

# 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](http://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 spirit 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.

## **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.

**PROGRAMME SPECIFIC OUTCOMES (PSOs):**

After the successful completion of graduates, the students will be able to:

**PSO1:** Enhance the leadership and administrative skills to make them noble leader. (Create)

**PSO2:** Develop entrepreneurial ability among the students to establish business opportunity and make them better business man. (Evaluate)

**PSO3:** Acquire employability skills includes problem solving, creative, critical thinking and personality development.(Analyses)

**PSO4:** Provide practical exposure like internship training, field Visit, campus to Corporate and project to help them to hone up their mind and socially responsible to the society. (Applying)

**PSO5:** Improve upon the multidimensional skills in various fields. (Understanding).

## **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”

## UG-REGULATION

### 1. Internal Examination Marks- Theory

Components	Marks
CIA I&II	15
Attendance	5
Assignment	5
<b>Total</b>	<b>25</b>

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)ComponentsforPractical CIA.

Components	Marks
CIA -I	15
CIA - II	15
Observation Note	5
Attendance	5
<b>Total</b>	<b>40</b>

## 2.b)ComponentsforPracticalESE.

Components	Marks
CompletionofExperiments	50
Record	5
Viva	5
<b>Total</b>	<b>60</b>

## 3. GuidelinesforValue Education Yoga and Environmental Studies (PartIV)

- TheCourse Value Education  
Yoga istobetreatedas100%CIACoursewhichisofferedinI SemesterforI year  
UGstudents.
- TheCourseEnvironmentalStudiesistobetreatedas100%CIACoursewhichisofferedinII  
SemesterforI year UGstudents.
- TotalMarks fortheCourse=100

Components	Marks
TwoTests(2 x30)	60
Fieldvisitandreport(10+10)	20
Twoassignments(2 x10)	20
<b>Total</b>	<b>100</b>

Thepassingminimum forthis course is 40%

- Incase,thecandidatefailstosecure40%passingminimum,he/shemayhavetoreappear  
forthesame 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 Group 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* <sup>2</sup> Work Diary Report Viva-voce Examination	25 50 25	- 50 50	CIA a) Attendance 10 Marks b) Review / Work Diary 30 Marks * <sup>1</sup>	40
<b>Total</b>	<b>100</b>	<b>100</b>	ESE* <sup>2</sup> a) Final Report 40 Marks b) Viva-voce 20 Marks	60
			<b>Total</b>	<b>100</b>

\*<sup>1</sup> Review is for Individual Project and Work Diary is for Group Projects (Group consisting of minimum 3 and maximum 5)

\*<sup>2</sup> 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.

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## PG - REGULATIONS

### 1. Internal Examination Marks - Theory

Components	Marks
CIA I&II	10
Attendance	5
Assignment	5
Seminar	5
<b>Total</b>	<b>25</b>

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 (for 75 Marks) (3 hours)

**Section-A (10 Marks) (Objective Type) 10 x 1 = 10 Marks**

Answer ALL Questions

ALL questions carry EQUAL Marks

**Section-B (15 Marks) (Analytical Type)**

Answer any THREE Questions out of FIVE questions 3 x 5 = 15 Marks

ALL questions carry EQUAL Marks

**SECTION-D (50 Marks)**

Answer ALL the Questions 5 x 10 = 50 Marks

Either or Type.

ALL Questions Carry EQUAL Marks

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**Total 75 Marks**

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

## 2.a) Components for Practical CIA.

Components	Marks
CIA - I	15
CIA - II	15
Observation Note	5
Attendance	5
<b>Total</b>	<b>40</b>

## 2.b) Components for Practical ESE.

Components	Marks
Completion of Experiments	50
Record	5
Viva	5
<b>Total</b>	<b>60</b>

