



## **SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE (Autonomous)**

[An Autonomous College Affiliated to Periyar University, Salem, Tamil Nadu]

[Accredited by NAAC with 'A' Grade with CGPA of 3.27]

[Recognized 2(f) & 12(B) Status under UGC Act of 1956]

**Katteri – 636 902, Uthangarai (Tk), Krishnagiri (Dt), Tamil Nadu, India**

**Website: [www.svmcugi.com](http://www.svmcugi.com)**

**E-mail: [symbba@gmail.com](mailto:symbba@gmail.com)**



## **BACHELOR OF BUSINESS ADMINISTRATION (BBA) CHOICE BASED CREDIT SYSTEM (CBCS)**

### **REGULATIONS AND SYLLABUS FOR**

### **BBA PROGRAMME**

### **(SEMESTER PATTERN)**

**(For Students Admitted in the College from the Academic Year 2020-2021 Onwards)**



### Programme Outcomes (POs)

<b>PO1</b>	Student can acquire comprehensive knowledge in Fundamentals of Management, Accounting, Business Laws, Business Organization, Human Resources Management, Marketing, Economics and Computer Skills.
<b>PO2</b>	Designed for capacity building to various avenues of employment, entrepreneurship and higher education.
<b>PO3</b>	Acquire the core competencies of business acumen, analytical & critical thinking and communication skills and employ empirical approach for effective team building, crisis management and business solutions.
<b>PO4</b>	Apply the knowledge and skills thrive on the evolving challenges of trade & industry.
<b>PO5</b>	Analyze the challenges of the dynamic world with a global outlook.
<b>PO6</b>	Sensitized to ethical and moral issues in business to be more socially responsible.

### Programme Specific Outcomes (PSOs)

<b>PSO1</b>	Develop conceptual and practical knowledge in the field of business and management.
<b>PSO2</b>	Provide strong analytical and critical thinking foundation enabling problem solving skills in the various disciplines of management.
<b>PSO3</b>	Demonstrate leadership qualities to take the business/firm to greater heights.
<b>PSO4</b>	Enhance the employability and professional skills to become successful manager/executives in reputed firms.
<b>PSO5</b>	Manage their business more successfully and also to identify new business opportunities and marketing avenues to establish start-ups.
<b>PSO6</b>	Strengthen the ability to learn continuously to adapt to the dynamic challenges of the business world and lead business with conscience-moral, ethical and environmental values.



## SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE

(Autonomous)

### Bachelor of Business Administration (BBA) Programme Pattern and Syllabus (CBCS)

(For Students Admitted in the College from the Academic Year 2020-2021 Onwards)

Sl. No.	Part	Nature of Course	Course Code	Name of the Course	Hours/Week	Credits	Marks		
							CIA	ESE	Total
<b>SEMESTER I</b>									
1	I	Languages	20UTA1F01	Tamil – I	6	3	25	75	100
2	II	Languages	20UEN1F01	English – I	6	3	25	75	100
3	III	Core – I	20UBA1C01	Principles of Management	5	4	25	75	100
4		Core – II	20UBA1C02	Business Communication	5	4	25	75	100
5		Allied – I	20UBA1A01	Business Mathematics and Statistics – I	6	4	25	75	100
6	IV	Value Education	20UVE101	Yoga	2	2	25	75	100
<b>Total</b>					<b>30</b>	<b>20</b>	<b>150</b>	<b>450</b>	<b>600</b>
<b>SEMESTER II</b>									
7	I	Languages	20UTA2F02	Tamil – II	6	3	25	75	100
8	II	Languages	20UEN2F02	English – II	6	3	25	75	100
9	III	Core – III	20UBA2C03	Organizational Behavior	5	4	25	75	100
10		Elective – I	20UBA2E01	Financial Accounting	5	4	25	75	100
11		Allied – II	20UBA2A02	Business Mathematics and Statistics – II	6	4	25	75	100
12	IV	Common Paper	20UES201	Environmental Studies	2	2	25	75	100
<b>Total</b>					<b>30</b>	<b>20</b>	<b>150</b>	<b>450</b>	<b>600</b>
<b>SEMESTER – III</b>									
13	III	Core – IV	20UBA3C04	Business Environment	6	4	25	75	100



14		Core – V	20UBA3C05	Cost Accounting	6	5	25	75	100
15		Core – VI	20UBA3C06	Entrepreneurial Development	5	4	25	75	100
16		Allied – III	20UBA3A03	Managerial Economics	5	3	25	75	100
17	IV	SBEC – I	20UBA3SP01	Campus to Corporate – (Viva-Voce)	2	2	-	-	100
18		SBEC – II	20UBA3S01	Fundamentals of Insurance	2	2	25	75	100
19		SBEC – III	20UBA3S02	Life Skill Education	2	2	25	75	100
20		NMEC – I (For Other Department)	20UBA3N01	Principles of Management	2	2	25	75	100
<b>Total</b>					<b>30</b>	<b>24</b>	<b>175</b>	<b>525</b>	<b>800</b>
<b>SEMESTER – IV</b>									
21	III	Core – VII	20UBA4C07	Production and Materials Management	6	4	25	75	100
22		Core – VIII	20UBA4C08	Management Accounting	6	4	25	75	100
23		Core – IX	20UBA4C09	Business Law	6	4	25	75	100
24		Allied – IV	20UBA4A04	Money Banking and Global Business	4	3	25	75	100
25	IV	SBEC – IV	20UBA4S03	Export and Import Documentation	2	2	25	75	100
26		SBEC – V	20UBA4SP02	In plant Training – (Viva -Voce)	2	2	-	-	100
27		SBEC – VI	20UBA4S04	Practice of Business Relations	2	2	25	75	100
28		NMEC – II (For Other Department)	20UBA4N02	Human Resource Management	2	2	25	75	100
<b>Total</b>					<b>30</b>	<b>23</b>	<b>175</b>	<b>525</b>	<b>800</b>
<b>SEMESTER – V</b>									
29	III	Core – X	20UBA5C10	Business Policy and	5	5	25	75	100



				Strategy					
30		Core – XI	20UBA5C11	Operations Research	6	4	25	75	100
31		Core – XII	20UBA5C12	Financial Management	6	4	25	75	100
32		Core – XIII	20UBA5C13	Fundamental of Research Methodology	5	4	25	75	100
33		Core – XIV	20UBA5C14	Management Information System	5	4	25	75	100
34	II	Elective – II	20UBA5E02	Service Marketing	3	4	25	75	100
			20UBA5E03	Industrial Relations					
			20UBA5E04	Investment Management					
			20UBA5E05	Total Quality Management					
			20UBA5E06	Data Base Management System					
<b>Total</b>					<b>30</b>	<b>25</b>	<b>150</b>	<b>450</b>	<b>600</b>
<b>SEMESTER – VI</b>									
35	III	Core – XV	20UBA6C15	Marketing Management	6	4	25	75	100
36		Core – XVI	20UBA6C16	Financial Institutions and Services	6	4	25	75	100
37		Core – XVII	20UBA6C17	Human Resource Management	6	4	25	75	100
38		Project	20UBA6PR1	Project Work	3	5	-	-	100
39		Core – XVIII	20UBA6C18	Computer Application in Business - Theory	3	4	25	75	100
40		Practical-I	20UBA6P01	Computer Application in Business - Practical	3	2	40	60	100
41		Elective – III	20UBA6E07	Retail Marketing Management	3	4	25	75	100
			20UBA6E08	Training & Development					
			20UBA6E09	Portfolio Management					
			20UBA6E10	Merchandising Management					



			20UBA6E11	E-Business					
42	V			Extension Activities		1			
<b>Total</b>					<b>30</b>	<b>28</b>	<b>165</b>	<b>435</b>	<b>700</b>
<b>Grand Total</b>					<b>180</b>	<b>140</b>	<b>965</b>	<b>2835</b>	<b>4100</b>

