

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

(Nationally Re-accredited (III cycle) with 'A' (CGPA 3.41 out of 4)

Grade by NAAC

ISO 9001 – 2015 Certified



**DEPARTMENT OF
BUSINESS ADMINISTRATION**

AUTONOMOUS SYLLABUS

(2020 – 2021)

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

PROGRAMME OUTCOMES

PO1	Students will be able to apply frameworks and tools to arrive at informed decisions in profession and practice, remarkable balance between business and social dimensions.
PO2	Students will be capable of making a positive contribution to business, trade and industry in the national and universal context.
PO3	Students with flair of self-employment will be able to commence and build upon entrepreneurial ventures or exhibit intrapreneuership for their employer organizations.
PO4	Students will have a solid foundation to pursue professional careers and take up higher learning courses.
PO5	Students will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.



CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS), TRICHY – 18
DEPARTMENT OF BUSINESS ADMINISTRATION

BBA – PROGRAMME STRUCTURE

(For the candidates admitted from the academic year 2020 – 2021 onwards)

I Semester

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
I	I	Language Course - I (LC)	Ikkala Elakkiyam	19ULT1	6	3	3	25	75	100
			Story, Novel, Hindi Literature - I & Grammar - I	19ULH1						
			History of Popular Tales Literature and Sanskrit Story	19ULS1						
			Communication in French – I	19ULF1						
	II	English Language Course - I (ELC)	Functional Grammar for Effective Communication - I	19UE1	6	3	3	25	75	100
	III	Core Course - I (CC)	Fundamentals of Management	19UBA1CC1	5	5	3	25	75	100
			Financial Accounting	19UBA1CC2	6	5	3	25	75	100
			Managerial Economics	19UBA1AC1	5	3	3	25	75	100
	IV	UGC Jeevan Kaushal Life Skills	Universal Human Values	20UGVE	2	2	3	25	75	100
			Total			30	21			600



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DEPARTMENT OF BUSINESS ADMINISTRATION
BBA – PROGRAMME STRUCTURE

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II Semester

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total		
								Internal	External			
II	I	Language Course - II (LC)	Idaikkala Elakkiyamum Pudinamum	19ULT2	6	3	3	25	75	100		
			Prose, Drama, Hindi Literature - 2 & Grammar - II	19ULH2								
			Poetry Textual Grammar and Alankara	19ULS2								
			Communication in French – II	19ULF2								
	II	English Language Course - II (ELC)	Functional Grammar for Effective Communication - II	19UE2	6	3	3	25	75	100		
	III	Core Course - III (CC)	Core Course - III (CC)	Elements of Marketing	19UBA2CC3	5	5	3	25	75	100	
				Core Course - IV(CC)	Business Statistics	19UBA2CC4	6	5	3	25	75	100
				Allied Course - II (AC)	Business Environment	19UBA2AC2	5	3	3	25	75	100
	IV		Environmental Studies	19UGES	2	2	3	25	75	100		
	V	Extra Credit Course	Swayam Online Course	As per UGC Recommendations								
	Total				30	21				600		



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III Semester

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total	
								Internal	External		
III	I	Language Course - III (LC)	Kappiyamum Nadagamum	19ULT3	6	3	3	25	75	100	
			Medieval, Modern Poetry & History of Hindi Literature - 3	19ULH3							
			Prose, Textual Grammar and Vakyarachana	19ULS3							
			Communication in French – III	19ULF3							
	II	English Language Course III (ELC)	Reading and Writing for Effective Communication - I	19UE3	6	3	3	25	75	100	
	III	Core Course - V (CC)	Core Practical - I (CP)	Organisational Psychology	19UBA3CC5	6	5	3	25	75	100
				Computer Applications Package for Managers (MS-Office Practical)	19UBA3CC1P	5	4	3	40	60	100
				Allied Course - III (AC)	Business Law	19UBA3AC3	5	3	3	25	75
	IV	Non Major Elective - I		Stock Exchange Practices	19UBA3NME1	2	2	3	25	75	100
				Special Tamil	19ULC3ST1						
Basic Tamil				19ULC3BT1							
V	Extra Credit Course	Swayam Online Course	As per UGC norms								
		Total			30	20				600	



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IV Semester

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total	
								Internal	External		
IV	I	Language Course - IV (LC)	Pandaiya Elakkiyam	19ULT4	6	3	3	25	75	100	
			Letter Writing, General Essays, Technical Terms, Proverbs, Idioms & Phrases, Hindi Literature - 4	19ULH4							
			Drama, History of Drama Literature	19ULS4							
			Communication in French – IV	19ULF4							
	II	English Language Course-IV (ELC)	Reading and Writing for Effective Communication - II	19UE4	6	3	3	25	75	100	
	III	Core Course - VI (CC)	Core Practical - II (CP)	Cost Accounting	19UBA4CC6	5	5	3	25	75	100
				Computer Applications Package for Managers (Tally - Practical)	19UBA4CC2P	5	4	3	40	60	100
				Company Law	19UBA4AC4	4	3	3	25	75	100
	IV	Non Major Elective - II		Export Import Management	19UBA4NME2	2	2	3	25	75	100
				Special Tamil	19ULC4ST2						
				Basic Tamil	19ULC4BT2						
		Skill Based Elective - I		E - Business	19UBA4SBE1A	2	2	3	25	75	100
	Stress Management			19UBA4SBE1B							
	V	Extra Credit Course	Swayam Online Course			As per UGC norms					
			Total			30	22				700



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V Semester

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam	Marks		Total	
								Internal	External		
V	III	Core Course - VII (CC)	Entrepreneurial Development	19UBA5CC7	5	5	3	25	75	100	
		Core Course – VIII (CC)	Research methods in Management	19UBA5CC8	5	5	3	25	75	100	
		Core Course - IX (CC)	Management Accounting	19UBA5CC9	5	5	3	25	75	100	
		Core Course - X (CC)	Digital Marketing	19UBA5CC10	5	5	3	25	75	100	
		Major Based Elective - I	Consumer Behaviour	19UBA5MBE1A	4	4	3	25	75	100	
		Managerial Communication	19UBA5MBE1B								
	IV	Skill Based Elective - II	Banking – Practicum study	19UBA5SBE2AP	2	2	3	40	60	100	
			New Product Development	19UBA5SBE2BP							
		Skill Based Elective - III	Statistical Package for Managers (SPSS Practical)	19UBA5SBE3AP	2	2	3	40	60	100	
			Event Management Practical	19UBA5SBE3BP							
	UGC Jeevan Kaushal Life Skills	Professional Skills	19UGPS	2	2	3	25	75	100		
	V	Extra Credit Course	Swayam Online Course		As per UGC norms						
		Total			30	30					800



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BBA – PROGRAMME STRUCTURE
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VI Semester

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
VI	III	Core Course - XI (CC)	Human Resource Management	19UBA6CC11	6	5	3	25	75	100
		Core Course - XII (CC)	Financial Management	19UBA6CC12	6	5	3	25	75	100
		Major Based Elective II	Business Analytics	19UBA6MBE2A	6	5	3	25	75	100
			Global Business Management	19UBA6MBE2B						
		Major Based Elective - III	Operations Management	19UBA6MBE3A	5	5	3	25	75	100
			Business Ethics	19UBA6MBE3B						
	Core Project	Project work	19UBA6PW	6	4	-	-	-	100	
	V		Extension Activities	19UGEA	--	1	--	--	--	--
			Gender Studies	19UGGS	1	1	3	25	75	100
			Total			30	26			
		Grand Total			180	140				3900

Note:

Part – I - Language – Tamil/Hindi/French/Sanskrit

Part –II - English

List of Allied Courses

Allied Course I – Managerial Economics

Allied Course II – Business Environment

Allied Course III – Business Law

Allied Course IV – Company Law

Total Papers:

Core Papers	: 12
Core Practical	: 2
Allied Paper	: 4
Project	: 1
Part I Language	: 4
Part II English	: 4
Non-Major Elective	: 2
Skill Based Elective	: 3
Extra Credit Course	: 4
Major Based Elective	: 3
Universal Human Values	: 1
Environmental Studies	: 1
Professional Skills	: 1
Gender Studies	: 1
Extension Activities	: 1 (Credit only) *

For Theory:

a) The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)

b) The passing minimum for End Semester Examinations shall be 40% out of 75 marks (i.e. 30 marks)

For Practical:

a) The passing minimum for CIA shall be 40% out of 40 marks (i.e. 16 marks)

b) The passing minimum for End Semester Examinations shall be 40% out of 60 marks (i.e. 24 marks)

For Project:

Project : 100 Marks

Dissertation : 80 Marks

Viva Voce : 20 Marks

CORE COURSE I – FUNDAMENTALS OF MANAGEMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course I (CC) Fundamentals of Management	19UBA1CC1	5	5	3	25	75	100

Objectives:

- To acquaint the student with a conceptual framework for understanding the basic theories of management, planning, goal setting, decision making, organizational structure, and effective control Mechanisms.
- To utilize these concepts in various decisive functions of an organizations.

Prerequisite:

Basic Knowledge in Management Concepts

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts and functions of management and explain the principles of management.	K1
CO2	Design the concepts and competence of planning and process of Decision Making.	K3
CO3	Acquire the knowledge of organization structure and exploring the need of authority decentralization in an organization.	K2
CO4	Discuss the importance of effective selection and recruitment and the methods of training the employees in an organization.	K2
CO5	Assess the importance, process, types and techniques of controlling and discussing the methods of Budgeting.	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	L	S	L

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT I: (15 Hours)

Management - Meaning – Definition – Nature – Importance and Functions – Levels of Management – Administration Vs Management – Management as an Art, Science and Profession –Management as a social system – Contribution of F.W. Taylor, HenryFayol, Elton Mayo and Peter F. Drucker.

UNIT II: (14 Hours)

Planning - Meaning – Definition – Nature – Importance – Process – Types of plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets – Decision Making: Importance –Types – Process of decision making.

UNIT III: (15 Hours)

Organisation - Meaning – Definition – Nature – Importance – Principles – Formal and Informal Organisation – Types of Organisation. Delegation of Authority and Responsibility – Centralization – Decentralization – Departmentalization – Span of Management.

