

MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE

(An Autonomous College)

Affiliated to Periyar University, Salem | Accredited by NAAC with 'A' Grade

Recognized by UGC under Section 2(f) & 12 (B)



ESTD-1994

**MUTHAYAMMAL
COLLEGE OF ARTS
AND SCIENCE**
(Autonomous)

A UNIT OF VANETRA GROUP

| Learn.
| Lead

www.muthayammal.in

DEGREE OF BACHELOR OF ARTS

Learning Outcomes – Based Curriculum Framework
– Choice Based Credit System

Syllabus for BBA (Semester Pattern)

(For Candidates admitted from the academic year
2021 – 2022 and onwards)

VISION:

To redefine the scope of higher education by infusing into each of our pursuits, initiatives that will encourage intellectual, emotional, social and spiritual growth, thereby nurturing a generation of committed, Knowledgeable and socially responsible citizens.

MISSION:

- *To Ensure State of the world learning experience
- * To espouse value based Education
- *To empower rural education
- *To instill the sprite of entrepreneurship and enterprise
- *To create a resource pool of socially responsible world citizens.

MOTO

Learn Lead

QUALITY POLICY

To seek-To strive -To achieve greater highest in Arts and Science, Engineering, Technological and Management Education without compromising on the quality of Education.

VISION / MISSION OF THE DEPARTMENT

VISION

“To strengthen students knowledge towards administrative, managerial and skill based progress among the competitive world to make them employable”

MISSION

“To enrich the employability skills among pupils”

PROGRAMME EDUCATIONAL OBJECTIVES (PEO):

PEO1: Graduates will be able to promote learning environment to meet the industry expectation.

PEO2: Graduates will be incorporated the critical thinking with good Communication and Leadership skills to become a self-employed.

PEO3: Graduates will be uphold the human values and environmental sustenance for the betterment of the society.

GRADUATE ATTRIBUTES

The Graduate attributes of BBA are

GA 1 Analytical Reasoning

GA 2 Critical Thinking

GA 3 Problem Solving Skills

GA 4 Communication Skills

GA 5 Leadership Quality

GA 6 Team work

GA 7 Lifelong Learning

PROGRAMME OUTCOMES (POs):

PO1: Graduates will acquire dynamic skills through proper perception of the course objectives that leads to scientific and analytical comprehension of the concepts;

PO2: Graduates will focus on sustainable goals that might bring about spherical developments

PO3: Graduates will infuse a spirit converging on bricking a team work, interpersonal and administrative skills to think critically and execute effectively

PO4: Graduates will apply reasoning appropriately to scale the humps in learning and solute them to the core.

PO5: Graduates will engage the skills obtained in independent and collaborative learning as a perennial process.

S.No.	Study Components	Part	Sem I		Sem II		Sem III		Sem IV		Sem V		Sem VI		No. of Paper	Total Credit
			No. of Paper	Credit	No. of Paper	Credit	No. of Paper	Credit	No. of Paper	Credit	No. of Paper	Credit	No. of Paper	Credit		
1	LANGUAGE - I	I	1	3	1	3									2	6
2	LANGUAGE - II	II	1	3	1	3									2	6
3	DISCIPLINE SPECIFIC COURSE(DSC)-THEORY	III	2	8	2	8	4	15	4	16	3	12	3	12	18	71
4	DSC - PRACTICAL	III									1	2			1	2
5	GENERIC ELECTIVE COURSES(GEC)- THEORY	III	1	3	1	3	1	3	1	3					4	12
6	GEC PRACTICAL	III													0	0
7	DISCIPLINE SPECIFIC ELECTIVE COURSES(DSE)	III									2	6	2	6	4	12
8	PROJECT WORK	III					1	2					1	4	2	6
9	INTERNSHIP	III							1	2					1	2
10	ONLINE - COMPETITIVE EXAMINATION	III											1	2	1	2
11	SKILL ENHANCEMENT COURSES(SEC)-SBEC	IV					1	2	1	2	1	2	1	2	4	8
12	NON MAJOR ELECTIVE COURSES(NMEC)	IV					1	2	1	2					2	4
13	PROFESSIONAL ENGLISH	IV	1	2	1	2									2	4
14	ABILITY ENHANCEMENT COMPULSORY COURSES(AECC)-EVS	IV			1	2									1	2
15	ABILITY ENHANCEMENT COMPULSORY COURSES(AECC)- VALUE EDUCATION - YOGA	IV	1	2											1	2
16	EXTENSION ACTIVITY	V											1	1	1	1
Cumulative Credits			7	21	7	21	8	24	8	25	7	22	9	27	46	140

Total No. of Subjects	46
Marks	4000

PART	No. of Credit
PART - I	6
PART - II	6
PART - III	107
PART - IV	20
PART - V	1
Grand Total	140

Extra Credit	2
Grand Total	142



**MUTHAYAMMAL
COLLEGE OF ARTS
& SCIENCE**
Autonomous
Rasipuram - 637 408

MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE(Autonomous) - Rasipuram - 637 408

Scheme of Examinations - CBCS Pattern

(for the Students Admitted Academic Year:2021-2022 Onwards)

Programme Name: BBA


Programme Name: BBA											
S.No.	PART	STUDY COMPONENTS	SUBJECT_CODE	TITLE OF THE SUBJECT	Hrs.		CREDIT	MARKS			
					Lect	Lab.		CIA	EA	TOTAL	
SEMESTER - I											
1	I	LANGUAGE - I	21M1UFTA01	TAMIL - I	5		3	25	75	100	
2	II	LANGUAGE - II	21M1UCEN01	COMMUNICATIVE ENGLISH - I	5		3	25	75	100	
3	III	DSC THEORY - I	21M1UBAC01	PRINCIPLES OF MANAGEMENT	5		4	25	75	100	
4	III	DSC THEORY - II	21M1UBAC02	BUSINESS COMMUNICATION	5		4	25	75	100	
5	III	GEC THEORY-I	21M1USTA01	BUSINESS MATHEMATICS AND STATISTICS - I	5		3	25	75	100	
6	IV	AECC - VALUE EDUCATION	21M1UVED01	YOGA	1		2	100	-	-	
7	IV	PROFESSIONAL ENGLISH - I	21M1UPEC01	PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT - I	4		2	25	75	100	
				TOTAL	30	0	21	250	450	600	
SEMESTER - II											
1	I	LANGUAGE - I	21M2UFTA02	TAMIL - II	5		3	25	75	100	
2	II	LANGUAGE - II	21M2UCEN02	COMMUNICATIVE ENGLISH - II	5		3	25	75	100	
3	III	DSC THEORY - III	21M2UBAC03	ORGANIZATIONAL BEHAVIOUR	5		4	25	75	100	
4	III	DSC THEORY - IV	21M2UBAC04	FINANCIAL ACCOUNTING	5		4	25	75	100	
5	III	GEC THEORY- II	21M2USTA02	BUSINESS MATHEMATICS AND STATISTICS - II	5		3	25	75	100	
6	IV	AECC - ENVIRONMENTAL STUDIES	21M2UEVS01	ENVIRONMENTAL STUDIES	1		2	100	-	-	
7	IV	PROFESSIONAL ENGLISH - I	21M2UPEC02	PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT - II	4		2	25	75	100	
				TOTAL	30	0	21	250	450	600	

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S.No.	PART	STUDY COMPONENTS	SUBJECT_CODE	TITLE OF THE SUBJECT	Hrs.		CREDIT	MARKS		
					Lect	Lab.		CIA	EA	TOTAL
SEMESTER - III										
1	III	DSC THEORY - V	21M3UBAC05	FINANCIAL MANAGEMENT	5		4	25	75	100
2	III	DSC THEORY - VI	21M3UBAC06	HUMAN RESOURCE MANAGEMENT	5		4	25	75	100
3	III	DSC THEORY - VII	21M3UBAC07	BUSINESS LAW	5		4	25	75	100
4	III	DSC THEORY - VIII	21M3UBAC08	OFFICE MANAGEMENT	5		3	25	75	100
5	III	MINI PROJECT - I	21M3UBAPR1	CAMPUS TO CORPORATE	2		2	100	-	-
6	III	GEC THEORY- III	21M3UBAA01	Added: BUSINESS ECONOMICS	4		3	25	75	100
7	IV	SEC - I	21M3UBAS01	LIFE SKILL MANAGEMENT	2		2	25	75	100
8	IV	NMEC - I		(CHOOSE FROM OTHER DEPARTMENT)	2		2	25	75	100
				TOTAL	30	0	24	275	525	700
SEMESTER - IV										
1	III	DSC THEORY - IX	21M4UBAC09	MARKETING MANAGEMENT	5		4	25	75	100
2	III	DSC THEORY - X	21M4UBAC10	MANAGEMENT ACCOUNTING	5		4	25	75	100
3	III	DSC THEORY - XI	21M4UBAC11	PRODUCTION AND MATERIALS MANAGEMENT	5		4	25	75	100
4	III	DSC THEORY - XII	21M4UBAC12	ENTREPRENEURSHIP DEVELOPMENT	5		4	25	75	100
5	III	Mini Project - II	21M4UBAPR2	IN PLANT TRAINING REPORT	2		2	100	-	-
6	III	GEC THEORY- IV	21M4UBAA02	Added: INDIAN ECONOMY	4		3	25	75	100
7	IV	SEC - II	21M4UBAS02	PRINCIPLES OF INSURANCE	2		2	25	75	100
8	IV	NMEC - II		(CHOOSE FROM OTHER DEPARTMENT)	2		2	25	75	100
				TOTAL	30	0	25	275	525	700


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S.No.	PART	STUDY COMPONENTS	SUBJECT_CODE	TITLE OF THE SUBJECT	Hrs.		CREDIT	MARKS		
					Lect	Lab.		CIA	EA	TOTAL
SEMESTER - V										
1	III	DSC THEORY - XIII	21M5UBAC13	COST ACCOUNTING	5		4	25	75	100
2	III	DSC THEORY - XIV	21M5UBAC14	RESEARCH METHODOLOGY	5		4	25	75	100
3	III	DSC THEORY - XV	21M5UBAC15	COMPUTER APPLICATION IN BUSINESS	5		4	25	75	100
4	III	PRACTICAL	21M5UBAP01	COMPUTER APPLICATION IN BUSINESS - PRACTICAL		3	2	40	60	100
5	III	DSE - I		ELECTIVE - I	5		3	25	75	100
6	III	DSE - II		ELECTIVE - II	5		3	25	75	100
7	IV	SEC - III	21M5UBAS03	PRACTICE OF PUBLIC RELATION	2		2	25	75	100
				TOTAL	27	3	22	190	510	700
SEMESTER - VI										
1	III	DSC THEORY - XVI	21M6UBAC16	FINANCIAL INSTITUTIONS AND SERVICES	5		4	25	75	100
2	III	DSC THEORY - XVII	21M6UBAC17	INTERNATIONAL BUSINESS	5		4	25	75	100
3	III	DSC THEORY - XVIII	21M6UBAC18	MANAGEMENT INFORMATION SYSTEM	5		4	25	75	100
4	III	DSE - III		ELECTIVE - III	5		3	25	75	100
5	III	DSE - IV		ELECTIVE - IV	4		3	25	75	100
6	IV	SEC - IV	21M6UBAS04	PERSONALITY DEVELOPMENT	2		2	25	75	100
7	III	PROJECT	21M6UBAPR3	PROJECT WORK	3		4	40	60	100
8	V	EXTENSION	21M6UEXA01	EXTENSION ACTIVITIES	0		1			
9	III	ONLINE	21M6UBAEC1	ONLINE - COMPETITIVE EXAMINATION			2	100		
				TOTAL	30	0	27	390	510	700


OVERALL TOTAL		177	3	140	1630	2970	4000
Extra	21M6UBAEC1	MOOC Courses offered in SWAYAM / NPTEL	-	-	2	-	-

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Programme Name: BBA										
S.No.	PART	STUDY COMPONENTS	COURSE CODE	TITLE OF THE COURSE	Hrs.		CREDIT	MARKS		
					Lect	Lab.		CIA	ESE	TOTAL
SEMESTER - I										
1	I	LANGUAGE - I	21M1UFTA01	TAMIL - I	5		3	25	75	100
2	II	LANGUAGE - II	21M1UCEN01	COMMUNICATIVE ENGLISH - I	5		3	25	75	100
3	III	DSC THEORY - I	21M1UBAC01	PRINCIPLES OF MANAGEMENT	5		4	25	75	100
4	III	DSC THEORY - II	21M1UBAC02	BUSINESS COMMUNICATION	5		4	25	75	100
5	III	GEC THEORY- I	21M1USTA01	BUSINESS MATHEMATICS AND STATISTICS - I	5		3	25	75	100
6	IV	AECC - VALUE EDUCATION	21M1UVED01	YOGA	1		2	100	-	100
7	IV	PROFESSIONAL ENGLISH - I	21M1UPEC01	PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT - I	4		2	25	75	100
				TOTAL	30	0	21	250	450	700
SEMESTER - II										
1	I	LANGUAGE - I	21M2UFTA02	TAMIL - II	5		3	25	75	100
2	II	LANGUAGE - II	21M2UCEN02	COMMUNICATIVE ENGLISH - II	5		3	25	75	100
3	III	DSC THEORY - III	21M2UBAC03	ORGANIZATIONAL BEHAVIOUR	5		4	25	75	100
4	III	DSC THEORY - IV	21M2UBAC04	FINANCIAL ACCOUNTING	5		4	25	75	100
5	III	GEC THEORY- II	21M2USTA02	BUSINESS MATHEMATICS AND STATISTICS - II	5		3	25	75	100
6	IV	AECC - ENVIRONMENTAL STUDIES	21M2UEVS01	ENVIRONMENTAL STUDIES	1		2	100	-	100
7	IV	PROFESSIONAL ENGLISH - II	21M2UPEC02	PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT - II	4		2	25	75	100
				TOTAL	30	0	21	250	450	700
SEMESTER - III										
1	III	DSC THEORY - V	21M3UBAC05	FINANCIAL MANAGEMENT	5		4	25	75	100
2	III	DSC THEORY - VI	21M3UBAC06	HUMAN RESOURCE MANAGEMENT	5		4	25	75	100
3	III	DSC THEORY - VII	21M3UBAC07	BUSINESS LAW	5		4	25	75	100
4	III	DSC THEORY - VIII	21M3UBAC08	OFFICE MANAGEMENT	5		3	25	75	100
5	III	MINI PROJECT - I	21M3UBAPR1	CAMPUS TO CORPORATE	2		2	100	-	100
6	III	GEC THEORY- III	21M3UBAA01	BUSINESS ECONOMICS	4		3	25	75	100
7	IV	SEC - I	21M3UBAS01	LIFE SKILL MANAGEMENT	2		2	25	75	100
8	IV	NMEC - I		NMEC	2		2	25	75	100
				TOTAL	30	0	24	275	525	800


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S.No.	PART	STUDY COMPONENTS	COURSE CODE	TITLE OF THE COURSE	Hrs.		CREDIT	MARKS		
					Lect	Lab.		CIA	ESE	TOTAL
SEMESTER - IV										
1	III	DSC THEORY - IX	21M4UBAC09	MARKETING MANAGEMENT	5		4	25	75	100
2	III	DSC THEORY - X	21M4UBAC10	MANAGEMENT ACCOUNTING	5		4	25	75	100
3	III	DSC THEORY - XI	21M4UBAC11	PRODUCTION AND MATERIALS MANAGEMENT	5		4	25	75	100
4	III	DSC THEORY - XII	21M4UBAC12	ENTREPRENEURSHIP DEVELOPMENT	5		4	25	75	100
5	III	Mini Project - II	21M4UBAPR2	IN PLANT TRAINING REPORT	2		2	100	-	100
6	III	GEC THEORY- IV	21M4UBAA02	INDIAN ECONOMY	4		3	25	75	100
7	IV	SEC - II	21M4UBAS02	PRINCIPLES OF INSURANCE	2		2	25	75	100
8	IV	NMEC - II		NMEC	2		2	25	75	100
				TOTAL	30	0	25	275	525	800
SEMESTER - V										
1	III	DSC THEORY - XIII	22M5UBAC13	STRATEGIC MANAGEMENT	5		4	25	75	100
2	III	DSC THEORY - XIV	22M5UBAC14	RESEARCH METHODOLOGY	6		4	25	75	100
3	III	DSC THEORY - XV	22M5UBAC15	COMPUTER APPLICATION IN BUSINESS	4		4	25	75	100
4	III	PRACTICAL	21M5UBAP01	COMPUTER APPLICATION IN BUSINESS		3	2	40	60	100
5	III	DSE - I		ELECTIVE - I	5		3	25	75	100
6	III	DSE - II		ELECTIVE - II	5		3	25	75	100
7	IV	SEC - III	21M5UBAS03	INTELLECTUAL PROPERTY RIGHTS	2		2	25	75	100
				TOTAL	27	3	22	190	510	700
SEMESTER - VI										
1	III	DSC THEORY - XVI	22M6UBAC16	FINANCIAL MARKETS AND SERVICES	5		4	25	75	100
2	III	DSC THEORY - XVII	21M6UBAC17	INTERNATIONAL BUSINESS	5		4	25	75	100
3	III	DSC THEORY - XVIII	21M6UBAC18	MANAGEMENT INFORMATION SYSTEM	5		4	25	75	100
4	III	DSE - III		ELECTIVE - III	5		3	25	75	100
5	III	DSE - IV		ELECTIVE - IV	5		3	25	75	100
6	IV	SEC - IV	21M6UBAS04	PERSONALITY DEVELOPMENT	2		2	25	75	100
7	III	PROJECT	21M6UBAPR3	PROJECT WORK	3		4	40	60	100
8	V	EXTENSION	21M6UEXA01	EXTENSION ACTIVITIES	-		1			
9	IV	Professional Competency Skill	21M6UBACE1	BBA FOR COMPETITIVE EXAMINATION	-		2	100		
10	VI	Add On Course		NAAN MUDHALVAN SCHEME	-					
				TOTAL	30	0	27	290	510	700
OVERALL TOTAL					177	3	140	1530	2970	4400

Extra	21M6UBAVA1	MOOC Courses offered in SWAYAM / NPTEL	-	-	2	-	-	-
Extra	21M6UBAVA2	Certificate in Business Skills	-	-	2	-	-	-

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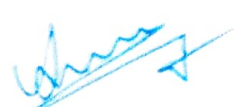



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Scheme of Examinations - CBCS Pattern
(for the Students Admitted Academic Year: 2021-2022 (II year 2023) Onwards)
Programme Name: BBA

Programme Name: BBA										
S.No.	PART	STUDY COMPONENTS	COURSE CODE	TITLE OF THE COURSE	Hrs.		CREDI T	MARKS		
					Lect	Lab.		CIA	ESE	TOTAL
SEMESTER - I										
1	I	LANGUAGE - I	21M1UFTA01	TAMIL - I	5		3	25	75	100
2	II	LANGUAGE - II	21M1UCEN01	COMMUNICATIVE ENGLISH - I	5		3	25	75	100
3	III	DSC THEORY - I	21M1UBAC01	PRINCIPLES OF MANAGEMENT	5		4	25	75	100
4	III	DSC THEORY - II	21M1UBAC02	BUSINESS COMMUNICATION	5		4	25	75	100
5	III	GEC THEORY - I	21M1USTA01	BUSINESS MATHEMATICS AND STATISTICS - I	5		3	25	75	100
6	IV	AECC - VALUE EDUCATION	21M1UVED01	YOGA	1		2	100	-	100
7	IV	PROFESSIONAL ENGLISH - I	21M1UPEC01	PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT - I	4		2	25	75	100
				TOTAL	30	0	21	250	450	700
SEMESTER - II										
1	I	LANGUAGE - I	21M2UFTA02	TAMIL - II	5		3	25	75	100
2	II	LANGUAGE - II	21M2UCEN02	COMMUNICATIVE ENGLISH - II	5		3	25	75	100
3	III	DSC THEORY - III	21M2UBAC03	ORGANIZATIONAL BEHAVIOUR	5		4	25	75	100
4	III	DSC THEORY - IV	21M2UBAC04	FINANCIAL ACCOUNTING	5		4	25	75	100
5	III	GEC THEORY - II	21M2USTA02	BUSINESS MATHEMATICS AND STATISTICS - II	5		3	25	75	100
6	IV	AECC - ENVIRONMENTAL STUDIES	21M2UEVS01	ENVIRONMENTAL STUDIES	1		2	100	-	100
7	IV	PROFESSIONAL ENGLISH - II	21M2UPEC02	PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT - II	4		2	25	75	100
				TOTAL	30	0	21	250	450	700
SEMESTER - III										
1	I	LANGUAGE - I	21M3UFTA03	TAMIL - III	6		3	25	75	100
2	III	DSC THEORY - V	21M3UBAC05	FINANCIAL MANAGEMENT	5		4	25	75	100
3	III	DSC THEORY - VI	21M3UBAC06	HUMAN RESOURCE MANAGEMENT	4		4	25	75	100
4	III	DSC THEORY - VII	21M3UBAC07	BUSINESS LAW	5		4	25	75	100
5	III	MINI PROJECT - I	21M3UBAPR1	CAMPUS TO CORPORATE	2		2	100	-	100
6	III	GEC THEORY - III	21M3UBAA01	BUSINESS ECONOMICS	4		3	25	75	100
7	IV	SEC - I	21M3UBAS01	LIFE SKILL MANAGEMENT	2		2	25	75	100
8	IV	NMBC - I	21M3UBAN01	PRINCIPLES OF MANAGEMENT	2		2	25	75	100
				TOTAL	30	0	24	275	525	800