## 3. Internship/Industrial Training, Mini and Major Project Work

Internship/ Field Work Industrial Training		Project Work	
Components	Marks	Components	Marks
<b>CIA*<sup>1</sup></b>		<b>CIA</b>	
Work Diary	25	a) Attendance Marks	20
Report	50	b) Review Marks	30
Viva-voce	25		50
Examination			
<b>Total</b>	<b>100</b>		
		<b>ESE*<sup>1</sup></b>	
		a) Final Report Marks	120
		b) Viva-voce Marks	30
		<b>Total</b>	<b>200</b>

\*<sup>1</sup> Evaluation of report and conduct of viva-voce will be done jointly by Internal and External Examiners

## 4. Components for Human Rights Course (CIA Only)

- The Course Human Rights is to be treated as 100% CIA course which is offered in II Semester for 1 year PG students.
- Total Marks for the Course = 100

Components	Marks
Two Tests	75
Assignments	25
<b>Total</b>	<b>100</b>

- In case the candidate fails to secure 50 marks, which is the passing minimum, he/she may have to reappear for the same in the subsequent semesters.

## 5.Guidelinesfor Competitive Exams- Online Mode- Online Exam 3 hours

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

Objective type Questions from Question Bank.

- Thepassingminimum forthis paper is50%
- Incase,thecandidatefailstosecure50%passingminimum,he/shemayhaveto reappear forthesamein the subsequent semesters.

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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


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	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	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

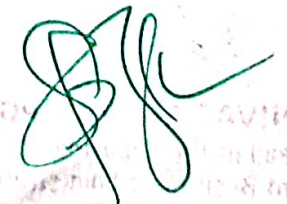
  
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 NAMAKKAL DISTRICT.

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	EXTENSON	21M6UEXA01	EXTENSION ACTIVITIES	0		1	100		
9	III	ONLINE	21M6UBAEC1	ONLINE - COMPETITIVE EXAMINATION	1		2	100		
				TOTAL	30	0	27	390	510	700

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

  
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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
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. <a href="https://youtu.be/tUrjAn24ZiA">https://youtu.be/tUrjAn24ZiA</a> 2. <a href="https://youtu.be/K57rvR2nGu0">https://youtu.be/K57rvR2nGu0</a> 3. <a href="https://youtu.be/LCAAivdxVTU">https://youtu.be/LCAAivdxVTU</a> 4. <a href="https://youtu.be/V3VYtT4Fw2g">https://youtu.be/V3VYtT4Fw2g</a> 5. <a href="https://youtu.be/J1HaCDclp10">https://youtu.be/J1HaCDclp10</a>							

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							

<b>Tutorial Schedule</b>	Group Discussion, Problem Solving & Quiz.
<b>Teaching and Learning Methods</b>	Chalk and talk, Smart Class.
<b>Assessment Methods</b>	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>	A. L. Sanyal <i>A. L. Sanyal</i>



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

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21MIUBAC02	BUSINESS COMMUNICATION	CORE THEORY - II	1	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. M.S. &Pattan Shetty, Effective Business English & Correspondence RC Publications. 2. Ramesh 3.							
Website Link	1. <a href="https://youtu.be/NNVZxTkiX1Y">https://youtu.be/NNVZxTkiX1Y</a> 2. <a href="https://youtu.be/57iS7_i51WE">https://youtu.be/57iS7_i51WE</a>							

L-Lecture  
50

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	PSO1	PSO2	PSO3	PSO4	PSO5
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. Gomathi</i> (P. GOMATHI)	C. SRINIVASAN	<i>A. H. Suman</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 cohesiyeness – 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, OrganisationalBehaviour, 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. <a href="https://youtu.be/fpfE96-zl40">https://youtu.be/fpfE96-zl40</a> <a href="https://youtu.be/VKZkh5vx-DQ">https://youtu.be/VKZkh5vx-DQ</a> <a href="https://youtu.be/Oihyib9zRvw">https://youtu.be/Oihyib9zRvw</a> <a href="https://youtu.be/UgxeU-54ai8">https://youtu.be/UgxeU-54ai8</a> <a href="https://youtu.be/S7_rsBl0kA8">https://youtu.be/S7_rsBl0kA8</a> 2. 3. 4. 5.							