UNIT IV: (15 Hours)

Staffing - Meaning – Functions – process – selection – Recruitment –Training. Directing– Definition – Features – Importance – Principles – Techniques of Direction.

UNIT V: (15 Hours)

Co-ordination - Meaning – Definition – Features – Importance. Controlling – Need and Importance - Control Process – Types – Techniques – Tradition and Modern method – Effective control system – Budgetary control.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Prasad L M	Principles and Practices of Management	Sultan Chand and Sons, New Delhi.	2014
2.	Ramasamy T	Principles of Management	S.Chand and Company Ltd, New Delhi.	First Edition, 2012

Books for Reference:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Gupta C B	Management Principles	Sultan Chand and Sons, New Delhi.	2014
2.	Dinkar and Pagare	Business Management	Prentice Hall of India , New Delhi.	2014
3.	Tripathi and Reddy	Principles of Management	Mc Graw Hill Education	2012

Pedagogy: Lectures, Quiz, Power Point Presentation, Assignments and Seminar

Course Designer: Dr. A. SIVARANJANI, Assistant Professor.

CORE COURSE II - FINANCIAL ACCOUNTING

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course II (CC) Financial Accounting	19UBA1CC2	6	5	3	25	75	100

Objectives:

- The content of this course is designed to impart the basic knowledge of financial accounting theory, standards, principles and procedures to accounting problems and its application in business.
- To enable the students to acquire accounting skills and facilitate them to prepare final accounts of business and non-trading organization.

Prerequisite:

Basic Knowledge required in Financial Accounting.

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts, principles and conventions of Accounting and their application in business.	K1
CO2	Prepare the students to journalize the transactions and post them into ledger, and to maintain subsidiary books.	K2
CO3	Analyse and compute various methods to depreciate an asset.	K3
CO4	Computing Receipts and Payments, Income and Expenditure and Balance sheet for Non - profit organizations.	K3
CO5	Evaluate the preparation of final accounts effectively.	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	L	S	L

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT I: (15 Hours)

Accounting - Definition – Objectives – Scope – Needfor Accounting in Business Enterprises – AccountingConcepts – Principles and Conventions – Double Entry Vs Single Entry – Books of Accounts – Bank Reconciliation Statement

UNIT II: (14 Hours)

Journal – Ledger –Trial Balance – Subsidiary Books – PurchaseBook – PurchaseReturn Book – SalesBook – SalesReturn Book – Cash Book – Simple Cash Book - Double Column Book – Triple Column Cash Book – Petty Cash Book

UNIT III: (14 Hours)

Depreciation - Meaning – Needand Importance-Advantages and Disadvantages – Methodsof Depreciation – Straight Line Method – WrittenDown Value Method – AnnuityMethod

UNIT IV: (15 Hours)

Meaning of Non – Profit Organisation – Receipts and payments Account – Income and Expenditure Account – Preparation of Balance sheets.

UNIT V: (15 Hours)

Preparation of Trading and Profit & Loss Account and Balance sheet of sole Proprietary Business with simple Adjustment – Introduction to computerized Accounting, Basic concepts of company financial reports.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Gupta R L & Gupta V K	Financial Accounting	Sultan Chand and Sons, New Delhi.	2014
2.	Maheshwari S N & Maheshwari S K	Financial Accounting	Vikas Publishing House Pvt. Ltd, New Delhi	2012.

Books for Reference:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jain S P & Narang K L	Advanced Accountancy	Kalyani Publishing & Co, New Delhi	2011
2.	Gupta R L & Radhasamy L	Advanced Accountancy	Sultan Chand & Sons, New Delhi	2014
3.	Reddy T S & Murthy A	Financial Accounting	Margham Publications	2018

Pedagogy: Lectures, Quiz and Assignments

Course Designer: Dr. A. SIVARANJANI, Assistant Professor.

ALLIED COURSE I - MANAGERIAL ECONOMICS

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Allied Course I (AC) Managerial Economics	19UBA1AC1	5	3	3	25	75	100

Objectives:

- To enable the students to learn the various economic concepts and their application in business decisions.
- To make students to understand the relevance of economics in business decisions.
- To equip the students with economic tools for business analysis.

Prerequisite:

Basic Knowledge in Economics

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts of Managerial Economics.	K1
CO2	Discuss the Roles and responsibilities of Managerial Economist and analyse the Relationship with other disciplines	K2
CO3	Apply the concept of utility analysis, demand and supply analysis.	K3
CO4	Utilize the cost control and cost reduction strategies.	K3
CO5	Identify the different kinds of market structure in Managerial Economics.	K3
CO6	Explain the concept of National Income and to assess the various methods of Measurement of National Income.	K3
CO7	Demonstrate the different phases of Business Cycle.	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	L	S	L

S-Strong, M-Medium, L-Low.

SYLLABUS

Unit-I: (14 Hours)

Managerial Economics- Meaning, Nature and Scope - Characteristics – Relationship with other disciplines – Roles and responsibilities of Managerial Economist – Objectives of the firm.

Unit-II: (14 Hours)

Concept of utility – Law of Diminishing marginal utility –Consumer surplus - Demand Analysis – Law of demand – Elasticity of demand – Types – Supply Analysis.

Unit-III: (14 Hours)

Production Analysis - Factors of Production - Production Function - Law of Variable Proportion – Law of returns to scale – Economies of Large Scale production - Cost concepts – Classifications and determinants – Cost Output relationship – Cost control and cost reduction.

Unit-IV: (15 Hours)

Market Structure: Price and Output Decisions under different market structure: Perfect competition – Monopoly and monopsony – Price discrimination – Monopolistic Competition – Oligopoly.

Unit-V: (14 Hours)

Business Cycle – Phases - National Income – Concepts, Measurement and difficulties in measurement – Inflation and Deflation

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Varshney R.L and Maheshwari K.L	Managerial Economics	Sultan Chand and Sons, New Delhi.	19 th revised and enlarged edition, 2018.
2.	R. Cauvery, U.K. SudhaNayak,M. Giriza, R.Meenakshi:	Managerial Economics	S.Chand and Company Ltd, New Delhi.	3 rd Edition, 2011.

Books for Reference:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dr S Sankaran	Managerial Economics	Margham Publication, Chennai	2013
2.	P.L Mehta	Managerial Economics Analysis ,Problems and cases;	Sultan Chand and Sons, New Delhi.	2016
3.	M.L. Jhingam and J.K Stephen	Managerial Economics	Vrinda Publications (P) Ltd, New Delhi	2 nd Edition, 2014.

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar.

Course Designer:Dr.M.NEELA, Assistant Professor.

Part IV - UNIVERSAL HUMAN VALUES

SEM I	UNIVERSAL HUMAN VALUES	Category	Course Code	Instructional Hours	Credits
		Part IV	20UGVE	30	2

PREAMBLE

This course inculcates the basic human values among the students so as to make them responsible citizens of the Nation.

COURSE OUTCOMES

CO Number	CO Statement	Knowledge Level
CO1	Define the values of Love and Compassion	K1
CO2	Understand the value of Truth	K2
CO3	Explain the value of Non-violence	K3
CO4	Practice the values of Righteousness and Service	K3
CO5	Apply the values of Renunciation (sacrifice) & Peace	K4

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

Syllabus

Unit I: (5 Hours)

Love and Compassion

- **Introduction:** what is love? Forms of love for self, parents family friend, spouse community, nation, humanity and other beings both for living and non-living.
- Love and Compassion and Inter-relatedness
- Love, compassion, empathy, sympathy and nonviolence
- Individuals who are remembered in history for practicing compassion and love.
- Narratives and anecdotes from history, literature including local folklore
- Practicing love and compassion: what will learners learn gain if they practice love and compassion? What will learners lose if they Don't Practice love and compassion?
- Sharing learner's individual and/ or group experience(s)

- Simulated situations
- Case studies

Unit II : (5 urs)

Truth

- **Introduction:** what is truth? Universal truth, truth as value, truth as fact (veracity. sincerity, honesty among others)
- Individuals who are remembered in history for practicing this value
- Narratives and anecdotes from history, literature including local folklore
- Practicing truth: what will learners learn/ gain if they practice truth? What will learners lose if there Don't Practice it?
- Learners' individual and/ or group experience(s)
- Simulated situations
- Case studies

Unit III : (5 Hours)

Non - Violence

- **Introduction:** what is non violence? Its need. Love, compassion, empathy sympathy for others as pre-requisites for non violence
- Ahimsa as non -violence and non- killing.
- Individuals and organisations that are known for their commitment to non - violence
- Narratives and anecdotes about non - violence from history and literature including local folklore
- Practicing non-violence: What will learners learn/gain if they practice non- violence? What will learners lose if they don't Practice it?
- Sharing learner's individual and/ or group experience(s) about non - violence
- Simulated situations
- Case studies

Unit IV : (8 Hours) Righteousness

and Service

- **Introduction:** What are Righteousness and service?
- Righteousness and dharma, Righteousness and Propriety
- Forms of service for self, parents, family, friend, spouse, community, nation, humanity and other beings- living and non-living persons in distress for disaster.
- Individuals who are remembered in history for practicing Righteousness and Service
- Narratives and anecdotes dealing with instances of Righteousness and Service from history, literature, including local folklore
- Practicing Righteousness: What will learners learn/ gain if they practice righteousness and service? What will learners lose if they Don't Practice these values?
- Sharing learners individual and/ or group experience(s) regarding righteousness and service
- Simulated situations
- Case studies

Unit V : (7 Hours)

Renunciation (sacrifice) & Peace

- Introduction: what is renunciation? Renunciation and sacrifice. Self restraint and ways of overcoming greed. Renunciation with action as true renunciation. What is peace? It's need, relation with harmony and balance.
- Individuals who are recommended in history for practicing Renunciation and sacrifice. Individuals and organisations that are known for their commitment to peace.
- Narratives and anecdotes from history and literature including local folklore about individuals who are remembered for their renunciation and sacrifice. Narratives and anecdotes about peace from history and literature including local folklore practicing peace
- Practicing renunciation, sacrifice and Peace: What will learners learn/ again if they practice Renunciation, sacrifice and Peace? What will learners lose if they Don't Practice these values?
- Sharing learners individual and/ or group experience(s) about Renunciation, sacrifice and Peace
- Simulated situations
- Case studies

CORE COURSE III – ELEMENTS OF MARKETING

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course III (CC) Elements of Marketing	19UBA2CC3	5	5	3	25	75	100

OBJECTIVES

- To acquaint the students with the functions and segmentations of market environment.
- To enable the students, understand the development of new product upcoming in the market.
- To upgrade the students regarding the various emerging markets in a dynamic market environment.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts and elements of marketing mix of a firm	K1
CO2	Develop segmentation, Targeting and Positioning Strategy on the basis of consumer buying behaviour	K2
CO3	Use appropriate Branding, Pricing and product strategy in accordance with prevailing phase of product life cycle	K2
CO4	Evaluate the role of each element of promotion mix as sale promotion tool while designing the promotion mix strategy of a firm	K3
CO5	Design an appropriate channel of distribution of goods and services of a firm	K3
CO6	Illustrate the role of marketing manager in the wake of recent trends in Marketing	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	L	S	L

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT: I

Marketing – Definition, Scope and importance of Marketing, Functions of marketing – Marketing concepts, Role and Functions of marketing manager– Marketing Mix.

