (H/W)</b>	<b>INT. MARKS</b>	<b>EXT. MARKS</b>	<b>TOTAL MARKS</b>	<b>CREDITS</b>
III		Computerised Accounting	30	2	25	75	100	2
III		Guidance & Counseling	30	2	25	75	100	2

**Programme : BBA**  
**Semester : III**  
**Sub. Code : VAK1**

**Paper : Value Added Course**  
**Hours : 2 P/W 30 Hrs P/S**  
**Credits : 2**

**TITLE OF THE PAPER: GUIDANCE AND COUNSELING**

Pedagogy	Hours/W	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
		2	1	0	0

**PREAMBLE:** This course aims at providing in-depth knowledge and a strong base in Guidance and counseling to enhance the counseling skills with focus on individual, group and family and educational aspects

<b>COURSE OUTCOME</b>		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
<b>UNIT- 1 CO1:</b> Demonstrate the applicability of the concept and principles of guidance to understand the need and analyse and apply guidance concepts		1	5
<b>UNIT- 2 CO2:</b> Analyse and understand educational, perceptual and vocational guidance.		2	5
<b>UNIT - 3 CO3:</b> Create an awareness of the centrality of directive techniques and non-Directive techniques and Understanding the elements of techniques.		3	8
<b>UNIT - 4 CO4:</b> Introduces the concept of counseling and how the individual and group counseling and also facilitates students to know qualities and ethics of counselor		4	5
<b>UNIT - 5 CO5:</b> Enhance critical thinking in real life situations related to family marriage and adolescent and application and exposure through relevant case analysis and small group exercise.		5	7

**SYLLABUS**

**UNIT – I : INTRODUCTION**

Nature and scope of guidance-Concept, definition, objectives and principles of guidance. - Importance and need of Guidance-understanding the individual- Barriers to understanding- Aids in understanding- Measurement and application of self-understanding- Guidance movement in India.

**UNIT – II : TYPES**

Educational Guidance: Nature, objectives-Importance, Functions and responsibilities of guidance personnel-Role of teacher in guidance-Vocational guidance: Need-Process-Types of vocational choice- occupational information, Essential aspects of occupation and Satisfaction- Personal Guidance: Nature of emotional problem, adjustment problems of exceptional children-adolescents and delinquents: prevention and treatment.

**UNIT III-TECHNIQUES**

Techniques-Directive Techniques -Intelligence Test-Aptitude Test-Achievement test-oral test-Interest Test-Personality Test-Ink Block Test-Thematic Apperception test-Word Association Test-Sentence Completion-Role play -Non -Directive Techniques-Rating Scales-Question-Interviews-cumulative records

**UNIT IV: MEANING & TYPES OF COUNSELING**

Meaning-Historical development and Importance of Counseling -types-Individual and Group Counseling -Approaches of Counseling: Directive, Non directive, and Eclectic. -Qualities and Professional Ethics of a Counselor.

## UNIT 5: AREAS OF COUNSELING

Elements of counseling process-Skills and role of Counselor- counseling Families Concerning Children, Counseling with Parents, Counseling the Delinquent, Marriage Counseling, Premarital Counseling, Counseling the Handicapped, Career Counseling, and Adolescent Counseling. Qualities and Role of Counselor in developing Good Mental Health.