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
21M2UBAC03	ORGANIZATIONAL BEHAVIOUR	CORE THEORY - III	II	5	5			4

#### CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
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.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

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

P. A. Jothi

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. <a href="https://youtu.be/kDSr9_ftgq0">https://youtu.be/kDSr9_ftgq0</a> 2. <a href="https://youtu.be/OgpjFFEqL5E">https://youtu.be/OgpjFFEqL5E</a> 3. <a href="https://youtu.be/liQAPh4AH4Y">https://youtu.be/liQAPh4AH4Y</a> 4. <a href="https://youtu.be/XSKk8Y9OTKE">https://youtu.be/XSKk8Y9OTKE</a> 5. <a href="https://youtu.be/5ku5WbfvHzs">https://youtu.be/5ku5WbfvHzs</a>							

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	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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.
Assesment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P.GOMATHI	 C.SRINIVASAN	 A-h-saran



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 Short 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. <a href="http://www.freetchbooks.com/a-practical-introduction-to-data-structures-and-algorithm-analysis-thirdedition-c-version-t804.html">www.freetchbooks.com/a-practical-introduction-to-data-structures-and-algorithm-analysis-thirdedition-c-version-t804.html</a>							

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
21M3UBAC05	FINANCIAL MANAGEMENT	CORE THEORY - V	III	5	5			4

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	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 & Quiz.
Teaching and Learning Methods	Chalk and talk, Smart Class.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

P.GOMATHI 	C.SRINIVASAN 	A. L. S. S. S. 
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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. <a href="https://www.softwaresuggest.com">https://www.softwaresuggest.com</a> 2. <a href="https://www.mbaskool.com">https://www.mbaskool.com</a>							

L-Lecture

T-Tutorial

P-Practical

C-Credit



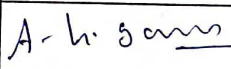
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BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAC06	HUMAN RESOURCE MANAGEMENT	CORE THEORY - VI	III	5	5			4

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. S. 



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						Knowle dge 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. <a href="http://www.simplynotes.in/e-notes/mbabba/business-law-notes-study-material/">http://www.simplynotes.in/e-notes/mbabba/business-law-notes-study-material/</a> 2. <a href="https://www.toppr.com/guides/business-laws-cs/indian-contract-act-1872/remedies-for-breach-of-contract/">https://www.toppr.com/guides/business-laws-cs/indian-contract-act-1872/remedies-for-breach-of-contract/</a> 3. <a href="https://www.toppr.com/guides/business-laws/the-sale-of-goods-act-1930/definitions-of-important-terms/">https://www.toppr.com/guides/business-laws/the-sale-of-goods-act-1930/definitions-of-important-terms/</a> 4. <a href="https://enterslice.com/learning/law-of-agency/">https://enterslice.com/learning/law-of-agency/</a>							

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.RAMAMOORTHY <i>M. Ramamoorthy</i>	C.SRINIVASAN <i>C. Srinivasan</i>	A. h. S <i>A. h. S</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						Knowle dge 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. <a href="https://www.travelperk.com/guides/office-management/">https://www.travelperk.com/guides/office-management/</a> 2. <a href="https://chiro.org/ACAPress/Basic_Office_Policies.html">https://chiro.org/ACAPress/Basic_Office_Policies.html</a> 3. <a href="https://www.youtube.com/watch?v=_U9zSiOJwzE">https://www.youtube.com/watch?v=_U9zSiOJwzE</a>							

L-Lecture  
50

T-Tutorial

P-Practical

C-Credit  
3


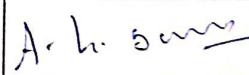
**BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards**