UNIT: II

Market Segmentation – Approaches to Segmentation – Product positioning – Factors influencing buyer behavior – Buying Decisions Process.

UNIT: III

Product life cycle – New product development process – Product mix – Product line – Pricing objectives and importance – Factors influencing price – Pricing methods.

UNIT: IV

Promotion Mix – Elements – Advertising – Classification of Advertising– Advertising media – types of media – Personal Selling – Functions –Process – Strength and Weakness of Personal Selling.

UNIT: V

Recent trends in marketing – Social media marketing – Online marketing – Telemarketing – Niche marketing – Guerrilla marketing – Green marketing .

TEXT BOOKS

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rajan Nair	Marketing	Sultan Chand & Sons	Reprint 2015
2.	Pillai &Bhagavathi	Modern Marketing	S. Chand & Company	5 th Edition 2016

REFERENCE BOOKS

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Philip Kotler	A Framework for Marketing Management	Prentice Hall of India	1 st Edition 2001
2.	RajanSaxena	Marketing Management	Tata McGraw Hill Publishers.	3 rd Edition 2005
3.	Sherlekhar	Marketing Management	Himalaya Publishing House Pvt Ltd	14 th Edition
4.	Varshney R.L and Gupta S.L	Marketing Management Text & Cases	Sultan Chand & Sons	3 rd Edition 2016

PEDOGOGY: Lecture, Assignments, Seminar and Quiz

COURSE DESIGNER: Ms. P. THANGAMANI, Assistant Professor.

CORE COURSE IV - BUSINESS STATISTICS

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course IV (CC) Business Statistics	19UBA2CC4	6	5	3	25	75	100

OBJECTIVES

- To equip the students to solve problems statistically.
- To promote the students to analyze management problems in research and decision making.
- To understand the basic knowledge on graphical representation.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Examine the basics of Statistics in Business and Analyze the data – Graphs and Diagrams.	K1
CO2	Estimating the measures of central tendency – Mean, Median, Mode.	K2
CO3	Acquire the conceptual knowledge of measures of dispersion.	K2
CO4	Evaluate the basic method of constructing Index numbers.	K3
CO5	Apply and practice of the simple correlation and Regression analysis.	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	M	S
CO5	S	S	L	M	L

S-Strong, M-Medium, L-Low.

SYLLABUS

Unit -I

Statistics –Definition – Nature – scope and objectives – Uses and limitations of statistics in Business-Source of data – classification and tabulation – Diagrammatic representation-one, two and three dimensional Diagrams – Graphic representations – Histogram, Frequency polygon and frequency curve, Ogives.

Unit – II

Measures of central tendency – Mean, Median, Mode, Geometric mean and Harmonic mean – Uses and limitations of measures of central tendency

Unit – III

Measures of dispersion – Range, Quartile deviation, Mean deviation and Standard deviation – Coefficient of variations – Uses of dispersion

Unit – IV

Index numbers – Meaning – Uses- Methods of construction of index numbers (Chain base method excluded) –Limitation of index numbers – Time series – Components – measurement of trend – Graphic method, Semi average method, Moving averages method, Method of least squares – Uses of time series.

Unit – V

Correlation – Definition – Correlation analysis – Types of Correlation - Karl Pearson's Coefficient of correlation and Spearman's Rank correlation – Uses of Correlation Analysis - Regression Analysis – Definition – Regression Equations.

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.P.Gupta	Statistical methods	Sultan Chand and Son	2017
2.	R.S.N.Pillai&Bagavathi	Statistics	Sultan Chand and Son	2010

REFERENCE BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.P.Gupta&M.P.Gupta	Business Statistics	Himalaya Publishing House	6 th Edition, 2013
2.	M.C. Shukla & S. C.Gulshan	Statistics – Theory and Practice	S. Chand	2010

PEDAGOGY: Lectures, Chalk and Talk, Seminars, Assignments.

COURSE DESIGNER: Dr. S.THAMARAI SELVI, Assistant Professor.

ALLIED COURSE II - BUSINESS ENVIRONMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Allied Course II (AC) Business Environment	19UBA2AC2	5	3	3	25	75	100

OBJECTIVES

- To promote basic understanding of the concept of business environment.
- To make learners the impact of environment on business.
- To gain broad knowledge on LPG.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Discuss the Business Environment and its factors	K1
CO2	Evaluate the effects of government policy on the economic environment and economic Planning	K2
CO3	Explain the political and legal framework that regulates the Business	K2
CO4	Outline how an entity operates in a business environment	K2
CO5	Describe how financial information is utilized in business and its various financial institutions	K3

Mapping with programmes outcome:

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

S-Strong, M-Medium, L-Low

SYLLABUS

Unit- I

Business and its Environment-Nature, objectives, types – internal and external, scope - Factors affecting business Environment-Business Ethics.

Unit-II

Economic Environment –Factors-Economic Planning -Economic system -Capitalism, socialism, mixed economy-their impact on Business-Liberalization, Privatization, Globalization (LPG)-Nature and objectives.

Unit-III

Political and legal environment-government and business relationship in India- Political Systems- Political Institutions-Intervention and Participatory role.

Unit-IV

Socio Cultural Environment-Cultural Heritage-Social Attitudes-Impact of Foreign culture- Social Responsibilities of Business-CSR-People's attitude to business and work Business and society.

Unit-V

Financial Environment-Financial System-Commercial Banks-Financial Institutions- RBI and its role -IMF-IDBI-Non Banking Financial Companies.

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	K.Aswhathappa	Essentials of Business Environment	Himalaya Publishing House	13 th Edition 2014
2.	VeenaKeshavPailwar	Economic Environment of Business	Prentice Hall Learning Pvt Ltd	3rd Edition 2012

REFERENCE BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	Business Environment	Excel Books	2 nd Edition 2011
2.	Sundaram& Black	The International Business Environment	Prentice Hall Learning Pvt Ltd	1 st Edition 2010

PEDOGOGY: Interactive Lectures, Assignments, Presentations and Quiz

COURSE DESIGNER: Ms. A. SUGANYA, Assistant Professor.



CAUVERY COLLEGE FOR WOMEN (Autonomous), TIRUCHIRAPPALLI- 18

(Applicable to the candidates admitted from the Academic year 2019-20 onwards)

ENVIRONMENTAL STUDIES

SEMESTER	COURSE TITLE	CATEGORY	INSTRUCTIONAL HOURS	CREDITS
II	ENVIRONMENTAL STUDIES	PART IV	2	2

PREAMBLE

To train the students to get awareness about total environment and its related problems and to make them to participate in the improvement and protection of the environment.

COURSE OUTCOME

1. Outline the nature and scope of environmental studies
2. Illustrate the various types of natural resources and its importance.
3. Classification of various types of ecosystem with its structure and function.
4. Develop an understanding of various types of pollution and biodiversity.
5. List out the various types of social issues related with environment .

CO	CO Statement	Knowledge Level
CO1	Outline the nature and scope of environmental studies	K2
CO2	Illustrate the various types of natural resources and its importance.	K2
CO3	Classification of various types of ecosystem with its structure and function.	K2
CO4	Develop an understanding of various types of pollution and biodiversity.	K3
CO5	List out the various types of social issues related with environment .	K4

ENVIRONMENTAL STUDIES

Unit: 1 Introduction to environmental studies
Definition, scope and importance. Need for public awareness

Unit: 2 Natural Resources:

Renewable and non-renewable resources:

- a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity.
- e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources.
- f) Land resources: Land as a resources, land degradation, man induced Landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources.

Unit: 3 Ecosystems

- Concept, Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem and Ecological succession.
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

Unit: 4 Biodiversity and Environmental Pollution

- Introduction, types and value of biodiversity
- India as a mega diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Definition, Causes, effects and control measures of :
 - a. Air Pollution
 - b. Water Pollution
 - c. Soil Pollution
 - d. Noise pollution
 - e. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Disaster management: floods, earthquake, cyclone and landslides.

Unit: 5 Social Issues and the Environment

- Water conservation, rain water harvesting, watershed management.
- Climate change, global warming, acid rain, ozone layer depletion,
- Wasteland reclamation.
- Environment Protection Act
- Wildlife Protection Act.
- Forest Conservation Act.
- Population explosion – Family Welfare Programmes
- Human Rights - Value Education
- HIV/ AIDS - Women and Child Welfare
- Role of Information Technology in Environment and human health

References:

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2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt Ltd, Ahamedabad – 380013, India, E-mail: mapin@icenet.net(R)
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4. Clark R.S. Marine Pollution, Clarendon Press Oxford (TB)
5. Cunningham, W.P.Cooper, T.H.Gorhani E & Hepworth, M.T. 2001.
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7. Down to Earth, Centre for Science and Environment (R)
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford University, Press 473p.
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10. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press 1140 p.
11. Jadhav, H &Bhosale, V.M. 1995. Environmental Protection and Laws Himalaya Pub. House, Delhi 284 p.
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13. Mhaskar A.K. Matter Hazardous, Techno-Science Publications (TB)
14. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
15. Odum, E.P. 1971 Fundamentals of Ecology. W.B. Saunders Co. USA. 574 p
16. Rao MN &Datta, A.K. 1987 Waste Water treatment, Oxford & IBH Publication Co. Pvt Ltd 345 p.
17. Sharma B.K. 2001 Environmental chemistry GoelPubl House, Meerut.
18. Survey of the Environment, The Hindu (M).
19. Townsend C. Harper, J and Michael Begon, Essentials of Ecology, Blackwell science (TB)
20. Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media (R).
21. Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno-Science Publications (TB).