### Text Book

1.Asha k. Kinra. 2008- Guidance and counseling-Pearson Education -New Delhi

### Suggested reference books:

- 1.Aggarwal J.C. (2005). Career Information in Career Guidance - Theory and Practice, Delhi, Doaba House.
- 2.Dash, M. (1997). Education of Exceptional Children, New Delhi, Atlantic publishers.
- 3.Dev Kapil (2006). Educational Counseling, New Delhi Pragun Publications.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Nature and scope of guidance-Concept, definition, objectives and principles of guidance.	2	Lecture,PPT,
	Importance and need of Guidance- understanding the individual- Barriers to understanding- Aids in understanding-	3	Lecture PPT,ICT
	Measurement and application of self-understanding- Guidance movement in India	5	Lecture, PPT,ICT
UNIT II	Educational Guidance: Nature, objectives-Importance, Functions and responsibilities of guidance personnel	2	Lecture, PPT
	Role of teacher in guidance -Vocational guidance: Need-Process-Types of vocational choice- occupational information,	3	Lecture PPT,
	Essential aspects of occupation and Satisfaction-Personal Guidance: Nature of emotional problem, adjustment problems of exceptional children-adolescents and delinquents: prevention and treatment.	3	Lecture, PPT,
UNIT III	Techniques-Directive Techniques - Intelligence Test-Aptitude Test	1	Lecture, PPT,
	Achievement test-oral test-Interest Test- Personality Test-Ink Block Test-Thematic Apperception test	2	Lecture, PPT,
	Word Association Test-Sentence Completion-Role play -Non -Directive Techniques-Rating Scales-Question-Interviews-cumulative records	2	Lecture, PPT,

UNIT IV	Meaning-Historical development and Importance of Counseling -types- Individual and Group Counseling	2	Lecture, PPT,
	Approaches of Counseling: Directive, Non directive, and Eclectic.	1	Lecture, PPT,
	Qualities and Professional Ethics of a Counselor	2	Lecture, PPT,ICT
UNIT V	Elements of counseling process-Skills and role of Counselor- counseling Families Concerning Children, Counseling with Parents, Counseling the Delinquent	2	Lecture, PPT
	Marriage Counseling, Premarital Counseling, Counseling the Handicapped, Career Counseling, and Adolescent Counseling.	4	Lecture, PPT
	Qualities and Role of Counselor in developing Good Mental Health	1	Lecture, PPT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	3	3	3.2
CO2	4	4	3	3	3	3	3	3	3	3	3.2
CO3	4	4	3	3	3	3	3	3	3	3	3.2
CO4	4	3	3	3	3	3	3	4	3	3	3.2
CO5	4	3	3	3	3	3	4	3	3	3	3.2
Mean Overall Score 3.2											

Result: The Score for this Course is 3.2 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

**Course Designer:** Dr. A.Durai Kannan, Department of Business Administration.

**Programme : BBA**  
**Semester : III**  
**Sub. Code : VAK2**

**Paper : Value Added Course**  
**Hours : 2 P/W 30 Hrs P/S**  
**Credits : 2**

**TITLE OF THE PAPER: COMPUTERISED ACCOUNTING SYSTEM**

Pedagogy	Hours	Lecture	Peer Teaching	GD / Videos / Tutorial	ICT
	2	1	-	-	1

**PREAMBLE:**To make the students to learn about the application of computers in accounting and to train the students in preparations of final accounts and other financial statements using computerized accounting system.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
<b>UNIT- 1 CO1:</b>	Understand the knowledge of Accounting and Inventory Features of Computerized Accounting System.	I	06
<b>UNIT- 2 CO2:</b>	Acquire the skill of creating Vouchers and Stock Groups in Computerized Accounting System	II	06
<b>UNIT - 3 CO3:</b>	Demonstrate the preparation of Profit and Loss Account & Balance sheet.	III	06
<b>UNIT - 4 CO4:</b>	Demonstrate the preparation of GST invoice and Returns Filing and Generate Reports.	IV	06
<b>UNIT - 5 CO5:</b>	Demonstrate the import & export of data, Backup, Security Configuration and Practical exposure on Computerized Accounting System.	V	06

**SYLLABUS**

**Unit I**

Introduction – Role of Computer in Accounting – Accounting and Inventory features – sales and purchase order processing – To start Tally – menus and options – Accounting with Tally – Pre-define groups of accounts – Golden rules of accounts – Double entry systems – Ledger creation.

**Unit II**

Gateway of Tally – Accounts Information – Primary groups of capital nature – To create groups– types of Budget – types of vouchers – Restart numbering – Gateway of Tally – Inventory Information – single stock group creation – multiple stock group creation – create stock category – costing methods – FIFO – LIFO – create stock items in multiple mode – Trading Business.

