

DEPARTMENT OF BUSINESS ADMINISTRATION

About the Department

This department offers Bachelor of Business Administration course which is an undergraduate business management course, deliberated to develop the handiness required for career in business and management, it is a highly valued degree letting you to fruitful administer, lead, systematize and become accustomed in a variety of business environments. The expertise that we learned through this degree organizes you with real skills and the theoretical knowledge on the whole. Through this course, our raw potential is solely translated into great opportunities.

PRINCIPAL

Dr. P. Balagurusamy, M.A., M.Phil., M.Ed., P.G.D.C.A., Ph.D.,

STAFF MEMBERS

1. Dr. S.Mangaiarkarasi MBA.,M.Phil.,Ph.D.,UGC-NET.,SET.

Assistant Professor & Head

2. Mr.T.Elango, M.B.A. M.Phil.,

Assistant Professor

3. Mr. R.Mathan, MBA.,NET,

Assistant Professor

4. Miss N.Anusha MBA., NET.,

Assistant Professor

Programme Outcomes

The Undergraduate student passing out from G.T.N.Arts College will be able to

PO1: Acquire proficiency in Language, Arts and Management studies and shall be equipped with ICT competencies including digital literacy.

PO2: Gain dexterity in communication skills and to apply the concepts and skills in a focused thematic area through sustained critical inquiry.

PO3: Develop necessary skills for employability and get instilled with ambition, involvement and responsibility by exploring their role in creating this World and positioning themselves in the 21 st century.

PO4: Get acquainted with lifelong learning process by exploring knowledge Independently.

PO5: Attain a good knowledge on viewing society in inspirational way and be the best and responsible citizens of the society

Programme Specific Outcomes (PSOs)

On successful completion of the BBA programme, the student will be able to

PSO1 Demonstrate their knowledge in different functional areas of business administration.

PSO2 Apply the knowledge of fundamental accounting concepts to solve problems involved in accounting and management.

PSO3 Apply different concept of business communication by exhibiting through their reading, Writing, listening and public speaking skills .

PSO4 Analyze and deconstruct the business problems by applying their critical thinking and empirical knowledge.

PSO5 Analyze the business phenomena through their research and analytical skills.

PSO6 Infer their self and other's interpersonal skills while working with team.

PSO7 Utilize the information and communication technology and equip themselves for the digital and analytics business era.

PSO8 Build them self as a wholesome personality in order to develop their leadership skills.

PSO9 Make use of language proficiency to face the situations with confidence and to seek employment in the modernized Era.

PSO10 Select an attitude of concern for environment in business which makes them socially responsible citizen.

PSO11 Apply their moral and ethical knowledge in their business and personal growth.

PSO12 Rephrase themselves towards self directed learning which assist their higher studies.

Course Pattern for BBA

The Under graduate degree course consists of five vital components. They are as follows:

Part I Language (Tamil / French)

Part II English

Part III Core Course (Theory, Practical, Electives, Allied, Project and Internship).

Part IV Skill Based, Non Major Electives, Environmental and Gender Studies, Value Education and Self Study

Part V Physical Education (Non Semester) and Extension Activities.

Objectives

The Syllabus for BBA Programme under semester system has been designed on the basis of Choice Based Credit System (CBCS), which would focus on job oriented programmes and value added education. It will come into effect from June 2020 onwards.

Eligibility

Candidates should have passed the Higher Secondary Examination, Government of Tamil Nadu or any other examination accepted by the syndicate of Madurai Kamaraj University as equivalent there to.

Duration of the Course

The students who join the BBA Programme shall undergo a study period of three academic years – Six semesters.

Summary of Hours and Credits

BBA

| Part | Semester | Specification | No. of Course | Hrs | Credit | Total |
|------|----------|-----------------------------------------------------------|---------------|-----|--------|-------|
| I | I - II | Languages (Tamil/French) | 2 | 8 | 6 | 6 |
| II | I – II | English | 2 | 12 | 6 | 6 |
| III | I – VI | Core Courses Theory/Practical/Internship/Project | 22 | 112 | 89 | 113 |
| | V – VI | Core Elective Courses | 2 | 10 | 8 | |
| | I-IV | Allied Courses | 4 | 22 | 16 | |
| IV | II-VI | Skill Based Courses | 4 | 8 | 8 | 20 |
| | III - IV | Self Study Courses 1. Soft Skill I 2. Soft Skill II | 2 | - | 4 | |
| | I – II | Non Major Electives | 2 | 4 | 4 | |
| | I – II | 1. Value Education 2. Environment & Gender Studies | 2 | 4 | 4 | |
| V | I-II | Physical Education (Practical) (Non –Semester Course) | 1 | - | 2 | 5 |
| | IV | Extension Activity | 1 | - | 2 | |
| | V | Field Visit | 1 | - | 1 | |
| | | | TOTAL | 180 | 150 | 150 |

Allied Courses

There will be FOUR Allied courses to fulfill the BBA programme during three years.

| Subject | Maximum Marks | Year of Study |
|----------------------|----------------------|----------------------|
| Managerial Economics | 100 | I |
| Money and Banking | 100 | |
| Business Statistics | 100 | II |
| Business Mathematics | 100 | |

The Syllabus for the Allied Courses is prepared by Department of BBA and Mathematics.

Extra Credit Value Added Courses

The Department of BBA has offered the following Extra Credit Value Added Courses is for one hour for all UG students with no prejudice to the BBA programme results.

- (i) Total Quality Management
- (ii) Digital Marketing
- (iii) Knowledge Management
- (iv) Rural Marketing

Extra Credit Self Paced Courses for Advanced Learners

The Department of BBA has offered the following Extra Credit Self Paced Courses to enlighten the advanced learners. The department persuades the students to take virtual courses on MOOCS, SWAYAM and NPTEL.

- (i) Decision Support system for Managers.
- (ii) Corporate Social Responsibility
- (iii) International Business
- (iv) Customer Analytics.

Department of Business Administration (BBA)
Course Pattern – from 2020-2021 onwards

| Sem. | Part | Study Component | Course Code | Course Title | Hrs | Credit |
|--------------|--------------|-----------------------|-------------|------------------------------------------|-----------|-----------|
| I | I | Tamil/French | 20UBAL11 | வணிக தொடர்புகள் தகவல் | 4 | 3 |
| | II | English | 20UENL11 | English Language through Literature -I | 6 | 3 |
| | III | Core Course I | 20UBAC11 | Management Principles and Practices | 5 | 4 |
| | | Core Course II | 20UBAC12 | Financial Accounting | 6 | 4 |
| | | Allied Course I | 20UBAA11 | Managerial Economics | 5 | 4 |
| | IV | Non Major Elective I | 20UBAN11 | Basics of Retail Marketing | 2 | 2 |
| | IV | | 20UVEV11 | Value Education | 2 | 2 |
| | Total | | | | | 30 |
| II | I | Tamil | 20UBAL21 | அலுவலக மேலாண்மை | 4 | 3 |
| | II | English | 20UENL21 | English Language through Literature -II | 6 | 3 |
| | III | Core Course III | 20UBAC21 | Business Environment | 5 | 4 |
| | | Core Course IV | 20UBAC22 | Cost Accounting | 6 | 4 |
| | | Allied Course II | 20UBAA21 | Money and Banking | 5 | 4 |
| | IV | Non Major Elective II | 20UBAN21 | Personality Development | 2 | 2 |
| | | | 20UEGS21 | Environment and Gender Studies | 2 | 2 |
| | V | Extension Activity | 20UPEV2P | Physical Education (Non Semester Course) | - | 2 |
| Total | | | | | 30 | 24 |
| III | III | Core Course V | 20UBAC31 | Commercial Legislation | 5 | 4 |
| | | Core Course VI | 20UBAC32 | Entrepreneurship | 5 | 4 |
| | | Core Course VII | 20UBAC33 | Banking law and practice | 6 | 4 |
| | | Core Course VIII | 20UBAC34 | Computer Literacy for Managers-Theory | 4 | 3 |
| | | Core Lab I | 20UBAC3P | Computer Literacy for Managers-Lab | 2 | 2 |
| | | Allied Course III | 20UMAA32 | Business Statistics | 6 | 4 |
| | IV | Skill Based Course I | 20UBAS31 | Personality Development | 2 | 2 |
| | V | Self Study Course I | | Soft Skill I | - | 2 |
| Total | | | | | 30 | 25 |
| IV | III | Core Course IX | 20UBAC41 | Labour Legislation | 5 | 4 |
| | | Core Course X | 20UBAC42 | Organisational Behavior | 5 | 4 |
| | | Core Course XI | 20UBAC43 | Marketing Management | 6 | 4 |

| | | | | | | |
|--------------------------------|-------------------------|------------------------|---------------------------------------|-----------------------------------------------------|------------|------------|
| | | Core Course XII | 20UBAC44 | Management Information System | 6 | 4 |
| | | Allied Course IV | 20UMAA42 | Business Mathematics | 6 | 4 |
| | IV | Skill Based Course II | 20UBAS41 | Critical analysis and Reasoning Skills | 2 | 2 |
| | V | Extension Activity | Common Code | Extension Activity | - | 2 |
| | | Self Study Course II | | Soft Skill II | - | 2 |
| Total | | | | | 30 | 26 |
| V | III | Core Course XIII | 20UBAC51 | Operations Management | 5 | 4 |
| | | Core Course XIV | 20UBAC52 | Human Resource Management | 4 | 4 |
| | | Core Course XV | 20UBAC53 | Financial Management | 5 | 5 |
| | | Core Course XVI | 20UBAC54 | Business Research Methods | 5 | 4 |
| | | Core Course XVII | 20UBAC55 | Work place Ethics and Values | 4 | 4 |
| | | Core Elective Course I | 20UBAE51 | Services Marketing | 5 | 4 |
| | 20UBAE52 | | Customer Relationship Management | | | |
| | 20UBAE53 | | Logistics and Supply Chain Management | | | |
| | IV | Skill Based Course III | 20UBAS51 | Interview Techniques | 2 | 2 |
| | Total | | | | | 30 |
| VI | III | Core Course XVIII | 20UBAC61 | Retail Management | 4 | 4 |
| | | Core Course XXI | 20UBAC62 | Management Accounting | 5 | 4 |
| | | Core Course XX | 20UBAC63 | Strategic Management | 5 | 4 |
| | | Core Course XXI | 20UBAC64 | Stock Market Practices and Investment Opportunities | 4 | 4 |
| | | Core Project I | 20UBAC6P | Project | 5 | 4 |
| | Core Elective Course II | 20UBAE61 | Advertising and Sales Management | 5 | 4 | |
| | | 20UBAE62 | Performance Management | | | |
| | | 20UBAE63 | E-Business | | | |
| IV | Skill Based Course IV | 20UBAS61 | Group Discussion Skills | 2 | 2 | |
| Total | | | | | 30 | 26 |
| Total for All Semesters | | | | | 180 | 150 |

| | | | |
|----------------------------------|--------------------------------|------------------------------|------------|
| Programme | BBA | Programme Code | UBA |
| Course Code | 20UBAL11 | Number of Hours/Cycle | 4 |
| Semester | I | Max. Marks | 100 |
| Part | I | Credit | 3 |
| தமிழ் I | | | |
| Course | வணிகத் தகவல் தொடர்புகள் | | |
| Cognitive Level :Up to K3 | | | |

முன்னுரை

வணிகத்தொடர்பின் நோக்கங்கள் மற்றும் பயன்பாடுகளை எடுத்து இயம்புதல் மற்றும் தத்துவங்களை அறிய செய்தல். வணிகக் கடிதத்தின் கட்டமைப்பை விளக்குதல் விண்ணப்பக் கடிதத்தின் சிறப்பியல்புகளைக் கூறுதல். வியாபாரக் கடிதத்தின் பல்வேறு வகைகளை அறியவைத்தல். மேலாண்மை மற்றும் தகவல்தொடர்பு தன்மையை விளக்கி பல்வகையான அறிக்கைகளை தயாரிக்க கற்று கொடுத்தல்.

அலகு-1 வணிகத் தகவல் தொடர்பு

11 மணிகள்

வணிகத் தகவல் தொடர்பு - பொருள் - இலக்கணம் வணிகத் தகவல் தொடர்பின் தேவை - நோக்கங்கள் - தத்துவங்கள் - கூறுகள் - நடைமுறை - வகைகள் - தடைகள் - தகவல் தொடர்பிலுள்ள இடர்பாடுகளை நீக்குதல்.

அலகு-2 வணிகக் கடிதம்

11 மணிகள்

வணிகக் கடிதம் - பொருள் - வணிகக் கடிதத்தின் தேவை - முக்கியத்துவம் - நல்ல வணிக கடிதத்தின் தன்னியல்புகள் - வகைகள் - தோற்றம் - கட்டமைப்பு.

அலகு-3 விண்ணப்பக் கடிதங்கள்

16 மணிகள்

விண்ணப்பக் கடிதங்கள் - பொருள் - வகைகள் - விண்ணப்பக் கடிதத்தின் வாடிமும் பகுதிகளும் - நற்சான்றிதழ்கள் - குறிப்புறைகள் - வேலை வேண்டி விண்ணப்ப கடிதம்.

அலகு-4 வியாபார கடிதங்கள்

11 மணிகள்

வியாபார கடிதங்கள் - விசாரணைக் கடிதம் - விலை குறிப்பிட்டு கடிதம் - விலைப் புள்ளிகளில் பயன்படுத்தப்படும் கூறுகள் - வசூல் கடிதங்கள் - சுற்றறிக்கை கடிதங்கள் - வாங்கி கடிதங்கள் - அரசு கடிதத் தொடர்பு.

அலகு-5 மேலாண்மைத் தகவல் முறை & அறிக்கை

11 மணிகள்

மேலாண்மைத் தகவல் முறை (MIS) - பொருள் - தேவை - வாடிமைப்பும்,மேம்பாடும் - வகைகள் - அங்கங்கள் - தடைகள்.

அறிக்கை - பொருள் - சிறப்பியல்புகள் - வகைப்பாடு - அறிக்கையாரிப்பு - தனிநபர் ஒருவர் அளிக்கும் ஆய்வறிக்கை.

கற்பிக்கும் கலைகள்

கருத்தரங்கு, பயிற்சிக் கட்டுரைகள், முன்வைப்பு, வினாடிவினா, கலந்துரையாடல்

பாட நூல்

1. திரு. கதிசேன் ரு முனைவர் ராதாஇ (2011), “வணிகத் தகவல் தொடர்பு” பிரசன்னா பப்ளிசர்ஸ், சென்னை – 6

பார்வை நூல்கள்

1. முனைவர்.பிரேமாவதி.ந, (2003), “வணிகக் கடிதத் தொடர்புகள்”, விஷ்ணு பப்ளிகேசன்ஸ், சென்னை.
2. முனைவர்.அன்பழகன்.கே, முனைவர்.ராமர்.ச, (2015), “வணிகக் கடிதங்கள்”, மெரிட் இந்தியா பப்ளிகேசன்ஸ், மதுரை.
3. முனைவர்.ந.முருகேசன் திரு.மனோகர்., (2009) “வணிகக் கடிதங்கள்” எம்.எம்.பப்ளிசர்ஸ், விருதுநகர்.

E-Resources

1. <http://www.uis.edu/ctl/wp-content/uploads/sites/76/2013/03/WritingCorrespondence1.ppt>
2. https://www.researchgate.net/publication/332859721_OFFICIAL_WRITINGCORRESPONDENCE

3. <https://www.examples.com/business/official-correspondence-letters-examples-pdf.html>
4. <http://old.nios.ac.in/Secbuscour/cc14.pdf>
5. http://dspace.onua.edu.ua/bitstream/handle/11300/909/Nyzhnikova_Business%20correspondence.pdf;jsessionid=012F0EE9A6D3622E02C41A7771E8725A?sequence=1

பாடத்தின் பயன்பாடுகள்

| | |
|-------------|-------------------------------------------------------------------------|
| CO 1 | வணிகத்தகவல் தொடர்பின் நோக்கங்கள் மற்றும் தத்துவங்களை தெரிந்து கொள்ளலாம் |
| CO 2 | வணிகக் கடிதத்தின் கட்டமைப்பை தெளிவாக புரிந்து கொள்ளலாம் |
| CO 3 | ஒரு வேலைக்கான விண்ணப்பத்தை விண்ணப்பிக்க தெரிந்து கொள்ளலாம் |
| CO 4 | பல்வேறு வியாபார கடிதங்களை பகுப்பாய்வு செய்ய கற்றுக் கொள்ளுதல். |
| CO 5 | மேலாண்மைதகவல் முறையை மதிப்பீடு செய்ய தெரிந்து கொள்ளுதல். |

Mapping of Course Outcomes (Cos) with Program Specific Outcomes (PSOs)

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO10 | PSO11 | PSO12 |
|------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| CO1 | 1 | 0 | 3 | 0 | 0 | 0 | 1 | 1 | 2 | 1 | 1 | 2 |
| CO2 | 1 | 0 | 3 | 0 | 0 | 0 | 2 | 0 | 2 | 1 | 0 | 2 |
| CO3 | 2 | 0 | 3 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 2 |
| CO4 | 1 | 0 | 3 | 2 | 1 | 0 | 1 | 2 | 2 | 1 | 0 | 2 |
| CO5 | 3 | 1 | 3 | 2 | 1 | 0 | 2 | 1 | 2 | 2 | 0 | 2 |

1 - Low, 2 - Medium, 3 – High

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K – Level | Section A | | Section B | Section C |
|--------------------------------|-----|-----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | K2 | 2 | K1 & K2 | 2(KI&K1) | 1(KI) |
| 2 | CO2 | K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 4 | CO4 | K3 | 2 | K1& K2 | 2(K3&K3) | 1(K3) |
| 5 | CO5 | K2 | 2 | K1& K2 | 2(K2&K2) | 1(K2) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total Marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section –wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without choice | Consolidated (Rounded off) |
|--------------------|-----------------------|-----------------------|-------------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 24 | 10 | 39 | 39.0 | 39% |
| K2 | 5 | 8 | 30 | 43 | 43.0 | 43% |
| K3 | | 8 | 10 | 18 | 18.0 | 18% |
| Total Marks | 10 | 40 | 50 | 100 | | 100% |

LESSON PLAN

| Unit | Description | Hours | Mode |
|------------------------------------------|----------------------------------------------------------------------------------|-------|----------------------------------------------|
| 1. வணிகதகவல் தொடர்பு | a) வணிகதகவல் தொடர்பு - பொருள் - இலக்கணம் | 3 | கருத்தரங்கு, பயிற்சிக் கட்டுரைகள், |
| | b) வணிகதகவல் தொடர்பின் நோக்கங்கள் - தத்துவங்கள் - கூறுகள். | 3 | |
| | c) வணிகதகவல் தொடர்பின் வகைகள்/ருதடைகள் | 3 | |
| | d) தகவல் தொடர்பிலுள்ள இடர்பாடுகளை நீக்குதல். | 2 | |
| 2.வணிகக் கடிதம் | a) வணிகக் கடிதத்தின் தேவை | 3 | கருத்தரங்கு, முன்வைப்பு, வினாடிவினா |
| | b) வணிகக் கடிதத்தின் முக்கியத்துவம் | 3 | |
| | c) நல்ல வணிக கடிதத்தின் தன்னியல்புகள் | 3 | |
| | d) வணிக கடிதத்தின் வகைகள் - தோற்றம் - கட்டமைப்பு. | 2 | |
| 3. விண்ணப்பக் கடிதங்கள் | a) விண்ணப்பக் கடிதங்கள் வகைகள் | 4 | கருத்தரங்கு, முன்வைப்பு, வினாடிவினா |
| | b) விண்ணப்பக் கடிதத்தின் வடிவமும் பகுதிகளும் | 4 | |
| | c) நற்சான்றிதழ்கள் - குறிப்புறைகள் | 4 | |
| | d) வேலை வேண்டி விண்ணப்ப கடிதம் | 4 | |
| 4. வியாபார கடிதங்கள் | a) வியாபார கடிதங்கள் - விசாரணைக் கடிதம் | 3 | கருத்தரங்கு, பயிற்சிக் கட்டுரைகள், |
| | b) விலை குறிப்பீட்டு கடிதம் - விலைப் புள்ளிகளில் பயன்படுத்தப்படும் கூறுகள் | 3 | |
| | c) வசூல் கடிதங்கள் - சுற்றறிக்கை கடிதங்கள் | 3 | |
| | d) வங்கி கடிதங்கள் - அரசு கடிதத் தொடர்பு | 2 | |
| 5. மேலாண்மைத் தகவல் முறை மற்றும் அறிக்கை | a) மேலாண்மைத் தகவல் முறை (MIS) -தேவை வடிவமைப்பும் ,மேம்பாடும் | 3 | பயிற்சிக் கட்டுரைகள், முன்வைப்பு, வினாடிவினா |
| | b) மேலாண்மைத் தகவல் முறை (MIS) -வகைகள் அங்கங்கள் - தடைகள். | 3 | |
| | c) அறிக்கை - பொருள் - சிறப்பியல்புகள் | 3 | |
| | d) அறிக்கை -வகைப்பாடு - அறிக்கை தயாரிப்பு - தனிநபர் ஒருவர் அளிக்கும் ஆய்வறிக்கை. | 2 | |

Course designed by:Mr.T.Elango

| | | | |
|----------------------------------|--------------------------------------------|------------------------------|------------|
| Programme | BBA | Programme Code | UBA |
| Course Code | 20UBAC11 | Number of Hours/Cycle | 5 |
| Semester | I | Max. Marks | 100 |
| Part | III | Credit | 4 |
| Core Course I | | | |
| Course Title | Management Principles and Practices | | |
| Cognitive Level: Up to K2 | | | |

Preamble

The objectives of this course are to make the students to understand the evolution of management, the contribution of theorists like F.W.Taylor, Henry Fayol, Elton Mayo and Peter F.Drucker, explain the concepts about how to make an efficient planning, effective staffing procedure and motivational techniques.

Unit-I Evolution of Managements 14 Hours

Management- Definition- Nature- Functions-Levels of management- Administration Vs. Management. **Evolution of Management Thoughts** –Contribution of F.W Taylor, Henry Fayol- Elton Mayo and Peter F.Drucker.

Unit-II Planning 14 Hours

Planning –Definition- Importance - Planning process -Type of plans –How to make planning effective- Merits and Demerits of planning- Recent trends in corporate planning.

Unit-III Organizing 19 Hours

Organizing- Definition- Principles- Formal and Informal organization- Theories (Classical, Neo-classical and Modern theory) - Features of good organization. **Delegation of Authority-** Definition, Need and Principles- Centralization and Decentralization

Unit-IV Staffing 14 Hours

Staffing- Need and Importance, Process of Staffing, Recruitment, Selection, Orientation, Merits and Demerits of staffing . Recent trends in staffing-E-Recruitment–**Motivation-** Nature and Importance, Types, Need ,Theories of Maslow, McGregor and Herzberg

Unit V Directing and Controlling 14 Hours

Directing-Definition, Process, Approaches to achieve effective directing. **Leadership-** styles of leadership-Qualities of Leadership. **Controlling** – Definition, Significance- Process and Effective Controlling Techniques- Emerging Trends.

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments.

Text Book

1. Prasad. L.M. (2018), “*Principles and Practice of Management*”, New Delhi :Sultan Chand and Sons, Educational Publishers.

Reference Books

1. Vijay Kumar Kaul,(2015), “Principles and Practices of Management”, New Delhi: Vikas Publishing House Pvt Ltd.
2. Sharma.R.K and Shashi K.Gupta. (2002), “*Principles of Management*”, Chennai : Kalyani Publishers.
3. Koontz and Wehrich. (2010), “*Essentials of management*”, Mumbai :Tata Mc GrawHill.
4. Gupta C.B. (2017), “*Management : Theory and practice*” , New Delhi :Sultan Chand and sons.

E-Resources

1. <https://drive.google.com/file/d/18pErIA85ZSeaR0I9cD4VnanhId8cfsII/view>
2. <https://www.wisdomjobs.com/e-university/principles-of-management-and-organisational-behaviour-tutorial-366/evolution-of-management-thought-12679.html>
3. https://www.tutorialspoint.com/management_principles/management_principles_organizing.htm
4. <https://www.toppr.com/guides/business-studies/directing/introduction-meaning-importance-and-principles-of-directing/>
5. <http://www.toppr.com/guides/business-studies/controlling/meaning-of-controlling/>

Course Outcomes

At the end of the course, students would be able to

| | |
|-----|---------------------------------------------------------------------------------------------------|
| CO1 | Outline the evolution of management and contribution of various theorists. |
| CO2 | Explain the feasible plans in order to achieve the targets in business. |
| CO3 | Infer about delegation of authority in order to organize the business efficiently. |
| CO4 | Show the effective staffing and motivational techniques for an organization. |
| CO5 | Summarize the importance of an effective directing and controlling techniques in an organization. |

Mapping of Course Outcomes (COs) with Program Specific Outcomes (PSOs)

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO10 | PSO11 | PSO12 |
|-----|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| CO1 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 2 | 2 |
| CO2 | 2 | 2 | 0 | 2 | 2 | 0 | 2 | 0 | 0 | 2 | 2 | 2 |
| CO3 | 3 | 0 | 2 | 3 | 2 | 0 | 0 | 2 | 0 | 1 | 1 | 2 |
| CO4 | 3 | 0 | 2 | 0 | 1 | 2 | 0 | 2 | 1 | 1 | 1 | 2 |
| CO5 | 2 | 0 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 |

1 - Low, 2 - Medium, 3 – High

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K – Level | Section A | | Section B | Section C |
|--------------------------------|-----|-----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(KI&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) |
| 5 | CO5 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total Marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

Distribution of Section –wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without choice | Consolidated (Rounded off) |
|--------------------|--------------------------|--------------------------|----------------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 24 | | 29 | 29.0 | 29% |
| K2 | 5 | 16 | 50 | 71 | 71.0 | 71% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

LESSON PLAN

| Unit | Description | Hours | Mode |
|-------------------------------------|----------------------------------------------------------------------------------------------------|-------|----------------------------------------------------------|
| 1. Evolution of Management | a) Management- Definition- Nature- Functions- Levels of management- Administration Vs. Management. | 4 | Class room lectures, PPT presentation |
| | b) Contribution of F.W Taylor | 4 | |
| | c) 14 principles of Henry Fayol | 3 | |
| | d) Contribution of Elton Mayo and Peter F.Drucker. | 3 | |
| 2. Planning | a) Planning –Definition and Importance | 4 | Class room lectures , PPT presentation |
| | b) Planning process and type of plans | 4 | |
| | c) How to make planning effective ,Merits and Demerits of planning | 3 | |
| | d) Recent trends in corporate planning. | 3 | |
| 3.Organizing | a) Organizing- Definition, Principles, Formal and Informal organization. | 5 | Discussion with PPT presentation, Assignment |
| | b) Theories (Classical, Neo-classical and Modern theory),Features of good organization | 4 | |
| | c) Delegation of authority- Definition, Need and Principles | 5 | |
| | d) Centralization and Decentralization | 5 | |
| 4. Staffing | a) Staffing- Need and Importance, Process of Staffing . | 3 | Class room lectures, PPT presentation, Group Discussion. |
| | b) Recruitment, Selection, Orientation, Merits and Demerits of staffing | 4 | |
| | c) Recent trends in staffing and E-Recruitment | 2 | |
| | d) Motivation- Nature and Importance, Types, Need, Theories of Maslow, McGregor and Herzberg. | 5 | |
| 5. Directing and Controlling | a) Directing- Definition, Process, Approaches to achieve effective directing. | 4 | Class room lectures, PPT presentation and Seminars |
| | b) Styles of leadership and Qualities of Leadership. | 5 | |
| | c) Controlling – Definition, Significance- Process | 2 | |
| | d) Effective Controlling Techniques and Emerging Trends in controlling. | 3 | |

Course designed by: Dr.S.Mangaiarkarasi

| | | | |
|---------------------------------|-----------------------------|------------------------------|------------|
| Programme | BBA | Programme Code | UBA |
| Course Code | 20UBAC12 | Number of Hours/Cycle | 6 |
| Semester | I | Max. Marks | 100 |
| Part | III | Credit | 4 |
| Core Course II | | | |
| Course Title | Financial Accounting | | |
| Cognitive Level-Up to K3 | | | |

Preamble

The objective of this subject is to make the students to acquire reasonable knowledge in principles of financial accounting, analyze the various transaction and preparing of final accounts of the organization and understand the accounting concepts of non trading organizations, consignments and joint ventures.

Unit I Financial accounting concepts 17 Hours

Meaning and definition of accounting, objectives and need for accounting in business enterprises – Book keeping – Systems of accounting – Branches of accounting – Accounting principles and classification of accounts. Record of transactions – Journal – Ledger accounts – Trial balance.

Unit II Cash transaction and BRS 17 Hours

Recording of cash transaction – Simple cash book – Double column cash book – Triple column cash book – petty cash, Non cash transactions –Purchases of goods – Return of goods purchased – sales of goods and returns from customers. Bank Reconciliation Statement (BRS).

Unit III Final Accounts 22 Hours

Capital and revenue expenditure – Deferred revenue expenditure – capital and revenue receipts. Final accounts – Manufacturing accounts – Trading accounts – Profit& loss accounts – Balance sheet - Simple adjustments

Unit IV Accounts of Non Profit organisation 17 Hours

Meaning of non – profit organizations – Receipts and payments account –income and expenditure account – Preparation of Balance sheet.

Unit V Consignments and joint ventures account 17 Hours

Meaning of Consignment – Account sales – valuation of stock – Abnormal loss.(Simple problem). Joint ventures – meaning – accounts Records -Separate Set of Books –Records in each part - No separate set of Books (Simple problem).

Note: Questions shall be set as between theory and problems in the ratio of 40% and 60% respectively.

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments.

Text Book

1. Shukla M.C. and Grewal ,(2016), “*Advanced Accounts*”,New Delhi :S.Chand Publishing.

Reference Books

1. Jain.S.P and Narang.K.L, (2018), “*Advanced Accounts*”,Chennai: Kalyani Publishers,
2. Reddy.T.S and Murthy.A, (2017), “*Financial Accounting*”, Chennai :Margham Publications.
3. Arulantham, M.A and Raman, K.S (2013), “ *Advanced Accountancy*”, Himalaya Publishing.

E-Resources

1. https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper5-Revised.pdf
2. https://drive.google.com/file/d/0B_V4Kkm2koFqOUk3VDBIb0hNUEk/view
3. <http://www.gangatechnicalcampus.com/wp-content/uploads/2015/09/FINANCIAL-ACCOUNTING-BBA-IST-SEM.pdf>
4. <https://www.studocu.com/in/document/bangalore-university/bachelor-of-business-administration/other/financial-accounting-bba-ist-sem/2592625/view>
5. <https://lecturenotes.in/notes/69-notes-for-financial-accounting-fa-by-verified-writer?reading=true>
6. <https://lecturenotes.in/notes/24962-note-for-financial-accounting-fa-by-aditya-mohapatra?reading=true>
7. <http://www.ddegiust.ac.in/studymaterial/bba/bba-204.pdf>

Course Outcomes

At the end of the course, students would be able to

| | |
|-----|--------------------------------------------------------------------|
| CO1 | Outline the fundamentals of accounting followed by the businesses. |
| CO2 | Summarize the details related to the cash transaction and BRS |
| CO3 | Explain about the capital & revenue items and final accounts |
| CO4 | Infer the accounting concept of non profit organisation |
| CO5 | Identify the knowledge about the consignments and joint ventures. |

Mapping of Course Outcomes (Cos) with Program Specific Outcomes (PSOs)

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO10 | PSO11 | PSO12 |
|-----|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| CO1 | 2 | 3 | 0 | 2 | 2 | 0 | 1 | 1 | 0 | 2 | 2 | 2 |
| CO2 | 2 | 3 | 0 | 2 | 2 | 0 | 2 | 2 | 0 | 2 | 2 | 2 |
| CO3 | 2 | 3 | 0 | 2 | 2 | 0 | 2 | 2 | 0 | 2 | 2 | 2 |
| CO4 | 2 | 3 | 0 | 3 | 3 | 1 | 2 | 2 | 0 | 2 | 2 | 2 |
| CO5 | 2 | 3 | 1 | 1 | 1 | 2 | 1 | 2 | 0 | 2 | 2 | 2 |

1 - Low, 2 - Medium, 3 – High

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K – Level | Section A | | Section B | Section C |
|--------------------------------|-----|-----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K3&K3) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total Marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section –wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without choice | Consolidated (Rounded off) |
|--------------------|-----------------------|-----------------------|-------------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 16 | | 21 | 21.0 | 21% |
| K2 | 5 | 16 | 40 | 61 | 61.0 | 61% |
| K3 | | 8 | 10 | 18 | 18.0 | 18% |
| Total Marks | 10 | 40 | 50 | 100 | | 100% |

LESSON PLAN

| Unit | Description | Hours | Mode |
|---------------------------------------------------|---------------------------------------------------------------------------------------------------------|-------|-----------------------------------------|
| 1. Financial accounting concepts | a) Meaning and definition of accounting, objectives and need for accounting in business enterprises | 4 | Class room lecture |
| | b) Book keeping ,Systems of accounting and Branches of accounting | 4 | |
| | c) Accounting principles and classification of accounts | 4 | |
| | d) Record of transactions-Journal – Ledger accounts – Trial balance | 5 | |
| 2. Cash transaction and BRS | a) Recording of cash transaction – Simple cash book – Double column cash book – Triple column cash book | 5 | Class room lecture |
| | b) Petty cash, Non cash transactions | 4 | |
| | c) Purchases of goods – Return of goods purchased – sales of goods and returns from customers | 4 | |
| | d) Bank Reconciliation Statement (BRS). | 4 | |
| 3. Final Accounts | a) Capital and revenue expenditure ,Deferred revenue expenditure ,capital and revenue receipts | 4 | Group Discussion |
| | b) Trading accounts | 6 | |
| | c) Profit& loss accounts | 6 | |
| | d) Balance sheet and simple adjustments | 6 | |
| 4. Accounts of non profit organization | a) Meaning of non – profit organizations | 4 | Class room lecture, Assignment, Seminar |
| | b) Receipts and payments account | 4 | |
| | c) Income and expenditure account | 4 | |
| | d) Preparation of Balance sheet | 5 | |
| 5. Consignments and joint ventures account | a) Meaning of Consignment,Account sales | 4 | Case study and Seminar |
| | b) valuation of stock and abnormal loss | 4 | |
| | c) Joint ventures – meaning – accounts Records | 4 | |
| | d) Separate Set of Books –Records in each part - No separate set of Books | 5 | |

Course designed by:Dr.S.Mangaiarkarasi

| | | | |
|----------------------------------|-----------------------------|------------------------------|------------|
| Programme | BBA | Programme Code | UBA |
| Course Code | 20UBAA11 | Number of Hours/Cycle | 5 |
| Semester | I | Max. Marks | 100 |
| Part | III | Credit | 4 |
| Allied Course I | | | |
| Course Title | Managerial Economics | | |
| Cognitive Level: Up to K2 | | | |

Preamble

The Objectives of this course is to make the students to understand the basic concepts of managerial economics, demand, supply and their determinants, production and cost functions in a firm, illustrate the various classification of market structure, their price determinations and outline the nature of business cycle.

