

DEPARTMENT OF MANAGEMENT

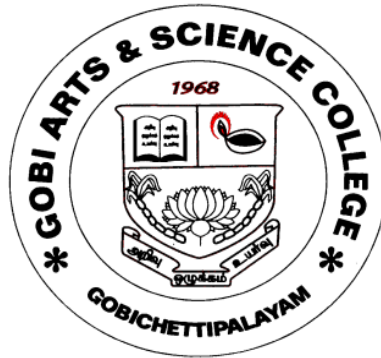
B.B.A. BUSINESS ADMINISTRATION

(Students admitted during 2022-2023 Onwards)

(Under CBCS with Outcome Based Education (OBE) Pattern)

SYLLABUS

I TO VI SEMESTER



GOBI ARTS & SCIENCE COLLEGE

(Govt. Aided Autonomous Co-educational Institution, Affiliated to
Bharathiar University, Coimbatore, Accredited with 'A' Grade by NAAC (4th cycle)
and Recognised as a STAR College by DBT, Government of India)

**KARATTADIPALAYAM POST,
GOBICHETTIPALAYAM - 638453
ERODE DISTRICT.**

GOBI ARTS & SCIENCE COLLEGE (Autonomous)

Vision

Social and Economic upliftment of the people of this area through value based quality Education.

Mission

Committed to serve the society with humility and trust, devoid of exploitation; to impart value based higher education, particularly to the socially and economically deprived sections of this area; to make students of this institution worthy citizens of our glorious motherland.

DEPARTMENT OF MANAGEMENT

Vision

To be a world leader in business education, research and engagement, helping to create better knowledge society.

Mission

Our vision is accompanied by our many-fold Mission statements:

- To transform lives through knowledge, creation and sharing.
- To provide competency driven education and to create best entrepreneurs for industrial development and economic growth.
- To leverage our knowledge and resources to provide experiential learning, immersion and other collaborating opportunities.
- To offer the best professional development and career management opportunities for our students.

GOBI ARTS & SCIENCE COLLEGE (AUTONOMOUS) : GOBICHETTIPALAYAM
SCHEME OF EXAMINATIONS - B.B.A. (BUSINESS ADMINISTRATION) (22 BATCH)

No.	Course Code	Part	Course	Total Hours	Hrs/Exam	Maximum Marks		Total Marks	Credits
						CIA	EOS		
SEMESTER - I									
1	22U1TM01	I	TAMIL - I	90	3	50	50	100	3.0
2	22U2EN01	II	ENGLISH - I	90	3	50	50	100	3.0
3	22UABM01	III	MAJOR CORE : PRINCIPLES OF MANAGEMENT	90	3	50	50	100	4.5
4	22UABM02	III	FINANCIAL ACCOUNTING	90	3	50	50	100	4.5
5	22UBBM01	III	ALLIED CORE : MANAGERIAL ECONOMICS	90	3	50	50	100	5.0
6	21U4FN01	IV	FOUNDATION SUBJECT - A : GENERAL AWARENESS		1.5		100	100	1.0
SEMESTER - II									
7	22U1TM02	I	TAMIL - II	90	3	50	50	100	3.0
8	22U2EN02	II	ENGLISH - II	90	3	50	50	100	3.0
9	22UABM03	III	MAJOR CORE : BUSINESS COMMUNICATION	90	3	50	50	100	4.5
10	22UABM04	III	BUSINESS ORGANISATION AND OFFICE MANAGEMENT	90	3	50	50	100	4.5
11	22UBBM02	III	ALLIED CORE : MATHEMATICS FOR MANAGERS - I	90	3	50	50	100	5.0
12	21U4FN02	IV	FOUNDATION SUBJECT - B : ETHICS & CULTURE		3		100	100	2.0
SEMESTER - III									
13	22U1TM03	I	TAMIL - III	60	3	50	50	100	3.0
14	22U2EN03	II	ENGLISH - III	60	3	50	50	100	3.0
15	22UABM05	III	MAJOR CORE : OPERATIONS MANAGEMENT	75	3	50	50	100	4.0
16	22UABM06	III	FINANCIAL AND INVESTMENT MANAGEMENT	90	3	50	50	100	4.5
17	22UABM07	III	MARKETING MANAGEMENT	90	3	50	50	100	4.5
18	22UBBM03	III	ALLIED CORE : AGRI BUSINESS MANAGEMENT	75	3	50	50	100	5.0
19		IV	FOUNDATION SUBJECT - B		3		100	100	2.0

Contd..

SEMESTER - IV									
20	22U1TM04	I	TAMIL - IV	60	3	50	50	100	3.0
21	22U2EN04	II	ENGLISH - IV	60	3	50	50	100	3.0
22	22UABM08	III	MAJOR CORE : HUMAN RESOURCE MANAGEMENT	75	3	50	50	100	4.0
23	22UABM09	III	TAXATION AND PRACTICES	90	3	50	50	100	4.5
24	22UABMM1	III	OFFICE AUTOMATION TOOLS & TALLY	45	3	50	50	100	2.5
25	22UABMP1	III	PROGRAMMING LAB : (OFFICE AUTOMATION TOOLS & TALLY)	30	3	50	50	100	1.0
26		III	ALLIED OPTIONAL :	90	3	50	50	100	5.0
27	21U4FN05	IV	FOUNDATION SUBJECT - B : ENVIRONMENTAL STUDIES		3		100	100	2.0
28		V	CO-CURRICULAR ACTIVITIES						1.0
SEMESTER - V									
29	22UABM10	III	MAJOR CORE : LEGAL ASPECTS OF BUSINESS	90	3	50	50	100	4.5
30	22UABM11	III	RESEARCH METHODS FOR MANAGEMENT	90	3	50	50	100	4.5
31	22UABM12	III	ENTREPRENEURSHIP AND BEHAVIOURAL MANAGEMENT	90	3	50	50	100	4.5
32	22UABM13	III	MATHEMATICS FOR MANAGERS - II	90	3	50	50	100	4.5
33	22UABMV1	III	INTERNSHIP TRAINING				100	100	2.0
34		III	MAJOR OPTIONAL :	90	3	50	50	100	4.0
SEMESTER - VI									
35	22UABM14	III	MAJOR CORE : COST AND MANAGEMENT ACCOUNTING	90	3	50	50	100	4.5
36	22UABM15	III	STRATEGIC MANAGEMENT	90	3	50	50	100	4.5
37	22UABM16	III	E-BUSINESS AND DIGITAL MARKETING	90	3	50	50	100	4.5
38	22UEBM01	III	MAJOR SKILL BASED PAPER : SOFT SKILLS FOR MANAGERS	60	3	50	50	100	3.0
39	22UEBMP1	III	MAJOR SKILL BASED PRACTICAL	30	3	50	50	100	1.5
40	22UABMV2	III	PROJECT WORK AND VIVA-VOCE (Submission of report - Viva-voce jointly by internal and external examiners)	90			100	100	3.0

CREDITS :

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PART I : 12 PART II : 12 PART III : MAJOR : 88

ALLIED: 20

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PART IV : 7 PART V : 1 TOTAL : 140

BLOOM'S TAXONOMY BASED ASSESSMENT PATTERN

K1-Remember; K2-Understanding; K3-Apply; K4-Analyze; K5-Evaluate

I. END OF SEMESTER (EOS) EXAMINATIONS:

1. Part III-Theory: 75 Marks (Converted into 50 Marks)

Knowledge Level	Section	Marks	Description	Total
K1	A (Answer All)	$10 \times 1 = 10$	MCQ	75
K2	B (Either or Pattern)	$5 \times 4 = 20$	Short answers	
K3 & K4	C (Answer 3 out of 5)	$3 \times 15 = 45$	Descriptive/Detailed	

2. Practical Examinations: 50 Marks

Knowledge Level	Section		Total
	Practical	Record work	
K3	40	10	50
K4			
K5			

II. CONTINUOUS INTERNAL ASSESSMENT (CIA):

1. Test – I & II: 25 Marks (Theory)

Knowledge Level	Section	Marks	Description	Total
K1	A (Answer All)	$5 \times 1 = 5$	MCQ	25
K2	B (Either or Pattern)	$2 \times 5 = 10$	Short answers	
K3 & K4	C (Either or Pattern)	$1 \times 10 = 10$	Descriptive/Detailed	

2. Test –III: Model Exam 75 Marks (Converted into 50 Marks)

Knowledge Level	Section	Marks	Description	Total
K1	A (Answer All)	$10 \times 1 = 10$	MCQ	75 Marks
K2	B (Either or Pattern)	$5 \times 4 = 20$	Short answers	
K3 & K4	C (Answer 3 out of 5)	$3 \times 15 = 45$	Descriptive/Detailed	

3. Practical Internal Assessment: 50 Marks

Knowledge Level	Section					Total
	One Test	Lab Performance	Observation Submission in Time	Record Submission in Time	Attendance	
K3	30	05	05	05	05	50
K4						
K5						

Components of Continuous Internal Assessment (CIA)

Components	Allotment of Internal Assessment Marks for a Maximum of 100 Marks (Converted into 50 Marks)
Two Tests (1 hour) [25+25=50/2]	25
Model Exam (75 Marks Converted into 50 Marks)	50
Learning by doing / Skill Development / Case Study / Innovation / Assignment. (Any Two-5+5 = 10 Marks)	10
Seminar / Quiz / Term Paper / Composition / Field Visit / Industrial Visit / GD / Skill / Extension Activity etc. (Any Two-5 + 5 = 10 Marks)	10
Attendance	05
CIA Total	100

Programme Specific Objectives

The students will be able to do, on successful completion of programme,

To provide high quality Education in Management and prepare students to join Industry, Business and Non - Profit organizations seek Entrepreneurial venture pursue higher education in Management to enable our student to achieve success, use innovative pedagogical techniques, computer applications, applied information systems technology, team projects, in-depth case analysis, group activities and presentation, class discussion business simulation and internet based studies etc., within the class room.

Programme Specific Outcomes (PSO)

PSO1: Learners and students acquire the strong knowledge on the various function areas of Management.

PSO2: Students developed the basic concepts of Accountability, Tax Laws and Financial Analysis.

PSO3: Learners sharpened the communication and soft skills.

PSO4: Learners applied the techniques and skills in various computing and business practices.

PSO5: Students inculcated the knowledge on Entrepreneurship and Quantitative Aptitude and motivated to start their own business ventures.