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SEMESTER - IV										
1	I	LANGUAGE - I	21M4UFTA04	TAMIL - IV	6		3	25	75	100
2	III	DSC THEORY - VIII	21M4UBAC09	MARKETING MANAGEMENT	5		5	25	75	100
3	III	DSC THEORY - IX	21M4UBAC10	MANAGEMENT ACCOUNTING	5		4	25	75	100
4	III	DSC THEORY - X	21M4UBAC11	PRODUCTION AND MATERIALS MANAGEMENT	4		4	25	75	100
5	III	Mini Project - II	21M4UBAPR2	IN PLANT TRAINING REPORT	2		2	100		100
6	III	GEC THEORY- IV	21M4UBAA02	INDIAN ECONOMY	4		3	25	75	100
7	IV	SEC - II	21M4UBAS02	PRINCIPLES OF INSURANCE	2		2	25	75	100
8	IV	NMEC - II	21M4UBAN02		2		2	25	75	100
9	VI	Add On Course		NAAN MUDHALVAN SCHEME	-					
TOTAL					30	0	25	275	525	800
SEMESTER - V										
1	III	DSC THEORY - XIII	21M5UBAC13	STRATEGIC MANAGEMENT	5		4	25	75	100
2	III	DSC THEORY - XIV	21M5UBAC14	RESEARCH METHODOLOGY	6		4	25	75	100
3	III	DSC THEORY - XV	21M5UBAC15	COMPUTER APPLICATION IN BUSINESS	4		4	25	75	100
4	III	PRACTICAL	21M5UBAP01	COMPUTER APPLICATION IN BUSINESS		3	2	40	60	100
5	III	DSE - I		ELECTIVE - I	5		3	25	75	100
6	III	DSE - II		ELECTIVE - II	5		3	25	75	100
7	IV	SEC - III	21M5UBAS03	INTELLECTUAL PROPERTY RIGHTS	2		2	25	75	100
TOTAL					27	3	22	190	510	700
SEMESTER - VI										
1	III	DSC THEORY - XVI	21M6UBAC16	FINANCIAL MARKETS AND SERVICES	5		4	25	75	100
2	III	DSC THEORY - XVII	21M6UBAC17	INTERNATIONAL BUSINESS	5		4	25	75	100
3	III	DSC THEORY - XVIII	22M6UBAC19	ENTREPRENEURSHIP DEVELOPMENT	5		4	25	75	100
4	III	DSE - III		ELECTIVE - III	5		3	25	75	100
5	III	DSE - IV		ELECTIVE - IV	5		3	25	75	100
6	IV	SEC - IV	21M6UBAS04	PERSONALITY DEVELOPMENT	2		2	25	75	100
7	III	PROJECT	21M6UBAPR3	PROJECT WORK	3		4	40	60	100
8	V	EXTENSION	21M6UEXA01	EXTENSION ACTIVITIES	-		1			
9	III	Professional Competency Skill	21M6UBACE1	BBA FOR COMPETITIVE EXAMINATION	-		2	100		
10	VI	Add On Course		NAAN MUDHALVAN SCHEME	-					
TOTAL					30	0	27	290	510	700
OVERALL TOTAL					177	3	140	1530	2970	4400
1	VI	EXTRA CREDIT COURSE	21M6UBAEC1	MOOC Courses offered in SWAYAM / NPTEL	-	-	2	-	-	-
2	VI	VALUE ADDED COURSE	21M6UBAVA2	Certificate in Business Skills	-	-	2	-	-	-


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PRINCIPAL
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 (AUTONOMOUS)
 Rasipuram - 637 409, Namakkal Dt
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BBA Syllabus LOCF-CBCS with effect from 2021 - 2022 Onwards

ELECTIVE COURSE DETAILS

S.No.	PART	STUDY COMPONENT S	COURSE CODE	TITLE OF THE COURSE	Hrs.		CREDIT	MARKS		
					Lect	Lab.		CIA	ESE	TOTAL
1	III	DSE - I	21M5UBAE01	COST ACCOUNTING	5		3	25	75	100
			21M5UBAE02	TOTAL QUALITY MANAGEMENT						
			21M5UBAE03	E-BUSINESS						
2	III	DSE - II	21M5UBAE04	INDUSTRIAL RELATION	5		3	25	75	100
			21M5UBAE05	STRESS MANAGEMENT						
			21M5UBAE06	DIGITAL MARKETING						
3	III	DSE - III	21M6UBAE07	BUSINESS ETHICS & CSR	5		3	25	75	100
			21M6UBAE08	INVESTMENT MANAGEMENT						
			21M6UBAE09	ADVERTISING MANAGEMENT AND SALES PROMOTION						
4	III	DSE - IV	21M6UBAE10	DATA BASE MANAGEMENT SYSTEM	5		3	25	75	100
			21M6UBAE11	SERVICE MARKETING						
			21M6UBAE12	LOGISTICS & SUPPLY CHAIN MANAGEMENT						


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Nonmajor Elective Course Details
SYLLABUS - CBCS PATTERN
EFFECTIVE FROM THE ACADEMIC YEAR 2021-2022 Onwards

S.No.	COURSE_CODE	TITLE OF THE SUBJECT
1	21M3UBAN01	PRINCIPLES OF MANAGEMENT
2	21M4UBAN02	HUMAN RESOURCE MANAGEMENT
3	21M3UBAN03	ENTREPRENEURSHIP DEVELOPMENT
4	21M4UBAN04	PRINCIPLES OF MARKETING



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Amendment for 2021-22 and 2022-23 Batch

BOS Meeting held on 18.05.2023 at 'B' Block Mini Conference hall in Muthayammal College of Arts and Science(AUTONOMOUS), Rasipuram.

- I. The Board resolved and approved the scheme of examination, syllabi, and regulations for the students admitted in the BBA program from the academic year 2023 - 2024 onwards as per TANSHE Guidelines.
- II. As per the Government norms, the Board unanimously approved to add Tamil – III and Office Management paper has been eliminated in the Third Semester who have admitted in 2022-23 Batch.
- III. Based on the Government norms, Tamil - IV has been added and Entrepreneurial Development paper has been removed and credit has been changed to 5 from 4 in the Marketing Management paper in the Fourth Semester for the candidates who have admitted in 2022-23.
- IV. The Board was decided to remove Management Information System, and added Entrepreneurship Development Paper in the sixth semester who have admitted from 2022 – 2023 onwards.
- V. Core paper of Cost Accounting is shifted to Elective Course and “Strategic Management” is altered to core paper.
- VI. The Board was decided to add one hour for Research Methodology as a core paper to 6 hours from 5 hours and Computer Applications in Business – Theory Paper hour has been reduced from 5 to 4 hours for the students who have admitted from 2021 – 2022 onwards.
- VII. As per the Board suggestion, we have modified and restructured the entire elective paper and 5 hours and 3 credits allotted for the students who have admitted from 2021 – 2022 onwards.
- VIII. The Board was decided to add skill enhancement course as “Intellectual Property Rights” and removed “Practice of Public Relation” in the fifth semester who have admitted from 2021 – 2022 onwards.

- IX. As per the suggestions received from the BOS members, in the 6th Semester Online Paper of “BBA for Competitive Examination” has been allotted and 1 hour given but it has been changed as a Self Study Paper with same credit awarded and no hour allotted and those paper 1 hour transferred to Elective - IV Paper.
- X. To enhance the professional acumen of our students, we have decided to offer “Business Skills” as a Value Added Course for immense benefit of the students’ community.

PAPERS ADDED AND REMOVED FOR 2021-2022 BATCH

S.No.	Semester	PART	STUDY COMPONENTS	COURSE CODE	TITLE OF THE COURSE	Hrs	Cr	CIA	ESE	TOTAL	Remarks
1	V	III	DSC THEORY - XIII	21M5UBAC13	STRATEGIC MANAGEMENT	5	4	25	75	100	Revised
2	V	III	DSC THEORY - XIV	21M5UBAC14	RESEARCH METHODOLOGY	6	4	25	75	100	Revised
3	V	III	DSC THEORY - XV	21M5UBAC15	COMPUTER APPLICATION IN BUSINESS	4	4	25	75	100	Revised
4	V	III	DSE - I	21M5UBAE01	COST ACCOUNTING	5	3	25	75	100	Revised
5	V	IV	SEC - III	21M5UBAS03	INTELLECTUAL PROPERTY RIGHTS	2	2	25	75	100	Revised

PAPERS ADDED AND REMOVED FOR 2022-2023 BATCH

S.No.	Semester	PART	STUDY COMPONENTS	COURSE CODE	TITLE OF THE COURSE	Hrs	Cr	CIA	ESE	TOTAL	Remarks
1	III	I	LANGUAGE - I	22M3UFTA03	TAMIL - III	5	3	25	75	100	Added
2	IV	I	LANGUAGE - I	22M4UFTA04	TAMIL - IV	5	3	25	75	100	Added
3	IV	III	DSC THEORY - IX	21M4UBAC09	MARKETING MANAGEMENT	5	5	25	75	100	Revised
4	VI	III	DSC THEORY - XVIII	21M6UBAC19	ENTREPRENEURSHIP DEVELOPMENT	5	4	25	75	100	Revised
5	III	III	DSC THEORY - VIII	21M3UBAC08	OFFICE MANAGEMENT	5	3	25	75	100	Removed
8	V	III	DSC THEORY - XVIII	21M6UBAC18	MANAGEMENT INFORMATION SYSTEM	5	4	25	75	100	Removed

Board Chairman Signature

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Principal Signature
PRINCIPAL

**MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE
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NAMAKKAL DISTRICT.**

UG-REGULATION

1. Internal Examination Marks- Theory

Components	Marks
CIA I&II	15
Attendance	5
Assignment	5
Total	25

Attendance Percentage	Marks
96 %to 100%	5
91%to 95%	4
86%to 90%	3
81%to 85%	2
75%to 80%	1
Below 75%	0

2. QUESTION PAPER PATTERN FOR CIA I, II AND ESE (3 HOURS) MAXIMUM: 75 Marks

SECTION-A (10 Marks) (Objective Type)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(10 x 1 = 10 marks)

SECTION-B (10 Marks) (Short Answer)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 2 = 10 marks)

SECTION-C (25 Marks) (Either or Type)

Answer any FIVE Questions

ALL Questions Carry EQUAL Marks

Either or Type. (5 x 5 = 25 marks)

SECTION-D (30 Marks) (Analytical Type)

Answer any THREE Questions out of FIVE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30 marks)

(Syllabus for CIA-I 2.5 Unit , Syllabus for CIA-II All 5 Unit)

2a) Components for Practical CIA.

Components	Marks
CIA - I	15
CIA - II	15
Observation Note	5
Attendance	5
Total	40

2.b) Components for Practical ESE.

Components	Marks
Completion of Experiments	50
Record	5
Viva	5
Total	60

3. Guidelines for Value Education Yoga and Environmental Studies (Part IV)

- The Course Value Education Yoga is to be treated as 100% CIA course which is offered in I Semester for I year UG students.
- The Course Environmental Studies is to be treated as 100% CIA course which is offered in II Semester for I year UG students.
- Total Marks for the Course = 100

Components	Marks
Two Tests (2 x 30)	60
Field visit and report (10+10)	20
Two assignments (2 x 10)	20
Total	100

The passing minimum for this course is 40%

- In case, the candidate fails to secure 40% passing minimum, he/she may have to reappear for the same in the subsequent odd/even semesters.

4. Guidelines for Extension Activity (Part V)

- At least two activities should be conducted within semester consisting of two days each.
- The activities may be Educating Rural Children, Unemployed Graduates, Self Help Groups etc.

The marks may be awarded as follows

No of Activities	Marks
2 x 50 (Each Activity for two days)	100

5. Internship/Industrial Training, Mini Project and Major Project Work

Internship/Industrial Training		Mini Project	Major Project Work	
Components	Marks	Marks	Components	Marks
CIA ^{*2}			CIA	
Work Diary	25	-	a) Attendance 10 Marks	40
Report	50	50	b) Review 30 Marks	
Viva-voce Examination	25	50	/Work Diary ^{*1}	
Total	100	100	ESE ^{*2}	
			a) Final Report 40 Marks	60
			b) Viva-voce 20 Marks	
			Total	100

^{*1} Review is for Individual Project and Work Diary is for Group Projects (Group consisting of minimum 3 and maximum 5)

^{*2} Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

6. Guidelines for Competitive Exams- Online Mode (Part III)- Online Exam 3 hours

Components	Marks
100 Objective Type Questions 100*1=100 Marks	100

Objective type Questions from Question Bank.

- The passing minimum for this paper is 40%
- In case, the candidate fails to secure 40% passing minimum, he/she may have to reappear for the same in the subsequent semesters.

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21MIUBAC01	PRINCIPLES OF MANAGEMENT	CORE THEORY - I	I	5	5			4
Objective	To impart the basic knowledge pertaining to functions on Management and Planning skills to students to formulate long-term and short term objectives of the organisation through tools and processes.							
Unit	Course Content						Knowledge Levels	Sessions
I	Management - Meaning and Definition, Importance, Nature, Scope and Functions - Evolution of Management Thoughts - Contributions of Peter F.Drucker - F.W. Taylor - Henry Fayol - Elton Mayo Marry Parker Follett						K1-K2	12
II	Planning - Meaning, Features, Types, Steps, Merits and Limitations. Management by Objectives (MBO) – Meaning, Process, Merits and Limitations. Decision Making - Definition, Types of decision, Process of decision making.						K1-K2	12
III	Organisation - Meaning, Need, Process, Structure and Types. Span of Management - Meaning and Factors. Departmentation - Meaning, Need, Types. Delegation - Meaning, Types, Principles and Process. Centralisation - Meaning, Advantages and Disadvantages. Decentralisation - Meaning, Advantages and Disadvantages. Staffing - Meaning, Features, Function and Importance of Staffing.						K3	12
IV	Directing - Meaning, Features, Principles. Leadership - Meaning, Features, Importance, Styles of Leadership and Qualities of good leader. Motivation - Meaning, importance, Theories of motivation [Maslow's Need hierarchy theory, Herzberg's two factor theory] . Supervision - Meaning, Function, Fundamentals of effective Supervision and Qualities of a good Supervisor.						K3	12
V	Coordination - Meaning, Features, importance, Principles, types of coordination. Controlling - Meaning, Features, Elements, Steps in control process and control techniques.						K2, K3	12
Course Outcome	CO1:Understand the concept of Management, its levels and functions.						K2	
	CO2:Determine the managerial roles and skills, with special attention to managerial responsibility for effective and efficient achievement of goals.						K3	
	CO3:Understand the planning process, its types and various decision making models.						K2	
	CO4: Describe the nature of organization structure,and its different types explaining Span of Control.						K2	
	CO5: Understand directing principles, its components and apply the control methods.						K3	
Learning Resources								
Text Books	1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.							
Reference Books	1. L.M. Prasad, Principles of Management, Sultan Chand & Sons. 2.Dingar Pagare, Business Management, Sultan Chand & Sons 3. Tripathi P.C. & P.N. Reddy, Principal of Management, TMH 4. Bhusan Y.K. Business Organization and Management, McGraw Hill							
Website Link	1. https://youtu.be/tUrjAn24ZiA 2. https://youtu.be/K57rvR2nGu0 3. https://youtu.be/LCAAivdxVTU 4. https://youtu.be/V3VYtT4Fw2g 5. https://youtu.be/J1HaCDclp10							

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M1UBAC01	PRINCIPLES OF MANAGEMENT	CORE THEORY - I	I	5	5			4

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	S	S	M	M	M	L
CO2	S	M	L	M	S	M	M	S	M	S
CO3	S	S	M	L	L	M	S	M	S	M
CO4	M	M	L	M	S	M	M	S	L	L
CO5	M	S	M	S	M	S	S	L	S	M
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assesment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
P. ARUL JOTHI <i>P.A. Jothi</i>	C. SRINIVASAN <i>C. Srinivasan</i>	<i>A. L. Sam</i>



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M1UBAC02	BUSINESS COMMUNICATION	CORE THEORY - II	I	5	5			4
Objective	To enable the students to learn business correspondence both written and oral communication skills effectively.							
Unit	Course Content						Knowledge Levels	Sessions
I	Communication – meaning, objectives, process, Media of communication, types of communication, barriers to communication , principles of effective communication.						K1-K2	12
II	Business letters – layout of Business letters, types, Business enquires and replies, offers, quotations, orders, complaints and adjustments, collection letters, circular letters, status enquires.						K1- K2	12
III	Bank correspondence - insurance correspondence, agency correspondence, letters to the editors, applications for appointment						K1-K2	12
IV	Company correspondence - Duties of Secretary, correspondence with directors, Shareholders, government departments and others.						K2- K3	12
V	Report – meaning, importance, characteristics of a good report, preparing report, report by individuals, report by committees, speeches, characteristics of good speech, planning to speak.						K2 - K3	12
Course Outcome	CO1:Understand the basic concepts of communication and help them to transform their communication abilities.						K2	
	CO2:To demonstrate the students to acquire necessary skills of Business Etiquettes for handling day- to-day managerial responsibilities and evaluate the facilitators of business Communication.						K3	
	CO3:To apply the body language more correctly and impressively in accordance with an organizational requirement and international standards.						K3	
	CO4:To analyze the forms of Communication and make the students to understand the verbal and non-verbal Communication and to design impressive documents.						K2	
	CO5: The students will illustrate the correct practices of the strategies of Effective business writing.						K3	
Learning Resources								
Text Books	1.Rajendrapal and Koralahalii J.S, Essentials of Business Communication, Sultan Chand and Sons. 2. Business Communication - K. Sundar, & Kumararaja, Vijay Nicole Imprints Pvt Ltd, Chennai. 3. Business Communication – N. S. Raghunathan & B. Santhanam, Margham Publication, Chennai. 4. Business Communication – V. R. Palanivelu & N. Subburaj, Himalaya Publishing House Pvt Ltd., Mumbai.							
Reference Books	1. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management. 2. Ramesh M.S. &Pattan Shetty, Effective Business English & Correspondence RC Publications. 3.							
Website Link	1. https://youtu.be/NNVZxTkiXIY 2. https://youtu.be/57iS7i51WE							

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M1UBAC02	BUSINESS COMMUNICATION	CORE THEORY - II	I	5	5			4

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04	PS05
CO1	S	M	M	M	L	M	S	M	S	L
CO2	M	S	M	S	S	M	S	M	S	M
CO3	M	S	S	M	M	S	S	L	M	M
CO4	S	M	M	L	S	M	M	S	S	L
CO5	L	S	M	S	M	S	S	M	L	S
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
<i>P. G. G. G.</i> (P. G. G. G.)	C. SRINIVASAN	<i>A. h. s. s.</i>



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M2UBAC03	ORGANIZATIONAL BEHAVIOUR	CORE THEORY - III	II	5	5			4
Objective	To make the students understand various qualities and styles of leadership in the organisation.							
Unit	Course Content						Knowledge Levels	Sessions
I	Meaning- objectives and nature of organizational behaviour – disciplines contribution to organizational behaviour – important concept of organizational behaviour . Theories of organisation – classical – neo classical and modern theories.						K1-K2	13
II	Individual behaviour – factors - personality – types of personality - attitude. Group behaviour –meaning – type of groups – formation – group dynamics – group cohesiveness – group decision making.						K2	12
III	Morale – meaning – benefits – measurement, job satisfaction – meaning and factors – stress – causes - managing stress.						K1 - K3	11
IV	Work environment – good housekeeping practices – design of work places – Hawthorne experiments and their importance.						K3	12
V	Organisational change – meaning – nature – causes of change – resistance to change - overcoming the resistance – counseling – types of counseling.						K2-K3	12
Course Outcome	CO1:Identify the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.						K1	
	CO2:Summarize the personality types, perception and learning process on human behavior						K2	
	CO3:Understand the formation and role of Groups in organisation						K2	
	CO4:Determine the organizational behaviour concepts, and correlate organizational behavior concepts with individual and group behaviour.						K3	
	CO5: Apply various leadership styles in organisation.						K3	
Learning Resources								
Text Books	1. Organizational behavior – L.M.Prasad S.Chand& company Ltd 2. Organizational behavior – S.S.Khanka, S.Chand & company Ltd							
Reference Books	1. Fred Luthans, OrganisationalBehayjour, McGraw Hill. 2. ShashiK.Gupta& Rosy Joshi, OrganisationalBehaviour –Kalyani Publishers. 3. K. Aswathappa, Organisational behavior, Texts and cases –Himalaya Publishing company 4. Keith Devis. John W.Newstrom, OB –Human Behaviour at work, TMH 5. M.L Blum, Industrial Psychology and its Social foundations.							
Website Link	1. https://youtu.be/1pfE96-zl40 https://youtu.be/VKZkh5vx-DQ https://youtu.be/Oihyib9zRvw https://youtu.be/UgxeU-54ai8 https://youtu.be/S7_rsBl0kA8 2. 3. 4. 5.							

