

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**

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## **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)

<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 2021-2022 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	21UTA1F01	Tamil – I	6	3	25	75	100
2	II	Languages	21UEN1CE01	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
<b>Total</b>					<b>30</b>	<b>24</b>	<b>175</b>	<b>525</b>	<b>700</b>
<b>SEMESTER II</b>									
8	I	Languages	21UTA2F02	Tamil – II	6	3	25	75	100
9	II	Languages	21UEN2CE02	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
<b>Total</b>					<b>30</b>	<b>24</b>	<b>150</b>	<b>450</b>	<b>600</b>

**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
<b>Total</b>					<b>30</b>	<b>24</b>	<b>175</b>	<b>525</b>	<b>800</b>

**SEMESTER – IV**

23	III	Core – VII	21UBA4C07	Production and Materials 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
<b>Total</b>					<b>30</b>	<b>23</b>	<b>175</b>	<b>525</b>	<b>800</b>

**SEMESTER – V**

31	III	Core – X	21UBA5C10	Business Policy and	5	5	25	75	100
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				Strategy					
32		Core – XI	21UBA5C11	Operations Research	6	4	25	75	100
33		Core – XII	21UBA5C12	Financial Management	6	4	25	75	100
34		Core – XIII	21UBA5C13	Fundamental of Research Methodology	5	4	25	75	100
35		Core – XIV	21UBA5C14	Management Information System	5	4	25	75	100
36		Elective – II	21UBA5E02	Services Marketing	3	4	25	75	100
			21UBA5E03	Industrial Relations					
			21UBA5E04	Investment Management					
			21UBA5E05	Total Quality Management					
			21UBA5E06	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>									
37	III	Core – XV	21UBA6C15	Marketing Management	6	4	25	75	100
38		Core – XVI	21UBA6C16	Financial Institutions and Services	6	4	25	75	100
39		Core – XVII	21UBA6C17	Human Resource Management	6	4	25	75	100
40		Project	21UBA6PR1	Project Work	3	5	-	-	100
41		Core – XVIII	21UBA6C18	Computer Application in Business - Theory	3	4	25	75	100
42		Practical-I	21UBA6P01	Computer Application in Business - Practical	3	2	40	60	100
43		Elective – III	21UBA6E07	Retail Marketing Management	3	4	25	75	100
			21UBA6E08	Training & Development					
			21UBA6E09	Portfolio Management					
			21UBA6E10	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>148</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: 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

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1</b>	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
<b>CO2</b>	Understand the planning process in the organization.	K2 & K3
<b>CO3</b>	Apply the concept of organization.	K3 & K4
<b>CO4</b>	Demonstrate the ability to directing, leadership and communicate effectively	K5 & k6
<b>CO5</b>	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: 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

<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 communication.	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>	M	S	S	S	S
<b>CO4</b>	M	S	S	M	M
<b>CO5</b>	S	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
Core – III		Course Code: 21UBA2C03		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 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**

<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	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: 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

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

<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: 21UBA3C06		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.	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**

<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: 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. Maheshwari, 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.	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**

<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	S	M	S	S
<b>CO3</b>	S	S	S	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				
<b>Skill Based Elective Course SBEC – I</b>	<b>Course Code: 21UBA3S01</b>		<b>Course Title: Fundamentals of Insurance</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 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. Life Insurance and General Insurance business in India.
4. 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 - 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.

### Reference Books

2. Dr. N. Premavathy, Elements of Insurance, Sri Vishnu Publications, 2009.
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
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**



<b>Program: BBA</b>				
<b>NMEC – I</b> (For Other Department)		<b>Course Code:</b> 21UBA3N01		<b>Course Title:</b> Principles of Management
<b>Semester</b> III	<b>Hours/Week</b> 2	<b>Total Hours</b> 30	<b>Credits</b> 2	<b>Total Marks</b> 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. Liou 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 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 – 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 – Principles – Purchase Parameters – 8 R's – Vendor Rating –



Vendor Development – Store Keeping & 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**

<b>PO</b> <b>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**



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.

#### **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</b> <b>CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>C01</b>	S	M	S	S	S
<b>C02</b>	M	M	S	S	S
<b>C03</b>	S	S	S	S	M
<b>C04</b>	S	S	M	S	S
<b>C05</b>	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

<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: 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. 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 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**

<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				
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 4<sup>th</sup> 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**

<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**



Program: BBA				
Core – X		Course Code: 21UBA5C10		Course Title: Business Policy and Strategy
Semester	Hours/Week	Total Hours	Credits	Total Marks
V	5	75	5	100

### Course Objectives

1. This course is to help students to integrate their knowledge of the functional areas of business in to holistic view of the firm and thereby determine and execute proper business level and corporate strategies.

#### **UNIT – I**

Business Policy – Meaning – Features – Objectives of Business Policy - Classification – Process of Strategic Management – Formulation of Strategic – Vision – Mission – Objectives.

#### **UNIT – II**

Business Strategy – Meaning – Features – Importance – Strategic Management Process – SWOT Analysis — TOWS Matrix – BCG Matrix. 7'S' Approach to Quality.

#### **UNIT – III**

Major Business Policies – Personnel Policy – Production Policy – Marketing Policy – Financial Policy.

#### **UNIT - IV**

Strategic Business Unit – Grand Strategy – Meaning - Classification of Grand Strategy or Corporate Level Strategy – Stability – Growth Retrenchment – Disinvestment – Mixed Strategies.

#### **UNIT – V**

Business Ethics – Meaning – Social Responsibilities Business – Social Audit – Strategic Management In Indian Organisation.

#### **Text Books**

1. Dr. K. Arul & Dr. K. Jayaraman, Business Policy and Strategic management, Sri Guru Raja Publishers, Thiruvannamalai, 2007.



- Azha Kazmi, Business policy and strategic management, Tata McGraw Hill, 2004.

### Reference Books

- Dr. K. Arul, Dr. S. Karthick & Dr. R. Murugesan, Business Policy and Strategy, Royal Publication, Madurai, 2019.
- P. Subba Rao, Business Policy & Strategic Management, 1999.
- Mamoria – Mamoria – Subba Rao, Business Planning and Policy, HPH, 2017.
- Thomas, L. Wheelen, J. David Hunger, Concepts. In Strategic Management & Business Policy, Pearson Prentice Hall, 2004.