### **Note**

- CBCS – Choice Based Credit system  
 CIA – Continuous Internal Assessment  
 ESE – End of Semester Examinations  
 SWAYAM – Study Webs of Active-Learning for Young Aspiring Minds  
 NPTEL – National Programme on Technology Enhanced Learning

### **Major Elective Courses**

1. Financial Accounting
2. Service Marketing
3. Retail Marketing Management

### **Non-Major Elective Courses**

1. Principles of Management
2. Human Resources Management

### **List of Extension Activities**

1. National Cadet Corps (NCC)
2. National Service Scheme (NSS)
3. Youth Red Cross (YRC)
4. Physical Education (PYE)
5. Eco Club (ECC)
6. Red Ribbon Club (RRC)
7. Women Empowerment Cell (WEC)



# PROGRAMME SYLLABUS



Program: BBA				
Core – I		Course Code: 20UBA1C01		Course Title: Principles of Management
Semester I	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	100

### Course Objectives

1. To enable the students to study the evolution of Management.
2. To study the functions and principles of management.
3. To learn the application of the principles in an organization.
4. To enable the effective and barriers communication in the organization
5. To study the system and process of effective controlling in the organization.

### **UNIT – I**

Management – Definition – Importance – Nature – Scope and Functions – Levels of Management – Roles of a Manager – Managerial Skills – Principles of Management. Evolution of Management Thoughts – Contributions of F.W. Taylor – Henry Fayol – Management Vs. Administration.

### **UNIT – II**

Planning – Meaning and Definition - Importance – Advantage – Steps in Planning – Types of Plans – Management by Objectives (MBO) - Definition – Process – Merits – Limitations. Decision Making – Definition – Types of Decision – Process of Decision Making.

### **UNIT – III**

Organisation – Definition - Need for Organisation – Classification of Organisation – Process – Organizational Structure – Line Functional, Line & Staff Organisation. Span of Management or Control – Factor Determining Span of Control – Delegation – Centralisation and Decentralisation.

### **UNIT – IV**

Directing – Meaning, Elements, Nature, Importance, Principles – Leadership – Definition – Styles of Leadership – Qualities for Effective Leadership. Motivation – Meaning– Theories of Motivation – Maslow’s Need Hierarchy Theory – Herzberg's Two Factor Theory and their





Comparison.

### UNIT – V

Co-coordinating – Definition – Importance – Need – Principles – Approaches to Achieve Effective Co-ordination. Controlling – Meaning – Elements and Significance – Modern Trends in control Process – Control Technique.

### Text Books

1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons, 2006.
2. L.M. Prasad, Principles of Management, Sultan Chand & Sons, 1999.

### Reference Books

1. Dingar Pagare, Business Management, Sulthan Chand & Sons, 2006.
2. Koontz and O. Donnel, Essentials of Management, McGraw Hill, 2010.
3. T.Ramasamy, Principles of Management, Macmillan India Ltd., 2005.
4. J. Jayashankar, Principal of Management, Margham Publications, 2009.

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Students will be able to have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management.	K1 & K2
CO2	Understand the planning process in the organization.	K2 & K3
CO3	Apply the concept of organization.	K3 & K4
CO4	Demonstrate the ability to directing, leadership and communicate effectively	K5 & k6
CO5	Evaluate isolates issues and formulate best control methods.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

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

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
Core – II		Course Code: 20UBA1C02		Course Title: Business Communication
Semester I	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	100

### Course Objectives

1. To help the students to know the importance of communication in day to day business.
2. To develop better written and oral business communication skills among the students and enable them to know the effective media of communication.
3. To enhance their writing skills in various forms of business letters and reports.
4. To provide an outline to effective Organizational Communication.

#### **UNIT – I**

Communication – Meaning – Objectives – Process – Media of Communication – Types of Communication – Barriers to Communication – Principles of Effective Communication – Methods of Modern Communication.

#### **UNIT – II**

Business Letters – Meaning – Layout of Business Letters – Types – Business Enquires and Replies – Offers and Quotations – Orders, Execution of Orders and Cancellation of Orders – Complaints and Adjustments – Collection Letters – Sales Letter – Circular Letters – Status Enquires.

#### **UNIT – III**

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Letters to the Editors – Applications for Appointment.

#### **UNIT – IV**

Company Correspondence – Duties of Secretary – Correspondence with Directors, Shareholders, Government Departments and Others – Agenda – Minutes – Meeting and it's Kinds.

**UNIT – V**

Report – Meaning – Importance – Characteristics of a Good Report – Preparing Report - Report by Individuals – Report by Committees – Technology in Communication: E-Mail – Internet – E-Learning – Twitter – Youtube- Facebook – Whats App.

**Text Book**

1. Rajendrapal & J.S Koralahalli, Essentials of Business Communication Sulthan Chand & Sons, 2004.

**Reference Books**

1. N.S. Rashunathan and B. Santhanam, Business Communication, Margham Publications, Chennai, 2016.
2. Sathya Swaroop Debasish & Bhagaban Das, Business Communication, PHI Learning Pvt. Ltd., 2012.
3. Balasubramanian, Business Communication, Vikas Publishing House, Pvt. Ltd., 2003.
4. US Rai, SM Rai, Business Communication, HPH, 2008.

**Course Outcomes (COs)**

On successful completion of the course, the students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1</b>	Identify key principles in business communication. Discuss the importance of effective communication in business.	K1 & K2
<b>CO2</b>	Students gained knowledge in the communication and to draft the layout for a business letter.	K3
<b>CO3</b>	Understand the concept of applications for appointment.	K3 & K4
<b>CO4</b>	Learnt to prepare a report, agenda – minutes – meeting and it's kinds.	K5
<b>CO5</b>	Discuss the different types of reports and their purposes, Create an informal report and technology in communication.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	M	M	M	S	S
CO3	M	S	S	S	S
CO4	M	S	S	M	M
CO5	S	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
Allied – I		Course Code: 20UBA1A01		Course Title: Business Mathematics and Statistics – I
Semester I	Hours/Week	Total Hours	Credits	Total Marks
	6	90	4	100

### Course Objectives

1. To enable the students to acquire knowledge of business correspondence.

#### **UNIT – I**

Series: Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic Progression (Simple Problems Only).

#### **UNIT – II**

Matrices: Fundamental ideas about Matrices and their Operational Rules – Matrix Addition and Multiplication – Inverse of Square Matrices of Not More than Order Third – Solving Simultaneous Equations.

#### **UNIT – III**

Description Statistics: Meaning and Definition of Statistics – Scope and Limitations Statistical Survey – Source and Collection of Data – Classification and Tabulation – Presentation of Statistical Report.

#### **UNIT – IV**

Diagrams and Graphs – Measures of Central Tendency – Arithmetic, Geometric, Harmonic Mean – Mean – Median – Mode – Combined Mean.

#### **UNIT – V**

Measures of Variations – Absolute and Relative Measures – Range – Mean Deviation – Standard Deviation. Measures of Variations – Absolute and Relative measures – Range – Mean Deviation – Quartile Deviation – Standard Deviation. Measures of Skewness – Kurtosis – Lorenz Curve.



### Text Books

1. S.P. Gupta, Statistical Methods – Sulthan Chand & Sons, 7<sup>th</sup> Edition, New Delhi, 2014.
2. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, 2016.

### Reference Books

1. R.S.N. Pillai & Mrs. Bagavathi, Statistics, Sulthan Chand & Sons, New Delhi, 2019.
2. Dr. P.R. Vittal, Business Mathematics and Statistics, Tata McGraw-Hill, 2016.
3. Sharma, Business Statistics, Margham Publications, 5<sup>th</sup> Edition, Chennai, 2020
4. Dr. S.P. Gupta & Dr. M.P. Gupta, Business Statistics, Sulthan Chand & Sons, New Delhi, 7<sup>th</sup> Edition, 2014.
5. RSN Pillai & V. Bagavathi, Statistics, Sulthan Chand & Sons, New Delhi, 2016.