I-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M2UBAC03	ORGANIZATIONAL BEHAVIOUR	CORE THEORY - III	II	5	5			4

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04	PS05
CO1	S	M	M	S	M	S	S	L	M	M
CO2	M	M	S	L	M	M	S	M	S	M
CO3	M	M	L	S	L	S	M	M	S	L
CO4	S	M	S	L	M	M	S	S	M	L
CO5	M	M	S	M	S	S	M	S	S	M
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assesment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
P.ARULJOTHI	C.SRINIVASAN	A-h-b

P. A. Aruljothi

C. Srinivasan

A-h-b



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M2UBAC04	FINANCIAL ACCOUNTING	CORE THEORY - IV	II	5	5			4
Objective	To understand the conceptual knowledge of financial accounting and its procedure to apply the methods in practical life.							
Unit	Course Content						Knowledge Levels	Sessions
I	Meaning and definition of accounting - Basic accounting concepts and convention- Accounting equations – Journal, Ledger, Subsidiary books - Trial balance.						K1-K3	14
II	Final Accounts with adjustments -(Simple Problems Only).						K2	12
III	Hire purchase – methods of calculation of interest - Entries in the books of hire purchaser and hire vendor- Installment purchase – Entries in the books of purchaser and seller.						K1-K2	11
IV	Bank reconciliation statement – Average due date – Accounts current.						K1-K2	11
V	Depreciation accounting – Meaning - Advantages and disadvantages - Types of depreciation – straight line method-written down value method - annuity method – machine hour rate.						K1 - K3	12
Course Outcome	CO1:Remember the accounting principles and recording of business transactions in Journal. Prepare ledgers and subsidiary books.						K1	
	CO2:Explain the needs of preparing financial statements. Prepare and analyze the financial statements of a business with adjustment entries						K2	
	CO3:Understand of various methods of maintaining accounts of Departments.						K2	
	CO4:Predict the accounting for various branches and departments.						K3	
	CO5:Apply the various methods of depreciation and evaluate the different errors in trial balance.						K3	
Learning Resources								
Text Books	1. Grewal T.S, Double entry book keeping, Sultan Chand & Company, 2012 2. S P Jain and Narang, Financial Accounting, Kalyani Publishers, 2005, Reprint 2016							
Reference Books	1. ShuklaRL.,Grewal, T.S., Advanced Accountancy Vol. – I, Sultan Chand & Sons, New Delhi. 2. Tulsian P.C., Advanced Accountancy – Tata McGraw Hill. 3. Amitabha Mukerjee Mohammed Anif– Modern Accounting – Tata McGraw Hill.							
Website Link	1. https://youtu.be/kDSr9_ftgq0 2. https://youtu.be/OgpjFFEqL5E 3. https://youtu.be/liQAPh4AH4Y 4. https://youtu.be/XSKk8Y9OTKE 5. https://youtu.be/5ku5WbfvHzs							

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M2UBAC04	FINANCIAL ACCOUNTING	CORE THEORY - IV	II	5	5			4

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04	PS05
CO1	M	M	L	S	M	L	S	S	M	M
CO2	S	M	M	L	M	M	M	S	M	L
CO3	L	M	L	M	S	M	S	M	S	S
CO4	M	S	M	L	M	S	L	M	S	M
CO5	L	L	S	M	L	S	M	S	M	S
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P.GOMATHI	 C.SRINIVASAN	






BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAC05	FINANCIAL MANAGEMENT	CORE THEORY - V	III	5	5			4
Objective	To understand the concept of financial management and to identify the tools for best financial management practices and efficient utilization of organization funds.							
Unit	Course Content						Knowledge Levels	Sessions
I	Financial Management – Meaning, Definition, Objectives and Importance , Scope , Functions of Financial Management. (100% Theory)						K1-K2	12
II	Capital Structure – Meaning, Theories of Capital Structure , Factors, Optimum Capital Structure – Long term and Sort term Financing Sources (100% Theory)						K2-K3	12
III	Cost of Capital – Meaning, Cost of Debt Capital, Preference Share, Equity Share, Retained Earnings, Weighted Average Cost of Capital. Leverage – Types of Leverages. Dividend Policy – Meaning – Types – Factors. (70% Theory & 30% Problems)						K2-K3	12
IV	Capital Budgeting – Meaning – Components – Factors - Evaluation Techniques – PBP, NPV, ARR, IRR. (50% Theory & 50% Problems)						K2-K3	12
V	Working Capital Management – Meaning – Concept – Kinds of working Capital - Factors –Sources of working capital.(100% Theory)						K1-K3	12
Course Outcome	CO1: Demonstrate a good understanding of concepts, Objective and functions of financial management.						K3	
	CO2: Summarise the various capital structure theories and factors affecting capital structure decisions in a firm.						K3	
	CO3:Determine optimum cost of capital of various sources like equity, debt, preference and retained						K3	
	CO4: Calculate the Pay-back period, NPV, IRR, PI etc in decision making.						K2	
	CO5:Explain the determinants of working capital requirement of the company and its tools for smooth functioning of business.						K3	
Learning Resources								
Text Books	1. Ellis Horowitz, Sartaj Shani, Fundamentals of Data Structures, Galgotia publication.							
Reference Books	1. Data structures Using C Aaron M. Tenenbaum, Yedidyah Langsam, Moshe J.Augenstein, Kindersley (India) Pvt. Ltd.,							
Website Link	1. www.freetchbooks.com/a-practical-introduction-to-data-structures-and-algorithm-analysis-thirdedition-c-version-t804.html							
			T-Tutorial	P-Practical	C-Credit			

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAC05	FINANCIAL MANAGEMENT	CORE THEORY - V	III	5	5			4

CO-PO Mapping

CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	L	M	M	L	S	S
CO2	S	M	S	M	S	M	S	S	M	S
CO3	M	M	S	M	L	L	M	S	M	L
CO4	S	L	M	S	M	M	S	L	M	L
CO5	M	S	L	M	S	S	M	M	S	M
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quize.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assesment Methods	Unit test, Assignment, Internal & Semester Examinations.

P.GOMATHI 	C.SRINIVASAN 	
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BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAC06	HUMAN RESOURCE MANAGEMENT	CORE THEORY - VI	III	5	5			4
Objective	To understand the effective utilization of manpower, recruitment, selection and performance appraisal of employees .							
Unit	Course Content						Knowledge Levels	Sessions
I	Human Resource Management - Meaning, nature, scope, and objective - Functions of Human Resource Department - The role of HR Manager - Organization of HR Department – HR policies & procedures.						K1-K3	12
II	Manpower planning - Concept, organization & practice, Manpower planning techniques - Short term and long term planning. Recruitment & Selection - Job analysis - Description - Job specification - Selection Process - Tests & Interviews- Placement & Induction.						K2-K3	12
III	Performance appraisal - Job evaluation & merit rating - Promotion - Transfer and demotion - Human relations - Approaches to good human relations - Job satisfaction - Labour turnover – Punishment. Meaning of Training and its types – Training and Development.						K3	12
IV	Wages and salary administration - Development Sound Compensation structure. - Incentive system - Labour welfare and social security - Safety, health & security - retirement benefits to employees concepts of ESIC, EPFO and Pension scheme						K3	12
V	Industrial relations - Grievance handling - Developing Grievance Handling System - Managing conflicts - Collective bargaining and workers participation - VRS - retirement – dismissal.						K3	12
Course Outcome	CO1: Explain the role of HR managers in understanding various dynamics of human resource environment.						K1	
	CO2: Discuss the human resources requirement and formulate HR policy of the organisation with regard to Recruitment, selection.						K2	
	CO3: Determine the uses of training methods and their advantages and disadvantages to evaluate various training methods.						K3	
	CO4: Predict the various trends of compensation and explain the influence of a good compensation system on human capital.						K3	
	CO5: Understand the importance of workers participation in management and creating stress free work environment through counseling and mentoring.						K2	
Learning Resources								
Text Books	1. Decenzo and Robbins, Human Resource Management, Wilsey, 11th edition, 2015. 2. Aswathappa, Human Resource and Personnel Management, 11th edition, Tata							
Reference Books	1. Dr. V.S.P. Rao and C.B. Mamoria, Personnel Management – Himalaya publications house.13th edition ,2019 2. J. Jayasankar, Human Resource management, Margham Publications, Chennai.2018							
Website Link	1. https://www.softwaresuggest.com 2. https://www.mbaskool.com							

L-Lecture

T-Tutorial

P-Practical

C-Credit


BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAC06	HUMAN RESOURCE MANAGEMENT	CORE THEORY - VI	III	5	5			4

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04	PS05
CO1	S	M	M	S	S	S	M	M	S	S
CO2	S	S	M	S	M	L	M	L	M	S
CO3	M	S	S	S	L	S	S	M	S	S
CO4	S	S	S	M	M	S	M	M	S	S
CO5	M	M	S	S	S	M	M	M	S	S
Level of Correlation between CO and PO	L-LOW	M-MEDIUM	S-STRONG							

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
C.SRINIVASAN 	C.SRINIVASAN 	A. L. Suresh 



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAC07	BUSINESS LAW	CORE THEORY - VII	III	5	5			4
Objective	To understand the basic concept of business legislations and analyse the different legal issues and to know the legal remedies.							
Unit	Course Content						Knowledge Levels	Sessions
I	Business Law – Meaning, Objectives, Sources. Law of contract – meaning, types, essential elements of a valid contract.						K1-K2	12
II	Discharge of contract – remedies for breach of contract – agreement not declared void – agreement expressly declared void – wagering agreements.						K3	12
III	Bailment – rights and duties of bailor and bailee - pledge – rights and duties of Pawnor and Pawnee – indemnity – guarantee – mortgage.						K3	12
IV	Law of sale of goods – sale and agreements to sale – their distinctions – types of goods – conditions and warranties – caveat emptor and its exceptions – transfer of property – sale by non-owners – unpaid seller - rights – auction sale and its rules.						K3	12
V	Law of agency – creation of agency – classification of agents – duties and rights of an agent and principal – termination of an agency- Cyber law – meaning and its importance.						K3	12
Course Outcome	CO1: Understand and apply the concepts of Indian Contract Act in business dealings.						K3	
	CO2: Get a clear understanding about the concepts of Law of contract, Discharge of contract						K2	
	CO3: Explain the rights and duties of bailor and bailee ,guarantee.						K2	
	CO4: Understand the need of sale of goods act, apply its laws for conduction of smooth business and analyze the legal issues to solve disputes.						K2	
	CO5: Determine the role of the agency and classifications of agents , importance .						K3	
Learning Resources								
Text Books	1. Kapoor N.D, Business Law, Sultan Chand & Sons 2020. 2. Kuchhal, M. C., (2006), —Business LawI, Vikas Publishing House, New Delhi. 3. Singh, Avtar, —Business LawI, Eastern Book Co. Lucknow, 9th Edition , Delhi.							
Reference Books	1. RSN Pillai, Bagavathi, Business Law, S. Chand.2007 2. Shukla M.C., Mercantile Law, S. Chand.2007 3. Gulshan SS, Kapoor GK, —Business Law Including Company LawI, New Age International Publication, 15 Edition. 4. A.Ramaiyya, —Guide to the CompaniesI Act, 16th edition, Lexis NexisButterworths 5. Kapoor, N. D., (2006), —Elements of Mercantile LawI, Sultan Chand & Sons, New Delhi.							
Website Link	1. http://www.simplynotes.in/e-notes/mbabba/business-law-notes-study-material/ 2. https://www.toppr.com/guides/business-laws-cs/indian-contract-act-1872/remedies-for-breach-of-contract/ 3. https://www.toppr.com/guides/business-laws/the-sale-of-goods-act-1930/definitions-of-important-terms/ 4. https://enterslice.com/learning/law-of-agency/							

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAC07	BUSINESS LAW	CORE THEORY - VII	III	5	5			4

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04	PS05
CO1	S	M	M	S	S	S	L	M	S	S
CO2	M	S	S	S	M	S	M	S	M	S
CO3	S	M	S	L	S	S	M	L	M	S
CO4	M	S	S	S	S	S	M	M	S	L
CO5	M	L	M	S	S	M	L	M	L	M
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
Dr.M.RANAMOORTHY <i>M. Ramesh</i>	C.SRINIVASAM <i>C. Srinivasam</i>	<i>A. K. Suresh</i>



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAC08	OFFICE MANAGEMENT	CORE THEORY -VIII	III	5	5			3
Objective	To enable the students to understand the Office management in increasing office efficiency.							
Unit	Course Content						Knowledge Levels	Sessions
I	Meaning of office - office management and office administration-elements of office management-functions of office management- Scientific approach of office management- office Manager and role - Ten Commandments (Peter F. Drucker) of office manager.						K1-K2	12
II	Administrative Office Management- objectives- functions-Office system and procedure: : Functions of system - Principles of office system - flow of work - Office Supervisor – Meaning, characteristics and Role of Supervisor.						K1-K3	12
III	Office layout –Selection of site, Environment and working condition - office equipments and its types -Register – Inward, Outward and Dispatch.						K3	12
IV	Records management : Meaning, importance, principles and types - Filing - Meaning , essentials of goods filing system- classification and Arrangement of office files - Methods of filing - Indexing - types of Indexing - Office form: Meaning, objectives and its types - Form designing and its principles						K2 - K3	12
V	Office correspondence and Mail service - Form letters - principles of drafting letter - Organizing of the Mailing- Handling of Incoming mail and Outgoing mail - ERP: Role of ERP in office administration.						K2-K3	12
Course Outcome	CO1:Understand the concepts of office and their functions and role.						K2	
	CO2:Explain the Administrative Office Management objectives , functions, procedure .						K2	
	CO3:Determine the basic principles office layout and Types of Register .						K3	
	CO4:Describe the skills of the record management and its essential , arrangement of files .						K3	
	CO5: Apply the skills to Handling of Incoming mail and Outgoing mail,principles of drafting letter, preparing the types of Indexing .						K2	
Learning Resources								
Text Books	Office Management- R.K.Chopra, Ankita Chopra - Himalaya publication house Edition 2015							
Reference Books	Office management- R.S.N. Pillai Bagavathi - S. Chand Publishing, 2008							
Website Link	1. https://www.travelperk.com/guides/office-management/ 2. https://chiro.org/ACAPress/Basic_Office_Policies.html 3. https://www.youtube.com/watch?v=_U9zSiQJwzE							

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAC08	OFFICE MANAGEMENT	CORE THEORY -VIII	III	5	5			3

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	S	S	S	M	S	M	L
CO2	M	S	S	S	M	M	S	M	S	M
CO3	S	M	L	S	S	M	S	M	M	S
CO4	M	M	L	M	L	S	M	S	M	L
CO5	S	M	S	M	S	S	S	M	L	S
Level of Correlation between CO and PO	L-LOW	M-MEDIUM	S-STRONG							

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
P.SUBA <i>P. Suba</i>	C.SRINIVASAN <i>C. Srinivasan</i>	<i>A. K. Srinivasan</i>



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAPR1	CAMPUS TO CORPORATE	MINI PROJECT - I	III	2			2	2
Objective	To provide practices of both soft and hard skills to the students to make them fit for corporate world.							
S.No.	List of Experiments / Programmes						Knowledge Levels	Sessions
1	Overview of corporate - History of corporate-campus and corporate - Reading - meaning - critical reading - reading methods (Students should be exposed to the practice of reading news papers). Listening- principles of good listening - accent comprehension - practical exercises.						K1,K2,K3	4
2	Presentation Meaning-Importance -Components- Verbal, Vocal, Visual. Presentation Aids, Preparation for making the Presentation Effective- Plan, Prepare, Practice and Perform. Self introduction.						K3	4
3	Corporate etiquette - Dressing and grooming skills - Work place etiquette - Business etiquette - Email etiquette - Telephone and meeting etiquette- Video conferencing etiquette.						K3	4
4	Self - analysis through SWOT. Goal setting -meaning - SMART goals .Types of goals - short term - medium -long term goals. Team building and team work - Skills needed - Role of a team leader - Role of team member						K4	4
5	Group Discussion as selection process- different kinds of topics-outcome of GD-structure of GD- Preparation for GD. Successful GD techniques. Interview - meaning - types. Preparation for the interview- Mock interview						K4	4
Course Outcome	CO1:Using the students' hearing and reading skills						K1	
	CO2:Students can make their presentations more effective.						K2	
	CO3:Students can predict the welfare scheme related to industry.						K3	
	CO4:Students can analyse the decision-making and problem-solving processes.						K4	
	CO5: Students can categorise their soft and hard skills depending upon industrial needs						K4	
Learning Resources								
Text Books	Soft skills - Know yourself and Know the world - Dr.K.Alex. S.Chand & Company							
Reference Books	Soft skills-S.Hariharan, N.Sundaram,S.P.Shanmuga priya Effective communication and public speaking - S.K. Mandal - Jaico Publishing A Course in Listening and Speaking II, V.Sasikumar,P .Kiranmai Dutt, Geetha Rajeevan, Cambridge University Press, 2007.							
Website Link	https://youtu.be/ExU7hsYPlak https://youtu.be/JYZrhemoG4 https://youtu.be/Ju9SZhPBOrY							



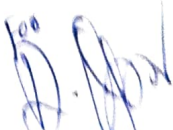
BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M31/BAPR1	CAMPUS TO CORPORATE	MINI PROJECT - I	III	2				2

CO-PO Mapping

CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	S	M	S	M	S	S
CO2	M	S	M	S	M	S	S	S	S	M
CO3	S	L	S	M	S	M	S	L	M	M
CO4	S	M	S	M	S	S	S	M	M	M
CO5	S	M	M	S	M	S	M	S	M	S
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assesment Methods	Assignment, Model viva voce .

