

Bachelor of



Business Administration

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

E-mail: 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 2021-2022 Onwards)



Programme Outcomes (POs)

PO1	Student can acquire comprehensive knowledge in Fundamentals of Management, Accounting, Business Laws, Business Organization, Human Resources Management, Marketing, Economics and Computer Skills.
PO2	Designed for capacity building to various avenues of employment, entrepreneurship and higher education.
PO3	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.
PO4	Apply the knowledge and skills thrive on the evolving challenges of trade & industry.
PO5	Analyze the challenges of the dynamic world with a global outlook.
PO6	Sensitized to ethical and moral issues in business to be more socially responsible.

Programme Specific Outcomes (PSOs)

PSO1	Develop conceptual and practical knowledge in the field of business and management.
PSO2	Provide strong analytical and critical thinking foundation enabling problem solving skills in the various disciplines of management.
PSO3	Demonstrate leadership qualities to take the business/firm to greater heights.
PSO4	Enhance the employability and professional skills to become successful manager/executives in reputed firms.
PSO5	Manage their business more successfully and also to identify new business opportunities and marketing avenues to establish start-ups.
PSO6	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 2021-2022 Onwards)

Sl. No.	Part	Nature of Course	Course Code	Name of the Course	Hours/Week	Credits	Marks		
							CIA	ESE	Total
SEMESTER I									
1	I	Languages	21UTA1F01	Tamil – I	6	3	25	75	100
2	II	Languages	21UEN1CE01	Communicative English – I	6	3	25	75	100
3	III	Core – I	21UBA1C01	Principles of Management	5	4	25	75	100
4		Core – II	21UBA1C02	Business Communication	5	4	25	75	100
5		Allied – I	21UMB1A01	Business Mathematics and Statistics – I	6	4	25	75	100
6	IV	Add on Course	21UCM1AO01	Professional English-I	3	4	25	75	100
7		Value Education	21UVE101	Yoga	2	2	25	75	100
Total					30	24	175	525	700
SEMESTER II									
8	I	Languages	21UTA2F02	Tamil – II	6	3	25	75	100
9	II	Languages	21UEN2CE02	Communicative English – II	6	3	25	75	100
10	III	Core – III	21UBA2C03	Organizational Behavior	5	4	25	75	100
11		Elective – I	21UBA2E01	Financial Accounting	5	4	25	75	100
12		Allied – II	21UMB2A02	Business Mathematics and Statistics – II	6	4	25	75	100
13	IV	Add on Course	21UCM2AO02	Professional English-II	3	4	25	75	100
14		Common Paper	21UES201	Environmental Studies	2	2	25	75	100
Total					30	20	150	450	600

**SEMESTER – III**

15	III	Core – IV	21UBA3C04	Business Environment	6	4	25	75	100
16		Core – V	21UBA3C05	Cost Accounting	6	5	25	75	100
17		Core – VI	21UBA3C06	Entrepreneurial Development	5	4	25	75	100
18		Allied – III	21UBA3A03	Managerial Economics	5	3	25	75	100
19	IV	SBEC – I	21UBA3S01	Fundamentals of Insurance	2	2	25	75	100
20		SBEC – II	21UBA3S02	Life Skill Education	2	2	25	75	100
21		SBEC – III	21UBA3SP01	Campus to Corporate – (Viva-Voce)	2	2	-	-	100
22		NMEC – I (For Other Department)	21UBA3N01	Principles of Management	2	2	25	75	100
Total					30	24	175	525	800