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							

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

Designed By	Verified By	Approved By
P.SUBA	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
21M4UBAC09	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	<a href="https://www.slideserve.com/quinta/marketing-functions">https://www.slideserve.com/quinta/marketing-functions</a> <a href="https://www.slideshare.net/DevikaAntharjanam/abhinv-kumar">https://www.slideshare.net/DevikaAntharjanam/abhinv-kumar</a> <a href="https://youtu.be/ZaKbhKN93Yw">https://youtu.be/ZaKbhKN93Yw</a> <a href="https://youtu.be/TL0K0AhI7kE">https://youtu.be/TL0K0AhI7kE</a>							

L-Lecture

T-Tutorial

P-Practical



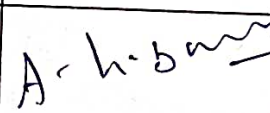
C-Credit

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.
Assesment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 Dr. M. RAMAMOORTHY	 C. SRINIVASAN	 A. K. B. 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	<a href="https://www.slideshare.net/rajvardhan7/management-accounting-63668091">https://www.slideshare.net/rajvardhan7/management-accounting-63668091</a> <a href="https://www.slideshare.net/samuel18maniraj/fund-flow-statement-5724180">https://www.slideshare.net/samuel18maniraj/fund-flow-statement-5724180</a> <a href="https://youtu.be/WNMgLGXjkk">https://youtu.be/WNMgLGXjkk</a> <a href="https://youtu.be/Kx3oZgc6QmU">https://youtu.be/Kx3oZgc6QmU</a>							

L-Lecture

T-Tutorial

P-Practical

C-Credit

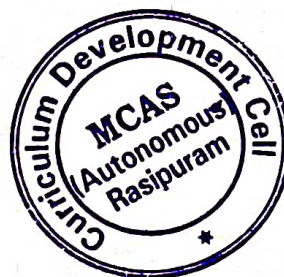
BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAC10	MANAGEMENT ACCOUNTING	CORE THEORY - X	IV	5	5			4

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	<a href="https://www.slideshare.net/cbmingoy/materials-management-ppt">https://www.slideshare.net/cbmingoy/materials-management-ppt</a> <a href="https://www.slideshare.net/BabasabPatil/production-and-materials-management-13023303">https://www.slideshare.net/BabasabPatil/production-and-materials-management-13023303</a> <a href="https://youtu.be/oSoU4msV2ss">https://youtu.be/oSoU4msV2ss</a> <a href="https://youtu.be/P8RRUnOjJyY">https://youtu.be/P8RRUnOjJyY</a>							

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	P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04	PS05
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	



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	<a href="https://www.slideshare.net/patel9078/productio-new-management">https://www.slideshare.net/patel9078/productio-new-management</a> <a href="https://slideplayer.com/slide/5385218/">https://slideplayer.com/slide/5385218/</a>							

L-Lecture  
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T-Tutorial

P-Practical

C-Credit

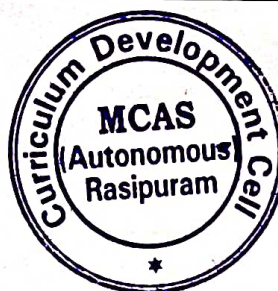
BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAC12	ENTREPRENEURSHIP DEVELOPMENT	CORE THEORY - XII	IV	5	5			4

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04	PS05
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	 A. h. 5am



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	<a href="https://www.slideshare.net/anantkpandey1/economic-development-32321910">https://www.slideshare.net/anantkpandey1/economic-development-32321910</a> <a href="https://www.slideshare.net/anantkpandey1/economic-development-32321910">https://www.slideshare.net/anantkpandey1/economic-development-32321910</a>							

L-Lecture

T-Tutorial

P-Practical

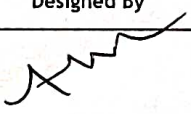
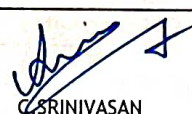
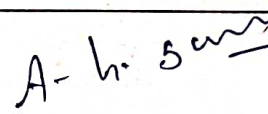
C-Credit