Unit-I Introduction to managerial economics 14 Hours

Nature and Scope - Objectives of the Firm - Roles and responsibilities of managerial economist - Relationship of managerial economics with other disciplines.

Unit-II Demand and Supply analysis 14 Hours

Cardinal and Ordinal utility analysis - Law of demand - Determinants of demand - Types of demand - Elasticity of demand: Price, Income, Cross - Exceptions to law of demand - Demand forecasting: Methods of demand forecasting - Law of supply: Elasticity of supply - Factors affecting supply.

Unit-III Production Theory 19 Hours

Production function: Types, Iso quant approach, Cobb Douglas production function - Laws of return to scale - Economies of Scale - Cost: Types of Cost, Types of cost function, Break Even analysis.

Unit-IV Market Structure and Price Determination 14 Hours

Characteristics of different market structures - Perfect competition, Monopolistic competition, Oligopoly, Monopoly - Price determination in different Market Structures - Pricing theories - Price Discrimination.

Unit-V Managing Business 14 Hours

Business cycle: Features and Phases – Theories of business cycle.

Pedagogy

Class Room Lectures, Guest Lectures, Group Discussion, Seminar, Quiz, Assignments.

Text Book

1. Cauvery.R, Sudhanayak. U.K,(2013), “*Managerial Economics*”, New Delhi :S. Chand & Sons.

Reference Books

1. Gupta G.S, (2011), “*Managerial Economics*”, New Delhi: Tata McGraw Hill.
2. Vanita Agarwal,(2013), “*Managerial Economics*”, New Delhi: Pearson Publication.
3. Varshney. R.L and Maheshwari. K.L, (2014), “*Managerial Economics*”, New Delhi: Sultan chand & Sultan chand & Sons.
4. Lekhi. R.K, (2005), “*Managerial Economics*”, Chennai: Kalyani Publisher.

E-Resources

1. <http://www.universityofcalicut.info/syl/ManagerialEconomics.pdf>
2. https://www.tutorialspoint.com/managerial_economics/managerial_economics_tutorial.pdf

3. http://sdeuoc.ac.in/sites/default/files/sde_videos/Managerial%20Economics-BBA1C01.pdf
4. http://www.bput.ac.in/lecture-notes-download.php?file=lecture_note_302311150242400.pdf
5. <https://aits-tpt.edu.in/wp-content/uploads/2018/08/Introduction-to-Managerial-Economics.pdf>

Course Outcomes

At the end of the course, students would be able to

| | |
|-----|-----------------------------------------------------------------------------------------------------------|
| CO1 | Explain the reasons for existence of the firm and the roles of managerial economists in the firm. |
| CO2 | Compare the demand and supply conditions and assess the position of a company. |
| CO3 | Explain about how the production and cost functions works in a firm while production of a product. |
| CO4 | Interpret which pricing strategy is appropriate to which kind of market structure to gain better revenue. |
| CO5 | Infer the cycle of business and plan for necessary steps for sustainable development in business. |

Mapping of Course Outcomes (Cos) with Program Specific Outcomes (PSOs)

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO10 | PSO11 | PSO12 |
|------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| CO1 | 2 | 1 | 0 | 2 | 2 | 0 | 1 | 2 | 0 | 2 | 1 | 2 |
| CO2 | 2 | 2 | 0 | 2 | 3 | 0 | 2 | 1 | 0 | 1 | 1 | 2 |
| CO3 | 2 | 3 | 0 | 2 | 2 | 0 | 1 | 1 | 0 | 1 | 2 | 2 |
| CO4 | 2 | 2 | 1 | 3 | 3 | 0 | 2 | 1 | 0 | 2 | 2 | 3 |
| CO5 | 3 | 2 | 2 | 3 | 3 | 0 | 2 | 1 | 0 | 2 | 2 | 3 |

1 - Low, 2 - Medium, 3 – High

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K - Level | Section A | | Section B | Section C |
|--------------------------------|-----|-----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. of Questions | No. of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1 & K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K2 & K2) | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K2 & K2) | 1(K2) |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K2 & K2) | 1(K2) |
| 5 | CO5 | Up to K2 | 2 | K1 & K2 | 2(K2 & K2) | 1(K2) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total Marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers.

K2 – Basic understanding of facts and stating main ideas with general answers.

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without choice | Consolidated (Rounded off) |
|--------------------|-----------------------|-----------------------|-------------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 8 | | 13 | 13 | 13% |
| K2 | 5 | 32 | 50 | 87 | 87 | 87% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

LESSON PLAN

| Unit | Description | Hours | Mode |
|----------------------------------------------------|------------------------------------------------------------------------------------------------------|-------|-----------------------------------------------------------|
| 1. Introduction to managerial economics | a) Nature and Scope of managerial economics | 4 | Class room lectures, Quiz |
| | b) Objectives of the Firm | 4 | |
| | c) Roles and responsibilities of managerial economist | 3 | |
| | d) Relationship of managerial economics with other disciplines | 3 | |
| 2. Demand and supply analysis | a) Cardinal and ordinal utility analysis , Law of demand, Determinants of demand and Types of demand | 4 | Class room lectures, PPT presentation |
| | b) Elasticity of demand: Price, Income, Cross and Exceptions to law of demand | 4 | |
| | c) Demand forecasting: Methods of demand forecasting | 3 | |
| | d) Law of supply, Elasticity of supply and Factors affecting supply. | 3 | |
| 3. Production theory | a) Types of Production function- Iso quant approach | 5 | Group Discussion, Assignment |
| | b) Cobb Douglas production function and Laws of return to scale | 5 | |
| | c) Economies of Scale and Types of Cost | 4 | |
| | d) Types of cost function and Break Even analysis | 5 | |
| 4. Market structure and price determination | a) Characteristics of different market structures | 3 | Class room lectures, PPT presentation , Group Discussion. |
| | b) Perfect competition, Monopolistic competition, Oligopoly, Monopoly | 3 | |
| | c) Price determination in different Market Structures | 3 | |
| | d) Pricing theories and Price Discrimination | 5 | |
| 5. Managing Business | a) Introduction to Business cycle | 4 | Class room lectures, PPT presentation and Seminars |
| | b) Features of business cycle | 4 | |
| | c) Phases in business cycle | 3 | |
| | d) Theories of business cycle | 3 | |

Course designed by: Mr. R. Mathan

| | | | |
|------------------------------------|-----------------|-----------------------------------|------------|
| Programme | BBA | Programme Code | UBA |
| Course Code | 20UBAN11 | Number of Hours/Cycle | 2 |
| Semester | I | Max. Marks | 100 |
| Part | IV | Credit | 2 |
| Non Major Elective Course I | | | |
| Course Title | | Basics of Retail Marketing | |
| Cognitive Level: Up to K2 | | | |

Preamble

The objectives of this course are to make the students to acquire reasonable knowledge about retail marketing, the various retail operations, pricing and promotion activities in retailing and to understand the importance of branding and rights of consumers.

Unit I Introduction to retailing 5 Hours

Retail Marketing - Meaning - Definition - Retailing - Characteristics, Importance, Functions, Principles - Components of Marketing Mix

Unit II Consumer Behaviour 5 Hours

Meaning - Definition - Customer decision making process - Factors influencing consumer behavior - Retail buying process - Maslow's hierarchy model.

Unit III Retail Operations 10 Hours

Significant areas of retail operations - Types of Customers - Merchandise Management - Features of Merchandise Management - Inventory level planning - Components of Retail marketing mix.

Unit IV Pricing and Promotion 5 Hours

Factors Influencing in fixing price - Pricing Strategies - Factors affecting retail pricing strategy - Elements of retail promotion mix - Advertising, Public relation, Personal selling, Sales Promotion - Retail Logistics and Distribution.

Unit V Retail Branding and Consumerism 5 Hours

Characteristics of Successful brand - Brand Positioning - Features of good brand name - Rights of Consumers - Role of Information Technology in Retailing.

Pedagogy

Class Room Lectures, Field visits, Group Discussion, Seminar, Quiz, Assignments.

Text books

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, (2007), "*Retail Management*", Tata Mcgraw Hill, Sixth Edition,
2. Dr.Inbalakshmi, (2016), "*Retail Marketing*", Chennai: Kalyani Publication.

Reference books

1. Dr.Seenivasan, (2017), "*Retail Marketing*", Chennai: Kalyani Publications.
2. Dr.Natarajan.L, (2013), "*Retail Marketing*", Chennai: Margham Publications.
3. Sivakumar.A, (2007), "*Retail Marketing*", New Delhi: Excel Books India Publications.

E-Resources

- 1.<https://www.pdfdrive.com/retail-marketing-e34523955.html>
- 2.http://ebooks.lpude.in/management/bba/term_5/DMGT305_Retail_Management.pdf
- 3.<http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20Retail%20Management/Sem%20IV/Retail%20Marketing/Retail%20Marketing.pdf>

4. <https://mmimert.edu.in/images/books/modern-day-retail-marketing-management.pdf>

5. <http://www.universityofcalicut.info/SDE/VI%20Sem.%20BBA%20-%20Marketing%20Specialisation%20-%20Retail%20Management.pdf>

Course Outcomes

At the end of the course, students would be able to

| | |
|-----|---------------------------------------------------------------|
| CO1 | Relate the fundamentals of retailing. |
| CO2 | Summarize the details related to the consumer behaviour. |
| CO3 | Infer the basics of retail operation. |
| CO4 | Summarize the concept of retail pricing and promotion |
| CO5 | Illustrate about the retail branding and rights of consumers. |

At the end of the course, students would be able to Relate the fundamentals of retailing, infer the basics of retail operation and identify the knowledge about the retail branding and rights of consumers.

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K – Level | Section A | Section B |
|--------------------------------|-----|-----------|------------------|------------------|
| | | | Either/or Choice | Open Choice |
| | | | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2(KI & K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2(KI & K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2(KI & K1) | 1(K2) |
| 4 | CO4 | Up to K2 | 2(KI & K1) | 1(K2) |
| 5 | CO5 | Up to K2 | 2(KI & K1) | 1(K2) |
| No of Questions to be asked | | | 10 | 5 |
| No of Questions to be answered | | | 5 | 3 |
| Marks for each Question | | | 3 | 5 |
| Total Marks for each Section | | | 15 | 15 |

K1 – Remembering and recalling facts with specific answers.

K2 – Basic understanding of facts and stating main ideas with general answers.

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (Either/or) | Section B (Open Choice) | Total Marks | % of Marks without choice | Consolidated (Rounded off) |
|--------------------|-----------------------|-------------------------|-------------|---------------------------|----------------------------|
| K1 | 30 | | 30 | 54.54 | 55% |
| K2 | | 25 | 25 | 45.45 | 45% |
| Total Marks | 30 | 25 | 55 | 100 | 100% |

LESSON PLAN

| Unit | Description | Hours | Mode |
|-------------------------------------------|----------------------------------------------------------------------------------------------------|-------|-----------------------------------------|
| 1. Introduction to retailing | a) Meaning and Definition of retail marketing | 1 | Class room lecture |
| | b) Characteristics of retailing | 1 | |
| | c) Importance and Functions of retailing | 1 | |
| | d) Principles and Components of Marketing Mix | 2 | |
| 2. Consumer Behaviour | a) Meaning and Definition of consumer behaviour | 1 | Class room lecture |
| | b) Customer decision making process | 1 | |
| | c) Factors influencing consumer behavior | 1 | |
| | d) Retail buying process and Maslow's hierarchy model | 2 | |
| 3. Retail Operations | a) Significant areas of retail operations | 2 | Class room lecture, Assignment, Seminar |
| | b) Types of Customers | 2 | |
| | c) Merchandise Management and features of Merchandise Management | 2 | |
| | d) Inventory level planning and Components of Retail marketing mix | 4 | |
| 4. Pricing and Promotion | a) Factors Influencing in fixing price | 1 | Class room lecture, Assignment, Seminar |
| | b) Pricing Strategies and Factors affecting retail pricing strategy | 1 | |
| | c) Elements of retail promotion mix Advertising, Public relation, Personalselling, Sales Promotion | 2 | |
| | d) Retail Logistics and Distribution | 1 | |
| 5. Retail Branding and Consumerism | a) Characteristics of Successful brand | 1 | Class room lecture, Assignment, Seminar |
| | b) Brand Positioning and Features of good brand name | 1 | |
| | c) Rights of Consumers | 1 | |
| | d) Role of Information Technology in Retailing | 2 | |

Course designed by: Mr. R. Mathan

| | | | |
|----------------------------------|----------------|---------------------|-----|
| பட்டப்படிப்பு | BBA | பாடத்திட்ட குறியீடு | UBA |
| பாடக் குறியீடு | 20UBAL21 | மணிகள் .: வாரம் | 4 |
| பருவம் | II | மதிப்பெண்கள் | 100 |
| பகுதி | I | மதிப்பீட்டு அலகு | 3 |
| தமிழ் II | | | |
| பாடத் தலைப்பு | அலுவலகமேலாண்மை | | |
| Cognitive Level: Up to K3 | | | |

முன்னுரை

அலுவலகமேலாளருக்கு உரிய திறன் பற்றி எடுத்துரைப்பது. அலுவலக அமைப்புமுறை மற்றும் செயல் முறைகள் பற்றி எடுத்துரைத்தல். அலுவலகத் தகவல் தொடர்பு மற்றும் வகைகளை அறியச் செய்தல். கோப்பிடுதல் முறைகளை பற்றி எடுத்துரைத்தல். அலுவலக அறிக்கை பற்றி புகட்டுதல்.

அலகு-1 அலுவலகமேலாண்மை

11 மணிகள்

அலுவலகமேலாண்மையின் கூறுகள் - அலுவலக மேலாண்மையின் பணிகள் - அலுவலகமேலாளர் - அலுவலகமேலாளரின் நிலை - அலுவலகமேலாளரின் சிறப்பியல்புகள் - அலுவலகமேலாளருக்கு வேண்டிய தகுதிகள் - அலுவலகமேலாளரின் பணிகளும் கடமைகளும் - அலுவலக அமைப்பு - சிறந்த அமைப்பின் நன்மைகள் - அமைப்புக் கோட்பாடுகள் - அமைத்தலின் கட்டங்கள் - அலுவலகப் பணிகளின் செறிவு - செறிவின் நன்மைகள் மற்றும் தீமைகள் அலுவலக பணிகளை பரவலாக்குதல் - பரவலாக்குதலின் நன்மைகள் மற்றும் தீமைகள்.

அலகு-2 அலுவலகமுறைகள் மற்றும் நடைமுறைகள்

11 மணிகள்

அலுவலகமுறைகளின் கோட்பாடுகள் - அலுவலகமுறைகள் மற்றும் நடைமுறைகளின் முக்கியத்துவம் - நன்மைகள் - தீமைகள் - அலுவலக முறைகளுக்கும் நடைமுறைகளுக்கும் இடையே உள்ள வேறுபாடுகள் - அலுவலக கையேட்டின் வகைகள் - நவீன அலுவலகம் - முக்கியத்துவம் மற்றும் பணிகள் - அலுவலக இட அமைப்பு - அலுவலக அமைப்புத் திட்டம் - நோக்கங்கள் - கோட்பாடுகள் - அமைப்புத் திட்டத்தை உருவாக்கும் நடைமுறை.

அலகு-3 அலுவலகஅஞ்சல் முறையும் கடிதப் போக்குவரத்தும்

16 மணிகள்

அஞ்சலைக் கையாளுவதில் உள்ளகட்டங்கள் - கடிதப் போக்குவரத்து - நன்மைகள் - வகைகள் - கடிதப் போக்குவரத்தை ஏற்படுத்துதல் - மைய கடிதப் போக்குவரத்து - பரவலாக்கப்பட்ட கடிதபோக்குவரத்து - நன்மை தீமைகள் - கடிதப் போக்குவரத்தை தயாரித்தல் - அலுவலகத் தகவல் தொடர்பு - வகைகள்.

அலகு-4 கோப்பிடுதல்

11 மணிகள்

நல்ல கோப்பீடு முறையின் அம்சங்கள் - பணிகள் - நன்மைகள் - கோப்பீட்டு முறைகள் - கோப்பிடுதலை வகைப்படுத்துதல் - மையக் கோப்பீட்டுமுறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு முறை - சுட்டகராதியின் வகைகள் - அலுவலக இயந்திரம் - வகைகள்.

அலகு-5 அலுவலகஅறிக்கைகள்

11 மணிகள்

அறிக்கையின் நோக்கங்கள் - சிறப்பியல்புகள் - அறிக்கைகளின் வகைகள் - அறிக்கைகளின் அமைப்பு மற்றும் செயலாக்கம்.

கற்பிக்கும் கலைகள்

கருத்தரங்கு, பயிற்சிக் கட்டுரைகள், முன்வைப்பு, வினாடிவினா, கலந்துரையாடல்

பாட நூல்

1.சுந்தரம். எஸ்.எம், (1996), “அலுவலக முறைகள்”, காரைக்குடி: ஸ்ரீ மீனாட்சி பப்ளிகேசன்

பார்வை நூல்கள்

- முனைவர். அன்பழகன் .கு மற்றும் இராமர், (1996), “அலுவலக மேலாண்மை” மதுரை: மெரிட் இந்தியா பப்ளிகேசன்
- முனைவர்.ராதா.வி (2009), “அலுவலக மேலாண்மை”, சென்னை :பிரசன்னா பப்ளிகேசன்.

3. முனைவர்.என்.முருகேசன் மற்றும் வி.மனோகர் (2004), “அலுவலக முறைகள்” விருதுநகர் : எம்.எம்.பப்ளிஷர்ஸ்.

E - Resources

1. http://www.worldcolleges.info/sites/default/files/schoolbooks/Std12-Voc-Office_Management-TM1.pdf
2. http://tnschools.gov.in/media/textbooks/11_Office_Mngmnt__Scrtryshp_TM.pdf
3. <https://padasalai12.files.wordpress.com/2014/01/203-12-vocational-office-management-tm.pdf>
4. [https://alagappauniversity.ac.in/siteAdmin/ddeadmin/uploads/4/UG_B.Com_Commerce%20\(Tamil\)_102%2043%20-%20Office%20Management.pdf](https://alagappauniversity.ac.in/siteAdmin/ddeadmin/uploads/4/UG_B.Com_Commerce%20(Tamil)_102%2043%20-%20Office%20Management.pdf)
5. <https://www.msuniv.ac.in/Download/Pdf/0f80dc31780649d>

கற்றலின் பயன்கள்

| | |
|-----|-------------------------------------------------------------|
| CO1 | அலுவலகமேலாண்மை தகுதிகளை வளர்த்துக் கொள்ளுதல் |
| CO2 | புதிய அலுவலக அமைப்புமுறை தெரிந்துகொள்ளுதல். |
| CO3 | தகவல் தொடர்பு பயன் பற்றி கற்றுணர்தல். |
| CO4 | கோப்பின் பயன்பாடுகள் மற்றும் நோக்கங்களை கற்றுணர்தல் |
| CO5 | அலுவலக அறிக்கைகளின் கூறுகளைப் பயன்படுத்த தெரிந்துகொள்ளுதல். |

Mapping of Course Outcomes (Cos) with Program Specific Outcomes (PSOs)

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO10 | PSO11 | PSO12 |
|-----|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| CO1 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 2 |
| CO2 | 2 | 0 | 2 | 1 | 0 | 0 | 1 | 1 | 2 | 1 | 1 | 2 |
| CO3 | 2 | 0 | 3 | 1 | 2 | 0 | 1 | 1 | 2 | 1 | 0 | 2 |
| CO4 | 2 | 0 | 2 | 1 | 0 | 0 | 1 | 2 | 2 | 0 | 0 | 2 |
| CO5 | 2 | 0 | 2 | 1 | 0 | 0 | 1 | 3 | 2 | 0 | 0 | 3 |

1 - Low, 2 - Medium, 3 - High

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K – Level | Section A | | Section B | Section C |
|--------------------------------|-----|-----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 4 | K1 & K2 | 2(K1&K1) | 1(K1) |
| 2 | CO2 | Up to K2 | 4 | K1 & K2 | 2(K2&K2) | 1(K2) |
| 3 | CO3 | Up to K2 | 4 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 4 | CO4 | Up to K2 | 4 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 5 | CO5 | Up to K3 | 4 | K1 & K2 | 2(K3&K3) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total Marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section –wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without choice | Consolidated (Rounded off) |
|------------------------|-----------------------------|--------------------------|-------------------------------|----------------|------------------------------------|----------------------------------|
| K1 | 5 | 24 | 10 | 39 | 39 | 39% |
| K2 | 5 | 8 | 30 | 43 | 43 | 43% |
| K3 | | 8 | 10 | 18 | 18 | 18% |
| Total Marks | 10 | 40 | 50 | 100 | | 100% |

LESSON PLAN

| UNIT | Description | Hours | Mode |
|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------------------------------------------------|
| I – அலுவலக மேலாண்மை | a. அலுவலகமேலாண்மையின் கூறுகள் - அலுவலக மேலாண்மையின் பணிகள் | 3 | கருத்தரங்கு, பயிற்சிக் கட்டுரைகள் |
| | b. அலுவலகமேலாளர் அலுவலகமேலாளரின் நிலை - அலுவலகமேலாளரின் சிறப்பியல்புகள் - அலுவலகமேலாளருக்கு வேண்டிய தகுதிகள் - அலுவலகமேலாளரின் பணிகளும் கடமைகளும் | 3 | |
| | c. அலுவலக அமைப்பு - சிறந்த அமைப்பின் நன்மைகள் - அமைப்புக் கோட்பாடுகள் - அமைத்தலின் கட்டங்கள் - அலுவலகப் பணிகளின் செறிவு - செறிவின் நன்மைகள் மற்றும் தீமைகள் | 3 | |
| | d. அலுவலக பணிகளை பரவலாக்குதல் - பரவலாக்குதலின் நன்மைகள் மற்றும் தீமைகள். | 2 | |
| II - அலுவலகமுறைகள் மற்றும் நடைமுறைகள் | a. அலுவலகமுறைகளின் கோட்பாடுகள் - அலுவலகமுறைகள் மற்றும் நடைமுறைகளின் முக்கியத்துவம் - நன்மைகள் - தீமைகள் - அலுவலக முறைகளுக்கும் நடைமுறைகளுக்கும் இடையே உள்ள வேறுபாடுகள் | 3 | கருத்தரங்கு, பயிற்சிக் கட்டுரைகள், முன் வைப்பு |
| | b. அலுவலகக் கையேட்டின் வகைகள் | 3 | |
| | c. நவீனஅலுவலகம் - முக்கியத்துவம் மற்றும் பணிகள் | 3 | |
| | d. அலுவலக இட அமைப்பு - அலுவலக அமைப்புத் திட்டம் - நோக்கங்கள் - கோட்பாடுகள் - அமைப்புத் திட்டத்தை உருவாக்கும் நடைமுறை | 2 | |
| III - அலுவலகஅஞ்சல் முறையும் கடிதப் போக்குவரத்தும் | a. அஞ்சலைக் கையாளுவதில் உள்ளகட்டங்கள் | 4 | கருத்தரங்கு, பயிற்சிக் கட்டுரைகள் |
| | b. கடிதப் போக்குவரத்து - நன்மைகள் - வகைகள் - கடிதப் போக்குவரத்தை ஏற்படுத்துதல் | 4 | |
| | c. மைய கடிதப் போக்குவரத்து - பரவலாக்கப்பட்ட கடிதபோக்குவரத்து - நன்மை தீமைகள் | 4 | |
| | d. கடிதப் போக்குவரத்தை தயாரித்தல் - அலுவலகத் தகவல் தொடர்பு - வகைகள் | 4 | |
| IV - கோப்பிடுதல் | a. நல்ல கோப்பீடு முறையின் | 2 | கருத்தரங்கு, |

| | | | |
|---------------------------------|-------------------------------------------------------------------|---|---------------------------------------------------------|
| | அம்சங்கள் - பணிகள் - நன்மைகள் | | பயிற்சிக் கட்டுரைகள் |
| | b. கோப்பீட்டு முறைகள் - கோப்பிடுதலை வகைப்படுத்துதல் | 3 | |
| | c. மையக் கோப்பீட்டுமுறை மற்றும் பரவலாக்கப்பட்ட கோப்பீட்டு முறை | 2 | |
| | d. சுட்டகராதியின் வகைகள் | 2 | |
| | e. அலுவலக இயந்திரம் - வகைகள் | 2 | |
| V - அலுவலகஅறிக்கைகள் | a. அறிக்கையின் நோக்கங்கள் - சிறப்பியல்புகள் | 3 | கருத்தரங்கு, பயிற்சிக் கட்டுரைகள், முன் வைப்பு |
| | b. அறிக்கைகளின் வகைகள் | 3 | |
| | c. அறிக்கைகளின் அமைப்பு | 3 | |
| | d. அறிக்கைகளின் செயலாக்கம் | 2 | |

Course designed by: Mr.T.Elango

| | | | |
|----------------------------------|-----------------|------------------------------|------------|
| Programme | BBA | Programme Code | UBA |
| Course Code | 20UBAC21 | Number of Hours/Cycle | 5 |
| Semester | II | Max. Marks | 100 |
| Part | III | Credit | 4 |
| Core Course III | | | |
| Course Title | | Business Environment | |
| Cognitive Level: Up to K3 | | | |

Preamble

The objectives are to make the students to Understand about the various constituents of global business environment. Study the various responsibilities and benefits of business and society , Inculcate the responsibility of business and government and different economic systems.

Unit I Business environment analysis 14 Hours

Business environment - Meaning and definition, objectives, importance and uses of study of business environment. Environmental analysis – Meaning, process of environmental analysis, limitations of environmental analysis, environmental factors – The Micro environment of business and the macro environment of business

Unit II Social responsibility of business 14 Hours

Business and society – Interface between Business and culture social responsibilities of Business – Meaning and types – Arguments for and against social responsibilities of Business – Barriers to social responsibilities – Social Audit – Business Ethics – Consumerism and Business.

Unit III Responsibility of business and government 19 Hours

Business and Government Meaning,– The relationship between business and government – responsibilities of business towards government, - Responsibilities towards government – responsibilities of government towards business, extent of state intervention in business– State regulations on business – New Industrial Policy Industrial Licensing policy – Monetary and fiscal policies.

Unit IV Stock Exchange, Liberalization and Privatization 14 Hours

Capital Market – Money Market – Investor Protection and role of SEBI –Stock Exchange and its regulation - Liberalization - Privatization – Meaning – Ways and Conditions for success of privatization – Benefits and pitfalls of privatization.

Unit V Economic System 14 Hours

Business and Economic system – socialism. Capitalism and mixed economy – its impacts on business – public sector – its objectives, growth, achievements and failures – private sector, joint sector and co-operative sector

Pedagogy

Class Room Lectures, Case Study, Guest Lectures, Seminar, Quiz, Assignment, Group Discussion, case studies

Text book

1. Francis Chernilam, (2002), “*Business Environment Text and Case*”, Mumbai:Himalaya publishing House..

Reference books

1. Aswathappa,K.,(2001), “*Essentials of Business Environment*”, Mumbai :Himalaya Publishing House.
2. Adikary, M. (2001), “*Economic Environment of Business*”, New Delhi : Sultan Chand & Sons.
3. Veena keshav pailwar, (2014), “*Business Environment*”, New Delhi: PHI Learning Private Limited.
4. Balaji.C.D, (2017), “*Business Environment*”, Chennai :Margham Publications.

E-Resources

1. <https://books.askvenkat.org/business-environment-book-pdf-free-download-mba-books/>
2. http://ebooks.lpude.in/commerce/mcom/term_1/DCOM105_DCOM402_DMGT105_DMGT401_BUSINESS_ENVIRONMENT.pdf
3. <https://examupdates.in/mba-international-business-environment/>
4. <http://jnuprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20IT%20Management/Sem%20I/Business%20Environment/Version%201/Business%20Environment.pdf>
5. <http://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>

Course Outcomes

At the end of the Course, Students would be able to

| | |
|-----|-------------------------------------------------------------------------------|
| CO1 | Explain the nature of business environment and its components. |
| CO2 | Explain about the business, cultural and social responsibilities of Business. |
| CO3 | Illustrate the state policies related to business laid by government. |
| CO4 | Explain the opportunities created by Liberalization and Privatization. |
| CO5 | Identify about various economic systems. |

Mapping of Course Outcomes (Cos) with Program Specific Outcomes (PSOs)

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO10 | PSO11 | PSO12 |
|-----|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| CO1 | 1 | 0 | 1 | 2 | 1 | 0 | 0 | 1 | 2 | 2 | 1 | 2 |
| CO2 | 1 | 0 | 1 | 2 | 1 | 0 | 0 | 2 | 2 | 2 | 2 | 2 |
| CO3 | 1 | 1 | 1 | 2 | 1 | 0 | 0 | 3 | 2 | 2 | 2 | 2 |
| CO4 | 1 | 0 | 2 | 2 | 1 | 0 | 0 | 1 | 2 | 1 | 2 | 2 |
| CO5 | 1 | 1 | 2 | 2 | 1 | 0 | 0 | 1 | 2 | 1 | 2 | 2 |

1 - Low, 2 - Medium, 3 - High

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K – Level | Section A | | Section B | Section C |
|--------------------------------|-----|-----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 4 | K1&K2 | 2(K1&K1) | 1(K1) |
| 2 | CO2 | Up to K2 | 4 | K1&K2 | 2(K1&K1) | 1(K1) |
| 3 | CO3 | Up to K2 | 4 | K1&K2 | 2(K2&K2) | 1(K2) |
| 4 | CO4 | Up to K2 | 4 | K1&K2 | 2(K2&K2) | 1(K2) |
| 5 | CO5 | Up to K3 | 4 | K1&K2 | 2(K3&K3) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total Marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section –wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without choice | Consolidated (Rounded off) |
|------------------------|--------------------------------------|----------------------------------|----------------------------------------|------------------------|----------------------------------------------|-------------------------------------------|
| K1 | 5 | 16 | 20 | 41 | 41 | 41% |
| K2 | 5 | 16 | 20 | 41 | 41 | 41% |
| K3 | | 8 | 10 | 18 | 18 | 18% |
| Total Marks | 10 | 40 | 50 | 100 | | 100% |

LESSON PLAN

| Unit | Description | Hours | Mode |
|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------|
| 1.Business environment analysis | a. Business environment - Meaning and definition, objectives, importance and uses of study of business environment | 5 | Class room lectures, PPT presentation, |
| | b. Meaning, process and limitations of environmental analysis | 5 | |
| | c. The Micro and macro environment of business | 4 | |
| 2. Social responsibility of business | a. Interface between Business and culture, social responsibilities of Business | 5 | Class room lectures, PPT presentation, Group Discussion |
| | b. Arguments for and against social responsibilities of Business | 3 | |
| | c. Barriers to social responsibilities – Social Audit | 3 | |
| | d. Business Ethics – Consumerism and Business | 3 | |
| 3.Responsibility of business and government | a. The relationship between business and government | 6 | Group Discussion, Assignment. |
| | b. Responsibilities of government towards business, extent of state intervention in business | 4 | |
| | c. State regulations on business, New Industrial Policy and Industrial Licensing policy | 4 | |
| | d. Monetary and fiscal policies | 5 | |
| 4.Stock Exchange, Liberalization and Privatization | a. Capital Market and Money Market | 3 | Class room lectures, PPT presentation, Assignment. |
| | b. Investor Protection and role of SEBI –Stock Exchange and its regulation | 4 | |
| | c. Liberalization and Privatization | 4 | |
| | d. Ways and Conditions for success of privatization ,Benefits and pitfalls of privatization. | 3 | |
| 5.Economic System | a. Business and Economic system | 3 | Class room lectures, PPT presentation, Group Discussion |
| | b. and its impact on business | 4 | |
| | c. Objectives, growth, achievements and failures of public sector | 4 | |
| | d. private sector, joint sector and co-operative sector | 3 | |

Course designed by: **Dr.S.Mangaiarkarasi**

| | | | |
|----------------------------------|------------------------|------------------------------|------------|
| Programme | BBA | Programme Code | UBA |
| Course Code | 20UBAC22 | Number of Hours/Cycle | 6 |
| Semester | II | Max. Marks | 100 |
| Part | III | Credit | 4 |
| Core Course IV | | | |
| Course Title | Cost Accounting | | |
| Cognitive Level: Up to K4 | | | |

Preamble

The Objectives of this course is to make the students to spell the basic concepts of Cost accounting Interpret the approximate physical flow of materials, identify the various remuneration plans which will be cost effective, illustrate various methods of cost applications in the industry and list the various decisions the manager has to take under critical situations

Unit I Cost accounting basics 17 Hours

Cost Accounting – Meaning, Objective, Functions and Importance – Cost Accounting Vs Financial Accounting – Advantages and limitations of cost accounting – costing system – Cost Centre - Cost Reduction - Cost Control – Classification of costs.

Unit II Physical flow of materials 17 Hours

Material control – Objectives – Purchase Control - Centralized and Decentralized Purchase – Stock Levels - Economic Order Quantity – ABC Analysis – Bin card – Stores Ledger – Material issues – FIFO, LIFO, Simple average and Weighted average methods.

Unit III Remuneration plans 22 Hours

Labour – Direct and Indirect labour – Labour Turnover – Methods of wage payments – Premium and Bonus plans. Overhead – meaning, Allocation and Apportionment - Importance – Classification – Re-apportionment - Absorption of overheads - Methods - Machine hour rates (simple problems).

Unit IV Cost applications in Industry 17 Hours

Unit or Output Costing – Meaning – Cost Sheet - Production Account – Tenders or Quotations – Profit Reconciliation – Statement – Job, Batch and Contract Costing (Contract Costing – Theory only).

Unit V Decision making 17 Hours

Process Costing – Meaning –Features of Process Costing – Distinction between Process Costing and Job Costing –Preparation of Process Accounts – With normal Loss, Abnormal Loss and Abnormal Gain (Simple Problem).

Pedagogy

Class Room Lectures, Group Discussion, Seminar, Quiz, Assignments.

Note: Questions shall be set as between theory and problems in the ratio of 40% and 60% respectively.

Text Book

1. Jain.S.P and Narang.K.L. (2014), *Cost Accounting*, Chennai :Kalyani Publishers.

Reference Books

1. Pillai,R.S.Nand Bagavathi(1985), *Cost Accounting*, New Delhi :S.Chand Publications
2. Iyengar. S.P. (1983), *Cost Accounting*, New Delhi :Sultan Chand & Sons.
3. Das Gupta.P. (1984), *Cost Accounting*, New Delhi :Premier book Publishing.