Designed By	Verified By	Approved By
 Dr. M. RAMAMOORTHY	 C. SRINIVASAN	



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C	
21M3UBAA01	BUSINESS ECONOMICS	ALLIED THEORY - III	III	4	4			3	
Objective	1.To make the students to get basic knowledge about the economic concepts and theories and help them to apply the same in business management.								
Unit	Course Content							Knowledge Levels	Sessions
I	Economics: Definition and basic concepts - Micro and Macro Economics – Utility Analysis – Consumer Surplus - Scope of Business Economics – Social Responsibility of Business - Demand –Determinants of demand – Elasticity of Demand: Meaning and types – Demand forecasting – Methods and Significance.							K1-K3	9
II	Production Function – Law of Variable Proportions – Returns to Scale – Producer's Equilibrium – Small Scale and Large Scale Production – Economies of Scale - Supply – Determinants of supply							K2-K3	9
III	Cost and its types –Break- Even Analysis –Revenue function – Cost- Benefit Analysis – Pay -back period – Internal Rate of Return - Capital Budgeting							K2-K3	9
IV	Market Structure – Perfect competition – Monopoly – Price and output determination under Monopoly – Monopolistic Competition: Meaning and Features – Oligopoly: Meaning, Features and Types.							K3	9
V	Inflation: Causes, Effects, Control. Business cycle: Causes and effects and control – Monetary policy – Fiscal Policy –Public Finance –Taxation – Direct Tax- Corporate Income Tax- GST – Budget							K3	9
Course Outcome	CO1:Outline the relationship between price and output determination in different market structure.							K1	
	CO2:Get a clear understanding about the concepts of Demand, Demand Forecasting, Production Function and supply which are closely related to the business.							K2	
	CO3:Describe the application of Break - even analysis, Cost Benefit Analysis and Capital Budgeting in the business.							K2	
	CO4: Summarize the macro level economics dynamics - Inflation, Business cycle , Monetary Policy, Fiscal Policy ,taxation and Budget - which is directly related to the prospects of a business.							K2	
	CO5:Determine the features of different types of market.							K3	
Learning Resources									
Text Books	Economic Analysis – Sankaran, Margham Publications, 2016th edition Publishers and Book Sellers, Chennai.								
Reference Books	Indian Economy- revised Edition S.Sankaran Margham Publications, 2017th edition Publishers and Book Sellers, Chennai. Macroeconomic Theory-Ackley, GardnerSurjeet PublicationsDelhi 2007 Macroeconomics : Theory And Policy-Ackley, Gardner Advanced Economic Theory – M.L.Jhingan, 2005Vrinda Publications (P) Ltd, New Delhi. 4. Managerial Economics – R.L. Varshney and K.L. Maheshwari, 2014Sultan Chand, New Delhi.								
Website Link	1. https://byjus.com/commerce/meaning-of-demand-and-factors-affecting-demand 2. https://www.indeed.com/career-advice 3. https://www.geektonight.com/business-cycle/ 4. https://corporatefinanceinstitute.com/								

L-Lecture

T-Tutorial

P-Practical

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBA001	BUSINESS ECONOMICS	ALLIED THEORY - III	III	4	4			3

CO-PO Mapping

CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	L	S	M	L	S	S	L
CO2	S	L	M	M	S	S	M	S	M	S
CO3	S	S	S	L	M	M	L	M	S	M
CO4	M	S	S	M	S	S	M	M	M	L
CO5	S	M	S	S	M	M	S	L	L	M
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 A. KARTHIGAI SELVAM	 G. SRINIVASAN	 A. L. SURESH



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAN01	PRINCIPLES OF MANAGEMENT	NMEC -I	III	2	2			2
Objective	To provide the students for fundamental knowledge and exposure to the concepts, theories and practices in the field of Management. To motivate the students to become a Manager in future.							
Unit	Course Content						Knowledge Levels	Sessions
I	Management- Definition, levels, features, Scope and Functions, Skills of management, Difference between Management and Administration. Evolution of Management Thoughts, Contributions of Peter F.Drucker- F.W. Taylor - Henry Fayol						K1-K3	4
II	Planning –Meaning, Features, Types, Steps, Merits, Limitations. Management by Objectives (MBO) – Meaning-Process – Merits – Limitations.						K1-K2	4
III	Organisation – Meaning, Need, Process, Organisational Structure – Types of Organisation. Span of Management - Departmentation- Meaning, Need, Types. Delegation – Meaning - Types -Principles. Centralisation - Decentralisation - Staffing – Meaning, Features, Function, Importance of Staffing.						K1 - K3	4
IV	Directing – Meaning, Features, Principles. Leadership –Meaning – Features Importance, Styles of Leadership. Qualities of a good leader. Motivation – Meaning, importance - Theories of motivation [Maslow's need hierarchy theory, Herzberg's two factor theory]. Communication – Meaning, Process of Communication, Barriers of Communication, Effective Communication.						K3	4
V	Coordination –Meaning, Features, importance, Principles, types of coordination. Controlling –Meaning, Features, Elements, Steps in control process – control techniques.						K3	4
Course Outcome	CO1:Define the concept of Management, its levels and functions.						K1	
	CO2:Understand the planning process, its types and various decision making models.						K2	
	CO3: Describe the nature of organization structure, and its different types explaining Span of Control.						K2	
	CO4:Determine the managerial roles and skills, with special attention to managerial responsibility for effective and efficient achievement of goals.						K3	
	CO5: Perform the directing principles, its components and apply the control methods.						K3	
Learning Resources								
Text Books	1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.							
Reference Books	1. L.M. Prasad, Principles of Management, Sultan Chand & Sons. 2. Dingar Pagare, Business Management, Sultan Chand & Sons 3. Tripathi P.C. & P.N. Reddy, Principal of Management, TMH 4. Bhusan Y.K. Business Organization and Management, McGraw Hill							
Website Link	1. https://youtu.be/tUlrjAn24ZiA 2. https://youtu.be/K57rvR2nGu0 3. https://youtu.be/LCAAivdxVTU 4. https://youtu.be/V3VYtT4Fw2g 5. https://youtu.be/JH1aCDclp10							

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAS01	LIFE SKILL MANAGEMENT	SBEC – I	III	2	2			2
Objective	To develop a positive attitude and life skills to become a multi facet personality with a sense of environmental consciousness and ethical values.							
Unit	Course Content						Knowledge Levels	Sessions
I	Definition and Importance of Life Skills, Livelihood Skills, Survival Skills and Life Skills. Life Skills Education, Life Skills Approach, Life Skills Based Education.						K1-K2	4
II	Self awareness: Definition, types of self. Self concept, body image, self esteem – Creativity - Techniques used for self-awareness: Johari window, SWOT analysis. Empathy, sympathy & Altruism.						K2-K3	4
III	Interpersonal relationship: Definition, factors affecting relationship. Listening: Definition & Tips for Effective listening. Thinking: Nature, Elements of thought. Types of thinking, concept formation, reasoning. Critical thinking: Definition, nature.& stages.						K2-K3	4
IV	Time Management - Goal setting - Coping with stress: Definition, stressors, source of stress. Coping skills.						K2	4
V	Coping with emotions: Definition, Characteristics and types. Coping strategies.						K2	4
Course Outcome	CO1:Understand all-round personalities with a mature outlook to function effectively in different circumstances.						K2	
	CO2:Determine self-confident individuals by mastering inter-personal skills, team management						K3	
	CO3:Predict the applicability of management principles in solving complex business issues.						K3	
	CO4:Understand planning for acquiring and retention of Time management and Goal setting .						K2	
	CO5: The students will Understand the necessary skill set for the application of various Talent issues.						K2	
Learning Resources								
Text Books	Santrock W.John (2006). Educational Psychology. (2nd Edn.)New Delhi: Tata McGraw-Hill Publishing Company Ltd.							
Reference Books	1. Singh Madhu, (2003). Understanding Life Skills, Background paper prepared for Education for All: The Leap to Equality							
Website Link	1. https://www.academia.edu/30065434/Life_Skills_Course_Notes 2. https://www.youtube.com/watch?v=xgp6eELYYIM 3. https://greatist.com/connect/interpersonal-relationships#definition							

L-Lecture

T-Tutorial

P-Practical



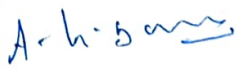
C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAS01	LIFE SKILL MANAGEMENT	SBEC - I	III	2	2			2

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	L	S	S	M	S	L
CO2	M	S	M	S	M	M	S	S	S	M
CO3	M	L	S	S	S	S	M	L	S	S
CO4	S	S	L	M	M	S	S	S	M	M
CO5	M	S	S	S	M	M	M	S	S	M
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
P. ARUL JOTHI	C. SRINIVASAN	
		



BBA Syllabus L.OCF-CHCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21MHU10AC09	MARKETING MANAGEMENT	CORE THEORY - IX	IV	5	5			4
Objective	To know the basic knowledge on the concepts of marketing and apply in day to day life.							
Unit	Course Content						Knowledge Levels	Sessions
I	Marketing – Definition, Scope, Importance , Functions , modern marketing concept, Marketing Environment, micro environmental factors – macro environmental factors.						K1-K3	12
II	Consumer Behaviour – Factors influencing buying behaviour, consumer buying decision process, Buying motives – influences, Market segmentation – criteria, Bases of segmentation , benefits.						K2-K3	12
III	Marketing Mix – Elements – Product mix – classifications of product – New product Development – Product Life cycle - Pricing mix - Pricing policies – kinds of pricing.						K3	12
IV	Channels of distribution – Direct and Indirect channels – channels for consumer and industrial goods - Types of middlemen – factors influencing channel selection - Promotion mix – Advertising , objectives, characteristics of Effective Advertising sales promotion – methods (levels) of sales promotion .						K3	12
V	Personal Selling – kinds of salesmanship – Qualities of successful sales person – publicity - Recent trend in marketing – E-Marketing – Telemarketing – Relationship marketing – Virtual Advertising.						K3	12
Course Outcome	CO1: Identify the Consumer Behaviour and Strategies of Market Segmentation.						K1	
	CO2:Discuss the Challenges and Opportunities in Digital Marketing.						K2	
	CO3:Determine the Pricing strategies for new products.						K3	
	CO4: Illustrate the knowledge of Promotion and Physical Distribution.						K3	
	CO5: Apply the knowledge of product and different stages of Product Life Cycle (PLC)						K3	
Learning Resources								
Text Books	Marketing management – C.B.Gupta and Rajan nair, Sulthanchand and sons Ltd.							
Reference Books	1. Philip Kotler, Marketing Managemetn, Millennium Edition, PHI. 2. Ramasamy V.S. and Namakumary S, Handbook of Marketing Management, Macmillan.							
Website Link	https://www.slideserve.com/quinta/marketing-functions https://www.slideshare.net/DevikaAntharjanam/abhinv-kumar https://youtu.be/ZaKbhKN93Yw https://youtu.be/TL0K0Ah17kE							

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAC09	MARKETING MANAGEMENT	CORE THEORY - IX	IV	5	5			4

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	L	S	M	S	M	L
CO2	S	S	S	M	M	L	M	S	M	M
CO3	S	S	L	M	M	M	S	M	S	M
CO4	M	M	S	S	M	M	M	M	S	M
CO5	S	M	M	S	L	S	L	S	L	S
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 Dr. M. RAMAMOORTHY	 C. SRINIVASAN	



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAC10	MANAGEMENT ACCOUNTING	CORE THEORY - X	IV	5	5			4
Objective	To enable the students to know the preparation of fund flow, cash flow statement, accounting ratios, Break-even analysis, and budgetary techniques.							
Unit	Course Content						Knowledge Levels	Sessions
I	Management Accounting – Meaning – Objectives – Advantages – Limitations –Management Accounting Vs Financial Accounting– Management Accounting Vs Cost Accounting. (100% Theory)						K1-K3	12
II	Funds Flow Statement –Schedule of Changes in Working Capital and Funds Flow Statement - Cash Flow– Preparation of Cash Flow Statement – Distinctions between Cash Flow and Fund Flow Statement. (20% Theory & 80% Problems)						K1-K2	12
III	Ratio analysis – Meaning, Types, Calculation of Ratios - Construction of Balance Sheet, (Simple problem only). (30% Theory & 70% Problems)						K3	12
IV	Marginal Costing – Cost Volume Profit Analysis – Break Even Analysis- Margin of Safety (Simple Problem Only). (20% Theory & 80% Problems)						K1-K2	12
V	Budget and Budgetary Control – Meaning, Types, Functional, production Budget, Purchase Budget, Sales Budget. Cash Budget, Flexible Budget (Simple problem only). (30% Theory & 70% Problems)						K1 -K3	12
Course Outcome	CO1: Identify fundamentals of management accounting						K1	
	CO2: Explain the overheads concepts						K2	
	CO3: Demonstrate the master budget preparation .						K3	
	CO4: Calculate the Ratio, Types, Construction of Balance Sheet and analysis Ratio						K3	
	CO5: Determine the importance of Cashflow and Fundflow statement						K3	
Learning Resources								
Text Books	R.K.Sharma, Shasi.K.Gupta, Management Accounting Principles & Practice, Kalyani Publications, 2016							
Reference Books	1. Maheswari S.N Principles of Management Accounting – Sultan Chand & Sons- 2021 2. R.S.N. Pillai & Bhagavathi, Management Accounting –Sultan Chand & Sons							
Website Link	https://www.slideshare.net/rajvardhan7/management-accounting-63668091 https://www.slideshare.net/samuel18maniraj/fund-flow-statement-5724180 https://youtu.be/WNMgL4GXjkk https://youtu.be/Kx3oZgc6QmU							

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAC10	MANAGEMENT ACCOUNTING	CORE THEORY - X	IV	5	5			4

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04	PS05
CO1	S	M	S	M	L	S	M	L	L	S
CO2	S	S	S	S	S	L	S	S	S	M
CO3	S	M	M	S	S	S	M	L	M	M
CO4	M	S	L	S	M	M	S	S	S	S
CO5	S	L	M	S	S	M	M	L	M	M
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assesment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P.GOMATHI	 C.SRINIVASAN	 A. H. B. Ram



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAC11	PRODUCTION AND MATERIALS MANAGEMENT	CORE THEORY - XI	IV	5	5			4
Objective	To learn the basic production process and its techniques to market the product effectively.							
Unit	Course Content						Knowledge Levels	Sessions
I	Production Management - Definitions, Functions & scope -Plant Location – Meaning, Factors, Plant Layout – Meaning, principles , Types, Importance ,Factors.						K1-K2	12
II	Production Planning & control – Meaning, principles, functions, process, Plant maintenance –Meaning, Types, Maintenance scheduling - Fundamentals of Re-engineering - Material Requirement Planning-Master Production Schedule- Bill of Material (Basics)						K1-K3	12
III	Materials management - meaning, Definition, Importance, functions. Integrated materials Management -concepts -Advantages -Process-Methods study - Time study – Motion study.						K3	12
IV	Management of materials -Techniques of materials planning -Inventory control -meaning & importance - Tools of inventory control -ABC, VED, FSN Analysis - EOQ.						K2	12
V	Purchasing - Meaning ,procedure, principles. vendor rating - vendor Development -Store keeping - Materials handling – objectives, Functions, Equipments.						K3	12
Course Outcome	CO1:Identify the need for production management						K1	
	CO2:Explain the Purchasing procedure						K2	
	CO3: Discuss theknowledge of material handling						K2	
	CO4: Demonstrate the production activity and design the plant layout						K3	
	CO5: Calculate the inventory control						K3	
Learning Resources								
Text Books	1. Saravanavel .P &Sumathi .S, Production & Material Management., Margham publications.							
Reference Books	1. Dr.K.Arul & Dr. S.Karthick, Production and Materials Management, Shanlax Publication. Madurai. 2. Varma.M.M, Materials Management, Sultan Chand & Sons 3. Dutta, Integrated Materials Management, PHI							
Website Link	https://www.slideshare.net/cbmingoy/materials-management-ppt https://www.slideshare.net/BabasabPatil/production-and-materials-management-13023303 https://youtu.be/oSoU4msV2ss https://youtu.be/P8RRunOjJyY							

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAC11	PRODUCTION AND MATERIALS MANAGEMENT	CORE THEORY - XI	IV	5	5			4

CO-PO Mapping

CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	L	S	M	S	S	M	M
CO2	S	S	M	L	M	S	L	M	M	L
CO3	M	M	S	M	S	L	M	S	S	M
CO4	M	S	S	M	M	S	M	L	M	S
CO5	S	S	M	M	S	M	L	M	M	L
Level of Correlation between CO and PO	L-LOW	M-MEDIUM	S-STRONG							

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
P. SUBA	C. SRINIVASAN	A. h. Sany



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAC12	ENTREPRENEURSHIP DEVELOPMENT	CORE THEORY - XII	IV	5	5			4
Objective	To enable the students to enhance the entrepreneurial skills and to make them a good entrepreneur.							
Unit	Course Content						Knowledge Levels	Sessions
I	Entrepreneurship : Concepts, types and functions of entrepreneurs – Entrepreneurial Development in India – Role of entrepreneurs in economic development – Entrepreneurial Development Programme – Phases of Entrepreneurial Development Programme – influence of environmental factors – Training and development of entrepreneurs						K1-K3	12
II	Business ideas: Project identification and formulation – classification of project feasibility studies – project appraisal methods – project design, network analysis financial analysis – Business Plan meaning and its contents – Start-up.						K2-K3	12
III	Institutions and development of entrepreneurs – Role of DIC, SISI, SIDCO, NSIC, MAYE, KVIC, TCO'S, ITCOT and Entrepreneurial Guidance Bureau – incentives and subsidies to entrepreneurs and commercial banks in financing entrepreneurs.						K2	12
IV	Promoting enterprises – SSI – MSME – Role and growth of SSI – Regulations governing SSI –incentives and concessions for SSI units – sickness in SSI – causes and remedies						K3	12
V	Problems and prospects of entrepreneurs – Developing women and rural entrepreneurs –entrepreneurs' motivation.						K3	12
Course Outcome	CO1: Identify stages of growth in entrepreneurial ventures along with changing face of family business in India.						K1	
	CO2: Understanding the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.						K2	
	CO3: Discuss the characteristics of an entrepreneur as well their role in the economic development of the country.						K2	
	CO4: Apply the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.						K3	
	CO5: Determine the factors required to start as good entrepreneur.						K3	
Learning Resources								
Text Books	Gupta, C.B. and Srinivasan N.P., Entrepreneurial Development							
Reference Books	1. Dr.K.Arul&Dr.A.Subanginidevi, Entrepreneurial Development, Shanlax Publication, Madurai. 2. Khanha, Entrepreneurial Development 3. Vasanth Desai, Organisation and Management of Small Industries							
Website Link	https://www.slideshare.net/patel9078/productio-new-management https://slideplayer.com/slide/5385218/							

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAC12	ENTREPRENEURSHIP DEVELOPMENT	CORE THEORY - XII	IV	5	5			4

CO-PO Mapping

CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	M	S	M	M	S	L
CO2	M	M	S	M	S	S	M	M	S	S
CO3	S	S	M	M	S	S	S	S	M	L
CO4	M	S	M	M	L	S	M	M	S	S
CO5	S	M	M	L	S	M	S	S	M	L
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assesment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 A.KARTHIGAI SELVAM	 C.SRINIVASAN	






BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards									
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C	
21M4UBAPR2	IN PLANT TRAINING REPORT	MINI PROJECT - II	IV	2				2	2
Objective	To provide practical exposure through Industrial training and gain knowledge of organisation.								
S.No.	List of Experiments / Programmes						Knowledge Levels	Sessions	
1	The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.						K1-K2	4	
2	He / She shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, hotels and hospitals, travel and tourism industries and financial institutions. Students may make their own arrangements in fixing the companies for candidates should submit a report in not less than 25 type written pages.						K1-K2	4	
3	Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.						K2 - K3	4	
4	Industrial training report must contain the following: • Cover page • Copy of training certificate • Profile of the business unit • Report about the work undertaken by them during the tenure of training • Observation about the concern • Findings Industrial training certificate shall be forwarded to the university, one month before the commencement of the fourth semester university examinations.						K2 - K4	4	
5	Practical viva - voce examination will be conducted with internal & external examiners at the end of the 4th semester and the credits will be awarded.						K4	4	
Course Outcome	CO1: Identify the work and its function in the Industrial training						K1		
	CO2: Students can Understand the knowledge about the Industry						K2		
	CO3: Students can apply the functional areas of business management in their training period.						K3		
	CO4: Simplify the communication, interpersonal and other critical skills in the job interview process						K4		
	CO5: Illustrate the work habits and attitudes necessary for job success						K4		
Learning Resources									
Text Books									
Reference Books									
Website Link	https://youtu.be/ezbMw_30jm8 https://youtu.be/9L1RfR6mQaw https://youtu.be/_3fhFR862ow								

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAPR2	IN PLANT TRAINING REPORT	MINI PROJECT - II	IV	2				2

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	P501	P502	P503	P504	P505
C01	S	M	S	M	S	M	M	S	M	S
C02	S	M	M	S	M	S	S	M	S	S
C03	M	S	S	S	S	M	M	S	M	M
C04	S	S	M	S	M	S	S	S	M	S
C05	M	S	S	M	S	S	M	M	S	M
Level of Correlation between CO and PO	L-LOW	M-MEDIUM	S-STRONG							

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assesment Methods	Assignment, Model viva voce .