22. Wagner K.D. 1998 Environmental Management. W.B. Saunders Co. Philadelphia USA
499 p

(M) Magazine (R) Reference (TB) Textbook

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CORE COURSE V - ORGANIZATIONAL PSYCHOLOGY

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course V (CC) Organisational Psychology	19UBA3CC5	6	5	3	25	75	100

OBJECTIVES

- To have an understanding of recent trends in Organization.
- To learn the basic structure for managing behavior in Organization at both individual and group level.
- To expose the students about the basic concepts of motivation and group dynamics.
- To help them acquire interpersonal skills.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Create the knowledge on fundamental concepts of Organization behavior and application of the organization concepts.	K1
CO2	Discuss the Personality and perception in individual and Group decision making.	K2
CO3	Apply the concept of Group dynamics, Group cohesiveness and Group Norms.	K3
CO4	Communicate the knowledge about the types of leadership skills and power and authority of the effective leader.	K2
CO5	Analyze the organisationalbehaviour in the recent business scenario.	K3

Mapping with programmes outcome:

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

S-Strong, M-Medium, L-Low

Unit-I:

Meaning of Organizational Behaviour – Scope – Features– Importance – Models – Disciplines contributing to Organisational Behaviour – Emerging trends in Organisational behaviour.

Unit-II:

Meaning of Personality – Determinants –Personality attributes – Meaning of Perception and Importance – Factors influencing perception – Perception in individual decision making – Group Decision Making –Group and inters group behaviour.

Unit-III:

Group Dynamics – Meaning-Features of Group Dynamics– Formal and Informal Groups –Group Cohesiveness – Group Norms – Meaning and types of conflict – Negotiation process.

Unit-IV:

Leadership –Meaning and types –Characteristics – Styles of leadership – Power and authority – Theories of Organizational Behaviour – Managerial Grid –Stress and behavior – Sources and types of stress.

Unit-V:

Motivation –Concepts –Nature–Theories of Motivation – Maslow needs theory –Herzberg’s Two Factor Theory–Morale – Meaning– Measurement of Morale.

TEXT BOOK:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	L.M.Prasad	Organizational Behaviour	Sultan Chand and Sons, New Delhi.	Reprint in 2014
2.	S.S. Khanka	Organizational Behaviour	Sultan Chand and Sons, New Delhi.	Reprint in 2013

REFERENCE BOOKS:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jerald Green Berg and Robert	Behaviour in organizations	Prentice Hall	Edition 10, Publishing in 2011.
2.	Stephen P. Robbins	Organization Behaviour, Concepts, Controversies and application	<i>Prentice Hall</i>	Edition 7, Publishing in 2013.
3.	V.S.P. Rae & D.S Narayana	Organization theory and behaviour	Konark Publishers Pvt. Ltd	2nd edition, Publishing in 2000.

PEDAGOGY: Power point presentations, Seminar, Assignment, Brain storming.

COURSE DESIGNER: Dr.J.Tamilselvi, Associate professor and Head.

**CORE PRACTICAL I - COMPUTER APPLICATIONS PACKAGE FOR
MANAGERS (MS-OFFICE PRACTICAL)**

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core practical I - (CP) Computer Applications Package for Managers (MS- Office Practical)	19UBA3CC1P	5	4	3	40	60	100

OBJECTIVES

- To impart the basic knowledge of the Computer to the students.
- To understand the basics of Microsoft Office and usage of Internet.
- To Create slide presentations that include text, graphics, and animation.
- To identify resources available on the Internet.

COURSE OUTCOMES:

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

CO Number	CO Statement	Knowledge Level
CO1	To analyse the areas of application of computer.	K1
CO2	To create business letters using wizard and to create mail merge.	K2
CO3	To apply statistical and financial function and to create different types of charts.	K3
CO4	To design power point presentation and apply animations.	K3
CO5	To demonstrate the usage of Internet.	K3

Mapping with programmes outcome:

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

S-Strong, M-Medium, L-Low

UNIT-I INTRODUCTION TO COMPUTERS

Windows 2007-Logging on Desk top - Icons on Desk top - Start Menu - MS-Paint – Create Drawings and Edit Photos - Tools used in MS-Paint – Opening , Saving and Closing Ms-Paint documents.

UNIT-II MICROSOFT OFFICE WORD

MS Word – Creating and Formatting word Document- Business letter using wizards – Editing and formatting documents-Spelling and Grammar check- Header and Footer-Word count- Thesaurus - Auto correct – Mail merge - Working with tables – Saving, opening and closing documents.

UNIT-III MICROSOFT OFFICE: EXCEL

MS Excel- Worksheets and Workbooks- Entering data into MS Excel- Formatting a Worksheet- Creating different types of Charts- Application of financial and statistical function - Saving, opening and closing workbooks.

UNIT-IV MICROSOFT OFFICE: POWERPOINT

MSPower Point -Creating, Editing and Formatting Presentation – Adding and Formatting Text -Customizing Presentations - Working with Shapes and Pictures - Applying Transition and Animation Effects - Applying Design Templates - Viewing and Setting up a Slide Show .

UNIT V INTRODUCTION TO INTERNET

Introduction to Internet - World Wide Web - Search Engines - Understanding URL - Domain name - IP Address - Printing or saving portion of web pages - Down loading - Chatting on Internet . Email - Email addressing - Mailbox: Inbox and outbox - Using Emails - Viewing an email - Sending an Email - Saving mails - Sending same mail to various users - Sending soft copy as attachment.

Text Book:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Pradeep K Sinha Priti Sinha.	Computer Fundamentals	B P B Publications, New Delhi	6 th Edition, 2003
2.	Tally Education Pvt Ltd	Tally Guru- Vol.1	Sahaj Enterprises,Banglore.	2019

Books for Reference:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	AnanthiSheshasaayee&Sheshasaayee	Computer Applications in Business and Management	Margham Publication	2019
2.	A.K.Nadhani, K.K Nadhani	- Implementing tally 9.0	BPB publishers, India	2007

PEDAGOGY: Lecture, Assignment, Seminar, Computer Practicals

COURSE DESIGNER:Dr.M.Neela, Associate Professor.

ALLIED COURSE III-BUSINESS LAW

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Allied Course III (AC) Business Law	19UBA3AC3	5	3	3	25	75	100

OBJECTIVES

- To facilitate the students on the basic principles and legal aspects of Business law
- To enhance the understanding of various legislations relating to business.
- To impart the students to complete the practical business law ideas.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To enable the students to understand the essentials elements of Indian contract Act	K1
CO2	To Discuss the Performance of Contract and Remedies for breach of contract	K2
CO3	To Elucidate the Law of Agency	K2
CO4	Discuss the knowledge of Sale of goods Act relating to transfer of property and Rights of an unpaid seller.	K2
CO5	To acquire basic knowledge on Partnership Act	K3

Mapping with programmes outcome:

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

S-Strong, M-Medium, L-Low

SYLLABUS

UNIT: I

Contract Act-Definition-Classification- Essentials of a contract- Offer and Acceptance- Consideration-Contractual capacity-Free consent- Legality of object.

UNIT: II

Performance of contract- Modes of Discharge of Contract- Remedies for Breach of contract.

UNIT: III

Law of Agency- Mode of creation- Agency by Ratification-Sub- Agent and Substitute Agent-Termination Agency-Indemnity and Guarantee, Bailment and Pledge.

UNIT: IV

Sale of goods Act-Definition-Condition and warranties – Transfer of property-performance of contracts of sale – Rights of an unpaid seller.

UNIT :V

Partnership - Definition- Essentials- Rights, Duties and Liabilities of Partners - Types of Partnership- Dissolution of Partnership.

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	N.D.Kapoor	Elements of Business law	Sultan Chand and Sons, New Delhi.	37 th Revised Edition 2015
2.	M.C. Shukla	A Manual of Mercantile Law	Sultan Chand and Sons, New Delhi.	13 th edition 2016

REFERENCE BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	R.S.N Pillai & Bagawathi	Business Law	Business Law	Sultan Chand and Sons, New Delhi.
2.	Kuchhal M C	Mercantile Law	Vikas Publishing Pvt.Ltd, Noida	8 th edition

PEDOGOGY:Lecture, Assignments, Seminar and Quiz

COURSE DESIGNER: Dr. A. Sivaranjani, Assistant Professor.

NON – MAJOR ELECTIVE – I
STOCK EXCHANGE PRACTICES

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Non – Major Elective – I Stock Exchange Practices	19UBA3NME1	2	2	3	25	75	100

OBJECTIVES

- To impart the basic knowledge of stock marketing.
- To predict the movements in the stock in various investment avenues and to rate them.
- To equip the students about credit rating of the companies.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Identify the essential of Capital Markets and to evaluate the need for New Issue Markets	K1
CO2	Framing the role and functions of Secondary Markets	K2
CO3	Discuss the necessity of Listing in Stock Exchanges	K3
CO4	Assess the predominant role of Stock brokers in the trading mechanism	K3
CO5	Formulate the methods of ranking of institutions through credit rating	K3

Mapping with programmes outcome:

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

S-Strong, M-Medium, L-Low

SYLLABUS

UNIT: I

Need and importance of Capital Market – New Issue Market – Functions and Methods of Issue.

UNIT: II

Secondary Market – Origin and Growth – Role and Functions of Stock Exchange – NSE – Weaknesses of Stock exchange.

UNIT: III

Listing of Securities – Group A, Group B, Group C Shares – Listing Procedures – Criteria for Listing.