E-Resource

1. <https://theintactone.com/2019/02/09/ggsipunew-delhi-cost-accounting-2nd-semester/>
2. <http://www.ddegjust.ac.in/studymaterial/bba/bba-304.pdf>
3. http://ebooks.lpude.in/management/bba/term_3/DMGT202_COST_AND_MANAGEMENT_ACCOUNTING.pdf
4. <https://www.slideshare.net/AhsanullaMohsen/cost-accounting-bba-3rd-27760476>
5. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf>

Course Outcomes

At the end of the course, students would be able to

| | |
|-----|------------------------------------------------------------------|
| CO1 | Interpret the role of cost accounting in the modern environment. |
| CO2 | Identify the efficient method of maintaining stocks |
| CO3 | Compare the various methods of labour cost and wage payment. |
| CO4 | Identify the method of costing applicable in the industry |
| CO5 | Analysing and making decision in costing process. |

Mapping of Course Outcomes (Cos) with Program Specific Outcomes (PSOs)

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO10 | PSO11 | PSO12 |
|-----|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| CO1 | 1 | 2 | 0 | 2 | 2 | 0 | 1 | 0 | 2 | 3 | 1 | 2 |
| CO2 | 2 | 3 | 0 | 2 | 1 | 0 | 1 | 0 | 2 | 2 | 0 | 2 |
| CO3 | 2 | 2 | 0 | 2 | 2 | 0 | 1 | 1 | 2 | 2 | 0 | 2 |
| CO4 | 2 | 3 | 0 | 2 | 2 | 0 | 1 | 2 | 2 | 2 | 0 | 2 |
| CO5 | 2 | 2 | 0 | 2 | 2 | 0 | 1 | 3 | 2 | 2 | 0 | 3 |

1 - Low, 2 - Medium, 3 – High

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K – Level | Section A | | Section B | Section C |
|--------------------------------|-----|-----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 4 | K1&K2 | 2(K1&K1) | 1(K1) |
| 2 | CO2 | Up to K3 | 4 | K1&K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K4 | 4 | K1&K2 | 2(K3&K3) | 1(K4) |
| 4 | CO4 | Up to K3 | 4 | K1&K2 | 2(K2&K2) | 1(K3) |
| 5 | CO5 | Up to K4 | 4 | K1&K2 | 2(K3&K3) | 1(K4) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total Marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

K4 – Examining, analyzing, presentation and make inferences with evidences

Distribution of Section –wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without choice | Consolidated (Rounded off) |
|------------------------|--------------------------------------|----------------------------------|----------------------------------------|------------------------|----------------------------------------------|-------------------------------------------|
| K1 | 5 | 16 | 10 | 31 | 31 | 31% |
| K2 | 5 | 8 | 10 | 23 | 23 | 23% |
| K3 | | 16 | 10 | 26 | 26 | 26% |
| K4 | | | 20 | 20 | 20 | 20% |
| Total Marks | 10 | 40 | 50 | 100 | | 100% |

LESSON PLAN

| Unit | Description | Hours | Mode |
|----------------------------------------|--------------------------------------------------------------------------------------------|--------------|-----------------------------------------|
| 1. Cost accounting basics | a) Meaning, Objective, Functions and Importance of cost accounting | 4 | Class room lecture |
| | b) Cost Accounting Vs Financial Accounting , Advantages and limitations of cost accounting | 4 | |
| | c) costing system and Cost Centre | 4 | |
| | d) Cost Reduction ,Cost Control and Classification of costs | 5 | |
| 2. Physical flow of materials | a) Material and Purchase control | 5 | Class room lecture |
| | b) Centralized and Decentralized purchase | 4 | |
| | c) Economic Order Quantity | 4 | |
| | d) Material Issues | 4 | |
| 3. Remuneration Plans | a) Labour Remuneration plans | 4 | Group Discussion |
| | b) Methods of wage payments | 6 | |
| | c) Premium and Bonus Plans | 6 | |
| | d) Over-head treatments | 6 | |
| 4. Cost application in Industry | a) Unit or Output Costing | 4 | Class room lecture, Assignment, Seminar |
| | b) Cost sheet, Production account | 4 | |
| | c) Tenders or quotations | 4 | |
| | d) Profit reconciliation | 5 | |
| 5. Decision making | a) Meaning and features of process costing | 4 | Case study and Seminar |
| | b) Distinction between process costing and job costing | 4 | |
| | c) Preparation of process accounts | 4 | |
| | d) Preparation of process accounts- With normal Loss, Abnormal Loss and Abnormal Gain | 5 | |

Course designed by: Mr.R.Mathan

| | | | |
|----------------------------------|--------------------------|------------------------------|------------|
| Programme | BBA | Programme Code | UBA |
| Course Code | 20UBAA21 | Number of Hours/Cycle | 5 |
| Semester | II | Max. Marks | 100 |
| Part | III | Credit | 4 |
| Allied Course II | | | |
| Course Title | Money and Banking | | |
| Cognitive Level: Up to K3 | | | |

Preamble

The Objectives of this course is to make the students to, define what the money is. classify the role and flow of money, contrast various models of money supply and price level and explain about the functions and role of commercial banks in economy.

Unit I Nature, Functions, Types of money 14 Hours

Evolution of money – Barter System: Difficulties of Barter System – Functions of money: Primary, Secondary, Contingent, Static and Dynamic – Types of money: Commodity, Metallic, Paper, Credit – Kinds of money.

Unit II Role and Flow of Money 14 Hours

Qualities of good money – Role of money in capitalistic Economy, Socialistic Economy, – Circular flow of money – Merits and Demerits of money.

Unit III Money Supply and Price level 19 Hours

Quantity theory of money - Inflation: Forms of Inflation - Causes of inflation – Positive and negative effects of inflation – Measures to control Inflation. Deflation: Causes and remedies – Trade Cycle: Phases.

Unit IV Commercial Banking 14 Hours

Types of Banks – Functions of a Commercial Bank – Balance Sheet of a Bank – Cash Reserve Ratio and its Determinants – Nationalization of Commercial Banks: Objectives, Achievements, Shortcomings. – Non-Banking Financial Institutions – Difference between Banking and Non-Banking Institutions.

Unit V Central Banking 14 Hours

Role of RBI in Economic Development – Role of Central Bank in a developing Country – Money Market: Characteristics of a Developed, Underdeveloped money market.

Pedagogy

Class Room Lectures, Group Discussion, Seminar, Quiz, Assignments.

Text Book

1. Srinivasan, N (2017), “*Money and Banking*”, Madurai :Meenakshi Pathippagam.

Reference Books

1. Sankaran.S,(2014) “*Money, Banking & International Trade*”, New Delhi: Margham publication.
2. Sundaram K.P.M, (1997), “*Money Banking and International trade*”, New Delhi: Sultan chand & sons, New Delhi.
3. Mital, D.M, (1999), “*Money and Banking*”, International trade, New Delhi: Sultan chand & sons,

E-Resources

1. <https://www.slideshare.net/Imranhussainkhan/money-banking-notes-for-students>
2. https://alagappauniversity.ac.in/siteAdmin/dde-dmin/uploads/3/UG_B.B.A_English_10433-banking%20theory.pdf
3. <http://www.indoreindira.com/UG/images/BBA/BBA%20II%20Sem/Economics%20II.pdf>
4. <http://www.unishivaji.ac.in/uploads/distedu/SIM2013/B.%20Com.%20Part-II%20Money%20&%20Finacial%20System%20English%20Version.pdf>
5. <http://www.personal.psu.edu/~dx131/ec230/ec230notes.html>

Course Outcomes

At the end of the course, students would be able to

| | |
|-----|---------------------------------------------------------------|
| CO1 | Explain the basic functions of money |
| CO2 | Infer about role and flow of money in national economy |
| CO3 | Illustrate the various models of money supply and price level |
| CO4 | Interpret the role of commercial banking. |
| CO5 | Identify the functions and role of central banks in economy |

Mapping of Course Outcomes (Cos) with Program Specific Outcomes (PSOs)

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO10 | PSO11 | PSO12 |
|-----|------|------|------|------|------|------|------|------|------|-------|-------|-------|
| CO1 | 1 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 2 | 0 | 2 | 2 |
| CO2 | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 0 | 2 | 2 |
| CO3 | 1 | 1 | 0 | 2 | 2 | 0 | 0 | 1 | 2 | 0 | 1 | 2 |
| CO4 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 2 | 0 | 1 | 2 |
| CO5 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 3 |

1 - Low, 2 - Medium, 3 – High

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K – Level | Section A | | Section B | Section C |
|--------------------------------|-----|-----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 4 | K1 & K2 | 2(K1&K1) | 1(K1) |
| 2 | CO2 | Up to K2 | 4 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 4 | K1 & K2 | 2(K2&K2) | 1(K2) |
| 4 | CO4 | Up to K2 | 4 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 5 | CO5 | Up to K3 | 4 | K1 & K2 | 2(K3&K3) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total Marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section –wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without choice | Consolidated (Rounded off) |
|--------------------|-----------------------|-----------------------|-------------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 24 | 10 | 39 | 39 | 39% |
| K2 | 5 | 8 | 30 | 43 | 43 | 43% |
| K3 | | 8 | 10 | 18 | 18 | 18% |
| Total Marks | 10 | 40 | 50 | 100 | | 100% |

LESSON PLAN

| Unit | Description | Hours | Mode |
|--------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------|---------------------------------------------------------|
| 1.Nature, Functions, Types of money | a. Evolution of money | 3 | Class room lectures, Group Discussion |
| | b. Barter System: Difficulties of Barter System | 3 | |
| | c. Functions of money: Primary, Secondary, Contingent, Static and Dynamic | 4 | |
| | d. Types of money: Commodity, Metallic, Paper, Credit – Kinds of money | 4 | |
| 2. Role and Flow of Money | a. Qualities of good money | 5 | Class room lectures, PPT presentation, Group Discussion |
| | b. Role of money in capitalistic Economy | 3 | |
| | c. Role of money in Socialistic Economy | 3 | |
| | d. Circular flow of money, Merits and Demerits of money | 3 | |
| 3.Money Supply and Price level | a. Quantity theory of money | 6 | Class room lectures, Quiz, Assignment. |
| | b. Inflation: Forms of Inflation - Causes of inflation – Positive and negative effects of inflation – Measures to control Inflation | 4 | |
| | c. Deflation: Causes and remedies | 4 | |
| | d. Trade Cycle: Phases | 5 | |
| 4. Commercial Banking | a. Types of Banks – Functions of a Commercial Bank – Balance Sheet of a Bank | 3 | Assignment and Seminar |
| | b. Cash Reserve Ratio and its Determinants | 4 | |
| | c. Nationalization of Commercial Banks: Objectives, Achievements, Shortcomings | 4 | |
| | d. Non-Banking Financial Institutions – Difference between Banking and Non-Banking Institutions | 3 | |
| 5.Central Banking | a. Role of RBI in Economic Development | 4 | Class room lectures, assignment and seminar |
| | b. Role of Central Bank in a developing Country | 5 | |
| | c. Money Market: Characteristics of a Developed, Underdeveloped money market | 5 | |

Course designed by: Mr.R.Mathan

| | | | |
|-------------------------------------|--------------------------------|------------------------------|------------|
| Programme | BBA | Programme Code | UBA |
| Course Code | 20UBAN21 | Number of Hours/Cycle | 2 |
| Semester | II | Max. Marks | 100 |
| Part | IV | Credit | 2 |
| Non Major Elective Course II | | | |
| Course Title | Personality Development | | |
| Cognitive Level: Up to K3 | | | |

Preamble

This course will make the students to understand about the concepts of Personality, Perception, Values, Attitudes and to acquire the knowledge about participation in group discussion and personal interview.

Unit-I

5 Hours

Introduction to personality: Meaning – Determinants of personality – Types of personality – Theories of personality: Psychoanalytic, Social - Cognitive.

Unit-II

5 Hours

Perception: Meaning – Perceptual Process – Factors Affecting Perception – Perceptual errors.

Unit-III

10 Hours

Attitude: Meaning – Characteristics – Functions – Attitude Change. **Values** – Meaning – Importance – Types of Values – Value vs Attitude.

Unit-IV

5 Hours

Other aspects of Personality Development : Decision making skills – Leadership - qualities of a successful leader – character building – time management – work ethics.

Unit-V

5 Hours

Employability Measures : Resume Building – The art of participating in group discussion – Facing the personal interview.

Pedagogy

Class Room Lectures, Seminar, Quiz, Assignment, Experience Discussion.

Text book

1. Hurlock, E.B(2006), “*Personality Development*”, New Delhi: Tata McGraw Hill.

Reference books

1. Dr.Khanka S.S, (2002), “*Organizational Behavior*”, New Delhi: S.Chand& Company Ltd.,.
2. Shashi k. Gupta & Rosy Joshi, (2010), “*Organizational Behavior*”, New Delhi: kalayani Publishers.
3. Prasad L.M, (2004), “*Organizational Behavior*”, New Delhi:Sultan Chand & sons.
4. Jeyasankar.J, (2005), “*Organizational Behavior*”,Chennai: Margham Publications.

E-Resources

1. https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf
2. <https://www.static-contents.youth4work.com/university/Documents/Colleges/CollegeSummaryAttach/29f57018-6412-4dee-b24b-ac29e54a0f9e.pdf>
3. <https://bcu.ac.in/wp-content/uploads/2020/04/BCU-online.pdf>
4. <https://www.pdfdrive.com/e-personality-development-notes-download-pdf-d38657418.html>
5. <https://estudentedavedanta.net/Personality-Development.pdf>

Course Outcomes:

At the end of the Course, Students would be able to:

| | |
|-----|----------------------------------------------------------------------------------|
| CO1 | Infer Personality with reference to few theories of personality. |
| CO2 | Illustrate about perception factors and its errors. |
| CO3 | Outline the basics of values and attitude. |
| CO4 | Explain the knowledge about personality development |
| CO5 | Demonstrate about the participation in group discussion and personal interviews. |

At the end of the Course, Students would be able to infer personality with reference to few theories of personality, illustrate about perception factors and its errors and to acquire reasonable knowledge about personality development.

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K – Level | Section A | Section B |
|--------------------------------|-----|-----------|------------------|------------------|
| | | | Either/or Choice | Open Choice |
| | | | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2(KI & K1) | 1(K1) |
| 2 | CO2 | Up to K2 | 2(K2 & K2) | 1(K3) |
| 3 | CO3 | Up to K2 | 2(KI & K1) | 1(K2) |
| 4 | CO4 | Up to K2 | 2(KI & K1) | 1(K2) |
| 5 | CO5 | Up to K2 | 2(K2 & K2) | 1(K2) |
| No of Questions to be asked | | | 10 | 5 |
| No of Questions to be answered | | | 5 | 3 |
| Marks for each Question | | | 3 | 5 |
| Total Marks for each Section | | | 15 | 15 |

K1 – Remembering and recalling facts with specific answers.

K2 – Basic understanding of facts and stating main ideas with general answers.

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (Either/or) | Section B (Open Choice) | Total Marks | % of Marks without choice | Consolidated (Rounded off) |
|--------------------|-----------------------|-------------------------|-------------|---------------------------|----------------------------|
| K1 | 18 | 5 | 23 | 41.8 | 42% |
| K2 | 12 | 15 | 27 | 49.1 | 49% |
| K3 | | 5 | 5 | 9 | 9% |
| Total Marks | 30 | 25 | 55 | 100 | 100% |

LESSON PLAN

| Unit | Description | Hours | Mode |
|----------------------------------------------------|---------------------------------------------|-------|-----------------------------------------|
| 1. Introduction to personality | a)Introduction to personality development | 1 | Class room lecture |
| | b)Determinants of personality | 1 | |
| | c)Types of personality | 1 | |
| | d)Theories of personality | 2 | |
| 2. Perception | a)Meaning of Perception | 1 | Class room lecture, PPT Presentation |
| | b)Perceptual process | 1 | |
| | c)Factors affecting perception process | 1 | |
| | d)Perceptual errors | 2 | |
| 3. Attitude | a)Characteristics and functions of attitude | 2 | Group Discussion |
| | b)Attitude change | 2 | |
| | c)Importance and types of values | 3 | |
| | d)Value Vs Attitude | 3 | |
| 4. Other aspects of personality development | a)Decision making skills | 1 | Class room lecture, Assignment, Seminar |
| | b)Qualities of a successful leader | 1 | |
| | c)Character building and time management | 2 | |
| | d)work ethics | 1 | |
| 5. Employability Measures | a)Introduction to employability measures | 1 | Seminar, Assignment |
| | b)Resume building | 1 | |
| | c)art of participating in group discussion | 1 | |
| | d)facing the personal interview | 2 | |

Course designed by: Dr.S.Mangaiarkarasi

| | | | | | | |
|------------------------|-------------------------------|------------------------------|------------|-----------|----------|----------|
| Programme | BBA | Programme Code | UBA | | | |
| Course Code | 20UBAC31 | Number of Hours/Cycle | 5 | | | |
| Semester | III | Max. Marks | 100 | | | |
| Part | III | Credit | 4 | | | |
| Core Course V | | | | | | |
| Course Title | Commercial Legislation | | | L | T | P |
| Cognitive Level | Up to K2 | | | 75 | | - |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objective of this course is to enable the students to be familiarized with provisions of Indian Contract Act 1872 and with formation, discharge and remedies for breach of contract and special contracts.

| | | |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Contracts | 14 Hours |
| | Definition of contract – classification of contract – requirements for a valid contract | |
| Unit II | Offer, Acceptance and Consideration | 14 Hours |
| | Definition of offer – Rules regarding offer – Definition of acceptance – Rules regarding acceptance – Consideration – Legal rules of consideration – Stranger to contract – Free Consent (Coercion, Undue influence, fraud, misrepresentation, mistake) – Difference between innocent ,misrepresentation and fraud. | |
| Unit III | Performance and Remedies | 19 Hours |
| | Performance of Contract – discharge – remedies for breach of contract – Quasi contract – Void agreements - Wagering agreements – Contingent Contracts. | |
| Unit IV | Special Contracts | 14 Hours |
| | Contract of Indemnity and Guarantee – Rights of indemnity holder and indemnifier – Definition of Contract of Guarantee – Discharge of surety – Meaning of Bailment – Right and duties of bailer and bailee. Meaning of Agency and Agent – Creation of agency – Classification of agents – right and duties of an agent – Delegation of authority – termination of agency. | |
| Unit V | Sale of Goods | 14Hours |
| | Sale of Goods – contract of sale –agreement to sell – documents of title of goods – Conditions and warranties – Rules regarding passing of ownership – Rights and Duties of buyer – Unpaid seller’s right. | |

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments, Video Cases, Surprise Quiz.

Text Book

Sreenivasan, (2002), “*Business Law*”, Chennai: Margham Publications.

Reference Books

1. Kapoor.N.D , (2006), “*Elements of Mercantile law*”, New Delhi: Sultan chand& sons.
2. Kuchhal. M.C, (2004), “*Business Law*”, Chennai: Vikas Publication.
3. Pillai.R.S.N & Bagavathi, (2011), “*Business Law*”, New Delhi: S. Chand Publication.

E-Resources

- <https://lexlife.in/2021/02/04/indian-contract-act-1872-essentials-of-contract/>
- <https://lawbhoomi.com/consideration-under-indian-contract-act-1872/>

- <https://www.thelegalwatch.in/post/basics-of-indian-contract-act-1872>
- <https://indiankanoon.org/doc/171398/>
- https://www.dphu.org/uploads/attachements/books/books_4074_0.pdf

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|------------------------------------------------------------------------------|
| CO1 | Explain statutory provisions in contracts. |
| CO2 | Summarize the legislations related to offer, acceptance and consideration |
| CO3 | Explain the legal framework in discharge and remedies for breach of contract |
| CO4 | Outline the rules related to special contacts and agency |
| CO5 | Infer about the legal provisions related to the sale of goods. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO3 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| CO5 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |

3. High; 2. Moderate ; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K Level | Section A | | Section B | Section C |
|--------------------------------|-----|----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(KI&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 5 | CO5 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total Marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks with choice | Consolidated (Rounded off) |
|-------------|-----------------------|-----------------------|-------------------------|-------------|------------------------|----------------------------|
| K1 | 5 | 40 | | 45 | 45 | 45% |
| K2 | 5 | | 50 | 55 | 55 | 55% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | | | |
|----------------|--------------------------------------------|-----------------|---------------------------------------------|
| UnitI | Contracts | 14 Hours | Mode |
| | a.Legal ramifications | 2 | Class Room Lectures |
| | b.Classification of contracts | 3 | |
| | c.Essentials of contracts | 4 | |
| | d.Related case laws | 5 | |
| UnitII | Offer, Acceptance and Consideration | 14 Hours | Mode |
| | a.Meaning of offer and acceptance | 4 | Class Room Lectures, Group Discussion |
| | b.Consideration | 4 | |
| | c.Free consent | 3 | |
| | d.Misrepresentation and fraud | 3 | |
| UnitIII | Performance and Remedies | 19 Hours | Mode |
| | a.Performance | 4 | Class Room Lectures, Assignment. |
| | b.Discharge | 4 | |
| | c.Remedies for breach | 5 | |
| | d.Other types of contract | 6 | |
| UnitIV | Special Contracts | 14Hours | Mode |
| | a.Indemnity and guarantee | 5 | Class Room Lectures,Seminar. |
| | b.Discharges of surety | 3 | |
| | c.Agent and agency | 3 | |
| | d.Rights and duties of agent | 3 | |
| Unit V | Sale of Goods | 14 Hours | Mode |
| | a.Definition of sale | 4 | Class Room Lectures, Assignment |
| | b.Documents of title | 3 | |
| | c.Conditions and warranties | 3 | |
| | d.Rights of unpaid seller | 4 | |

Course designed by Mr.V.Abraham - Lawyer

| | | | | | | |
|------------------------|-------------------------|-----------------------|------------|-----------|----------|----------|
| Programme | BBA | Programme Code | UBA | | | |
| Course Code | 20UBAC32 | Number of Hours/Cycle | 5 | | | |
| Semester | III | Max. Marks | 100 | | | |
| Part | III | Credit | 4 | | | |
| Core Course VI | | | | | | |
| Course Title | Entrepreneurship | | | L | T | P |
| Cognitive Level | Up to K 3 | | | 75 | | - |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

This course is designed to offer basic understanding about entrepreneurship. This course is also throws light on various aspects of women entrepreneurship, project preparation and industrial sickness.

| | | |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Introduction to Entrepreneur | 14 Hours |
| | Entrepreneur – Definition – Characteristics – Functions - Types - Entrepreneur Vs Intrapreneur – Entrepreneurship - Meaning - Roles of entrepreneurship in economic development – Rural Entrepreneurs - Need – Problems - Role of NGOs in development of rural entrepreneurship – Sociopreneurship. | |
| Unit II | Women Entrepreneurship and EDP | 14 Hours |
| | Women entrepreneurship – Introduction – Concept – Functions - Types – Problems and Remedies – Recent trends - Entrepreneurship Development Programme - Meaning – Objectives - Course contents and curriculum – Phases – Problems in EDP. | |
| Unit III | Small Enterprises and Project identification | 19 Hours |
| | Small enterprises – Meaning – Characteristics – Objectives - Forms of ownership – Sole proprietorship – Partnership - Joint stock company – Co-operative society. Project identification and selection - Project report- Contents - Formulation of a project report - Specimen of a project report. | |
| Unit IV | Project Appraisal and Institutional support | 14 Hours |
| | Project Appraisal – Definition - Methods of project appraisal – Feasibility analysis – Market – Technical –Financial – Economic - Managerial and social. Institutional support to entrepreneurship development: NSIC, SIDCO, SISI, DIC, TCOs & SIDBIs Schemes – Start up India – MUDRA. | |
| Unit V | Industrial Sickness | 14 Hours |
| | Sickness in small business – Introduction - Signals and symptoms – Causes - Consequences and corrective measures – BIFR and IRBI – Guidelines. | |

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments, Video Cases, Surprise Quiz.

Text Book

Khanka. S.S. (2018), “*Entrepreneurial Development*”, New Delhi :Sultan Chand and Sons,

Reference Books

1. Gorden. E & Natrajan. K, (2013), “*Entrepreneurship Development*”, Mumbai : Himalaya Publications.
2. AjithKumar .N, Paul T. Mampilly, (2012) “*Entrepreneurship Development*”, Mumbai : Himalaya publications.
3. Gupta. C.B, (2016), “*Entrepreneurial Development*”, New Delhi : Sultan Chand and Sons.

E-Resources

- <https://mithunjadhav.files.wordpress.com/2016/11/em.pdf>
- <https://core.ac.uk/download/pdf/11822087.pdf>
- <http://www.fao.org/3/a-au766e.pdf>
http://www.crectirupati.com/sites/default/files/lecture_notes/Entrepreneurship%20Development%20Notes.pdf
- <http://campus360.iift.ac.in/Secured/Resource/108/III/FIN%2030/496384958.pdf>
<http://atimysore.gov.in/wp-content/uploads/chapter-3-project-appraisal.pdf>
- <https://www.yourarticlelibrary.com/industries/industrial-sickness-process-signals-and-symptoms-explained-with-diagram/41219>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|------|------------------------------------------------------------------------------------------------------------------|
| CO 1 | Explain the concept of entrepreneurship and its role in Economic development. |
| CO 2 | Outline the role of women entrepreneur and the importance of EDP. |
| CO 3 | Infer the various forms of business and explain about project identification and project formulation. |
| CO 4 | Identify the various ways for project appraisal to approach the financial institutions for financial assistance. |
| CO 5 | Explain the causes for sickness and recovery measures. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|------|------|------|------|------|------|------|------|--------|--------|--------|
| CO1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO3 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| C05 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | Section C |
|--------------------------------|-----|----------|------------------|---------|-------------------|------------------|
| | | | MCQs | | Either/ or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) |
| 4 | CO4 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) |
| 5 | CO5 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks with Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-----------------------|-------------------------|-------------|------------------------|----------------------------|
| K1 | 5 | 16 | - | 21 | 21 | 21% |
| K2 | 5 | 24 | 40 | 69 | 69 | 69% |
| K3 | - | - | 10 | 10 | 10 | 10% |
| Total Marks | 10 | 40 | 50 | 100 | 100% | 100% |

Lesson Plan

| | | | |
|-----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------|
| Unit I | Introduction to Entrepreneur | 14 Hours | Mode |
| | a. Entrepreneur- Definition – Characteristics - Functions | 4 | Class room lectures, PPT presentation |
| | b. Types of entrepreneur. | 3 | |
| | c. Entrepreneurship - Meaning - Concepts - Roles of entrepreneurship in economic development. | 3 | |
| d. Rural entrepreneurs- Need- problems- Role of NGOs in development of rural entrepreneurship | 4 | | |
| Unit II | Women Entrepreneurship and EDP | 14 Hours | Mode |
| | a. Women entrepreneurship - Introduction – Concept - Functions - types | 4 | Class room lectures , PPT presentation |
| | b. Problems and remedies - Recent trends | 3 | |
| | c. Entrepreneurship development programme - Meaning –Objectives - Course contents and curriculum | 3 | |
| d. Phases – Problems in EDP | 4 | | |
| Unit III | Small Enterprises and Project identification | 19 Hours | Mode |
| | a. Small enterprises – Meaning – Characteristics - Objectives | 3 | Discussion with PPT presentation , Assignment |
| | b. Forms of ownership – Sole proprietorship - Partnership | 4 | |
| | c. Joint stock company – Co-operative society | 4 | |
| | d. Project identification and selection - Project report- Contents | 4 | |
| e. Formulation of a project report - Specimen of a project report. | 4 | | |
| Unit IV | Project appraisal and institutional support | 14 Hours | Mode |
| | a. Project appraisal - Definition - Methods of project appraisal – Feasibility analysis | 3 | Class room lectures, PPT presentation , Group Discussion |
| | b. Market – Technical – Financial –Economic - Managerial and social | 3 | |
| | c. Institutional support to entrepreneurship development: NSIC, SIDCO, SISI | 3 | |
| | d. DIC, TCOs & SIDBIs schemes | 2 | |
| e. Start up India and MUDRA | 3 | | |
| Unit V | Industrial Sickness | 14 Hours | Mode |
| | a. Sickness in small business - Introduction - Signals and Symptoms | 3 | Class room lectures, PPT presentation and Seminars |
| | b. Causes and consequences | 3 | |
| | c. Corrective measures | 4 | |
| d. BIFR and IRBI – guidelines | 4 | | |

Course designed by Mr. T. Elango.

| | | | | | | |
|------------------------|---------------------------------|------------------------------|------------|-----------|----------|----------|
| Programme | BBA | Programme Code | UBA | | | |
| Course Code | 20UBAC33 | Number of Hours/Cycle | 6 | | | |
| Semester | III | Max. Marks | 100 | | | |
| Part | III | Credit | 4 | | | |
| Core Course VII | | | | | | |
| Course Title | Banking law and practice | | | L | T | P |
| Cognitive Level | Up to K3 | | | 90 | - | - |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objectives of this course are to make the students specialized expertise in banking with comprehensive professional skills that are required for banking and to give exposure about the utilization of ICT in the banking activities.

| | | |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Banker and Customer | 16 Hours |
| | Banker - Customer - Pass Book - Relationship between banker and customer - Rights and Duties of Bankers and customers - KYC: Objectives and Advantages | |
| Unit II | Procedures and precautions for opening different accounts | 18 Hours |
| | Current Account – Savings Account – Salary Account – Fixed Deposit account – Recurring deposit account – NRI account – Joint Account – Types of Customers – Trustees – Executors and Administrators – Attorneys – Partnership firm – Joint Stock Company – Societies and Non Trading Associations – Local Authorities | |
| Unit III | Negotiable Instruments | 22 Hours |
| | Definition – Characteristics – Promissory note: Parties, Essential characteristics, Specimen – Bill of Exchange: Parties, Essential Characteristics, Specimen – Cheque: Parties, Essential Characteristics, Specimen – Types – Forms of Crossing – Proper drawing of cheque – Bouncing of Cheque – Endorsement – Definition – Kinds - Material Alteration - MICR and Its Uses – Demand Draft – Pay Order | |
| Unit IV | Financial Assistance to Customers | 18 Hours |
| | Principles of Lending – Types of Loans and Advances: Secured Loans – Unsecured Loans – Advances against Life Policies, Documents of Title of Goods, Purchasing and Discounting of Bills, Land and Building, Security of Goods - Over draft – Lien – Pledge – Mortgage – Hypothecation | |
| Unit V | E – banking | 16 Hours |
| | ATM – Debit Card – Credit Card – Internet Banking – Mobile Banking - E Purse – BHIM – Advantages of E-Banking - Challenges and Problems of E-Banking | |

Pedagogy

Class Room Lectures, Group Discussion, Seminar, Quiz and Assignments, Video Cases, Surprise Quiz.

Text Book

1. Gordon E & Natrajan K, (2015), “Banking Theory, Law & Practice, Mumbai: Himalaya Publishing House.

Reference Books

1. Sundaram K.P.M. and Varshney P.N., (2014), “Banking Law and Practice”, New Delhi: Sultan Chand & Sons Publishing House.
2. Shekar K.C. & Lekshmy Shekar, (2007), “Banking Law and Practice”: New Delhi, Vikas Publishing House Pvt Ltd.
3. Premavathy.N, (2007), “Banking Theory”, Chennai: Sri Vishnu Publication.

E-Resources

- <http://www.himpub.com/documents/Chapter1859.pdf>
- https://www.icsi.edu/media/webmodules/Final_Banking_Law&Practice.pdf
- <http://www.ddegjust.ac.in/studymaterial/mcom/mc-207-f.pdf>
- <http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20%20Banking%20and%20Finance/Sem%20III/Banking%20Law%20and%20Practice/Version%202/Banking%20Law%20and%20Practice.pdf>
- <https://www.icsi.edu/media/webmodules/publications/9.1%20Banking%20Law%20-Professional.pdf>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|-----------------------------------------------------------------------------------------|
| CO1 | Interpret the legal relationship of the Banker and the customer |
| CO2 | Outline the procedure for opening different bank accounts |
| CO3 | Summarize the legal provisions of various Negotiable Instruments |
| CO4 | Identify the Lending procedures followed by Bank in loans and for collateral securities |
| CO5 | Make use of latest technologies in Digital Banking |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 3 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 |
| CO3 | 2 | 3 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 3 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 |
| CO5 | 2 | 2 | 1 | 2 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | | Section C |
|--------------------------------|-----|----------|------------------|---------|------------------|----|------------------|
| | | | MCQs | | Either/Choice | or | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | Of | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | | 1(K2) |
| 4 | CO4 | Up to K3 | 2 | K1 & K2 | 2(K3&K3) | | 1(K3) |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K3&K3) | | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | | 5 |
| No of Questions to be answered | | | 10 | | 5 | | 3 |
| Marks for each Question | | | 1 | | 4 | | 10 |
| Total marks for each Section | | | 10 | | 20 | | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-----------------------|------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 16 | - | 21 | 21 | 21% |
| K2 | 5 | 8 | 30 | 43 | 43 | 43% |
| K3 | | 16 | 20 | 36 | 36 | 36% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | | | |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------------------------------------|
| | Banker and Customer | 16 Hours | Mode |
| Unit - I | a. Banker - Customer - Pass Book | 3 | Class room lectures, Quiz |
| | b. Relationship between banker and customer | 5 | |
| | c. Rights and Duties of Bankers and customers | 4 | |
| | d. KYC: Objectives and Advantages | 4 | |
| | Procedures and precautions for opening different accounts | 18 Hours | Mode |
| Unit II | a. Current Account – Savings & Salary Account- Fixed Deposit account – Recurring deposit account – NRI account | 8 | Class room lectures , PPT presentation |
| | c. Joint Account – Types of Customers – Trustees – Executors and Administrators | 3 | |
| | d. Attorneys – Partnership firm – Joint Stock Company - Societies and Non Trading Associations – Local Authorities | 7 | |
| | Negotiable Instruments | 22 Hours | Mode |
| Unit III | a. Definition – Characteristics – Promissory note: Parties, Essential characteristics, Specimen- Bill of Exchange: Parties, Essential Characteristics, Specimen | 8 | Group Discussion, Assignment |
| | c. Cheque: Parties, Essential Characteristics, Specimen – Types – Forms of Crossing – Proper drawing of cheque – Bouncing of Cheque | 7 | |
| | d. Endorsement – Definition – Kinds - Material Alteration - MICR and Its Uses- Demand Draft – Pay Order | 7 | |
| | Financial Assistance to Customers | 18 Hours | Mode |
| Unit IV | a. Principles of Lending – Types of Loans and Advances: Secured Loans – Unsecured Loans | 5 | Class room lectures, PPT presentation , Group Discussion. |
| | b. Advances against Life Policies, Documents of Title of Goods | 5 | |
| | c. Purchasing and Discounting of Bills, Land and Building, Over draft – Lien | 4 | |
| | e. Pledge – Mortgage – Hypothecation | 4 | |
| | E – banking | 16 Hours | Mode |
| Unit V | a. ATM – Debit Card – Credit Card | 4 | Class room lectures, PPT presentation & Seminars |
| | b. Internet Banking – Mobile Banking – E Purse | 4 | |
| | c. BHIM – Advantages of E-Banking | 4 | |
| | d. Challenges and Problems of E-Banking | 4 | |

Course designed by Mr. R. Mathan

| | | | | | | |
|-------------------------|----------------------------------------------|------------------------------|------------|-----------|----------|----------|
| Programme | B.B.A | Programme Code | UBA | | | |
| Course Code | 20UBAC34 | Number of Hours/Cycle | 4 | | | |
| Semester | III | Max. Marks | 100 | | | |
| Part | III | Credit | 3 | | | |
| Core Course VIII | | | | | | |
| Course Title | Computer Literacy for Managers-Theory | | | L | T | P |
| Cognitive Level | Up to K3 | | | 60 | | |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objectives of this course are to give computer skills to the students for professional handling of documents and to make them familiar with various aspects of computer

| | | |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Fundamentals of computer | 10 Hours |
| | Fundamentals of computer: Characteristics of computer – Memory Units – Input Devices – Output Devices | |
| Unit II | MS Word | 12 Hours |
| | MS Word:Home - Font – Paragraph – Styles - Editing – Insert – Pages – Tables – Illustrations – Links – Header & Footer – Text – Symbols – Page layout – Themes – Page setup – Page background – Paragraph – Reference – Table of contents – Footnotes – Mailing – Mail Merge – View - Macros - Design – Table Styles – Draw Borders – Table Layout – Rows and Columns – Merge – Cell Size – Alignment | |
| Unit III | MS Excel | 16 Hours |
| | MS Excel : Home – Clipboard – Font – Alignments – Number – Styles – Cells – Editing – Insert – Table – Illustrations – Charts – Links – Text – Page Layout – Themes – Page setup – Scale to fit – Sheet options - Arrange – Formulae – Function Library – Data – Short and Filter – Data tools – Outlines – Review – Proofing – Changes – View – Workbook view – Show and Hide – Zoom – Window – Macros – Lookup | |
| Unit IV | MS Power Point | 12 Hours |
| | MS Power Point: Home – Clipboard – Slides – Font – Paragraph – Drawing – Editing – Insert – Table – Illustrations – Links – Text – Media Clips – Design – Page setup – Themes – Background – Animations – Preview – Animation – Transition. Slide show – Protect – Presentation view – Format | |
| Unit V | Internet | 10 Hours |
| | Internet: Uses and Advantages of Internet - Hotspot and Tethering - Email – Browsing and Downloading – E Business – Characteristics - ERP – Components – Advantages and Limits – E Payments | |

Pedagogy

Class Room Lectures, Group Discussion, Seminar, Quiz and Assignments, Surprise Quiz.