Designed By	Verified By	Approved By
 Dr. M. RAMANDORTHY	 C. SRINIVASAN	 Dr. D. J. JOSEPH



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAA02	INDIAN ECONOMY	ALLIED THEORY - IV	IV	4	4			3
Objective	To help the students to understand the rudimentary ideas with respect to economic development and economic growth and to get a feel of the functioning of Indian Economy.							
Unit	Course Content					Knowledge Levels	Sessions	
I	Concept of Economic Development – Economic Growth – Difference between economic development and growth – Indicators of economic development – Features of an underdeveloped economy and developed economy - Sustainable development – Economic Systems.					K1-K2	12	
II	Population Growth – Causes and effects – Control – Recent National Population Policy – Theory of Demographic Transition – National Income: Definition – concepts - Methods of measurement of National Income – Difficulties in measuring national income- Uses of National Income Analysis.					K1-K3	12	
III	Agriculture – Role and features – Agricultural productivity – Causes of low productivity and scope for improving Agricultural productivity – Green Revolution – Post - Green Revolution developments – Sustainable Agriculture –Food security.					K2 - K3	12	
IV	Industry –Contribution to the economy - Types– Major industries: Cotton Textile, Sugar, Iron and Steel – SSI sector - Role and their issues – MSME: Role and importance – Industrial Policy – Industrial Licensing Policy- Industrial Policy of 1991 - National Skill Development Corporation – Make in India – FDI.					K3	12	
V	Economic Planning –A brief note on 1st to 12th Five year plan – Planning Commission and Finance Commission – NITI Aayog – Economic Reform – Taxation and GST –Demonetization – Export promotion and Import Substitution – Export led - growth – Special Economic Zones – WTO and India.					K3	12	
Course Outcome	CO1: Recognize the importance of economic growth, economic development and issues with respect to the growth of population.					K1		
	CO2: Describe the concept of National Income and its measurement and uses.					K2		
	CO3: Explain the knowledge about the Agricultural sector and Agriculture productivity.					K2		
	CO4: Demonstrate the role of Industry in Economic development.					K3		
	CO5: Determine the process of economic planning and Export promotions.					K3		
Learning Resources								
Text Books	1. Indian Economy – Ruddar Datt & K.P.M.Sundaram, S.Chand & Company Ltd, New Delhi							
Reference Books	1. Indian Economy – S.K.Misra and V.K.Puri, Himalaya, Mumbai. 2. Indian Economy – B.B.Tandon & K.K. Tandon, Tata Mc Graw – Hill, New Delhi. 3. Indian Economic Environment - I. Dhingra, S.Chand & Company Ltd, New Delhi.							
Website Link	https://www.slideshare.net/anantkpandey1/economic-development-32321910 https://www.slideshare.net/anantkpandey1/economic-development-32321910							

L-Lecture

T-Tutorial

P-Practical

C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAA02	INDIAN ECONOMY	ALLIED THEORY - IV	IV	4	4			3

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	S	L	M	M	S	S	M
CO2	M	S	L	M	S	S	M	M	L	M
CO3	S	M	M	S	L	M	S	S	M	L
CO4	S	M	S	M	M	S	S	M	M	S
CO5	S	S	M	S	L	M	S	L	M	S
Level of Correlation between CO and PO	L-LOW	M-MEDIUM	S-STRONG							

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assesment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 A.KARTHIGAI SELVAM	 C.SRINIVASAN	 A. H. Sanyal



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAS02	PRINCIPLES OF INSURANCE	SBEC – II	IV	2	2			2
Objective	To enable the students to understand basic concepts of insurance and to create awareness among the students to get involve on insurance practices.							
Unit	Course Content						Knowledge Levels	Sessions
I	Insurance - Definition of Insurance. Terms Used in Insurance, Classification of contracts of insurance . Miscellaneous Insurance – Fidelity Guarantee, Property, Building, Earthquake, Flood, Burglary, Cattle, Engineering, Liability and Crop Insurance – Features, Importance, Functions, Benefits.						K1-K2	12
II	Life Insurance – Meaning, Features, Types of Life Insurance Policies in India Advantages – Life Assurance- Meaning, Principles of Assurance, Assignment and Nomination – Lapses and Revivals – Surrender values and loans – Claims – Double Insurance.						K1-K2	12
III	Marine Insurance –Meaning, Principles of Marine insurance, Functions of marine insurance, Types of marine policies, Warranties, kinds of marine Losses.						K3	10
IV	Fire Insurance – Principles of law as applied to fire insurance. Fire waste – Hazard Types of fire policies. IRDA- Health insurance –Meaning- Features						K3	10
V	Motor Vehicle Insurance- Meaning and its Classifications – Kinds of Motor Vehicle Insurance policies – Servicing of Motor Vehicle Insurance – Claims Settlement. - Cover Notes – Surveys and Inspections Average – Reinsurance Renewals.						K2 - K3	12
Course Outcome	CO1: Define the sources of risk in Insurance policies.						K1	
	CO2: Understand the types of insurance to be needed in an hour for an individual						K2	
	CO3: Use Forward Contract and Futures Contract to hedge the unsystematic Risk.						K3	
	CO4: Apply the management techniques for avoidance of risk.						K3	
	CO5: Determine the factors of business risk and contractual provisions.						K3	
Learning Resources								
Text Books	Dr A.Moorthy “Principles and Practice of Insurance”. Margham publications							
Reference Books	1.Sharma R.S., Insurance: Principles and Practices (1960 Vora, Bombay) 2.Arifkhan M, Theory and Practice of Insurance (1976) Education Book House. 3.Srinivasan M.N., Principles of Insurance Law (1977) Ramanuja Publishers, Bangalore							
Website Link	http://www.swlearning.com/finance/madura/fmi6e/powerpoint/ch26.ppt https://www.powershow.com/view/242c1-YTQxZ/Life_Insurance_powerpoint_ppt_presentation https://www.slideshare.net/desirana/marine-ins-ppt							

L-Lecture

T-Tutorial

P-Practical

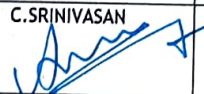
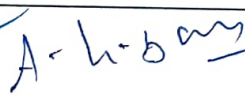
C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21MAURAS02	PRINCIPLES OF INSURANCE	SBEC - II	IV	2	2			2

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	S	M	S	S	M	S	L	S
CO2	M	S	M	S	S	M	S	S	S	L
CO3	S	M	M	L	M	L	M	S	L	M
CO4	S	M	S	M	M	L	S	L	M	M
CO5	M	M	S	L	M	M	M	S	M	S
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assesment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
C.SRINIVASAN 	C.SRINIVASAN 	A. K. B. S. 



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hrs	L	T	P	C
21M5UBAC13	STRATEGIC MANAGEMENT	DSC THEORY - XIII	V	5	3	2		4
Objective	To introduce the concepts of strategic management and understand its nature in competitive and institutional landscape							
Unit	Course Content				Knowledge Levels		Sessions	
I	Strategic Management: Concepts - Difference between strategy and tactics - Three Levels of strategy, Strategic Management Process - Benefits,				K1-K2		10	
II	Strategic Formulation: Corporate Mission: Need – Formulation, Objectives: Classification - Guidelines, Goals: Features - Types, Environmental Scanning - Need – Approaches - SWOT analysis - ETOP - Value chain analysis.				K1-K2		10	
III	Choice of strategy: BCG matrix - The GE nine cell planning grid - Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.				K3		10	
IV	Strategic Implementation: Role of top management-Process - Approaches, Resource allocation -Factors - Approaches, Mckinsey's 7's framework, Strategic Positioning - Four routes to competitive advantage.				K3		10	
V	Strategic Evaluation: Importance - Criteria - Quantitative and Qualitative factors, Strategic control Process - Criteria - Types, Essential features of effective evaluation and control systems.				K2 - K3		10	
Course Outcome	CO1:Students will be able to describe major theories, background work, concepts and research output in the field of strategic management				K1			
	CO2:Acquire knowledge on guidelines to formulate mission, goals and objectives				K2			
	CO3:Implement the knowledge gained in strategy selection.				K2			
	CO4:Analyze the factors and approaches to implement the strategy				K3			
	CO5:Understand the importance and criteria for strategic evaluation and control				K3			
Learning Resources								
Text Books	1. Francis Cherunillam –Strategic Management Himalaya Publishing House, Mumbai							
Reference Books	1. Biswanth Ghosh, Strategic Management: An Assessment ,Streling Publishers, New Delhi, 1st Edition, 2004. 2.V.S.Ramaswamy & S.Namakumai, Strategic Planning - Formulation of corporate strategy, Macmillan Business Books, 4 th Edition, 2001.							

Website Link	https://youtu.be/vKCLMD6r6AI https://talentedge.com/articles/introduction-strategic-management-meaning-basic-concepts/ https://www.techtarget.com/searchcio/definition/strategic-management			
	L-Lecture	T-Tutorial	P-Practical	C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	M	M	S	S	L	M
CO2	S	M	M	S	S	M	M	S	S	M
CO3	S	S	M	L	L	M	S	M	S	M
CO4	M	M	L	M	S	M	M	S	L	L
CO5	M	S	M	S	M	S	S	L	S	M
Level of Correlation between CO and PO		L-LOW	M-MEDIUM	S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P SUBA	 C.SRINIVASAN	 Dr. S. SANKAR



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hrs.	L	T	P	C
21MSUBAC14	RESEARCH METHODOLOGY	DSC THEORY - XIV	V	5	3	2		4
Objective	To provide knowledge to carry out research work and make them aware of sources of collecting data							
Unit	Course Content				Knowledge Levels		Sessions	
I	Research – Meaning – Importance – Types – Definition of research problems – Research process.				K1-K2		10	
II	Research design – Types – Sample design – Sampling methods – Probability sampling and Non –Probability sampling - sampling errors.				K2-K3		10	
III	Data collection – primary data and secondary data – methods- designing of questionnaire – interview schedule – measurement of scaling techniques.				K3		10	
IV	Data processing – editing – coding – classification of tabulation. Types of hypothesis- Null hypothesis – Alternate hypothesis – Formulation of hypothesis.				K2-K3		10	
V	Interpretation and report writing – techniques of interpretation – different steps in report writing – layout and types of report. Norms of using charts, index, tables, appendix and bibliography.				K2-K3		10	
Course Outcome	CO1: Understand the concepts and principles of Research				K1			
	CO2: Comprehend and decide the usage of design and formulate hypothesis				K2			
	CO3: Analyze data collection sources and tools				K3			
	CO4: Summarize and establish solutions through data analysis				K4			
	CO5: Compare and justify the process of writing and organizing a research report.				K5			
Learning Resources								
Text Books	C.R.Kothari.” Research Methodology”. New Age International(P) Ltd Publishers Re-print 2017 Mark Saunders, Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5th Edition Pearson India 2011							
Reference Books	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014							



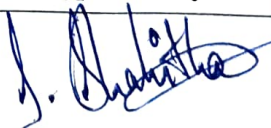

Website Link	1. https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf 2. https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf 3. https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf 4. https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf 5. https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf
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L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	S	S	S	L	M	M
CO2	S	S	S	L	M	M	S	M	S	M
CO3	S	M	L	S	L	S	M	M	S	L
CO4	S	M	S	L	M	M	S	S	M	L
CO5	M	M	S	M	S	L	M	S	S	M
Level of Correlation between CO and PO	L-LOW		M-MEDIUM		S-STRONG					

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 A KARTHIGAISELVAM	 C.SRINIVASAN	 



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hrs	L	T	P	C
21M5UBAC15	COMPUTER APPLICATION IN BUSINESS	DSC THEORY - XV	V	4	2	2		3
Objective	To enable students to understand the basic concepts in computer applications and give in-depth knowledge of documentation through MS Office package , help them apply various accounting procedures through TALLY software.							
Unit	Course Content					Knowledge Levels	Sessions	
I	Introducing to programming languages – meaning requisites, an overview of programming language – basic coding structures of a programming languages clarifications, comparison.					K1-K2	8	
II	Introduction to Microsoft Office – Ms Word – creating and editing documents – Menus, commands, tool bars and icons – formatting documents – creating tables – mail merge.					K2	8	
III	MS Excel : Spread sheet overviews – menus, tools bars, icons – creating worksheet – Editing and formatting – excel formulas and functions – creating a chart – MS Power Point introduction – Menus – Tools bars – Text and formats – animations, art and sound – making and presentation templates.					K1 - K3	8	
IV	Data processing –types of data – objectives of data processing techniques steps in developing a computer program for processing business data – operation of a computer assembler and Translator – file processing – editing and coding of data – data management.					K3	8	
V	Internet concept – creating E-mail ID, Receiving and sendinge-mail, Searching Information and Downloading – World Wide Web (www) – Domain Name Service. NOTE: Theory – practical carry equal credits					K2-K3	8	
Course Outcome	CO1:Apply critical thinking and analytical skills in decision-making and problem solving.					K1		
	CO2:Equip with skills and knowledge to excel in their future careers					K2		
	CO3:To develop practical skills in the application of excell					K2		
	CO4:It enable students to analyze and update data in database using queries					K3		
	CO5:It provide the students awareness about different data models and relationships in database and how to efficiently organize data in a database					K3		
Learning Resources								
Text Books	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019. Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran Sanjay Saxena, MS Office 2000 for everyone, (Vikas Publishing House Pvt., Ltd.,)							

Reference Books	1. V.K.Kapoor, Introduction to computer data, (Sultan Chand and Sons) 2. R.K. Taxali, Foxpro 2.5 made simple for dos & windows (BPB Publications) 3. Microsoft office for windows 2007 4. TIAL smart account book SMW deva publication, AVC Deva publication 5. Computerized accounting under Tally publication, Deva publication 6. Implementing Tally 5-4 Author K.K.Nadhani Publication BPB Publication
Website Link	https://testbook.com/computer-awareness/microsoft-office

L-Lecture

T-
Tutorial

P-Practical



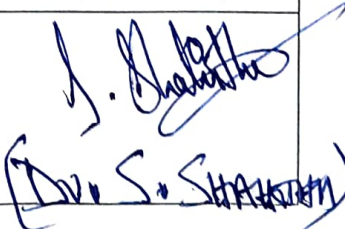
C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	L	S	M	S	M	S
CO2	S	M	S	L	M	M	S	M	S	L
CO3	M	S	L	S	M	S	M	S	S	M
CO4	S	M	S	L	M	M	S	M	M	S
CO5	S	M	S	M	S	S	M	L	S	M

Level of Correlation between CO and PO	L-LOW	M-MEDIUM	S-STRONG
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Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 A KARTHIGAISELVAM	 C.SRINIVASAN	 J. S. SHANMUGAN



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards



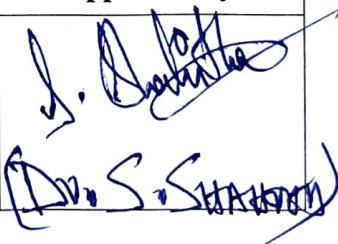
Course Code	Course Title	Course Type	Sem	Hrs.	L	T	P	C
21M5UBAP01	COMPUTER APPLICATION IN BUSINESS (Practical)	PRACTICAL	V	3			3	2
Objective	To provide practices of both soft and hard skills to the students to make them fit for corporate world.							
UNIT	List of Experiments / Programmes				Knowledge Levels		Sessions	
I	Introducing to programming languages – meaning requisites, an overview of programming language – basic coding structures of a programming languages clarifications, comparison.				K1-K2		8	
II	Introduction to Microsoft Office – Ms Word – creating and editing documents – Menus, commands, tool bars and icons – formatting documents – creating tables – mail merge.				K2		8	
III	MS Excel : Spread sheet overviews – menus, tools bars, icons – creating worksheet – Editing and formatting – excel formulas and functions – creating a chart – MS Power Point introduction – Menus – Tools bars – Text and formats – animations, art and sound – making and presentation templates.				K1 - K3		8	
IV	Data processing –types of data – objectives of data processing - file processing – editing and coding of data – data management.Internet concept – creating E-mail ID, Receiving and sendinge-mail, Searching Information and Downloading – World Wide Web (www) – Domain Name Service.				K3		8	
V	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet				K2-K3		8	
Course Outcome	CO1: Apply critical thinking and analytical skills in decision-making and problem solving.				K1			
	CO2: Equip with skills and knowledge to excel in their future careers				K2			
	CO3: To develop practical skills in the application of excell				K2			
	CO4: It enable students to analyze and update data in database using queries				K3			
	CO5: Demonstrate hands on experience with Tally for reporting in business				K3			
Learning Resources								
Text Books	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.							

Reference Books	1. Microsoft office for windows 2007 2. TIAL smart account book SMW deva publication, AVC Deva publication 3. Computerized accounting under Tally publication, Deva publication 4. Implementing Tally 5-4 Author K.K.Nadhani Publication BPB Publication
Website Link	https://testbook.com/computer-awareness/microsoft-office

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	S	M	M	S	M	M	S
CO2	M	S	M	M	S	S	M	S	S	M
CO3	M	S	M	S	M	M	S	S	M	S
CO4	M	M	S	M	M	S	S	M	S	M
CO5	M	S	S	M	S	M	M	S	S	M
Level of Correlation between CO and PO		L-LOW	M-MEDIUM	S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 C.SRINIVASAN	 C.SRINIVASAN	 S. S. Srinivasan



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hrs	L	T	P	C
21M5UBAS03	INTELLECTUAL PROPERTY RIGHTS	SEC - III	V	2	2			2
Objective	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.							
Unit	Course Content					Knowledge Levels		Sessions
I	IPR Introduction: and the need for intellectual property right – IPR in India – Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing – Intellectual Property Rights in the Cyber World.					K1-K2		4
II	Introduction – Classification –Importance – Types of Patent Applications in India - Patentable Invention – Inventions Not Patentable.					K2-K3		4
III	Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks - Industrial Designs – Need for Protection of Industrial Designs.					K3		4
IV	Introduction to Copyright – Conceptual Basis – Copy Right and Related Rights – Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media.					K2-K3		4
V	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance					K2		4
Course Outcome	CO1:Imbibe the knowledge of IPR through various laws					K1		
	CO2:Apply the knowledge of patents					K2		
	CO3:Understand the process of acquiring a trademark					K3		
	CO4:Create an awareness about copyrights					K4		
	CO5:Understand geographical indicators					K5		
Learning Resources								
Text Books	Intellectual Property Rights Text and Cases: DR.R. Radhakrishnan, DR.S. Balasubramanian							
Reference Books	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House							


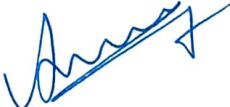
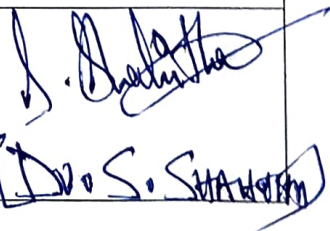
Website Link	https://nptel.ac.in/courses/110/105/110105139/ https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf https://ipindia.gov.in/ https://www.tutorialspoint.com/explain-the-intellectual-property-rights https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf
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L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	S	L	M	S	M
CO2	S	S	L	S	M	S	M	L	M	S
CO3	M	S	M	S	L	S	S	M	S	M
CO4	S	M	S	M	S	L	M	S	M	S
CO5	M	S	M	L	S	M	S	M	S	M
Level of Correlation between CO and PO		L-LOW	M-MEDIUM			S-STRONG				

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P SUBA	 C.SRINIVASAN	 Dr. S. SHANMUGAM



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hrs.	L	T	P	C
21M6UBAC16	FINANCIAL MARKETS AND SERVICES	DSC THEORY - XVI	VI	5	3	2		4
Objective	To introduce the operations of Indian financial system to the students, gain knowledge about the mutual funds, its operations, advantages and disadvantages							
Unit	Course Content			Knowledge Levels		Sessions		
I	Financial Markets – meaning – classifications – capital market – Industrial securities market – Government securities market – Long term loans market – Mortgages market – Financial guarantees market – Money market– Money market Vs Capital market – Objectives and importance of money market- Composition of money market.			K1-K2		10		
II	New issue market – meaning – Distinction between New Issue Market and Stock exchange – Functions of New issue Market – Methods of floating new issues – Secondary market –players - Functions – Method of trading in stock exchange – Recent developments – SEBI – Functions- Powers.			K2-K3		10		
III	National Stock Exchange (NSE) – objectives – features - OTCEI – Features – Advantages -National Security Depository Limited– Functions - SEBI – Powers and functions – Credit rating – Benefits – Credit Rating Agencies in India.			K2-K3		10		
IV	Financial services – Scope – New financial services – Merchant banking - services- Hire purchase –Features – Leasing – Steps in leasing – types of leasing.			K2-K3		10		
V	Venture capital –Features - scope– Mutual funds – Importance – Facilities available to investors – Concept of Discounting – Factoring – Functions and Benefits – Concept of securitization.			K2-K3		10		
Course Outcome	CO1:List types of financial services and their role			K1				
	CO2:Recognize role and functions of merchant banker and capital market			K2				
	CO3:Compare and contrast factoring, leasing, hire purchase and consumer Finance			K3				
	CO4:Understand Consumer Finance, Venture capital and credit rating			K4				
	CO5:Understand mutual funds and its functions			K5				
Learning Resources								
Text Books	1. Financial Markets and Services - Garden and Natarajan, HPH.							