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM01	Course Title:	Batch:	2022
Total Hours:	90	Principles of Management	Semester:	I
			Credits:	4.5

Course Objective

The course aims

- To enable the students to acquire knowledge on the principles and functions of management, various forms of business organization and to enhance their managerial skills to effectively implement the various managerial functions.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1&K2	CO1	Remember and Understand the basic concepts and principles of management.
K3	CO2	Apply planning and decision making in organizational activities.
K4	CO3	Analyze various forms of organizational structure.
K2	CO4	Understand the sources of recruitment, Selection process and Training.
K5	CO5	Evaluate the directing and control techniques.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Introduction of Management Meaning of Management – Nature – Scope – Functions, management vs administration - <i>Is Management as an Science or an Art*</i> , History of Management thought – Contribution by Henry Fayol, Taylor's Scientific Management	18
II	Planning and decision making: Planning - Nature - Importance - Limitations – Process of Planning - <i>Types of plans*</i> . Decision making –Need - Types of Decisions - process of decision making	18
III	Organization Meaning, Characteristics, Process – Types of Organization – Line, Functional, Line and staff, Matrix, Committee, Project, Free form Organization	18
IV	Delegation and Decentralization Delegation – Meaning – Elements – Principles - Types – advantages – Barriers to delegation. Departmentation – Basis. Decentralization – Factors – Delegation Vs. Decentralization – Advantages & Disadvantage of Decentralization.	18
V	Directing & Controlling: Directing – Meaning - Elements- Qualities of good supervisor - Span of control – <i>Factors determining span of control*</i> . Controlling – Meaning – Control process – Controlling Techniques	18

<*- Self Study>

Text Book:

1. Dinkar Bagare, Principle of Management, Sultan Chand & Sons, New Delhi,2018.
2. K.Sundar, Essentials of Principles of Management, Vijay Nicole imprints Private Limited,Chennai , 2018.

Reference Books:

1. J.Jayasankar, Principle of Management, Margham Publications, Chennai 2022.
2. T. Ramasamy, Principles of Management, Himalaya Publishing House, Fifth Edition, 2014.
3. P.C. Tripathi / PN Reddy, Principles of Management, McGraw Hill Education Private Limited, Chennai 6th Edition,2017.

E-references:

1. https://edurev.in/studytube/Chapter-2-Principles-Of-Management--Class-Notes---/0aeaaf97-ecd0-4fa6-a151-176c2c436a57_t
2. <http://www.businessmanagementideas.com/management/principles-of-management-lecture-notes/7447>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	S	S
CO 2	S	M	S	S	S
CO 3	S	S	M	S	S
CO 4	S	S	M	S	M
CO 5	S	S	M	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM02	Course Title:	Batch:	2022
Total Hours:	90	Financial Accounting	Semester:	I
			Credits:	4.5

Course Objective

The course aims

- To impart the basic knowledge of financial accounting concepts, standards, principles and procedures to accounting practices and its techniques with special reference to Sole – proprietorship, Trading and Non – Trading concerns.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1,K2	CO1	Understand the accounting concepts and dual entry frame work.
K2,K3	CO2	Students will identify the need of preparing Trial Balance, Subsidiary books and Cash books
K3, K4	CO3	Analyse the procedures to prepare final accounts
K2,K4	CO4	Students will be learnt on depreciation methods
K5	CO5	Develop the skills need to prepare final accounts for Non-trading Concerns and Bank Reconciliation Statement

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	ACCOUNTING CONCEPTS & CYCLE Meaning – Divisions of accounting – <i>Basic accounting concepts</i> * – Rules of Accounting – Single entry book keeping Vs Double entry book keeping – Preparation of Journal – Ledger	18
II	SUBSIDIARY BOOKS & RECTIFICATION OF ERRORS Trial Balance – Subsidiary Books – Purchase Book – Sales Book – Purchase Return Book – Sales Return Book – Cash Book – Single Column Cash Book – Double Column Cash Book – Triple Column Cash Book	18
III	FINAL ACCOUNTS Preparation of Trading Account – Profit & Loss Account – Balance Sheet with simple adjustments	18
IV	DEPRECIATION METHODS Accounting for Depreciation – Meaning – <i>Methods</i> * – Merits and Demerits – Straight Line method – Written Down Value method – Annuity method. (Simple Problems Only)	18
V	ACCOUNTING FOR NON-TRADING CONCERN & BANK RECONCILIATION STATEMENT Preparation of Receipts & Payments A/c – Income and Expenditure A/c – Balance Sheet for Non Trading Concern. BRS–Causes for difference between Cash Book & Pass Book (Simple Problems Only)	18

Note: Theory and problems may be in the Ratio of 20% and 80% respectively.

<* - Self Study>

Text Book:

T.S. Reddy & A. Murthy – Financial Accounting – Margham Publications – Revised Edition 2022.

Reference Books:

1. T.S. Grewal and S.C. Gupta –Introduction to accounting -S. Chand and Company Pvt. Ltd – Reprint 2022.
2. K.L. Nagarajan, N. Vinayakam, P.L. Mani–Principles of Accountancy - S. Chand and Company Pvt. Ltd - 4th Edition 2009.
3. Dr. Dalston L. Cecil and Jenitra L. Merwin - Principles of Accountancy - Learntech Press, Trichy -Second Edition 2011.

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	S
CO5	S	S	L	S	S

S - Strong, M - Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UBBM01	Course Title:	Batch:	2022
Total Hours:	90	Managerial Economics	Semester:	I
			Credits:	5.0

Course Objective

The course aims

- To understand basic concepts and issues in managerial economics and their application in decision-making.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1, K2	CO1	Understand the relevance of economic concepts to business environment.
K2, K3	CO2	Understand demand, elasticity of demand and production function.
K2, K3, K4	CO3	Interpret the cost concepts, revenue and break even analysis.
K2, K5	CO4	Differentiate the pricing methods under various market structures.
K4, K5	CO5	Compare and contrast profit theories, concentration economic power and national income.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	MANAGERIAL ECONOMICS Meaning – Nature and scope; Managerial Economics and Business Decision Making; Role of Managerial Economist – Fundamental concepts of Managerial Economics.	18
II	DEMAND AND PRODUCTION FUNCTION Demand Analysis – Demand schedule – Demand curves – Types; Elasticity of Demand – Types; Production Function – Factors of Production, Law of variable proportion – Least cost combination – <i>Economies of scale</i> .*.	18
III	COST, REVENUE AND BEP Cost curves – Total, Average and Marginal, Short run and Long run; Revenue curves - Total, Average and Marginal, Under Perfect competition and Imperfect competition; Break Even Point – Determination – Usefulness - Limitations.	18
IV	MARKET STRUCTURE AND PRICING Pricing Under Perfect Competition – Pricing under Monopoly, Price discrimination – Pricing under Monopolistic Competition – Oligopoly, Duopoly; <i>Pricing in Public Utilities</i> *.	18
V	PROFIT, NATIONAL INCOME AND CEP Profit – Concepts and Theories; National Income – Features – Computation – Difficulties; Concentration of Economic Power – Effects – Remedies.	18

<* - Self Study>

Text Books:

1. T. Aryamala: Managerial Economics, Vijay Nicole Imprints Pvt. Ltd Chennai, Edition – 2022
2. Sankaran S: Business Economics, Margham Publications Chennai, Edition – 2003, Reprint 2022.

Reference Books:

1. H.L. Ahuja: Managerial Economics, Sultan Chand & Sons, Edition - 13
2. Gupta G.S.: Managerial Economics, Tata McGraw- Hill Education, Edition - 2
3. D.N. Dwivedi: Managerial Economics, Vikas Publishing House Edition - 8
4. Yogesh Maheshwari: Managerial Economics, PHI Learning Private Limited, Edition-3.
5. Dr. Radha: Business Economics, Prasanna Publishers & Distributors, Edition-3.

E-references:

1. <https://corporatefinanceinstitute.com/resources/knowledge/economics/economies-of-scale/>
2. <https://www.tutorsonnet.com/pricing-of-public-undertaking-homework-help.php>
3. <https://www.managementstudyguide.com/managerial-economist-role.htm>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	S	S
CO2	S	M	M	S	S
CO3	S	M	M	M	S
CO4	S	S	M	M	S
CO5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM03	Course Title:	Batch:	2022
Total Hours:	90	Business Communication	Semester:	II
			Credits:	4.5

Course Objective

The course aims

- To provide students with the skills and knowledge of communication in the business environment.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1,K2	CO1	Understand the concepts, methods and barriers in Business Communication.
K2	CO2	Develop an awareness of the importance of succinct written expression to modern business communication.
K2,K3	CO3	Describe the corporate and interpersonal communication.
K3, K4	CO4	Develop the writing skills of a students to have a better presentation of Business reports and issues.
K5	CO5	Focus on preparing the learners to effectively use various forms of Communication with technological developments.

K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	BASIC CONCEPTS OF COMMUNICATION Process and objectives of business communication, methods of communication – Types - Barriers and Essentials of effective communication.	18
II	BUSINESS CORRESPONDENCE THROUGH LETTERS Communication through letters – Layout of a Business Enquiries –Offers and Quotations – Order and Replies – Letters of Complaints – Collection letters – Letters to agency – Bank Correspondence – Insurance letters.	18
III	SECRETARIAL AND INTERNAL CORRESPONDENCE Correspondence of Company Secretary with shareholders and directors – Agenda and Minutes Preparation - <i>Memo</i> * – Circulars – Notices.	18
IV	COMMUNICATION THROUGH REPORTS Communication through Reports: Importance – types – contents – reports by Individuals – Committees - Review Writing – <i>Resume Writing</i> *-Reference and appointment orders.	18
V	ORAL COMMUNICATION AND E-COMMUNICATION Speeches – Debates – Interview – <i>Group Discussion</i> * – Use of Electronic Devices in Modern Communication – Social networks – E-mail – Posts – Chat – Teleconferencing and Video conferencing.	18

<* - Self Study>

Text Book:

1. Rajendra Pal & J.S. Korlahalli: Essentials of Business Communication, Sultan Chan & Sons, Edition/Reprint – 2013.
2. Kathiresan & Dr.Radha: Business Communication, Prasanna Publication, Chennai, Edition – 2013.

Reference Books:

1. N.C.Jain & Saakshi: Essentials of Business Communication, AITBS Publication, Edition - 3, 2012.
2. Namita Gopal: Business Communication, New Age International Pvt Ltd, Pblishers, Reprint – 2013.
3. K.Sundar & A. Kumara Raj: Business Communication Vijay Nicole Imprints Pvt Ltd, Edition – 2012.

E-references:

1. www.businessmanagementideas.com/notes/...notes/communication...notes/notes.com
2. www.simplynotes.in/e-notes/mbabba/business-communication/
3. www.notesdesk.com/notes/business-communications/business-communication-and-its-...

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	M

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM04	Course Title:	Batch	2022
Total Hours:	90	Business Organisation and Office Management	Semester	II
			Credits	4.5

Course Objective

The course aims

- The course aims to provide basic knowledge to the about the organization and office management of a modern business enterprises.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understand the concepts, tools and issues of management in organisation of all types.
K4	CO2	Analyze the various organisations, identifying their component parts, the relationships and problems between them.
K5	CO3	Evaluate the small scale and large scale industries.
K1	CO4	Learn about alternate business combinations.
K3	CO5	Improve knowledge of modern office, its functions and records management.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	FOUNDATION OF BUSINESS Business – Meaning – Characteristics of Business – Objectives of Business – India’s Experience of liberalization and globalization – Make in India Movement – Profession and Employment – Organisation – Meaning – Importance of Business organisation. <i>Emerging opportunities in business*</i>	18
II	FORMS OF BUSINESS ORGANISATION Non Corporate Enterprises: Sole Proprietorship – Partnership – Joint Hindu Family Firm - Corporate Enterprise: Joint Stock Companies – Co-operative Society. <i>Basic considerations in setting up a Business Enterprise*</i> .	18
III	SSI AND LARGE SCALE INDUSTRIES Meaning – Need for SSI – Role of SSI in Indian economy – Challenges of SSI – Types of SSI – Large scale industry- Meaning- Advantages and Limitations.	18
IV	BUSINESS COMBINATION Business combination – Causes – Types – Forms – Trade Associations - Functions - Chamber of Commerce – Functions <i>Combination Movement in India*</i> .	18
V	MODERN OFFICE MANAGEMENT Meaning – Functions of Modern Office –Importance of Office – Office Management – Elements of Office Management - Office Accommodation: Location – Layout - Records Management: Importance - Filing and Indexing.	18

<* - Self Study>

Text Books:

1. Bhusan Y.K. : Business Organisation, Sultan Chand & sons, Newdelhi.
2. Kathiresan Dr. Radha : Business Organisation, Prasanna Publisers & Distributors, Chennai.
3. Chopra R.K. : Office Management, Himalaya Publishing House, Mumbai.