Text Book

Rizwan Ahmed P. (2017), “Computer Application in Business”, Chennai: Margham Publications

Reference Books

1. Satish Jain, (2018), “Computer Course”, Bengaluru: BPB Publications
2. Lokesh Lalwani (2019), “Excel 2019 All in one” Bengaluru: BPB Publications
3. Vasanthi Ramanathan, (2007), “Computer Application in Business”, New Delhi: Sulthan Chand & Sons

E-Resources

- <http://rccmindore.com/wp-content/uploads/2015/06/Information-Technology-AJ1.pdf>
- <https://www.pdfdrive.com/microsoft-office-books.html>
- <https://freecomputerbooks.com/microsoftOfficeBooks.html>
- <https://http://gurukpo.comhttps://www.informationq.com/computerinput-and-output-devices>
- <https://www.computer-pdf.com/office/>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|--------------------------------------------------------------------|
| CO1 | Outline the fundamental knowledge about Computer |
| CO2 | Make use of MS Word and its tools for Professional documents |
| CO3 | Organize and perform data analysis by using MS Excel |
| CO4 | Develop a perfect PowerPoint presentations for business purposes |
| CO5 | Make use of internet facilities for day to day business activities |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO3 | 2 | 3 | 1 | 2 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 2 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO5 | 2 | 2 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |

3. High; 2. Moderate ; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | Cos | K-Level | Section A | | Section B | Section C |
|--------------------------------|-----|----------|------------------|---------|-------------------|------------------|
| | | | MCQs | | Either/ Choice or | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) |
| 3 | CO3 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) |
| 4 | CO4 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % Marks with Choice | of Consolidated (Rounded off) |
|-----------------|--------------------------------------|----------------------------------|----------------------------------------|------------------------|----------------------------------------|--------------------------------------------------|
| K1 | 5 | 8 | - | 13 | 13 | 13% |
| K2 | 5 | 32 | 10 | 47 | 47 | 47% |
| K3 | - | - | 40 | 40 | 40 | 40% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | | | |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------------------------|
| Unit I | Fundamentals of computer | 10 Hours | Mode |
| | a. Characteristics of computer | 2 | Class room lectures, Quiz |
| | b. Memory Units | 2 | |
| | c. Input Devices | 3 | |
| | d. Output Devices | 3 | |
| Unit II | MS Word | 12 Hours | Mode |
| | a. Home - Font – Paragraph – Styles – Editing | 2 | Class room lectures, PPT presentation |
| | b. Insert – Pages – Tables – Illustrations – Links – Header & Footer – Text – Symbols | 2 | |
| | c. Page layout – Themes – Page setup – Page background – Paragraph | 2 | |
| | d. Reference – Table of contents – Footnotes – Mailing – Mail Merge – View – Macros | 3 | |
| | e. Table Layout – Rows and Columns – Merge – Cell Size – Alignment | 3 | |
| Unit III | MS Excel | 16 Hours | Mode |
| | a. Home – Clipboard – Font – Alignments – Number – Styles – Cells – Editing | 3 | Classroom lecture, Group Discussion, Assignment |
| | b. Insert – Table – Illustrations – Charts – Links – Text – Page Layout – Themes – Page setup – Scale to fit – Sheet options – Arrange | 3 | |
| | c. Formulae – Function Library | 3 | |
| | d. Data – Short and Filter – Data tools – Outlines | 3 | |
| | e. Review – Proofing – Changes – View – Workbook view – Show and Hide – Zoom – Window – Macros | 4 | |
| Unit IV | MS Power Point | 12 Hours | Mode |
| | a. Home – Clipboard – Slides – Font – Paragraph – Drawing – Editing | 3 | Class room lectures, PPT presentation |
| | b. Insert – Table – Illustrations – Links – Text – Media Clips | 3 | |
| | c. Design – Page setup – Themes – Background | 3 | |
| | d. Animations – Preview – Animation – Transition. Slide show – Protect – Presentation view – Format | 3 | |
| Unit V | Internet | 10 Hours | Mode |
| | a. Uses and Advantages of Internet | 2 | Class room lectures, PPT Seminar |
| | b. Hotspot and Tethering - Email | 4 | |
| | d. Browsing and Downloading – E Business – Characteristics | 2 | |
| | e. ERP – Components – Advantages and Limits – E Payments | 2 | |

Course designed by Mr. R. Mathan

| | | | | | | |
|------------------------|-------------------------------------------|------------------------------|------------|----------|----------|-----------|
| Programme | B.B.A | Programme Code | UBA | | | |
| Course Code | 20UBAC3P | Number of Hours/Cycle | 2 | | | |
| Semester | III | Max. Marks | 100 | | | |
| Part | III | Credit | 2 | | | |
| Core Lab 1 | | | | | | |
| Course Title | Computer Literacy for Managers-Lab | | | L | T | P |
| Cognitive Level | Up to K3 | | | | | 30 |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objectives of this course is to make the students familiar in creating and formatting of documents in Microsoft Office Word, Excel & Power point and to make them as a professional presenters.

MS - WORD

1. Starting MS Office Word, Creating, Saving, Printing (With options), Closing
2. Format the Document:
 - a. Page Setup: Margins, Orientations, Size, Columns
 - b. Cut, Copy and Paste
 - c. Bold, Italic, Underline
 - d. Font size, font style, line spacing
 - e. Formatting paragraph: Center, Left align & Right align, Justify
 - f. Insert page numbers
 - g. Insert border.
 - h. Insert Table, Insert, Split & Merge Cells, Cell size and alignments
 - i. Insert pictures, Clip arts, Shapes, Smart Arts, Charts
 - j. Insert Hyperlink, Bookmark, Header, Footer, Page Number
 - k. Insert Text box, Date & Time, Symbols
 - l. Check the spelling and grammar
 - m. Use bullets and numbering
 - n. Find and replace a word
3. Prepare an application for a job with the bio-data.
4. Prepare a college day invitation using borders and shading option, word art and pictures.
5. Using mail merge, draft a letter informing the change of address of your company to 5 customers.

MS – EXCEL

1. Formatting a document
 - Create a worksheet
 - Page setup: Margins, Orientations, Size, Print Area, Print Titles.
 - Cut, Copy, Paste
 - Insert and Remove Rows & Columns
 - Merge and Center, Wrap text
 - Cell Borders
 - Freeze panes
 - Printing a work sheet (Print preview, Margin)

2. Prepare a Sales department salary report
 - a. Employee ID
 - b. Name
 - c. Designation
 - d. Basic Pay
 - e. Total Sales
 - f. Commission
 - g. DA
 - h. TA
 - i. Total SalaryPerform the following:
 - a) Change heading as bold
 - b) Arrange the alignment as center
 - c) Rename the sheet
 - d) Using mathematical functions
3. Draw different graphs Column Chart, Line Chart, Pie Chart, Bar Chart for sales data.
4. Filter: Number and Text Filters, Data Form

MS - POWERPOINT

1. Design presentation slides for a product advertisement of your choice. The slides must include company name, brand name, characteristics, special features, price, special offer etc.,
2. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color

Pedagogy

Demonstration through Computer and Demonstration through Projector.

| | | | | | | |
|----------------------------|--------------------------------|------------------------------|------------|-----------|----------|----------|
| Programme | B.B.A | Programme Code | UBA | | | |
| Course Code | 20UBAS31 | Number of Hours/Cycle | 2 | | | |
| Semester | III | Max. Marks | 50 | | | |
| Part | IV | Credit | 2 | | | |
| Skill Based CourseI | | | | | | |
| Course Title | Personality Development | | | L | T | P |
| Cognitive Level | Up to K2 | | | 30 | | |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The Objectives of this course are to groom the student's professional behaviour by train them in social and business etiquette, negotiation with good manners to improve their professional image.

| | | |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Unit I | Personality | 5Hours |
| | Personality – Definition - Determinants – Personality Traits – Theories of Personality – Importance | |
| Unit II | Self Awareness | 6Hours |
| | Self Awareness : Benefits of self awareness – Developing self awareness – SWOT : Importance – Application – Components – Goal Setting : Importance – Principle | |
| Unit III | Attitude | 8Hours |
| | Attitude : Formation of Attitude – Types – Measurement – Attitude change – Assertiveness : Techniques – Benefits – Improving Assertiveness | |
| Unit IV | Social Graces | 6Hours |
| | Social Graces : Social Grace at work – Acquiring Social Grace – Table Manners : Table Etiquettes in Multicultural Environment – Do's and Don'ts of table etiquettes - Dress code | |
| Unit V | Negotiation Skills | 5Hours |
| | Negotiation Skills : Principles – Types – Process – Common mistakes in Negotiation Process – Effective Measures | |

Pedagogy

Class Room Lectures, Role plays, Seminar, Quiz, Assignment, Video Cases, Surprise Quiz, Experience Discussion.

Text book

Hurlock, E.B(2006), “*Personality Development*”, New Delhi: Tata McGraw Hill.

Reference books

1. Rajiv K. Mishra, (2004), “*Personality Development*”, New Delhi:Rupa Publications.
2. Shashi k. Gupta & Rosy Joshi, (2010) , “*Organizational Behavior*”, New Delhi: kalayani Publishers.
3. Prasad L.M , (2004), “*Organizational Behavior*”, New Delhi:Sultan Chand & sons.
4. Jeyasankar.J, (2005), “*Organizational Behavior*”,Chennai: Margham Publications.

E-Resources

- <https://www.pdfdrive.com/personality-development-english-e40395695.html>
- <https://www.law-of-attraction-haven.com/free-pdf-books-development.html>
- <https://www.slideshare.net/vidhyakalaivani29/social-graces-65453276>
- <https://www.free-ebooks.net/psychology/Personality-Development/pdf/preview>
- <https://www.pdfdrive.com/category/76>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|-------------------------------------------------------------------------------|
| CO1 | Outline the determinants and importance of personality in corporate world |
| CO2 | Summarize the internal/external strengths & weakness to set goals accordingly |
| CO3 | Show their confident tendency through attitude change |
| CO4 | Relate the acceptable behaviour in social situations |
| CO5 | Demonstrate mutually agreeable and satisfactory solutions for arguments. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 2 | 1 | 1 | 1 | 1 | 3 | - | 2 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 2 | 1 | 1 | 1 | - | 1 | 1 | 1 | - | 2 |
| CO3 | 2 | 1 | 1 | 1 | 1 | 2 | - | 2 | 1 | 1 | - | 2 |
| CO4 | 2 | 1 | 2 | 1 | 1 | 2 | - | 2 | 1 | 1 | 1 | 2 |
| CO5 | 2 | 1 | 2 | 1 | 1 | 1 | - | 2 | 1 | 1 | 2 | 2 |

3. High; 2. Moderate ; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | Section B |
|--------------------------------|-----|----------|-------------------|------------------|
| | | | Either/ or Choice | Open Choice |
| | | | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2(K1&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2(K1&K1) | 1(K2) |
| 4 | CO4 | Up to K2 | 2(K2&K2) | 1(K2) |
| 5 | CO5 | Up to K2 | 2(K2&K2) | 1(K2) |
| No of Questions to be asked | | | 10 | 5 |
| No of Questions to be answered | | | 5 | 3 |
| Marks for each Question | | | 3 | 5 |
| Total marks for each Section | | | 15 | 15 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (Either/or) | Section B (Open Choice) | Total Marks | % of Marks with Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-------------------------|-------------|------------------------|----------------------------|
| K1 | 18 | - | 18 | 32.7 | 33% |
| K2 | 12 | 25 | 37 | 67.3 | 67% |
| Total Marks | 30 | 25 | 55 | 100 | 100% |

Lesson Plan

| | | | | |
|-----------------|-----------|----------------------------------------------------|----------------|---------------------------------------------------------------|
| Unit I | | Personality | 5 Hours | Mode |
| | a. | Personality – Definition | 1 | Class room lectures, Quiz |
| | b. | Determinants | 1 | |
| | c. | Personality Traits | 1 | |
| | d. | Theories and Importance of Personality | 2 | |
| Unit II | | Self Awareness | 6 Hours | Mode |
| | a. | Benefits of self awareness | 1 | Class room lectures , PPT presentation, Role Play |
| | b. | Developing self awareness | 1 | |
| | c. | SWOT: Importance – Application – Components | 2 | |
| | d. | Goal Setting: Importance - Principle | 2 | |
| Unit III | | Attitude | 8 Hours | Mode |
| | a. | Formation of Attitude – Types | 2 | Group Discussion, Assignment, Role Play |
| | b. | Measurement – Attitude change | 2 | |
| | c. | Assertiveness: Techniques | 1 | |
| | d. | Assertiveness: Benefits | 1 | |
| | e. | Improving Assertiveness | 2 | |
| Unit IV | | Social Graces | 6 Hours | Mode |
| | a. | Social Grace at work | 1 | Class room lectures , PPT presentation, Group discussion |
| | b. | Acquiring Social Grace | 1 | |
| | c. | Table Etiquettes in Multicultural Environment | 2 | |
| | d. | Do's and Don'ts of table etiquettes | 1 | |
| | e. | Dress code | 1 | |
| Unit V | | Negotiation Skills | 5 Hours | Mode |
| | a. | Principles | 1 | Class room lectures, PPT presentation and Seminars, Role Play |
| | b. | Types | 2 | |
| | c. | Process&Effective Measures | 1 | |
| | d. | Common mistakes in Negotiation Process | 1 | |

Course designed by **Mr. R. Mathan**

| | | | | | | |
|------------------------|---------------------------|------------------------------|------------|-----------|----------|----------|
| Programme | BBA | Programme Code | UBA | | | |
| Course Code | 20UBAC41 | Number of Hours/Cycle | 5 | | | |
| Semester | IV | Max. Marks | 100 | | | |
| Part | III | Credit | 4 | | | |
| Core Course IX | | | | | | |
| Course Title | Labour Legislation | | | L | T | P |
| Cognitive Level | Up to K2 | | | 75 | | |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objective of this course is to enable the students to be familiarized with various industrial or labour laws and legal aspect of legislations like industrial dispute, trade union act, wages act and grievance handling.

| | | |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Industrial Disputes Act 1947 and Factories Act 1948 | 14 Hours |
| | Industrial Disputes Act 1947: Definitions-grievance- settlement authorities – conciliation machinery procedure-powers and duties of authorities – reference of disputes to boards, courts, tribunals, national tribunal – strike – lockout – layoff – retrenchment - unfired labour practice, penalties Factories Act 1948 : Definitions – Factory inspector, Health, Safety welfare of workers – working hours of Adults – Employment young person and women – Annual leave with wages-Latest amendments. | |
| Unit II | Trade Unions Act 1926 and Industrial Employment Act 1946 | 14 Hours |
| | Trade Unions Act 1926 : Object – Definitions – Registration of trade union – Cancellation of Restricted Trade Union – Appeal – Amalgamation and dissolution of trade union – Collective bargaining - Industrial Employment Act 1946 : Object – Definition of standing orders – submission of draft standing orders – certification of standing orders – interpretation of standing orders – Latest amendments. | |
| Unit III | Employees Provident Fund Act 1952 and Payment of Wages Act 1936 | 19 Hours |
| | Employees Provident Fund Act 1952: Definition of Basic wages, Employer, employee, superannuation – Employees Provident Fund Scheme – pension scheme – contribution – Employee Deposit – linked Insurance Scheme – Payment of Wages Act – 1936 : Definitions – Procedure regarding payment of wages – deduction from wages – Payment of Minimum wages Act 1948 : Definition of minimum wage – fixation and revision of minimum wages – Roll of inspectors – Latest amendments. | |
| Unit IV | Workmen’s Compensation Act 1923 | 14 Hours |
| | Workmen’s Compensation Act 1923 – Definitions – Scope and coverage – Rules regarding workman’s compensations - Amount of Compensation – distribution of compensation – Theory of Notional Extension – Powers of commissioners – Latest amendments | |
| Unit V | Payment of Bonus Act 1965 and Apprentice Act 1969 | 14 Hours |
| | Payment of Bonus Act 1965: Concepts of Bonus – object – definitions – Eligibility and disqualifications regarding bonus – provisions in case of new establishments- Apprentice Act 1969: Meaning of apprentice – apprenticeship contract – hours of work – Leave and holidays – Latest amendments. | |

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Video Cases, Surprise Quiz, Assignments.

Text Book

1. Element of Industrial Law (2007), Sultan chand & sons, New Delhi.

Reference Books

1. Kapoor.N.D , (2006), “*Elements of Mercantile law*” , New Delhi: Sultan chand& sons.
2. Dr. Sreenivasan, Balaji.C.D, (2007), “*Business Law*”,Chennai :Margham Publications.
3. Dr. Premavathy.N, (2009), “*Business Law*” , Chennai: Sri Vishnu Publication,

E-Resources

- <https://www.indiacode.nic.in/bitstream/123456789/11102/1/industrial-disputes-act-1947.pdf>
- http://dgms.gov.in/writereaddata/UploadFile/The_Factories_Act-1948.pdf
- https://www.indiacode.nic.in/bitstream/123456789/13322/1/trade_unions_act_1926.pdf
- <https://clc.gov.in/clc/acts-rules/industrial-employment-standing-orders-act-1946>
- <https://taxguru.in/corporate-law/employees-provident-fund-act-1952.html>
- https://www.indiacode.nic.in/bitstream/123456789/12922/1/the_payment_of_wages_act%2C_1936_no._4_of_1936_date_23.04.1936.pdf
- <https://www.ilo.org/dyn/natlex/docs/ELECTRONIC/96232/113668/F-1457656098/PAK96232.pdf>
- <https://labour.gov.in/sites/default/files/ThePaymentofBonusAct1965.pdf>
- <http://www.helpinelaw.com/docs/apprentices-act-1850>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|-----------------------------------------------------------------------------------------------------|
| CO1 | Explain the legal provisions in Industrial disputes act 1947 and Factories act 1948 |
| CO2 | Outline the details about the sections in Trade Unions Act 1926 and Industrial Employment Act 1946 |
| CO3 | Summarize about the legislations in Employees provident fund act 1952 and Payment of wages act 1936 |
| CO4 | Infer about the statutory provisions in workmen’s compensation act 1923 |
| CO5 | Interpret the legal framework of Payment of Bonus Act 1965 and Apprentice Act 1969 |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| CO3 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| CO5 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |

3. High; 2. Moderate ; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K Level | Section A | | Section B | | Section C | |
|--------------------------------|-----|----------|------------------|---------|------------------|----|------------------|----|
| | | | MCQs | | Either/or Choice | | Open Choice | |
| | | | No. Of Questions | K-Level | No. Of Questions | Of | No. Of Questions | Of |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| 5 | CO5 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| No of Questions to be asked | | | 10 | | 10 | | 5 | |
| No of Questions to be answered | | | 10 | | 5 | | 3 | |
| Marks for each Question | | | 1 | | 4 | | 10 | |
| Total Marks for each Section | | | 10 | | 20 | | 30 | |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks with choice | Consolidated (Rounded off) |
|--------------------|-----------------------|-----------------------|-------------------------|-------------|------------------------|----------------------------|
| K1 | 5 | 40 | - | 45 | 45 | 45% |
| K2 | 5 | - | 50 | 55 | 55 | 55% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | | | |
|-----------------|------------------------------------------------------------------------|-----------------|---------------------------------------------------|
| Unit I | Industrial Disputes Act 1947 and Factories Act 1948 | 14 Hours | Mode |
| | a.Settlement Machinery | 4 | Class Room Lectures |
| | b. Strike and lockout etc. | 3 | |
| | c.Health, welfare and safety of workers | 3 | |
| | d.Working hours and leave facilities | 4 | |
| Unit II | Trade Unions Act 1926 and Industrial Employment Act 1946 | 14 Hours | Mode |
| | a.Registration of trade union | 4 | Class Room Lectures, Group Discussion |
| | b.Connected aspects of trade union | 3 | |
| | c.Standing order certification | 3 | |
| | d.Contents of standing orders | 4 | |
| Unit III | Employees Provident Fund Act 1952 and Payment of Wages Act 1936 | 19 Hours | Mode |
| | a.Definitions in EPF Act | 3 | Class Room Lectures, Assignment. |
| | b.EPF scheme and contributions | 4 | |
| | c.Definition in PW Act | 3 | |
| | d.Deductions from wages | 4 | |
| | e.Revision of minimum wages | 5 | |
| Unit IV | Workmen's Compensation Act 1923 | 14 Hours | Mode |
| | a.Definitions in WC Act | 2 | Class Room Lectures, Seminar. |
| | b.Rules for workmen compensation | 2 | |
| | c.Quantum of compensation | 2 | |
| | d.Distribution and notional extension | 4 | |
| | d.Authorities under WC Act | 4 | |
| Unit V | Payment of Bonus Act 1965 and Apprentice Act 1969 | 14 Hours | Mode |
| | a.Definitions in Bonus Act | 3 | Class Room Lectures, Group Discussion, Assignment |
| | b.Qualification for Bonus | 3 | |
| | c. Apprentice contract | 4 | |
| | d. Apprentice training | 4 | |

Course designed by **V.Abraham - Lawyer**

| | | | | | |
|------------------------|--------------------------------|------------------------------|------------|----------|----------|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAC42 | Number of Hours/Cycle | 5 | | |
| Semester | IV | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Course X | | | | | |
| Course Title | Organizational Behavior | | L | T | P |
| Cognitive Level | Up to K3 | | 75 | | |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objectives of this course are to make the students to understand the basic concept of organisational behavior, individual and group behavior, effectiveness of group decision making, leadership styles, strategies to manage the organisational conflicts, reasons for resistance to change and various organisational development interventions for improving individual and organisational performance to survive and succeed in the changing scenario.

| | | |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Introduction to Organisational Behavior | 14Hours |
| | Organisational behavior- Definition- Evolution and Growth-Nature - Scope - Importance – Elements -Models - Emerging issues and challenges for organisational behaviour in modern business. | |
| Unit II | Individual Behavior | 14Hours |
| | Individual behavior- Stimulating factors : Personal, Environmental, Psychological and Organisational Factors - Perception- Definition-Importance- Process- Personality- Determinants of personality- Learning-Process-Learning Theories : Classical conditioning, Operant conditioning , Social learning. | |
| Unit III | Groups and Group behavior | 19 Hours |
| | Groups and Group behavior- Definition of Group- Characteristics of Groups- Types of Groups-Theories of group formation- Formal groups Vs Informal groups- Group dynamics- Definition – Characteristics–Process of group development- Group Cohesiveness- Factors influencing group cohesiveness-Importance of group cohesiveness-Disadvantages of group cohesiveness. Measures to improve group effectiveness- Group decision making- Definition- Group decision making process- Advantages-Disadvantages- Effective Measures. | |
| Unit IV | Leadership and Organisational Conflicts | 14 Hours |
| | Leadership- Meaning- Importance- Styles- Organisational Conflicts- Definition-Characteristics - Levels - Functional conflict Vs Dysfunctional conflict- Conflict Process-Causes of conflicts in an organization-Strategies for managing the conflict- Advantages – Disadvantages | |
| Unit V | Organisational Change and Development | 14 Hours |
| | Organisational Change- Definition- Types – Stimulating factors - Resistance to change- Reasons for resistance to change-Measures to overcome the resistance to change-Process of managing the change- Organisational Development- Definition-Process - Organisational development interventions-Merits and demerits of organisational development. | |

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments, Video Cases, Surprise Quiz., Kurt lewin model.

Text book

Balaji. C,D (2016), “*Organisational Behaviour*”, Chennai : Margham Publications.

Reference books

1. Khanka.S,S, (2006), “*Organisational Behaviour*”, New Delhi: S.Chand Ltd.,
2. Shashi k. Gupta & Rosy Joshi, (2014) , “*Organisational Behaviour*”, New Delhi: kalayani Publishers.
3. Prasad.L.M , (2004), “*Organisational Behaviour*”, New Delhi: Sultan Chand & sons.
4. Sharma. F,C, (2020), “*Organisation Behaviour*”, India: SPBD Publications.

E-Resources

- <https://www.managementstudyhq.com/nature-and-scope-of-management.html>
- <https://ncert.nic.in/ncerts/l/lebs101.pdf>
- https://www.researchgate.net/publication/330409514_UNIT_1_ORGANISATIONAL_BEHAVIOUR
- <https://opentextbc.ca/introductiontopsychology/chapter/11-1-personality-and-behavior-approaches-and-measurement/>
- <https://www.yourarticlelibrary.com/hrm/organisation/group-behaviour-meaning-reasons-effectiveness-and-other-details/60276>
- <https://pressbooks.bccampus.ca/obcourseweir/chapter/10-3-conflict-management/>
- <http://www.mbaexamnotes.com/organization-change-and-development.html>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CO1 | Explain the basic concepts of organisational behavior and the emerging issues and challenges of OB in modern business |
| CO2 | Describe about the individual behaviour and the influencing factors of an individual behavior in an organization in particular perception, personality and learning. |
| CO3 | Classify the types of groups and explain the participatory process involving collective efforts of group members. |
| CO4 | Summarize the leadership styles and outline the causes & strategies to manage the organisational conflicts. |
| CO5 | Identify reasons for resistance to change and various organisational development interventions for improving individual and organisational performance to survive and succeed. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 2 | 0 | 1 | 1 | 1 | 2 | 0 | 2 | 1 | 0 | 1 | 2 |
| CO2 | 2 | 0 | 1 | 1 | 1 | 3 | 0 | 2 | 1 | 0 | 2 | 2 |
| CO3 | 2 | 0 | 2 | 1 | 2 | 3 | 0 | 2 | 1 | 0 | 2 | 2 |
| CO4 | 2 | 0 | 2 | 1 | 2 | 3 | 0 | 2 | 1 | 0 | 1 | 2 |
| CO5 | 3 | 0 | 1 | 2 | 1 | 2 | 0 | 2 | 1 | 0 | 2 | 2 |

4. High; 2. Moderate ; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K Level – | Section A | | Section B | Section C |
|--------------------------------|-----|-----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(KI&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total Marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks with choice | Consolidated (Rounded off) |
|--------------------|-----------------------|-----------------------|-------------------------|-------------|------------------------|----------------------------|
| K1 | 5 | 32 | - | 37 | 37 | 37% |
| K2 | 5 | 8 | 40 | 53 | 53 | 53% |
| K3 | - | - | 10 | 10 | 10 | 10% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | | | |
|----------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------|-------------------------------------------------------------------------------------|
| UnitI | Introduction to Organisational Behavior | 14 Hours | Mode |
| | a. Definition, Evolution and growth of organisational behavior | 3 | Class Room Lectures, Group Discussion |
| | b. Nature and Scope of organisational behavior | 3 | |
| | c. Elements of organisational behavior | 2 | |
| | d. Models of organisational behavior | 2 | |
| e. Emerging issues and challenges for organisational behavior. | 4 | | |
| UnitII | Individual Behavior | 14 Hours | Mode |
| | a. Introduction to individual behaviour | 3 | Class Room Lectures, Group Discussion, Transaction analysis, Role Play, Case study. |
| | b. Stimulating factors to individual behaviour | 3 | |
| | c. Importance and Process of Perception | 2 | |
| | d. Determinants of Personality and Learning Process | 3 | |
| e. Learning theories | 3 | | |
| UnitIII | Groups and Group behavior | 19 Hours | Mode |
| | a. Characteristics and types of groups | 2 | Class Room Lectures, Group Discussion, Transaction analysis, Role play, Seminar. |
| | b. Theories of group formation, difference between formal and informal groups | 4 | |
| | c. Group dynamics | 4 | |
| | d. Group cohesiveness | 4 | |
| e. Group decision making | 5 | | |
| UnitIV | Leadership and Organisational Conflicts | 14 Hours | Mode |
| | a. Importance and styles of leadership | 2 | Class Room Lectures, Group Discussion, Transaction analysis, Role play, Seminar. |
| | b. Characteristics and levels of organisational conflicts | 2 | |
| | c. Functional conflict Vs Dysfunctional conflict | 2 | |
| | d. Process, Causes of conflict and strategies for managing the conflict | 5 | |
| e. Advantages and disadvantages of conflict | 3 | | |
| UnitV | Organisational Change and Development | 14 Hours | Mode |
| | a. Types and stimulating factors to change | 3 | Class Room Lectures, Group Discussion, Transaction analysis, Role play, Assignment. |
| | b. Reasons for resistance to change, Measures to overcome the resistance to change | 3 | |
| | c. Process of managing the change | 2 | |
| | d. Process and organisational development interventions | 3 | |
| e. Merits and demerits of organisational development | 3 | | |

Course designed by Dr. S.Mangaiarkarasi.

| | | | | | | |
|------------------------|-----------------------------|------------------------------|------------|-----------|----------|----------|
| Programme | BBA | Programme Code | UBA | | | |
| Course Code | 20UBAC43 | Number of Hours/Cycle | 6 | | | |
| Semester | IV | Max. Marks | 100 | | | |
| Part | III | Credit | 4 | | | |
| Core Course XI | | | | | | |
| Course Title | Marketing Management | | | L | T | P |
| Cognitive Level | Up to K3 | | | 90 | | |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

This course is designed to impart knowledge on four Ps of marketing. The students will get insight relating to basic aspects of marketing.

| | | |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Fundamentals of marketing | 18 Hours |
| | Marketing – Meaning – Nature – Objectives- Scope of marketing – Evolution of marketing –Approaches to study of marketing - Marketing mix – Market segmentation – Importance and basics of market segmentation - Targeting and positioning – Digital Marketing: Importance and Challenges. | |
| Unit II | Product mix | 17 Hours |
| | Product – Meaning - Product classification – Product planning and policies – New product development- Product mix - Product life cycle – Branding - Packaging – Labelling – Trade mark and warranties. | |
| Unit III | Pricing | 20 Hours |
| | Pricing – Meaning – Importance – Objectives – Factors influencing price determination – Pricing decisions - Cost oriented pricing – Demand oriented pricing, - Competitive pricing – New product pricing – Pricing policies and strategies - Kinds of pricing. | |
| Unit IV | Channel of distribution | 17 Hours |
| | Channel of distribution -Meaning– Marketing channels-Importance - Channel functions - Types of channels – Factors to be considered in channel selection – Wholesaling – Retailing and middlemen. | |
| Unit V | Sales promotions | 18 Hours |
| | Sales promotion – Meaning – Purpose of sales promotion – Kinds of sales promotion - Developing the sales promotion programme – Growth of sales promotion in India. | |

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments, Video Cases, Surprise Quiz, Mini Market Study, Field visits.

Text Book

1. Pillai. R.S.N, Bagavathi, (2016), “ *Marketing management*”, New Delhi : S.Chand Publication,

Reference Books

1. Philip Kotler (2015), “*Marketing Management*”, New Delhi :Prentice-hall of India limited,.
2. Ramasamy V.S & Namakumari. S, (2012), “*Marketing Management*”, Chennai :Global Perspective – Indian Context, Om Books,.
3. Dr. Karunakaran. K.,(2013), “*Marketing Management*”, Mumbai :Himalaya Publishing House.