### Course outcomes (COs)

**On completion of the course, students should be able to**

CO Number	CO Statement	Knowledge Level
CO1	Understand about features – objectives of business policy and formulation of strategic.	K1 & K2
CO2	Gain the knowledge about Business strategy and SWOT analysis and 7'S' approach to quality.	K2 & K3
CO3	Understand Major Business and marketing policy.	K4
CO4	Understand about Strategic business unit with Major business strategies and disinvestment.	K5
CO5	Acquire knowledge about the social responsibilities and strategic management in Indian organisation.	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	M
CO2	M	M	M	S	S
CO3	S	S	S	M	S
CO4	M	S	S	S	S
CO5	S	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**





Program: BBA				
Core – XI		Course Code: 21UBA5C11		Course Title: Operations Research
Semester	Hours/Week	Total Hours	Credits	Total Marks
V	6	90	4	100

### Course Objectives

1. Operations research is a scientific approach to problem solving for management.

#### **UNIT – I**

Operations Research – Meaning – Scope – Uses – Operations Research in India – Models in Operations Research – Limitations of Model – General Methods for Solving Operations Research Models.

#### **UNIT – II**

Linear Programming Problems – Requirements – Formulation of L.P.P. By Graphical Method – Simplex Method (Simple Problem Only).

#### **UNIT – III**

Transportation Problems – Obtaining Initial Basic Feasible Solution – Various Methods of Solving Transportation Problems.

#### **UNIT – IV**

Assignment Problems – Formulation and Solution of Assignment Problems.

#### **UNIT – V**

Decision Theory – Types of Decision Making Criteria - Statement of Baye's Theorem – Application of Bay's Theorem – Use of Probability – Decision Tree.

**Note:** Questions in theory and problems carry 30% and 70% of marks respectively.

#### **Text Book**

1. V.K. Kapoor, Operations Research, Sulthan Chand & Sons, New Delhi, 2012.

#### **Reference Books**

1. Prem Kumar Gupta, Operations Research, Sultan Chand & Co, 2012.



2. P.K. Man Mohan, Operations Research – Sultan Chand & Sons, 2018.
3. N.D. Vohra, Quantitative techniques in Management, Tata McGrawHill, 2017.
4. B.M Agarwal, Quantitative Methods, New Academic Publication, 2018.
5. P.R Vital, Introduction to Operations Research, Margham Publications, Chennai, 1999.

### Course Outcomes (COs)

**On completion of the course, students should be able to**

CO Number	CO Statement	Knowledge Level
CO1	Understand about the uses of operations research and general methods for solving operations research models.	K1 & K2
CO2	Gain the knowledge about Linear programming problems and simplex method.	K2 & K3
CO3	Understand Transportation problems and various methods of solving transportation problems.	K4
CO4	Understand about Assignment problems – formulation and solution assignment problems.	K5
CO5	Acquire knowledge about the Decision theory and application of Bay's theorem.	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	M
CO2	M	M	M	S	S
CO3	S	S	S	S	S
CO4	S	M	M	S	S
CO5	S	S	S	M	M

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
Core – XII		Course Code: 21UBA5C12		Course Title: Financial Management
Semester	Hours/Week	Total Hours	Credits	Total Marks
V	6	90	4	100

### Course Objectives

1. To familiarize oneself with the techniques used in financial management.
2. Knowledge about capital structure, cost of capital, impact of dividend decisions in the corporate world.
3. Describe the Capital Budgeting process and its importance to the firm.
4. To develop the knowledge of business finance and financial management decision.
5. To teach a sense of responsibility and a capacity for financial management.
6. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
7. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.

### **UNIT – I**

Financial Management: Definition – Objectives – Importance – Structure of Financial Management – Functions – Role of a Financial Manager.

### **UNIT - II**

Investment Decisions: Capital Budgeting Decisions – Importance – Factors Affecting Capital Investment Decisions – Methods of Evaluating Investment Proposals: Payback – Discount PBP – NPV – Present Index – IRR – ARR (Simple Problems Only).

### **UNIT – III**

Capital Structure: Long Term and Short-Term Sources of Finance – Capital Structure – Meaning – Theories of Capital Structure – Factors Determining Capital Structure. Dividend Policy – Forms of Dividend – Determinants of Dividend (Theory Only).

**UNIT – IV**

Financial Decisions: Cost of Capital – Concepts – Determinants of Cost of Capital – Simple and Weighted Average Cost of Capital (Simple Problems Only). Leverages - Meaning - Types – Importance (Simple Problem).

**UNIT – V**

Working Capital Management: Meaning – Importance – Types – Factors Determining Working Capital. Management of Cash, Motives for Holding Cash, Inventory, Techniques of Inventory Control, Accounts Receivables and Accounts Payable (Theory Only).

**NOTE:** Theory - 60% of Marks, Problem - 40% of Marks.

**Text Books**

1. M. Pandey, Financial Management, Vikas Publishing House, 2010.
2. M.Y. Khan & P.K. Jain, Financial Management, Tata McGraw Hills Publishing, 2007.

**Reference Books**

1. Dr. S.N. Maheswari, Elements of Financial Management, Sultan Chand & Sons, 2008.
2. Dr. R. Ramachandran & Dr. Srinivasan, Financial Management, Sri Ram Publications, 2008.
3. Dr. A. Murthy, Financial Management, Margham Publication, 2018.
4. Dr. Srivastava, Financial Management, Himalaya Publishing House, 2010.



### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the concept of fundamental financial concepts, especially time value of money.	K1 & K2
CO2	Discuss NPV and IRR in terms of conflicting rankings and the theoretical and practical strengths of each approach.	K2 & K3
CO3	Apply to business Long-term and short-term financial decisions. Capital structure and the policy of dividends.	K2 & K3
CO4	Analyze the complexities associated with management of cost of funds in the capital Structure.	K4 & K5
CO5	Learn about Management of working capital and financial analysis: management of working capital, short-term financing sources, cash management, debtors management and the management of stocks, etc.	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	S	M	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	M	M
CO5	M	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA				
Core – XIII		Course Code: 21UBA5C13		Course Title: Fundamental of Research Methodology
Semester V	Hours/Week 5	Total Hours 75	Credits 4	Total Marks 100

### Course Objectives

1. To understand the concept of research and to have an insight on mode of doing research.
2. Students can integrate the research concepts and tools to make the managerial decision problems.

#### UNIT – I

Research – Meaning – Objectives – Importance – Types of Research – Significance – Research Process – research design.

#### UNIT – II

Sampling – Definition – Sample Design – Advantages of Sampling – Limitations of Sampling – Steps in Sampling – Types – Probability, Non Probability Sampling – Sampling Errors.

#### UNIT – III

Data Collection – Meaning – Types of Data – Primary – Secondary – Qualitative – Quantitative. Tools for Collection – Questionnaire – Interview Schedule – Observation – Types of Questions. Scaling – Definition – Scale Classification Bases – Scaling Technique.

#### UNIT – IV

Data Preparation Process – Questionnaire Checking – Editing – Coding – Classification-Tabulation. Hypothesis – Meaning – Sources of Hypothesis – Characteristics of Hypothesis – Null Hypothesis – Alternate Hypothesis.