Reference Books:

1. Singh, B.P. & Chhabra, T.N., : Business Organisation and Management, Sun India Publications, New Delhi.
2. Shankar, Gauri., : Modern Business Organisation, Mahavir Book Depot, New Delhi.
3. Tulsian, P.C., : Business Organisation & Management, Pearson Education, New Delhi.
4. Kaul, V.K., : Business Organisation and Management, Pearson Education, New Delhi.

E-references:

1. https://sol.du.ac.in/pluginfile.php/4753/mod_resource/content/1/SM-2%281-3%29.pdf
2. <https://www.toppr.com/guides/business-studies/small-business/meaning-and-nature-of-small-bu>
3. <https://www.toppr.com/guides/business-studies/small-business/meaning-and-nature-of-small-business/>
4. <http://www.yourarticlelibrary.com/business/forms-of-business/business-combination-concept-causes-and-forms/69426>
5. <http://bieap.gov.in/Pdf/OAPaperIIIYR2.pdf>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UBBM02	Course Title:	Batch:	2022
Total Hours:	90	Mathematics for Managers - I	Semester:	II
			Credits:	5.0

Course Objective

The course aims

- To introduce some of the ideas of business calculus and financial mathematics, emphasizing the applications of these methods in the business scenario.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Students will have a sound knowledge of set theoretic language and be able to use it to codify mathematical objects and how to identify the inconsistency of data in business situation.
K2	CO2	Apply the knowledge of matrices in solving business problems.
K3	CO3	Analyze real world scenarios to recognize when simple and compound interest, annuities and discounting.
K4	CO4	Understand the business statistics for frequency distributions and measures of dispersions and be able to select which method able to use for different problems.
K1 & K3	CO5	Apply the statistical technique which studies the relationship between two or more variables and correlation and regression analysis involves various methods and techniques.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Set theory - Types of sets - Set operations - Venn diagrams and its applications - Laws and properties of sets - Number of elements - Inconsistency of data.	18
II	Matrices - Definition - Types - Matrix operations -Determinants - Minor - Co factor - adjoint - Inverse of a matrix (not more than 3rd order) - Solving system of simultaneous linear equations - Cramers rule - Inverse matrix method.	18
III	Mathematics of finance - Simple and compound interest - Effective and Nominal rate of interest - Annuities - Discounting.	18
IV	Statistics - Definition - Characteristics - Scope - Limitations - Measures of central tendency - Arithmetic mean - Median - Mode -Geometric mean - Harmonic mean.	18
V	Correlation - Scatter diagram - Karl Pearson's coefficient of correlation - Rank correlation - Spearman's rank correlation coefficient - Regression lines - Standard error of estimation.	18

Text Book:

1. P.A. Navnitham, Business Mathematics and Statistics, Jai Publishers.

Reference Books:

1. Sundaresan and Jayaseelan : An introduction to Business Mathematics and Statistical Methods.
2. Gupta S.P : Statistical Methods

E-references:

1. <http://www.scribd.com>
2. <https://www.youtube.com/watch?v=SJOTtb1FTfs>
3. www.nabla.hr

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	S
CO4	M	S	S	S	S
CO5	S	S	S	M	S

S - Strong; **H** - High; **M** - Medium; **L** – Low

For EOS Examinations: 75 Marks (Converted into 50 Marks)

The Question Paper is to be divided into THREE Sections.

Section-A Carries 10 Marks, Section-B Carries 25 Marks and Section-C Carries 40 Marks.

Section-A Contains 10 Multiple Choice Questions. (10 x 1 = 10 Marks)

Two Questions from each unit. (Q. No: 1 to 10)

Section-B Contains 5 Either or Choice Questions. (5 x 5 = 25)

Each Question carries 5 Marks. Both (a) and (b) from the same unit.

Q. No.: 11 (a) or (b) to 15 (a) or (b)

Section-C Contains 5 Either or Choice Questions. (5 x 8 = 40)

Each Question carries 8 Marks. Both (a) and (b) from the same unit.

Q. No.: 16 (a) or (b) to 20 (a) or (b)

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM05	Course Title:	Batch:	2022
Total Hours:	75	Operations Management	Semester:	III
			Credits:	4.0

Course Objective

The course aims

- To understand the fundamentals of operations management and also the importance and techniques of quality control.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understanding the basic concepts of operations management and Production Planning and Control.
K1 & K2	CO2	Know plant location, plant layout and Maintenance Management.
K2	CO3	Understand the importance of Material management.
K3	CO4	Impart knowledge on inventory control.
K4 & K5	CO5	Learn on inspection, TQM and qualities and Bench marking of Production.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Introduction to Operations Management Operations Management: objectives – functions and responsibilities of operations manager – relation with other functional areas–production system–continuous–intermittent – job-batch (advantages and disadvantages). Production Planning and Control* : objectives – functions.	15
II	Plant Location, Plant Layout and Maintenance Management Plant Location: objectives – importance – factors influencing Plant Location –Plant Layout: objectives – types of plant Layout – advantages and disadvantages – Maintenance Management: objectives – types – advantages – limitations.	15
III	Materials Management Materials management: Definition – importance – scope– objectives – principles – Purchasing: procedure – principles – import substitution and procedure –Store keeping – objectives – functions of store keeper	15
IV	Materials Handling and Inventory Control Materials handling: objectives – functions – equipments – criteria for selecting material handling equipments – Inventory control: meaning & importance – tools of inventory control – ABC, VED & FSN analysis – EOQ.	15
V	Inspection and Total Quality Management Inspection: objectives – functions – centralized and decentralized inspection –TQM: Meaning – objectives – importance. Bench marking* : Meaning – objectives – advantages. ISO: types –advantages – procedure for obtaining ISO.	15

<* - Self Study>

Text Book:

Saravanavel .P & Sumathi .S, Production & Material Management., Margham publications, 3rd Edition, 2010.

Reference Books:

1. Mahadevan B, Operations management: Theory and practice. Pearson Education India, 2015.
2. Varma.M.M, Materials Management, Sultan Chand & Sons, 4th Edition, 2012.
3. Gopalakrishnan & Sundaresan, Materials Management, PHI, 2011.
4. J. R. Tony Arnold, Stephen N., Chapman & Lloyd M. Clive, Introduction to Materials Management Pearson Education, Inc., 2011.

E-references:

1. <https://www.youtube.com/watch?v=9qBZyzjoqAo>
2. [https://www.google.co.in/search?q=production+and+materials+management\)+%7C+MOOC+List&sxsrf=ALeKk016PnY60-2MQHzPksniO-sw6t1RKng:1596971128096&source=lnms&tbm=vid&sa=X&ved=2ahUKEwiN3rmG_Y3rA hUw8HMBHTs9DhAQ_AUoA3oECA4QBQ&biw=1366&bih=625](https://www.google.co.in/search?q=production+and+materials+management)+%7C+MOOC+List&sxsrf=ALeKk016PnY60-2MQHzPksniO-sw6t1RKng:1596971128096&source=lnms&tbm=vid&sa=X&ved=2ahUKEwiN3rmG_Y3rA hUw8HMBHTs9DhAQ_AUoA3oECA4QBQ&biw=1366&bih=625)
3. https://swayam.gov.in/nd2_nou20_cs07/preview

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	S	S

S-Strong, **M**-Medium and **L**-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM06	Course Title:	Batch:	2022
Total Hours:	90	Financial and Investment Management	Semester:	III
			Credits:	4.5

Course Objective

The course aims

- The course aims to provide basic knowledge to the about the finance and investment management of a modern business enterprises.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	To make the student to know the importance and objective of FM
K2	CO2	Analyze the various types of capitalization, cost of capital, capital structure
K3	CO3	Evaluate the capital budgeting
K4	CO4	Learn about the investment concepts
K5	CO5	To understand the activities of stock exchange

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Financial Management Financial management: meaning, objectives, function - finance and other related discipline, Indian Financial system – source of finance – role of finance manager.	18
II	Capitalization Capitalization - causes – types: financial planning – steps, objectives, cost of capital – capital structure – theories, factors, cash management: receivable management. (No Problems)	18
III	Capital Budgeting Capital Budgeting – various methods of capital budgeting – merits and demerits (Problem Compulsory) , dividend policy and decisions – source available for dividend – factors of dividend policy	18
IV	Investment Management Investment –Features – Principles – objectives – investment alternatives – Various kinds of Investment – Stages involved – Sources of Investment Information - New Issue Market – Secondary Market – features – functions	18
V	Security Exchange Board of India Stock Exchange – definition – objectives – functions – working – Organisation – listing of securities – objectives – merits & demerits – underwriting of security issues – NSE, SEBI – features and functions	18

<* - Self Study>

No Note: Theory and Problems may be in the Ratio of 80% and 20% respectively.

Text Book:

1. S.N. Maheswari, Elements of Financial Management Sulthan Chand & Sons New Delhi. 2014.
2. Dr. S. Krishnamoorthy & S. Maria John : Investment Management –Paramount Publications, Palam, 2015.