E-Resources

- <http://www.ddegjust.ac.in/studymaterial/bba/bba-203.pdf>
- https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
- <http://www.ddegjust.ac.in/studymaterial/bba/bba-203.pdf>
- <https://www.nios.ac.in/media/documents/Secbuscour/English/chapter-13.pdf>
- https://resources.saylor.org/wwwresources/site/wp-content/uploads/2012/12/BUS203-5.1_Channel-concepts.pdf
- https://ebooks.lpude.in/management/mba/term_3/DMGT507_SALES_AND_PROMOTIONS_MANAGEMENT.pdf

Course Outcomes

After completion of this course, the students will be able to:

| | |
|------|--------------------------------------------------------------------------------------------------------------|
| CO 1 | Outline the fundamentals of marketing. |
| CO 2 | Explain the concept of product mix and Interpret the policies for new product development. |
| CO 3 | Summarize various factors influencing the pricing decisions and classify the various kinds of pricing. |
| CO 4 | Outline the various deciding factors of channel selection and classify the types of channel of distribution. |
| CO 5 | Identify the effective methods in sales promotion. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO3 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO5 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |

3. High; 2. Moderate ; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | | Section C |
|--------------------------------|-----|----------|------------------|---------|-------------------|----------------|-----------|
| | | | MCQs | | Either/ or Choice | Open Choice | |
| | | | No. Of Questions | K-Level | No. Of Question | No.of Question | |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2 (K1 & K1) | 1 (K2) | |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2 (K1 & K1) | 1 (K2) | |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2 (K1 & K1) | 1 (K2) | |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2 (K2 & K2) | 1 (K2) | |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2 (K2 & K2) | 1 (K3) | |
| No of Questions to be asked | | | 10 | | 10 | 5 | |
| No of Questions to be answered | | | 10 | | 5 | 3 | |
| Marks for each Question | | | 1 | | 4 | 10 | |
| Total marks for each Section | | | 10 | | 20 | 30 | |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks with Choice | Consolidated (Rounded off) |
|-------------|--------------------------|--------------------------|----------------------------|-------------|------------------------|----------------------------|
| K1 | 5 | 24 | - | 29 | 29 | 29% |
| K2 | 5 | 16 | 40 | 61 | 61 | 61% |
| K3 | - | - | 10 | 10 | 10 | 10% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| UnitI | Fundamentals of Marketing | 18 Hours | Mode |
|---------|------------------------------------------------------------------------------------------|----------|----------------------------------------------------------|
| | a. Marketing – Meaning – Nature – Objectives - Scope of marketing | 4 | Class room lectures, PPT presentation |
| | b. Evolution of marketing – Approaches to study of marketing | 4 | |
| | c. Marketing mix | 3 | |
| | d. Market segmentation – Importance and basics of market segmentation | 3 | |
| | e. Targeting and positioning. | 4 | |
| UnitII | Product Mix | 17 Hours | Mode |
| | a. Product – Meaning - Product classification – Product planning and policies | 4 | Class room lectures , PPT presentation |
| | b. New product development - Product mix | 4 | |
| | c. Product life cycle | 3 | |
| | d. Branding - Packaging – Labelling | 3 | |
| | e. Trade mark and warranties. | 3 | |
| UnitIII | Pricing | 20 Hours | Mode |
| | a. Pricing – Meaning – Importance – Objectives – Factors influencing price determination | 5 | Discussion with PPT presentation, Assignment |
| | b. Pricing decisions - Cost oriented pricing – Demand oriented pricing | 4 | |
| | c. Competitive pricing – New product pricing | 4 | |
| | d. Pricing policies and strategies | 3 | |
| | e. Kinds of pricing. | 4 | |
| UnitIV | Channel of Distribution | 17 Hours | Mode |
| | a. Channel of distribution – Meaning – Marketing channels | 4 | Class room lectures, PPT presentation, Group Discussion. |
| | b. Importance - Channel functions - Types of channels | 4 | |
| | c. Factors to be considered in channel selection | 3 | |
| | d. Wholesaling – Retailing | 3 | |
| | e. Middlemen | 3 | |
| UnitV | Sales Promotions | 18 Hours | Mode |
| | a. Sales promotion – Meaning – Purpose of sales promotion | 4 | Class room lectures, PPT presentation and Seminars |
| | b. Kinds of sales promotion | 5 | |
| | c. Developing the sales promotion programme | 5 | |
| | d. Growth of sales promotion in India | 4 | |

Course designed by Mr. T. Elango.

| | | | | | | |
|------------------------|--------------------------------------|------------------------------|------------|-----------|----------|----------|
| Programme | BBA | Programme Code | UBA | | | |
| Course Code | 20UBAC44 | Number of Hours/Cycle | 6 | | | |
| Semester | IV | Max. Marks | 100 | | | |
| Part | III | Credit | 4 | | | |
| Core Course XII | | | | | | |
| Course Title | Management Information System | | | L | T | P |
| Cognitive Level | Up to K3 | | | 90 | | |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objectives of this course are to make the students to understand the basic concepts of information systems, various kinds of computer based information systems, information system analysis and design, various security and ethical issues related to information systems which affects the business operations and its performance in the competitive environment.

| | | |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Introduction to Information systems | 17 Hours |
| | Information Systems-Definition- Components- Need-Uses- Role of information systems in business- Data Vs. Information – Computer based information systems- Transaction Processing systems-Management Information system-Decision support system-Office automation systems | |
| Unit II | Understanding MIS | 17 Hours |
| | Management Information System - Meaning and Definition - Objectives-Characteristics-Functions-Importance and Scope-Classification –Structure based on: Management activity, organisational functions- Challenges-Limitations- Role of Management Information System in Global business. | |
| Unit III | Enterprise Systems and Decision Support System | 22Hours |
| | Enterprise systems- Enterprise Resource Planning System- Customer Relationship Management System-Supply Chain Management System- Decision Making -Concept- Types of Decisions- Methods for Decision making- Decision Support Techniques -Decision Support Systems. | |
| Unit IV | Information system analysis and Design | 17 Hours |
| | Information system Planning-System Development Life Cycle- Systems analysis and design- Implementation process- Evaluation and Maintenance of Information system. | |
| Unit V | Security and Ethical Issues | 17 Hours |
| | Security Issues: Introduction, Security Hazards, Control measures for the security issues in Management Information Systems -Ethical Issues: Introduction, Technical solutions for the issues related to privacy protection. | |

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments, Video Cases, Surprise Quiz.

Text Book

Goyal, D.P (2014), “*Management Information Systems – Managerial perspectives*”, New Delhi: Vikas Publishing House Private Limited.

Reference Books

1. Sadagopan, S .(2014), “*Management Information Systems*” , New Delhi: PHI Learning Private Limited.
2. Murthy, C.S.V. (2016), “*Management Information Systems*”, New Delhi: Himalaya Publishing House.
3. Gupta, H (2011). “*Management Information System*”. New Delhi: International Book House.

E-Resources

- <https://www.managementstudyhq.com/six-major-types-of-information-systems.html>
- <https://www.guru99.com/mis-types-information-system.html>
- <https://www.sctevtservices.nic.in/docs/website/pdf/140304.pdf>
- <https://www.cio.com/article/2439502/what-is-erp-key-features-of-top-enterprise-resource-planning-systems.html>
- https://www.tutorialspoint.com/system_analysis_and_design/system_analysis_and_design_overview.htm
- <https://www.guru99.com/mis-ethical-social-issue.html>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CO1 | Explain the basics of computer based information systems and its role in modern business. |
| CO2 | Summarize the concept of Management Information Systems and its role in global business. |
| CO3 | Classify the information systems such as enterprise resource planning system, customer relationship management system, supply chain management system, decision support system. |
| CO4 | Outline the information system analysis and design to satisfy the customized needs of an organization. |
| CO5 | Identify the various security and ethical issues related to information systems which affects the business operations and its performance. . |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|------|------|------|------|------|------|------|------|--------|--------|--------|
| CO1 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO3 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| C05 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 1 | 1 | 1 | 2 | 2 |

3.High;2.Moderate;1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K Level – | Section A | | Section B | Section C |
|--------------------------------|-----|-----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/or Choice | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(KI&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total Marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks with choice | Consolidated (Rounded off) |
|--------------------|-----------------------|-----------------------|-------------------------|-------------|------------------------|----------------------------|
| K1 | 5 | 32 | - | 37 | 37 | 37% |
| K2 | 5 | 8 | 40 | 53 | 53 | 53% |
| K3 | - | - | 10 | 10 | 10 | 10% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | | | |
|---------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------|
| Unit I | Introduction to Information systems | 17 Hours | Mode |
| | a. Definition, Components, Need, Role. | 3 | Class Room Lectures, Group Discussion |
| | b. Transaction Processing Information Systems | 3 | |
| | c. Management Information System | 4 | |
| | d. Decision Support System | 3 | |
| e. Office Automation System | 4 | | |
| Unit II | Understanding MIS | 17 Hours | Mode |
| | a. Definition, Objectives and Characteristics of MIS | 3 | Class Room Lectures, Group Discussion, Case study. |
| | b. Importance and Scope of MIS | 4 | |
| | c. Classification of MIS based on management activity and organisational functions | 4 | |
| | d. Challenges and limitations of MIS | 3 | |
| e. Role of MIS in Global Business | 3 | | |
| Unit III | Enterprise systems and Decision Support Systems | 22 Hours | Mode |
| | a. Enterprise Resource Planning System | 4 | Class Room Lectures, Group Discussion, Assignment. |
| | b. Customer Relationship Management System | 5 | |
| | c. Supply Chain Management System | 4 | |
| | d. Types of Decision and Methods of Decision making | 4 | |
| e. Decision support techniques and systems | 5 | | |
| Unit IV | Information System analysis and Design | 17 Hours | Mode |
| | a. Information system planning | 3 | Class Room Lectures, Group Discussion, Seminar. |
| | b. System development life cycle | 3 | |
| | c. System analysis and design | 4 | |
| | d. Implementation Process | 3 | |
| e. Evaluation and Maintenance of Information systems | 4 | | |
| Unit V | Security and Ethical Issues | 17 Hours | Mode |
| | a. Introduction to security issues | 3 | Class Room Lectures, Group Discussion, Assignment |
| | b. Security hazards | 4 | |
| | c. Control measures to the security issues in MIS | 4 | |
| | d. Introduction to Ethical issues | 3 | |
| e. Technical Solutions for the issues related to privacy protection | 3 | | |

Course designed by Dr.S.Mangaiarkarasi

| | | | | | | |
|------------------------------|-----------------------------------------------|------------------------------|------------|-----------|----------|----------|
| Programme | BBA | Programme Code | UBA | | | |
| Course Code | 20UBAS41 | Number of Hours/Cycle | 2 | | | |
| Semester | IV | Max. Marks | 50 | | | |
| Part | IV | Credit | 2 | | | |
| Skill Based Course II | | | | | | |
| Course Title | Critical Analysis and Reasoning Skills | | | L | T | P |
| Cognitive Level | Up to K3 | | | 30 | | |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objective of this course is to make the students to partially get ready for competitive examinations.

| | | |
|-----------------|-------------------------------------------------------------------------------------------------------------------|----------------|
| Unit I | Number System | 6 Hours |
| | Number System – Highest Common Factor and Least Common Multiple of Numbers – Decimals- Fractions. (Examples only) | |
| Unit II | Logical Reasoning | 6 Hours |
| | Alphanumeric Series–Clocks–Calendars– Problem on Ages, Blood relations (Examples only) | |
| Unit III | Time and Distance | 6 Hours |
| | Time and Work – Time and Distance-Problems on trains- Problems on boats and streams (Examples only) | |
| Unit IV | Partnership Aptitude Tricks | 6 Hours |
| | Profit and loss- Ratio and Proportion-Partnership-Simple Interest- Compound Interest (Examples only) | |
| Unit V | Data Interpretation | 6 Hours |
| | Tables and Graphs- Data Interpretation. (Examples only) | |

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments.

Text Book

Aggarwal. R.S, (2016), “*Quantitative Aptitude*”, New Delhi : S. Chand Publications.

Reference Books

1. Abhijit Guha, (2014), “*Quantitative Aptitude*”, Mumbai : MC Graw Hill Education.
2. R.V. Praveen, (2016), “*Quantitative Aptitude and Reasoning*”, New Delhi : PHI Learning Pvt Ltd.
3. Singh. N.K, (2009), “*Quantitative Aptitude Test*”, Agra : Upkar Prakashan Publications.

E-Resources

- <https://www.javatpoint.com/aptitude/decimal-fraction>
- <https://www.handakafunda.com/solving-problem-on-ages-using-linear-equation/>
- <https://questionpaper.org/time-work-and-distance/>
- <https://www.slideshare.net/raiuniversity/unit-3-ratio-proportion-profit-and-loss>
- <https://placement.freshersworld.com/logical-reasoning-questions-and-answers/clocks-and-calendars/331118767>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-------------|-----------------------------------------------------------|
| CO 1 | Explain the tricks in Number system. |
| CO 2 | Solve the problems related to logical reasoning. |
| CO 3 | Experiment with the problems on time, work and distance. |
| CO 4 | Identify the tricks to solve the partnership aptitudes. |
| CO 5 | Analyse and Interpret the data through tables and graphs. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PS O 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PS O 10 | PS O 11 | PS O 12 |
|-----|--------------|----------|----------|----------|----------|----------|----------|----------|----------|---------------|---------------|---------------|
| CO1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO3 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| C05 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |

3. High; 2. Moderate ; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | Section B |
|--------------------------------|-----|----------|-------------------|------------------|
| | | | Either/ or Choice | Open Choice |
| | | | No. of Questions | No. of Questions |
| 1 | CO1 | Up to K2 | 2 (K1 & K1) | 1 (K2) |
| 2 | CO2 | Up to K3 | 2 (K2 & K2) | 1 (K2) |
| 3 | CO3 | Up to K3 | 2 (K2 & K2) | 1 (K2) |
| 4 | CO4 | Up to K3 | 2 (K3 & K3) | 1 (K3) |
| 5 | CO5 | Up to K3 | 2 (K3 & K3) | 1 (K3) |
| No of Questions to be asked | | | 10 | 5 |
| No of Questions to be answered | | | 5 | 3 |
| Marks for each Question | | | 3 | 5 |
| Total marks for each Section | | | 15 | 15 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (Either/or) | Section B (Open Choice) | Total Marks | % of Marks with Choice | Consolidated (Rounded off) |
|-----------------|----------------------------------|----------------------------------------|------------------------|-----------------------------------|-------------------------------------------|
| K1 | 6 | - | 6 | 11% | 11% |
| K2 | 12 | 15 | 27 | 49% | 49 % |
| K3 | 12 | 10 | 22 | 40% | 40 % |
| Total Marks | 30 | 25 | 55 | 100% | 100 % |

Lesson Plan

| | | | |
|------------------------|-------------------------------------|----------------|---------------------------------------------|
| UnitI | Numbers | 6 Hours | Mode |
| | a. Numbers | 1 | Class room lectures, PPT presentation |
| | b. Highest Common Factor | 2 | |
| | c. Least Common Multiple of Numbers | 1 | |
| d. Decimal Fractions | 2 | | |
| UnitII | Average | 6 Hours | Mode |
| | a. Average | 1 | Class room lectures, PPT presentation |
| | b. Problems on Numbers | 2 | |
| | c. Problem on Ages | 1 | |
| d. Blood relations | 2 | | |
| UnitIII | Time and Distance | 6 Hours | Mode |
| | a. Time and Work | 3 | Class room lectures, PPT presentation |
| | b. Time and Distance | 3 | |
| UnitIV | Profit and Loss | 6 Hours | Mode |
| | a. Profit and loss | 3 | Class room lectures |
| | b. Ratio and Proportion | 3 | |
| UnitV | Clocks | 6 Hours | Mode |
| | a. Clocks | 2 | Class room lectures, PPT presentation |
| | b. Calenders | 2 | |
| | c. Comprehensive Reading | 1 | |
| d. Data Interpretation | 1 | | |

Course designed by : Mr. T.Elango

Extra Credit Value Added courses

| | | | |
|-----------------------------|---------------------------------|------------------------------|---------------|
| Programme | B.B.A | Programme Code | UBA |
| Course Code | 20CBBA31 | Total Number of Hours | 30 Hrs |
| Semester | III | Max. Marks | 50 |
| Part | - | Credit | 1 |
| Value Added Course I | | | |
| Course Title | Total Quality Management | | |

Preamble

The objective of this course to provide a thorough understanding of Total Quality Management Principles, ISO 9000 Certification and the Importance of TQM functions in the global scenario.

| | | |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Unit I | Total Quality Management | 6 Hours |
| | Total Quality Management - Definition – Characteristics - Concepts – Elements – Principles – Barriers to Total Quality Management implementation – Benefits – Demining philosophy. | |
| Unit II | Continuous Process Improvement | 6 Hours |
| | Continuous Process Improvement – Introduction – Jurantriology - PDSA cycle – Kaizen – Seven tools of Quality (Q-7 Tools) – Check sheets – Histogram – Cause and effect diagram – Pareto diagram – Stratification analysis – Scatter diagram – Control chart. | |
| Unit III | Bench marking | 6 Hours |
| | Bench marking – Introduction – Meaning – Objectives – Types – Process – Benefits - The six sigma principle – Meaning – Need – Scope - Concept – Process. | |
| Unit IV | Quality Function Deployment | 6 Hours |
| | Quality Function Deployment – Concept – Objectives – House of quality – QFD methodology – QFD process – Benefits. | |
| Unit V | ISO 9000 Quality Management Systems | 6 Hours |
| | ISO 9000 Quality Management Systems – Introduction – Meaning – Need – ISO 9000 Series of standards – classification and comparison of standards – Selection of ISO standards – Registration – Documentation – Quality Auditing | |

Text Book

Jayakumar.V, (2008), “*Total Quality Management*”, Chennai : Lakshimi publications.

Reference Books

1. Shridharabhat. K, (2016), “*Total Quality Management*”, Mumbai :Himalaya Publishing House.
2. Sharma. D.D, (2012), “*Total Quality Management*” - Principles, Practises and cases, New Delhi : SulthanChand & Sons.
3. JohnBark, (2012), “*Essence of Total Quality Management*”, New Delhi:PHI Learning Pvt Ltd.

| | | | |
|------------------------------|--------------------------|------------------------------|---------------|
| Programme | BBA | Programme Code | UBA |
| Course Code | 20CBBA41 | Total Number of Hours | 30 Hrs |
| Semester | IV | Max. Marks | 50 |
| Part | - | Credit | 1 |
| Value Added Course II | | | |
| Course Title | Digital Marketing | | |

Preamble

The objective of this course is to make the students fit for modern digitalized business practices.

| | | |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Unit I | Digital marketing fundamentals | 6 Hours |
| | Meaning – definition – Traditional Marketing vs. Digital Marketing – Digital Marketing Process - Inbound and Outbound Marketing – Content Marketing | |
| Unit II | Website planning and structure | 6 Hours |
| | Types of Websites – Blog - Domain - Webhosting - Search Engine Optimization – On page SEO Techniques – Display Advertising - Google Analytics | |
| Unit III | E-Advertising | 6 Hours |
| | Pay per Click Advertising – Google Adword – Types of Bidding Strategies | |
| Unit IV | Social media marketing | 6 Hours |
| | Email Marketing – Significance of Email Marketing - Marketing using Face book, YouTube and other social media | |
| Unit V | E-Commerce | 6 Hours |
| | Content marketing – Content Creation Process – Influencer Marketing | |

Text Book

R.P. Singh, (2021), “Learn and Earn from Digital Marketing”, Chennai: Notion Press.

Reference Books

1. Seema Gupta, (2020), “Digital Marketing”, Noida: McGraw Hill Education.
2. Jeremy Kagan & Siddharth Shekhar Singh, (2020), “Digital Marketing”, Noida: Wiley Publications.
3. Ian Dodson, (2016), “The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns”, Noida: Wiley Publications.

| | | | | | |
|-------------------------|------------------------------|------------------------------|------------|----------|----------|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAC51 | Number of Hours/Cycle | 5 | | |
| Semester | V | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Course XIII | | | | | |
| Course Title | Operations Management | | L | T | P |
| Cognitive Level | Up to K2 | | 75 | - | - |

Preamble

The objective of this course is to make the students aware about the concepts involved in conversion of available resources into the finished product in an efficient manner.

| | | |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Introduction to Operations Management | 14 Hours |
| | Concept of operations – Components of production function – Operations Management: Scope - Relationship with other management functions - Responsibilities of a production manager – Strategies – Production procedure - Production Systems and Methods. | |
| Unit II | Product and Facility Design | 14 Hours |
| | Product design: Characteristics – Types – Objectives - Factors affecting design of a product – Product planning – Elements – Importance – Product development – Objectives – Methods – Stages – Scope of Product Planning and development. Plant location: Importance – Objectives - Factors influencing plant location. Plant layout: Characteristics – Objectives – Advantages - Principles - Factors influencing plant layout – Types. | |
| Unit III | Production Planning and control | 19 Hours |
| | Production Planning: Characteristics - Importance – Pre requisites and information requirement. Production control: Objectives – Scope - Functions – Advantages – Requirements of Production Control system – Inventory control – Methods - PPC: Elements – Objectives – Stages – Centralised and Decentralised Organisation – An Integrated Function – Measurement – Methods – Problems – Production Planning vs. Production Control. | |
| Unit IV | Maintenance Management and Quality control | 14 Hours |
| | Maintenance Management: Areas – Objectives – Economic Aspects – Functional elements – Advantages – Types. Quality Control: Objectives – Importance – Inspection – Objectives, Functions, Steps, Kinds – Inspection planning. | |
| Unit V | Work Environment, Work Safety and Work Study | 14 Hours |
| | Work Environment: Good Environmental Factors for Work. Work Safety: Principles of safety programme – Strategies for preventing accidents – Accident investigation: Purposes – Procedures. Work Study: Objectives – Components – Importance – Procedure – Method Study: Aims - Procedure – Work Measurement: Objectives – Procedure. | |

Pedagogy

Class Room Lectures, Group Discussion, Seminar, Quiz and Assignments, Video Cases, Surprise Quiz.

Text Book

1. Saravanavel P & Sumathi S, (2011), “*Production and Materials Management*”, Chennai: Margham Publications.

Reference Books

- William J Stevenson, (2018), “*Operations Management*”, Uttar Pradesh: McGraw Hill Education.
- Mahadevan S, (2015), “*Operations Management Theory and Practice*”, Chennai: Pearson Education India.
- Panneerselvam. (2012), “*Production and Operations Management*”, Delhi: Prentice Hall India Learning Private Limited.

E-Resources

- https://ebooks.lpude.in/management/mba/term_3/DMGT501_OPERATIONS_MANAGEMENT.pdf
- <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-9-January-2021.pdf>
- <http://www.mim.ac.mw/books/Operations%20Management.pdf>
- https://www.ripublication.com/ijaer17/ijaerv12n24_223.pdf
- https://ncib.in/pdf/ncib_pdf/Labour%20Act.pdf

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CO1 | Explain the responsibilities of a production manager in production and with other management functions. |
| CO2 | Interpret which is the best location and building structure for required manufacturing. |
| CO3 | Infer cost and time efficient production patterns. |
| CO4 | Demonstrate production in improved quality with loss preventive efforts. |
| CO5 | Outline the conditions which have to surround the work place where the worker performs his work which gives more safety and helpful for bench marked productivity. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO 10 | PSO 11 | PSO 12 |
|-----|------|------|------|------|------|------|------|------|------|--------|--------|--------|
| CO1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO3 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO5 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 2 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | | Section C |
|--------------------------------|-----|----------|------------------|---------|------------------|----|------------------|
| | | | MCQs | | Either/ Choice | or | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | Of | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 5 | CO5 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| No of Questions to be asked | | | 10 | | 10 | | 5 |
| No of Questions to be answered | | | 10 | | 5 | | 3 |
| Marks for each Question | | | 1 | | 4 | | 10 |
| Total marks for each Section | | | 10 | | 20 | | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|-----------------|----------------------------------|----------------------------------|------------------------------------|--------------------|----------------------------------|-----------------------------------|
| K1 | 5 | 40 | | 45 | 45 | 45% |
| K2 | 5 | | 50 | 55 | 55 | 55% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | | | |
|-----------------|--------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------|
| | Introduction to Operations Management | 14 Hours | Mode |
| Unit I | a. Concept of operations | 2 | Class room lectures, Assignments, Seminars, Quiz. |
| | b. Components of production function | 2 | |
| | c. Operations Management: Scope | 2 | |
| | d. Relationship with other management functions | 2 | |
| | e. Responsibilities of a production manager – Strategies | 2 | |
| | f. Production procedure. | 2 | |
| | g. Production Systems and Methods. | 2 | |
| | Product and Facility Design | 14 Hours | Mode |
| Unit II | a. Characteristics – Types – Objectives | 2 | Class room lectures, Assignments, Seminars, Quiz. |
| | b. Factors affecting design of a product | 2 | |
| | c. Product planning – Elements – Importance | 2 | |
| | d. Product development – Objectives – Methods | 2 | |
| | e. Stages – Scope of Product Planning and development | 2 | |
| | f. Plant location: Importance – Objectives - Factors influencing plant location | 2 | |
| | g. Plant layout: Characteristics – Objectives – Advantages - Principles - Factors influencing plant layout – Types | 2 | |
| | Production Planning and control | 19 Hours | Mode |
| Unit III | a. Production Planning: Characteristics – Importance | 2 | Class room lectures, Assignments, Seminars, Quiz. |
| | b. Pre requisites and information requirement | 2 | |
| | c. Production control: Objectives – Scope | 2 | |
| | d. Functions – Advantages | 2 | |
| | e. Requirements of Production Control system – Inventory control – Methods | 3 | |
| | f. PPC: Elements – Objectives | 2 | |
| | g. Stages – Centralised and Decentralised Organisation | 2 | |
| | h. An Integrated Function – Measurement – Methods | 2 | |
| | i. Problems – Production Planning vs. Production Control | 2 | |
| | Maintenance Management and Quality control | 14 Hours | Mode |
| Unit IV | a. Maintenance Management: Areas – Objectives | 2 | Class room lectures, Assignments, |
| | b. Economic Aspects – Functional elements | 2 | |
| | c. Advantages – Types | 2 | |

| | | | |
|---------------|------------------------------------------------------------------------|---------------------|---------------------------------------------------------------|
| | d. Quality Control: Objectives – Importance | 2 | Seminars, Quiz. |
| | e. Inspection – Objectives | 2 | |
| | f. Functions, Steps, Kinds | 2 | |
| | g. Inspection planning | 2 | |
| Unit V | Work Environment, Work Safety and Work Study | 14 Hours | Mode |
| | a. Work Environment: Good Environmental Factors for Work | 2 | Class room lectures, Assignments, Seminars, Quiz. |
| | b. Work Safety: Principles of safety programme | 2 | |
| | c. Strategies for preventing accidents | 2 | |
| | d. Accident investigation: Purposes – Procedures | 2 | |
| | e. Work Study: Objectives – Components – Importance – Procedure | 2 | |
| | f. Study: Aims, Procedure | 2 | |
| | g. Work Measurement: Objectives – Procedure | 2 | |

Course designed by Mr. R. Mathan

| | | | | | | |
|------------------------|----------------------------------|------------------------------|------------|-----------|----------|----------|
| Programme | BBA | Programme Code | UBA | | | |
| Course Code | 20UBAC52 | Number of Hours/Cycle | 4 | | | |
| Semester | V | Max. Marks | 100 | | | |
| Part | III | Credit | 4 | | | |
| Core Course XIV | | | | | | |
| Course Title | Human Resource Management | | | L | T | P |
| Cognitive Level | Up to K 3 | | | 60 | - | - |

Preamble

This course inculcates and imparts knowledge about the concepts, techniques and functions of human resource management and enriches the students to develop the competencies required to understand the challenges at the workplace.

| | | |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Introduction to Human Resource Management | 12 Hours |
| | Human Resource Management –Meaning and Definition – Objectives – Scope – Functions – Difference between personnel management and human resource management - Challenges of human resource management. Human Resource Planning – Objectives – Need and Importance – Human resource planning process. | |
| Unit II | Recruitment and Selection | 11 Hours |
| | Job Analysis – Job description – Job specification – Recruitment – Meaning – Factors affecting recruitment – Sources of recruitment – Process of recruitment. Selection – Definition – Selection methods and Process. | |
| Unit III | Training and Development | 15 Hours |
| | Training – Definition – Need – Types – Methods – Training procedure – Difference between training and development. Wage and salary Administration – Principles - Components – Methods of wage payment. | |
| Unit IV | Performance appraisal and Industrial Relations | 11 Hours |
| | Performance Appraisal – Meaning – Process – Methods of performance appraisal- Industrial Relations – Meaning – Scope – Objectives – Causes for poor industrial relations - Grievance - Meaning – Causes of grievance – Sources of grievance - Grievance procedure. | |
| Unit V | Recent Trends in Human Resource Management | 11 Hours |
| | Human Resource Audit – Human resource accounting – Human resource information system – E- Recruitment – E-Selection – International human resource management and Human resource analytics. | |

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments, Video Cases, Surprise Quiz.

Text Book

1. Khanka S.S, (2016), “*Human Resource Management*”, Delhi : Sultan Chand & Sons.

Reference Books

1. Gupta C.B, (2017), “*Human Resource Management*”, Delhi :Sultan Chand & Sons.
2. Prasad L.M, (2014), “*Human Resource Management*”, Delhi : Sultan Chand & Sons,
3. Edward Lawler E, (2009), “*Human Resource Management*”, Delhi : Stanford Publication.

E-Resources

- https://archive.mu.ac.in/myweb_test/M.Com.%20Study%20Material/Human%20Res.%20Management%20-%20M.%20Com%20-%20I.pdf
- https://www.tutorialspoint.com/recruitment_and_selection/recruitment_and_selection_tutorial.pdf
- https://www.arabianjbm.com/pdfs/JRnD_VOL_3_1/4.pdf
- https://backup.pondiuni.edu.in/storage/dde/downloads/hrmiii_irm.pdf
- <http://publications.anveshanaindia.com/wp-content/uploads/2016/09/RECENT-TRENDS-AND-CHALLENGES-IN-HUMAN-RESOURCES-MANAGEMENT-IN-INDIA.pdf>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|------|----------------------------------------------------------------------------------------------------|
| CO 1 | Explain the concept of Human Resource Management and its role in the Human Resource Planning. |
| CO 2 | Outline the determinants and sources of recruitment. |
| CO 3 | Classify the various methods of training and wage payment. |
| CO 4 | Summarize the causes of poor industrial relations and outline the grievance redressal procedure. |
| CO 5 | Make use of recent trends in International Human Resource Management and Human Resource Analytics. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|------|------|------|------|------|------|------|------|--------|--------|--------|
| CO1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 |
| CO2 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 |
| CO3 | 2 | 1 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 |
| CO4 | 2 | 1 | 3 | 2 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 2 |
| C05 | 2 | 1 | 3 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | Section C |
|--------------------------------|-----|----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/ or | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks with Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-----------------------|-------------------------|-------------|------------------------|----------------------------|
| K1 | 5 | 16 | - | 21 | 21 | 21% |
| K2 | 5 | 24 | 40 | 69 | 69 | 69% |
| K3 | - | - | 10 | 10 | 10 | 10% |
| Total Marks | 10 | 40 | 50 | 100 | | 100% |

Lesson Plan

| | | | |
|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------|
| Unit I | Introduction to Human Resource Management | 12 Hours | Mode |
| | e. Human Resource Management –Meaning and Definition – Objectives – Scope | 3 | Class room lectures, PPT presentation |
| | f. Functions – Difference between Personnel Management and Human Resource Management | 3 | |
| | c. Challenges of Human Resource Management | 3 | |
| | d. Objectives - Need and Importance – Human Resource Planning process | 3 | |
| Unit II | Recruitment and Selection | 11 Hours | Mode |
| | e. Job Analysis – Job Description – Job Specification | 3 | Class room lectures , PPT presentation |
| | f. Meaning – Factors affecting recruitment | 2 | |
| | g. Sources of recruitment – Process of recruitment | 3 | |
| h. Selection – Definition – Selection methods and Process. | 3 | | |
| Unit III | Training and Development | 15 Hours | Mode |
| | f. Training – Definition – Need for Training - Types of Training | 4 | Discussion with PPT presentation, Assignment |
| | g. Methods of Training – Training Procedure | 3 | |
| | h. Difference between Training and Development. | 3 | |
| | i. Principles – Components | 3 | |
| j. Methods of wage payment. | 2 | | |
| Unit IV | Performance appraisal and Industrial Relations | 11 Hours | Mode |
| | a. Performance Appraisal -Meaning – Process – Methods | 3 | Class room lectures, PPT presentation, Group Discussion. |
| | b. Industrial Relations – Meaning – Scope – objectives | 2 | |
| | c. Causes for poor Industrial Relations | 2 | |
| | d. Meaning – Causes of Grievance – Sources of Grievance | 2 | |
| e. Grievance procedure | 2 | | |
| Unit V | Recent Trends in Human Resource Management | 11 Hours | Mode |
| | a. Human Resource Audit – Human Resource Accounting | 3 | Class room lectures, PPT presentation and Seminars |
| | b. Human Resource Information system | 3 | |
| | c. E – Recruitment – E-Selection | 2 | |
| d. International Human Resource Management and Human Resource Analytics | 3 | | |

Course designed by Mr. T. Elango.

| | | | | | |
|------------------------|-----------------------------|------------------------------|------------|----------|----------|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAC53 | Number of Hours/Cycle | 5 | | |
| Semester | V | Max. Marks | 100 | | |
| Part | III | Credit | 5 | | |
| Core Course XV | | | | | |
| Course Title | Financial Management | | L | T | P |
| Cognitive Level | Up to K3 | | 75 | - | - |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objectives of this course are to make the students to understand the concept of financial management, measurement of cost of capital, capital structure, dividend policies, leverage analysis, working capital management and long term investment decision.

| | | |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Introduction to Financial Management | 14 Hours |
| | Nature of Financial Management- Objectives of financial management: Profit Maximization Vs. Wealth Maximization- Sources of Finance- Functions of finance - Investment decision, Financing decision and Dividend decision. | |
| Unit II | Cost of Capital | 14 Hours |
| | Concept of Cost of Capital-Explicit and Implicit costs- Measurement of cost of capital-Cost of debt-Cost of perpetual debt-Cost of Equity Share-Cost of Preference Share-Cost of Retained Earning. | |
| Unit III | Capital Structure | 19 Hours |
| | Capital Structure-Approaches to Capital Structure Theories: Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach- Dividend Policy Decision – Determinants- Dividend models: Walter's model, Gordon's model. | |
| Unit IV | Leverage Analysis and Working Capital Management | 14 Hours |
| | Leverage Analysis: Operating and Financial Leverage- EBIT - EPS analysis- Combined leverage- Working Capital: Meaning, Need and Determinants. | |
| Unit V | Long term Investment Decisions | 14 Hours |
| | Capital Budgeting - Principles -Techniques- Nature- Evaluation techniques: Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index Method. | |

Note: Theory 40 % Problem 60%.

Pedagogy

Class Room Lectures, Group Discussion, Seminar, Quiz and Assignments, Video Cases, Surprise Quiz.

Text Book

1. Khan M.Y, Jain P.K., (2010), “*Financial Management*”, New Delhi: McGraw Hill Education.
2. Maheshwari S.N., (2009), “*Financial Management- Principles and Practice*”, Sultan Chand & Sons.

Reference Books

1. Kapil, Sheeba, (2010), “*Financial Management*”, Pearson Education.
2. Burk Demazo, (2010), “*Financial Management*”, Pearson Education.
3. Pandey I. M., (2007), “*Financial Management*”, Vikas Publishing House.