#### UNIT – V

Report Writing – Significance – Contents of a Report – Layout – Types – Qualities of a Good Report+ – Mechanics of Writing a Research Report.

#### Text Books

1. Research Methodology – Methods & Techniques, C.R. Kothari and Gaurav Garg, New Age International (P) Ltd. Publishers, 2014



- R. Panneer Selvam, Research Methodology, PHI, 2004.

### Reference Books

- Donald R Cooper & Pamelas Schildler, Business Research Methods, TMH Publication, 2010.
- Taylor & Sinha, Research Methodology, Ghoshal PHI publication, 2006.
- P. Ravilochanan, Research Methodology, Maegham Publications, Chennai, 2013.
- Dr. Pawankumaroberoi, Research Methodology, Global Academic Publishers, 2015.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Understand fundamental of Research and Research Process – research design.	K1 & K2
CO2	Learn about the Sampling Probability and Preparation of final accounts of companies.	K2 & K3
CO3	Gather knowledge about Data collection and Tools and Questionnaire and scaling technique.	K3 & K4
CO4	Gain knowledge regarding Data preparation process Sources of Hypothesis	K5
CO5	Learn about the Report writing and writing a research report.	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	M
<b>CO2</b>	M	M	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	S	S	M	M
<b>CO5</b>	S	S	M	S	S

S – Strong

M – Medium

L – Low





Program: BBA				
Core – XIV		Course Code: 21UBA5C14		Course Title: Management Information System
Semester V	Hours/Week 5	Total Hours 75	Credits 4	Total Marks 100

### Course Objectives

1. Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
2. Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.

#### **UNIT – I**

Introduction – Environment of Organizations – Management Information System – Information Flow – Need and Sources – Management Decisions – Importance and Role.

#### **UNIT – II**

Characteristics of Computer Information System – Importance of Computer – Role of the Computer – Types of Computer – Software – Hardware – CPU – MU – Input – Output – Application and Operations.

#### **UNIT – III**

System Classification – Concept Characteristics – Elements – Feedback Control – Boundary – Function and Operations – System Design – Function of System Analyst Assignment and Investigation – Implementation – Evaluation and Maintenance of MIS.

#### **UNIT – IV**

Transactions Processing Information Systems – Information Systems for Managers – Intelligence System – Decision Support System – Integration – Data Collection and Preparation – Database – Components – Utility of the Operation of the Database Technology.

#### **UNIT – V**

Functional Management Information Systems – Production, Marketing, Accounting, Personnel, Financial, Relationship – Impact and their Role in the Managerial Decision – Making.



### Text Books

1. CSV Murthy, Managements Information System, HPH, 2010.
2. Davis & Olson, Management Information System, MGH, 2003.

### Reference Books

1. R. Senapathi, MIS, Lakshmi Publications, 2013
2. Lucas, The Analysis, Design and Implementation of Information System, MGH, 1992.
3. G.M. Scott, Principles of Management Information System, MGH, 1986.
4. Dr. S. P. Rajagopalan, Management Information System, Margham Publications, 2012.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Evaluate the benefits and limitations of enterprise systems and industrial networks.	K1 & K2
CO2	Evaluate the role of information systems in today's competitive business environment.	K4
CO3	Identify the major management challenges to building and using information systems in organizations.	K4
CO4	Describe how managers make decisions in organizations.	K3
CO5	Identify the hardware components in computer system and describe the major types of software.	K1

**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	S	S	S
CO2	S	S	S	M	S
CO3	S	S	S	M	M
CO4	S	S	S	S	M
CO5	M	S	S	M	M

S – Strong

M – Medium

L – Low



Program: BBA				
Elective – II Group – A		Course Code: 21UBA5E02		Course Title: Service Marketing
Semester V	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

### Course Objectives

1. To understand the role of Service Marketing in the Society.
2. To make the students understand the uniqueness of Services Marketing.

#### **UNIT – I**

Services Marketing – Meaning – Challenges of Services Sector – Importance of Service – Nature and types of Services – Difference between Services and Goods Marketing – Services Marketing Triangle.

#### **UNIT – II**

Environment for Services Marketing – Definition – Macro and Micro Environments – Service quality and GAP model.

#### **UNIT – III**

Market Segmentation – Definition – Basis – Methods of Service Market Segmentation – Targeting – Meaning – Strategies and Positioning – Definition – Strategies.

#### **UNIT – IV**

Services Marketing Mix – Need for Expanded Marketing Mix – Planning for Services Offer – Pricing – Definition – Methods Pricing - Promotion and Distribution of Services – Management of People.

#### **UNIT – V**

Process – Meaning and Physical Evidence - types of Physical Evidence – Strategies for Managing Demand and Supply of Services. Service Marketing Applications – Educational Services, Hospital, Hospitality, Transportation.

**Text Book**

1. Rajendra Nargundkar, Services Marketing Text and Cases, Tata McGraw Hill Education Private Limited, New Delhi. 2011.

**Reference Books**

1. Ravishankar, Services Marketing, HPH, 2019.
2. Valarie A Zeithaml, Services Marketing, Tata McGraw Hill Education Private Limited, New Delhi. 2008.
3. Mary JO Bither, Services Marketing, Tata McGraw Hill Education Private Limited, New Delhi. 2011.
4. Christopher, H. Lovelock, Services Marketing, Pearson Education India, 1991.
5. Adrian Payne, Services Marketing, PHI, 2001.

**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>	Understanding about the Nature and types of services and Difference of goods marketing vs services marketing and triangle	K1 & K2
<b>CO2</b>	Preparation Marketing Environment and service quality and GAP model.	K2 & K3
<b>CO3</b>	Gather knowledge about Market segmentation	K3 & K4
<b>CO4</b>	Gain knowledge regarding marketing mix	K5
<b>CO5</b>	Learn about the Process of managing demand and supply of services.	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	M	S
<b>CO3</b>	S	S	S	M	M
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	M	S	M	S	S

S – Strong

M – Medium

L – Low



Program: BBA				
Elective – II Group – B		Course Code: 21UBA5E03		Course Title: Industrial Relations
Semester V	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

### Course Objectives

1. Students are to be acquainted with the industrial relations frame work in our country. Further, the importance of the maintenance of industrial peace and effort to reduce the incidence of strikes, lockout and industrial strike are to be emphasized.

#### **UNIT – I**

Industrial Relation System – Meaning – Objectives – Scope – Dunlop Model of Industrial Relations – Industrial Relations in India – State and Industrial Relations. Labour Policy – Tripartite Consultations– Indian Labour Conference.

#### **UNIT – II**

Industrial Disputes – Concepts – Causes of Industrial Disputes – Dynamics of Industrial Disputes – Forms of Industrial Disputes – Prevention of Industrial Disputes – Settlement of Industrial Disputes – Preventive and Settlement Machinery of Industrial Disputes in India.