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn about Arithmetic Progression, Geometric Progression and Harmonic Progression.	K1 & K2
CO2	Apply Fundamental ideas about matrices and their operational rules.	K3
CO3	Understand source, collection of data and apply for practical life.	K3 & K4
CO4	Plot and interpret straight line graphs, apply them to business decision-making and discuss the significant features of non-linear graphs.	K5
CO5	Demonstrate correct usage of measures of central tendency and measures of dispersion to describe data and perform analysis of data based on the results of these measures.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

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

**S – Strong**

**M – Medium**

**L – Low**





Program: BBA				
Core – III		Course Code: 20UBA2C03		Course Title: Organisational Behaviour
Semester II	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	100

### Course Objectives

1. To understand the fundamental concepts of Organisational Behaviour
2. To help the students to develop cognizance of the importance of human behaviour.
3. To enable students to describe how people behave under different conditions and understand why people behave as they do.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results.

#### **UNIT – I**

Meaning – Objectives and Nature of Organizational Behaviour – Disciplines Contribution to Organizational Behaviour. Learning – Meaning – Factors Determining Learning – Perception – Factors Determining Perception – Hawthorne Experiments and their Importance.

#### **UNIT – II**

Individual Behaviour – Factors – Personality – Types of Personality – Determinants of Personality – Attitude- Factors Influence Formation of Attitude. Group Behaviour – Meaning – Type of Groups – Formation – Group Dynamics – Group Cohesiveness – Conflict: Types of Conflict – Resolution of Conflict.

#### **UNIT – III**

Morale – Meaning – Benefits – Measurement, Job Satisfaction – Meaning and Factors - Job Enrichment – Job Enlargement – Stress – Causes – Managing Stress – Motivation – Financial and Non – Financial Motivation.

#### **UNIT – IV**

Organisational Culture – Meaning – Characteristics of Organisational Culture – Types of



Organisational Culture. Organisational Climate – Meaning – Determinants of Organisational Climate-Measures to Develop a Sound Organizational Climate – Types of Organisational Climate.

### UNIT – V

Organizational Change – Meaning – Nature – Causes of Change – Resistance to Change – Overcoming the Resistance – Counseling – Importance of Counseling – Types of Counseling – Counseling Guidance.

### Text Books

1. LM. Prasad, Organisational Behaviour, Sulthan Chand & Sons, 2012, New Delhi.
2. Khanka, Organisational Behaviour, Sulthan Chand & Sons, 2010, New Delhi.

### Reference Books

1. Fred Luthans, Organisational Behaviour, McGrawHill, 2002.
2. J. Jayasankar, Organisational Behaviour, Margham Publications, 2013, Chennai.
3. P. Robbins Stephen, Organisational Behaviour, Prentice Hall, 2009, New Delhi.
4. Keith Devis & John W. Newstrom, OB – Human Behaviour at Work, TMH, 1989.

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify the study of Human Behaviour in organization.	K1 & K2
CO2	Describe the personality and its determinate of personality.	K2 & K3
CO3	Appreciate different views of how people are motivated.	K3 & K4
CO4	Understand the concept of organisational culture and climate.	K5
CO5	Identify the organization change and steps in managing change.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

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

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
Elective – I		Course Code: 20UBA2E01		Course Title: Financial Accounting
Semester II	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	100

### Course Objectives

The module aims at helping the students to understand:

1. Learn basic accounting concepts and convention.
2. Double entry book keeping system and various books of accounts.
3. Difference between installment and hire purchase.
4. How to maintain books of recording under hire purchase installment method.
5. Preparation of final accounts, etc.

#### **UNIT – I**

Meaning and Definition of Accounting – Importance of Accounting - Basic Accounting Concepts and Convention – Kinds of Accounts – Double Entry Books Keeping – Accounting Equations.

#### **UNIT – II**

Journal, Ledger, Subsidiary Books – Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book – Trial Balance.

#### **UNIT – III**

Manufacturing Accounting – Trading & Profit & Loss Accounts, Balance Sheet with Adjustments – Final Accounts with Adjustments (Simple Problems Only).

#### **UNIT – IV**

Hire Purchase – Entries in the Books of Hire Purchaser and Hire Vendor – Installment Purchase.

#### **UNIT – V**

Depreciation Accounting – Meaning – Causes of Depreciation – Advantages and Disadvantages – Types of Depreciation – Straight Line Method-Written Down Value Method –



Annuity Method – Machine Hour Rate.

**Note:** Problems: 80% & Theory: 20%

### Text Books

1. R.L. Gupta, Advanced Accountancy, Sulthan Chand & Sons, New Delhi, 2008..
2. R. Narayanaswamy, Financial Accounting – PHI Learning Pvt. Ltd, New Delhi, 2011.

### Reference Books

1. T.S. Reddy, A. Moorthy, Cost Accounting, Margam Publication, Chennai, 2015.
2. T.S. Reddy, A. Moorthy, Financial Accounting, Margam Publication, Chennai, 2014
3. Dr. Radha, Financial Accounting, Prasanna Publication, Chennai, 2012

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand fundamental accounting concepts, principles, conventions and methods of accounting.	K1 & K2
CO2	student can able to make necessary journal entries, Subsidiary books, Trial balance	K2 & K3
CO3	Gather knowledge about BRS and Average Due Date.	K3 & K4
CO4	Apply to make necessary journal entries in the books of record under hire.	K5
CO5	Gain knowledge regarding methods of providing depreciation.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

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

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
Allied – II		Course Code: 20UBA2A02		Course Title: Business Mathematics and Statistics – II
Semester II	Hours/Week	Total Hours	Credits	Total Marks
	6	90	4	100

### Course Objectives

1. To enable the students of management to understand the application of mathematics in business.

#### **UNIT – I**

Mathematics of Finance: Simple and Compound Interest – Annuity – Present Value of Annuity – Sinking Fund – Percentage – Discounts.

#### **UNIT – II**

Basics of Calculus – Limits – Rules of Differentiation – Maxima and Minima (Single Variable Case Only) – Simple Application Problems in Maxima and Minima.

#### **UNIT – III**

Linear Simple Correlation – Scatter Diagram - Karlpearson's Coefficient of Correlation – Rank Correlation Coefficient – Regression Lines – Fitting of Regression Line.

#### **UNIT – IV**

Time Series Analysis: Components of Time Series – Measures of Trend – Free Hand Curve – Semi and Moving Average – Methods of Least Squares – Measures of Seasonal Variation – Simple Average Method.

#### **UNIT – V**

Index Numbers – Definition – Construction of Index Numbers – Weighted and Unweighted Index Number – Fixed and Chain Index Numbers – Test for an Ideal Index Numbers – Cost of Living Index Number

**Note:** Problems: 80% & Theory: 20%

**Text Book**

1. Naveneetham P, Business Mathemaitcs, Jai Publications, 2008.

**Reference Books**

1. Dharmapadam, Business Mathematics, S. Viswanathan Publications, 2010.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Co, 7<sup>th</sup> Edition, 2014.
3. Sundharsan, Jayaseelan, An Introduction to Business Mathematics, Sulthan Chand & Co, 4th Edition, 2010.
4. R.S.N. Pillai & V. Bagavathi, Statistics, Sultan Chand & Co, 2016.
5. Dr. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, 2016.