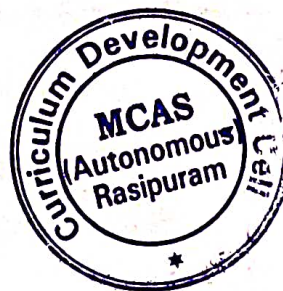
BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAA02	INDIAN ECONOMY	ALLIED THEORY IV	IV	4	4			3

#### 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.KARTHIGA SELVAM	 G.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
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. <a href="https://youtu.be/tUrjAn24ZiA">https://youtu.be/tUrjAn24ZiA</a> 2. <a href="https://youtu.be/K57rvR2nGu0">https://youtu.be/K57rvR2nGu0</a> 3. <a href="https://youtu.be/LCAAivdxVTU">https://youtu.be/LCAAivdxVTU</a> 4. <a href="https://youtu.be/V3VYtT4Fw2g">https://youtu.be/V3VYtT4Fw2g</a> 5. <a href="https://youtu.be/J1HaCDclp10">https://youtu.be/J1HaCDclp10</a>							

L-Lecture

T-Tutorial

P-Practical

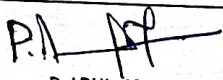

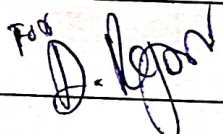
C-Credit

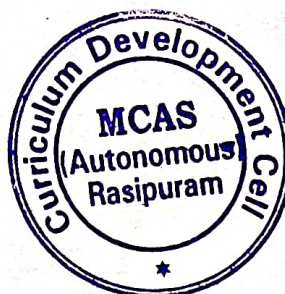
BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M3UBAN01	PRINCIPLES OF MANAGEMENT	NMEC - I	III	2	2			2

#### 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.
Assessment Methods	Unit test, Assignment, Internal & Semester Examinations.

Designed By	Verified By	Approved By
 P. ARUL JOTHI	 C. SRINIVASAN	 P. S. D. RAJAN



BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAN02	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	<a href="https://www.slideshare.net/arunvsriram/nature-and-scope-of-hrm">https://www.slideshare.net/arunvsriram/nature-and-scope-of-hrm</a> <a href="https://www.slideshare.net/vinayakbhalavi3/introductionmeaningnaturescope-of-hrm">https://www.slideshare.net/vinayakbhalavi3/introductionmeaningnaturescope-of-hrm</a> <a href="https://www.scribd.com/presentation/326489108/MODULE-1-NATURE-AND-SCOPE-OF-HRM-ppt">https://www.scribd.com/presentation/326489108/MODULE-1-NATURE-AND-SCOPE-OF-HRM-ppt</a>							

L-Lecture

T-Tutorial

P-Practical



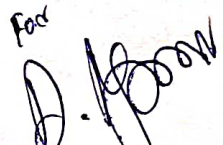
C-Credit

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	PSO1	PSO2	PSO3	PSO4	PSO5
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 & Quize.
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
21M3UBAN03	ENTREPRENEURSHIP DEVELOPMENT	NMEC - 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						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.						K1-K3	4
II	Business ideas: Project identification and formulation – classification of project feasibility studies – project appraisal methods – Start-up Companies.						K2-K3	4
III	Institutions and development of entrepreneurs – Role of DIC, SISI, SIDCO, NSIC, MAYE, KVIC, TCO'S, ITCOI and Entrepreneurial Guidance Bureau – incentives and subsidies to entrepreneurs and commercial banks in financing entrepreneurs.						K2	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						K3	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	<a href="https://www.slideserve.com/quinta/marketing-functions">https://www.slideserve.com/quinta/marketing-functions</a> <a href="https://www.slideshare.net/DevikaAntharjanam/abhinv-kumar">https://www.slideshare.net/DevikaAntharjanam/abhinv-kumar</a>							
L-Lecture			T-Tutorial		P-Practical		C-Credit	