Reference Books:

1. M.Y.Khan and P.K.Jain: Financial Management, Tata McCraw Hall, New Delhi, 2012.
2. Dr. A Murthy Financial Management, Margham Publications, Chennai 2011.
3. Dr. V.K.Bhalla, Investment Management – S.Chand & Company Ltd,New Delhi, 2015.
4. Dr. Preeti Singh, Investment Management-Himalaya Publishing House,Mumbai, 2015

E-references:

1. <https://www.managementstudyguide.com> › financial-management
2. <https://strategiccco.com> › capitalization
3. <https://bbamantra.com> › capital-budgeting
4. <https://www.investopedia.com> › Investing › Investing Essentials
5. <https://en.wikipedia.org> › wiki › Securities_and_Exchange_Board_of_India

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	M	S
CO 4	S	S	S	M	S
CO 5	S	S	S	S	S

S - Strong, **M** - Medium and **L**-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM07	Course Title:	Batch:	2022
Total Hours:	90	Marketing Management	Semester:	III
			Credits:	4.5

Course Objective

The course aims

- To understand the concepts of marketing management.
- To enhance knowledge on marketing mix elements.
- To impart the knowledge on the marketing environment, consumer behaviour, marketing mix and product concepts. It provides the results in developing best products in terms of goods and services that brings consumer satisfaction.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understand the basic concepts of marketing and marketing environment.
K1	CO2	Familiarize about the buying behaviour concepts and market segmentation.
K4	CO3	Grasp the analytical skills to tackle the challenges in Product concepts.
K5	CO4	Evaluate the awareness of Pricing and distribution strategies.
K3	CO5	Apply the concepts of promotion and Online marketing.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Marketing Concept & Environment Marketing: Definition - Objectives – Nature and scope – Importance – <i>Modern Marketing Concept*</i> – Marketing Vs Selling – Functions of Marketing – Elements of Marketing Mix – Marketing Environment – Micro and Macro Environment.	18
II	Market Segmentation & Consumer Behaviour Market Segmentation: Meaning – Bases of Market Segmentation – Criteria for market Segmentation – Benefits. Consumer Behaviour: Meaning – Factors influencing Consumer behaviour – <i>Buying Decision Process*</i> . Buying Motives: Meaning – Classification.	18
III	Product Concept Product: Meaning - Features – Classification – Product Mix – New Product Development Process – <i>Causes for the New Product Failure*</i> - Product Life Cycle – Branding – Meaning – Features – Packaging – Meaning and Functions.	18
IV	Pricing & Distribution Price: Meaning – Objectives – <i>Factors Influencing Pricing Decisions*</i> – Kinds of Pricing. Physical Distribution: Meaning – Components – Channels of Distribution – Types.	18

V	Promotion & Modern Trends in Marketing Promotion: Objectives – Promotional Mix – Sales Promotion – Definition – Objectives – Methods – Advertising – Definition – Objectives – Types of advertisement media. – Marketing through social network & digital platforms* – Green Marketing – Definition – Importance and Benefits.	18
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<* - Self Study>

Text Book:

1. R.S.N.Pilai & Bagavathi; Modern Marketing; S. Chand & Company Ltd, New Delhi, 2020.

Reference Books:

1. Marketing Management – Ramaswamy & Namakumari, Macmillan India Ltd. New Delhi.
2. Rajan Nair N, Sanjith R Nair; Marketing, Sulthanchand & Sons; New Delhi.
3. Dr. R.L.Varshney and Dr. S.L. Gupta, Marketing management Text and cases, Sulthan Chand & sons.
4. M.Govindarajan; Marketing Management (Concepts, Cases, Challenges and Trends); PHI Learning (Pvt) Ltd; New Delhi.
5. Boyd Walker; Marketing Management; McGraw Hill; New Delhi,

E-references:

1. https://swayam.gov.in/nd1_noc19_mg48/preview
2. <https://nptel.ac.in/courses/110/104/110104068/>
3. <https://nptel.ac.in/courses/110/104/110104070/>
4. <https://www.my-mooc.com/en/mooc/marketing-management-iimbx-mk102x/>
5. https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview
6. http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/232

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M
CO2	S	M	S	M	S
CO3	M	S	M	M	S
CO4	S	M	M	S	M
CO5	S	M	M	S	M

S - Strong, **M** - Medium and **L**-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UBBM03	Course Title:	Batch:	2022
Total Hours:	75	Agri Business Management	Semester:	III
			Credits:	5.0

Course Objective

The course aims

- To the study of Agri Business Management introduces students to the processes of agriculture and various business and marketing system in context of agricultural inputs to motivate them to become entrepreneurs in Agri-business.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understand the scope of agricultural business.
K1	CO2	Demonstrate economic principles to the problems of farm planning and budgeting.
K3	CO3	Apply the fundamentals of management with reference to farm business opportunities.
K4	CO4	Analyze various theories and practice of Agriculture.
K5	CO5	Evaluate a business plan on value addition of farm products.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Agri Business Management: Agri Business - Meaning – Characteristics- Scope - Importance – Agri business management decisions – Strategic decisions – Operational Decisions - Administrative decisions– <i>Requirements of Agri business*</i> .	15
II	Farm Planning & Farm Budgeting: Farm Planning – objectives – advantages – characteristics of good farm Plan - techniques of farm plans - Farm budgeting - Farm records - <i>Land Management- Efficient farm layout*</i> .	15
III	Farm Business Opportunities: Farm Business Opportunities – Cattle rearing - Poultry - Seed and Seedlings production - Nursery (Focus on ideal conditions - Ideal varieties - Requirements to start and run the business successfully) – Marketing aspects - Institutional arrangements.	15
IV	Farm Practices: Farm Practices - Organic farming – Benefits - Preparation of compost - Integrated farming – methods – benefits - <i>Kitchen Garden – methods - benefits*</i> - Setup the Terrace Garden	15
V	Value Addition of farm products: Vermiculture - Mushroom farming - value addition of farm products - Location specific potential farming enterprises - Various Government Schemes.	15

<* - Self Study>

Note: III, IV & V Units focus mainly on Field visit & Observation - Practical learning.

Text Books:

Fundamentals of Farm Business Management: S.S. Johl & T.R.Kapur, Kalyani Publishers, 2015.

Reference Books:

1. A Text Book of Agri-Business Management: A.C. Broadway & Arif A. Broadway, Kalyani Publishers, 2016.
2. Fundamentals of Agribusiness Finance: Ralph W.Battles and Robert C Thompson, Blackwell Publishers, 2000.

E-references:

1. https://www.canr.msu.edu/afre/undergraduate/agribusiness_management
2. <http://eagri.org/eagri50/AECO342/lec16.pdf>
3. <https://krishijagran.com/agripedia/top-most-profitable-agriculture-business-ideas/>
4. <https://smallbiztrends.com/2016/12/agricultural-business-ideas.html>
5. <https://www.thebalancesmb.com/value-added-products-for-organic-farms-2538417>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	M	S	S	S
CO3	S	S	S	M	S
CO4	S	M	S	M	S
CO5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM08	Course Title:	Batch:	2022
Total Hours:	75	Human Resource Management	Semester:	IV
			Credits:	4.0

Course Objective

The course aims

- To introduce the concepts and functioning of human resource management.
- To produce information regarding the effectiveness of recruiting methods, selection procedures and make appropriate staffing decisions.
- To gain knowledge HRM and its significance in business

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understand the concepts and functions of HRM and human resource planning process.
K3	CO2	Apply Recruitment and selection process to select the employees.
K2	CO3	Present the available training and performance methods.
K5	CO4	Evaluate the salary and Payroll Management with the help of methods.
K1	CO5	Describe the strategies of collective bargaining and employee grievances.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Nature and Scope of HRM & Human Resource Planning HRM: Definition – Objectives – Scope – Functions – Human Resource Planning: Definition – Objectives – <i>Need and importance*</i> – Process.	15
II	Recruitment, Selection & Internal Mobility Recruitment: Meaning – Factors – Sources – Selection: Meaning – Need – Methods – Placement – Meaning – Induction – Meaning – objectives – Internal mobility: Promotion – <i>Transfer*</i> – Demotion – Separation.	15
III	Training and Performance Management Training: Concept – Importance – Methods – Job Evaluation: Definition – Objectives – <i>Procedure*</i> – Methods – Performance Appraisal: Meaning – Purpose – Methods.	15
IV	Salary Administration and Payroll Management Wage and Salary Administration: Objectives – Components – <i>Methods of wagepayment*</i> – Payroll Management – Meaning – Process.	15
V	Employee Grievances and Industrial Disputes Collective Bargaining: Meaning – Objectives – Strategies – Grievances: Causes – <i>Grievance Procedure*</i> – Industrial Disputes – Concept – Causes.	15

<* - Self Study>

Text Book:

1. Khanka S.S. Human Resource Management (2019):Text and Cases, S Chand & Company Ltd, New Delhi,

Reference Books:

1. Aswathappa K, Sadhna Dash (10th Edition 2023): Human Resource Management: Text and Cases, McGraw Hill Education (India) Private Limited, New Delhi..
2. Biswajeet Pattanayak : Human Resource Management (6th Edition 2020), PHI LearningPrivate Limited, New Delhi.

E-references:

1. <http://www.yourarticlelibrary.com/hrm/human-resource-management-meaning-objectives-scope-and-functions/35229>.
2. http://elearning.nokomis.in/uploaddocuments/Human%20Resource%20Management/ch.%203%20Manpower%20planning/PPT/HRM_DLP_Ch3_complete.pdf
3. http://www.pondiuni.edu.in/storage/dde/downloads/hrmiv_cm.pdf
4. <http://www.economicdiscussion.net/wages/wage-system/wage-and-salary-administration/32097>
5. https://shodhganga.inflibnet.ac.in/bitstream/10603/112972/10/10_chapter%202.pdf

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM09	Course Title:	Batch:	2022
Total Hours:	90	Taxation and Practices	Semester:	IV
			Credits:	4.5

Course Objective

The course aims

- To impart the basic concepts and principles of Taxation and to make the students aware about Income Tax Act 1961, GST and Customs Duty.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Build knowledge basic concepts of Taxation.
K2	CO2	Provide knowledge for calculating Income from salary and House property.
K3	CO3	Familiarize the Tax Provisions for Business Income, Capital Gains and Impart knowledge for computing Income from other sources and Gross Total Income.
K4	CO4	Comprehend the system of customs duty.
K5	CO5	The Fundamentals of Goods and Service Tax(GST), GST Regulation and Registration.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Basic Concepts of Taxation: Characteristics, objectives and Canons of Taxation, classification of taxes, distinction between Direct and Indirect taxes. Tax evasion and avoidance – causes and remedies.	18
II	Direct Taxes: Direct Taxes, Income Tax Act, 1961 – Important Definitions – Basis of charge – Residential status – Income exempted from income tax – Heads of Income – Computation of Income under salary and House property. (Simple Problems to be included)	18
III	Business and Profession & Income: Computations of income under Profits and Gains of Business and Profession (Simple Problems to be included) – capital gains (Simple Problems to be included) – Income from other sources – Deductions in the computations of total income. (Theory Only)	18
IV	Customs Duty: Customs Duty– Definition- Types, components, Objectives, Restrictions on import and export of goods, Levy of customs duty, Exemption from duty, Powers of proper officer.	18
V	Fundamentals of GST: Goods and services Tax– History, features, objectives, benefits, Issues, Regulatory framework, Registration under GST– Goods and Services excluded from tax.	18

<* - Self Study>

Note: Theory and Problems may be in the ratio of 60% and 40% respectively.

Text Books:

1. Dinkar Pagare, Business Taxation, S.Chand publishers, 2021.
2. V.P Gaur & D.BNarang, Income Tax Law and Practice, Kalyani Publishers, 2021.

Reference Books:

1. Monica Singhanian and Vinod K Singhanian, Income Tax Including GST, Taxmann's publication, 2021.
2. Dr. Girish Ahuja and Dr.Ravi Gupta, Income Tax Act, Bharat Law House Pvt.Ltd,2021.
3. DR. H.C. Mehrotra and Prof. V.P.Agarwal, GST and Customs Duty, Sahityabhawan publications, 2020.