UNIT: IV

Mechanics of Trading in Stock Exchanges – Registration of Stock Brokers

UNIT: V

Credit Rating – CRISIL – CARE – ICRA Agencies, DEMAT Accounts – Depositories

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Gordon E & Natarajan K	Financial Markets and Institutions	Himalaya Publishing House	3 rd Revised Edition 2015

REFERENCE BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Punithavathy Pandian	Security Analysis and Portfolio Management	Vikas Publishing House Ltd	2 nd Edition 2012
2.	Joseph Anbarasu D, Boomonathan V. K., Manoharan P, Gnanaraj G	Financial Services	Sultan Chand & Sons	2014

PEDOGOGY: Lecture, Assignments, Seminar and Quiz

COURSE DESIGNER: Dr. M. Gayathri, Assistant Professor.

CORE COURSE VI – COST ACCOUNTING

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course VI (CC) Cost Accounting	19UBA4CC6	5	5	3	25	75	100

OBJECTIVES

- To facilitate students to understand and to gain knowledge about the concepts and principles of cost accounting
- To apply the costing techniques in various practical situation.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Impart the knowledge of basic Cost Concepts, elements of cost and preparation of Cost sheet.	K1
CO2	Formulate stores ledger using FIFO, LIFO, Simple Average and Weighted Average Method as tool of material control	K3
CO3	Compute cost of labour using time and differential piece rate system as a tool of labour control	K2
CO4	Design statement showing allocation and apportionment of overhead of service Department to producing department by using various methods	K3
CO5	Analyze the various types of costing	K3

Mapping with programme outcome:

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

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT I:(15 hrs)

Meaning – Objectives and Scope of Cost accounting – Cost concepts – Cost accounting Vs Financial and Management accounting – Classification of Cost – Types of Costing - Elements of Cost – Preparation of Cost sheet.

UNIT II:(16 hrs)

Meaning – Objectives of material control – Stores records – bin card, stores ledger, Levels of stock – EOQ – ABC Analysis – Perpetual inventory system, valuation of material – FIFO – LIFO – Simple average – Weighted average method.

UNIT III: (15 hrs)

Labour cost – Types and Labour Turnover – methods of measuring Labour Turnover – Ideal time – methods of wage payment – Time rate system – Piece rate system – premium and Bonus plans – Halsey, Rowan plan – Taylor's and Merricks differential piece rate – Gantt's task bonus plan – Emerson's efficiency plan.

UNIT IV: (14 hrs)

Defintion – Classification – Allocation and Apportionement of Overhead – Primary and Secondary apportionment of overheads – step ladder methods – Reciprocal methods – Machine hour rate – Operating Costing.

UNIT V: (16 hrs)

Job costing – contract costing – Process costing – computation of process costing – normal loss – abnormal loss – abnormal gain - Standard and variance costing.

Text Book:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jain S P and Narang K L	Cost Accounting Principles and Practice	Kalyani Publishers, New Delhi,	2014
2.	Maheshwari S N	Cost Accounting	Sultan Chand and Sons, New Delhi.	2015

Books for Reference:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Iyengar S P	Cost Accounting	Sultan Chand and Sons, New Delhi,	2014
2.	Pillai R S N & Bagawathi	Cost Accounting	Sultan Chand and Sons, New Delhi.	2015
3.	Reddy T S & Hari Prasad Reddy	Cost Accounting	Margham Publications, Chennai.	2014

Pedagogy: Lectures, Quiz and Assignments

Course Designer: Dr. A. Sivaranjani, Assistant Professor.

**CORE PRACTICAL II -COMPUTER APPLICATION PACKAGE FOR
MANAGERS (TALLY PRACTICAL)**

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Practical II (CP) Computer Applications Package for Managers (Tally Practical)	19UBA4CC2P	5	4	3	40	60	100

OBJECTIVES

- To impart the basics required for systems accounting in the Technological world.
- To prepare various reports using accounting package required for modern business era.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Create company, groups and ledgers using Tally .	K1
CO2	Create different types of voucher.	K2
CO3	Create different stock categories, stock item and stock group.	K3
CO4	Create cost centres and cost categories in voucher entry.	K3
CO5	Prepare reports such as Day books and Final accounts.	K3

Mapping with programme outcome:

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

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT –I (15 hrs)

Creation of Company – creation of Groups- editing and deleting groups - Creation of Ledgers – editing and deleting ledgers.

UNIT –II (17 hrs)

Introduction to Voucher Entries –Payment Voucher-Receipt Voucher – Sales Voucher – Purchase Voucher - Contra voucher-Journal Voucher- editing and deleting voucher.

UNIT-III (15 hrs)

Introduction to Inventories – Creation of Stock Categories – Stock groups – Stock items – Configuration and features of stock item – Editing and deleting stocks.

UNIT-IV (15 hrs)

Introduction to cost – Creation of cost categories – creation of cost centers – Editing and deleting- usage of cost category and cost centers in voucher entry – Creation of Budgets

UNIT –V (17 hrs)

Day book - Trail Balance - Final Accounts – Trading and Profit and Loss A/c – Balance Sheet - Generating and printing reports in detailed and condensed format.

Text Book:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	P K Sinha	Computer Fundamentals	BPB Publications	Reprint Edition 2017
2.	Ashok K. Nadhani	Tally 9.0	BPB Publications	Edition 2018

Books for Reference:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	AnanthiSheshasaayee&Sheshasaayee	Computer Applications in Business and Management	Margham Publication	2018
2.	K.K Nandhani	Implementing tally 9.0	BPB publishers	2018

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar, Computer Practical.

Course Designer: Dr.M.Neela,Associate Professor.

ALLIED COURSE IV - COMPANY LAW

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Allied Course IV (AC) Company Law	19UBA4AC4	4	3	3	25	75	100

OBJECTIVES

- ◆ To promote basic understanding of the concept of Company Law
- ◆ To impart knowledge about establishing and conducting affairs of the company and formalities for financing a company.
- ◆ To able to conduct different meetings in the company and recording of the proceedings

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts and different types of companies	K1
CO2	Communicate the knowledge about the formation of companies and contents of the prospects	K2
CO3	To assist the students to understand the different types of shares, debentures and dividend	K1
CO4	Apply the laws governing various formalities about meetings and proceedings	K3
CO5	Ability to identify the duties and responsibilities of directors	K2

Mapping with programme outcome:

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

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT: I (15 hrs)

Company – Definition of Company – Characteristics – Advantages of a company – Kinds of companies – Private Ltd Company Vs Public Company.

UNIT: II(15 hrs)

Formation of Companies – Incorporation of Company – Memorandum of Association – Clauses – Articles of Association – Contents – Prospectus - Contents.

UNIT: III(15 hrs)

Shares – Kinds of Shares – Equity Shares – Preference Shares – Premium and Discount – Allotment – Minimum Subscription – Forfeiture of Shares – Debentures – Types – Dividend – Types.

UNIT: IV(15 hrs)

Meetings – Definitions of Meetings – General Meetings of Shareholders – Statutory Meeting – Annual General Meeting – Extraordinary General Meeting – Class Meeting – Quorum for Meeting – Proxy – Resolution – Minutes.

UNIT: V(15 hrs)

Company Management – Appointment of Directors – Powers, Duties and Liabilities of Directors – Winding of Company – Voluntary Winding up – Winding up by Court – Dissolution of Company

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	N.D. Kapoor	Company Law	Sultan Chand & Sons	Revised Edition 2017
2.	G.K. Kapoor Sanjay Dharnija	Company Law and Practice	Taxmann's	Revised Edition 2016

REFERENCE BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	PMS. Abdul Gaffoor & S. Thothadri	Company Law and Secretarial Practice	Vijay Nicole Imprints	2017
2.	Kuchhal M.C	Merchantile Law	Vikas Publishing Pvt. Ltd. Noida	8 th Edition

Pedagogy: Lecture, Assignments, Seminar and Quiz

Course Designer: Dr. A. Sivaranjani, Assistant Professor

NON MAJOR ELECTIVE – II – EXPORT IMPORT MANAGEMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Non – Major Elective – II Export Import Management	19UBA4NME2	2	2	3	25	75	100

OBJECTIVES

- To design a foundation for the students who seek a career in International markets
- To enlighten the students' knowledge about International business practices, customs and policies and shipping.

COURSE OUTCOME

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

CO Number	CO Statement	Knowledge Level
CO1	Critique the framework of Export and Import in International Scenario	K1
CO2	Design various strategies and practices for Export and Import	K2
CO3	Plan suitable mode of transportation	K3
CO4	Discuss the payment and pricing for Import and Export procedures	K3
CO5	Outline the EXIM Policy in India	K3

Mapping with programme outcome:

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

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT: I (8 Hrs)

Meaning – Definition of Export and Import. Evolution of Export and Import. Foreign Trade – Institutional Framework and Basics. Multinational Organisations and Structure, International Business Scenario.

UNIT: II (7 Hrs)

Documentation and Steps of Export and Import, Export – Import Strategies and Practice, Export Marketing, Export Incentive Schemes, Business Risk Management and Coverage.

UNIT: III (8 Hrs)

Logistics and Characteristics of Modes of Transportation, Characteristics of Shipping Industry, World Shipping, Containerisation and Leasing Practices.

UNIT: IV (9 Hrs)

Export Procedures and Documents, Customs Clearance of Import and Export Cargo, Methods and Instruments of Payment and Pricing Inco terms, Methods of Financing Exporters.

UNIT: V (8 Hrs)

EXIM Policy of India – Meaning – Objectives – Importance of EXIM Policy 1997-2000 and EXIM Policy 2002-2007.

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Justin Paul and Rajiv Aserkar	Export Import Management	Oxford University Press	2 nd Edition 2013
2.	Balagopal TAS	Export Marketing	Himalaya Publishing House	22 nd Edition 2016

BOOKS FOR REFERENCE

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Ushakiran Rai	Export Import and Logistics Management	PHI Learning Pvt Ltd	2 nd Edition 2010
2.	Rama Gopal C	Export Import Procedure-Documentation & Logistics	New Age International	1 st Edition 2014

Pedagogy:Lecture, Assignments, Seminar and Quiz

Course Designer:Dr. M. Gayathri, Assistant Professor.