**Course Outcomes (COs)**

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Apply mathematics finance	K1 & K2
CO2	Understand calculus , rules of differentiation, maxima & minima	K2 & K3
CO3	Learn linear simple correlation and regression line	K3 & K4
CO4	Identify the time series analysis	K5
CO5	Describe index number & ideal index number	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	S
CO2	M	M	M	S	S
CO3	S	M	S	S	M
CO4	M	S	S	S	S
M	S	M	S	S	S

**S – Strong**

**M – Medium**

**L – Low**





Program: BBA				
Core – IV		Course Code: 20UBA3C04		Course Title: Business Environment
Semester III	Hours/Week	Total Hours	Credits	Total Marks
	6	90	4	100

### Course Objectives

1. Provide an understanding of the role of business in society.
2. To relate the Impact of Environment on Business in an integrative manner.
3. To know about the culture, constitution, MRTP act.

#### **UNIT – I**

Business Environment: Meaning – Nature – Scope and Significance – **Social – Cultural – Legal – Political – Economic Environment and their Impact On Business and Strategic Decisions.**

#### **UNIT – II**

Social Environment: Culture Heritage – Social Attitude – Impact of Foreign Culture – Caste and Communities – Joint Family Systems.

#### **UNIT – III**

Political Environment: Government and Business Relationship in India – Provisions of Indian Constitution Pertaining to Business.

#### **UNIT – IV**

Economic Environment: Economic System and their Impact On Business – Macro-Economic Parameters Like Growth Rate Population (GDP) – Five Years Planning.

#### **UNIT – V**

Technological Environment: Features – Impact of Technology – Technology and Society – Economic Effects – Management of Technology – Challenges of International Business – MNC's in Indian Retail.

**Text Books**

1. Francis Cherrunilam, Business Environment, Himalaya Publishing House, 2010.
2. Aswathappa, K. Essentials of Business Environment, Himalaya Publishing House, 2014.

**Reference Books**

1. S. Sankaran, Business and Society, Margham Publications, 2008.
2. Adhikary, M. Economic Environment of Business, Sultan Chand & Co, 2012.
3. M. Dhanabhakiam, Business Environment, Vijayan Nicole, 2013.

**Course Outcomes (COs)**

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about nature and scope of Business environment and impact on business and strategic decisions.	K1 & K2
CO2	Gain the knowledge about Social environment impact of foreign culture.	K2 & K3
CO3	Apply provisions of Indian constitution pertaining to business.	K4
CO4	Evaluate, about Economic environment.	K5
CO5	Acquire knowledge about the Technological environment.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	M	S	M	S	S
CO3	M	S	S	M	S
CO4	S	S	S	S	S
CO5	M	S	M	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
Core – V		Course Code: 20UBA3C05		Course Title: Cost Accounting
Semester III	Hours/Week 6	Total Hours 90	Credits 5	Total Marks 100

### Course Objectives

1. To Provide a thorough understanding of the theory and practice of cost for decision making.
2. To gain a working knowledge of the principles and practices of cost accounting.

#### **UNIT – I**

Cost: Meaning – Definition – Concepts – Classification of Costs – Elements of Cost – Cost Accounting – Definition – Functions – Objectives – Advantages – Limitations – Financial Accounting Vs Cost Accounting – Preparation of Cost Sheet (Basic Problems).

#### **UNIT – II**

Materials Control: Meaning – Objectives – Advantages - Purchase Procedures - Methods of Stock Levels – EOQ – Stores Ledger Pricing of Issues FIFO, LIFO, Simple Average and Weighted Average.

#### **UNIT – III**

Labour Cost: Meaning – Importance – Causes, Types of Measurement – Methods of Remuneration & Incentive – Various Incentives Scheme – Labour Turnover.

#### **UNIT – IV**

Process Costing – Meaning – Characteristics – Process accounts – Process losses and gains (Excluding equivalent Production – By Product and Joint Product Inter Process Profits – normal loss – abnormal loss & gain).

#### **UNIT – V**

Marginal Costing – Nature of marginal Costing – Advantages – Limitations – Break Even Analysis – Decision making Problems.

**NOTE:** Question Paper Setting – 80 % of the questions shall be problems and 20% of the



questions shall be theory based.

### Text Book

1. Cost Accounting, Principles and Practices, S.P. Jain & K.L. Narang, Kalyani Publishers, 2009.

### Reference Books

1. R.S.N. Pillai & V. Bagavathi, Cost Accounting, Sultan Chand & Sons, 2004.
2. A. Murthy & S. Gurusamy, Cost Accounting, Sultan Chand & Sons, 2009.
3. Rayudu, Cost Accounting, Tata McGrawHill, 1997.
4. T.S. Reddy & Y. Hari Prasad Reddy, Cost Accounting, Margham Publications, 2014.

### Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about Cost and elements of cost - Preparation of Cost Sheet for various productions.	K1 & K2
CO2	Gain the knowledge about Materials control and purchase procedures.	K2 & K3
CO3	Understand Labour costing and types of measurement - various incentives scheme.	K4
CO4	Apply process costing - Process accounts – Process losses and gains.	K5
CO5	Acquire knowledge about the Marginal Costing - Break Even Analysis – Decision making Problems.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

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

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
Core – VI		Course Code: 20UBA3C06		Course Title: Entrepreneurial Development
Semester III	Hours/Week 5	Total Hours 75	Credits 4	Total Marks 100

### Course Objectives

1. To introduce basis of Entrepreneurship.
2. To familiar with concepts and process of Entrepreneurship.

#### **UNIT – I**

Entrepreneurship: Concepts, Types and Functions of Entrepreneurs – Role of Entrepreneurs in Economic Development – Entrepreneurial Development Programme – Phases of Entrepreneurial Development Programme – Influence of Environmental Factors – Training and Development of Entrepreneurs.

#### **UNIT – II**

Business Ideas: Sources of Business Ideas – Project Identification and Formulation – Classification of Project Feasibility Studies – Project Appraisal Methods – Project Design, Network Analysis, Financial Analysis.

#### **UNIT – III**

Institutions and Development of Entrepreneurs – Role of DIC, SISI, SIDCO, NSIC, NAYE, TIIC, TCO'S, ITCOT and Entrepreneurial Guidance Bureau – Functions.

#### **UNIT – IV**

Promoting Enterprises – SSI – Steps for SSI – MSME – Role and Growth of SSI – Regulations Governing SSI – Problem of SSI in India – Incentives and Concessions for SSI Units – Sickness in SSI – Causes and Remedies.

#### **UNIT – V**

Problems of Entrepreneurs – Developing Women and Rural Entrepreneurs and Problems – Entrepreneurs' Motivation - Women Entrepreneurs – Features – Types of Women Entrepreneurs – Problem and Suggest to Entrepreneurs.



### Text Books

1. C.B. Gupta and N.P. Srinivasan, Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 2020.

### Reference Books

1. Dr. K. Arul & Dr. A. Subanginidevi, Entrepreneurial Development, Shanlax Publication, Madurai, 2014.
2. Khanha, Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 2018.
3. P. Saravanavel & Sumathi, Entrepreneurship Development, Margham Publishing House, 2020.
4. B.C. Tandon, Environment and Entrepreneurship, Chugh Publication, 2007.

### Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about Entrepreneurship and Entrepreneurial Development Programme.	K1 & K2
CO2	Gain the knowledge about Business ideas in project design, network analysis Financial analysis.	K2 & K3
CO3	Analyze Institutions and development of entrepreneurs.	K4
CO4	Create Promoting enterprises of SSI and MSME.	K5
CO5	Acquire knowledge about the Problems and Developing women and rural entrepreneurs.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

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

**S – Strong**

**M – Medium**

**L – Low**





Program: BBA				
Allied – III		Course Code: 20UBA3A03		Course Title: Managerial Economics
Semester III	Hours/Week 5	Total Hours 75	Credits 3	Total Marks 100

### Course Objectives

1. To be acquainted with the basic concepts of economics.
2. To identify the applications and limitations of economics laws in decision – making and problem solving.
3. To provide knowledge on different types of markets
4. To help students be equipped with economic tools for business analysis.
5. Understand the roles of managers in firms.
6. Analyze the demands and supply conditions and assess the position of a company.
7. Design competition strategies, including costing, planning, product differentiation and market environment.