#### **UNIT – III**

Collective Bargaining – Objectives – Methods – Managements for Negotiations – Union Organisation for Bargaining – Negotiation Process – Recommendation of National Commission on Labour.

#### **UNIT – IV**

Trade Unionism – Theories of Trade Unionism – Principles, Philosophy and Policies of Indian Labour– Growth of Trade Unionism in India – Management of Trade Unions – Problems of Trade Unions.

#### **UNIT – V**

Grievances – Meaning – Causes – Procedure – Disciplinary Action – Procedures for Punishment – Types of Punishment.



### Text Book

1. Memoria, C.B., Dynamics of Industrial Relations in India, Himalaya Publishing House, Bombay, 1992.

### Reference Books

1. John T. Dunlop, Industrial Relations System, Henry Holt and Company, New York, 1958.
2. Flanders Allen, Trade Unions, The English Languages Book Society, London, 1963.
3. Loyd G. Reynolds, Labour Economics and Labour Relations, Prentice Hall of India Pvt. Ltd., New York, 1978.
4. Danial Quinn Mills, Labour Management Relations, McGraw Hill Books Company, New York, 1978.
5. S. Marry, Collective Bargaining, Asia Publishing House, Bombay, 1980.
6. R. Stagner and H. Rosen, Psychology of Unions – Management Relations, Tavistock Publication Ltd., London, 1968.
7. R.C. Saxena, Labour Problems and Social Welfare, K. Nath & Company Meerut, 1990.
8. A.M. Sharma, Aspects of Labour Welfare and Social Security, Himalaya Publishing House, Bombay, 1990.
9. C.B. Memoria, Dynamics of Industrial Relations in India, Himalaya Publishing House, Bombay, 1992.

### Course Outcomes (COs)

**On completion of the course, students should be able to**

CO Number	CO Statement	Knowledge Level
CO1	Understand about objectives and Industrial Relations in India and Labour Policy.	K1 & K2
CO2	Gain the knowledge about Industrial Disputes and settlement machinery of industrial disputes in India.	K2 & K3
CO3	Understand the Collective bargaining and Negotiation Process.	K4
CO4	Understand about Trade Unionism and Problems of trade unions.	K5
CO5	Acquire knowledge about the Grievances and causes.	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>	M	M	M	S	S
<b>CO2</b>	M	M	M	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	S	M	M	S
<b>CO5</b>	M	M	S	S	S

S – Strong

M – Medium

L – Low





Program: BBA				
<b>Elective – II Group – C</b>		<b>Course Code: 21UBA5E04</b>		<b>Course Title: Investment Management</b>
<b>Semester V</b>	<b>Hours/Week 3</b>	<b>Total Hours 45</b>	<b>Credits 4</b>	<b>Total Marks 100</b>

### Course Objective

The objective of the course is to impart special knowledge on investment management and analysis. This course throws light on the fundamental concepts of investment; types of investment, analysis and valuation of securities etc. It also enables learners to become portfolio consultants.

#### **UNIT – I**

Meaning of Investment – Nature and Scope of Investment Management – Factors Favourable for Investments – Features of an Investment Programme.

#### **UNIT – II**

Investment Avenues – Real Assets – Financial Assets – Fixed Income and Variable Income Securities – Mutual Fund – Derivatives etc.

#### **UNIT – III**

Risk – Return Concept – Return Measurement - Basic Valuation Models – Equity Valuation, Preference Share and Bond Valuation. Risk – Risk Classification – Systematic and Unsystematic Risk – Measurement of Risk.

#### **UNIT – IV**

New Issue Market and Stock Exchange – Kinds of Trading – Securities and Exchange Board of India.

#### **UNIT – V**

Sources of Investment Information – Credit Rating Agencies – CARE – CRISIL – ICRA – Credit Rating Methodology – Indices.



### Text Book

1. Preetisingh, Investment Management, Himalayas Publishing House, 2015.
2. V.K. Bhalla, Investment Management, Sultan Chand & Sons, 2008.

### Reference Books

1. V. Avadhani, Investment Management, Himalayas Publishing House, 2010.
2. Dr. L. Natarajan, Investment Management, Margham Publication, 2008.
3. Punithavathy Pandian, Investment Management, PHI, 2009.

### 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 investment management and features of an investment programme.	K1 & K2
CO2	Gain the knowledge about Investment avenues –mutual fund – derivatives etc.	K2 & K3
CO3	Understand about the Basic valuation models and systematic and unsystematic risk.	K4
CO4	Understand about New issue market and Securities and Exchange Board of India.	K5
CO5	Acquire knowledge about the Sources of Investment information and Credit rating agencies.	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>	M	M	M	S	M
<b>CO2</b>	M	M	M	S	S
<b>CO3</b>	S	S	S	M	M
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	M	M	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA				
<b>Elective – II Group – D</b>		<b>Course Code: 21UBA5E05</b>		<b>Course Title: Total Quality Management (TQM)</b>
<b>Semester V</b>	<b>Hours/Week 3</b>	<b>Total Hours 45</b>	<b>Credits 4</b>	<b>Total Marks 100</b>

### Course Objective

The objective of this course is to cover not only quality management concepts.

#### **UNIT – I**

Concept of Quality –Standards–Introduction to Total Quality – Concept of Total Quality Design, Inputs, Process and Output – Quality as Business Performance – Cost of Quality. Attitude and Involvement of Top Management.

#### **UNIT – II**

Quality Management – Fundamentals – Evolution and Objectives – Planning for Quantity – Quality Process – Statistical Process Control (SPC) – Quality Assurance – Total Quality Management.

#### **UNIT – III**

Quality Management System – ISO 9000 Series – Techniques of TQM – 5' Concepts – 7' Tools – Cause – Effect Analysis Stratification, Pareto Diagram Histogram, Control Charts (SQC) Check Sheet & Pie.

#### **UNIT – IV**

Bench Marking – Essence of Bench Marketing – Benefits and Strategic Bench Marking – Global Bench Marking – Business Process Re-engineering.

#### **UNIT – V**

Core Competence and Strategic Alliance for Ensuring Quality – Role of MNCS, In Emergence of Global Quality – Barriers to TQM.



### Text Book

1. Armond V. Feigerbaum, Total Quality Control, McGraw Hill, 2014.
2. John Bark, Essence of TQM, PHI, Delhi, 2017.

### Reference Books

1. Joel, E. Ross, Total Quality Management, Margham Publication, 2018.
2. S. Bhaskar, Total Quality Management, Anuradha Publications, 2011.
3. V. Jayakumar & Dr. R. Raju, Total Quality Management, Lakshmi Publications, 2010.
4. V.S. Bagad, Total Quality Management – Technical Publications, 2004.