SKILL BASED ELECTIVE – I: E – BUSINESS

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Skill Based Elective – I E - Business	19UBA4SBE1A	2	2	3	25	75	100

OBJECTIVES

- To enable students to get exposed to fundamental aspects of e-business
- To investigate the strategic implications of e-business with emphasis on existing companies

Course Outcome

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

CO Number	CO Statement	Knowledge Level
CO1	Discuss the e-business process	K1
CO2	Describe an example of system architecture for an e-business	K2
CO3	Identify the major electronic payment issues and options	K2
CO4	Discuss security issues and explain procedures used to protect against security threats	K3

Mapping with programme outcome:

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

S-Strong, M-Medium, L-Low.

SYLLABUS

Unit I: (7hrs)

Concept of e-business - Nature, scope, and impact of e-business - History and development of e-business - Advantages of e-business.

Unit II: (8 hrs)

Digital Marketing Concept - Measuring the extent of digital marketing activity - Market analysis - Digital marketing tools - Viral marketing.

Unit III: (7 hrs)

Online Distribution - Components of a distribution system - Characterisation of online distribution - hybrid distribution networks.

Unit IV: (7 hrs)

E-Payment System - Characteristics of payment system - Classification of payment systems - e-cash, e-check, overview of smart card.

Unit V: (6 hrs)

E-Contracting - Concept of generic services - information, negotiation, archiving, enforcement, reconciliation - Structure of a contract - Digital signature - Legal affairs.

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sandeep Krishnamurthy	E-Commerce Management Text and Cases	South-Western Pub	2 nd Edition 9 th July 2006
2.	Daniel Minoli&EmmaMinoli	Web Commerce Technology Handbook	Computing McGraw-Hill	1 st July 2017

REFERENCE BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Kamlesh K Bajaj and Debjani Nag	E-Commerce	Tata McGraw-Hill Publishing Company Limited	2 nd Edition 2005

Pedagogy: Interactive Lectures, Presentations, Assignment

Course Designer: Mrs.A.Suganya, Assistant Professor.

SKILL BASED ELECTIVE –I STRESS MANAGEMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Skill Based Elective – I Stress Management	19UBA4SBE1B	2	2	3	25	75	100

OBJECTIVES

- Identify current and potential sources of stress in students' lives.
- Understand the physiological effect of stress on an individual's health.
- Use stress management techniques learned in class to develop a stress resistant lifestyle.

Course Outcome:

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the sources and types of stress in order to implement appropriate stress management techniques.	K1
CO2	Analyze effectiveness of stress in human body system and causes of diseases.	K3
CO3	Develop an impact of stress on personality and Perception processes.	K4
CO4	Practice the basic elements of the relaxation response.	K3
CO5	Identify common stressors inherent in today's global marketplace.	K3

Mapping with programme outcome:

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

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT I (8 hrs)

Definition of stress & stressor - Sources of Stress - Types of stress - Human fight-or-flight response to stress - Stress and the college student.

UNIT II (8 hrs)

Impact of Stress in body systems - Stress and Nervous System - Hypothalamic-pituitary-adrenal (HPA) axis - Effect of stress on Immune system - Health risk associated with chronic stress - Stress and Major psychiatric disorders- Role of stress emerging as a disease.

UNIT III (8 hrs)

Understanding your stress level - Role of personality pattern, Self Esteem, Locus of control - Role of thoughts beliefs and emotions.

UNIT IV (10 hrs)

Developing cognitive coping skills - Autogenic Training, Imagery and Progressive relaxation - Other relaxation techniques - Exercise and health - DIY strategies stress management - key dimensions of time management.

UNIT V (8 hrs)

Connection between social support and stress - Types of social support - Recognize the role of communication and relationships in managing stress, and in academic / work performance - emotional intelligence.

TEXT BOOK:

S.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Folkman.S	The oxford Handbook of stress, health and coping.	Oxford University.	Publishing in2010

REFERENCE BOOKS:

S.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	M. Olpin and M. Hesson	Stress Management for Life: A Research-Based Experiential Approach.	Wadsworth Publishing	4th edition, publishing in 2015
2.	K. Lee	Reset: Make the Most of Your Stress: Your 24-7 Plan for Well-being.	IUniverse Publishing	Publishing in 2014

Pedagogy: Power point presentations, Seminar, Assignment, Brain storming.

Course Designer: Dr.J.Tamilselvi, Associate Professor and Head.

CORE COURSE VII – ENTREPRENEURIAL DEVELOPMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course VII (CC) Entrepreneurial Development	19UBA5CC7	5	5	3	25	75	100

Objectives:

- To impart the basic knowledge of Entrepreneurial Development so that they may stand on their own, which is the need of the hour in a land of unemployment.
- To encourage the students to set up their own ventures and contribute to national economic development.

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts of Entrepreneurial Development and to discuss the entrepreneurial skills to the students.	K1
CO2	Analyse the Entrepreneurial Environment and to plan for the growth of entrepreneurship in economic development.	K3
CO3	Design the course content and curriculum of EDP and to Evaluate the performance of Entrepreneurial Development programme.	K3
CO4	Analyse the Functioning of various EDP Institutions in India.	K3
CO5	Explain the concept of project and to identify the various sources of business idea.	K3
CO6	Formulate the projects and analyse its elements and to prepare the project report.	K3
CO7	Analyse the various incentives and subsidies for the business units located in backward area and to evaluate the empowerment of rural and women entrepreneurs.	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	L	S	L
CO7	S	S	M	S	S

S-Strong,M-Medium,L-Low.

SYLLABUS

Unit-I (14 Hours)

Entrepreneur – Evolution – Definition –Qualities of entrepreneurs –Types and function of entrepreneurs — Entrepreneurship – Nature – Characteristics – Barriers – Role of entrepreneurship in economic development -Intrapreneur –Distinction between entrepreneur and Intrapreneur.

UNIT-II (14 HOURS)

Entrepreneurial Environment - Factors affecting Entrepreneurial Environment- Entrepreneurial Motivation – Types, Nature, Importance of motivation- Motivating factors – Entrepreneurial Growth.

UNIT – III (15 HOURS)

Entrepreneurial Development Programme – Need for EDPs – Objectives, Role and Phases of EDP – Course Content and Curriculum –Performance of EDP-EDP Institutions in India and their functions – DIC – SIDO – NSIC – SIDCO – SISI – TCO- SIPCOT – ITCOT – NIESBUD.

UNIT – IV (14 HOURS)

Project Management – Concept of project- Sources of a business idea – Project Classification - Project Identification – Project formulation – Elements- Project Report – Project Appraisal - Sources of Finance - Self Help Groups – Submission winning proposals for banks - Crowd Sourcing.

UNIT-V (14 HOURS)

MSME - Steps for starting MSME – Government Policy for MSME - Government Schemes, Incentives and Subsidies for Entrepreneur – Benefits to Industrial Units Located in Backward Area – Industrial Estate - Rural Entrepreneurs – Women Entrepreneurs – Steps to encourage women entrepreneurs – Problems faced by rural and women entrepreneurs – Case Studies of Successful Entrepreneurs - Project Work.

Text Book:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.B. Gupta & N.P.Srinivasan	Entrepreneurial Development	Sultan Chand and Sons, New Delhi.	Revised Edition 2017.
2.	Khanka S.S	Entrepreneurial Development	S.Chand And Company Ltd, New Delhi.	Revised Edition 2007

Books for Reference:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Vasant Desai	Dynamics of entrepreneurial development	Himalaya publishing House.	2009
2.	E.Gardon&K.Natrajan	Entrepreneurship Development	Himalaya publishing House.	2009

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar, Group projects

Course Designer: Dr.M.Neela,Associate Professor.

CORE COURSE VIII – RESEARCH METHODS IN MANAGEMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course VIII (CC) Research methods in Management	19UBA5CC8	5	5	3	25	75	100

Objectives:

- To gain thorough knowledge on the development of the research projects
- To acquire theoretical and practical background of research

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts of Research and its ethics.	K1
CO2	Select and to identify the sources of research problem and to Formulate the research problem	K2
CO3	Discuss the stages in preparation of Research Design.	K3
CO4	Select the sampling techniques and to compare the probability and Non probability sampling methods.	K3
CO5	Formulate Research Hypothesis and to identify the sources of data collection and to analyse and interpret the data.	K3
CO6	Prepare Research Report and to outline the Research report	K3
CO7	Compile the Bibliography and to utilize the Plagiarism and publication rights.	K4

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	L	S	L
CO7	S	S	M	S	S

S-Strong,M-Medium,L-Low.

SYLLABUS

Unit-I (12 Hours)

Concept of research: meaning, objectives, purpose, criteria for good research, Type of Research - pure, applied, historical, analytical, descriptive and experimental research, Pilot Study – case study method -Research Ethics.

Unit-II (12 Hours)

Research problem- Meaning- Process and Formulation of Research Problem – Sources – Identification and Selection of Research Problem – Criteria of a good Research Problem - Research design - meaning – Stages in the preparation of Research Design – Exploratory, Descriptive and Causal Research Design - A Model Design.

Unit-III (10 Hours)

Sampling – meaning- Nature -Need – Determination of Sample Size - Advantages and disadvantages– Types - Probability - Non-probability - Hypothesis – Meaning –Characteristics – Types of Hypothesis – Type I Error & Type II Error.

Unit-IV (10 Hours)

Collection of Data – Sources - Primary and Secondary sources – Methods of Data Collection – Merits and Demerits – Construction of Questionnaire – Measurement - Scale Presentation –Editing - Coding and Tabulation –Analysis and Interpretation of Data.

Unit-V (12 Hours)

Research Report – Meaning – Types-Steps in Organization of Research Report – Significance of Report writing –Drafting report - content of research report – Bibliography – Plagiarism- publication rights.

Text Book:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.R.Kothari,	Research methodology	New Age International Publisher	2004
2.	N.Thanulingon	Research methodology	Himalaya Publication, Mumbai.	1998

Books for Reference:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Ahuja Ram	Research methods	Rawat publications; Jaipur,	2001
2.	Tirupathi, P. C.:	A textbook of research methodology insocial sciences	Sultan chand and sons	2014

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar, Group projects

Course Designer: Dr.M.Neela, Associate Professor.