**Unit III**

Gateway of Tally – Voucher entry – Types of voucher – Inventory allocations – Purchase and sales order vouchers, entry – Invoice entry – optional and regular vouchers – Balance sheet – Gateway of Tally – Profit and loss Account.

**Unit IV**

Gateway of Tally – Display – Trial Balance – Accounting Books and Statements – Inventory Reports and statements – cash flow / funds flow statement –Introduction to GST-

Setting up Goods and Services Tax (GST) – GST and invoices – SGST, CGST and IGST – creating GST master – updating GST numbers of suppliers – interstate and intrastate purchase entry – Reverse charge mechanism – Returns filing.

#### Unit V

Reconciliation of bank accounts – Stock summary ratio analysis – Import and Export of data – backup and restore of data – security control – user and passwords – types of security – case study for manufacturing Accounts (minimum 3 problems) – case study of trading Business (minimum 3 problems)

#### Text Books:

1. Computer Application in Accounting Software – Dr.P.Kasivairavan.
2. Rakesh Garg and Deepak Kumar Manocha, Computerised Accounting System With Tally.ERP 9, Bharath Publications, 1st edition,

#### Reference Books:

1. Rohit Khar, Computerized Accounting System, Random Publications, 1st edition,
2. Tally software Package – Manual.
3. Computer Applications in Business – Mohankumar K & Rajkumar S – Vijay Nicole Imprints (P) Ltd

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Introduction – Role of Computer in Accounting – Accounting and Inventory features – sales and purchase order processing	02	Lecture
	To start Tally – menus and options – Accounting with Tally – Pre-define groups of accounts – Golden rules of accounts – Double entry systems – Ledger creation.	04	Lecture and ICT
UNIT II	Gateway of Tally – Accounts Information – Primary groups of capital nature – To create groups u – types of vouchers – Restart numbering	03	Lecture and ICT
	Gateway of Tally – Inventory Information – single stock group creation – multiple stock group creation – create stock category – costing methods – FIFO – LIFO – create stock items in multiple mode – Trading Business.	03	Lecture and ICT
UNIT III	Gateway of Tally – Voucher entry – Types of voucher – Inventory allocations – Purchase and sales order vouchers, entry – Invoice entry – optional and regular	03	Lecture and ICT

	vouchers.		
	Balance sheet – Gateway of Tally – Profit and loss Account	03	Lecture and ICT
UNIT IV	Gateway of Tally – Display – Trial Balance – Accounting Books and Statements – Inventory Reports and statements – cash flow / funds flow statement.	02	Lecture and ICT
	Introduction to GST- Setting up Goods and Services Tax (GST) – GST and invoices – SGST, CGST and IGST – creating GST master – updating GST numbers of suppliers – interstate and intrastate purchase entry – Reverse charge mechanism – Returns filing .	04	Lecture and ICT
UNIT V	Reconciliation of bank accounts and other Miscellaneous option – Stock summary ratio analysis – Import and Export of data – backup and restore of data	02	Lecture and ICT
	security control – user and passwords – types of security – case study for manufacturing Accounts (minimum 3 problems) – case study of trading Business (minimum 3 problems)	04	Lecture and ICT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	4	3	3	4	3	4	4	3.6
CO2	3	3	3	4	4	4	4	4	3	3	3.5
CO3	4	4	3	3	4	3	3	3	4	4	3.5
CO4	4	4	4	4	3	4	4	3	4	4	3.8
CO5	4	3	4	4	3	4	4	4	4	4	3.8
Mean Overall Score											3.64

Result: The Score for this Course is 3.64 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

<b>BLOOM'S TAXANOMY</b>	<b>INTERNAL</b>	<b>EXTERNAL</b>
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLICATION	20%	20%

**Course Designer:** Dr. A.Durai Kannan, Department of Business Administration

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