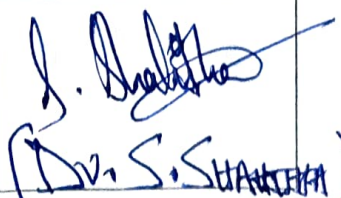
Reference Books	1. Financial Institutions and Market -Bhole L.M, TMH. 2. Investment and Securities markets in India - Avadhani V.A, HPH. 3. Corporate Finance – KulKarni P.V,HPH 4. Financial Services - Khan M.Y, TMH. 5. Management of financial services - Bhatia &Batra, Deep & Deep.
Website Link	https://www.investopedia.com/terms/f/financial-market.asp

L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	M	S	L	M	S	M
CO2	M	M	L	S	M	S	M	S	M	M
CO3	M	S	M	S	L	S	S	M	L	M
CO4	S	L	S	M	S	L	M	S	M	S
CO5	M	S	M	L	S	M	M	S	S	M
Level of Correlation between CO and PO		L-LOW	M-MEDIUM		S-STRONG					

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P GOMATHI	 C.SRINIVASAN	 Dr. S. SHANMUGA



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards									
Course Code	Course Title	Course Type	Sem	Hrs.	L	T	P	C	
21M6UBAC17	INTERNATIONAL BUSINESS	DSC THEORY - XVII	VI	5	3	2			4
Objective	Enabling learners understand the concepts, trade theories and importance of international business environment.								
Unit	Course Content			Knowledge Levels		Sessions			
I	International Business: Introduction, Difference between international and national business, stages of internationalization, international orientations. Globalization: Concept, driving and restraining forces of globalization.			K1-K2		10			
II	International Trade theories: Introduction, Why do nations trade, Theories of International trade: Mercantilism, Absolute advantage, Comparative advantage, Heckscher- Ohlin, Product life cycle theory and Porter’s diamond model.			K2-K3		10			
III	International Business Environment: Introduction, Economic, Demographic and Socio-cultural environment. Political, Legal, Natural and Technological environment.			K2-K3		10			
IV	International Monetary System: The pre-Bretton woods period, The Bretton woods system, Collapse of Bretton woods system (Including meaning of exchange rate, types of exchange rate system).International banking, Bank for international settlements (BIS) and Euro currency market.			K1-K3		10			
V	General Agreement on Tariff and Trade (GATT), World trade organization (WTO). International Monetary Fund (IMF), Asian Development Bank, UNCTAD			K1-K2		10			
Course Outcome	CO1: Learners understand the concepts, trade theories and importance of international business environment.			K1					
	CO2: Students acquire the required skills to be an effective management professional in an internationalized business environment			K2					
	CO3: Learners understand, analyze and take decisions for a given business environmental situation.			K3					
	CO4: Students acquire the knowledge about the functional of international organizations associated with international business.			K4					
	CO5: Students by understanding the changing international business environment will opt for higher studies, research, employment and entrepreneurship.			K5					
Learning Resources									

Text Books	1. Francis Cherunilam. 2009. International Business: Text and Cases. [Fifth Edition]. PHI Publishing House, New Delhi
Reference Books	1. Arvind V. Phatak., Rabi S. Bhagat and Roger J. Kashlak. 2010. International Management: Managing in a diverse and dynamic global environment. [Second Edition] Tata McGraw Hill, New Delhi. 2. Charles W L Hill and Arun K Jain. 2014. International Business: Competing in the Global Market Place. [Tenth Edition]. Tata McGraw Hill, New Delhi. 3. Bhalla, V.K. and Shiva Ramu, S. 2010. International Business: Environment and Management. [Thirteenth Edition]. Anmol Publications Pvt. Ltd., New Delhi. 4. John D. Daniels., Lee H. Radebaugh and Daniel P. Sullivan. 2012. International Business: Environment and Operations. [Fourteenth Edition]. Pearson Education, New Delhi
Website Link	https://www.easymanagementnotes.com/overview-of-international-business/

L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	L	S	M	S	M	L
CO2	M	M	S	M	M	L	M	S	M	M
CO3	S	L	S	M	S	M	S	M	S	M
CO4	M	M	L	S	M	M	S	S	S	M
CO5	S	S	M	M	L	S	L	S	M	S
Level of Correlation between CO and PO		L-LOW	M-MEDIUM		S-STRONG					

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
M. Ramamoorthy Dr. M RAMAMOORTHY	C. SRINIVASAN	[Signature] [Signature]



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hrs	L	T	P	C
21M6UBAC18	MANAGEMENT INFORMATION SYSTEM	DSC THEORY - XVIII	VI	5	3	2		4
Objective	Management Information System is to provide information for decision making on planning, initiating, organizing, and controlling the operations of the subsystems of the firm and to provide a synergistic organization in the process.							
Unit	Course Content				Knowledge Levels		Sessions	
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues				K1-K2		10	
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage				K2-K3		10	
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.				K2-K3		10	
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.				K1-K3		10	
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.				K3		10	
Course Outcome	CO1: Understand MIS in decision making							
	CO2: Explain MIS, its structure and role in management functions							
	CO3: Classify & discuss information system categories, Database Management systems							
	CO4: Discuss SDLC and functional information system categories							
	CO5: Outline functions of BPO, Data mining and the recent trends in information management							
Learning Resources								
Text Books	1. Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai. 2. Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition							


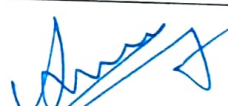
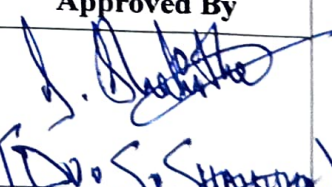
Reference Books	1. Mudrick& Ross, "Management Information Systems", Prentice - Hall of India. 2. Management Information System by Concise study by Kelkhar S A 3. CSV Murthy -"Management Information Systems" Himalaya publishing House. 4. Michael Alexander (2014) Business Intelligence Tools for Excel Analysts 5 Management Information System by Oka MM
Website Link	1. https://www.tutorialspoint.com/management_information_system/management_information_system.htm 2. http://tumkuruniversity.ac.in/ocug/comm/notes/MIS.pdf 3 JMIS - Journal of Management Information Systems (jmis-web.org) 4 Management Information Systems Quarterly AIS Affiliated Journals Association for Information Systems (aisnet.org) 5 https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes

L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	M	S	M	M	S	L
CO2	M	M	S	S	S	M	M	M	S	S
CO3	S	M	M	M	S	S	S	S	M	L
CO4	M	S	S	M	L	S	M	S	S	S
CO5	S	M	M	L	S	M	S	S	M	L
Level of Correlation between CO and PO			L-LOW	M-MEDIUM		S-STRONG				

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P GOMATHI	 C. SRINIVASAN	 Dr. S. Srinivasan





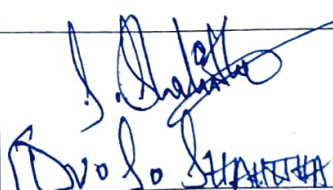
BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hrs.	L	T	P	C
21M3UBAC19	ENTREPRENEURSHIP DEVELOPMENT	DSC THEORY - XIX	VI	5	5			4
Objective	To expose the students about the scope for identifying and establishing enterprises in their locality.							
Unit	Course Content					Knowledge Levels	Sessions	
I	Definition – concept – industrial small entrepreneurship – meaning- Importance Significance and Scope – characteristics of entrepreneur – Factors influence rural entrepreneurial development.					K1-K2	10	
II	General study of cottage and Small Scale Industries - Enterprise Management- Need and Importance – Women Entrepreneurship development through SHG.					K1-K2	10	
III	Identification of opportunities – choice of product - preparation of feasibility – Report – Registration and License – Financial assistance Nationalized banks – State financial Corporation – DIC – KVIB, KVIC – NSIC, SIDBI and NABARD - Incentives and Government support					K3	10	
IV	Approaches to Entrepreneurship Development - EDP – Issues – Entrepreneurial Training – Methods and Institutions offer entrepreneurial Training.					K3	10	
V	Central excise – Income Tax – Sales tax - licensing authority – Export and Import regulatory acts.					K2 - K3	10	
Course Outcome	CO1: Students understand clearly about the Entrepreneurship.					K1		
	CO2: Know the various institute that helping in entrepreneurship					K2		
	CO3: Gained knowledge about various Institutional finance to entrepreneurs					K2		
	CO4: Analyze the factors and approaches to implement the strategy					K3		
	CO5: Understand the importance and criteria for strategic evaluation and control					K3		
Learning Resources								
Text Books	1. Gupta, C.B. and Srinivasan N.P., Entrepreneurial Development.							

Reference Books	1.Dhumija, S.K. (2002), Women Entrepreneurship: Opportunities, Performance, Problems, Deep and Deep, New Delhi. 2. Khanka, S.S. (2005), Entrepreneurial Development, S.Chand& Co., New Delhi. 3. Malli, D.D. (1999), Training for Entrepreneurship and Self Employment, Mittal Publication, New Delhi. 4. Rathakrishnan,L. (2008), Empowerment of Women Through Entrepreneurship, Gyan Publishing House, New Delhi. 5. Shukla(2003), Entrepreneurship and Small Business Management, KitabMahal, Agra.
Website Link	https://periodicos.ufsm.br/reget/article/view/63506 https://www.unescap.org/ttdw/ppp/ppp_primer/351_types_of_government . https://www.cbic-gst.gov.in/aces/aces.html
	L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	M	S	M	M	S	L
CO2	M	M	S	M	S	S	M	M	S	S
CO3	S	S	M	M	S	S	S	S	M	L
CO4	M	S	M	M	L	S	M	M	S	S
CO5	S	M	M	L	S	M	S	S	M	L
Level of Correlation between CO and PO		L-LOW	M-MEDIUM		S-STRONG					

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 A.KARTHIGAI SELVAM	 C.SRINIVASAN	



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M6UBAS04	PERSONALITY DEVELOPMENT	SEC – IV	VI	2	2			2
Objective	To identify some of the essential soft skills needed for effective management To help the students to discover his potential and adopt an assertive behaviour							
Unit	Course Content				Knowledge Levels		Sessions	
I	Personality Development: Introduction – Personality traits Vs body features – control mechanism of personality – career advancement.				K1-K2		4	
II	Pillars of Personality Development Introspection – self-Assessment – self appraisal – self development – self interrogation.				K2-K3		4	
III	Self Identification and Self Assessment – self qualifying factors, self identification matrix – packaging of self identity.				K2-K3		4	
IV	Setting Personal Mission Process – role and responsibility – winning factors- Self acceptance and self growth – human dimensions.				K1-K3		4	
V	Managing Stress – Meditation and concentration techniques, Organizing &Negotiating, Techniques in Personality Development.				K2-K3		4	
Course Outcome	CO1: Individual or in-group class presentations pertaining to the applications of,concepts,theories or issues in personality development.				K1			
	CO2: Analysis the individual self-development, packaging of self identifies.				K2			
	CO3: Understand the Self Identification and Self Assessment Self identification				K3			
	CO4: Design and complete a research project that can take the form of a developmental interview, an observation or assessment through service learning.				K4			
	CO5:Develop and maintain a Reflection.				K5			
Learning Resources								

Text Books	1. Alex, K; Soft Skills, S.Chand& Co. Ltd.; New Delhi, 2009
Reference Books	1. Kannan Bhardwaj (2009), Training Module on Personality Development, ALP Books, New Delhi. 2. Onkar.R.M. (2009), Personality Development and Career Management, S.Chand& Company Ltd., New Delhi. 3. Sharma.M.K (2011), Personality Development, ALFA Publications, New Delhi. 4. McGrath, E.H: Basic Managerial Skills for All Prentic Hall, New Delhi, 2007. 5. Francis Thamburaj: Communication Soft Skills. Grace Publishers, Trichy. 6. Chaturvedi, P.D and MukeshChaturved: Business Communication. New Delhi, 2008.
Website Link	https://www.merriam-webster.com/dictionary/self-identification

L-Lecture

T-Tutorial



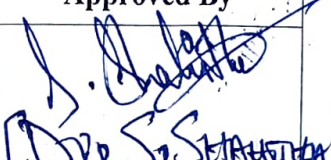
P-
Practical

C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	S	L	M	M	M	L
CO2	S	S	M	L	M	M	S	M	S	M
CO3	M	S	L	M	S	M	S	S	M	S
CO4	S	M	M	S	L	L	M	M	S	S
CO5	M	L	S	M	S	S	S	L	M	M
Level of Correlation between CO and PO		L-LOW		M-MEDIUM		S-STRONG				

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 A. KARTHIGAISELVAM	 C.SRINIVASAN	 S. S. SHANMUGAN



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

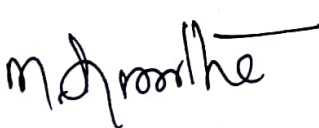

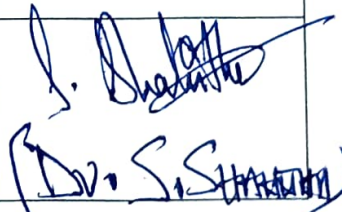
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M6UBAPR3	PROJECT WORK	PROJECT	VI	3		3		4
Objective	To Give Idea about Research Project, To identify the research problem, To review Literature, To give knowledge on Data Collection and Analysis, To Learn Project Preparation.							
S.No.	PROJECT DESCRIPTION / GUIDELINES				Knowledge Levels		Sessions	
1	Project report is to bring out the scientific way of doing research				K1		2	
2	The project work should be prepared neatly and presented in systematic way with in 50 pages; Paper Size should be A4 sheet only.				K3		4	
3	Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.				K3		4	
4	The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text with 1.5 spacing line.				K3		4	
5	The candidate should submit periodical report of the project to the supervisor.				K3		4	
6	Two reviews will be conducted before the Viva Voce Examination				K3		4	
7	Evaluation of the project report one hard copy will be returned to the candidate.				K3		4	
8	Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.				K3		4	
Course Outcome	CO1: Gain knowledge about Research Project				K3			
	CO2: Enhance the knowledge to find out the research problem				K3			
	CO3: Improve practice in review of literature				K3			
	CO4: Gain knowledge on Data Collection and Analysis				K3			
	CO5: Be Proficient in Project Preparation				K3			
Learning Resources								
Text Books	Mark Saunders, Philip Lewis. Adrain Thornhill" Research Methods for Business Students" 5th Edition Pearson India 2011							

Reference Books	S.M.Venkatachalam&M.Murali, "Basics of Business Research", Mithila Publications
Website Link	https://youtu.be/cQJwdYSDsS0 https://youtu.be/0oSDa2kf5I8

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M	M	S	M	S	S
CO2	M	S	M	M	S	S	M	S	S	M
CO3	S	S	M	S	M	M	S	S	M	S
CO4	M	M	S	M	M	S	S	M	S	M
CO5	M	S	S	M	S	S	S	S	S	M
Level of Correlation between CO and PO			L-LOW	M-MEDIUM		S-STRONG				

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 Dr. M RAMAMOORTHY	 C.SRINIVASAN	 (Dr. S. Srinivasan)



CBCS-Pattern with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hrs.	L	T	P	C
21M6UBACE1	BBA for Competitive Examination	Self study Online Competitive Examination	V1	-	-	-	-	2
Objective	To create awareness among the students to learn fundamental ideas and subjects knowledge on their chosen field that would be helpful to appear for competitive examination in an effective way.							

Course Content

Assemblage of different topics related to Business Administration in particular principles of management, business communication, HRM, Finance, Marketing, Insurance, IPR, Business Law, Banking, Sales and advertisement, international business, production and industrial management, life skill management, economics, O.B., personality development, IPR, basics of research methodology, financial market and basics of statistics including ICT i.e., computer and internet aspects.

Major emphasis has been put forth to include recent developments in the subjects. This course aims to give a holistic view of all the topics which comprised of some factual text prints, multiple choice questions (MCQ), it is extremely suitable for students pursuing their higher degree in University/institute for their entrance exams, students preparing for various national and state level competitive entrance exams such as TANUET, CAT, MAT, TNPSC, UPSC, IBPS, RRC etc.

Rules for creating MCQ pattern.

1. Objective type online examination will be conducted at the end of 6th semester.
2. Questions must be taken from all previous question papers of, UPSC, IAS and Common Entrance Test for MBA Programme.

3. Testing critical thinking.

Multiple choice questions to test the superficial knowledge. Learners to interpret facts, evaluate situations, explain cause and effect, make inferences, and predict results.

4. Emphasize Higher-Level Thinking

Use memory-plus application oriented questions. These questions require students to recall principles; rules or facts in a real life context. MCQ it contains matching type, fill in the blanks and true and false pattern etc.

Eg.1

Ability to Justify Methods and Procedures
Management is _____.

- A. an art. B. a science. C. an art and a science. D. an art not science.

Ability to Interpret Cause-and-Effect Relationships

Why does investing money in common stock protect against loss of assets during inflation?

- a. It pays higher rates of interest during inflation.
- b. It provides a steady but dependable income despite economic conditions.
- c. It is protected by the Federal Reserve System.
- d. It increases in value as the value of a business increases.

5. Mix up the order of the correct answers

Keep correct answers in random positions and don't let them fall into a pattern that can be detected

6. Use a Question Format

Multiple-choice items to be prepared as questions (rather than incomplete statements)

The capital of California is in Direct Question Format----- Less effective.

In which of the following cities is the capital of California? -This is Best format.

7. Keep Option Lengths Similar

Avoid making your correct answer the long or short answer

8. Avoid the "All the Above" and "None of the Above" Options

Students merely need to recognize two correct options to get the answer correct

9. HOD's instruct to the faculty to prepare minimum 500 questions booklet (cumulatively for each programme) with solutions and circulate among the students.