CORE COURSE IX – MANAGEMENT ACCOUNTING

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course IX (CC) Management Accounting	19UBA5CC9	5	5	3	25	75	100

Objectives:

- To gain knowledge in the preparation of financial statement analysis, marginal costing, budget, working capital, standard costing and
- Utilize the management tools and techniques to take appropriate financial decisions

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Illustrate the role of a Management Accountant in the present scenario	K1
CO2	Evaluate the financial statement analysis for strategic decision making of firm	K2
CO3	Examine the solvency, turnover/performance and Liquidity of a business by using live data	K2
CO4	Evaluate the magnitude and pattern of Sources and Application of fund under different head of account	K3
CO5	Show Budget for each managerial function and flexible budgets to exercise budgetary control over functions/level of activity of firm	K3
CO6	Use Standard costing system to analysis the causes of labour, material, overhead and sales margin variances between Standard and Actual cost	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	M	S	L

S-Strong,M-Medium,L-Low.

SYLLABUS

UNIT: I(15 Hours)

Management Accounting – Definition – Objectives – Nature and Scope of Management Accounting – Relationship between Financial Accounting – Cost Accounting and Management Accounting – Financial Statement Analysis – Comparative Statements – Common size Statement – Trend Analysis – Preparation of Income Statement and Balance Sheet with Ratios. Annual report Discussion.

UNIT: II(15 Hours)

Meaning – Concept of Fund and Funds flow statement – Construction of FFS, Cash flow analysis – Meaning and Concept – Comparison between fund flow and cash flow statement – Construction of cash flow statement.

UNIT: III (12 Hours)

Marginal Costing – Distinction between Absorption Costing and Marginal Costing – Cost Volume Profit (CVP) Analysis – Break Even Analysis – Margin of Safety.

UNIT: IV (15 Hours)

Budget and Budgetary Control – Sales, Production, Production Cost, Raw Material Cost, Cash, Master Budgets and Flexible Budget.

UNIT: V (13 Hours)

Working Capital – Types – Factors determining Working Capital – Estimate of Working Capital requirements – Standard Costing – Material and Labour Variance only.

Distribution of Marks: Theory 40% Problems 60%

Text Book:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dr. Rajiv Goel & Manmohan	Management Accounting	International Book House Pvt Ltd	1st Edition, 2013
2.	Dr. S.N. Maheswari	A Textbook of Accounting for Management	Vikas Publishing House	3 rd Edition 2012

Books for Reference:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	R.S.N. Pillai & Bagavathi	Management Accounting	S. Chand	4 th Edition 1996
2.	Shashi K. Gupta & R.K. Sharma	Management Accounting Principles and Practice	Kalyani Publishers	13 th Revised Edition 2016
3.	M.Y. Khan & P.K. Jain	Management Accounting	Mc Graw Hill education	4 th Edition 2008
4.	I.M. Pandey	Management Accounting	Vikas Publication House Pvt Ltd	3 rd Edition 2010

Pedagogy: Lecture, Assignments and Quiz

Course Designer: Mrs. P. Thangamani, Assistant Professor.

CORE COURSE X (CC) – DIGITAL MARKETING

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
CORE COURSE X (CC) Digital Marketing	19UBA5CC10	5	5	3	25	75	100

Objectives:

- To facilitate the students to develop an overall understanding of digital marketing and online platforms and increase their job opportunities.
- Assessing the present social media presence and Industry bench marking.
- To inculcate the entrepreneurial qualities among the students with sufficient knowledge about online marketing channels for starting their own online business.
- Application of social media tools for marketing, advertising, networking and personal branding.

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts of Digital Marketing	K1
CO2	Discuss the Digital Marketing Techniques such as Search Engine Optimization(SEO) & Search Engine Marketing (SEM), Content Marketing, Display Advertising.	K2
CO3	Apply the concept of social media marketing and the rise of online social networking sites.	K3
CO4	Utilize the social media platforms such as face book, twitter, insta gram, you tube.	K3
CO5	Identify the challenges and opportunities in the Digital Marketing and Creation of Website.	K3

Mapping with programme outcome:

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

S-Strong,M-Medium,L-Low.

SYLLABUS

UNIT- 1: Introduction to Digital Marketing: (14 Hours)

Digital Marketing – Meaning – Definition - Concept - History of Digital Marketing- Importance of Digital Marketing – Scope – Characteristics - Merits and Demerits – Digital Marketing Strategies – Types of Digital Marketing – Innovative Ideas of Digital Marketing.

UNIT- 2: Digital Marketing Techniques: (15 Hours)

Digital Marketing Techniques – Display Advertising -Search Engine Optimization (SEO)- Email Marketing-Need for Emails, Email advertising, Mobile Marketing -Content Marketing – Web Advertising – Affiliate Advertising – Search Engine Marketing (SEM) Pay-Per-Click Advertising, Paid Search Engine Listing - Blogging and Classified Advertising.

UNIT-3: Social Media Marketing: (14 Hours)

Social Media Marketing – Meaning –Definition - The rise of online social networking sites – History of Social Networking sites – Evolution of Social Media – Functions of social networking sites — Benefits of Social Media Marketing – Limitations of social media marketing- Social Media Marketing Techniques.

UNIT-4: Social Media Platforms (15 Hours)

Social Media platforms –Meaning – scope – Advantages – Disadvantages – Engagement – Twitter – Face book – Insta gram - Google+ - Linked in – You tube – Delicious, dig and reddit – Blogs - Types of users on social networks- Social Media and Target Audience-Sharing content on Social Media-Book marking websites: DO's and Don'ts of Social media.

UNIT: 5 Future of Digital Marketing (10 Hours)

Challenges Faced by Digital Marketing – Measures for making effective Digital Marketing - Trends in Digital Marketing. - E-Malls - E-Storefront - E-Marketplace - E-Marketing Tools- Creating a Website, blogs and social media accounts.

Text Book:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Seema Gupta	Digital Marketing	Mc Graw Hill Education	2018
2.	Puneet Bhatia	Fundamentals of Digital Marketing	Pearson Publication	2018

Books for Reference:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Nitin C Kamat & Chinmay Nitin Kamat	Digital Social Media	Himalaya Publishing House	2018
2.	Tracy L. Tuten & Michael R. Solomon	Social Media Marketing	SAGE Publication.	2017

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar.

Course Designer: Dr.M.Neela, Associate Professor.

MAJOR BASED ELECTIVE I – CONSUMER BEHAVIOUR

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Major Based Elective - I Consumer Behaviour	19UBA5MBE1A	4	4	3	25	75	100

Objectives:

- To develop and understanding about the many aspects of consumer behaviour and its applications in marketing.

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the basic concepts of consumer behaviour	K1
CO2	Explain the buying patterns in both the consumer and the organizational markets and analyze their applicability in the real world buying situations.	K2
CO3	Equip the students to be better decision makers in the field of marketing management as well as to become better customers themselves.	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	L	S

S-Strong,M-Medium,L-Low.

SYLLABU

S UNIT-I

Definition- types of consumer - Scope and applications of Consumer Behaviour - consumer research process - Distinction between positivism and interpretivism. Consumer behavior and marketing management. Consumer behavior theories - TRA- TPB- TAM.

UNIT-II

Attitude and consumer behavior - Meaning of attitude - nature and characteristics of attitude - types of attitude - learning of attitude - sources of influence on attitude formation.

UNIT-III

Culture and consumer behaviour - Meaning of culture - Characteristics of culture - function of culture. Types of culture - Cross-cultural consumer analysis - cross cultural marketing objectives - Basic areas for cross-cultural marketing - problem in cross cultural marketing.

UNIT-IV

Social class and consumer behavior - Introduction social class categorization - social class life style and buying behavior - social class and market segmentation - social factors - social class and consumer behavior.

UNIT-V

Consumerism – Reasons for consumerism – Legislations for consumer Protection – Redressal consumer disputes – consumer protection councils – powers of district forums – Reasons for consumer movement – Consumer movement in India.

Text Book:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Schiffman LG and Kanuk	Consumer Behaviour	Prentice Hall of India	1994
2.	Assael H.	Consumer Behaviour and marketing Action	Ohio, South Western	1995

Books for Reference:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Engle, J F	Consumer Behaviour	MacMillan	1993
2.	Hawkins, D I	Consumer Behaviour	Chicago, Dryden Press	1993
3.	Mowen, John C	Consumer Behaviour	MacMillan	1993

Pedagogy: Interactive Lectures, Presentations, Assignments.

Course Designer: A. Suganya, Assistant Professor.

MAJOR BASED ELECTIVE – I: MANAGERIAL COMMUNICATION

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Major Based Elective - I Managerial Communication	19UBA5MBE1B	4	4	3	25	75	100

Objectives:

- To make them know the significance and principles communication.
- To enable students to write reports and speeches on topics related to business.
- To develop the ability to research and write a documented paper and/or to give an oral presentation.

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Identify and demonstrate the use of Managerial Communication	K1
CO2	Discuss the types of communication	K2
CO3	Plan effective and concise letters and memos	K2
CO4	Explain the listening and communication skills	K3
CO5	Prepare Formal and Informal Reports.	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	L	S	L
CO7	S	S	M	S	S

S-Strong,M-Medium,L-Low.

SYLLABUS

UNIT-I

Communication - meaning, definition and objectives –Communication Cycle-Principles- Types- Process of Communication – Essentials and importance of managerial Communication – Communication Barriers-Overcoming communication barriers.

UNIT-II

Business Letters-Kinds - Layout and Parts- Offers and Quotations - Orders - Execution and Cancellation Letter - Claims and Adjustments.

UNIT-III

Enquiries and Replies - Layout of the letter - - Sales letters - Complaints & Adjustments - Collection letters, Circular letters.

UNIT-IV

Agency Correspondence - Import & Export Correspondence. Importance of listening and communication, Principles of effective listening, Modern means of communication.

UNIT-V

Report Writing - Meaning, Importance of Reports, Types of reports, Characteristic of good report, selecting suitable types of reports. Preparation of Resume and Mock Interview.