SEMESTER – IV

23	III	Core – VII	21UBA4C07	Production and Material Management	6	4	25	75	100
24		Core – VIII	21UBA4C08	Management Accounting	6	4	25	75	100
25		Core – IX	21UBA4C09	Business Law	6	4	25	75	100
26		Allied – IV	21UBA4A04	Money Banking and Global Business	4	3	25	75	100
27	IV	SBEC – IV	21UBA4S03	Export and Import Documentation	2	2	25	75	100
28		SBEC – V	21UBA4S04	Practice of Public Relations	2	2	25	75	100
29		SBEC – VI	21UBA4SP02	In plant Training – (Viva -Voce)	2	2	-	-	100
30		NMEC – II (For Other Department)	21UBA4N02	Human Resource Management	2	2	25	75	100
Total					30	23	175	525	800

**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: 21UBA1C01		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 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 – Managerial Grid Social Responsibilities of a Manager - 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

Organising – Meaning and Definition – Principles –Need for Organization – Classification of Organisation – Process – Organizational Structure – Line Functional, Line & Staff Organisation Departmentation - Meaning – Basis and Significance of Departmentation - 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– Daniel Pink's Three Elements of Intrinsic Motivation - 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 - Recent Trends in Management and CSR.

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

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

S – Strong

M – Medium

L – Low



Program: BBA				
Core – II		Course Code: 21UBA1C02		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 – Channels 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.

UNIT – III

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Letters to the Editors – Company Correspondence – Duties of Secretary – Correspondence with Directors, Shareholders, Government Departments.

UNIT – IV

Circular – Memo – Notices – Meeting: Agenda – Munities of Meeting - Presentation – Report: Meaning - Characteristics of a Good Report – Components of a Report - Types of Report.

**UNIT – V**

Technology in Communication: E-Mail Etiquettes - Telephone Etiquettes - Video Conference – social media Etiquettes – Employment Communication: Application CV vs Resume – Group Discussion – Job Interview.

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

CO Number	CO Statement	Knowledge Level
CO1	Identify key principles in business communication. Discuss the importance of effective communication in business.	K1 & K2
CO2	Students gained knowledge in the communication and to draft The layout for a business letter.	K3
CO3	Understand the concept of applications for appointment.	K3 & K4
CO4	Learnt to prepare a report, agenda – minutes – meeting and it's kinds.	K5
CO5	Discuss the different types of reports and their purposes, Create an informal report and technology 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				
Core – III		Course Code: 21UBA2C03		Course Title: Organizational Behaviour
Semester II	Hours/Week 5	Total Hours 75	Credits 4	Total Marks 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 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 - Recent Trend in OB. 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. 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 – Steps in Managing Change – Counseling – Counseling and guidance - Importance of Counseling – Types of Counseling .

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

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

S – Strong

M – Medium

L – Lo



Program: BBA				
Elective – I		Course Code: 21UBA2E01		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. How to maintain books of recording under hire purchase installment method.
3. Preparation of final accounts, etc.

UNIT – I

Meaning and Definition of Accounting – Importance of Accounting - Basic Accounting Concepts and Convention – Book Keeping - Accounting Principles and Classification of Accounts – Accounting Equations.(theory only)

UNIT – II

Journal, Ledger, Subsidiary Books – Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book – Trial Balance. (Simple problem)

UNIT – III

Final Accounts of Sole Trader – Introduction – Meaning of Final Accounts - Trading & Profit & Loss Accounts, Balance Sheet with Adjustments.

UNIT – IV

Hire Purchase – Entries in the Books of Hire Purchaser and Hire Vendor – Installment Purchase - Difference between Hire Purchase and Installment System.

UNIT – V

Depreciation Accounting – Meaning – Causes of Depreciation –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.	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

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

S – Strong

M – Medium

L – Lo



Program: BBA				
Core – IV		Course Code: 21UBA3C04		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 – 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. GATT, WTO.



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.	K3 & 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: 21UBA3C05		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.	K3 & 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

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

S – Strong

M – Medium

L – Low



Program: BBA				
Core – VI		Course Code: 21UBA3C06		Course Title: Entrepreneurial Development
Semester III	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	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.	K3 & 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

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

S – Strong

M – Medium

L – Low



Program: BBA				
Allied – III		Course Code: 21UBA3A03		Course Title: Managerial Economics
Semester III	Hours/Week	Total Hours	Credits	Total Marks
	5	75	3	100

Course Objectives

1. To be acquainted with the basic concepts of economics.
2. To provide knowledge on different types of markets
3. Understand the roles of managers in firms.
4. Analyze the demands and supply conditions and assess the position of a company.