### Course Outcomes (COs)

**On completion of the course, students should be able to**

CO Number	CO Statement	Knowledge Level
CO1	Understand about total Quality output and involvement of top management.	K1 & K2
CO2	Gain the knowledge about Quality Management and Statistical Process Control.	K2 & K3
CO3	Understand Quality Management System and Pareto diagram Histogram.	K4
CO4	Understand about Bench marking and Business Process Re-engineering.	K5
CO5	Acquire knowledge about the Core competence and Barriers to TQM.	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	M	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	S	S	M	M
<b>CO5</b>	M	M	S	S	M

S – Strong

M – Medium

L – Low



Program: BBA				
Elective – II Group – E		Course Code: 21UBA5E06		Course Title: Data Base Management System
Semester V	Hours/Week 4	Total Hours 60	Credits 4	Total Marks 100

### Course Objectives

To provide a comprehensive overview of various concepts and issues in database management.

#### **UNIT – I**

Introduction: Database System Applications – Purpose of Database Systems – View of Data – Database Languages – Transaction Management – Database Architecture – Database Users and Administrators. Relational Model: Structure of Relational Databases – Database Design –ER Model – Overview of the Design Process – The Entity Relationship Model – Constraints – Entity Relationship Diagrams.

#### **UNIT – II**

Relational Algebra Operations -Relational Languages: The Tuple – Relational Calculus – The Domain Relational Calculus – SQL: Background – Data Definition – Basic Structure of SQL Queries – Set Operations – Aggregate Functions – Null Values – Nested Sub-Queries – Views – Modification of the Database.

#### **UNIT – III**

PL/SQL: A Programming Language: History – Fundamentals – Block Structure Comments – Data Types – Other Data Types – Declaration – Assignment operation – Bind variables – Substitution – Variables – Arithmetic Operators. Control Structures and Embedded SQL: Control Structures – Nested Blocks – SQL in PL/SQL – Data Manipulation – Transaction Control statements.

#### **UNIT – IV**

PL/SQL Cursors and Exceptions: Cursors – Implicit & Explicit Cursors and Attributes – Cursor FOR loops – SELECT...FOR UPDATE – WHERE CURRENT OF clause – Cursor with Parameters – Cursor Variables – Exceptions – Types of Exceptions.

**UNIT – V**

PL/SQL Composite Data Types: Records. – Tables -Varrays. Named Blocks: Procedures – Functions – Packages – Triggers – Data Dictionary Views.

**Text Books**

1. Database System Concepts, Abraham Silberschatz, Henry F. Korth, S. Sudarshan, TMH 5<sup>th</sup> Edition, 2001.
2. Database Systems Using Oracle, Nilesh Shah, 2<sup>nd</sup> Edition, Prentice Hall of India Private Limited, New Delhi, 2005.

**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>	Students should be able to: Describe the fundamental elements of database management systems.	K1 & K2
<b>CO2</b>	Identify the basic concepts and various data model used in database design ER modelling concepts and architecture use and design queries using SQL.	K2
<b>CO3</b>	Apply relational database theory and be able to describe relational algebra expression, tuple and domain relation expression for queries.	K3
<b>CO4</b>	They learn programming, management, and security issues of working with PL/SQL program units.	K4 & K6
<b>CO5</b>	Programming topics will include the built-in packages that come with Oracle, the creation of triggers, and stored procedure features.	K5

**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>	M	S	S	M	S
<b>CO2</b>	S	S	S	M	M
<b>CO3</b>	S	M	M	S	M
<b>CO4</b>	S	S	S	M	M
<b>CO5</b>	S	S	S	S	M

S – Strong

M – Medium

L – Low



Program: BBA				
Core – XV		Course Code: 21UBA6C15		Course Title: Marketing Management
Semester VI	Hours/Week	Total Hours	Credits	Total Marks
	6	90	4	100

### Course Objectives

1. To understand the conceptual foundations of Marketing Management as a functional area of business.
2. To understand the application of marketing concepts in making strategic decisions.

#### **UNIT – I**

Marketing – Definition – Objectives – Nature - Importance – Classification – Functions of Marketing - Modern Marketing Concept. Marketing Environment – Micro Environmental Factors – Macro Environmental - Factors.

#### **UNIT – II**

Consumer Behaviour – Factors Influencing Buying Behaviour – Consumer Buying Decision Process – Buying Motives. Market Segmentation – Criteria – Bases of Segmentation – Methods of Segmentation - Benefits – Targeting and Positioning.

#### **UNIT – III**

Marketing Mix – Elements – Product Mix – Classifications of Product – New Product Development – Product Life Cycle. Pricing Decision – Pricing Objectives – Factors Influencing Pricing – Pricing Methods – Brand Equity – Labeling – Packing – Functions.

#### **UNIT – IV**

Channels of Distribution – Types of Middlemen – Factors Influencing Channel Selection. Promotion Mix – Advertising – Objectives – Characteristics of Effective Advertising – Kinds of Advertising – Sales Promotion – Methods of Sales Promotion – Whole Seller, Retailer and Consumer.

#### **UNIT – V**

Personal Selling – Meaning – Process – Qualities of Successful Sales Person – Publicity.



Recent Trend in Marketing – E-Business – Telemarketing – Online Marketing – Social Media Marketing – Green Marketing and Mobile Marketing.

### Text Books

1. Dr. C.B. Gupta & Dr. N. Rajan Nair, Marketing Management, Sultan Chand & Sons, 2012.
2. N. Rajan Nair, Marketing Management, Sultan Chand & Sons, 1995.

### Reference Books

1. V.S Ramasamy and S. Namakumary, Handbook of Marketing Management, Macmillan, 2010.
2. Dr. Jayasankar, Marketing, Margham Publications, 2016.
3. Rajan Saxena, Marketing Management, TMH, 2006.
4. Dr. R. Murugesan, Marketing Management, Margham Publication, 2018.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Understood about the marketing and its various environmental factors.	K1 & K2
CO2	Gained knowledge on buyer behavior and market segmentation.	K2 & K3
CO3	Students learnt about various stage in Product Life Cycle.	K3 & K4
CO4	Learn about Channels of distribution and Types of middlemen.	K5 & K6
CO5	Understood about Qualities of successful sales person and Recent trend in marketing.	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	S	S	S	S
<b>CO3</b>	S	S	M	M	S
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	S	S	M	M	S

S – Strong

M – Medium

L – Low



Program: BBA				
Core – XVI		Course Code: 21UBA6C16		Course Title: Financial Institutions and Services
Semester VI	Hours/Week 6	Total Hours 90	Credits 4	Total Marks 100

### Course Objectives

1. To understand the role of financial institutions and Stock exchanges.
2. To know about the general understandings of Financial Institutions.