### **UNIT – I**

Business Economics – Meaning, Objectives, Nature and Scope of Business Economics – Basic Economic Problems – Relationship Between Micro and Macro Economics.

### **UNIT – II**

Demand Analysis – Demand Schedule – Demand Curve – Elasticity of Demand – Types - Measurement – Its Importance – Demand Forecasting – Different types of Demand Forecasting and Methods.

### **UNIT – III**

Factors of Production – Law of Returns – Law of Variable Proportions – Law of Returns to Scale – Economics of Large Scale Production.

### **UNIT – IV**

Cost and Revenue Analysis – Different types of Cost and their Relations to each other – Average Cost – Marginal Cost – Various Types of Revenue Curve Short Term and Long Term – Diagrammatic Representation.

**UNIT – V**

Market Structure and Pricing – Pricing Under Perfect Competition – Pricing Under Monopoly – Monopolistic Competition.

**Text Books**

1. S. Sankaran, Business Economics, Margham Publications, Chennai, 2006.
2. M. John Kennedy, Economics for Business, Himalaya Publications House, 2008.

**Reference Books**

1. R.L. Varshney & K.L. Maheshhwari, Managerial Economics, Sultan Chand & Sons, 2010.
2. P.L Mehta, Managerial Economics, Sultan Chand & Sons, 2013.
3. R.K.Lekhi, Managerial Economics, Kalyani Publishers, Ludhiana, 2014.
4. V.R. Palanivelu & A. Kannan, Business Economics, Himalaya Publishing Pvt. Ltd., 2015.

**Course Outcomes (COs)**

On completion of the course, students should be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1	Understand about nature and scope of economics and relationship between micro and macro-economics.	K1 & K2
CO2	Gain the knowledge about demand analysis and demand forecast.	K2 & K3
CO3	Learn about factors of productions and economics of large scale of productions.	K4
CO4	Evaluate cost functions and difference between short run and long run cost functions.	K5
CO5	Acquire knowledge about the market structure and pricing.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	S	M	S	S
CO3	S	S	S	S	S
CO4	M	S	S	M	S
CO5	S	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
<b>Skill Based Elective Course – I ( SBEC – I)</b>		<b>Course Code: 20UBA3SP01</b>		<b>Course Title: Campus to Corporate (Viva-Voce)</b>
<b>Semester III</b>	<b>Hours/Week 2</b>	<b>Total Hours 30</b>	<b>Credits 2</b>	<b>Total Marks 100</b>

### Course Objectives

1. To familiarize students with various communication methods that exists in business and to train them for smooth transition from campus to corporate.

#### **UNIT – I**

Overview of Corporate – History of Corporate–Campus and Corporate – Distinction  
 Overview of BPO Industry in India and World Enhancing The Reading Ability of Students (at a Speed of Minimum 150 Words Per Minute with Appropriate Stress, Voice Modulation and Correct Pronunciation). Students should be Exposed to the Practice of Reading News Papers viz., The Hindu, Indian Express, Business Line, Economic Times etc., and Magazines like Business World, etc.,

Enhancing the Spontaneous Writing Skill of the Students – Writing Articles on Simple to Pics given – Preparing Speeches – Preparing Reports on Various Events/Functions Held in the College.

#### **UNIT – II**

Enhancing the Spontaneous Speaking Skill of the Students – Self Introduction at various Forums and During Interviews – Effective Public Speaking (EPS) – Role Playing. Mock Interviews for Recruitment – Mock Press Meets.

#### **UNIT – III**

Enhancing the Presentation skill of the Students – Individual Seminar Presentation and Group Seminar Presentation (Students may be organized in to groups, which will prepare paper so current issues pertaining to trade, Commerce and Industry or any social issue and present the same to audience). Each group may consist of 3 or 4 students.



#### UNIT – IV

Enhancing the Interpersonal Communication Skill of the Students – Group Commission (Students may be Organized in to 4 and 5 groups). All the groups may be give management problem relating to real life experiences of Trade and Industry in the Country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

#### UNIT – V

Fundamentals of English – Constructing Sentences – Correct use of Tenses – Articles – International Phonetic Alphabet – Vowel and Consonant Sounds – Syllable Stress – in to nation – Listening – Principles of Good Listening – Accent Comprehension – Practical exercises Corporate Etiquette – Dressing and Grooming Skills – Work place Etiquette – Business Etiquette – Email Etiquette – Telephone and Meeting Etiquette – Presentation Skills. Professional Competencies: Analytical Thinking – Listening Skills – Time Management – Team Skills – Stress Management – Assertiveness – Facing Group Discussion and Interview.

#### Text Book

1. Rajendra Pal & Korlahalll, Essentials of Business Communication, Sultan Chand & Sons, 2008.

#### Reference Books

1. Namrata Palta, The Art of Effective Communication, Lotus Press, New Delhi, 2007.
2. S.K. Mandal, Effective Communication and Public Speaking, Jaico Publishing, 2011.
3. V. Sasikumar, P. Kiranmai Dutt, Geetha Rajeevan, A. Course in Listening and Speaking II, Cambridge University Press, 2007.



### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Overview of Campus to Corporate.	K1 & K2
CO2	Self-Introduction at Various Forums and During Interviews.	K2 & K3
CO3	Individual Seminar Presentation and Group Seminar presentation.	K3 & K4
CO4	Enhancing the Interpersonal Communication Skill of the Students.	K5
CO5	Fundamentals of English and Professional Competencies.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	M
CO2	M	M	M	S	S
CO3	M	S	S	S	S
CO4	M	S	S	M	S
CO5	S	S	S	S	M

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
SBEC – II		Course Code: 20UBA3S01		Course Title: Fundamentals of Insurance
Semester III	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. To equip students with basic foundation knowledge of insurance in order to develop a better understanding of insurance practice.
2. To apply the technical and practical skills needed in starting a career in the insurance industry.
3. To acquire knowledge to improve the selling, underwriting, investigating or assessing losses of insurance products to the public.
4. Principles of Insurance.
5. Life Insurance and General Insurance business in India.
6. After the successful completion of the course the student should have a thorough knowledge on Indian Banking System and Acts pertaining to it.

### **UNIT – I**

Definition of Insurance – Nature of Insurance – Principles of Insurance – Classification of Contracts of Insurance – Importance of Insurance – Functions of Insurance – Marine and Non-Marine Insurance.

### **UNIT – II**

Life Assurance – Objects of Life Assurance – Classification of Risk – Principles of Life Assurance – Assignment and Nomination – Lapses and Revivals – Surrender Values and Loans – Claims – Types of Claims.

### **UNIT – III**

Marine – Insurance – Principles of Marine Insurance – Functions of Marine Insurance – Types of Marine Policies – Warranties – Kinds of Marine Losses – Importance of Marine Insurance.

### **UNIT – IV**



Fire Insurance – Types of Fire Policies – Principles of Law as Applied to Fire Insurance.  
Reinsurance – Advantage of Reinsurance – Fire Waste – Hazard Types of Fire Policies.

### UNIT – V

Miscellaneous Insurance – Meaning – Definition – Motor Insurance – Meaning – Classification of Vehicles – Kind of Policies – Burglary Insurance – Types – Personal Accident Insurance.

### Reference Books

1. Dr. N. Premavathy, Elements of Insurance, Sri Vishnu Publications, 2009.
2. P.K.Gupta, Insurance & Risk Management, Himalaya Publications House, 2011.
3. R.S. Sharma, Insurance: Principles and Practices, Vora, Bombay, 1960.
4. M.N. Srinivasan, Principles of Insurance Law, Ramanuja Publishers, Bangalore, 1977.
5. Sharma R.S., Insurance: Principles and Practices Vora, Bombay, 1960.