10. Each Department to prepare the Questions (MCQ pattern with four answers) and submit to ICT.

Course Outcome	CO1: To remember the basic concepts of various discipline	K1
	CO2: To assess the in-depth knowledge of their stream	K5
	CO3: To create awareness among the student to know the pattern of Competitive Exams	K6
	CO4: To develop the critical thinking, higher-level thinking and empowering the imagination skills	K6
	CO5: To make the student to prepare for corporate placements.	K6

Learning Resources



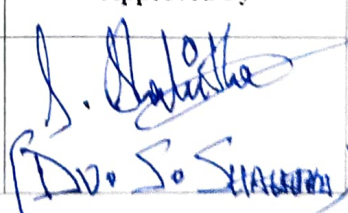
Reference Books	1. TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019 2.David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017 2.Event Management By Chaudhary, Krishna, Bio-Green Publishers 3. R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006 4.Philip Kotler, Marketing Managemetn, Millennium Edition, PHL 5. AswathappaK , International Business , 7th Edition, McGraw-Hill, 2020 6. Dr.K.Arul & Dr. S.Karthick, Production and Materials Management, Shanlax Publication, Madurai. 7. Khanka, S.S. (2005), Entrepreneurial Development, S.Chand & Co., New Delhi. 8.Indian Economy – S.K.Misra and V.K.Puri, Himalaya, Mumbai. 9. C.R.Kothari.” Research Methodology”, New Age International(P) Ltd Publishers Re-print 2017 10. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
Website Link	http://www.nptel.ac.in , https://www.mbaskool.com http://www.simplynotes.in , https://www.indeed.com https://www.youtube.com , https://slideplayer.com https://www.slideshare.net , https://www.slideshare.net https://www.cbic-gst.gov.in , https://gurukpo.com

L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	M	S	M	M	S	L
CO2	M	M	S	M	S	S	M	M	S	S
CO3	S	S	M	M	S	S	S	S	M	L
CO4	M	S	M	M	L	S	M	M	S	S
CO5	S	M	M	L	S	M	S	S	M	L
Level of Correlation between CO and PO		L-LOW	M-MEDIUM	S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	SELF STUDY
Assessment Methods	100 multiple choice questions through computer based online examinations passing minimum is 40%

Designed By	Verified By	Approved By
 A.KARTHIGAISELVAM	 C.SRINIVASAN	 Dr. S. Srinivasan



BBA Syllabus LOCP-CRCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	E
21MUBAND1	PRINCIPLES OF MANAGEMENT	HMEG - I	III	2	2			2

CO-PO Mapping

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	M	M	M	L
CO2	S	M	L	M	S	M	M	S	M	S
CO3	S	S	M	L	L	M	S	M	S	M
CO4	M	M	L	M	S	M	M	S	L	L
CO5	M	S	M	S	M	S	S	L	S	M
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving quizzes,
Teaching and Learning Methods	Chalk and talk, Smart Class,
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations,

Designed By	Verified By	Approved By
P.A. Jothi	C. VINIVASAN	D. Jothi



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAN01	Human Resource Management	NMEC - 2	IV	2	2			2
Objective	To understand the effective utilization of manpower, recruitment, selection and performance appraisal of employees .							
Unit	Course Content						Knowledge Levels	Sessions
I	Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM –Functions of HRM.						K1-K3	4
II	Human Resource Planning – Manpower planning Nature, Importance and Objectives of Manpower Planning – Process of Manpower Planning – Uses and Benefit of Manpower Planning.						K1-K2	4
III	Job Analysis – Meaning, Process of Job Analysis - Job Description – Job specification-Job evaluation- Job Satisfaction: Meaning, Importance, factors affecting job satisfaction - Types of employee satisfaction						K1 - K3	4
IV	Recruitment–Meaning, Source of Recruitment. Selection –Meaning, Process, Difference between recruitment and selection.						K3	4
V	Performance Appraisal - Meaning and methods. Training and Development – Meaning, Importance and Types of training.						K3	4
Course Outcome	CO1:Define the role of HR managers in understanding various dynamics of human resource environment.						K1	
	CO2:Discuss the human resources requirement and formulate HR policy of the organisation with regard to Recruitment, selection.						K2	
	CO3:Determine the uses of training methods and their advantages and disadvantages to evaluate various training methods.						K3	
	CO4:Demonstrate Job analysis and Job Satisfaction						K3	
	CO5: Apply the Performance Appraisal methods for employees in an organization						K3	
Learning Resources								
Text Books	Gupta C.B, Human Resource Management, Sultan Chand and Sons, New Delhi,2012.							
Reference Books	G.R. Bassotia, Human Resources Management, Mangal Deep Publication K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.							
Website Link	https://www.slideshare.net/arunvsriram/nature-and-scope-of-hrm https://www.slideshare.net/vinayakbhalavi3/introductionmeaningnaturescope-of-hrm https://www.scribd.com/presentation/326489108/MODULE-1-NATURE-AND-SCOPE-OF-HRM-ppt							

L-Lecture

T-Tutorial

P-Practical




C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M1UBAN02	HUMAN RESOURCE MANAGEMENT	NMEC - II	IV	2	2			2

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04	PS05
CO1	S	M	M	S	S	S	M	M	S	S
CO2	S	S	M	S	M	L	M	L	M	S
CO3	M	S	S	S	L	S	S	M	S	S
CO4	S	S	S	M	M	S	M	M	S	S
CO5	M	M	S	S	S	M	M	M	S	S
Level of Correlation between CO and PO	L-LOW	M-MEDIUM	S-STRONG							

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assesment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
C. SRINIVASAN 	C. SRINIVASAN 	



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards									
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C	
21MBUBAN03	ENTREPRENEURSHIP DEVELOPMENT	NMEIC - 3	III	2	2				2
Objective	To know the basic knowledge on the concepts of marketing and apply in day to day life.								
Unit	Course Content								
I	Entrepreneurship : Concepts, types and functions of entrepreneurs – Entrepreneurial Development in India – Role of entrepreneurs in economic development – Entrepreneurial Development Programme – Phases of Entrepreneurial Development Programme.	Knowledge Levels	Sessions						4
II	Business ideas: Project identification and formulation – classification of project feasibility studies – project appraisal methods – Start-up Companies.	K1-K3							4
III	Institutions and development of entrepreneurs – Role of DIC, SISI, SIDCO, NSIC, MAFY, KVIC, FICCI, IICCI and Entrepreneurial Guidance Bureau – incentives and subsidies to entrepreneurs and commercial banks in financing entrepreneurs.	K2-K3							4
IV	Promoting enterprises – SSI – MSME – Role and growth of SSI – Regulations governing SSI –incentives and concessions for SSI units – sickness in SSI – causes and remedies	K2							4
V	Problems and prospects of entrepreneurs – Developing women and rural entrepreneurs –entrepreneurs' motivation.	K3							4
Course Outcome	CO1: Identify stages of growth in entrepreneurial ventures along with changing face of family business in India.	K1							
	CO2: Understanding the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	K2							
	CO3: Discuss the characteristics of an entrepreneur as well their role in the economic development of the country.	K2							
	CO4: Predict the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	K3							
	CO5: Determine the factors required to start as good entrepreneur.	K3							
Learning Resources									
Text Books	"Marketing Management" - Philip Kotler								
Reference Books	Dr. R L Varshney & Dr. S L Gupta, Marketing Management - An Indian Perspective, 2002. "Marketing Models" - Lilien & Kotler & Moorthy								
Website Link	https://www.slideserve.com/quinta/marketing-functions https://www.slideshare.net/DevikaAntharjanam/abhinv-kumar								

L-Lecture
T-Tutorial
P-Practical
C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M11UBAN03	ENTREPRENEURSHIP DEVELOPMENT	NMEC - III	III	2	2			2

CO-PO Mapping

CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	M	S	M	M	S	L
CO2	M	M	S	M	S	S	M	M	S	S
CO3	S	S	M	M	S	S	S	S	M	L
CO4	M	S	M	M	L	S	M	M	S	S
CO5	S	M	M	L	S	M	S	S	M	L
Level of Correlation between CO and PO	L-LOW	M-MEDIUM		S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
A.KARTHIGAI SELVAM 	C.SRINIVASAN 	



BBA Syllabus LOCP-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAN04	Principles of Marketing	NMEC - 4	IV	2	2			2
Objective	To know the basic knowledge on the concepts of marketing and apply in day to day life.							
Unit	Course Content						Knowledge Levels	Sessions
I	Marketing - Meaning, Definition and functions - Marketing environment - Marketing Mix - consumer behaviour- meaning and factors influencing .						K1-K3	4
II	Marketing Segmentation, Targeting and Positioning. - Product - New product development - Product mix and product life cycle strategy -						K2	4
III	Pricing - meaning and factors influencing - methods of pricing - product levels and product lines - Branding, Packaging and Labeling.						K1-K2	4
IV	Sales Promotion: Personal Selling: Meaning, objectives and types. Advertising: Meaning and types. Salesmanship and Publicity and its objectives.						K3	4
V	Recent trend in marketing – E- Business– Tele-marketing – Relationship marketing –Digital marketing.						K1-K2	4
Course Outcome	CO1:Identify the basic concepts, importance of marketing and marketing environment.						K1	
	CO2:Understand the concepts of pricing and distribution.						K2	
	CO2:Determine the concept related to consumer behaviour and market segmentation.						K3	
	CO3:Analyze the concept of product, branding and product life cycle.						K3	
	CO5: Demonstrate the concepts of promotion and promotion mix. -						K3	
Learning Resources								
Text Books	"Marketing Management" - Philip Kotler							
Reference Books	Dr. R L Varshney & Dr. S L Gupta, Marketing Management - An Indian Perspective, 2002. "Marketing Models" - Lilien&Kotler&Moorthy							
Website Link	https://www.slideserve.com/quinta/marketing-functions https://youtu.be/TL0K0AhI7kE https://www.slideshare.net/DevikaAntharjanam/abhinn-kumar https://youtu.be/6jobOJy96jM							

L-Lecture

T-Tutorial

P-Practical

C-Credit

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21MAUBAN04	PRINCIPLES OF MARKETING	HMEC IV	IV	2	2			2

CO-PO Mapping

CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	L	S	M	S	M	L
CO2	S	S	S	M	M	L	M	S	M	M
CO3	S	S	L	M	M	M	S	M	S	M
CO4	M	M	S	S	M	M	M	M	S	M
CO5	S	M	M	S	L	S	L	S	L	S
Level of Correlation between CO and PO	L-LOW	M-MEDIUM	S-STRONG							

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 Dr. M. RAMAMOORTHY	 C. SRINIVASAN	 D. SRINIVASAN





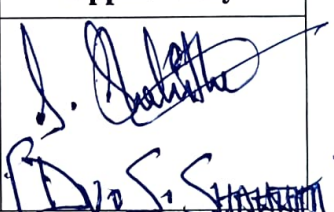
BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21MSUBAE01	COST ACCOUNTING	DSC- I	V	5	2	3		3
Objective	To understand the basic concepts of Cost Accounting and Comprehend the operations of costing							
Unit	Course Content					Knowledge Levels		Sessions
I	Cost Accounting - Definition, Meaning and Scope – Relationship of Cost Accounting, Financial Accounting and Management Accounting–Methods of Costing –Cost Analysis, Concepts and Classifications–Elements of Cost.					K1-K2		10
II	Preparation of cost sheet-stores control- EOQ-maximum, minimum, reordering levels. Pricing of materials issues FIFO,LIFO, average cost, standard price methods -labor cost-remuneration- Time rate and Piece rate system (Simple problems)					K2-k3		10
III	Overhead – Classification of Overheads – Allocation and Absorption of Overhead (Simple Problems)					K2-K3		10
IV	Process Costing: Features of Process Costing–Process Losses, Waste, Scrap, Normal Process Loss, Abnormal Process Loss, Abnormal Gain, Inter Process Profit (Simple Problems).					K2-K3		10
V	Operating Costing, Job Costing, Batch costing and Contract Costing, Costing of Joint Products and By Products (Simple problems)					K2-K3		10
Course Outcome	CO1:Understand the fundamentals of cost accounting					K1		
	CO2:Exercise appropriate judgment in selecting and presenting information using various methods relevant to cost accounting.					K2		
	CO3:Given a quality problem/ failure mode, the student manager will be able to identify causes and sub causes of the effect/ problem draw and justify Ishikawa Diagram.					K3		
	CO4:Plan, design and execute practical activities using techniques and procedures appropriate to cost accounting.					K4		
	CO5:Solve problems relevant to cost accounting systems using ideas and techniques some of which are at the forefront of the discipline.					K5		
Learning Resources								
Text Books	SP Jain, KL Narang, Practical Problems In Cost Accounting, Kalyani, 2015							
Reference Books	1.Principles of cost Accounting – Dr. Maheswari S.N.- Sultan Chand & Sons. 2. Cost Accounting – Iyengar S.P, - Sultan Chand. 3. Cost Accounting – Rayudu, Tata McGraw Hill.							
Website Link	https://www.investopedia.com/ask/answers/041615/what-are-main-objectives-cost-accounting.asp							

L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	L	S	M	L	S	S	M	S
CO2	S	M	M	L	M	S	M	S	M	L
CO3	L	M	M	M	S	M	S	M	S	S
CO4	M	S	M	L	S	S	L	M	S	M
CO5	L	M	S	M	L	S	M	S	M	S
Level of Correlation between CO and PO		L-LOW		M-MEDIUM		S-STRONG				

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P GOMATHI	 C.SRINIVASAN	 S. Srinivasan





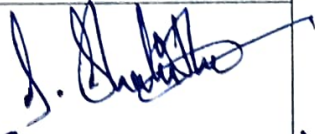

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hrs	L	T	P	C
21M5UBAE02	TOTAL QUALITY MANAGEMENT (TQM)	DSE - I	V	5	2	3		3
Objective	To enable the students to understand the Total Quality Management concept and principles.							
Unit	Course Content						Knowledge Levels	Sessions
I	Concept of Quality – Quality as customer delight – Quality as meeting. Standards–Introduction to total Quality – Concept of total Quality Design, inputs, process and output – Quality as business performance – Attitude and involvement of top management.						K1-K2	10
II	Quality Management – Fundamentals – Evolution and objectives – Planning for Quantity – Quality Process – Statistical Process Control (SPC)–Quality Assurance – Total Quality management.						K2-K3	10
III	Quality Management System – ISO 9000 series – Techniques of TQM –5' Concepts – 7' tools – Cause – Effect Analysis stratification, Pareto diagram Histogram, Control charts (SQC) check sheet & Pie-						K2-K3	10
IV	Bench marking – Essence of Bench Marketing–Benefits and Strategic Bench marking – Global bench marking – Business Process Re-engineering.						K1-K3	10
V	Core competence and strategic alliance for ensuring quality – role of MNCS, in emergence of global quality – Barriers to TQM.						K2-K3	10
Course Outcome	CO1:Understanding the basic concepts of TQM						K1	
	CO2:Understand Quality in Manufacturing, Service, Health care and Education						K2	
	CO3:Focus on Customer satisfaction through defined quality processes.						K3	
	CO4:The students will be given an opportunity in the field of quality control						K4	
	CO5:The knowledge about the quality management has been studied						K5	
Learning Resources								
Text Books	1. Armond V. Feigerbaum, - Total Quality Control McGraw Hill. 2. John Bark, - Essence of TQM, PHI, Delhi.							
Reference Books	1. Joel, E. Ross, - Total Quality Management 2. Ron Collard, - Total Quality, Jaico, Delh							
Website Link	https://www.techtarget.com/searchcio/definition/Total-Quality-Management							

L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	L	S	M	M	S	M	S
CO2	S	M	M	L	S	S	L	M	S	L
CO3	S	M	S	M	S	L	M	S	M	M
CO4	M	S	S	M	M	S	M	L	M	S
CO5	S	S	M	M	S	M	L	M	S	L
Level of Correlation between CO and PO		L-LOW		M-MEDIUM		S-STRONG				

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P GOMATHI	 C.SRINIVASAN	 



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards



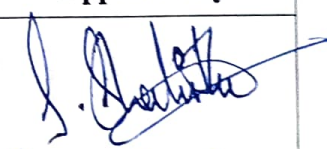
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21MSUBAE03	E-BUSINESS	DSE - I	V	5	2	3		3
Objective	1. To know about e-commerce models and its practical applications 2. To understand customer buying behaviour in e-commerce and ways to retain them through effective web advertising.							
Unit	Course Content						Knowledge Levels	Sessions
I	Basic Internet Fundamentals: Overview of the Internet, Browsing the world wide web, Electronic Mail, Basics of using FTP, Newsgroups, Searching the web to gain Market Intelligence. Internet Technology						K1-K2	10
II	ECRM -Meaning -Difference between CRM &ECRM - Features of ECRM -ECRM Software.						K2-K3	10
III	MS-office -Data entry -graphs -aggregate function - Formulas & functions -Different No. System & conversion.						K2-K3	10
IV	An Electronic Market place of buyers & sellers - Collaborating on a distribution chain -Online catalog.						K2-K3	10
V	Commercial Websites -Types of online business -Sales of Products & Services One to one Marketing Strategies.						K2-K3	10
Course Outcome	CO1:To analyse the web advertising modes						K1	
	CO2:To critically evaluate public policy on privacy and security						K1	
	CO3:To Understand e-commerce models -its benefits and limitations						K2	
	CO4:To use of market research tools in analyzing customer buying behavior						K2	
	CO5:To understand the application of B2B e-commerce model						K3	
Learning Resources								
Text Books	1. Greg Holden, Starting an E.commerce Business for Dummies H Edition 2. David Kodiur, Understanding Electronic Commerce.							
Reference Books	1.PI' Josep , E. Commerce -A ManagenPespective, PHI 2. Daniel Amor, E Business Revolution, Pearson Education Asia, PHI 3. Shurethy, E -Business with Net Commerce 4. Samanthashurethy, E-Businesswithnet.commerce.							
Website Link	1. https://www.tutorialspoint.com/e-commerce/e-commerce-tutorial.pdf 2. https://www.techtarget.com/searchcio/definition/e-business 3. https://www.britannica.com/technology/e-commerce 4. https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/ 5. https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf							

L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	L	S	M	S	M	M
CO2	S	M	S	M	M	L	S	M	S	L
CO3	M	S	L	S	M	S	M	S	S	M
CO4	M	M	S	L	S	M	S	M	S	M
CO5	S	S	M	M	S	S	M	L	S	S
Level of Correlation between CO and PO		L-LOW		M-MEDIUM		S-STRONG				

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P SUBA	 C.SRINIVASAN	 Dr. S. S. Srinivasan



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hrs	L	T	P	C
21M5UBAE04	INDUSTRIAL RELATION	DSE - II	V	5	2	3		3
Objective	To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances, Labor Legislation, Councils and Collective Bargaining, Trade Unions etc.							
Unit	Course Content					Knowledge Levels		Sessions
I	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.					K1-K2		10
II	Industrial Dispute: Meaning, Employee Dissatisfaction, Strikes – Lockouts, Lay Off & Causes of Conflict. Settlement of Disputes – Machinery – Negotiations Conciliation, Meditation, Arbitration and Adjudication. Grievance: Definition & Redressal Procedure					K2-k3		10
III	Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923, Employee Provident Funds and Miscellaneous Provisions Act 1952 & Trade Union Act 1926.					K2-K3		10
IV	Workers' participation in management: Labors Participation in Management Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance.					K2-K3		10
V	Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures and Functions–Social And Economic Responsibilities of Trade Union.					K2-K3		10
Course Outcome	CO1:Understand the role and importance of Industrial Relations					K1		
	CO2: Understanding the concepts of industrial Disputes and settlement.					K2		
	CO3: Understanding the concepts of Labour legislation.					K2		
	CO4: Identifying the concepts of Workers Participation in Management					K3		
	CO5: Understanding the concepts of Trade Union					K3		
Text Books	1. Mamoria, C.B., —Dynamics of Industrial Relations in Indial, Himalaya Publishing House, Bombay, 1992.							
Reference Books	1. JohnT.Dunlop:—Industrial Relations SystemI, Henry HoltandCompany,NewYork,1958. 2. Flanders Allen :—Trade Union, The English Languages Book Society, London,1963. 3. Loyd G.Reynolds:—Labour Economics and Labour Relations Prentice Hall of India PVT .Ltd. NewYork,1978.							



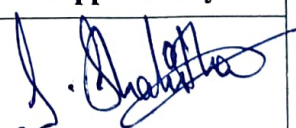
	4. Daniel Quinn Mills: —Labour Management Relations, McGraw Hill Books Company, NewYork,1978. 5. Marry. S, —Collective bargainingI, Asia Publishing House, Bombay, 1980.
Website Link	1. https://www.studocu.com/in/document/panjab-university/mangerial-finance/bba-specialization-hrm-vi-sem-industrial-relations/15804491 2. https://www.srcc.edu/e-resources?field_e_resources_tid=447 3. https://labour.gov.in/industrial-relations 4. https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union 5. https://theintactone.com/2022/08/17/joint-management-councils/

L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	M	M	S	S	L	M	L
CO2	S	M	M	L	M	S	S	M	M	S
CO3	M	S	M	S	L	S	M	L	S	L
CO4	S	M	S	L	M	M	L	S	M	M
CO5	S	M	S	M	S	L	M	S	S	M
Level of Correlation between CO and PO		L-LOW		M-MEDIUM		S-STRONG				

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P SUBA	 C.SRINIVASAN	 Dr. S. Srinivasan



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
22MSUBAE05	STRESS MANAGEMENT	DSE - II	V	5	2	3		3
Objective	Describe and explain the nature of stress, the stress response, causes of stress, the relationship between stress and disease and a holistic approach to stress managements.							
Unit	Course Content				Knowledge Levels		Sessions	
I	Stress meaning - Symptoms - Work Related Stress - Individual Stress – Reducing Stress - Burnout.				K1-K2		10	
II	Common Stress Factors Time And Career Plateauing :Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area - Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say ‘No’.				K1-K2		10	
III	Crisis Management :Implications – People issues – Structure issues, environmental issues, psychological fall outs– Learning to keep calm – Preventing interruptions – Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment.				K3		10	
IV	Work Place Humor: Developing a sense of Humor – Learning to laugh, role of group cohesion and team spirit, using humor at work, reducing conflicts with humor.				K3		10	
V	Self-Development: Improving Personality – Leading with Integrity, enhancing creativity – Effective Decision Making – Sensible Communication – The Listening Game – Managing Self - Meditation for Peace – Yoga for Life.				K2, K3		10	
Course Outcome	CO1: To provide a basic knowledge about the stress, types and symptoms of human stress.				K1			
	CO2: To encourage the students to develop balanced self-determined behaviour through humor, yoga and self-development				K2			
	CO3: To familiarize the students with the management of work related stress at an individual and organizational level and will help them to develop and implement effective strategies to prevent and manage stress at work				K3			
	CO4: Demonstrate the importance of workplace humor as a tool for overcoming the conflict.				K4			
	CO5: Apply the self-development techniques and tools to improve self and reduce stress.				K5			
Learning Resources								
Text Books	1. Greenberg Jerrold S., Comprehensive Stress Management, 9th edition, Tata McGraw-Hill, New Delhi, 2005. 2. Schafer, Stress Management, 4th Edition, Cengage Learning, Delhi, 2008.							