E-Resources

- <https://www.vedantu.com/commerce/objectives-of-financial-management>
- <https://corporatfinanceinstitute.com/resources/knowledge/finance/cost-of-capital/>
- <https://byjus.com/commerce/capital-structure/>

- <https://www.yourarticlelibrary.com/financial-management/leverage-types-operating-financial-capital-and-working-capital-leverage/44243>
- <https://www.shivajicollege.ac.in/sPanel/uploads/econtent/80732f0694fae86e422d7437b47a4548.pdf>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|-----------------------------------------------------------------------------|
| CO1 | Explain the objectives of financial management |
| CO2 | Outline the techniques of measuring cost of capital |
| CO3 | Summarize the details about capital structure and dividend policy decisions |
| CO4 | Identify the process of leverage analysis and working capital management |
| CO5 | Make use of various techniques of capital budgeting |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 |
| CO2 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 |
| CO3 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 |
| CO4 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 2 | 2 |
| CO5 | 3 | 2 | 1 | 3 | 1 | 1 | 2 | 2 | 1 | 3 | 2 | 2 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | | Section C | |
|--------------------------------|-----|----------|------------------|---------|------------------|----|------------------|----|
| | | | MCQs | | Either/ or | | Open Choice | |
| | | | No. Of Questions | K-Level | No. Of Questions | Of | No. Of Questions | Of |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | | 1(K2) | |
| 4 | CO4 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | | 1(K3) | |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | | 1(K3) | |
| No of Questions to be asked | | | 10 | | 10 | | 5 | |
| No of Questions to be answered | | | 10 | | 5 | | 3 | |
| Marks for each Question | | | 1 | | 4 | | 10 | |
| Total marks for each Section | | | 10 | | 20 | | 30 | |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-----------------------|------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 16 | - | 21 | 21 | 21% |
| K2 | 5 | 24 | 30 | 59 | 59 | 59% |
| K3 | | - | 20 | 20 | 20 | 20% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | Introduction to Financial Management | 14 Hours | Mode |
|-----------------|------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------|
| Unit I | a. Nature of Financial Management | 4 | Class room lectures, Quiz |
| | b. Objectives of financial management: Profit Maximization Vs. Wealth Maximization | 4 | |
| | c. Functions of finance - Investment decision | 4 | |
| | d. Financing decision and Dividend decision | 2 | |
| | Cost of Capital | 14 Hours | Mode |
| Unit II | a. Concept of Cost of Capital-Explicit and Implicit costs | 2 | Class room lectures, PPT Presentation |
| | b. Measurement of cost of capital | 4 | |
| | c. Cost of debt-Cost of perpetual debt- Cost of Equity Share | 4 | |
| | d. Cost of Preference Share-Cost of Retained Earning. | 4 | |
| | Capital Structure | 19 Hours | Mode |
| Unit III | a. Approaches to Capital Structure Theories | 3 | Class room lectures, Group Discussion, Assignment |
| | b. Net Income approach, Net Operating Income approach | 7 | |
| | c. Modigliani-Miller (MM) approach, Traditional approach | 3 | |
| | d. Dividend Policy Decision – Determinants | 3 | |
| | e. Dividend models: Walter's model, Gordon's model | 3 | |
| | Leverage Analysis and Working Capital Management | 14 Hours | Mode |
| Unit IV | a. Leverage Analysis | 2 | Class room lectures, PPT Presentation, Group Discussion. |
| | b. Operating and Financial Leverage | 2 | |
| | c. EBIT -EPS analysis- Combined leverage | 6 | |
| | d. Working Capital: Meaning | 2 | |
| | e. Working Capital: Need and Determinants | 2 | |
| | Long term Investment Decisions | 14 Hours | Mode |
| Unit V | a. Capital Budgeting - Principles | 4 | Class room lectures, PPT Presentation & Seminars |
| | b. Techniques- Nature | 4 | |
| | c. Evaluation techniques: Accounting Rate of Return | 4 | |
| | d. Net Present Value, Internal Rate of Return, Profitability Index Method. | 2 | |

Course designed by Dr.S.Mangaiarkarasi

| | | | | | | |
|------------------------|----------------------------------|------------------------------|------------|-----------|----------|----------|
| Programme | BBA | Programme Code | UBA | | | |
| Course Code | 20UBAC54 | Number of Hours/Cycle | 5 | | | |
| Semester | V | Max. Marks | 100 | | | |
| Part | III | Credit | 4 | | | |
| Core Course XVI | | | | | | |
| Course Title | Business Research Methods | | | L | T | P |
| Cognitive Level | Up to K3 | | | 75 | - | - |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objectives of this course are to make the students understand the concept of research, sampling techniques, data analysis, report writing, plagiarism, usage of softwares for review collection and data analysis and research ethics.

| | | |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Introduction to research | 14 Hours |
| | Meaning and Definition of research-Importance of research-Types of research- Characteristics of good research- Problems encountered by the researchers in India- Application of research in Business. | |
| Unit II | Research design and Sampling methods | 14 Hours |
| | Fundamental of research design- Sampling- Meaning of Universe, Population and Sample- Need for sampling – Characteristics of a good sample- Types of sampling methods: Probability, Non-probability. | |
| Unit III | Data collection | 19 Hours |
| | Sources of data: Primary and Secondary- Methods of collection of primary data- Questionnaire- Process of construction of a questionnaire- Requisites of a good questionnaire- Types of a questionnaire- Introduction to scaling- Types of scales. | |
| Unit IV | Analysis of data and Hypothesis Testing | 14 Hours |
| | Data processing- Editing-Coding-Classification- Tabulation- Hypothesis- Types- Characteristics of a good research hypothesis-Procedure of testing a hypothesis- Type I error- Type II error-Introduction to data analysis (Univariate and Bivariate analysis). | |
| Unit V | Report Writing | 14 Hours |
| | Types of report-Report format-Plagiarism- List of softwares used for review collection- Usage of statistical softwares for analysing the data- Research ethics. | |

Pedagogy

Class Room Lectures, Group Discussion, Seminar, Quiz and Assignments, Video Cases, Surprise Quiz.

Text Book

1. Kothari.C.R, (2004), “*Research Methodology: Methods and Techniques*”, New Age International (P) Limited.

Reference Books

1. Bajpai N., (2011), “*Business Research Methods*”, New Delhi: Pearson publisher.
2. Cooper & Schindler (2015) “*Business Research Methods*”, New Delhi: Mcgraw-Hill.
3. Paneerselvam R, (2014), “*Research Methodology*”, New Delhi: PHI Learning Private Limited.

E-Resources

- <https://southcampus.uok.edu.in/Files/Link/DownloadLink/RM%20U1%20P1.pdf>
- http://ncss-tech.github.io/stats_for_soil_survey/chapters/3_sampling/3_sampling.html
- <https://southcampus.uok.edu.in/Files/Link/DownloadLink/RM%20U1%20P2.pdf>

- https://www.pacc.in/e-learning-portal/ec/admin/contents/22_MCM34_2020112906390187.pdf
- <https://www.scribd.com/document/527924305/Unit-3-Research-and-Research-Ethics-Repaired>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|--------------------------------------------------------------------------------------------------|
| CO1 | Illustrate about the basics of research |
| CO2 | Outline the fundamentals of research design, characteristics, needs and types of sampling |
| CO3 | Summarize the sources and methods of data collection, types of questionnaire and types of scale. |
| CO4 | Identify the various methods of univariate and bivariate data analysis and hypothesis testing |
| CO5 | Make use of latest softwares for review collection and data analysis |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 1 | 1 | 2 | 3 | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 2 |
| CO2 | 1 | 1 | 2 | 3 | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 2 |
| CO3 | 1 | 1 | 2 | 3 | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 2 |
| CO4 | 1 | 1 | 2 | 3 | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 2 |
| CO5 | 1 | 1 | 2 | 3 | 3 | 1 | 3 | 1 | 1 | 1 | 3 | 3 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | | Section C | |
|--------------------------------|-----|----------|------------------|---------|------------------|---------|------------------|------------------|
| | | | MCQs | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| | | | No. Of Questions | K-Level | | | | |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) | | |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) | | |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) | | |
| 4 | CO4 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) | | |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) | | |
| No of Questions to be asked | | | 10 | | 10 | 5 | | |
| No of Questions to be answered | | | 10 | | 5 | 3 | | |
| Marks for each Question | | | 1 | | 4 | 10 | | |
| Total marks for each Section | | | 10 | | 20 | 30 | | |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|--------------------|------------------------------|------------------------------|-------------------------|--------------------|----------------------------------|-----------------------------------|
| K1 | 5 | 16 | - | 21 | 21 | 21% |
| K2 | 5 | 24 | 30 | 59 | 59 | 59% |
| K3 | | - | 20 | 20 | 20 | 20% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | Introduction to research | 14 Hours | Mode |
|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------|
| Unit I | a. Meaning and importance of research | 2 | Class room lectures, Quiz |
| | b. Types of research | 4 | |
| | c. Characteristics of good research | 4 | |
| | d. Problems encountered by the researchers in India. | 4 | |
| Unit II | Sampling Design | 14 Hours | Mode |
| | a. Research design | 3 | Class room lectures, PPT presentation |
| | b. Meaning of Universe, Population and Sample | 2 | |
| | c. Need for sampling | 3 | |
| | d. Characteristics of a good sample | 3 | |
| e. Types of sampling methods | 3 | | |
| Unit III | Data collection | 19 Hours | Mode |
| | a. Sources of data: Primary and Secondary | 4 | Class room lectures, Group Discussion, Assignment |
| | b. Methods of collection of primary data | 3 | |
| | c. Process of construction of a questionnaire | 4 | |
| | d. Requisites of a good questionnaire | 4 | |
| e. Types of a questionnaire and types of scale. | 4 | | |
| Unit IV | Analysis of data and Hypothesis Testing | 14 Hours | Mode |
| | a. Data processing- Editing-Coding-Classification- Tabulation | 2 | Class room lectures, PPT presentation, Group Discussion |
| | b. Types of hypothesis | 2 | |
| | c. Characteristics of a good research hypothesis | 2 | |
| | d. Procedure of testing a hypothesis | 3 | |
| | e. Type I error- Type II error | 3 | |
| f. Introduction statistical analysis (Univariate and Bivariate) | 2 | | |
| Unit V | Report Writing | 14 Hours | Mode |
| | a. Types of report-Report format | 4 | Class room lectures, PPT presentation & Seminars |
| | b. Plagiarism | 4 | |
| | c. List of softwares used for review collection- Usage of statistical softwares for analysing the data | 4 | |
| d. Research ethics. | 2 | | |

Course designed by Dr.S.Mangaiarkarasi

| | | | | | |
|---------------------------|--------------------------------------------|------------------------------|------------|----------|--|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAC55 | Number of Hours/Cycle | 4 | | |
| Semester | V | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Course - XVII | | | | | |
| Course Title | Work Place Ethics and Value Systems | L | T | P | |
| Cognitive Level | Up to K3 | 60 | - | - | |

L-Lecture Hours T-Tutorial Hours P-Practical Hours

Preamble

The objectives of this course are to make the students understand the concept of workplace ethics, professionalism at work place, team work, discrimination and sexual harassment in working place.

| | | |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Work Place Ethics | 11 Hours |
| | Workplace Ethics: Introduction- Needs- Principles- Workplace Ethics for Employees-Ethical behaviour in workplace- Ethical violations by employees- Benefits of ethics in Workplace-employee commitment, investor loyalty, customer satisfaction, profits. | |
| Unit II | Professionalism at Workplace | 11 Hours |
| | Unethical Conduct for employees and employers - Factors leading to Unethical Behaviours - Different unethical behaviours - Measures to control unethical behaviours - Rewarding ethical behaviour. | |
| Unit III | Teamwork in the Workplace, Ethics | 16 Hours |
| | Teams - Elements of team - Stages of team development - team meetings - team rules, and teams work and professional responsibility - rules of professional responsibility - ASME code of ethics. | |
| Unit IV | Discrimination and Harassment at Workplace & Ethics | 11 Hours |
| | Discrimination - Sexual harassment - Creating awareness about workplace harassment- Compulsory workplace guidelines. | |
| Unit V | Managing Change in Workplace through Ethics | 11 Hours |
| | Introduction to Change Management- Models of change- the Ethics of Managing Change- the role of ethics and responsibilities in leading innovation and change. | |

Pedagogy

Lecture, Reading material, Discussions, Case analysis, Field work and News clippings

Text Book

1. M.L Sharma , (2021), “*Human Values and Professional Ethics*”, Khanna Publishers

Reference Books

1. Griseri, P., &Seppala N. (2010). “*Business Ethics and Corporate Social Responsibility*”, South-Western Cengage Learning
2. Sekhar, R. C. (2002). “*Ethical Choices in Business*”. New Delhi: Response
3. Chakroborty, S. K. (2001). “*The Management of Ethics Omnibus*”. Oxford University Press.

E-Resources

1. <https://www.manage.gov.in/studymaterial/workethics.pdf>
2. <http://www.wcec.info/WCEC%20PDF%20Handout%202015/Thomas/PROFESSIONALISM%20IN%20THE%20WORKPLACE%202.pdf>
3. <https://www.concentrix.com/pdfs/CNX-Code-of-Ethics.pdf>

4. https://us.corwin.com/sites/default/files/upm-binaries/27196_406.pdf
5. <https://www.yumpu.com/en/document/view/63835831/e-book-download-ethics-in-the-workplace-full-description>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|---------------------------------------------------------------------------------|
| CO1 | Describe the concept of Work Place Ethics and value Systems. |
| CO2 | Explain some of the important professionalism at work place and its components. |
| CO3 | Outline the details about teamwork in Work Place and Ethics. |
| CO4 | Identify about the discriminated treatment and sexual harassment at workplace. |
| CO5 | Identify the concept of managing change. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 | PS O7 | PS O8 | PS O9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO3 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO4 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO5 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

3. High; 2. Moderate ; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | Section C |
|--------------------------------|-----|----------|------------------|---------|-------------------|------------------|
| | | | MCQs | | Either/ or Choice | Open choice |
| | | | No. Of Questions | K-Level | No. Of Question | No. Of Questions |
| 1 | CO1 | Up to K3 | 2 | K1&K2 | 2(K1&K1) | 1(K1) |
| 2 | CO2 | Up to K3 | 2 | K1&K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K3 | 2 | K1&K2 | 2(K2&K2) | 1(K2) |
| 4 | CO4 | Up to K3 | 2 | K1&K2 | 2(K2&K2) | 1(K3) |
| 5 | CO5 | Up to K3 | 2 | K1&K2 | 2(K3&K3) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-----------------------|-------------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 16 | 10 | 31 | 31 | 31% |
| K2 | 5 | 16 | 20 | 41 | 41 | 41% |
| K3 | - | 8 | 20 | 28 | 28 | 28% |
| Total Marks | 10 | 40 | 50 | | 100 | |

Lesson Plan

| | | | |
|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------|--------------------------------------------------------|
| Unit I | Work Place Ethics | 12 Hours | Mode |
| | a. Workplace Ethics: Introduction- Needs- Principles- Workplace Ethics for Employees | 3 | Class Room Lecture, PPT Presentation |
| | b. Ethical behavior in workplace- Ethical violations by employees | 2 | |
| | c. Benefits of ethics in Workplace | 2 | |
| | d. Employee commitment, investor loyalty- customer satisfaction, profits. | 3 | |
| e. Values: Introduction, Types- Formation of values- Values of Indian Managers | 2 | | |
| Unit II | Professionalism at Workplace | 12 Hours | Mode |
| | a. Unethical Conduct for employees and employers | 3 | Class Room Lecture, PPT Presentation |
| | b. Factors leading to Unethical Behaviors. | 3 | |
| | c. Reasons for Team Conflicts - Different unethical behaviors | 3 | |
| d. Measures to control unethical behaviors. Rewarding ethical behavior | 3 | | |
| Unit III | Teamwork in the Workplace, Ethics | 12 Hours | Mode |
| | a. Teams - Elements of team | 3 | Class Room Lecture, PPT Presentation, Group discussion |
| | b. Stages of team development - team meetings | 3 | |
| | c. Team rules, and teams work and professional responsibility | 3 | |
| d. Rules of professional responsibility - ASME code of ethics. | 3 | | |
| Unit IV | Discrimination and Harassment at Workplace & Ethics | 12 Hours | Mode |
| | a. Discrimination and Sexual harassment | 6 | Class Room Lecture, Case studies |
| | b. Creating awareness about workplace guidelines. | 3 | |
| c. Workplace harassment- Compulsory | 3 | | |
| Unit V | Managing Change in Workplace through Ethics | 12 Hours | Mode |
| | a. Introduction to Change Management | 3 | Class Room Lecture, PPT Presentation |
| | b. Models of change- and Ethics of Managing Change | 6 | |
| c. The role of ethics and responsibilities in leading innovation and change. | 3 | | |

Course designed by: Dr. P. Suganya.

| | | | | | |
|-------------------------------|---------------------------|------------------------------|------------|----------|----------|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAE51 | Number of Hours/Cycle | 5 | | |
| Semester | V | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Elective Course I | | | | | |
| Course Title | Services Marketing | | L | T | P |
| Cognitive Level | Up to K3 | | 75 | - | - |

Preamble

The objective of this course is to make the students as a better service provider of an organization which they belongs to, by knowing the approaches of how a customer should be served.

| | | |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Foundations for Services Marketing | 14 Hours |
| | Introduction – Meaning - Definition – Objectives – Significance - Importance – Components - Characteristics of services compared to goods - Classifications - Challenges and Questions for service marketers - Staying focused on the Customer - Service Gaps. | |
| Unit II | Focus on the Customers | 14 Hours |
| | Stages in consumer decision making and evaluation of services – Types of service expectations – Factors influence customer expectations of service – Marketers influence – Service customers wants – Customer perceptions – Customer satisfaction - Determinants of service customer satisfaction – Service quality dimensions – Customers judging criteria on Service quality – Service encounters: Types, Do's and Don'ts. | |
| Unit III | Aligning service design and standards | 19 Hours |
| | Design and delivery components – Factors to be considered in designing service process – Guiding principles in service design – Management model for the service design - Types of service innovations - Service blueprinting: benefits, elements - Types of service layouts – Benchmarking - Service productivity – Steps to be taken for improving productivity – Productivity indicators - Reasons for low productivity in service industries - Role of technology in service process. | |
| Unit IV | Service Marketing Mix – I | 14 Hours |
| | Service product: Concept – Service package – Stages of new service development – Service life cycle. Service price: Objectives – Characteristics – Factors affecting pricing – Approaches to pricing services. Service promotion: Objectives - Communication process - Steps in developing effective communication – Marketing communication mix for service. Service Place: Factors considered in service location – Classification by location. | |
| Unit V | Service Marketing Mix – II | 14 Hours |
| | People in service: Contact personnel – Non contact personnel – Sources of conflict – Strategies for customer oriented service delivery – Training and empowerment. Physical Evidence: Elements – Role of servicescape – Essential and peripheral evidences – Types of servicescape – Uses of servicescape – Process: Types – Concepts related to process – Role of Information Technology in process. | |

Pedagogy

Class Room Lectures, Group Discussion, Seminar, Quiz and Assignments, Video Cases, Surprise Quiz.

Text Book

1. Natarajan L, (2015), “*Services Marketing*”, Chennai: Margham Publications.

Reference Books

1. Valarie A Zeithaml, (2018), “*Services Marketing Integrating Customer Focus Across the Firm*”, Noida: McGraw Hill Education.
2. Rama Mohan Roa K, (2011), “*Services Marketing*”, New Delhi: Pearson Education India
3. Douglas Hoffman K, (2017), “*Service Marketing Concepts, Strategies and Cases*”, Noida: Cengage India Private Limited.

E-Resources

- https://ebooks.lpude.in/management/mba/term_4/DMGT510_SERVICES_MARKETING.pdf
- <https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/Services-Marketing.pdf>
- <https://backup.pondiuni.edu.in/sites/default/files/service-mgt-260214.pdf>
- <http://sim.edu.in/wp-content/uploads/2017/10/Services-Marketing-study-material.pdf>
- <https://www.drnishikantjha.com/booksCollection/Service%20Sector%20Marketing%20TYBMS%202016-17.pdf>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CO1 | Outline the fundamental concepts on providing service to the customers. |
| CO2 | Illustrate the expectations of a service customer and they can know what to do and what not to do while providing service. |
| CO3 | Interpret a better service design for offerings. |
| CO4 | Summarize the fundamentals on service product, service price, service promotion and service place. |
| CO5 | Identify the concepts regarding the people involved in the service, the evidence which involved on the time of service offerings and the process of service. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO 10 | PSO 11 | PSO 12 |
|-----|------|------|------|------|------|------|------|------|------|--------|--------|--------|
| CO1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 |
| CO3 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO5 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | Cos | K-Level | Section A | | Section B | | Section C | |
|-------|-----|----------|------------------|---------|------------------|----|------------------|----|
| | | | MCQs | | Either/ or | | Open Choice | |
| | | | No. Of Questions | K-Level | No. Of Questions | Of | No. Of Questions | Of |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |

| | | | | | | |
|--------------------------------|-----|----------|----|---------|----------|-------|
| 5 | CO5 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-----------------------|-------------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 40 | | 45 | 45 | 45% |
| K2 | 5 | | 40 | 45 | 45 | 45% |
| K3 | | | 10 | 10 | 10 | 10% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | Foundations for Services Marketing. | 14 Hours | Mode |
|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------|
| Unit I | a. Introduction – Meaning – Definition | 2 | Class room lectures, Assignments, Seminars, Quiz. |
| | b. Objectives | 2 | |
| | c. Significance – Importance | 2 | |
| | d. Components - Characteristics of Services Compared to Goods – Classifications | 2 | |
| | e. Challenges and Questions for service marketers | 2 | |
| | f. Staying focused on the Customer | 2 | |
| | g. Service Gaps | 2 | |
| Unit II | Focus on the Customers. | 14 Hours | Mode Class room lectures, Assignments, Seminars, Quiz. |
| | a. Stages in consumer decision making and evaluation of services | 2 | |
| | b. Types of service expectations | 2 | |
| | c. Factors influence customer expectations of service | 2 | |
| | d. Marketers influence – Service customers wants | 2 | |
| | e. Customer perceptions – Customer satisfaction | 2 | |
| | f. Determinants of service customer satisfaction – Service quality dimensions – Customers judging criteria on Service quality | 2 | |
| g. Service encounters: Types, Do's and Don'ts. | 2 | | |
| Unit III | Aligning service design and standards. | 19 Hours | Mode Class room lectures, Assignments, Seminars, Quiz. |
| | a. Design and delivery components – Factors to be considered in designing service process | 2 | |
| | b. Guiding principles in service design | 2 | |
| | c. Management model for the service design - Types of service innovations - Service blueprinting: benefits, Elements | 2 | |
| | d. Types of service layouts | 2 | |
| | e. Benchmarking - Service productivity | 3 | |
| f. Steps to be taken for improving productivity | 2 | | |

| | | | |
|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------|
| | g. Productivity indicators | 2 | |
| | h. Reasons for low productivity in service industries | 2 | |
| | i. Role of technology in service process | 2 | |
| Unit IV | Service Marketing Mix – I | 14 Hours | Mode |
| | a. Service product: Concept – Service package | 2 | Class room lectures, Assignments, Seminars, Quiz. |
| | b. Service product: Stages of new service development – Service life cycle | 2 | |
| | c. Service price: Objectives – Characteristics – Factors affecting pricing | 2 | |
| | d. Service price: Approaches to pricing services | 2 | |
| | e. Service promotion: Objectives - Communication process - Steps in developing effective communication | 2 | |
| | f. Service promotion: Marketing communication mix for service | 2 | |
| g. Service Place: Factors considered in service location – Classification by location | 2 | | |
| Unit V | Service Marketing Mix – II | 14 Hours | Mode |
| | a. People in service: Contact personnel – Non contact personnel – Sources of conflict | 2 | Class room lectures, Assignments, Seminars, Quiz. |
| | b. People in service: Strategies for customer oriented service delivery | 2 | |
| | c. People in service: Training and empowerment | 2 | |
| | d. Physical Evidence: Elements – Role of servicescape | 2 | |
| | e. Physical Evidence: Essential and peripheral evidences - Types of servicescape – Uses of servicescape | 2 | |
| | f. Process: Types – Concepts related to process | 2 | |
| g. Process: Role of Information Technology in process | 2 | | |

Course designed by Mr. R. Mathan

| | | | | | |
|---------------------------------|-----------------------------------------|------------------------------|------------|----------|--|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAE52 | Number of Hours/Cycle | 5 | | |
| Semester | V | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Elective course - I | | | | | |
| Course Title | Customer Relationship Management | L | T | P | |
| Cognitive Level | Up to K3 | 75 | - | - | |

L-Lecture Hours T-Tutorial Hours P-Practical Hours

Preamble

The objectives of this course are to make the students understand the concept of customer relationship management, values and its dimensions, CRM process, business strategy and about CRM services.

| | | |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Customer Relationship Management | 14 Hours |
| | Customer Relationship Management: Introduction - evolution- needs – importance - concepts - components – types- merits and demerits–concept of life time customer and customer loyalty. | |
| Unit II | Customer Relationship Management Values and Dimensions | 14 Hours |
| | The Value Pyramid -Customer Interaction Cycle - Customer Profiling and Total Customer Experience-Goals of a Customer Relationship Management strategy and obstacles- Customer Relationship Management solutions map- processes and Technology- Customer Relationship Management myths. | |
| Unit III | CRM Process | 19 Hours |
| | Introduction - Objectives - Customer Relationship Management process- An Insight into CRM and e-CRTA/online CRM - Customer Relationship Management cycle: Assessment Phase, Planning Phase, Executive Phase - Modules in CRM – Elements of CRM - CRM in Marketing and Retailing. | |
| Unit IV | CRM as a Business Strategy | 14 Hours |
| | CRM - Issues and Strategies- Winning Markets through Effective CRM-Effective Customer Relation Management through Customer Knowledge Management- Customer Interaction Management- Call Centre management - Customer Centricity in CRM-Concept of Customer centricity-Customer touch points- Customer Service- Measuring Customer life time value- Customer life cycle management | |
| Unit V | CRM in Services | 14 Hours |
| | Status of Customer Relationship Management in service industry in India- Relevance of CRM for Hospital Services- Customer Relationship Management in Banking and Financial Services-CRM in Insurance Sector- CRM Link E-Business- E-CRM. | |

Pedagogy

Lecture, Reading material, Discussions, Case analysis, Field work and News clippings

Text Book

1. Dr. B. Kavitha, (2020),“*Customer Relationship Management*”, Orange Books Publication.

Reference Books

1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh,(2017), “*Customer Relationship Management: Emerging Concepts, Tools and Applications*”, Tata McGraw Hill.
2. [Roger J. Baran, Robert Galka](#),(2008),“ *Customer Relationship Management* ” Cengage Learning
3. Buttle F. (2009) “*Customer Relationship Management: Concepts and Technologies*” 2nd Ed. USA: Elsevier Ltd

E-Resources

- https://colbournecollege.weebly.com/uploads/2/3/7/9/23793496/customer_relationships_management.pdf
- <https://mmimert.edu.in/images/digital-library/customer-relationship-management.pdf>
- <http://lib.stikes-mw.id/wp-content/uploads/2020/06/Copy-of-Customer-Relationship-Marketing-2009.pdf>
- https://wps.prenhall.com/wps/media/objects/10704/10961611/Online_Appendix_B.pdf
- <https://escholarship.org/content/qt76n7d23r/qt76n7d23r.pdf>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|---------------------------------------------------------------------------------------------------------------------------------|
| CO1 | Describe the concept of Customer Relationship Management. |
| CO2 | Explain customer relationship management values and its strategy and obstacles. |
| CO3 | Outline on concept customer relationship management process and its cycle. |
| CO4 | Make use of customer relationship management technique as a business strategy. |
| CO5 | Identify the concept of customer relationship management in services in hospital, marketing and customer life cycle management. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO3 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO4 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO5 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

3. High; 2. Moderate; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | Section C |
|-------|-----|----------|------------------|---------|-------------------|------------------|
| | | | MCQs | | Either/ or Choice | Open choice |
| | | | No. Of Questions | K-Level | No. Of Question | No. Of Questions |
| 1 | CO1 | Up to K3 | 2 | K1&K2 | 2(K1&K1) | 1(K1) |
| 2 | CO2 | Up to K3 | 2 | K1&K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K3 | 2 | K1&K2 | 2(K2&K2) | 1(K2) |
| 4 | CO4 | Up to K3 | 2 | K1&K2 | 2(K2&K2) | 1(K3) |
| 5 | CO5 | Up to K3 | 2 | K1&K2 | 2(K3&K3) | 1(K3) |

| | | | | |
|--------------------------------|----|--|----|----|
| No of Questions to be asked | 10 | | 10 | 5 |
| No of Questions to be answered | 10 | | 5 | 3 |
| Marks for each Question | 1 | | 4 | 10 |
| Total marks for each Section | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-----------------------|-------------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 16 | 10 | 31 | 31 | 31% |
| K2 | 5 | 16 | 20 | 41 | 41 | 41% |
| K3 | - | 8 | 20 | 28 | 28 | 28% |
| Total Marks | 10 | 40 | 50 | | 100 | |

Lesson Plan

| | | | |
|---------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------------------------------------|
| Unit I | Customer Relationship Management | 14 Hours | Mode |
| | a. Customer Relationship Management: Introduction - evolution | 3 | Class Room Lectures, Group Discussion |
| | b. needs – importance | 3 | |
| | c. concepts - components | 3 | |
| | d. types- merits and demerits | 2 | |
| e. concept of life time customer and customer loyalty | 3 | | |
| Unit II | CRM Values and Dimensions | 14 Hours | Mode |
| | a. The Value Pyramid | 3 | Class Room Lectures, Group Discussion, Assignment |
| | b. Customer Interaction Cycle | 3 | |
| | c. Customer Profiling and Total Customer Experience | 2 | |
| | d. Goals of a Customer Relationship Management strategy and obstacles- Customer Relationship Management solutions map | 3 | |
| e. processes and Technology- Customer Relationship Management myths | 3 | | |
| Unit III | CRM Process | 19 Hours | Mode |
| | a. Introduction - Objectives - Customer Relationship Management process | 3 | PPT, Class Room Lectures, Group Discussion, Assignment |
| | b. An Insight into CRM and e- CRTA/online CRM | 3 | |
| | c. Customer Relationship Management cycle: Assessment Phase ,Planning Phase, Executive Phase | 5 | |
| | d. Modules in CRM – Elements of CRM | 3 | |
| e. CRM in Marketing and Retailing | 5 | | |
| Unit IV | CRM as a Business Strategy | 14 Hours | Mode |
| | a. CRM - Issues and Strategies | 3 | Class Room Lectures, Case studies, |
| | b. Winning Markets through Effective CRM | 3 | |
| c. Effective Customer Relation Management | 2 | | |

| | | | |
|---------------|------------------------------------------------------------------------------------------------------|-----------------|--------------------------------------------|
| | through Customer Knowledge Management | | Seminars |
| | d. Customer Interaction Management- Call Centre management | 2 | |
| | e. Customer Centricity in CRM-Concept of Customer centricity-Customer touch points-Customer Service. | 2 | |
| | f. Measuring Customer life time value- Customer life cycle management | 2 | |
| Unit V | CRM in Services | 14 Hours | Mode |
| | a. Status of Customer Relationship Management in service industry in India | 3 | Class room teachings, Seminars, Assignment |
| | b. Relevance of CRM for Hospital Services | 3 | |
| | c. Customer Relationship Management in Banking and Financial Services | 3 | |
| | d. CRM in Insurance Sector | 2 | |
| | e. CRM Link E-Business- E-CRM | 3 | |

Course designed by: Dr. P. Suganya.

| | | | | | |
|---------------------------------|----------------------------------------------|-----------------------|------------|----------|--|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAE53 | Number of Hours/Cycle | 5 | | |
| Semester | V | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Elective course - I | | | | | |
| Course Title | Logistics and Supply Chain Management | L | T | P | |
| Cognitive Level | Up to K3 | 75 | - | - | |

L-Lecture Hours T-Tutorial Hours P-Practical Hours

Preamble

The objectives of this course are to make the students understand the concept of logistics and supply chain management, warehousing, transportations, containerization, freight management and international logistics.

| | | |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Introduction to Logistics | 14 Hours |
| | Introduction – definition- need, scope for logistics- cost and productivity- cost saving & productivity improvement- logistics cost- reduction in logistics cost- benefits of efficient logistics- principles of logistics-technology & logistics - informatics- logistics optimization- listing of sub-sectors of logistics | |
| Unit II | Supply Chain Management | 14 Hours |
| | Introduction to Supply Chain – Components and participants of supply chain - Supply Chain Management - Eight Supply Chain Process -Global Supply Chain - Organizing for Global Logistics- Strategic Issues in Global Logistics - Forces driving Globalization | |
| Unit III | Warehouse and Transportation | 19Hours |
| | Warehouse: Meaning-Types of Warehouses Benefits of Warehousing- Transportation: Meaning-Types of Transportations- efficient transportation system and Benefits of efficient transportation systems. | |
| Unit IV | Containerization and Freight Management | 14 Hours |
| | Containerization: Meaning- nature- importance- types and functions- Types of carriers- Freight management: Meaning- nature- importance-Route planning- Role of airport- ICDs and CONCOR-Global shipping options | |
| Unit V | International Logistics | 14 Hours |
| | International Logistics: Definition- Evolution- Concept- Components-The work of Logistics- Integrated Logistics- Barrier to Internal Integration- International commercial documents- International contracts- terms of payments- International Insurance-packaging for export- Custom clearance and infrastructure: transportation- communication and utilities-Brokerage | |

Pedagogy

Lecture, Reading material, Discussions, Case analysis, Field work and News clippings

Text Book

1. Douglas Lambert, James R Stock, Lisa M. Ellram, (1998), “*Fundamentals of Logistics Management*”, McGraw- hill/Irwin, First Edition.