E-references:

1. www.incometaxindia.com
2. www.gstindia.com
3. www.gst.gov.in
4. www.ctd.tn.gov.in

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S
CO2	S	M	S	M	S
CO3	S	M	M	M	S
CO4	S	M	M	S	M
CO5	S	M	S	S	M

S - Strong, **M** - Medium and **L** - Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABMM1	Course Title:	Batch:	2022
Total Hours:	45	Office Automation Tools & Tally	Semester:	IV
			Credits:	2.5

Course Objective

The course aims

- The course aims To help to know the basic elements of office automation tools.
- To learn how to get started with Writer and identifying the features on the application window.
- To creating formulas to calculate data using Calc layout and prepare presentation using impress tool.
- To know the basic elements of TALLY

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2, K4	CO1	To apply for simple applications of real life documents and formatting documents in writer.
K2, K3	CO2	To format text, paragraphs and sections along with creating and managing documents.
K1, K2, K3, K5	CO3	Analyse knowledge about the Impress and develop presentation skills in Impress
K2, K3, K4	CO4	To evaluate the knowledge about the Open Office Calc and working with functions and operators and to develop the Calc programs.
K2, K4, K5	CO5	Student will do by their own create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc.

K1 – Remember; **K2** – Understanding; **K3** – Apply; **K4** – Analyze; **K5** - Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Writer: Getting Start with OpenOffice.org Writer-Open, Explore, Work, Exit - Editing Documents in Writer: Opening an Existing OpenOffice.org - Writer Document - Exploring Selection Modes - Making Changes to a Document - Exploring the Find & Replace Feature of OpenOffice.org Writer – Find, Replace - Exploring the Auto Correct Context Menu - Working with Word Completion Features-Customize Working with Spelling & Grammar Checker-Turn, Start - Insert, Merge, Save.	9
II	Formatting the Document: Setting the Page margins - Describing Headers and Footers - Working with a table - Formatting Text in a Document - Working with Graphics - Wrapping the Text around Graphic - Working with Document - Designing Document using Template - Navigating the Document - Applying Styles - Previewing the Document - Printing the Document..	9

III	Impress: Getting Started with OpenOffice.org Impress - Working with Presentation: Opening an Existing Presentation - Formatting the Text - Working with Text Effects - Inserting Objects in a Slide - Applying the Slide Animation Effect - Applying the Slide Transition Effect - Running a Slide Show - Setting Options for a Slide Show - Moving and Deleting the Slides - Saving the Existing Presentation - Printing the Presentation.	9
IV	Calc: Getting Started with OpenOffice.org Calc: Starting OpenOffice.org Calc - Exploring the OpenOffice.org Calc Interface - Entering Data in a Cell - Defining Ways to Select Cells - Making Changes to Data - Undoing the Last Changes - Saving the Spreadsheet - Closing the Spreadsheet and Quitting the OpenOffice.org Calc - Working with Functions & Operators: Working with the Mathematical Functions - Working with the Text Functions-Working with the Spreadsheet Functions - *Working with the OpenOffice.org Calc Layout: Working with Rows & Columns	9
V	Tally: Starting Tally - Create a Company - Selecting a Company - Altering a Company - shut Company Ledgers - Creating a Ledger - Displaying a Ledger - Altering a Ledger Vouchers - Voucher Types - Display a Voucher - *Alter a Voucher - Delete a Voucher - Insert a Voucher - Day Book.	9

<* - Self Study>

Text Book:

1. Vikas Gupta, “Linux and Open Office Course Kit”, First Edition, Dream Tech Press, 2010. (Unit I-IV)
2. C. Nellaikannan, “Tally”, Second Edition, 2005. (Unit-V)

Reference Books:

1. Andy Channelle, “Beginning Open Office 3: Form Novice to Professional”, First Edition, Apress, 2009.
2. Greg M. Perry, “Sams Teach Yourself Open office.org All In One”, First Edition, Prentice Hall, 2004.
3. Jeffery A. Riley, “Introduction to Open office.org”, First Edition, Prentice Hall, 2009.
4. Gurdy Leete, Ellen Finkelstein, Mary Leete, “Open Office.org for Dummies”, First Edition, Wiley Publishing Inc, 2004

E-references:

1. <https://www.linode.com/docs/tools-reference/introduction-to-linux-concepts/>
2. <https://www.libreoffice.org/discover/what-is-opensdocument/>
3. <https://documentation.libreoffice.org/en/english-documentation/calc/>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	H	H	S	H
CO2	S	H	S	H	S
CO3	S	S	H	M	S
CO4	H	S	H	M	S
CO5	M	S	H	S	M

S - Strong; H - High; M - Medium; L - Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABMP1	Course Title:	Batch:	2022
Total Hours:	30	Programming Lab : (Office Automation Tools & Tally)	Semester:	IV
			Credits:	1.0

Course Objective

The course aims

- To learn how to get started with Writer and identifying the features on the application window.
- To create formulas to calculate data using Calc layout and prepare presentation using impress tool.
- To design presentation in impress and make work on Tally.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K4, K5	CO1	Understand the fundamentals of open office writer to create and edit documents
K3, K5	CO2	Know about various data analysis, at the time of training, create charts and more complex calculations.
K3, K5	CO3	Understand the knowledge about the calc, construct formulas and apply built-in functions.
K3, K4	CO4	Understand the IMPRESS tool to apply transition, animation and sound merging in various slides.
K3	CO5	Create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc.

K1 – Remember; **K2** – Understanding; **K3** – Apply; **K4** – Analyze; **K5** - Evaluate

SYLLABUS	
1.	Type a paragraph of 20 lines and perform the following in Open Office Writer Document Bold, Italic, Underline, Font Type, Font Size, Background Color, Font Color, Spell Check, Line Spacing, Heading, and Page Number.
2.	Create an Open Office Writer Document to design an Invitation Card with Appropriate Picture.
3.	Create and design a Time table in Open Office Writer.
4.	Using Mail Merge send application for the job to four companies in a Open Office Writer.
5.	Maintain an Open Office Calc workbook for doing simple calculations (Sum, Maximum, Minimum, Mean, Median and Mode).
6.	Create an Open Office Calc workbook that contain the worksheet to draw bar chart with atleast five subject marks.
7.	Design a Presentation about the courses offered by our college in Open Office Impress.
8.	Design a Presentation for the News Headlines in Open Office Impress.
9.	Design a Presentation for the product advertisement in Open Office Impress.
10.	From the following particular prepare the ledger accounts of Mr.Shankar for the year of April, 2018.

Date	Particulars	Amount (Rs)
Apr 5	Bought goods from Velan	6,750
Apr 8	Cash Purchase	3,000
Apr 11	Cash Sales	4,000
Apr 15	Sold goods to Guru	2,000
Apr 17	Cash paid to Ramu	850
Apr 19	Paid Salary	1,000
Apr 21	Received cash from Ramesh	200
Apr 25	Paid for Advertisement	100
Apr 27	Bought goods	3,000
Apr 30	Purchased in Credit from Hari	1,200

11. From the following particular the ledger accounts of Mr.Ram of the year of March 2018.

Date	Particulars	Amount (Rs)
March 1	Ram invested cash in business	2,00,000
March 2	Paid into bank	50,000
March 12	Purchased building	70,000
March 14	Purchased goods	50,000
March 17	Sold goods	60,000
March 20	Withdraw cash from bank	10,000
March 21	Paid Electronic Charges	300
March 30	Paid Salary	1,500

12. From the following particulars prepare a ledger A/c of Mr.Siva for the month June 2018.

Date	Particulars	Amount (Rs)
June 1	Siva invested cash in business	1,00,000
June 2	Cash Purchases	25,000
June 3	Sold goods to Saravanan	17,000
June 4	Bought Furniture	5,000
June 5	Paid Commission	125
June 6	Cash Sales	12,000
June 7	Saravanan goods returned worth	150
June 8	Cash deposited into Bank	5,500
June 9	Withdraw Cash	500
June 10	Interest received	250
June 11	Depreciation provided on furniture @ 10%	500
June 12	Paid Rent	200
June 15	Withdraw Cash for Personal Use	450

Text Books:

1. Vikas Gupta, "Linux and Open Office Course Kit", First Edition, Dreamtech Press, 2010.
2. C. Nellaikannan, "Tally", Second Edition, 2005.

Reference Books:

1. Andy Channelle, *“Beginning Open Office 3: Form Novice to Professional”*, First Edition, Apress, 2009.
2. Greg M.Perry, *“Sams Teach Yourself Open Office. Org All In One”*, First Edition, Prentice Hall, 2004.
3. Jeffery A.Riley, *“Introduction To Open Office.Org”*, First Edition, Prentice Hall, 2009.
4. Gurdy Leete, Ellen Finkelstein, Mary Leete, *“Open Office.Org For Dummies”*, First Edition, Wiley publishing Inc, 2004.

E-references:

1. <https://www.linode.com/docs/tools-reference/introduction-to-linux-concepts/>
2. <https://www.libreoffice.org/discover/what-is-opendocument/>
3. <https://documentation.libreoffice.org/en/english-documentation/calc/>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	H	H	S	H
CO2	S	H	S	H	S
CO3	S	S	H	M	S
CO4	H	S	H	M	S
CO5	M	S	H	S	M

S-Strong; H-High; M-Medium; L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM10	Course Title:	Batch:	2022
Total Hours:	90	Legal Aspects of Business	Semester:	V
			Credits:	4.5

Course Objective

The course aims

- To Provide Knowledge on Business law and Company law

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Describe the concept of Indian Contract Act.
K3	CO2	Demonstrate the provisions of Sale of goods act
K2	CO3	Summarize the formulation of Contract of agency
K4	CO4	Illustrate the concept of Company law.
K5	CO5	Evaluate the winding up procedure of a company

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Indian Contract Act 1872 Law of Contract – Contract – Classification – Essential elements of a valid contract – Performance of contract-Requisites of a valid tender-By whom must contract be performed- Time and place of performance – Discharge of contract-Modes of discharge of contract – Remedies for breach of contract.	18
II	Sale of Goods Act 1930 Contract of sale of goods-Essentials of a contract of sale-Distinction between sale and agreement to sell – Distinction between a condition and warranty – Caveat Emptor – Express and Implied condition and Warranty – Caveat Emptor - Exceptions – Unpaid seller – Definition- Rights of an unpaid seller – Bailment and Pledge – Meaning – Requisites of Bailment- classifications of Bailment-Duties and Rights of Bailor and Bailee-Distinction between Bailment and Pledge	18
III	Contract of Agency Creation of agency – Classifications of agents – Relations of principal and agent – Personal liability of an Agent – Agency by ratification – Conditions and effects – Termination of Agency.	18
IV	Company Law Company Law – Definition and kinds of companies – Memorandum of Association – Contents of Memorandum – Alteration of Memorandum – Doctrine of ultra vires – Articles of Association – Contents of Articles – Alteration of Articles – Distinction Memorandum and Articles – Prospectus – Contents of Prospectus – Misstatements in Prospectus.	18
V	Windings up of companies Winding up – Meaning – Modes of winding up – Compulsory Winding up by the	18

	court – Voluntary winding up – Types of voluntary winding up – Members voluntary winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – <i>Consequences of winding up*(General)</i> .	
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<* - Self Study>

Text Books:

1. Kapoor N.D., Business laws, Sulthan Chand and Sons, New Delhi, 30th Edition, 2019.
2. Elements of Company Law - N.D.Kapoor- Sultan Chand & Sons, New Delhi, 2020.