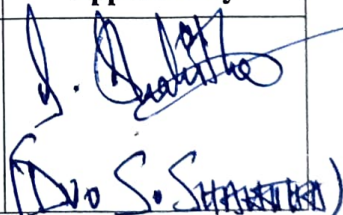
Reference Books	1. Bhatia R.L., The Executive Track: An Action Plan for Self Development, Wheeler Publishing, New Delhi, 1996. 2. Charavarthy S.K., Human Values for Managers, Wheeler Publishing, New Delhi, 1996. 3. Frances A. Clark, Total Career Management, McGraw Hill/Henley Management Series, 1995. 4. Swami Ranganathananda, Eternal Values for a changing society, Bharatiya Vidya Bhavan, 1995. 5. Jeff Davidson, Managing Stress, Prentice Hall of India, New Delhi, 1998.
Website Link	https://corporatefinanceinstitute.com/resources/management/crisis-management/ https://my.clevelandclinic.org/health/articles/11874-stress

L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	M	S	M	S	M	S	L
CO2	M	S	M	S	M	S	S	M	S	M
CO3	S	M	L	S	M	M	S	M	L	S
CO4	S	M	S	M	L	S	M	S	M	L
CO5	S	M	S	M	S	M	L	M	L	M
Level of Correlation between CO and PO	L-LOW		M-MEDIUM		S-STRONG					

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P SUBA	 C.SRINIVASAN	 D. S. Srinivasan




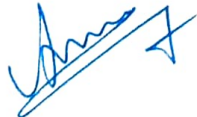
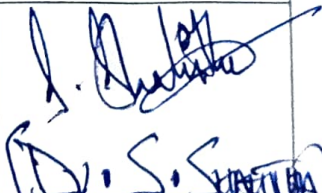
Reference Books	Puncet Singh Bhatia, Fundamentals of Digital Marketing, Pearson, New Delhi Swaminathan T N, Digital Marketing: From Fundamentals to Future, Cengage Learning, Boston
Website Link	1. https://www.soravjain.com/ebook/ebook.pdf 2. https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners 3. https://www.optron.in/blog/digital-marketing/ 4. https://www.tutorialsduniya.com/notes/digital-marketing-notes/ 5. https://digitalmarketinginstitute.com/resources/ebooks 6. https://digitalfireflymarketing.com/wp-content/uploads/2017/02/Big-Book-of-Dig

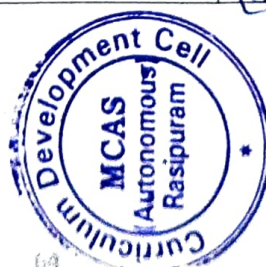
L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	M	S	M	S	M	L
CO2	M	S	S	M	M	S	M	L	M	M
CO3	S	M	L	M	S	M	S	M	S	M
CO4	S	M	S	M	M	L	M	S	S	M
CO5	S	M	S	S	M	S	L	S	M	S
Level of Correlation between CO and PO		L-LOW	M-MEDIUM	S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 C.SRINIVASAN	 C.SRINIVASAN	 D. S. Srinivasan



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hrs	L	T	P	C
20M6UBAE04	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	DSE - III	VI	5	2	3		3
Objective	To acquaint the students understand the importance of values in business. Acquaint them with the latest trends in corporate social responsibility.							
Unit	Course Content			Knowledge Levels		Sessions		
I	CORPORATE ETHICS Values – concepts – types and formation – principles of managerial ethics – relevance of ethics and values in business.			K1-K2		10		
II	CORPORATE SOCIAL RESPONSIBILITY (CSR) Social responsibility of a business firm – stakeholders – response of Indian firms towards CSR.			K2-K3		10		
III	CSR AND CONSUMER PROTECTION Consumerism – unethical issues in sales, marketing and technology – competitive strategy.			K2-K3		10		
IV	BUSINESS AND ECO SYSTEM Markets for eco system services – issues and opportunities for business in socially and environmentally sensitive world – social and environmental problems and shaping market – 3 P's of sustainability – people – planet – profit.			K1-K3		10		
V	ROLE OF GOVERNMENT Regulatory framework – SEBI – Competition Act - Competition Commission of India.			K3		10		
Course Outcome	CO1:Recollect concepts on ethical management practices in the business and appreciate the value system of ancient times and its applicability to modern business situations			K1				
	CO2: Bring up value system in an organization based on ethics and provide knowledge about CSR.			K2				
	CO3: Apply the role of ethics in corporate governance and competitive strategy, consumer protection.			K3				
	CO4: Know the knowledge about ethics and its application in Eco system.			K4				
	CO5:Understant the knowledge about role of government in CSR			K5				
Learning Resources								
Text Books	1. Baxi C.V. & Prasad Ajit, Corporate social responsibility, Excel Books, 2005.							

Reference Books	1. Kaur/Tripat, Values and ethics in management, Galgotia publications, 2007. 2. Chakraborty S.K. , Human values for managers, Excel Books, 2005. 3. Badi R.V. & Badi N.V., Business ethics, Vrinda Publications, 2010.
Website Link	https://www.vedantu.com/commerce/consumer-rights-and-responsibilities

L-Lecture

T-Tutorial

P-
Practical

C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	S	S	M	S	S	L
CO2	S	S	L	M	S	S	M	L	M	S
CO3	S	M	M	L	S	M	S	M	S	S
CO4	S	M	L	S	S	M	M	S	S	M
CO5	M	S	M	S	M	S	S	L	S	M
Level of Correlation between CO and PO		L-LOW		M-MEDIUM		S-STRONG				

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P SUBA	 C.SRINIVASAN	 P. S. Srinivasan



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards

Course Code	Course Title	Course Type	Sem	Hrs	L	T	P	C
21M6UBAE05	INVESTMENT MANAGEMENT	DSE - III	VI	5	2	3		3
Objective	To familiarize students with security analysis and security valuation and also portfolio selection and construction. To acquaint students on the calculation and decision making on securities, investment schemes and financial products.							
Unit	Course Content				Knowledge Levels		Session	
I	Meaning of investment – Nature and scope of investment management - factors favorable for investments – features of an investment programme				K1-K2		10	
II	Investment avenues – Real assets – Financial assets – Fixed income and variable income securities – mutual fund – derivatives				K2-K3		10	
III	Risk- Return concept – Return measurement - Basic valuation models – equity valuation, Preference share and bond valuation .Risk - risk classification – systematic and unsystematic risk – measurement or risk.				K1-K2		10	
IV	New issue market and stock exchange – kinds of trading – Securities and Exchange Board of India.				K2-K3		10	
V	Sources of Investment information – Credit rating agencies – CARE – CRISIL – ICRA – credit rating methodology – Indices.				K1-K2		10	
Course Outcome	CO1: Critically discuss client objectives and the investment policy statement				K1			
	CO2: Apply portfolio theory in practice, covering asset allocation and international investment, portfolio risk management and risk-adjusted performance measurement				K2			
	CO3: Understand and critically evaluate Value strategies, Momentum strategies and Hedge fund strategies				K3			
	CO4: Understand and critically interpret output from investment and risk management tools such as Style Research, Thomson One Banker and Data stream.				K4			
	CO5: To develop knowledge in the areas of systematic savings for tax-planning and CARE and investment planning				K5			
Learning Resources								
Text Books	1. Investment mgt – Preetisingh, Himalays publishing house. 2. Investment mgt – V.K.Bhalla.							
Reference Books	1. Investment management – V. Avadhani - Himalays publishing house. 2. Investment management – Punithavathy pandian, PHI							
Website Link	https://www.studocu.com/in/document/chrst-deemed-to-be-university/investment-management/investment-management-for-cu/12284015							

L-Lecture

T-Tutorial


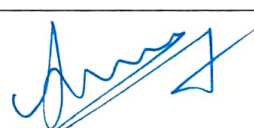
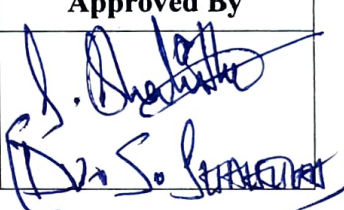
P-Practical

C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	S	M	M	S	M	M	L	S
CO2	M	S	S	M	S	M	L	M	S	S
CO3	S	M	L	S	M	L	S	S	M	M
CO4	M	S	M	M	L	S	M	S	S	M
CO5	S	M	S	L	S	M	S	M	S	L
Level of Correlation between CO and PO		L-LOW	M-MEDIUM		S-STRONG					

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P GOMATHI	 C.SRINIVASAN	 Dr. S. Srinivasan



Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M6UBAE06	ADVERTISING MANAGEMENT AND SALES PROMOTION	DSE - III	VI	5	2	3		3
Objective	To educate the students on various concepts of advertising and their applications in business							
Unit	Course Content			Knowledge Levels	Sessions			
I	Advertising: Meaning – Importance – Objectives –Functions – Role of Advertising -Types of Advertising –Steps in developing an advertisement			K1-K2	10			
II	Media – Forms of Media – Indoor Advertising – Outdoor Advertising -Types - Internet advertising – Film Advertising – Media Planning -Developing and Implementing media strategies.			K2-K3	10			
III	Advertising Layout Design of Layout –Functions. Advertising Campaign: Steps in Campaign Planning Advertising techniques- concept – types.			K2-K3	10			
IV	Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns			K1-K3	10			
V	Control: Measurement of effectiveness – Ethics, Economics and Social Relevance - Integrated marketing communication.			K2-K3	10			
Course Outcome	CO1:Understand the concepts and principles of sales and advertising			K1				
	CO2:Comprehend and decide the usage of mass media			K2				
	CO3:Design and deliver advertisements			K3				
	CO4:Summarize and operationalize sales promotion			K4				
	CO5:Control and justify the process of advertising.			K5				
Learning Resources								
Text Books	1. Advertising and Sales promotion By Pankuri Bhagat 2. Advertising and promotion By Nick Erling							
Reference Books	1.Advertising Promotion And Other Aspects Of Integrated Marketing Communications, 9th Edition, J Craig Andrews 2.Advertising and promotion By George E Belch,Keyoor Purai,Michael A Belch, Tata Mc Graw Hill Publishing 3.Advertising and Personal selling by Dr Ruchi Gupta 4.Advertising: Principles and practices By wells , W./Moriarty , S./Burnett, Pearsons 5.Tested advertising methods by John Caples, prentice hall							



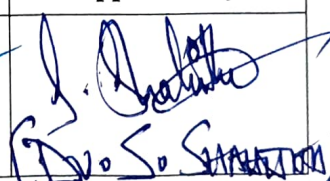
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L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M	S	S	M	S	L
CO2	M	S	M	S	M	L	M	L	M	S
CO3	M	S	M	S	L	S	S	M	S	S
CO4	S	M	L	M	S	S	M	M	S	M
CO5	M	L	S	M	S	M	S	M	S	M
Level of Correlation between CO and PO			L-LOW		M-MEDIUM		S-STRONG			

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P SUBA	 C.SRINIVASAN	 P. S. Srinivasan



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M6UBAE07	DATABASE MANAGEMENT SYSTEM	DSE - IV	VI	5	2	3		3
Objective	To facilitate the creation of data structures and relieve the programmer of the problems of setting up complicated files. Data base management systems have developed from a concept of the data base as something distinct from the programs accessing it.							
Unit	Course Content			Knowledge Levels	Sessions			
I	Introduction: Database System Application – Purpose of Database System – View of Data – Data Model – Database Language – Relational Database – Database Design – Data Storage and Query – Transaction Management – Database Architecture – Database User and Administrator. – History of Database System.			K1-K2	10			
II	Relational Database: Structure of Relational Databases – Database Schemas – Keys – Schema Diagrams – Relational Query Language. SQL: Overview of the SQL Query Language – SQL Data Definition – Basic Structure of SQL Queries – Set operations – Null Values – Aggregate Functions – Nested Sub queries – Modification of the Database.			K2-k3	10			
III	Intermediate SQL: Join Expressions – View – Transactions - Authorization. Advance SQL: Functions and Procedures – Triggers – Formal Relational Queries Languages: The Relational Algebra – The Tuple Relational Calculus – The Domain Relational Calculus.			K2-K3	10			
IV	Database Design and the E-R Model: Overview of the Data Process – The Entity-Relationship Model– Constraints – Entity-Relationship Diagram – Entity-Relationship Design Issues – Extended E-R Features. Relational Database Design: Atomic Domain and First Normal Form –Decomposition using Functional Dependency – Functional Dependency Theory – Decomposition using Multivalued Dependencies – More Normal Form.			K2-K3	10			
V	Database System Architectures: Centralized and Client-System Architectures – Server System Architectures – Parallel Systems – Distributed Systems – Network Types. Distributed Databases: Homogeneous and Heterogeneous Databases – Distributed Data Storage – Distributed Transaction – Commit Protocols – Cloud Based Databases – Directory Systems.			K2-K3	10			
Course Outcome	CO1: Understand the basic principles of database management systems							K1
	CO2: Describe transaction processing and concurrency control concepts							K2


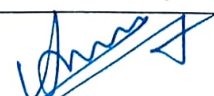

	CO3: Discuss normalization techniques with simple examples.	K3
	CO4: Explain the basic concepts of relational data model, entity-relationship model, relational database design, relational algebra and SQL.	K4
	CO5: Improve the database design by normalization	K5
Learning Resources		
Text Books	1. "Database System Concepts" - Abraham Silberschatz, Henry F. Korth, S. Sudarshan, 6th Edition. MC Graw Hill International Edition.	
Reference Books	1. Silberschatz, Korth, "Data base System Concepts", 4th ed., McGraw hill, 2006. 2. Raghu Ramakrishnan and Johannes Gehrke, Database Management Systems (3/e), McGraw Hill, 2003. 3. Peter Rob and Carlos Coronel, Database Systems- Design, Implementation and Management (7/e), Cengage Learning, 2007.	
Website Link	http://tumkuruniversity.ac.in/ocug/comm/notes/MIS.pdf https://www.studocu.com/row/document/pwani-university/computer-science/mis-notes-for-knec/12239390	

L-Lecture T-Tutorial P-Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	M	M	S	L	L	S	M
CO2	S	M	L	M	S	M	M	S	L	S
CO3	L	M	M	L	M	L	S	M	S	M
CO4	S	M	L	M	S	M	M	S	L	L
CO5	S	S	M	S	L	S	M	L	S	M
Level of Correlation between CO and PO			L-LOW	M-MEDIUM	S-STRONG					

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P SUBA	 C. SRINIVASAN	 S. SRINIVASAN



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M6UBAE08	SERVICE MARKETING	DSE - IV	VI	5	2	3		3
Objective	To Build trust, empowering service delivery personnel, establishing uniform processes, and promoting customer satisfaction. To recall the basic concepts, Marketing Mix, effectiveness of Services Marketing.							
Unit	Course Content					Knowledge Levels		Sessions
I	Services marketing –Introduction and definition – types of services – nature and characteristics of services - classification of services – difference between services and goods-Importance of service sector-service marketing triangle.					K1-K2		10
II	Services Marketing Environment – PESTEL. Service quality-Meaning – Dimensions-Importance- customer expectations and perception-Gaps Model of Service quality-Service Recovery-Meaning and Importance.					K2-K3		10
III	Strategies for Matching Capacity and Demand in services. Service Marketing Mix – Traditional marketing mix elements- Extended Marketing mix elements -need for extended marketing mix elements-Service product – Introduction— planning for services offer— planning for services offer –pricing –promotion and distribution of services.					K2-K3		10
IV	People in Services – Types of Service Personnel – Contact Personnel and Support Personnel – Role of customer in service delivery – Service Process – Service Blue Print – Meaning and Importance.					K1-K3		10
V	Physical Evidence – Physical facilities – Essential evidence and Peripheral evidence – Marketing of Services: Tourism Marketing - Bank Marketing – Hospital marketing – Hotel Marketing.					K2-K3		10
Course Outcome	CO1: To define and understand the concepts of Services Marketing.					K1		
	CO2: To Examine and apply Marketing Mix in Service Marketing.					K2		
	CO3: To analyze and design various strategies in the field of Services Marketing.					K3		
	CO4: To evaluate the role of delivering Quality Service.					K4		
	CO5:To design the tools of Marketing					K5		
Learning Resources								
Text Books	1.Services Marketing – Vasanti Venugopal, Raghu,V.N. Himalaya Publishing House.							
Reference Books	1. Service Marketing :S.M.Jha, Himalaya Publication 2. Services Marketing – Zeithaml, V.A., M.J. Bitner, Tata McGraw Hill 3. Services Marketing- Christopher H.Lovcllock, Pearson education India.							

Website Link	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm https://www.economicsdiscussion.net/marketing-2/what-is-service-marketing/31875 https://www.marketingtutor.net/service-marketing/ https://www.marketing91.com/service-marketing/ https://www.marketing91.com/service-marketing-mix/
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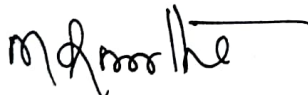
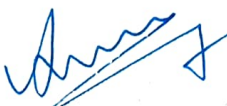
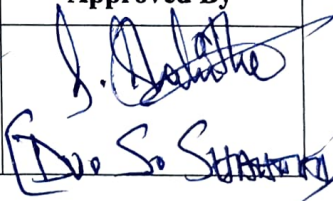
L-Lecture

T- Tutorial P- Practical C-Credit

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	M	M	L	S	M	M	M	L
CO2	L	S	M	L	S	M	S	S	M	M
CO3	M	L	S	M	S	M	M	L	S	S
CO4	S	M	L	M	M	S	M	S	M	L
CO5	L	S	M	S	M	M	S	M	L	M
Level of Correlation between CO and PO		L-LOW	M-MEDIUM		S-STRONG					

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 Dr. M RAMAMOORTHY	 C.SRINIVASAN	 Dr. S. Srinivasan



Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
20M6UBAE09	LOGISTICS & SUPPLY CHAIN MANAGEMENT	DSC - IV	VI	5	2	2		3
Objective	To understand the nature of inventory and its role in the logistics management process, identify the goals and objectives of inventory management, and measure their progress against these goals learn how to calculate safety stock, reorder points, and order quantities, understand the need for and how to maintain better inventory accuracy.							
Unit	Course Content				Knowledge Levels	Sessions		
I	Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India.				K1	10		
II	Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organization level, Activities, Industry level, Value reference model, Concept of Supply Chain Management (SCM), Functions and Contribution of Supply Chain Management, Creating value, Enlisting suppliers to innovate, Leveraging value chain partners, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM).				K2	10		
III	Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs, Inventory Performance Measures, Inventory turnover ratio (ITR), Framework of performance indicators, Inventory Planning Measures, Economic order quantity (EOQ), Reorder point, Safety stock, Supplier-managed inventory.				K3	10		
IV	Logistical Packaging: Introduction, Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs, Introduction to Logistics Outsourcing.				K4	10		
V	Logistics Information System: Introduction, Objectives, Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Introduction to E - Commerce Logistics.				K5	10		
Course Outcome	CO1:Identify the Framework and relationship Supply Chain Management				K1			
	CO2:Discuss about the Logistics and Supply Chain Management and its Retail usage.				K2			

Course Outcome	CO3: Understand the use of Information System and E-Commerce in Logistics and Supply Chain Management.	K2
	CO4: Apply the various techniques of Inventory Management	K3
	CO5: Analyze the Packaging techniques and outsourcing of Logistics Services.	K3

Learning Resources

Text Books	Martin Christopher, Logistics & Supply Chain Management, Prentice Hall, Fourth Edition, 2013 D. K. Agrawal, Textbook of Logistics and Supply Chain Management, Macmillan, 2009
Reference Books	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5 th edition, 2013.
Website Link	https://www.techtarget.com/searcherp/definition/logistics-management https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/ https://www.bigcommerce.com/articles/ecommerce/inventory-management/

L-Lecture

T-Tutorial

P-
Practical



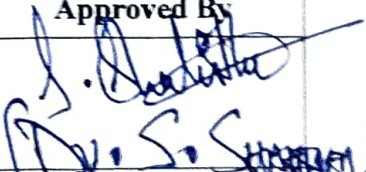
C-Credit

50

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	L	S	S	L	S	S
CO2	M	S	M	L	M	S	S	S	M	M
CO3	S	S	L	M	S	M	M	S	M	L
CO4	S	M	M	S	L	L	M	M	S	M
CO5	L	M	M	S	S	M	M	M	L	M
Level of Correlation between CO and PO		L-LOW	M-MEDIUM	S-STRONG						

Tutorial Schedule	Group Discussion, Problem Solving & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 A. KARTHIGAISELVAM	 C. SRINIVASAN	 Dr. S. S. Srinivasan