Reference Books

1. Sudalaimuthu & Anthony Raj,, (2009), " *Logistics Management for International Business: Text and Cases* "

- David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, (1997), "Fundamentals of Logistics Management", McGraw Hill Higher Education.
- Bowersox Donald J, (2016), "Logistics Management – The Integrated Supply Chain Process", TataMcGraw Hill, 3rd edition

E-Resources

- http://164.100.133.129:81/econtent/Uploads/International_Logistics_Management.pdf
- <http://apps.who.int/medicinedocs/documents/s20211en/s20211en.pdf>
- <https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf>
- <https://drive.google.com/file/d/1MQOpUzmp2pUxOMD8uao15Skr7AuZlJsT/view?showad=true>
- <https://www.geektonight.com/supply-chain-management-pdf/>
- https://collegetutor.net/notes/Logistics_Management_college_notes_pdf

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|------------------------------------------------------------------------------|
| CO1 | Describe the concept of logistics and its cost, principles and technologies. |
| CO2 | Explain supply chain and its components, participants and process. |
| CO3 | Outline on concept of warehousing and transportation. |
| CO4 | Make use of containerization and freight management. |
| CO5 | Identify the concept of international logistics and insurance. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 | PS O7 | PS O8 | PS O9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO3 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO4 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO5 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

3. High; 2. Moderate; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | Section C |
|--------------------------------|-----|----------|------------------|---------|-------------------|------------------|
| | | | MCQs | | Either/ or Choice | Open choice |
| | | | No. Of Questions | K-Level | No. Of Question | No. Of Questions |
| 1 | CO1 | Up to K3 | 2 | K1&K2 | 2(K1&K1) | 1(K1) |
| 2 | CO2 | Up to K3 | 2 | K1&K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K3 | 2 | K1&K2 | 2(K2&K2) | 1(K2) |
| 4 | CO4 | Up to K3 | 2 | K1&K2 | 2(K2&K2) | 1(K3) |
| 5 | CO5 | Up to K3 | 2 | K1&K2 | 2(K3&K3) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|-------------|--------------------------|--------------------------|----------------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 16 | 10 | 31 | 31 | 31% |
| K2 | 5 | 16 | 20 | 41 | 41 | 41% |
| K3 | - | 8 | 20 | 28 | 28 | 28% |
| Total Marks | 10 | 40 | 50 | | 100 | |

Lesson Plan

| | | | |
|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------------|
| Unit I | Introduction to Logistics | 14 Hours | Mode |
| | a.Introduction – definition- need, scope for logistics, cost and productivity- cost saving & productivity improvement | 4 | Class Room Lectures, Group Discussion, Assignment |
| | b.Logistics cost- reduction in logistics cost | 3 | |
| | c.Benefits of efficient Logistics- Principles of Logistics | 3 | |
| | d. Technology & Logistics -Informatics- Logistics optimization | 2 | |
| | e.Listing of Sub-sectors of Logistics | 2 | |
| Unit II | Supply Chain Management | 14 Hours | |
| | a.Introduction to Supply Chain – Components and participants of supply chain | 3 | PPT, Class Room Lectures, Group Discussion |
| | b. Supply Chain Management and Process | 5 | |
| | c.Global Supply Chain - Organizing for Global Logistics | 3 | |
| | d. Strategic Issues in Global Logistics - Forces driving Globalization | 3 | |
| Unit III | Warehouse and Transportation | 19 Hours | |
| a. Warehouse: Warehouse-Meaning- | 4 | Group discussion, PPT, Class Room Lectures, Seminar | |
| b. Types of Warehouses - Benefits of Warehousing | 4 | | |
| c. Transportation: Meaning-Types of Transportations | 4 | | |
| d. Efficient transportation system | 3 | | |
| e. Benefits of efficient transportation systems. | 4 | | |
| Unit IV | Containerization and Freight Management | 14 Hours | Mode |
| | a. Containerization: Meaning- nature | 2 | Field visits, case studies, Group discussion, PPT, Seminar |
| | b. Importance- types and functions | 5 | |
| | c. Freight management: Meaning- nature- importance-Route planning | 4 | |
| | d. Role of airport- ICDs and CONCOR-Global shipping options | 3 | |
| Unit V | International Logistics | 14 Hours | |
| a.International Logistics: Definition- Evolution- Concept | 3 | Class room teachings, case studies | |
| b.Components- The work of Logistics- Integrated Logistics | 3 | | |
| c.Barrier to Internal Integration and Documents | 3 | | |
| d.International contracts- terms of payments- international insurance-packaging for export | 2 | | |
| e.Custom clearance and infrastructure: transportation- communication and utilities - Brokerage | 3 | | |

Course designed by: Dr. P. Suganya.

| | | | | | |
|-------------------------------|-----------------------------|------------------------------|------------|----------|--|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAS51 | Number of Hours/Cycle | 2 | | |
| Semester | V | Max. Marks | 50 | | |
| Part | IV | Credit | 2 | | |
| Skill Based Course III | | | | | |
| Course Title | Interview Techniques | L | T | P | |
| Cognitive Level | Up to K2 | 30 | - | - | |

Preamble

The objective of this course is to inculcate the knowledge about interview process, skills and procedure to prepare for interview.

| | | |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Unit I | Introduction to Interview | 5 Hours |
| | Interview – Meaning - Importance – Techniques – Elements - Advantages and disadvantages – Appearing for interview. | |
| Unit II | Interview Process | 6 Hours |
| | Pre Interview stage – Self assessment - Factors considered in selecting a company – Factors in choosing a job for applying - Certificate arrangements. | |
| Unit III | Interview skills | 8 Hours |
| | Interview skills – Analyzing behavior – listening skills – Presentation skills – Levels of interviewing. | |
| Unit IV | Preparing for Interview | 6 Hours |
| | Dress code - Need for punctuality – Avoiding tensions and nervousness – Qualities observed during the interview – Types of interview- Mock interview. | |
| Unit V | Attitude formation | 5 Hours |
| | Attitude formation – Reasons for negative attitude – Components of attitude – Functions of attitude – Developing positive mental attitude – Types of attitude. | |

Pedagogy

Class Room Lectures, Role plays, Seminar, Quiz, Assignment, Video Cases, Surprise Quiz, Experience Discussion.

Text book

1. Diane & Berk, (2000), “*Preparing for your interview*”, Mumbai : Viva Books Pvt Ltd.

Reference books

1. Sudhir Andrews, (1988), “*How to succeed at Interviews*”, New Delhi : Tata McGraw Hill Publication.
2. Sajitha Jayaprakash, (2017), “*Interview Skills*”, Mumbai : Himalaya Publications.
3. Tm Farhathullah, (2000),”*Planning career in 21st Century job Market*”, New Delhi : Boston Publishers.

E-Resources

- https://bloch.umkc.edu/wp-content/uploads/2017/09/Bloch-School_Intro-to-Interviewing.pdf
- <https://behrend.psu.edu/sites/behrend/files/campus/Interviewing%20Process.pdf>
- <https://www.fip.org/files/ygp/Project%20Documents/career%20development/CareerDevelopment-Interviews.pdf>
- https://brescia.uwo.ca/student_life/docs/interview_prep_guide.pdf
- <https://egyankosh.ac.in/bitstream/123456789/20882/1/Unit-2.pdf>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|------------------------------------------------------------------------------------------------|
| CO1 | Outline the elements of interview. |
| CO2 | Explain the concept of self assessment and factors to be considered while selecting a company. |
| CO3 | Classify the various interview skills. |
| CO4 | Explain the need for punctuality and avoiding tension. |
| CO5 | Summarize the reasons for negative attitude. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|------|------|------|------|------|------|------|------|--------|--------|--------|
| CO1 | 2 | 1 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 2 | 2 | 1 | 3 | 2 | 2 | 2 | 1 | 1 | 2 |
| CO3 | 2 | 1 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 1 | 1 | 2 |
| CO4 | 2 | 1 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 1 | 1 | 2 |
| CO5 | 2 | 1 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 1 | 1 | 2 |

3.High; 2. Moderate ; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | Section B |
|--------------------------------|-----|----------|-------------------|------------------|
| | | | Either/ or Choice | Open Choice |
| | | | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2(K1&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2(K1&K1) | 1(K2) |
| 4 | CO4 | Up to K2 | 2(K2&K2) | 1(K2) |
| 5 | CO5 | Up to K2 | 2(K2&K2) | 1(K2) |
| No of Questions to be asked | | | 10 | 5 |
| No of Questions to be answered | | | 5 | 3 |
| Marks for each Question | | | 3 | 5 |
| Total marks for each Section | | | 15 | 15 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

Distribution of Section - wise Marks with K Levels

| Levels | Section A (Either/or) | Section B (Open Choice) | Total Marks | % of Marks with Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-------------------------|-------------|------------------------|----------------------------|
| K1 | 18 | - | 18 | 32.7 | 33% |
| K2 | 12 | 25 | 37 | 67.3 | 67% |
| Total Marks | 30 | 25 | 55 | 100 | 100% |

Lesson Plan

| | | | | |
|-----------------|----|------------------------------------------------------------------|----------------|---------------------------------------------------------------|
| Unit I | | Introduction to Interview | 5 Hours | Mode |
| | a. | Interview – Meaning – Importance | 1 | Class room lectures, Quiz |
| | b. | Techniques – Elements | 1 | |
| | c. | Advantages | 1 | |
| | d. | Disadvantages | 1 | |
| | e. | Appearing for Interview. | 1 | |
| Unit II | | Interview Process | 6 Hours | Mode |
| | a. | Pre Interview stage | 1 | Class room lectures , PPT presentation, Role Play |
| | b. | Self assessment | 1 | |
| | c. | Factors considered in selecting a company | 2 | |
| | d. | Factors in choosing a job for applying certificate arrangements. | 2 | |
| Unit III | | Interview skills | 8 Hours | Mode |
| | a. | Interview skills – Analyzing behavior | 2 | Group Discussion, Assignment, Role Play |
| | b. | listening skills | 2 | |
| | c. | Presentation skills | 2 | |
| | d. | Levels of interviewing | 2 | |
| Unit IV | | Preparing for Interview | 6 Hours | Mode |
| | a. | Dress code | 1 | Class room lectures , PPT presentation, Group discussion |
| | b. | Need for punctuality | 1 | |
| | c. | Avoiding Tensions and Nervousness | 2 | |
| | d. | Qualities observed during the interview | 1 | |
| | e. | Types of interview. | 1 | |
| Unit V | | Attitude formation | 5 Hours | Mode |
| | a. | Attitude formation – Reasons for negative attitude | 1 | Class room lectures, PPT presentation and Seminars, Role Play |
| | b. | Components of attitude | 1 | |
| | c. | Functions of attitude | 1 | |
| | d. | Developing positive mental attitude | 1 | |
| | e. | Types of Attitude. | 1 | |

Course designed by Mr.T. Elango.

| | | | | | |
|--------------------------|--------------------------|-----------------------|------------|----------|----------|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAC61 | Number of Hours/Cycle | 4 | | |
| Semester | VI | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Course XVIII | | | | | |
| Course Title | Retail Management | | L | T | P |
| Cognitive Level | Up to K 3 | | 60 | - | - |

Preamble

The objectives of this course are to provide a basic theoretical frame work of the concepts of retail management and to enable the students to identify the retail opportunities.

| | | |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Retailing | 12 Hours |
| | Retailing – Definition – Scope – Features – Importance – Evolution of retailing industry – Retailer’s role in the distribution channel – Main drivers of retailing in India – Challenges to retail development in India. | |
| Unit II | Retailing Environment | 12 Hours |
| | Retailing environment – Legal environment – Economic environment – Technological environment – Political environment – Global environment – Competitive environment – Types of competition – Analysing competition. | |
| Unit III | Retail Organization and Formats | 12 Hours |
| | Classification of retail units – Retail formats and Types of retailers – Store based retailing – Non store based retailing – Generalist and Specialist retailer – Service retailing – Importance – objectives – Types. | |
| Unit IV | Retail Pricing | 12 Hours |
| | Retail Pricing - Meaning – Factors affecting retail pricing – Retail pricing policies – Cost oriented pricing – Competitive oriented pricing - Retail pricing strategies – Price adjustments – Retail store location – Factors influencing retailer’s choice of location – levels of location decisions – Retail location strategies. | |
| Unit V | Complaints Management | 12 Hours |
| | Meaning – Characteristics – objectives – Steps for effective complaint management – Advantages. E-Retailing – Types – Key enablers of online retailing - Strategies of online retailer. Barriers to growth in e-tailings – Advantages and disadvantages. | |

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments, Video Cases, Surprise Quiz.

Text Book

1. Dr.Natarajan.L, (2018), “*Retail Management*”, Chennai : Margham Publications.

Reference Books

1. Michael Levy & Barton Weitz.A, (2017), “*Retailing Management*”, Delhi :McGraw – Hill Publication.
2. Peter Ronaldo Fleming, (2004), “*International Retail Management* “, Delhi : Jaico Publications.
3. Sujanair, (2009), “*Retail Management*”, Mumbai : Himalaya publishing house PVT ltd.

E-Resources

- https://www.tutorialspoint.com/retail_management/retail_management_tutorial.pdf
- <https://egyankosh.ac.in/bitstream/123456789/10088/1/Unit-2.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/15116/1/Unit-3.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/15029/1/Unit-10.pdf>
- <https://www.qualitymag.com/ext/resources/NewRDWebsite/Infocenters/InteleX/Articles/Topic-2/Customer-Complaints-Management-Drive-Loyalty-and-Mitigate-Risk-Across-Your-Organization.pdf>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|------|------------------------------------------------------------------------------------|
| CO 1 | Explain the concept of retailing and its challenges to develop retailing in India. |
| CO 2 | Describe about Retail Environment. |
| CO 3 | Classify the retail units and retail formats. |
| CO 4 | Outline the determinants of retail pricing policies and strategies. |
| CO 5 | Identify the various types of online retailing. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|------|------|------|------|------|------|------|------|--------|--------|--------|
| CO1 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 |
| CO3 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 2 |
| C05 | 3 | 1 | 3 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 2 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | | Section C | |
|--------------------------------|-----|----------|------------------|---------|------------------|----|------------------|--|
| | | | MCQs | | Either/Choice | or | Open Choice | |
| | | | No. Of Questions | K-Level | No. Of Questions | Of | No. Of Questions | |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) | |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | | 1(K2) | |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | | 1(K2) | |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | | 1(K3) | |
| No of Questions to be asked | | | 10 | | 10 | | 5 | |
| No of Questions to be answered | | | 10 | | 5 | | 3 | |
| Marks for each Question | | | 1 | | 4 | | 10 | |
| Total marks for each Section | | | 10 | | 20 | | 30 | |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks with Choice | Consolidated (Rounded off) |
|-------------|--------------------------|--------------------------|----------------------------|-------------|------------------------|----------------------------|
| K1 | 5 | 16 | - | 21 | 21 | 21% |
| K2 | 5 | 24 | 40 | 69 | 69 | 69% |
| K3 | - | - | 10 | 10 | 10 | 10% |
| Total Marks | 10 | 40 | 50 | 100 | | 100% |

Lesson Plan

| Unit I | Retailing | 12 Hours | Mode |
|----------|---------------------------------------------------------------------------------------------------|----------|---------------------------------------------------------|
| | a. Retailing – Definition – Scope of retailing – Features | 3 | Class room lectures, PPT presentation |
| | b. Importance – Evolution of retailing industry | 3 | |
| | c. Retailer’s role in the distribution channel – Main Drivers of retailing in India | 3 | |
| | d. Challenges to retail development in India. | 3 | |
| Unit II | Retailing Environment | 12 Hours | Mode |
| | a. Retailing environment – Legal environment – Economic environment | 3 | Class room lectures, PPT presentation |
| | b. Technological environment – Political environment | 3 | |
| | c. Global environment – Competitive environment | 3 | |
| | d. Types of Competition – Analysing competition. | 3 | |
| Unit III | Retail Organization and Formats | 12 Hours | Mode |
| | a. Classification of Retail units – Retail formats and Types of Retailer | 3 | Discussion with PPT presentation, Assignment |
| | b. Store based retailing – Non store based retailing | 3 | |
| | c. Generalist and Specialist retailer | 3 | |
| | d. Service Retailing – Importance-Objectives-Types | 3 | |
| Unit IV | Retail Pricing | 12 Hours | Mode |
| | a. Retail Pricing - Meaning – Factors affecting retail pricing – Retail pricing policies | 2 | Class room lectures, PPT presentation, Group Discussion |
| | b. cost oriented pricing – competitive oriented pricing | 2 | |
| | c. Retail pricing strategies – Price adjustments | 2 | |
| | d. Retail store location – Factors influencing retailer’s choice of location | 3 | |
| | e. Levels of location decisions – Retail location strategies. | 3 | |
| Unit V | Complaints Management | 12 Hours | Mode |
| | a. Meaning – Characteristics – objectives – Steps for effective complaint management – Advantages | 3 | Class room lectures, PPT presentation and Seminars |
| | b. E-Retailing - Types - Key enablers of online retailing | 3 | |
| | c. Strategies of online retailer. Barriers to growth in e-tailings | 3 | |
| | d. Advantages and Disadvantages. | 3 | |

Course designed by Mr. T. Elango.

| | | | | | |
|--------------------------|------------------------------|------------------------------|------------|----------|--|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAC62 | Number of Hours/Cycle | 5 | | |
| Semester | VI | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Course - XIX | | | | | |
| Course Title | Management Accounting | L | T | P | |
| Cognitive Level | Up to K3 | 75 | - | - | |

L-Lecture Hours T-Tutorial Hours P-Practical Hours

Preamble

The objectives of this course are to make the students understand the concept of management accounting, financial statement analysis and ratio analysis, budgetary control, funds flow and Cash flow statements and working capital management.

| | | |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Management Accounting | 14 Hours |
| | Management Accounting: Meaning and Definition, Characteristics, Objectives, Scope and Functions of Management Accounting - Tools and Techniques - Advantages and Limitations-Installation of Management Accounting System- Management Accountant: Functions and Duties – Essential qualities. | |
| Unit II | Financial Statement Analysis and Ratio Analysis | 14 Hours |
| | Financial Statement Analysis :Introduction-objectives - Analysis of financial statement-Tools of financial statement analysis Multi-step income statement, Horizontal analysis, Common sized analysis, Trend analysis, Analytical Balance Sheet Ratio Analysis: Meaning- Advantages and Limitations - Types of Ratios: Liquidity Ratios, Solvency Ratios, Profitability Ratios, Efficiency Ratios, Integrated Ratios. | |
| Unit III | Budgetary Control | 19 Hours |
| | Budgeting and Budgetary Control: Concept of budget - budgeting and budgetary control, Objectives, Merits, and Limitations. Budget administration: Functional budgets - Fixed and Flexible budgets -Zero base budgeting -Programme and performance budgeting. | |
| Unit IV | Fund flow and Cash flow Statement | 14 Hours |
| | Fund flow Statement: Meaning –Uses- Funds Flow Statement and Income Statement-Preparation of Funds Flow Statement. Cash flow Statement: Meaning - Preparation of Cash Flow Statement -Difference between Cash Flow Analysis and Funds Flow Analysis - Utility of Cash flow Analysis - Limitations of Cash Flow Analysis | |
| Unit V | Marginal Costing | 14 Hours |
| | Marginal Costing: Definition, Importance, Limitations- Absorption costing- Definition, Importance- Difference between marginal and absorption costing- Break Even analysis- Break Even Profit- Break Even Profit. | |

Pedagogy

Lecture, Reading material, Discussions, Case analysis, Field work and News clippings

Text Book

- Hugh Coombs, D Ellis Jenkins, David Hobbs, (2005), “*Management Accounting: Principles and Applications*”, SAGE Publications Ltd.

Reference Books

- Neish, William, Banks, Alan, (2010), “*Management Accounting: Principles and Applications*”, McGraw-Hill Education.
- R.S.N.Pillai, Bagavathi, (2010), “*Management Accounting*”, S.Chand Publication.
- Khan M Y, Jain P K, (2018), “*Management Accounting*”, McGraw-Hill Education

E-Resources

- <https://www.bdu.ac.in/cde/docs/ebooks/mba/I/P16MBA6%20-%20MANAGEMENT%20ACCOUNTING.pdf>
- [https://www.drnishikantjha.com/booksCollection/Management%20Accounting%20\(%20PDFDrive%20\)%20\(2\).pdf](https://www.drnishikantjha.com/booksCollection/Management%20Accounting%20(%20PDFDrive%20)%20(2).pdf)
- <https://ncert.nic.in/textbook/pdf/leac205.pdf>
- https://static.careers360.mobi/media/uploads/froala_editor/files/Budget-and-Budgetary-Control.pdf
- <https://ncert.nic.in/textbook/pdf/leac206.pdf>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|-------------------------------------------------------------------------------------|
| CO1 | Describe about the concept of Management Accounting. |
| CO2 | Explain about Financial statement analysis and Ratio analysis. |
| CO3 | Outline about the concept of Budgetary Control Process. |
| CO4 | Utilize the concept of fund flow statement and cash flow statement in the business. |
| CO5 | Identify the importance of marginal and absorption costing and break even analysis. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 | PS O7 | PS O8 | PS O9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO3 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO4 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO5 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

3. High; 2. Moderate ; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | | Section C |
|-----------------------------|-----|----------|------------------|---------|-----------------|------------------|-----------|
| | | | MCQs | | Either/ Choice | or Open choice | |
| | | | No. Of Questions | K-Level | No. Of Question | No. Of Questions | |
| 1 | CO1 | Up to K3 | 2 | K1&K2 | 2(K1&K1) | 1(K1) | |
| 2 | CO2 | Up to K3 | 2 | K1&K2 | 2(K1&K1) | 1(K2) | |
| 3 | CO3 | Up toK3 | 2 | K1&K2 | 2(K2&K2) | 1(K2) | |
| 4 | CO4 | Up to K3 | 2 | K1&K2 | 2(K2&K2) | 1(K3) | |
| 5 | CO5 | Up to K3 | 2 | K1&K2 | 2(K3&K3) | 1(K3) | |
| No of Questions to be asked | | | 10 | | 10 | 5 | |

| | | | | |
|--------------------------------|----|--|----|----|
| No of Questions to be answered | 10 | | 5 | 3 |
| Marks for each Question | 1 | | 4 | 10 |
| Total marks for each Section | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-----------------------|-------------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 16 | 10 | 31 | 31 | 31% |
| K2 | 5 | 16 | 20 | 41 | 41 | 41% |
| K3 | - | 8 | 20 | 28 | 28 | 28% |
| Total Marks | 10 | 40 | 50 | | 100 | |

Lesson Plan

| Unit I | Management Accounting | 14 Hours | Mode |
|----------|-------------------------------------------------------------------------------------------------------------------------------|----------|-----------------------------------------------------------------|
| | Management Accounting – Meaning and Definition, Characteristics, Objectives, scope and functions of Management Accounting | 3 | Class Room Lectures, Group Discussion, Assignment |
| | Financial Accounting, Cost Accounting and Management Accounting | 3 | |
| | Tools and Techniques of Management Accounting- Advantages and Limitations of Management Accounting | 2 | |
| | Installation of Management Accounting System- | 3 | |
| | Management Accountant: functions and duties – Essential qualities | 3 | |
| | | | |
| Unit II | Financial statement analysis and Ratio analysis | 14 Hours | Mode |
| | Introduction-objectives of analysis of financial statement tools of financial statement analysis Multi -step income statement | 4 | PPT, Class Room Lectures, Group Discussion |
| | Horizontal analysis, Common sized analysis, Trend analysis, Analytical Balance Sheet | 2 | |
| | Ratio Analysis-Meaning and rationale, advantages and limitations. Types of Ratios Liquidity Ratios, Solvency Ratios | 4 | |
| | Profitability Ratios, Efficiency Ratios, Integrated Ratios | 4 | |
| | | | |
| Unit III | Budgetary control | 19 Hours | Mode |
| | Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. | 5 | Group discussion, PPT, Class Room Lectures, Seminar, Assignment |
| | Budget administration. Functional budgets. | 5 | |
| | Fixed and flexible budgets. Zero base budgeting. Programme and performance budgeting. | 5 | |
| | Responsibility Accounting- Concepts and Significance | 4 | |

| | | | |
|----------------|-----------------------------------------------------------------------------------------------------------|-----------------|-----------------------------------------------------------------|
| Unit IV | Fund flow and cash flow statement | 14 Hours | Mode |
| | A. Meaning of Fund flow statement -Uses of fund flow statement, Funds Flow Statement and Income Statement | 3 | Class Room Lectures, Group discussion, PPT, Seminar, Assignment |
| | Preparation of Funds Flow Statement | 3 | |
| | Meaning of Cash flow statement- Preparation of Cash Flow Statement. | 3 | |
| | Difference between Cash Flow Analysis and Funds Flow Analysis | 3 | |
| | Utility of Cash flow Analysis. Limitations of Cash Flow Analysis | 2 | |
| Unit V | Marginal Costing | 14 Hours | |
| | Marginal Costing: Definition, Importance, Limitations | 5 | Class Room Lectures, Group discussion |
| | Absorption costing- Definition, Importance | 3 | |
| | Difference between marginal and absorption costing | 3 | |
| | Break Even analysis- Break Even Profit- Break Even Profit. | 3 | |

Course designed by: Dr. P. Suganya.

| | | | | | |
|------------------------|-----------------------------|------------------------------|------------|----------|----------|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAC63 | Number of Hours/Cycle | 5 | | |
| Semester | VI | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Course XX | | | | | |
| Course Title | Strategic Management | | L | T | P |
| Cognitive Level | Up to K3 | | 75 | - | - |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objective of this course is to make the students understand the concept of strategy, strategic management and the various stages in strategic management process such as environmental scanning, strategy formulation, strategy implementation, strategy evaluation and control.

| | | |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Introduction | 14 Hours |
| | Strategy – Meaning and Definition- Strategic Management – Meaning and Definition- Benefits of strategic management- Strategic management process: Environment scanning, Strategy Formulation, Strategy Implementation and Strategy Evaluation and Control. | |
| Unit II | Environmental Scanning | 14 Hours |
| | Environment analysis: Environmental Threat and Opportunity Profile (ETOP)- PEST analysis-Portfolio analysis: BCG matrix, GE Nine Cell matrix, SWOT analysis, SPACE matrix- Competitive analysis- Porter’s Five Force Model, McKinsey’s 7S Framework. | |
| Unit III | Strategy Formulation | 19 Hours |
| | Meaning and Definition- Levels of strategy formulation- Corporate level strategy: Stability strategies, Expansion strategies, Retrenchment strategies, Combination strategies, Business level strategy: Cost leadership, Product differentiation, Focus- Functional level strategy | |
| Unit IV | Strategy Implementation | 14 Hours |
| | Meaning- Process- Structural implementation-Functional implementation- Operational implementation- Leadership implementation. | |
| Unit V | Strategic Evaluation and Control | 14 Hours |
| | Nature- Benefits-Process- Models for strategy evaluation: Richard Rumelt, Tilles model-Characteristics of an effective evaluation-Strategic control process- Types of strategic control: Premise control, Strategic surveillance control, Special alert control, Implementation control- Methods of strategic control: Budget and Budgetary control, Ratio analysis, Audit, Time related control methods. | |

Pedagogy

Class Room Lectures, Group Discussion, Seminar, Quiz and Assignments, Video Cases, Surprise Quiz.

Text Book

1. Kazmi, A. (2010). “*Strategic Management and Business Policy*”, New Delhi: Tata McGraw Hill

Reference Books

1. David, F. R. (2011), “*Strategic Management – Concepts and Cases*”, New Jersey: Prentice Hall.
2. Nag, A. (2011). “*Strategic Management – Analysis, Implementation, Control*”, New Delhi: Vikas Publishing.

3. Kim and Mauborgne, (2005), “Blue Ocean Strategy”, Harvard Business Press

E-Resources

- <https://talentedge.com/articles/introduction-strategic-management-meaning-basic-concepts/#:~:text=Strategic%20management%20is%20the%20concept%20of%20identification%2C%20implementation%2C,undertake%20which%20directly%20contributes%20to%20the%20firm%E2%80%99s%20performance.>
- <https://www.vedantu.com/commerce/environmental-scanning>
- <https://www.managementstudyguide.com/strategy-formulation-process.htm>
- <https://www.cascade.app/blog/guide-to-strategy-implementation>
- http://www.jiwaji.edu/pdf/ecourse/political_science/MBA_FA_IV_SEM_405_STRATEGIC_EVALUATION_AND_CONTROL.pdf

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|-----------------------------------------------------------------------------|
| CO1 | Explain the importance and process of strategic management |
| CO2 | Outline the techniques of environmental scanning |
| CO3 | Summarize the details about level of strategic formulation |
| CO4 | Identify the process and elements of strategic implementation |
| CO5 | Make use of various models and methods of strategic evaluation and control. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| CO2 | 2 | 1 | 1 | 2 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| CO3 | 2 | 1 | 1 | 2 | 3 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |
| CO4 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 2 |
| CO5 | 2 | 1 | 1 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | Section C |
|--------------------------------|-----|----------|------------------|---------|-------------------|------------------|
| | | | MCQs | | Either/ Choice or | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) |
| 4 | CO4 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|--------------------|------------------------------|------------------------------|-------------------------|--------------------|----------------------------------|-----------------------------------|
| K1 | 5 | 16 | - | 21 | 21 | 21% |
| K2 | 5 | 24 | 30 | 59 | 59 | 59% |
| K3 | | - | 20 | 20 | 20 | 20% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | Introduction | 14 Hours | Mode |
|-----------------|--------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------|
| Unit I | a. Strategy – Meaning and Definition | 4 | Class room lectures, Quiz |
| | b. Strategic Management – Meaning and Definition- | 3 | |
| | c. Benefits of strategic management | 3 | |
| | d. Strategic management process | 4 | |
| Unit II | Environmental Scanning | 14 Hours | Mode |
| | a. Environment analysis: Environmental Threat and Opportunity Profile (ETOP)-PEST analysis | 4 | Class room lectures, PPT presentation |
| | b. Portfolio analysis: BCG matrix, GE Nine Cell matrix, SWOT analysis | 3 | |
| | c. TOWS Matrix ,SPACE matrix | 3 | |
| | d. Competitive analysis- Porter’s Five Force Model, McKinsey’s 7S Framework | 4 | |
| Unit III | Strategy Formulation | 19 Hours | Mode |
| | a. Meaning and Definition | 4 | Group Discussion, Assignment |
| | b. Stability strategies, Expansion strategies | 4 | |
| | c. Retrenchment strategies, Combination strategies | 4 | |
| | d. Business level strategy: Cost leadership, Product differentiation, Focus | 4 | |
| | e. Functional level strategy | 3 | |
| Unit IV | Strategy Implementation | 14 Hours | Mode |
| | a. Meaning of strategy implementation | 4 | Class room lectures, PPT presentation Group Discussion. |
| | b. Structural implementation | 2 | |
| | c. Functional implementation | 2 | |
| | d. Operational implementation | 2 | |
| | e. Leadership implementation | 3 | |
| Unit V | Strategic Evaluation and Control | 14 Hours | Mode |
| | a. Nature- Benefits-Process | 4 | Class room lectures, PPT presentation & Seminars |
| | b. Models for strategy evaluation | 3 | |
| | c. Types of strategic control | 3 | |
| | d. Methods of strategic control | 4 | |

Course designed by Dr.S.Mangaiarkarasi

| | | | | | |
|------------------------|------------------------------------------------------------|------------------------------|------------|----------|----------|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAC64 | Number of Hours/Cycle | 5 | | |
| Semester | VI | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Course XXI | | | | | |
| Course Title | Stock Market Practices and Investment Opportunities | | L | T | P |
| Cognitive Level | Up to K3 | | 75 | - | - |

L – Lecture Hours T – Tutorial Hours P – Practical Hours

Preamble

The objectives of this course are to make the students understand about the importance of investment, instruments of money market, primary market and secondary market and various investment products.

| | | |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Investment Basics | 14 Hours |
| | Definition of Investment- Classification of securities-Types of investors-Roles of financial markets- Roles of financial intermediaries- Objectives of investors-Constraints of investors-Investment management process. | |
| Unit II | Money Market | 14 Hours |
| | Introduction –Importance of Money Market-Classification of Money Market Instruments – Call Money Market – Commercial Bills Market – Treasury Bill Market- Commercial Papers-Certificate of Deposits. | |
| Unit III | Primary Market | 19 Hours |
| | Introduction – Functions – Methods of Floating New Issues: Public Issue ,Offer for Sale ,Private Placement , Rights Issue – SEBI guidelines for IPO- Players in New Issue Market. | |
| Unit IV | Secondary Market | 14 Hours |
| | Meaning- Features-Functions-Players in secondary market-Difference between secondary and primary market- Instruments of secondary market - Procedures for Listing and delisting of securities -SEBI guidelines for secondary market. | |
| Unit V | Investment Opportunities | 14 Hours |
| | Investment Products– Fixed Income Products – Mutual Fund Products – Equity Investments – Derivatives and Commodities – FOREX – Real Estate and Other Investments-The procedure to open a Demat account- Ways of managing the personal finance effectively. | |

Pedagogy

Class Room Lectures, Group Discussion, Seminar, Quiz and Assignments, Video Cases, Surprise Quiz.

Text Book

1. Richard W. Schabacker,(2011), “*Stock Market Theory and Practice*”, Literary Licensing, LLC.

Reference Books

- 1.K.Natarajan. E.Gordon, (2016), “*Financial Markets and Services*”, New Delhi: Himalaya Publishing house.
- 2.M Y Khan, (2019), “*Indian Financial System*”, New Delhi: Mc-Graw- Hill Education.
- 3.V.A.Avadhani, (2016), “*Securities Analysis and Portfolio Management*”, New Delhi: Himalaya Publishing house.

E-Resources

- http://tumkuruniversity.ac.in/oc_ug/comm/IFS%20FINAL.pdf

- <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/what-is-money-market/>
- <https://tavaga.com/tavagapedia/primary-market/#:~:text=The%20primary%20market%20is%20a%20type%20of%20capital,company%20sells%20the%20stocks%20directly%20to%20the%20investor.>
- <https://scripbox.com/mf/secondary-market/>
- <https://cleartax.in/s/investments/>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|-------------------------------------------------------------------------------------------------------------------------------------|
| CO1 | Explain about investment, role and constraints for investors |
| CO2 | Outline the importance of money market and various instruments of money market |
| CO3 | Summarize functions and methods of floating new issues |
| CO4 | Classify the roles and instruments of secondary market |
| CO5 | Identify the available investment opportunities, the way to open demat account and the way to use the personal finance effectively. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 3 | 3 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 3 |
| CO2 | 3 | 3 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 3 |
| CO3 | 3 | 3 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 3 |
| CO4 | 3 | 3 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 3 |
| CO5 | 3 | 3 | 1 | 2 | 2 | 1 | 3 | 1 | 1 | 2 | 2 | 3 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | | Section C |
|--------------------------------|-----|----------|------------------|---------|------------------|------------------|-------------|
| | | | MCQs | | Either/Choice | or | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions | |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | | 1(K2) |
| 4 | CO4 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | | 1(K2) |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K3&K3) | | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | | 5 |
| No of Questions to be answered | | | 10 | | 5 | | 3 |
| Marks for each Question | | | 1 | | 4 | | 10 |
| Total marks for each Section | | | 10 | | 20 | | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-----------------------|------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 16 | - | 21 | 21 | 21% |
| K2 | 5 | 16 | 40 | 61 | 61 | 61% |
| K3 | | 8 | 10 | 18 | 18 | 18% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | | | |
|-----------------|--------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------|
| | Investment Basics | 14 Hours | Mode |
| Unit I | a. Definition of investment- Types of investors | 3 | Class room lectures, Quiz |
| | b. Roles of financial markets | 4 | |
| | c. Roles of financial intermediaries | 3 | |
| | d. Objectives of investors- Constraints of investors – Investment management process | 4 | |
| | Money Market | 14 Hours | Mode |
| Unit II | a. Importance of Money Market | 3 | Class room lectures, PPT presentation |
| | b. Classification of Money Market Instruments | 4 | |
| | c. Call Money Market – Commercial Bills Market | 3 | |
| | d. Treasury Bill Market- Commercial Papers- Certificate of Deposits. | 4 | |
| | Primary Market | 19 Hours | Mode |
| Unit III | a. Functions of primary market | 4 | Class room lectures, Group Discussion, Assignment |
| | b. Methods of Floating New Issues | 6 | |
| | c. Public Issue ,Offer for Sale ,Private Placement, Rights Issue | 4 | |
| | d. SEBI guidelines for IPO | 3 | |
| | e. Players in New Issue Market | 2 | |
| | Secondary Market | 14 Hours | Mode |
| Unit IV | a. Features-Functions | 2 | Class room lectures, PPT presentation Group Discussion. |
| | b. Players in secondary market | 2 | |
| | c. Difference between secondary and primary market | 2 | |
| | d. Instruments of secondary market | 2 | |
| | e. Procedures for Listing and delisting of securities | 3 | |
| | f. SEBI guidelines for secondary market. | 3 | |
| | Investment Opportunities | 14 Hours | Mode |
| Unit V | a. Investment Products | 4 | Class room lectures, PPT presentation & Seminars |
| | b. Fixed Income Products – Mutual Fund Products – Equity Investments | 3 | |
| | c. Derivatives and Commodities – FOREX | 3 | |
| | d. Real Estate and Other Investments, The procedure to open a Demat account- Ways of managing the personal finance | 4 | |

Course designed by Dr.S.Mangaiarkarasi

| | | | | | |
|------------------------|-----------------|------------------------------|------------|----------|-----------|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAC6P | Number of Hours/Cycle | 4 | | |
| Semester | VI | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Project I | | | | | |
| Course Title | Project | | L | T | P |
| Cognitive Level | Up to K4 | | - | - | 75 |

Preamble

The main objective of this project work is to provide an opportunity for the students to get practical knowledge of which they have studied in classroom and also to develop their interest in writing the report.