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Apply the basic insurance knowledge and skills to his/her workplace.	K1 & K2
CO2	Applying the life assurance knowledge and skills in different scenarios.	K2 & K3
CO3	Historical factors important to today's rules and practices. Rules and conditions cover and practice from the yards perspective and the owners perspective.	K3 & K4
CO4	Learn about fire insurance and its benefits to business.	K5
CO5	Applying the Miscellaneous insurance for our life.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**





**Mapping of COs with POs**

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

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
SBEC – III		Course Code: 20UBA3S02		Course Title: Life Skill Education
Semester III	Hours/Week	Total Hours	Credits	Total Marks
	2	30	2	100

### Course Objectives

1. Life skills training equips people with the social and interpersonal skills that enables them to cope with the demands of everyday life.
2. The objectives of this training are to build self-confidence, encourage critical thinking, foster independence and help people to communicate more effectively.

#### **UNIT – I**

Life skill: Definition and Importance of Life Skills – Livelihood Skills – Meaning, Survival Skills and Life Skills. Life Skills Education, Life Skills Approach, Life Skills Based Education.

#### **UNIT – II**

Self-Awareness: Definition, Types of Self. Self-Concept – Components of Self-Concepts. Body Image – Want to Look Feel Your Body. Self-Esteem – Tips – Factors Influence in Self-Esteem. Techniques Used for Self-Awareness: Johari Window, SWOT Analysis. Empathy, Sympathy & Altruism.

#### **UNIT – III**

Interpersonal Relationship: Definition, Forms of Interpersonal Relationship – Factors Affecting Interpersonal Relationship. Listening: Definition & Tips for Effective Listening. Thinking: Nature, Tools of Thinking, Elements of Thought. Types of Thinking, Concept Formation, Reasoning – Types of Reasoning. Critical Thinking: Definition, Benefits, Process, Nature & Stages.

#### **UNIT – IV**

Goal Setting: Definition, Goal Commitment. Coping with Stress: Definition, Stressors, Source of Stress, Cause of Work Place Stress. Coping Skills – Types & 99 Coping Skills.

**UNIT – V**

Coping with Emotions: Definition, Characteristics and Types. Coping Strategies.

**Text Books**

1. Delors, Jacques (1997). Learning: The Treasure Within, UNESCO, Paris.
2. UNESCO (1997). Adult Education: The Hamburg Declaration, UNESCO, Paris.
3. UNESCO (2005). Quality Education and Life Skills: Darkar Goals, UNESCO, Paris.
4. WHO (1999). Partners in Life Skills Education: Conclusions from a United Nations – Agency Meeting, WHO, Geneva.
5. Santrock W. John (2006). Educational Psychology. (2<sup>nd</sup> Edn.) New Delhi: Tata McGraw-Hill Publishing Company Ltd.

**Reference Books**

1. Dakar Framework for Action (2000). Education for All: Meeting our Collective Commitments, Dakar, Senegal.
2. Kumar. J. Keval (2008). Mass Communication in India, JAICO Publication India Pvt. Ltd.
3. Morgan and King (1993). Introduction to Psychology, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
4. Rao P.L. (2008). Enriching Human Capital through Training and Development, Excel Books, New Delhi.
5. Singh Madhu (2003). Understanding Life Skills, Background paper prepared for Education for All: The Leap to Equality



### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Self-Awareness, Personal Development, and Life Skills.	K1 & K2
CO2	Learn about Self-Awareness, Personal Development, and Life Skills Leadership and Communication Social Justice and Responsibility.	K2 & K3
CO3	Development of thinking and learn about Types of thinking.	K3 & K4
CO4	How to achieve the goals to identify clearly students will develop the strategies to work with others to achieve specific goals.	K5
CO5	Learn to manage conflict: understand and appropriately apply the skills of problem solving, conflict management and resolution while allowing for healthy disagreement.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	M	M	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
NMEC – I (For Other Department)	Course Code: 20UBA3N01		Course Title: Principles of Management	
Semester III	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. To provide an insight in to the basic managerial functions.
2. To describe the various forms of structure available to an organization
3. To discuss contemporary management issues and challenges.

### **UNIT – I**

The Development of Management Thought – Contributions of F.W. Taylor. Henri Fayol Elton Mayo and Mary Parker Follet.

### **UNIT – II**

Planning – Nature – Purpose – Steps – Types – Merits and Demerits of Planning – MBO – MBE.

### **UNIT – III**

Organising – Nature – Purpose – Departmentation – Span of Control – Delegation – Centralization and Decentralization –Line and Staff – Committees. Staffing – Nature and Purpose of Staffing – Components of Staffing.

### **UNIT – IV**

Directing– Principles of Directing – Leadership – Motivation – Communication – Process of Communication – Barriers of Communication – Effective Communication.

### **UNIT – V**

Controlling – Concept of Control – Methods of Controlling. Co-ordinating – Need – Principles – Approaches to Achieve Effective Co-ordination.

### **Text Book**

1. L.M. Prasad, Principles of Management, Sultan Chand & Sons, 1999.

### **Reference Books**



1. Harold Koontz and O'Donnel, Essentials of Management, McGraw Hill, 2010.
2. Newman and Warrann, The Process of Management, Prentice-Hall, 1987.
3. Peter F. Drucker, Practice of Management, Harper & Row, New York, 1954.
4. Lious A. Allen, Management and Organisation, McGraw Hill, 1989.

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the concepts related to Business. Demonstrate the roles, skills and functions of management.	K1 & K2
CO2	Companies, large or small, can identify problems and establish overall goals for their business, but they need specific plans to make progress.	K2 & K3
CO3	Learn about organizing is the establishment of effective authority relationships among selected work, persons and work places in order for the group to work together efficiently.	K3 & K4
CO4	Students can apply directing policies that motivate the employees to contribute their maximum potential for the attainment of organizational goals.	K5
CO5	How to controlling is to check and ensure the performance of work is in accordance with the plans.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
CO5	M	S	M	S	S

S – Strong

M – Medium

L – Low



Program: BBA				
Core – VII		Course Code: 20UBA4C07		Course Title: Production and Materials Management
Semester IV	Hours/Week 6	Total Hours 90	Credits 4	Total Marks 100

### Course Objectives

1. To make the students understand the decision making process in planning, scheduling and control of production and operation functions.
2. To understand how the knowledge of materials management can be an advantage to logistics and supply chain operations.
3. To sensitize the students on the materials management functions – Planning, Purchase, Controlling, Storing, Handling, Packaging, Shipping and Distributing, and Standardizing.

#### **UNIT – I**

Production Management – Definitions – Functions & Scope – Plant Location – Factors – Plant Layout Principles – Types – Importance – Routing – Scheduling – Dispatching – Types of Production System.

#### **UNIT – II**

Production Planning & Control – Principles – Functions PPC – Plant Maintenance – Meaning – Types of Maintenance – Fundamentals of Reengineering.

#### **UNIT – III**

Materials Management – Meaning, Definition Importance – Functions – Integrated Materials Management – Advantages – Store Keeping – Meaning – Functions – Store Keeper – Duties – Responsibilities – Stores Ledge – Bin Card.

#### **UNIT – IV**

Management of Materials – Techniques of Materials Planning – Inventory Control – Meaning & Importance – Tools of Inventory Control – ABC, VED, FSN Analysis – EOQ.

#### **UNIT – V**

Purchasing – Procedure – Principles – Purchase Parameters – 8 R's – Vendor Rating –



Vendor Development – Store Keeping & Materials Handling – Objectives – Functions – Types of Modern Material Handling Equipment – Just in Time (JIT) – Definition – Process.

### Text Books

1. Saravanavel. P & Sumathi. S, Production & Material Management, Margham Publications, 2011.
2. Gopalakrishnan & Sundaresan, Materials Management, PHI, 2004.