#### **UNIT – I**

Indian Financial System – Financial Service – Importance of Financial System– Functions of Financial System – Role of Financial System and Economic Development – Co-Operative Banks – Functions. Reserve Bank of India – Management – Objectives and Functions.

#### **UNIT – II**

Non – Banking Financial Intermediaries – Unit Trust of India – Mutual Funds – Types – Hire Purchase Finance Companies – Lease Finance Companies – Type of Lease – National Housing Bank – Housing Development Finance Corporation.

#### **UNIT – III**

Financial Institutions – IDBI, ICICI, IFCI, LIC, TIIC – EXIM Bank – SFCS – SIDCS – Functions and Services.

#### **UNIT – IV**

National Stock Exchange (NSE) – OTCEI – SEBI – Powers and Function of SEBI.

#### **UNIT – V**

Merchant Banking – Functions and Services, Underwriting – Types. Credit Rating Agencies – Types of Credit Rating in India.

#### **Text Book**

1. Gorden and Natarajan, Financial Institution and Services, HPH, 2009.

#### **Reference Books**



1. L.M. Bhole, Financial Institutions and Market, TMH, 2004.
2. V.A. Avadhani, Investment and Securities markets in India, HPH, 1996.
3. P.V. Kulkarni P.V., Corporate Finance, HPH, 1985.
4. M.Y. Khan, Financial Services, TMH, 2013.
5. Dr. S. Gurusamy, Financial Markets and Institutions, Vijyan Nicole, 2004.

### Course Outcomes (COs)

**On completion of the course, students should be able to**

CO Number	CO Statement	Knowledge Level
CO1	Understand about Indian Financial system and Reserve Bank of India.	K1 & K2
CO2	Gain the knowledge about Non – Banking financial institution.	K2 & K3
CO3	Understand Financial institutions.	K4
CO4	Understand about National Stock Exchange and function of SEBI.	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	S	M	M	S	S
CO2	M	M	M	S	S
CO3	S	S	S	S	M
CO4	S	S	S	M	M
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA				
Core – XVII		Course Code: 21UBA6C17		Course Title: Human Resource Management
Semester VI	Hours/Week 6	Total Hours 90	Credits 4	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. This course aims at training students in the management of human resource.
4. It includes the concept, policies, and procurement of human resources.
5. Effectively manage and plan key human resource functions within organizations.

### **UNIT - I**

Human Resource Management – Definition – Objectives - Nature – Scope – Functions Of HRM – The Role of Human Resources Manager and Qualities Needed for HR Manager. Job Analysis – Process of Job Analysis, Job Description – Job Specification.

### **UNIT – II**

Human Resource Planning – Objectives – Process of HRP– Recruitment – Sources of Recruitment. Selection Procedure - Test and Interview – Types – Reference Check – Final Selection – Placement – Induction (Orientation).

### **UNIT – III**

HRD – Need – Functions – Training – Meaning – Methods – On the Job Training – Off the Job Training – Executive Development – Differences between Training and Development. Career Planning – Process – Succession Planning – Concept of Quality of Work Life (QWL).

### **UNIT – IV**

Performance Appraisal – Process – Techniques – Difference between Performance Appraisal and Job Evaluation. Job Evaluation – Process – Potential Appraisal.

### **UNIT – V**

Promotion–Criteria – Benefits of Effective Promotion Policy, Types of Promotion. Transfer – Purpose of Transfer – Types of Transfer. Absenteeism – Causes – Measures.

**Text Book**

1. S.S. Khanka, Human Resource Management, Sulthan Chand & Sons, New Delhi, 2013.

**Reference Books**

1. J. Jayasankar, Human Resource Management, Margham Publications, Chennai, 2015.
2. Seema Sanghi, Human Resources Management, Macmillan Publishers India Ltd., 2011.
3. Dr. Lalitha Balakrishna & S. Srividhya, Human Resources Development, 2002.
4. Dr. K. Ramesh, Human Resource Management, Mithila Publications, 2009.
5. Kaushal Kumar, Human Resources Management, ABD Publishers, 2001.

**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 and development.	K3 & K4
CO4	Development of Performance appraisals, job evaluation and Reward Systems.	K5
CO5	Develop, implement, and evaluate employee orientation, promotion and 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	S	M	S	S
CO2	S	M	M	S	S
CO3	M	S	S	M	S
CO4	M	S	S	S	M
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low





Program: BBA				
Core – XVIII		Course Code: 21UBA6PR1		Course Title: Project Work Viva-Voce
Semester VI	Hours/Week 3	Total Hours 45	Credits 5	Total Marks 100

**Specimen-I****TITLE**

A project report submitted to the Sri Vidya Mandir Arts & Science College (Autonomous) in partial fulfillment of the requirements for the award of the degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

By

Name of the student

Reg. No.....

Under the guidance of

Name of the guide

Department, College Name and place

Month and year of submission

**Specimen – II****CERTIFICATE**

This is to certify that the project entitled, “Title”, is a bonafide work carried out by.....Reg. No under my supervision and guidance during the academic year ..... in partial fulfillment of the requirements for the award of the degree of Bachelor of Business Administration and the work is an original one and has not formed basis for the award of any degree, diploma, associate ship, fellowship of any other similar title.

**GUIDE SIGNATURE****HOD SIGNATURE**

Project work evaluation viva – voce examination conducted on .....

**INTERNAL EXAMINER****EXTERNAL EXAMINER**

**Specimen – III**

**DECLARATION**

I hereby declare that this project work entitled “Title” submitted to Sri Vidya Mandir Arts & Science College (Autonomous), Katteri, Uthangarai in partial fulfillment of the requirements for the award of Bachelor of Business Administration is an original one and has not been submitted earlier either to this university or to any other institution for the award of any degree / diploma.

**Date:**

**Candidate Signature**

**Place:**



Program: BBA				
Core – XIX		Course Code: 21UBA6C18		Course Title: Computer Application in Business (Theory)
Semester VI	Hours/Week 3	Total Hours 60	Credits 4	Total Marks 100

### Course Objectives

1. The aim of Computer Application provides students with an opportunity to develop understanding of the basic operations of computer system and computer applications software.
2. Meanwhile, they also develop the skill of using computer applications software for solving problems.

#### **UNIT – I**

Internet concept – E-mail ID Creating, Receiving and Sending Mail, Searching Information and Downloading – World Wide Web (www) – Domain Name Service

#### **UNIT – II**

Data processing – Types of Data – Objectives of Data Processing techniques steps in developing a Computer program for processing Business Data – Operation of a Computer Assembler and Translator – File Processing – Editing and Coding of Data – Data Management

#### **UNIT – III**

MS–Word 2007: Exploring Word 2007 – Changing the Look of Text – Changing the Look of a Document – Presenting Information in Columns and Tables.