L-Lecture

50

T-Tutorial

P-Practical



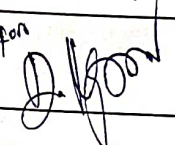
C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M1UBAN03	ENTREPRENEURSHIP DEVELOPMENT	NMEC - I	III	2	2			2

CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04	PS05
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
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	<a href="https://www.slideserve.com/quinta/marketing-functions">https://www.slideserve.com/quinta/marketing-functions</a> <a href="https://youtu.be/TL0K0AhI7kE">https://youtu.be/TL0K0AhI7kE</a> <a href="https://www.slideshare.net/DevikaAntharjanam/abhinv-kumar">https://www.slideshare.net/DevikaAntharjanam/abhinv-kumar</a> <a href="https://youtu.be/6jobOJy96jM">https://youtu.be/6jobOJy96jM</a>							

L-Lecture

T-Tutorial

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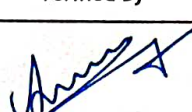
C-Credit

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAN04	PRINCIPLES OF MARKETING	NMEC-II	IV	2	2			2

#### CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PS01	PS02	PS03	PS04	PS05
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.
Assesment Methods	Unit test, Assignment, Internal & Semester Examinations.

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





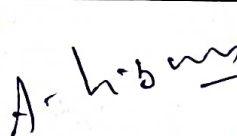
BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
21M4UBAPR2	IN PLANT TRAINING REPORT	MINI PROJECT - II	IV	20	10	10	2	2
Objective	To provide practical exposure through Industrial training and gain knowledge of organisation.							
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	<a href="https://youtu.be/ezbMw_30jm8">https://youtu.be/ezbMw_30jm8</a> <a href="https://youtu.be/9L1RfR6mQaw">https://youtu.be/9L1RfR6mQaw</a> <a href="https://youtu.be/_3fhFR862ow">https://youtu.be/_3fhFR862ow</a>							

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	29	10	10	2	2

#### CO-PO Mapping

CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	S	M	M	S	M	S
CO2	S	M	M	S	M	S	S	M	S	S
CO3	M	S	S	S	S	M	M	S	M	M
CO4	S	S	M	S	M	S	S	S	M	S
CO5	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.RAMAMOORTHY	 C.SRINIVASAN	 A. K. Srinivasan



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 . <b>Miscellaneous Insurance</b> – 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	12
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	<a href="http://www.swlearning.com/finance/madura/fmi6e/powerpoint/ch26.ppt">http://www.swlearning.com/finance/madura/fmi6e/powerpoint/ch26.ppt</a> <a href="https://www.powershow.com/view/242c1-YTQxZ/Life_Insurance_powerpoint_ppt_presentation">https://www.powershow.com/view/242c1-YTQxZ/Life_Insurance_powerpoint_ppt_presentation</a> <a href="https://www.slideshare.net/desirana/marine-ins-ppt">https://www.slideshare.net/desirana/marine-ins-ppt</a>							

L-Lecture

T-Tutorial

P-Practical



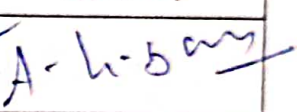
C-Credit

BBA Syllabus LOCF-CBCS with effect from 2021-2022 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
Z1M4UBAS02	PRINCIPLES OF INSURANCE	SBEC - II	IV	2	2			2

CO-PO Mapping

CO Number	PO1	PO2	PO3	PO4	PO5	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. Sanyal 



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. <a href="https://www.academia.edu/30065434/Life_Skills_Course_Notes">https://www.academia.edu/30065434/Life_Skills_Course_Notes</a> 2. <a href="https://www.youtube.com/watch?v=xgp6eELYYIM">https://www.youtube.com/watch?v=xgp6eELYYIM</a> 3. <a href="https://greatist.com/connect/interpersonal-relationships#definition">https://greatist.com/connect/interpersonal-relationships#definition</a>							

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 & Quize.
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	C.SRINIVASAN	