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

CO Number	CO Statement	Knowledge Level
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.	K3 & 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				
1 Skill Based Elective Course SBEC – I	Course Code: 21UBA3S01		Course Title: Fundamentals of Insurance	
Semester III	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

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 - IRDA Act 1999.

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 - Settlement of Claim 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.

Text Books

1. P.K.Gupta, Insurance & Risk Management, Himalaya Publications House, 2011.



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
CO1	M	M	M	S	S
CO2	M	M	S	S	M
CO3	S	S	M	S	S
CO4	M	S	S	M	S
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA				
SBEC – II		Course Code: 21UBA3S02		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.

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, Types of Thinking,

UNIT – IV

Critical Thinking: Definition, Benefits, Process, Nature & Stages. Goal Setting: Definition, Goal Commitment. Coping with Stress: Definition, Stressors, Source of Stress, Cause of Work Place Stress.



UNIT – V

Coping Skills – Types & 99 Coping Skills. Coping with Emotions: Definition, Characteristics and Types Coping Strategies.

Text Books

1. UNESCO (2005). Quality Education and Life Skills: Dakar Goals, UNESCO, Paris.
2. WHO (1999). Partners in Life Skills Education: Conclusions from a United Nations – Agency Meeting, WHO, Geneva.

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				
SBEC – III		Course Code: 21UBA3SP01		Course Title: Campus to Corporate (Viva-Voce)
Semester III	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

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 Communication (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 & Korlahall, 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				
NMEC – I (For Other Department)		Course Code: 21UBA3N01		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: 21UBA4C07		Course Title: Production and Material 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 – functions and responsibilities of production Manager – Plant Location – Factors – Plant Layout Principles – Types – Importance – Types of Production System.

UNIT – II

Production Planning & Control – Principles – Functions PPC – Elements of 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 – Purchase Parameters – 8 R's Principles – Vendor Rating –



Vendor Development – Materials Handling – Objectives – Functions – Types of Modern Material Handling Equipment.

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

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

S – Strong

M – Medium

L – Low



Program: BBA				
Core – VIII		Course Code: 21UBA4C08		Course Title: Management Accounting
Semester IV	Hours/Week 6	Total Hours 90	Credits 4	Total Marks 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. Formulate operational and capital budgets for both short- and long-term strategic planning.

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

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

S – Strong

M – Medium

L – Low



Program: BBA				
Core – IX		Course Code: 21UBA4C09		Course Title: Business Law
Semester IV	Hours/Week 6	Total Hours 90	Credits 4	Total Marks 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 – Meaning 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: 21UBA4A04		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.

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

CO Number	CO Statement	Knowledge Level
CO1	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
CO2	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
CO3	Understand about Multinational Corporations Causes for the dominance of MNCs- Role of MNCs in developing economies.	K3 & K4
CO4	Understand about Money market and capital market – functions of monetary policy.	K5
CO5	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: 21UBA4S03		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.



Reference Books

1. TAS Balagopal, Export Management Mumbai, Himalaya Publishing House, 2000.
2. 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: 21UBA4S04		Course Title: Practice of Public 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 (PRO'S) – Meaning – Role – Skills & Qualities - 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 – 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. Sengupta, 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 Fairtrade 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

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

S – Strong

M – Medium

L – Low



Program: BBA				
SBEC – VI		Course Code: 21UBA4SP02		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 4th semester and the credits will be awarded.



Program: BBA				
NMEC – II (For Other Department)		Course Code: 21UBA4N02		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.

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

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

S – Strong

M – Medium

L – Low