#### **UNIT – IV**

MS–Excel 2007: Setting Up Workbook – Working with data and Data Table – Performing Calculations on Data – Changing Document Appearance – Chart

#### **UNIT – V**

MS–PowerPoint 2007: Starting New Presentation – Working with Slide Text – Adjusting Slide Layout – Animation Schemes and Effects – Creating Organization Charts.

**NOTE:** Theory – practical carry equal credits.

**Text Book**

1. 2007 Microsoft® Office System Step by Step Joyce Cox, Joan Preppernau, Steve Lambert, and Curtis Frye. Microsoft Press, 2007.

**Reference Books**

1. V.K. Kapoor, Introduction to Computer Data, Sultan Chand and Sons, 2014.
2. R.K. Taxali, Foxpro 2.5 Made Simple for DOS & Windows, BPB Publications, 2008.

**Course Outcomes (COs)**

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

CO Number	CO Statement	Knowledge Level
CO1	Display critical thinking skills to solve business problems.	K2
CO2	Demonstrate competence with a wide variety of software tools.	K3
CO3	Describe the usage of computers and why computers are essential components in business and Society.	K4
CO4	Students will create documents that demonstrate proficiency in the use of word processing, spreadsheet, database, and presentation applications.	K3 & 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	M	M
CO2	M	M	S	S	M
CO3	M	S	S	S	S
CO4	S	M	S	M	M

S – Strong

M – Medium

L – Low



Program: BBA				
Practical – I		Course Code: 21UBA6P01		Course Title: Computer Application in Business (Practical)
Semester VI	Hours/Week 3	Total Hours 45	Credits 2	Total Marks 100

### Course Objectives

1. To educate MS-office system
2. To train them to work on the comment based activities in MS-office system
  1. Creating and editing the word Document.
  2. Formatting the word Document
  3. Creating the Student Mark Sheet using Table in MS-Word.
  4. Enhancing the documents (Header, Footer, Page Setup, Border, Opening and Closing Toolbars, Print preview).
  5. Creating and editing the Excel Worksheet
  6. Prepare an Employee Salary Slip Using MS-Excel.
  7. Creating Charts.
  8. Creating a Presentation using Auto Content Wizard.
  9. Organization Chart.
  10. Different Views and Animation effects in PowerPoint presentation.



### 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>	Operate MS-Office operations	K3
<b>CO2</b>	Gain practical exposure on Word, Spread sheet, Power point presentation and Access	K4 & K5

**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	S	S	S
<b>CO2</b>	S	S	S	M	M

S – Strong

M – Medium

L – Low

## COMPUTER PRACTICALS GUIDELINES

### SPECIMEN – I

Sri Vidya Mandir Arts & Science College (Autonomous)

College Name

Address

Bachelor of Business Administration



Computer Application in Business (MS OFFICE) Record Note book

Department of Business Administration Month and Year of submission





Program: BBA				
Elective – III Group – A		Course Code: 21UBA6E07		Course Title: Retail Marketing Management
Semester VI	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

### Course Objectives

To impart to the students an understanding the importance of consumer behaviour in marketing, its models and influence.

#### **UNIT – I**

Definition of Retail Marketing – Features of Modern Retail Marketing – Importance of Retail Marketing – Types of Retail Marketing – Retail Marketing Mix – Reasons for Studying Retailing.

#### **UNIT – II**

Functions of Retail Marketing – Buying – Kind of Buying, Assembling - Merits & Demerits – Selling - Kinds of Selling – Transporting – Merits & Demerits.

#### **UNIT – III**

Storage – Definition – Functions – Warehousing – Types of Warehousing – Risk – Types of Risk -Retail Market Information – Grading – Types of Grading – Standardization – Benefits of Standardization.

#### **UNIT – IV**

Buyer Behavior – Consumer Goods and Industrial Goods – Buyer Behavior Model – Factors Influencing Buyer Behavior – Market Segmentation – Need and Basis – Targeting – Strategies – Positioning – Strategies.

#### **UNIT – V**

Retail Sales Forecasting – Methods – Products – Classification – New Product Development Process – Product Life Cycle.

#### **Text Book**

1. Retail Marketing Management, David Gilbert, Pearson Education, 2003.

**Reference Books**

1. Warren J. Keejan, Global Marketing Management, Prentice Hall of India, 1999.
2. Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastav, Retail Management, Oxford University Press, 2004.
3. Michael Levy, Barton A Weitz and Ajay Pandit, Retailing Management, McGraw Hill, 2012.
4. Swapna Pradhan, Retailing Management, Text & Cases, McGraw Hill, 2011.
5. David Gilbert, Retail Marketing Management, Pearson Education, 2003.

**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 Modern Retail Marketing and reasons for studying retailing.	K1 & K2
CO2	Gain the knowledge about Buying, Assembling, selling and Transporting.	K2 & K3
CO3	Understand for the Storage, Warehousing and Grading, Standardization.	K4
CO4	Understand about Buyer Behavior and Targeting, Positioning.	K5
CO5	Acquire knowledge about the Forecasting and Product Life Cycle.	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>	M	S	S	S	M
<b>CO5</b>	S	S	S	M	S

S – Strong

M – Medium

L – Low



Program: BBA				
Elective – III Group – B		Course Code: 21UBA6E08		Course Title: Training and Development
Semester VI	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

### Course Objectives

The purpose of this paper is to provide and in depth understanding of the role of training and development.

#### **UNIT – I**

Concepts of Training and Development – Identifying Training Needs – Types of Training – Organisation for Training – Objectives, Structures and Functions of Training Department – Execution of Training Programmes – Evaluation of Training Programmes.

#### **UNIT – II**

Techniques of On-The-Job Training – Coaching – Apprenticeship – Job Rotation – Job Instruction – Training by Supervisors – Techniques of Off-the-Job Training, Case Studies, Role Playing Programmed Instructions, T-Group Training Simulations.

#### **UNIT – III**

Leader Central Techniques of Management Development – Lecturers, Coaching, Student Centered Techniques; Discussions - Case Studies – Conferences – Workshops – Syndicate – Brain Storming – Role Playing – Psycho Drama – Simulation – In Basket Games.

#### **UNIT – IV**

Sensitivity Training, Self – Learning Techniques, Planned Reading – Correspondence Courses – Programmed Instructions – Audio Visual Lessons – Manuals and Hand-Outs.

#### **UNIT – V**

Counseling - Assistant to Position – Under – Study – Junior Board, Committee Assignments – Relative Merits and Limitations of M.D. Techniques.