### Reference Books

1. R. Paneer Selvam, Production & Material Management, Hall of India, Pvt. Ltd., 2006.
2. Opendra Kachru, Production & Material Management, Excel Books, 2007.
3. K. Aswathappa & K. Shridhara Bhat, Production & Material Management Himalaya Publishing House, 2010.
4. M.M. Varma, Materials Management, Sultan Chand & Sons, 2012.

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To be able to locate facilities, to design layout and to plan production with efficient methods.	K1 & K2
CO2	To realize the importance of materials both in product and service.	K2 & K3
CO3	Understand the scope for integrating materials management function over the logistics and supply chain operations.	K3 & K4
CO4	Identify, study, compare, and evaluate alternatives, inventory control and techniques select and relate with a good supplier.	K5
CO5	Learn about Purchasing procedure and principles.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**





**Mapping of COs with POs**

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

**S – Strong**

**M – Medium**

**L – Low**



<b>Program: BBA</b>				
<b>Core – VIII</b>		<b>Course Code: 20UBA4C08</b>		<b>Course Title: Management Accounting</b>
<b>Semester IV</b>	<b>Hours/Week</b> 6	<b>Total Hours</b> 90	<b>Credits</b> 4	<b>Total Marks</b> 100

### Course Objectives

1. To provide an understanding of the theory and practice of management accounting decision making.
2. Assess theories and practices in the planning, controlling, and decision-making role of the managerial accountant.
3. Evaluate alternative accounting cost methods to optimize business solutions.
4. Examine financial results to develop performance measurements in accounting and information systems.
5. Formulate operational and capital budgets for both short- and long-term strategic planning.
6. Construct financial information for internal management decisions.

#### **UNIT – I**

Management Accounting: Meaning – Definition, Nature & Scope – Objectives – Advantages – Limitations – Management Accounting Vs Financial Accounting – Management Accounting Vs Cost Accounting.

#### **UNIT – II**

Fund Flow Analysis: Fund – Meaning & Definition – Preparation of Schedule of Changes in Working Capital – Fund from Operation and Fund Flow Statement.

#### **UNIT – III**

Cash Flow Analysis: Cash Flow Operation – Preparation of Cash Flow Statement – Distinctions between Cash Flow and Fund Flow Statement. (Excluded Cash Flow Statement II (As Per AS 3).

#### **UNIT – IV**

Accounting Ratios: Meaning – Utility & Limitations – Classification of Ratios – Profitability Ratio – Turnover Ratio – Financial Ratio – Construction of Balance Sheet (Simple Problems



Only).

## UNIT – V

Budget and Budgetary Control: Meaning – Objectives – Importance – Budget Vs Forecasting – Types – Materials and Production Budget – Flexible Budget – Cash Budget – Sales Budget.

**NOTE:** Questions in Theory and Problems carry 20% and 80% of marks respectively.

### Text Books

1. Maheswari S.N., Principles of Management Accounting, Sultan Chand & Sons, 2018.
2. Dr. V.R. Palanivelu, Accounting for Management, University Science Press, New Delhi, 2016.

### Reference Books

1. Man Mohan & Goyal, S.M., Principles of Management Accounting, Sathiya Bhawan Publishers, 1989.
2. T.S. Reddy & Y. Hariprasad Reddy, Management Accounting, Margham Publication, 2018.
3. R.S.N. Pillai and Bagavathi, Management Accounting, Sultan Chand & Sons, 1996.
4. Dr. P. Periyasamy, Financial & Management Accounting, Himalaya Publications, 2014.

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To gain a working knowledge of the principle and practices of management accounting.	K1 & K2
CO2	Prepare Funds Flow statements this helps in planning for long-term finances.	K2 & K3
CO3	Prepare Cash Flow and statements this helps in planning for short-term finances.	K3 & K4
CO4	Calculate various accounting ratios, reports and relevant data.	K5
CO5	Prepare a master budget and demonstrate an understanding of the relationship between the components.	K6



**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

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

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
Core – IX		Course Code: 20UBA4C09		Course Title: Business Law
Semester	Hours/Week	Total Hours	Credits	Total Marks
IV	6	90	4	100

### Course Objectives

1. Law of contract, Law of sale of goods
2. Law of Agency, Negotiable Instruments Act.

#### **UNIT – I**

Business Law – Meaning, Objectives – Sources – Law of Contract – Meaning– Types – Essential Elements of a Valid Contract – Offer & Acceptance – Meaning And Definition – Types of Offer.

#### **UNIT – II**

Capacity to Contract – Free Consent- Performance of Contract – Discharge of Contract – Remedies for Breach of Contract– Wagering Agreements.

#### **UNIT – III**

Bailment – Managing and Definitions – Rights and Duties of Bailor and Bailee – Pledge – Meaning – Duties and Rights of Pawnee and Pawnor – Indemnity – Guarantee – Mortgage – Different Between Pledge and Mortgage.

#### **UNIT – IV**

Law of Sale of Goods – Sale and Agreements to Sale – Their Distinctions – Types of Goods – Conditions and Warranties – CAVEAT EMPTOR – Transfer of Property – Sale by Non – Owners – Performance – Remedies for Breach – Unpaid Seller – Auction Sale.

#### **UNIT – V**

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

#### **Text Book**

1. N.D. Kapoor, Business Law, Sultan Chand & Sons, 2019.



### Reference Books

1. RSN Pillai, Bagavathi, Business Law, S. Chand, 1999.
2. M.C. Shukla, Mercantile Law, S. Chand, 2007.
3. P.C. Tulsian, Business Law, TMH, 2000.

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understanding of the Legal Environment of Business.	K1 & K2
CO2	Demonstrate recognition of the genuineness of assent in contract formation. Identify contract remedies.	K2 & K3
CO3	Learn knowledge about Bailment, pledge, indemnity, guarantee and mortgage.	K3 & K4
CO4	Analyze recognition of transactions involving the Sales of Goods Act.	K5
CO5	Learn about Law of agency and creation of agency.	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

### Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	M	M	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
CO5	M	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA				
Allied – IV		Course Code: 20UBA4A04		Course Title: Money Banking and Global Business
Semester IV	Hours/Week 4	Total Hours 60	Credits 3	Total Marks 100

### Course Objectives

1. To understand the basic concepts and terminology of banking.
2. To understand the role of RBI and commercial banks.
3. To acquire knowledge on the recent trends of banking in India.
4. Conduct an environmental scan to evaluate the impact of world issues on organizations international business opportunities.
5. Develop and present an international business plan.

#### **UNIT – I**

Banking – Evolution – Meaning and Definition of Banking – Classification of Banks – Unit and Branch Banking – Functions of Commercial Banks – Role of Commercial Banks in Economic Development – Functions of Central Bank in Economic Development – Functions of Central Bank (With Reference to RBI) – Credit Creation and Credit Control.

#### **UNIT – II**

Recent Trends in Indian Banking – Types of Financing – Repayment Methods – Bank NET – Automatic Teller Machines – (ATM) – Phone Banking – Credit Cards – E-Banking – Reforms in Banking Sector.

#### **UNIT – III**

Multinational Corporations (MNCs) – Meaning and Definition – Distinction Between MNC, TNC and GC – Benefits to Host Countries Through MNCs – Causes for the Dominance of MNCs – Role of MNCs in Developing Economies.

#### **UNIT – IV**

Money Market – Indian Money Market – Capital Market – Functions of Capital Market – Difference between Money and Capital Market – Monetary Policy.

**UNIT – V**

Exchange – Determination of Exchange Rate – Devaluation of Money – Exchange Control – Flow of Foreign Capital – Euro Dollar Market – Origin – Growth of Euro-Dollar Market – Meaning – Feature-Functions – Role of Euro-Dollar Market in International Financial System.

**Text Book**

1. R. Parameswaran & S. Natarajan, Indian Banking – S. Chand, 2013.

**Reference Books**

1. D.M. Methane, Money Banking and International Trade, Himalaya Publishing House, 2013.
2. Ashok Desai, Indian Banking, Himalaya Publishing House, 2018.
3. M.L. Jhingan, Money Banking and International Trade, S. Chand, New Delhi, 1992.