Reference Books:

1. N.D. Kapoor, –Elements of Mercantile Law, 38th Edition, S.Chand Publishing, New Delhi, 2020.
2. K Aswathappa, –Essentials of Business Environment: Text, Cases and Exercises, 15th Edition, Himalaya Publishing, Mumbai, 2020.
3. Kathiresan & Radha, Company Law and Secretarial Practice, Prasana Chand & Co
4. Akhileswar Pathak, Legal Aspects of Business, 7th Edition, McGraw Hill Education, New Delhi, 2018.
5. Parul Gupta, Legal Aspects of Business, Concepts and Application, 2nd Edition, Vikas Publishing, New Delhi, 2019.
6. Business Laws – R.S.N Pillai & Bagawathi

E-references:

1. https://onlinecourses.swayam2.ac.in/cec20_hs23/preview
2. <https://www.icsi.edu/home/>
3. <https://blog.ipleaders.in/law-of-agency-what-is-principal-agent-relationship/>
4. <https://www.icsi.edu/media/webmodules/student/ROLE%20OF%20COMPANY%20SECRETARY1.pdf>
5. <https://www.youtube.com/watch?v=Fd9FwhQ5uaA>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	S	M	S	S
CO 2	S	M	S	S	S
CO 3	M	S	S	M	S
CO 4	S	M	M	S	M
CO 5	M	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM11	Course Title:	Batch:	2022
Total Hours:	90	Research Methods for Management	Semester:	V
			Credits:	4.5

Course Objective

The course aims

- To understand the basic concepts of research and its methodologies.
- To deepen knowledge on the methods of sampling and data collection.
- To impart knowledge on interpretation and use the information provided by research in an effective manner.
- To understand the statistical applications and its importance.
- To learn the requisites of writing a research report.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Understand the theoretical and practical background of research and research designs.
K2 & K3	CO2	Identify and apply the various sampling methods and data collection techniques used in research projects.
K5	CO3	Evaluate the knowledge on measurement & scaling techniques as well as data processing.
K3	CO4	Apply hypothesis testing procedures and statistical tools in research.
K4	CO5	Prepare research reports for decision making.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Introduction to Research Research – definition – objectives – types of research – research process – research problem – meaning – sources of problem – steps in defining the research problem. Research design – meaning – need – types of design.	18
II	Sampling Techniques and Data Collection Sampling – definition – steps in sampling – methods. Data collection – kinds of data – primary data collection methods– <i>secondary data collection methods*</i> .	18
III	Scaling Techniques and Data Processing Attitude measurement and scaling techniques – types of measurement scale – Scale construction techniques. Data processing – editing, coding, classification and tabulation.	18
IV	Hypothesis and Data Analysis Hypothesis – meaning – basic concepts – types – hypothesis testing procedure. Statistical data analysis – Z test - t test, Chi - square test and ANOVA (Simple problems only). Introduction to SPSS.	18
V	Data Interpretation and Report Writing Interpretation – meaning. Report writing – steps in writing a report – layout of the report – types of report – mechanics of writing research report.	18

Note: Questions should contain theory and problems carrying 80% and 20% respectively.

<* - Self Study>

Text Book:

1. C.R.Kothari **Research Methodology: Methods and Techniques**, New Age International (P) Ltd Publishers, 4th Edition 2019.

Reference Books:

1. P.Saravanavel, Research Methodology, KitabMahal, 2015
2. Pannerselvam, Research Methodology, 2nd Edition, Prentice Hall Inc, 2014
3. Dr.Tripathi P.C, A Text book of Research Methodology, Sultan Chand & Sons, 7th Revised Edition, 2014.

E-references:

1. www.researchgate.net
2. www.bbamantra.com
3. www.iedunote.com

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M
CO2	S	M	S	M	S
CO3	M	S	M	S	S
CO4	S	S	S	S	S
CO5	S	M	S	S	S

S - Strong, M - Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM12	Course Title:	Batch:	2022
Total Hours:	90	Entrepreneurship and Behavioural Management	Semester:	V
			Credits:	4.5

Course Objective

The course aims

- To inculcate entrepreneurial spirit among the learners and make them to understand the behavioral aspects to succeed in their business endeavours.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understand the meaning, functions, types and roles of an entrepreneur and entrepreneurship.
K4	CO2	Analyse the business opportunities and Institutional support to Entrepreneurs.
K3 & K4	CO3	Relate the knowledge about the behavior of individuals in terms of Personality, Motivation, and Attitude in organization.
K2& K1	CO4	Understand and Remember the importance of group and conflict in organization.
K5	CO5	Evaluate the various theories of leadership and concept of Counselling.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	INTRODUCTION TO ENTREPRENEURSHIP Meaning of entrepreneurship – entrepreneur – characteristics – function – types – <i>Qualities of successful entrepreneur*</i> – Entrepreneurship Development Programmes –importance – contents – phases.	18
II	BUSINESS OPPORTUNITY AND INSTITUTIONAL SUPPORT Business ideas, methods of generating ideas and opportunity recognition- preparation of project report-contents. EDP Institutions in India, their functions and financial support for entrepreneurs- DIC, TIIC, SISI, SIPCOT AND SIDBI.	18
III	INDIVIDUAL BEHAVIOUR Individual difference – Personality – determinants – traits – application – Motivation-importance-techniques – Attitudes – formation – change in the attitude.	18
IV	GROUP DYNAMICS AND CONFLICT Groups – formation – types of groups – norms – conflicts – levels of conflict – Transactional Analysis – Ego states – Johari Window – conflict resolution.	18
V	LEADERSHIP STYLES AND COUNSELLING Leadership – nature and importance – Leadership theories – Trait theory – Managerial Grid – Fielder’s Contingency theory. <i>Employee Counselling*</i> – meaning- definition- characteristics- importance- types and functions	18

<* - Self Study>

Text Books:

1. E Gordon, K Natarajan: Entrepreneurship Development; Himalaya Publishing House Pvt. Ltd., Mumbai, Sixth Revised Edition, 2017.
2. K.Aswathappa: Organisational Behaviour; Himalaya Publishing House Pvt. Ltd., Mumbai, Twelfth Revised Edition, 2016.

Reference Books:

1. Dr. S.S.Khanka : Entrepreneurial Development, (Revised Edition) S. Chand & Company Ltd, 5th Edition, 2013.
2. Yogindra Singh and Mamta Pandey : Organisational Behaviour, AITBS Publications, New Delhi, 2013.

E-references:

1. https://swayam.gov.in/nd1_noc20_mg56/preview
2. <https://www.youtube.com/watch?v=ZvmlRZRjGNE>
3. <https://nptel.ac.in/courses/110/105/110105033/>
4. <https://www.youtube.com/watch?v=09xK75YanWA>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	S	S

S - Strong, M - Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM13	Course Title:	Batch:	2022
Total Hours:	90	Mathematics for Managers - II	Semester:	V
			Credits:	4.5

Course Objective

The course aims

- To Familiarize the Learners with the basic concepts & tools in statistics & operation Research.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Understand the basic concepts of operation research.
K4	CO2	Applications of Transportation and Assignment problems.
K3	CO3	Fundamentals of Game theory and Queuing Theory.
K2	CO4	The procedures involved in critical path analysis.
K5	CO5	Find out variance and standard deviations of critical path and also probability of completion of project.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Introduction of Operations Research – scope – models- limitations. Linear programming-formulation. Application in management decision making (Graphical method only)	18
II	Transportation Problem: initial basic feasible solution : north-west corner rule – matrix minima method – vogel’s approximation – optimal solution: MODI Method Assignment Problem: hungarian method – balanced – unbalanced – maximization-restricted allotment	18
III	Game theory: meaning- characteristics-basic definitions- two person zero-sum games - maxmin-minimax principle-games with saddle point-pure strategy-without saddle point-mixed strategies-graphic solution of 2*n, m*2 games. Queuing theory: que system- elements of queing system -operating characteristics – model I – FIFO/ Infinite/ Single que .	18
IV	CPM: principles - construction of network for projects - critical path - crash programme - resource allocation - resource smoothing.	18
V	PERT: time scale analysis - Critical path- probability of completion of project advantages and limitations.	18

Note : 20% Theory & 80% Problems.

<* - Self Study>

Text Books:

- Operations Research - Kanti Swarup, P.K.Gupta, Man Mohan - - Sultan chand & sons – Revised Edition 2015.

Reference Books:

1. Operations Research – V.K. Kapoor - Sultan chand & sons – Revised Edition 2014.
2. Operations Research – P.K.Gupta &D.S.Hira-Sultan chand & sons–Revised Edition 2019.

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S
CO2	S	M	S	M	S
CO3	S	M	M	M	S
CO4	S	M	M	S	M
CO5	S	M	S	S	M

S - Strong, M - Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM14	Course Title:	Batch:	2022
Total Hours:	90	Cost and Management Accounting	Semester:	VI
			Credits:	4.5

Course Objective

The course aims

- To understand the basic concepts and processes used to determine product costs and Management Accounting.
- To be able to interpret cost and Management accounting statements.
- Use accounting methods of cost calculation, budgeting and marginal costing calculation.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Understand the basic concept and elements of cost Understand the basic concept of management accounting
K2	CO2	Recognise the importance of cost accounting and Calculate material cost
K3	CO3	Calculate Labour and Overhead costs and records them
K4	CO4	Prepare various budgets.
K5	CO5	Interpret marginal cost accounting opportunities and threats.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Cost & Management Accounting: Cost Accounting: Meaning – Objectives – Advantages and Disadvantages of Cost Accounting* - Difference between cost accounting and financial accounting -Types of costing - Elements of cost – Preparation of simple cost sheets. Management Accounting – meaning – objectives – advantages & disadvantages of management accounting* – difference between cost accounting and management accounting.	18
II	Material Cost: Material control – Fixation of various levels of stock – Economic ordering quantity – Issue of Materials – Pricing of material issues and returns-FIFO, LIFO, Simple Average and Weighted Average Method.	18
III	Labour & Overhead Cost: Labour Cost - Meaning – Types – *Labour turn over – Method of wage payment – Incentive and Bonus plans. Overhead cost – classification of overhead costs – Collection, Allocation, Departmentalization and absorption of overheads – Labour hour and Machine hour rate.	18
IV	Budgeting and Budgetary control: Budgeting – objective – advantages and limitations – classifications of budgets – preparation of various budgets – production – sales – cash – flexible budget only.	18

V	Marginal Costing: Meaning – characteristics – advantages –disadvantages – cost volume profit analysis – variable cost – fixed cost – contribution – P/V ratio – applications of marginal costing* .	18
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Note: Questions of theoretical aspects will carry 40% of total marks and those on problems will carry 60% of total marks.

<* - *Self Study*>

Text Book:

1. **S. P. Jain** and **K. L. Narang's**, Cost Accounting, Kalyani Publishers, 2010.
2. E. Gordon, N. Jeyaram, N. Sundaram, R. Jayachandran – Management Accounting, Himalya Publishing House, 2014.