#### **Text Book**

1. M.C. Larney, William J, Management Training: Cases and Principles, Richard, D. Irwin, Illinois, 2000.

**Reference Books**

1. M.C. Gehee, William and Tahayer, Paul W. Training in Business and Industry, John Wiley & Sons, New York, 1961.
2. A.F. Sikula, Personnel Administration and Human Resources Development, John Wiley, New York, 2006.
3. R.J. Hacoon, Management Training: Aims and Methods, English Universities Press, London, 1999.
4. Ahmed, Abad, Management and Organisational Development, Rachana Prakasham, New Delhi, 2010.
5. C.B. Memoria, Personnel Management, Himalayas Publishing House, Bombay, 1994.

**Course Outcomes (COs)**

**On completion of the course, students should be able to**

CO Number	CO Statement	Knowledge Level
CO1	Understand about Concepts of training and development.	K1 & K2
CO2	Gain the knowledge about Techniques of on-the-job training and Techniques of off-the-job Training.	K2 & K3
CO3	Understand Leader central Techniques of Management Development.	K4
CO4	Understand about Sensitivity Training.	K5
CO5	Acquire knowledge about the Counseling.	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	M	S	M	S
CO4	M	S	S	S	M
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA				
Elective – III Group – C		Course Code: 21UBA6E09		Course Title: Portfolio Management
Semester VI	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

### Course Objectives:

The aim of this course is to provide a conceptual frame work for analysis from an investor's perspective of maximizing return on investment a sound theoretical base with examples and reference related to the Indian financial system.

#### **UNIT – I**

Portfolio Management – Meaning – Elements of Portfolio Management – Portfolio Risk – Diversification.

#### **UNIT – II**

Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis.

#### **UNIT – III**

Technical Analysis – Tools of Technical Analysis – Dow Theory – Major Trends – Principles of Technical Analysis – Charts and Trends – Different Patterns.

#### **UNIT – IV**

Efficient Market Hypothesis – Weak Form – Semi-Strong Form – Strong Form – Random Walk Theory – Assumptions and Limitations.

#### **UNIT – V**

Portfolio Management – Stages – Portfolio Construction Revision – Evaluation of Portfolio Performance – Criteria.

#### **Text Book**

1. V.A. Avadhani, Security Analysis and Portfolio Management, Himalaya Publishing House, 2019.

#### **Reference Books**

1. Donald Fisher and Ronald Jorden, Security Analysis and Portfolio Management, University of Texas, Tyler, 1995.

2 Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publication, 2009.

**Course Outcomes (COs)**

**On completion of the course, students should be able to**

CO Number	CO Statement	Knowledge Level
CO1	Understand about the Portfolio management and portfolio risk–Diversification.	K1 & K2
CO2	Gain the knowledge of Fundamental, Economic, Industry and Company analyses.	K2 & K3
CO3	Understand the Technical analysis.	K4
CO4	Understand about Efficient market hypothesis.	K5
CO5	Acquire knowledge about Portfolio management.	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	S	S	S
<b>CO2</b>	M	S	M	S	M
<b>CO3</b>	S	M	S	M	S
<b>CO4</b>	M	S	M	S	S
<b>CO5</b>	S	S	S	M	M

S – Strong

M – Medium

L – Low



Program: BBA				
Elective – III Group – D		Course Code: 21UBA6E10		Course Title: Merchandising Management
Semester VI	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

### Course Objectives

On successful completion of the course the students should have understood merchandising planning, learnt merchandise buying, learnt visual merchandising.

#### **UNIT – I**

Concept of Retail Merchandising: Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers Merchandise Mix: Merchandise Mix, Concept of Assortment Management, Merchandise Mix of Show off.

#### **UNIT – II**

Merchandise Displays and Space Management: Concept of Merchandise Displays, Importance of Merchandise Displays, Concept of Space Management, Role of IT in Space Management.

#### **UNIT – III**

Visual Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Product Positioning and Visual Merchandising.

#### **UNIT – IV**

Merchandise Planning: Concept of Merchandise Planning, Applications of Merchandise Planning, Elements of Merchandise Planning, Role of Merchandiser in Planning, Category Management and Merchandise Budgeting: Concept of Category Management, Merchandise Forecasting, Merchandise Budgeting.

#### **UNIT – V**

Merchandise Sourcing: Concept of Merchandise Sourcing, Historical Perspective of Sourcing, Stock Management and Distribution, International Sourcing, Merchandise Replenishment: Retail Replenishment, Importance of Replenishment, Direct Store Delivery (DSD), Managing



Retail Home Delivery, Measures for Retail Distribution and Replenishment, Role of IT in Retail Distribution and Replenishment.

### Reference Books

1. Berman, Barry and Joel Evans, Retail Management, Pearson Education, 2013.
2. J. Cooper, Strategy Planning in Logistics and Transportation, Kogan the University Michigan, 2017.
3. Cox, Roger and Paul Brittain, Retail Management, Pitman Publication, 1993.
4. Levy & Weitz, Retailing Management, McGraw Hill, Irwin Publications, 2009.
5. Philip Kotter, Marketing Management, PHP, 2009.

### Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about Concept of Retail Merchandising.	K1 & K2
CO2	Gain the knowledge about Merchandise Displays and Space Management.	K2 & K3
CO3	Understand about the Visual Merchandising.	K4
CO4	Understand about Merchandise Planning.	K5
CO5	Acquire knowledge about Merchandise Sourcing.	K6

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

### Mapping of Os with POs

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

S – Strong

M – Medium

L – Low





Program: BBA				
Elective – III Group – E		Course Code: 21UBA6E11		Course Title: E-Business
Semester VI	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

### Course Objective

The main objective of developing E-Business is providing a user-friendly environment to provide information in Online based Marketing and give everyone a chance to Business.

#### **UNIT – I**

Launching Your Online Business: What's New- The Latest tools and strategies for your online business – Opening your own online business – Choosing and Equipping your new business.

#### **UNIT – II**

Establishing and organizing your online business: Making Shopping Easy on Your E-Commerce Site – Accepting Payments – Sourcing Worldwide for Your Business

#### **UNIT – III**

Building Traffic through Social Networking: Advertising Publicity: The Basics – Search Engine Optimization – Selling on Craigslist, Amazon.com, Cafe press.

#### **UNIT – IV**

Expanding Beyond Your Own Web Site: Running a Business with Online Auctions – Taking Advantages of Google's Tools – Spreading the Word on Facebook, Twitter and Blogs.

#### **UNIT – V**

An Electronic Market place of buyers & sellers – Collaborating on a distribution chain - Online catalog.

#### **Text Books**

1. Greg Holden, Starting an Online Business for Dummies, 6<sup>th</sup> Edition, Wiley Publishing, 2010.
2. David Kosiur, Understanding Electronic Commerce, Published by Microsoft Press, 1997.

**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	Understand factors of productions and economics of large scale of productions.	K4
CO4	Understand about 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**

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

S – Strong

M – Medium

L – Low