**Course Outcomes (COs)**

On successful completion of the course, the students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1</b>	Understand about Evolution of Banking and classification of banks – unit and branch banking functions of commercial bank and central bank in economic development and credit creation and credit control.	K1 & K2
<b>CO2</b>	Gain the knowledge about Recent Trends in Indian Banking– Automatic Teller Machines and phone banking – credit cards – E-banking – reforms in banking sector.	K2 & K3
<b>CO3</b>	Understand about Multinational Corporations Causes for the dominance of MNCs- Role of MNCs in developing economies.	K3 & K4
<b>CO4</b>	Understand about Money market and capital market – functions of monetary policy.	K5
<b>CO5</b>	Acquire knowledge about the Exchange rate and euro dollar market and international financial system.	K6





K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

**Mapping of COs with POs**

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	M	M	S	S	M
CO3	S	S	S	S	S
CO4	S	M	S	S	S
CO5	S	S	S	M	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
SBEC – IV		Course Code: 20UBA4S03		Course Title: Export and Import Documentation
Semester IV	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. To familiarize students with the process of international and domestic trade procedures
2. To form a base of policy framework in international trading with special emphasis on India.

#### **UNIT – I**

Export & Import-Meaning and Definition- Pre – Shipment; Inspection and Procedures -EXIM Documentation – Types of Documents – Instruments and Methods of Financing Exports.

#### **UNIT – II**

Foreign Exchange Regulations and Formalities – Role of Clearing and Forwarding Agents. RBI Guidelines of Foreign Trade Regulations. Credit and Collections.

#### **UNIT – III**

Custom Clearance of Export and Import Cargo – Regulatory Documents – Bill of Lading- Methods of Bill of Lading – Export License – Bill of Exchange – Types of Bill of Exchange.

#### **UNIT – IV**

Processing of an Export Order, World Shipping, Structure, Liners and Tramps – Containerization.

#### **UNIT – V**

Import Documentation – Import Procedure, Guidelines, Key Documents used in Importing – Import Licensing and Other Incentives.

#### **Text Books**

1. Francis Cherunilam: International Trade and Export Management Mumbai, Himalaya Publishing House, 2002.
2. TAS Balagopal, Export Management Mumbai, Himalaya Publishing House, 2000.



3. Government of India Handbook of Import – Export Procedures, New Delhi, Anupam Publishers, 2002.

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learning about export and import procedures.	K1 & K2
CO2	Gather knowledge about Foreign Exchange Regulations and Formalities.	K2 & K3
CO3	Upon completion of the course, students will be able to have clear understanding how to get Export License.	K3 & K4
CO4	Learn about the Processing of an Export Order.	K5
CO5	Understanding Import Procedure and guidelines.	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

### Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	M	M	S	S	M

S – Strong

M – Medium

L – Low



Program: BBA				
SBEC – V		Course Code: 20UBA4SP02		Course Title: Inplant Training – Viva-Voce
Semester IV	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

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.
2. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
3. 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 tourist industries and financial institutions.
4. Students may make their own arrangements in fixing the companies for candidates should submit a report in not less than 25 type written pages.
5. Candidates should submit the attendance certificate from the institution for having attended the training for 2weeks.
6. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.
7. 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
8. Industrial training certificate shall be forwarded to the university, one month before the commencement of the fourth semester university examinations.
9. Practical viva – voce examination will be conducted with internal & external examiners at the end of the 4<sup>th</sup> semester and the credits will be awarded.



Program: BBA				
SBEC – VI		Course Code: 20UBA4S04		Course Title: Practice of Business Relations
Semester IV	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. Life skills training equips people with the social and interpersonal skills that enable them to cope with the demands of everyday life.
2. To help the students gain understanding of the functions and responsibilities of managers.
3. To help the students to develop cognizance of the importance of management principles.

#### **UNIT – I**

Public Relations – Definition – Element of PR – Essentials of Good Public Relations – Public Relations for Commercial Organization.

#### **UNIT – II**

Public Relations Officer's (PRO'S) – Meaning – Role – Responsibilities – Press Relation – Preparation of Material for the Media – News and News Reporting – Steps of News Reporting – Editorial Reviews.

#### **UNIT – III**

Training – Meaning and Definition – Training of Public Relations Officers – Essential Qualification of PRO Role and Functions of PRO – PR Society of India – Indian Institute of Mass Communication – Indian Press – Trade Fair Authority of India.

#### **UNIT – IV**

Book Publications in India – Role of Publishers, Distributors and Booksellers – Electronic Media - Radio – Television – House Journals – Documentary Films – Mobile Film Shows – Film Censorship – Guidelines.

**UNIT – V**

Exhibition – Definition – Importance – Functions - Trade Fair – Importance of Trade Fair - Consumer and Marketing Fair – Functions and Importance – Sponsorship Programme – Importance of Sponsorship.

**Text Book**

1. Management of Public Relations, S. Senguptha, Vikas Publishing House, 2005.

**Reference Books**

1. Lecture on Applied Public Relations, Prof. K.R. Balan, Sulthan Chand & Sons, Delhi, 2010.
2. Hand Book of PR in India, D.S. Menta, Allied Publisher (P) Ltd., New Delhi, 1968.
3. The practice of Public Relations, Frason P. Seital, Charler E Merial Publishing Company, Columbus, 2017.

**Course Outcomes (COs)**

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the concepts related to Business.	K1 & K2
CO2	Demonstrate the roles, skills and functions of management.	K2 & K3
CO3	Understanding Essential Qualification of PRO Role and Functions of PRO.	K3 & K4
CO4	Learn about Book Publications in India.	K5
CO5	Provide an additional Fair trade Premium which can be invested in projects that enhance social, economic and environmental development.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

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

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
NMEC – II (For Other Department)		Course Code: 20UBA4N02		Course Title: Human Resource Management
Semester IV	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. This course aims at training students in the management of human resource.
2. It includes the concept, policies, and procurement of human resources.
3. Effectively manage and plan key human resource functions within organizations.
4. Examine current issues, trends, practices, and processes in HRM.
5. Contribute to employee performance management and organizational effectiveness.
6. Problem-solve human resource challenges.

#### **UNIT – I**

Introduction – Meaning and Definition, Nature, Scope Objectives and Importance of HRM  
Functions of HRM.

#### **UNIT – II**

Human Resource Planning – Manpower planning Nature, Importance and Objectives of Manpower Planning – Process of Manpower Planning – Uses and Benefit of Manpower Planning.

#### **UNIT – III**

Recruitment and Selection – Different Source of Recruitment – Selection of Employee – Difference between Recruitment and Selection.

#### **UNIT – IV**

Procedures for Selection – Tests – Interviews – Types of Interview – Process of Conducting Interview – Checking of References – Final Selection.

#### **UNIT – V**

Performance Appraisal — Modern Methods – Training and Development – Importance of Training Employee – Types of Training – Methods of Training





### Text Book

1. C.B. Mamoria, Personnel Management, Humalaya Publications House, 2001.

### Reference Books

1. G.R. Bassotia, Human Resources Management, Mangal Deep Publications, 1999.
2. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi, 1997.
3. Keith Davis, Human Relations at Work, TMH, 1971.
4. Jayasankar, Human Resource Management, Margham Publications, 2015.

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To have an understanding of the basic concepts, functions and processes of human resource management.	K1 & K2
CO2	Determine appropriate, objective and effective selection criteria.	K2 & K3
CO3	To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behaviour.	K3 & K4
CO4	Plan, prepare and conduct an effective selection process – using a range of methods as appropriate – that provides evidence against defined selection criteria.	K5
CO5	Develop, implement, and evaluate employee orientation, training, and development programs.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

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

**S – Strong**

**M – Medium**

**L – Low**