Reference Books:

1. R.S.N Pillai & Bagavathi V, Cost Accounting, S.Chand Publishers,2010.
2. Prof.T.S.Reddy & Hari Prasad reddy Y, Cost Accounting, Margham Publications,2012.
3. Shashi. K. Gupta R.K. Sharma, Neeti Gupta – Management Accounting – Kalyani Publishers, 2010.
4. Prof.T.S.Reddy & Hari Prasad reddy Y, Management Accounting, MarghamPublications,2019.
5. R.S.N Pillai & Bagavathi V, Management Accounting, S.Chand Publishers,2010.

E-references:

1. [https:// www.investopedia.com/terms/c/cost-accounting.asp](https://www.investopedia.com/terms/c/cost-accounting.asp)
2. <https://www.accountingtools.com/cost-accounting-textbook>
3. <https://www.topper.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting>.
4. <https://keydifferences.com/difference-between-cost-accounting-and-management-accounting.html>
5. <https://www.iedunote.com/budget>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	S	S	S	S
CO 2	S	M	S	S	S
CO 3	S	S	S	M	S
CO 4	S	M	S	M	S
CO 5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM15	Course Title:	Batch:	2022
Total Hours:	90	Strategic Management	Semester:	VI
			Credits:	4.5

Course Objective

The course aims

- To provide students with the knowledge and skills of strategic formulation, implementation and evaluation in the business environment

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1,K2	CO1	Understand the concepts, methods of strategies in business
K2	CO2	Focus on the importance of environmental analysis and framework of strategy for successful strategy implementation
K2,K3	CO3	Develop analysis skill in framing and implementing strategies in corporate structure.
K3, K4	CO4	Develop analysis skill in evaluation and auditing for testing the strategies in corporate.
K5	CO5	Focus on control strategies for further development of corporate

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	STRATEGY INTRODUCTION Strategy – Strategic Management Process – Goal Setting - Developing a Strategic Vision – Mission - Objectives– Strategies vs Tactics – Decision Making: Approaches to Strategic Decision Making - Levels of Strategies - Corporate Governance and Corporate Social Responsibility	18
II	ENVIRONMENTAL ANALYSIS Environmental Analysis: Company analysis – Industry analysis - The Synthesis of External Factors – Process of Environmental Analysis - McKinsey 7S Framework - SWOT analysis – PESTLE analysis – Porters Five force model	18
III	STRATEGY FORMULATION AND ANALYSIS Stages and Importance - Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation – BCG matrix - Porter’s Value Chain Analysis	18
IV	STRATEGY IMPLEMENTATION Strategy and Structure, Leadership, Culture Connection - Strategies for Competing in Globalizing Markets and Internet Economy – Organizational Values and their Impact on Strategy – Resource Allocation – Planning Systems for Implementation.	18

V	STRATEGY EVALUATION AND CONTROL Establishing Strategic Controls - Measuring Performance – Appropriate Measures- Role of the Strategist – Using Qualitative and Quantitative Benchmarking to Evaluate Performance - Strategic Information Systems – Problems in Measuring Performance – Strategic Surveillance - Strategic Audit.	18
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<* - Self Study>

Text Books:

1. LM Prasad, Strategic Management, Fifth Edition, 2018, Sultan Chand & Sons
2. Srinivasan.R, Strategic Management: The Indian Context Edition : Sixth Edition, 2022, PHI publication

Reference Books:

1. Thomas.L.Wheelan, J.David Hunger,Alan.N.Hoffman, Strategic Management and Business Policy: Globalization, Innovation and Sustainability, 15th Edition, 2018, Pearson.
2. Business Policy and Strategic Management, G.V.Satya Sekar 2009 TK Publication
3. The Blackwell Handbook of Strategic Management , Edition: 2001, John Wiley and SonsLtd

E-references:

1. <https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf>
2. <https://www.techtarget.com/searchcio/definition/strategic-management>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	M

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UABM16	Course Title:	Batch:	2022
Total Hours:	90	E-Business and Digital Marketing	Semester:	VI
			Credits:	4.5

Course Objective

The course aims

- Enables the students to understand the concepts and methods of E-Business and the strategies prevailing in the area of Digital Marketing.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Gain overall knowledge about E-commerce.
K2	CO2	Understand the basics of website.
K3	CO3	Implement the E-Payment System to accelerate the collection process.
K4	CO4	Analysis the knowledge about Digital Marketing.
K3	CO5	Apply the E-mail and Pay Per Click Marketing.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Overview of E-Commerce E-Commerce- Meaning – Definition – E-Commerce in India – Traditional Commerce vs. E-Commerce –Benefits to organization & Society –Applications of E- Commerce technologies – E- Business model.	18
II	Design and Development of website Introduction – Meaning of website – Advantages of website – Types of website – Life cycle approach for building a website – Principles of web designing – Criteria of web design – Design tips - Web development and maintenance- Static web page - Dynamic web page.	18
III	E-Payment Introduction – Traditional payment system – Internet based payment system – Essential requirements of E-payment system – Credit card – Debit card – Smart card – Electronic fund transfer (EFT) - Automated clearing house (ACH) – Digi cash –E-cash – E-checkeque – E-wallet.	18
IV	Introduction to Digital Marketing Definition & Meaning-7Cs of E-Marketing-Benefits-Challenges-Strategies-Tools- Consumer Segmentation, Targeting & Positioning using Online tools.	18
V	Email and Pay Per Click Marketing Email Marketing-Meaning- Benefits -Planning, Creating and Distributing a Campaign Pay Per Click Marketing- Meaning-Paid Vs Organic- PPC Step by Step- Important PPC terms- Setting up a PPC Campaign.	18

Text Books:

1. Nidhi Dhawan , “Introduction to E-Commerce”, International Book House P.Ltd.,2012.
2. Eliza Sharma and Jyoti Sindhu, “E-Marketing”, Regal Publications, New Delhi 2016.
3. Judy Strauss and Raymond Frost “E-Marketing”, PHI Learning Private Limited Delhi 2015.

Reference Books:

1. Efraim Turban, Jae Lee & David King and H. Michael Chung, Electronic Commerce A Managerial Perspective, New Delhi: Prentice Hall, 2012.
2. Jeffrey F Rayport and Bernard J Jaworski, Introduction to E-Commerce, New Delhi: Tata McGraw Hill, 2007.
3. Ravi.Kalakota and Andrew B Whinston, Fronticers of Electronic Commerce, New Delhi: Pearson Education, 2009.
4. Robert C Elsenpeter, E Business A Beginner’s Guide, New Delhi: Tata McGraw Hill, 2009.
5. Sanjay Mohapatra and Suman Kanth “E-Marketing” Wiley India Pvt. Ltd., New Delhi 2013.
6. Vandana Ahuja “Digital Marketing” Oxford University Press, New Delhi 2015.

E-references:

1. https://onlinecourses.swayam2.ac.in/cec19_cm01/preview
2. https://onlinecourses.nptel.ac.in/noc19_mg54/preview
3. <https://www.my-mooc.com/en/mooc/ntuecom/>
4. <https://www.youtube.com/watch?v=OnqFpeAqr3M&list=PLbWX42QoZL5vhNjqpfyzLgbvUezv72ocC>
5. <https://www.youtube.com/watch?v=wXH07xbtDUk>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	S	M	S	S
CO 2	M	S	S	S	M
CO 3	S	M	S	M	S
CO 4	S	S	M	S	S
CO 5	M	M	S	S	M

S - Strong, M - Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UEBM01	Course Title:	Batch:	2022
Total Hours:	60	Major Skill Based Paper : Soft Skills for Managers	Semester:	VI
			Credits:	3.0

Course Objective

The course aims

- To develop soft skills, interpersonal skills, social communication and business etiquettes among the students enabling them to communicate as effectively and efficiently

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understand the concept of soft skills
K1	CO2	To motivate the students to become good public speakers
K2	CO3	To impart knowledge to students about body language and to train the students in group discussions
K3	CO4	To make the students learn about etiquette and to guide them how to tackle interviews
K4	CO5	To enable the students to work in SPSS

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Unit I: Soft skills and Thyself/Self-Discovery Introduction to Soft skills – What are soft skills? – Importance of soft skills – Soft Skills training – Train yourself – Practicing soft skills. Introduction to Thyself – Importance of knowing yourself – Process of knowing yourself – SWOT analysis-Benefits of SWOT analysis – SWOT analysis grid.	12
II	Unit II: Public Speaking and Listening Public Speaking: Types of Public Speaking – importance of Public Speaking. PowerPoint Presentation: Planning the Presentation – Delivering the Presentation – Developing & Displaying Visual Aids – Handling Questions from the Audience. Listening: Definition – Types of Listening Skills – Features of a Good Listener – Causes and effects of Poor Listening.	12
III	Unit III: Body Language and Group Discussion Body Language: Introduction – Forms of body language – Parts of body language –Types of body language – Developing confidence with correct body language. Group Discussion: Introduction – Meaning of GD – Why group discussion – Characters tested in a GD – Tips on GD –Types of GD – Skills required in a GD– Essentials elements of GD – GD etiquette – Non verbal Communication in GD.	12
IV	Unit IV: Etiquettes and Interview Skills Introduction to Etiquette – Modern Etiquette – Benefits of Etiquette – Classification of Etiquette. Interview Skills: Introduction to interview–Types of interview –Types of questions asked – Reasons for rejecting a candidate – Interview mistakes – How to present well in interview – Tips to make a good impression in an interview – Dress code at interview.	12
V	Unit V: Introduction to SPSS Introduction to SPSS – creating variables – entering data – coding data into	12

files – Frequency Distribution and Descriptive statistics using SPSS – Drawing charts & Graphs. Data Analysis Tests: Independent Sample t-test, one-way ANOVA and ChiSquare test.	
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<* - Self Study>

Text Books:

1. Alex K.: Soft Skills – Know yourself and know the World S. Chand & Company Pvt. Ltd. 3rd Edition, 2014

Reference Books:

1. Soft skills for Managers – T.Kalyana Chakravarthi and Dr.T.Latha Chakravarthi, Dremtech Press, 2011
2. SPSS for you - A.Rajathi and P Chandran- MJP Publishers, 2010
3. Research Methodology with SPSS – Priyaranjan Dash – Vrinda Publications (p) Ltd, Delhi –2013

E-references:

1. [psydilab.univer.kharkov.ua › resources › ucheba](http://psydilab.univer.kharkov.ua/resources/ucheba)
2. [www.mapsofindia.com › education › group-discussion](http://www.mapsofindia.com/education/group-discussion)
3. [www.shiksha.com › MBA › All MBA articles](http://www.shiksha.com/MBA/All-MBA-articles)
4. [osou.ac.in › eresources › DIM-08-BLOCK-3](http://osou.ac.in/eresources/DIM-08-BLOCK-3)
5. [studentzone-ngasce.nmims.edu › content › Business](http://studentzone-ngasce.nmims.edu/content/Business)
6. [www.simplynotes.in › mbabba › business-communication](http://www.simplynotes.in/mbabba/business-communication)
7. [courses.lumenlearning.com › chapter › 13-5-rsum](http://courses.lumenlearning.com/chapter/13-5-rsum)
8. <file:///C:/Users/acer/Downloads/Unit%20I%20SPSS.pdf>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	22UEBMP1	Course Title:	Batch:	2022
Total Hours:	30	Major Skill Based Practical	Semester:	VI
			Credits:	1.5