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|-------------------------------------------------------------------------------|
| CO1 | Match classroom lectures on research methodology with real world research. |
| CO2 | Classify the various types of research models and its applicability. |
| CO3 | Examine the various stakeholders related to business. |
| CO4 | Identify the business opportunities by analysing various management concepts. |
| CO5 | Make use of this activity in higher studies and project proposals. |

General instructions:

1. The main focus of the project report should be on the concepts which the students have studied in Human Resource Management, Marketing Management, Operations Management, Management Principles and Practices, Organisational behavior, Services Marketing, Financial Management or any other Managerial areas only.
2. After self selection of topic, Students should get approval from the guide concerned.
3. Students should make their own arrangement in fixing the company for field study.
4. Each student must undergo project work individually for at least 3 weeks.
5. Students must exclusively submit the copy of attendance certificate from the company concerned for their project work before the submission of project report.
6. If it is found that the company certificate is duplication, the project report will taken into account of neither internal evaluation nor external viva-voce evaluation.
7. The student must submit two copies of their project report.
8. The project work done by the student should be a bonofide one. It should not be submitted elsewhere for any other Degrees, Diploma, Associates, Fellowship or any other similar title.
9. If it is found that the project report done by the student is duplication, the report will not be taken in to account for internal as well as external viva-voce evaluation.

10. The Project report submitted by students should not be less than 50 type written pages. Font: Times New Roman, Font Size: 12, Line Spacing: 1.5, Alignment: Justified (Center wherever required).

11. The project report must contain the followings.

- Cover page
- Declaration
- Certificate (Guide)
- Certificate (Company)
- Acknowledgement
- Table of contents with page numbers
- List of tables with page numbers
- List of charts with page numbers
- Chapters
- Summary of findings, suggestions and conclusion.
- Appendix (Bibliography, Questionnaire, etc.)

12. Project report evaluation:

| | |
|--------------------|------------------|
| Internal | 40 Marks |
| External Viva-Voce | 60 Marks |
| Total | 100 Marks |

13. The criteria for granting internal mark (40) is the report submitted by the student in the prescribed manner as mentioned in the points **11** and **14**.

14. Criteria for evaluating the project report are: Research design, Application of statistical tools, Analysis, Interpretation, Drawing of inference, Logical presentation, Validity and relevance of Suggestions and Bibliography.

15. 40% of the aggregate of Internal Evaluation and External Viva-Voce is passing mark.

16. The project report will be evaluated by the faculty guide and head of the department. The student has to appear for a Viva-Voce that will be conducted before end of the March. Presence of External examiner in Viva panel is optional.

Pedagogy

Individual guidance from the guide concern.

Course designed by : Mr. R. Mathan.

| | | | | | |
|--------------------------------|-----------------------------------------|------------------------------|------------|----------|----------|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAE61 | Number of Hours/Cycle | 5 | | |
| Semester | VI | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Elective Course II | | | | | |
| Course Title | Advertising and Sales Management | | L | T | P |
| Cognitive Level | Up to K3 | | 75 | - | - |

Preamble

The objectives of this course are to enable the students to have knowledge on the techniques of advertising and to deal with the problems of controlling and allocating advertising and sales expenditures with maximized return.

| | | |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Introduction to Advertising | 14 Hours |
| | Advertising – Meaning – Definition – Features – Nature - Scope – Situations – Advertisability of a product – Functions – Purpose – Benefits - AIDAS Model – Criticisms - Classifications of Advertising - Economic benefits – Impact – Legal issues – Causes for waste in advertising. | |
| Unit II | Planning for advertising | 14 Hours |
| | Advertising Budget – Preparing and Execution – Advertising media – Planning and operations – Factors in determining Frequency levels – Indoor media – Advantages and limits – Outdoor media – Merits and Limits. | |
| Unit III | Salesmen, Sales manager, Sales organization | 19 Hours |
| | Salesmen: Classification – Duties and responsibilities – Qualities – Aggressive vs. Defensive selling – Circumstances for aggressive selling – Personal selling process – Theories of selling. Sales manager – Qualities – Duties and responsibilities. Sales organization – Importance – Functions – Sales forecasting – Importance – Factors to be considered in sales forecasting – Techniques – Classification | |
| Unit IV | Management of Human Resource in Sales | 14 Hours |
| | Process of recruitment – Need for training – Objectives of training – Advantages of good training programme – Types of training – Criticisms of training - Motivation – Need – Methods – Tools – Remuneration - Objectives – Essentials – Factors influencing the remuneration plan – Methods of Remuneration – Advantages and limits. | |
| Unit V | Supervision and control | 14 Hours |
| | Need for control – Advantages – Methods of control over salesmen – Sales territories – Factors determining allocation of sales territories – Advantages – Sales quotas – Factors to be considered while fixing sales quotas – Methods – Advantages – Limitations – Consumerism | |

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments, Video Cases, Surprise Quiz.

Text Book

1. Saravanavel P & Sumathi S, (2012), “*Advertising and Salesmanship*”, Chennai: Margham Publications.

Reference Books

1. Chunawalla S.A., (2015), “*Advertising Sales and Promotion Management*”, New Delhi: Himalaya Publishing House.

2. Ratna V.V. & Gupta S.L., (2011), “Advertising and Sales Promotion Management”, New Delhi: Sultan Chand and Sons.
3. Sarangi S.K., (2011), “Advertising & Sales Promotion”, New Delhi: Asian Books Private Ltd.

E-Resources

- <https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf>
- <http://www.himpub.com/documents/Chapter1060.pdf>
- <https://backup.pondiuni.edu.in/sites/default/files/advertising-sales-promotin-260214.pdf>
- https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7010.pdf
- http://ebooks.lpude.in/management/mba/term_3/DMGT507_SALES_AND_PROMOTIONS_MANAGEMENT.pdf

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|-----------------------------------------------------------------------------------------------------------------------------|
| CO1 | Outline the purpose and benefits of advertisement in communicating the details about the product. |
| CO2 | Compare and select optimum media format from various alternatives, based on the need of the firm and the budget affordable. |
| CO3 | Classify the duties and responsibilities of Salesmen, Sales manager and Sales organization |
| CO4 | Interpret the ways of managing human resource who are involved in sales. |
| CO5 | Identify better supervision and control in sales. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO 10 | PSO 11 | PSO 12 |
|-----|------|------|------|------|------|------|------|------|------|--------|--------|--------|
| CO1 | 2 | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 2 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO3 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 2 |
| CO5 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 3 | 1 | 1 | 1 | 2 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | | Section C |
|--------------------------------|-----|----------|------------------|---------|------------------|----|------------------|
| | | | MCQs | | Either/Choice | or | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | Of | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K2) |
| 5 | CO5 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | | 5 |
| No of Questions to be answered | | | 10 | | 5 | | 3 |
| Marks for each Question | | | 1 | | 4 | | 10 |

| | | | | |
|------------------------------|----|--|----|----|
| Total marks for each Section | 10 | | 20 | 30 |
|------------------------------|----|--|----|----|

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|-------------|--------------------------|--------------------------|----------------------------|-------------|---------------------------|----------------------------|
| K1 | 5 | 40 | | 45 | 45 | 45% |
| K2 | 5 | | 40 | 45 | 45 | 55% |
| K3 | | | 10 | 10 | 10 | 10% |
| Total Marks | 10 | 40 | 50 | 100 | 100 | 100% |

Lesson Plan

| | Introduction to Advertising | 14 Hours | Mode |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------------------------------|
| Unit I | a. Advertising – Meaning – Definition – Features | 2 | Class room lecture, Assignments, Seminars, Quiz. |
| | b. Nature - Scope – Situations – Advertisability of a product | 2 | |
| | c. Functions – Purpose – Benefits | 2 | |
| | d. AIDAS Model – Criticisms | 2 | |
| | e. Classifications of Advertising - Economic benefits | 2 | |
| | f. Impact – Legal issues | 2 | |
| | g. Causes for waste in advertising | 2 | |
| | Planning for advertising | 14 Hours | Mode |
| Unit II | a. Advertising Budget | 2 | Class room lecture, Assignments, Seminars, Quiz. |
| | b. Preparing and Execution | 2 | |
| | c. Advertising media | 2 | |
| | d. Planning and operations | 2 | |
| | e. Factors in determining Frequency levels | 2 | |
| | f. Indoor media – Advantages and limits | 2 | |
| | g. Outdoor media – Merits and Limits | 2 | |
| | Salesmen, Sales manager, Sales organization | 19 Hours | Mode |
| Unit III | a. Salesmen: Classification | 2 | Class room lecture, Assignments, Seminars, Quiz. |
| | b. Salesmen: Duties and responsibilities | 2 | |
| | c. Salesmen: Qualities | 2 | |
| | d. Aggressive vs. Defensive selling – Circumstances for aggressive selling – Personal selling process – Theories of selling | 2 | |
| | e. Sales manager: Qualities | 3 | |
| | f. Sales manager: Duties and responsibilities | 2 | |
| | g. Sales organization: Importance – Functions | 2 | |
| | h. Sales forecasting – Importance | 2 | |
| | i. Factors to be considered in sales forecasting – Techniques – Classification | 2 | |
| | Management of Human Resource in Sales | 14 Hours | Mode |
| Unit IV | a. Process of recruitment – Need for training | 2 | Class room lecture, Assignments, Seminars, Quiz. |
| | b. Objectives of training | 2 | |
| | c. Advantages of good training programme | 2 | |
| | d. Types of training – Criticisms of training | 2 | |
| | e. Motivation: Need – Methods - Tools | 2 | |

| | | | |
|---------------|-----------------------------------------------------------------------------------------------------------------|-----------------|--------------------------------------------------|
| | f. Remuneration - Objectives – Essentials | 2 | |
| | g. Factors influencing the remuneration plan – Methods of Remuneration – Advantages and limits | 2 | |
| | Supervision and control | 14 Hours | Mode |
| Unit V | a. Need for control – Advantages | 2 | Class room lecture, Assignments, Seminars, Quiz. |
| | b. Methods of control over salesmen | 2 | |
| | c. Sales territories | 2 | |
| | d. Factors determining allocation of sales territories – Advantages | 2 | |
| | e. Sales quotas: Sales quotas Factors to be considered while fixing sales quotas | 2 | |
| | f. Sales quotas: Factors to be considered while fixing sales quotas – Methods – Advantages – Limitations | 2 | |
| | g. Consumerism | 2 | |

Course designed by Mr. R. Mathan

| | | | | | |
|----------------------------------|-------------------------------|------------------------------|------------|----------|--|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAE62 | Number of Hours/Cycle | 5 | | |
| Semester | VI | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Elective course - II | | | | | |
| Course Title | Performance Management | L | T | P | |
| Cognitive Level | Up to K3 | 75 | - | - | |

L-Lecture Hours T-Tutorial Hours P-Practical Hours

Preamble

The objectives of this course are to make the students understand the concept of performance management, work place and its dimensions, employee motivation, performance appraisal and bench marking.

| | | |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Performance Management | 14 Hours |
| | Introduction to Performance Management(PM) - Principles and Characteristics - Scope and Significance - Components of Performance Management System - Cycle and Model of Performance Management System - Facilitating Organizations - Aspects of Job Analysis | |
| Unit II | Workplace and its Dimensions | 14 Hours |
| | Workplace Privacy -Stress, Violence, Harmony and Ethics - The 5 S's Team Performance Appraisals - Social Media & Recruitment - Modern Practices Implemented in Corporate - Teams and its Types - Team Development -Reasons for Team Conflicts | |
| Unit III | Employee Motivation and Morale | 19 Hours |
| | Employee Motivation : Definition - Motivation & its Forms - Motivation & Performance Management -Theories of Motivation – Morale : Practices to promote Morale - Employment practices and work schedules - Organization and Performance Management System. | |
| Unit IV | Performance Appraisal | 14 Hours |
| | Industrial Restructuring - Business Process Reengineering - Performance Appraisal – Methods – Performance Evaluation and monitoring - Types of Biases - Performance Counseling - Performance Management in Multi National Corporations-Basic concepts of Key result area- Key Performance Indicator. | |
| Unit V | Performance Bench Marking | 14 Hours |
| | Human information processing and performance loop, Performance shaping factors–Yerkes– Dodson's Law-Corporate performance management-EFQM (European Foundation for Quality Management) excellence model– Diagnostic and process bench marking. Performance management audit, Performance management pathway analysis. | |

Pedagogy

Lecture, Reading material, Discussions, Case analysis, Field work and News clippings

Text Book

1. Rao T. V, (2015),"Performance Management and Appraisal Systems", Sage Publication.

Reference Books

1. ChadhaPrem,(2008),"Performance Management", MacMillan.

- Charles M. Caldwell,(2002),”*Performance Management*”, AMACOM Div American Mgmt Assn.
- Elaine D. Pulakos,(2009),”*Performance Management-A New Approach for Driving Business Results*”, Wiley-Blackwell Publication.

E-Resources

- http://sjput.in/pdf/hrmiii_pm.pdf
- https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_PM_Lecture_Notes_E1.pdf
- https://samples.jblearning.com/076373473X/3473X_CH02_4759.pdf
- <http://egyankosh.ac.in/bitstream/123456789/25736/1/Unit-6.pdf>
- <https://focusintl.com/data/documents/RBM133-Performance-Measurement-manual-Volume-II.pdf>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|-------------------------------------------------------------------------------------------------|
| CO1 | Describe the concept of Performance management. |
| CO2 | Explain work place and its modern management techniques and management of employee performance. |
| CO3 | Outline on concept employee motivation and morale. |
| CO4 | Identify the concept of performance appraisal in Performance Management. |
| CO5 | Identify the concept of Performance Bench Marking. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PS O2 | PS O3 | PS O4 | PS O5 | PS O6 | PS O7 | PS O8 | PS O9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO3 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| CO4 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO5 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |

3. High; 2. Moderate; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | Section C |
|--------------------------------|-----|----------|------------------|---------|-------------------|------------------|
| | | | MCQs | | Either/ or Choice | Open choice |
| | | | No. Of Questions | K-Level | No. Of Question | No. Of Questions |
| 1 | CO1 | Up to K3 | 2 | K1&K2 | 2(K1&K1) | 1(K1) |
| 2 | CO2 | Up to K3 | 2 | K1&K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K3 | 2 | K1&K2 | 2(K2&K2) | 1(K2) |
| 4 | CO4 | Up to K3 | 2 | K1&K2 | 2(K2&K2) | 1(K3) |
| 5 | CO5 | Up to K3 | 2 | K1&K2 | 2(K3&K3) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks without Choice | Consolidated (Rounded off) |
|-----------------|------------------------------|------------------------------|--------------------------------|--------------------|----------------------------------|-----------------------------------|
| K1 | 5 | 16 | 10 | 31 | 31 | 31% |
| K2 | 5 | 16 | 20 | 41 | 41 | 41% |
| K3 | - | 8 | 20 | 28 | 28 | 28% |
| Total Marks | 10 | 40 | 50 | | 100 | |

Lesson Plan

| | | | |
|-----------------|-----------------------------------------------------------------------------------------------------|----------|--------------------------------------------------------|
| Unit I | Performance Management | 14 Hours | Mode |
| | Introduction to Performance Management - Principles and Characteristics | 3 | Class Room Lectures, Group Discussion |
| | Scope and Significance - Components of Performance Management System | 3 | |
| | Cycle and Model of Performance Management System | 3 | |
| | Facilitating Organizations | 3 | |
| | Aspects of Job | 2 | |
| Unit II | Workplace and its Dimensions | 14 Hours | |
| | Workplace Privacy -Stress, Violence, Harmony and Ethics | 3 | Class Room Lectures, Group Discussion, Assignment |
| | The 5 S's Team Performance Appraisals - Social Media & Recruitment | 3 | |
| | Modern Practices Implemented in Corporate | 2 | |
| | Teams and its Types - Team Development | 3 | |
| | Reasons for Team Conflicts | 3 | |
| Unit III | Employee Motivation | 19 Hours | |
| | Employee Motivation - definition | 3 | PPT, Class Room Lectures, Group Discussion, Assignment |
| | Motivation & its Forms | 4 | |
| | Motivation & Performance Management -Theories of Motivation | 4 | |
| | Morale - Practices to promote morale -Employment practices and work schedules - | 4 | |
| | Organization and Performance Management System | 4 | |
| Unit IV | Performance Appraisal | 14 Hours | |
| | Industrial Restructuring - Business Process Reengineering | 3 | Field visits, case studies |
| | Performance Appraisal | 3 | |
| | Methods - Performance Evaluation and monitoring | 3 | |
| | Types of Biases -Performance Counselling - | 3 | |
| | Performance Management in Multi National Corporations | 2 | |
| Unit V | Performance Bench Marking | 14 Hours | |
| | Human information processing and performance loop, Performance shaping factors | 2 | Class room teachings, Seminars, Assignment |
| | Yerkes– Dodson's Law | 3 | |
| | Corporate performance management-EFQM (European Foundation for Quality Management) excellence model | 3 | |
| | Diagnostic and process bench marking. | 3 | |
| | performance management audit, performance management pathway analysis | 3 | |

Course designed by: Dr. P. Suganya

| | | | | | |
|----------------------------------|-------------------|------------------------------|------------|----------|----------|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAE63 | Number of Hours/Cycle | 5 | | |
| Semester | VI | Max. Marks | 100 | | |
| Part | III | Credit | 4 | | |
| Core Elective Course - II | | | | | |
| Course Title | E-Business | | L | T | P |
| Cognitive Level | Up to K 3 | | 75 | - | - |

Preamble

The objectives of this course are to help the students to know about the online business sector and to enable the learners to understand about various applications in Electronic business.

| | | |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit I | Internet | 14 Hours |
| | Internet - Meaning – World wide web – Architecture of internet – Intranet and extranet – Applications of internet. | |
| Unit II | E-Business | 14 Hours |
| | E-Business – Meaning – Concepts - Structure – Classification – Functions - Advantages and Disadvantages – Consumer and seller production in e-business. | |
| Unit III | Models in E-Business | 19 Hours |
| | Models in E-Business - Characteristics of B2B – Ethics of B2B – Examples in B2B – SCM – E-Procurement – E-Commerce – B2C – E-Marketing – Custom relation management. | |
| Unit IV | Web Advertisement | 14 Hours |
| | Web Advertisement – Overview – Internet advertising technology - Scope – Internet vs traditional methods – Advertisement methods. | |
| Unit V | E-Business Application | 14 Hours |
| | E-Business applications – E-payments and protocols – Electronic fund transfer using debit cards and credit cards – Security schemes in e-payment systems – Cryptography – Digital signature – Certificate – Digital envelop. | |

Pedagogy

Class Room Lectures, Case Study, Group Discussion, Seminar, Quiz, Assignments, Video Cases, Surprise Quiz.

Text Book

1. Dr. P. Rizwan Ahmed, (2016), “*E-Business and E-commerce*”, Chennai : Margham Publications.

Reference Books

1. Dave Chaffey, (2008) “*E-Business and E-commerce Management*”, New Delhi : Pearson Education.
2. Dave Chaffey, (2013) “*E-Business and E-commerce Management : Strategy, Management and Applications*”, New Delhi : Edition Prentice Hall India.
3. Efraim Turban, Jae Lee, David King, Michael Chung. H, (2010), “*Electronic Commerce – A Managerial Perspective*”, New Delhi : Pearson Education.

E-Resources

- C:\Users\jeevanantham\Desktop\unit-1-a.pdf
- <https://pressbooks.library.upei.ca/smallbusinessmanagement/chapter/e-business-and-e-commerce/>
- <https://www.toppr.com/guides/business-studies/emerging-modes-of-business/e-business/>
- <https://searchcio.techtarget.com/definition/B2B>
- <https://thisisarray.com/traditional-vs-digital-advertising/>

- <http://dcac.du.ac.in/documents/E-Resource/2020/Metrial/23neerukapoor1.pdf>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|------|----------------------------------------------------------------------|
| CO 1 | Explain the need for E-business concepts and its recent development. |
| CO 2 | Classify the various types of E-business. |
| CO 3 | Outline the entries in E-procurement and E-marketing. |
| CO 4 | Infer the methods of web advertising and terminologies. |
| CO 5 | Identify the electronic fund transfer using debit and credit cards. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|------|------|------|------|------|------|------|------|--------|--------|--------|
| CO1 | 2 | 2 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO2 | 2 | 2 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO3 | 2 | 2 | 1 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 2 | 2 | 1 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO5 | 2 | 2 | 1 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 2 |

3.High; 2.Moderate; 1.Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | | Section B | Section C |
|--------------------------------|-----|----------|------------------|---------|------------------|------------------|
| | | | MCQs | | Either/Choice or | Open Choice |
| | | | No. Of Questions | K-Level | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2 | K1 & K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) |
| 4 | CO4 | Up to K2 | 2 | K1 & K2 | 2(K2&K2) | 1(K2) |
| 5 | CO5 | Up to K3 | 2 | K1 & K2 | 2(K2&K2) | 1(K3) |
| No of Questions to be asked | | | 10 | | 10 | 5 |
| No of Questions to be answered | | | 10 | | 5 | 3 |
| Marks for each Question | | | 1 | | 4 | 10 |
| Total marks for each Section | | | 10 | | 20 | 30 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

K3 – Application oriented – Solving problems

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (No Choice) | Section B (Either/or) | Section C (Open Choice) | Total Marks | % of Marks with Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-----------------------|-------------------------|-------------|------------------------|----------------------------|
| K1 | 5 | 16 | - | 21 | 21 | 21% |
| K2 | 5 | 24 | 40 | 69 | 69 | 69% |
| K3 | - | - | 10 | 10 | 10 | 10% |
| Total Marks | 10 | 40 | 50 | 100 | | 100% |

Lesson Plan

| | | | |
|-----------------|------------------------------------------------------------------|-----------------|---------------------------------------------------------|
| Unit I | Internet | 14 Hours | Mode |
| | a. Internet - Meaning – World wide web | 4 | Class room lectures, PPT presentation |
| | b. Architecture of internet | 4 | |
| | c. Intranet and extranet | 3 | |
| | d. Applications of internet. | 3 | |
| Unit II | E-Business | 14 Hours | Mode |
| | a. E-Business – Meaning – Concepts | 4 | Class room lectures , PPT presentation |
| | b. Structure – Classification | 2 | |
| | c. Functions - Advantages and Disadvantages | 4 | |
| | d. Consumer and seller production in e-business. | 4 | |
| Unit III | Models in E-Business | 19 Hours | Mode |
| | a. Models in E-Business - Characteristics of B2B – Ethics of B2B | 4 | Discussion with PPT presentation, Assignment |
| | b. Examples in B2B – SCM | 4 | |
| | c. E-Procurement – E-Commerce | 4 | |
| | d. B2C – E-Marketing | 4 | |
| | e. Custom relation management. | 3 | |
| Unit IV | Web Advertisement | 14 Hours | Mode |
| | a. Web Advertisement – Overview | 4 | Class room lectures, PPT presentation, Group Discussion |
| | b. Internet advertising technology | 4 | |
| | c. Scope – Internet vs traditional methods | 4 | |
| | d. Advertisement methods. | 2 | |
| Unit V | E-Business Application | 14 Hours | Mode |
| | a. E-Business applications – E-payments and protocols | 4 | Class room lectures, PPT presentation and Seminars |
| | b. Electronic fund transfer using debit cards and credit cards | 2 | |
| | c. Security schemes in e-payment systems – Cryptography | 4 | |
| | d. Digital signature – Certificate – Digital envelop. | 4 | |

Course designed by Mr. T. Elango.

| | | | | | |
|-------------------------------|--------------------------------|------------------------------|------------|----------|----------|
| Programme | BBA | Programme Code | UBA | | |
| Course Code | 20UBAS61 | Number of Hours/Cycle | 2 | | |
| Semester | VI | Max. Marks | 50 | | |
| Part | IV | Credit | 2 | | |
| Skill Based Course- IV | | | | | |
| Course Title | Group Discussion Skills | | L | T | P |
| Cognitive Level | Up to K2 | | 30 | - | - |

Preamble

The objective of this course is to trigger the students to come forward to prove themselves with effective communication skills.

| | | |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Unit I | Introduction to Group Discussion | 5 Hours |
| | Group discussion – meaning – Characteristics - Techniques - Purpose - Uses – Objectives - Types - Advantages. | |
| Unit II | Structured Group Discussion | 6 Hours |
| | Roles in a structured GD - Common Myths – Phases – Do’s – Don’ts – Areas of evaluation - Expectations of the panel. | |
| Unit III | Preparation for Group Discussion | 8 Hours |
| | Group speaking preparation – Group content preparation – Group listening preparation - Preparing for discussion – Leading the discussion - Answering question – Things to remember while concluding the GD - Accepting others views – Summarizing. | |
| Unit IV | Communication skills required for Group Discussion | 6 Hours |
| | GD in Organisation vs. GD in interviews - Language focus - Linking words – Expression of Disagreement - Assessment criteria - Pitfalls in discussion. | |
| Unit V | Brainstorming | 5 Hours |
| | Group discussion vs. debate – Brainstorming: Characteristics – Ground rules - Why to use – How to use - Types – Techniques – Phases – Reverse brainstorming. (Conduct a model Brainstorming session in classroom by keeping this unit in mind) | |

Pedagogy

Class Room Lectures, Group Discussion, Seminar, Quiz and Assignments, Video Cases, Surprise Quiz.

Text Book

1. Gupta S., (2020), “*Group Discussions and Interviews*”, New Delhi: Ramesh Publishing House.

Reference Books

1. Hundiwala S, (2018), “*A Complete Kit for Smart Preparation and Winning Performance in Group Discussion*”, New Delhi: Arihant Publications.
2. Priyadarshini Patnaik, (2015), “*Group discussion and Interview Skills*”, New Delhi: Cambridge University Press India Private Limited.
3. Anand Ganguly, (2007), “*Group Discussion for Admissions & Jobs*”, New Delhi: Pustak Mahal.

E-Resources

- http://www.edudel.nic.in/welcome_folder/after12th/enrich_dt_09112015.pdf
- <https://www.patnauniversity.ac.in/e-content/education/MEd14.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/35846/5/Unit-10.pdf>
- <https://www.lpu.in/jpd/pdf/Group%20Discussion/Dos-and-Donts-of-Participating-in-a-GD.pdf>
- <http://files.testfunda.com/Content/misc/Ebooks/TestFunda-GDPI-Prep-Simplified.pdf>

- <https://egyankosh.ac.in/handle/123456789/35846>
- <https://files.eric.ed.gov/fulltext/EJ768870.pdf>
- <http://www.integratingengineering.org/workbook/documents/BrainstormingToolkit.pdf>
- <https://public-media.interaction-design.org/pdf/Brainstorm.pdf>
- <https://files.eric.ed.gov/fulltext/EJ1083780.pdf>

Course Outcomes

After completion of this course, the students will be able to:

| | |
|-----|--------------------------------------------------------------------------------------------|
| CO1 | Infer the purpose and techniques of group discussion. |
| CO2 | Interpret the expectations of the panel. |
| CO3 | Demonstrate their ability with better performance by being prepared before the discussion. |
| CO4 | Show and lead discussion with preferable communication skills at the time of discussion. |
| CO5 | Show better participation in collecting opinions. |

Mapping of Course Outcomes (COs) with Programme Specific Outcomes

| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PSO 11 | PSO 12 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| CO1 | 1 | 1 | 3 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 |
| CO2 | 1 | 1 | 3 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 |
| CO3 | 1 | 1 | 3 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 |
| CO4 | 1 | 1 | 3 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 |
| CO5 | 1 | 1 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 1 | 1 | 2 |

3.High; 2. Moderate ; 1. Low

Articulation Mapping - K Levels with Course Outcomes (COs)

| Units | COs | K-Level | Section A | Section B |
|--------------------------------|-----|----------|-------------------|------------------|
| | | | Either/ or Choice | Open Choice |
| | | | No. Of Questions | No. Of Questions |
| 1 | CO1 | Up to K2 | 2(K1&K1) | 1(K2) |
| 2 | CO2 | Up to K2 | 2(K1&K1) | 1(K2) |
| 3 | CO3 | Up to K2 | 2(K1&K1) | 1(K2) |
| 4 | CO4 | Up to K2 | 2(K1&K1) | 1(K2) |
| 5 | CO5 | Up to K2 | 2(K1&K1) | 1(K2) |
| No of Questions to be asked | | | 10 | 5 |
| No of Questions to be answered | | | 5 | 3 |
| Marks for each Question | | | 3 | 5 |
| Total marks for each Section | | | 15 | 15 |

K1 – Remembering and recalling facts with specific answers

K2 – Basic understanding of facts and stating main ideas with general answers

Distribution of Section - wise Marks with K Levels

| K Levels | Section A (Either/or) | Section B (Open Choice) | Total Marks | % of Marks with Choice | Consolidated (Rounded off) |
|-------------|-----------------------|-------------------------|-------------|------------------------|----------------------------|
| K1 | 30 | | 30 | 54.54 | 55% |
| K2 | | 25 | 25 | 45.45 | 45% |
| Total Marks | 30 | 25 | 55 | 100 | 100% |

Lesson Plan

| | | | | |
|-----------------|-----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|---------|---------------------------------------------------------------|
| Unit I | Introduction to Group Discussion | | 5 Hours | Mode |
| | a. | Group discussion - meaning, Characteristics | 1 | Class room lectures, Quiz |
| | b. | Techniques – Purpose | 1 | |
| | c. | Uses – Objectives | 1 | |
| | d. | Types – Advantages | 2 | |
| Unit II | Structured Group Discussion | | 6 Hours | Mode |
| | a. | Roles in a structured GD - Common Myths | 1 | Class room lectures , PPT presentation, Role Play |
| | b. | Phases - Do's - Don'ts | 2 | |
| | c. | Areas of evaluation | 1 | |
| | d. | Expectations of the panel | 2 | |
| Unit III | Preparation for Group Discussion | | 8 Hours | Mode |
| | a. | Group speaking preparation – Group content preparation - Group listening preparation - Preparing for discussion | 2 | Group Discussion, Assignment, Role Play |
| | b. | leading the discussion - Answering question | 2 | |
| | c. | Things to remember while concluding the GD | 2 | |
| | d. | Accepting others views | 1 | |
| | e. | Summarizing | 1 | |
| Unit IV | Communication skills required for Group Discussion | | 6 Hours | Mode |
| | a. | GD in Organisation vs. GD in interviews | 1 | Class room lectures , PPT presentation, Group discussion |
| | b. | Language focus - Linking words | 2 | |
| | c. | Expression of Disagreement | 1 | |
| | d. | Assessment criteria | 1 | |
| | e. | Pitfalls in discussion | 1 | |
| Unit V | Brainstorming | | 5 Hours | Mode |
| | a. | Group discussion vs. debate | 1 | Class room lectures, PPT presentation and Seminars, Role Play |
| | b. | Brainstorming - Characteristics - Ground rules | 1 | |
| | c. | Why to use the tool - How to use - Types | 1 | |
| | d. | Techniques - Phases - Reverse brainstorming | 2 | |

Course designed by Mr. R. Mathan

| | | | |
|------------------------|------------------------------------|------------------------------|---------------|
| Programme | BBA | Programme Code | UBA |
| Course Title | Entrepreneurial Development | | |
| Course Code | 20CBBA51 | Total number of Hours | 30 Hrs |
| Semester | V | Max. Marks | 100 |
| Part | -- | Credit | 1 |
| Study Component | Certificate Course | | |

Preamble

The objective of this course to enable the students to know about entrepreneurship, Role & Qualities of entrepreneur and challenges of women entrepreneur.

| | | |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Unit I | Introduction to Entrepreneur | 6 Hours |
| | Introduction to entrepreneur - Meaning – Characteristics – Functions- Types – Role of entrepreneurs in economic development – Factors affecting entrepreneurial growth. | |
| Unit II | Entrepreneurial Development | 6 Hours |
| | Entrepreneurial development – Meaning – Need – objectives – Entrepreneurial training – Institutions – Skill development for entrepreneurs – Women entrepreneurs – Problems – Challenges of women entrepreneurs. | |
| Unit III | Small Scale Industry | 6 Hours |
| | Small Scale Industry – Introduction – Micro small and Medium Enterprise – Steps to starts a micro small and medium enterprise and SSI – Legal Framework – Licenses. | |
| Unit IV | Institutional Support to Entrepreneurs | 6 Hours |
| | Institutional Support to entrepreneurs – NSIC – TIIC – SIDCO – DIC – SIDBI – Credit facilities from Banks. | |
| Unit V | Industrial Sickness | 6 Hours |
| | Industrial Sickness – Tax benefits – Need – Tax holidays – Concessions – TQM for small enterprise - Sickness – Meaning – Symptoms – Consequences – Corrective measures. | |

Course Designed by: Mr. T.Elango

Text Book

1. Khanka. S.S. (2018), “*Entrepreneurial Development*”, New Delhi :Sultan Chand and Sons,

Reference Books

2. Gorden. E & Natrajan. K, (2013), “*Entrepreneurship Development*”, Mumbai: Himalaya Publications.
3. AjithKumar .N, Paul T. Mampilly, (2012) “*Entrepreneurship Development*”, Mumbai: Himalaya publications.
4. Gupta. C.B, (2016), “*Entrepreneurial Development*”, New Delhi : Sultan Chand and Sons.

| | | | |
|------------------------|-------------------------------------|------------------------------|---------------|
| Programme | BBA | Programme Code | UBA |
| Course Title | Intellectual Property Rights | | |
| Course Code | 20CBBA61 | Total number of Hours | 30 Hrs |
| Semester | VI | Max. Marks | 100 |
| Part | -- | Credit | 1 |
| Study Component | Certificate Course | | |

Preamble

The objectives of this course are to inculcate the students about the fundamentals of intellectual property rights such as patents, trademarks, copyrights, designs and geographical indication.

| | | |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Unit I | Introduction | 6 Hours |
| | Intellectual property – World Intellectual Property Organisation (WIPO) – Patent Cooperation Treaty (PCT) - Intellectual Property System in India – Development of TRIPS complied regime in India | |
| Unit II | Patents | 6 Hours |
| | Patent – Features of patent Act – Duration – Elements of Patentability – Non Patentable subject matter – Patent Application – Types – Procedure - Opposition to the patent. | |
| Unit III | Trademarks | 6 Hours |
| | Trade Marks -Objectives – Important – Registration Procedure – Duration and Renewal of Trade Mark Registration – Opposition to Trade Mark Registration. | |
| Unit IV | Copyrights | 6 Hours |
| | Copyright: Authorship and Ownership – Functions of the Copyright Board – Infringement and Remedies | |
| Unit V | Industrial Designs and Geographical Indications | 6 Hours |
| | Industrial Design: What is design – What is not a design – Registrable design – Procedure for registration of designs - Geographical Indications: Features – Prohibitions. | |

Text Book

1. Radhakrishnan R & Balasubramanian S, (2008), “Intellectual Property Rights – text and cases”, New Delhi: Excel books pvt. Ltd.

Reference Books

1. Vijayasekhar RD, (2018), “Intellectual Property Rights Law”, New Delhi: Vijay Law Series.
2. Ahuja VK, (2017) “Law relating to Intellectual Property Rights”, Newyork: Lexis Nexis.
3. Ramakrishna B & Anil Kumar H.S, (2017) “Fundamentals Intellectual Property Rights”, New Delhi: Notion Press.

Course Designed by: Mr. R. Mathan