Course Objective

The course aims

- To develop soft skills, interpersonal skills, social communication and business etiquettes among the students enabling them to communicate as effectively and efficiently

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understand the concept of soft skills
K1	CO2	To motivate the students to become good public speakers
K2	CO3	To impart knowledge to students about body language and to train the students in group discussions
K3	CO4	To make the students learn about etiquette and to guide them how to tackle interviews
K4	CO5	To enable the students to work in SPSS

K1 – Remember; **K2** – Understanding; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate

SYLLABUS

Unit	Content	No. of Hours
I	Soft skills and Thyself/Self-Discovery Positive attitude – preparation of SWOT Analysis – Self-confidence and motivation– Inter-personal skills – Exercises	6
II	Public Speaking and Listening Planning–Preparation–Successful and effective delivery of speech. Power Point Presentation: Delivering the Presentation – Developing & Displaying Visual Aids. Listening: the purpose and importance of listening–attention to the speaker– Exercises	6
III	Body Language and Group Discussion Body Language– Developing confidence with correct body language. Group Discussion–Skills to be acquire – communication, leadership, problem-solving – Effective participation–Preparation for a group discussion – Skills for effective participation –Traits tested in a group discussion –Initiating a group discussion – Non-verbal communication in group discussion – Exercises	6
IV	Etiquettes and Interview Skills Personal etiquette –Social etiquette –Business etiquette –Etiquette for occasions– Understanding cultural differences–Interview Skills: Writing a resume–Self-grooming – Interview preparation techniques – Dress code at interview.	6

v	Introduction to SPSS Creating variables–Entering data – Coding data into files. Data Analysis Tests.	6
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Text Books:

1. Alex K.: Soft Skills – Know yourself and know the World S. Chand & Company Pvt. Ltd. 3rdEdition, 2014

Reference Books:

1. Soft skills for Managers – T.Kalyana Chakravarthi and Dr.T.Latha Chakravarthi, Dremtech Press,2011
2. SPSS for you - A.Rajathi and P Chandran- MJP Publishers, 2010
3. Research Methodology with SPSS – Priyaranjan Dash – Vrinda Publications (p) Ltd, Delhi - 2013

E-references:

1. [psydilab.univer.kharkov.ua > resources > ucheba](http://psydilab.univer.kharkov.ua/resources/ucheba)
2. [www.mapsofindia.com > education > group-discussion](http://www.mapsofindia.com/education/group-discussion)
3. [www.shiksha.com > MBA > All MBA articles](http://www.shiksha.com/MBA/All-MBA-articles)
4. [osou.ac.in > eresources > DIM-08-BLOCK-3](http://osou.ac.in/eresources/DIM-08-BLOCK-3)
5. [studentzone-ngasce.nmims.edu > content > Business](http://studentzone-ngasce.nmims.edu/content/Business)
6. [www.simplynotes.in > mbabba > business-communication](http://www.simplynotes.in/mbabba/business-communication)
7. [courses.lumenlearning.com > chapter > 13-5-rsum](http://courses.lumenlearning.com/chapter/13-5-rsum)
8. <file:///C:/Users/acer/Downloads/Unit%20I%20SPSS.pdf>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Question Paper Pattern

(Common for Major, Allied, Allied Optional and Major Optional Papers)

For EOS Examinations: 75 Marks (Converted into 50 Marks)

The Question Paper is to be divided into THREE Sections.

Section-A Carries 10 Marks, Section-B Carries 20 Marks and Section-C Carries 45 Marks.

Section-A Contains 10 Multiple Choice Questions. (10 x 1 = 10 Marks)

Two Questions from each unit. (Q. No: 1 to 10)

Section-B Contains 5 Either or Choice Questions. (5 x 4 = 20)

Each Question carries 4 Marks. Both (a) and (b) from the same unit.

Q. No.: 11 (a) or (b) to 15(a) or (b)

Section-C Contains 5 Questions out of which, 3 Questions are to be answered. (3 x 15 = 45)

Each Question carries 15 Marks. One Question from each unit. Q. No.: 16 to 20

For CIA Examinations: 25 Marks

CIA Test I and II Question Paper Pattern: (25 Marks)

Section-A: Five Multiple Choice Questions. (5 x 1 = 5)

Section-B: Two Questions with internal choice. (either or type) (2 x 5 = 10)

Section-C: One Question with internal choice. (either or type) (1 x 10 = 10)

Components of Continuous Internal Assessment (CIA)

Components	Allotment of Internal Assessment Marks for a Maximum of 100 Marks (Converted into 50 Marks)
Two Tests (1 hour) [25+25=50/2]	25
Model Exam (75 Marks Converted into 50 Marks)	50
Learning by doing / Skill Development / Case Study / Innovation / Assignment. (Any Two-5+5 = 10 Marks)	10
Seminar / Quiz / Term Paper / Composition / Field Visit / Industrial Visit / GD / Skill / Extension Activity etc. (Any Two-5 + 5 = 10 Marks)	10
Attendance	05
CIA Total	100

Programme Code:	ALL U.G.	Programme Title:	Allied Optional	
Course Code:	22UDBM01	Course Title:	Batch:	2022
Total Hours:	90	Entrepreneurship and Behavioural Management	Semester:	IV
			Credits:	5.0

Course Objective

The course aims

- To inculcate entrepreneurial spirit among the learners and make them to understand the behavioral aspects to succeed in their business endeavors.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K2	CO1	Understand the meaning, functions, types and roles of an entrepreneur and entrepreneurship.
K4	CO2	Analyse the business opportunities and Institutional support to Entrepreneurs.
K3 & K4	CO3	Relate the knowledge about the behaviour of individuals in terms of Personality, Motivation, and Attitude in organization.
K2& K1	CO4	Understand and Remember the importance of group and conflict in organization.
K5	CO5	Evaluate the various theories of leadership and concept of Counselling.

K1 - Remember; K2 - Understanding; K3 - Apply; K4 - Analyze; K5 – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	INTRODUCTION TO ENTREPRENEURSHIP Meaning of entrepreneurship – entrepreneur – characteristics – function – types – <i>Qualities of successful entrepreneur</i> * - Entrepreneurs Vs Manager – Factors Affecting Entrepreneurship growth - Entrepreneurship Development Programmes –importance – contents – phases.	18
II	BUSINESS OPPORTUNITY AND INSTITUTIONAL SUPPORT Business ideas, methods of generating ideas and opportunity recognition-preparation of project report-contents. EDP Institutions in India, their functions and financial support for entrepreneurs-DIC, TIIC, SISI, SIPCOT AND SIDBI.	18
III	INDIVIDUAL BEHAVIOUR Individual difference – Personality – determinants – traits – application – Motivation-importance-techniques – Attitudes – formation – change in the attitude.	18
IV	GROUP DYNAMICS AND CONFLICT Groups – formation – types of groups – norms – conflicts – levels of conflict –Transactional Analysis – Ego states – Johari Window – conflict resolution.	18
V	LEADERSHIP STYLES AND COUNSELLING Leadership – nature and importance – Leadership theories – Trait theory – Managerial Grid – Fielder’s Contingency theory. <i>Employee Counselling</i> * – meaning- definition- characteristics- importance-types and functions	18

<* - Self Study>

Text Books:

1. E Gordon, K Natarajan: Entrepreneurship Development; Himalaya Publishing House Pvt. Ltd., Mumbai, Sixth Revised Edition, 2017.
2. K.Aswathappa: Organisational Behaviour; Himalaya Publishing House Pvt. Ltd., Mumbai, Twelfth Revised Edition, 2016.

Reference Books:

1. Dr. S.S.Khanka: Entrepreneurial Development, (Revised Edition) S. Chand & Company Ltd, 5th Edition, 2013.
2. Yogindra Singh and Mamta Pandey: Organisational Behaviour, AITBS Publications, New Delhi, 2013.

E-references:

1. https://swayam.gov.in/nd1_noc20_mg56/preview
2. <https://www.youtube.com/watch?v=ZvmlRZRjGNE>
3. <https://nptel.ac.in/courses/110/105/110105033/>
4. <https://www.youtube.com/watch?v=09xK75YanWA>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	ALL U.G.	Programme Title:	Major Optional	
Course Code:	22UFBM01	Course Title:	Batch:	2022
Total Hours:	90	Retail Management	Semester:	V
			Credits:	4.0

Course Objective

The course aims

- To provide a comprehensive introduction to various aspects of retailing and the fundamental elements of retail Management.
- To develop in students' basic functional skills and knowledge in a variety of retail store scenarios.
- To enable the students to learn the basics of Customer Relationship Management.

Course Outcomes (CO)

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

Knowledge Level	CO Number	Course Outcome
K1	CO1	Develop transferable skills among the students for managing retail operation efficiently.
K3	CO2	Knowing various issues associated with store operation, retail sales etc.
K4	CO3	Analyze the issues in Supply Chain Management.
K5	CO4	Examine the nature of service management, and distinguish between products and services.
K2	CO5	Understand the Customer Relationship Management.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Retailing Retailing – meaning and definition – characteristics and elements of retailing – importance of Retailing – functions of retailing – factors responsible for the growth of retailing in India – <i>current retailing scenario in India*</i> .	18
II	Retailers Retailers – meaning and definition – types of retailers – departmental stores – chain stores – mail order stores – hire purchase and instalments – co-operative stores – super markets – hyper markets – franchising.	18
III	Supply Chain Management Supply chain management – objectives – benefits – supply channels for retail products – role of manufacturers, intermediaries and wholesalers – retail logistics – meaning – functions.	18
IV	Service Management Service management in retailing – essentials for successful implementation of service management – dimensions of service quality – importance of control of quality – bench marking – meaning – types – service recovery – meaning – requisites of effective service recovery – <i>role of information technology in retailing*</i> .	18

V	Customer Relationship Management Customer relationship management – definition – objectives – scope – advantages – CRM process – <i>key requirements for CRM*</i> – customer acquisition – customer retention – importance – stages of retention.	18
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<* - Self Study>

Text Books:

1. Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006.
2. James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005.

Reference Books:

1. Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition. 2004.
2. Swapna Pradhan – Retailing Management: Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004.
3. Rahul V. Altekar - Supply Chain Management - Concepts and Cases, Prentice Hall of India, 2012.
4. Patrick M Dunne, Robert F. Lusch and David A. Grififh-Retailing,
5. Paul Green Berg-Customer Relationship Management -Tata McGraw Hill, 2002.

E-references:

1. https://onlinecourses.swayam2.ac.in/cec19_mg40/preview
2. <https://www.coursera.org/lecture/mafash/retail-management-yrF51>
3. https://onlinecourses.swayam2.ac.in/ugc19_hs51/preview
4. https://onlinecourses.nptel.ac.in/noc20_mg36/preview
5. https://onlinecourses.swayam2.ac.in/imb19_mg10/preview

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M
CO2	M	S	S	M	S
CO3	S	M	M	S	M
CO4	S	S	S	M	S
CO5	S	M	S	M	S

S-Strong, M-Medium and L-Low