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	M.S.Ramesh, Pattanshetti&Madhumati M Kulkarnii	Effective Business English and Correspondence	R.Chand&Co	2003
2	R.C.Sharma, Krishna Mohan	Business Correspondence and Report Writing	Tata McGraw Hill Publishing Company Limited	3 rd Edition 2007

REFERENCE BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Herta A Murphy, Herbert W Hildebrandt & Jane P Thomas	Effective Business Communication	McGraw Hill Education	7 th Edition 2017
2	Rajendra Pal & J.S. Korlahalli	Essentials of Business Communication	Sultan Chand & sons.	13 th Edition 2014

PEDAGOGY: Interactive Lectures, Presentations, Assignments

COURSE DESIGNER: A.SUGANYA

SKILL BASED ELECTIVE II – BANKING PRACTICUM STUDY

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Skill Based Elective – II Banking Practicum study	19UBA5SBE2AP	2	2	3	40	60	100

Objectives:

- To acquire specialized practical knowledge of Banking Law and Practice
- To obtain knowledge of working of Indian Banking system
- To make the students to understand the various services offered and various risks faced by banks
- To understand the recent trends in Banking
- To know the merchant banking services

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts of Banking and its functions.	K1
CO2	Discuss the relationship with customer and the different types of account.	K2
CO3	Applications and Procedure for taking Demand Drafts and crossing the cheques	K3
CO4	Identify the duties of Paying Banker and the Collecting Banker	K2
CO5	Utilize the modern banking services such Online Banking, Mobile Banking, NEFT,IMPS and RTGS.	K3

Mapping with programme outcome:

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

S-Strong,M-Medium,L-Low.

SYLLABUS

Unit- I (8 Hours)

Introduction: Definition of a bank – kinds of Banks – Functions of a Commercial Banks – Banking Functions – Agency Functions – General Utility Services – Unit Banking and Branch Banking

Unit –II (8 Hours)

Relationship with Customer and Types of Account : Relationship between banker and customer-Special Relationship – Banker’s Right and General Lien – opening of Bank Account- procedures – Documents required- Types of Accounts – Special Types of Customers- Loan Application- Types of Loan - Education Loan-Procedure for obtaining Education Loan.

Unit –III (8 Hours)

Cheques : Essentials of Cheque – procedure for obtaining cheque book-Specimen for Cheque book – Procedure for filling the Cheque – Crossing of Cheque – Types of Crossing – Objectives of Crossing-Endorsement – Types of Endorsement - Demand Draft- Applications and Procedure for taking Demand Drafts.

Unit –IV (9Hours)

Paying banker and Collecting Banker: Paying Banker- Duties – Collecting Banker –Duties – Precautions to be exercised by the paying Banker – Dishonouring of a Customer’s Cheque – Passbook- Importance of Pass book.

Unit –V (9Hours)

Modern Banking Services: Modern Banking Services – ATM – Functions - Net Banking, NEFT,RTGS,IMPS –Online Banking Frauds- Types of Frauds-Mobile Banking- Debit Card and Credit Card – Coin Vending Machines – Passbook Entry Machines – ChequeDeposit Machines- Cash Deposit Machines.

Text Book:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Gordon .E and Natarajan .K	Banking Theory, Law and Practice	Himalaya Publishing House,Mumbai.	2020
2.	K.P.M. Sundaram and P.N.Varshney	Banking Law and Practice	Sultan Chand & Sons Publishing House, New Delhi	2015

Books for Reference:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Varshney P.N	Banking Law and Practice	Sultan Chand & Sons, New Delhi.	2018.
2.	Gurusamy S	Banking Theory Law and Practice	Vijay Nicole Imprints Pvt Ltd,Chennai.	2017

Pedagogy: Bank Visits, Assignments, Seminar, Assignment, Discussion.

Course Designer: Dr. M. Neela, Associate Professor.

SKILL BASED ELECTIVE II – NEW PRODUCT DEVELOPMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
SKILL BASED ELECTIVE – II NEW PRODUCT DEVELOPMENT	19UBA5SBE2BP	2	2	3	40	60	100

Objective:

- To provide a framework to the students about developing a new product and its services

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Outline the Key concepts and principles concerning the role of product and service innovation and their contribution to generate competitive advantage in firms.	K1
CO2	Identify and discuss key concepts and principles concerning the activities and competencies involved in New Product Development	K2
CO3	Predict and apply key concepts and principles concerning the range of tools and methods that are used to manage New Product Development	K3
CO4	Analyse the set of potential innovation triggers and strategically select those opportunities that fit with the organizational resources and strategies	K3
CO5	Evaluate the role of design in product development, and the ability to address costs issues through better design decisions	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	L	S

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT- 1:

Introduction to product and service innovation – Opportunity Identification and Identifying customer needs - Customer need analysis and factor analysis.

UNIT- 2:

Identifying New Product Opportunities - Market Research for New Product Development. Intellectual Property Issues in Product Development - New Product Business Plans – Strategy Consulting for New Products.

UNIT-3:

Product Architecture and Prototyping – Rapid prototyping – Agile Development - Product and service design Organizing for Product Development - Developing Services and Product Service Systems.

UNIT-4:

Contemporary topics in NPD: Open innovation - User innovation - Crowd sourcing - Free innovation - Continuous innovation and creating a culture of innovation. Building Markets and Creating Demand for New Products.

UNIT: 5

Integrating innovations – Integrating New products into existing portfolios – Considering the bigger brand picture - Designing Products for Emerging Markets - Design Thinking for New Products - Product development economics – “Best practices” in managing new products and services.

Text Book:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Karl T. Ulrich & Steven D Eppinger	Product Design and Development	McGraw Hill	5 th Edition 2016

Books for Reference:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C. Merle Crawford & C. Anthony Di Benedetto	New Products Management	McGraw-Hill Education	11 th Edition 2014
2.	Bettina von Stamm	Managing Innovation, Design and Creativity	Wiley	2 nd Edition 2008

Pedagogy: Lecture, Assignments, Seminar and Quiz.

Course Designer: Mrs. P. Thangamani, Assistant Professor.

SKILL BASED ELECTIVE III
STATISTICAL PACKAGE FOR MANAGERS (SPSS)

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CRE DITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Skill Based Elective III Statistical Package For Managers (SPSS)	19UBA5SBE3AP	2	2	3	40	60	100

OBJECTIVES:

- To determine how SPSS can be a useful tool
- To evaluate and analyse students' performance with the help of histogram and Chi-Square Test

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Define the statistical terms and its measures	K1
CO2	Describe the procedure to compute descriptive statistical measure	K2
CO3	Recognise the applications of Statistical measure	K3
CO4	Compare data using descriptive measures	K3
CO5	Predict the variation using Regression	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	L	S

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT- I

Introduction – SPSS – Role of SPSS – Getting started with SPSS – Scaling and Measurement - Data Entry in SPSS

UNIT- II

Data Manipulation – Construction of Frequency Distribution Tables – Cross Tabulation

UNIT-III

Tabulation of data – Graphical Representation of Data – Charts and Graphs – Computation of Mean – Median – Mode and Standard Deviation

UNIT-IV

Tabulation of data – Statistical Analysis II – T test (Comparison of Means) – Statistical Analysis III – Chi-Square test, Correlation and Regression

UNIT: V

Report Writing – Presenting Results – Written and Oral reports

Text Book:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Andy Field	Discovering Statistics through IBM SPSS Statistics	SAGE Publications India PvtLimited	Fourth Edition, 2019

Books for Reference:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Saravanavel	Research Methodology	Sultan Chand	New Edition, 2018
2.	C.R. Kothari	Research Methodology	New Age International Publishers	Fourth edition, 2019

Pedagogy: Lecture, Power Point Presentation and Computer Practical

Course Designer: Mrs. P. Thangamani, Assistant Professor.

SKILL BASED ELECTIVE III - EVENT MANAGEMENT PRACTICAL

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
SKILL BASED ELECTIVE III EVENT MANAGEMENT PRACTICAL	19UBA5SBE3BP	2	2	3	40	60	100

OBJECTIVES

- To impart the basic knowledge of Event Management
- To upgrade the students regarding the concept of event, they will develop and nature their skills and Techniques involved in Event Management

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Discuss the Features and different Types of Events	K1
CO2	Acquire knowledge on an overview of Event Management.	K1
CO3	To Examine Preparing a Planning Schedule	K3
CO4	Explaining the Role and Qualities of Event Manager	K2
CO5	To Examine the Evaluation of an event and prepare an Evaluation Report	K3

Mapping with programme outcome:

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

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT: I

Event – Meaning – Features of Events – Importance of Events – Scope of Events– Types of Events – Key Elements of Events – Identifying the type of event for execution.

UNIT: II

Event Management– Features of Event Management– Process and Importance of Event Management–Event Management Procedures –Identify the steps involved in Event Management Procedures.

UNIT: III

Event Planning– Aim of Event- Develop a Mission– Establish Objectives– Preparing Event proposal– Five C's of successful Event– How to Plan an Event.

UNIT: IV

Event organizing–Purpose of Organizing Events –Processof organizing Events–Job Responsibility of Events Organizer– Organize an event in your college.

UNIT: V

Event Evaluation– Evaluation process– Measuring performance – Financial analysis - Corrective deviations – Report Writing.

TEXT BOOKS

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Ms.Annie Stephen And Mr. Hariharan	Principles of Event Management	Himalaya Publishing House	2014
2.	Anukrati Sharma & Shruti Arora	Event Marketing and Management	Bharati Publications, New Delhi	2018

REFERENCE BOOKS

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sanjaya singh Gaur & Sanjay V Saggere	Event Marketing and Management	Vikas Publishing House Pvt.Ltd	2014
2.	R.K.Singh	Event Management	Aman Publication. New Delhi	2011
3.	Dr. Joe Goldblatt	Special Events	CSEP Publisher: Wiley & Sons	2013

PEDOGOGY: Lecture, Assignments, Seminar and Quiz

COURSE DESIGNER: Dr.A.SIVARANJANI, Assistant Professor.

CORE COURSE XI (CC) HUMAN RESOURCE MANAGEMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
CORE COURSE XI (CC) HUMAN RESOURCE MANAGEMENT	19UBA6CC11	6	5	3	25	75	100

Objectives:

1. To gain knowledge on the basic concepts of HRM.
2. To acquire the skills for the recent working environment.

Course Outcome:

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the concepts of Human Resource Management and their functions.	K1
CO2	Formulate manpower planning and identify the sources of Recruitment, Selection and Induction.	K3
CO3	Assess Training methods and Executive Development and evaluate the performance appraisal methods.	K4
CO4	Utilize the grievance redressal mechanism and analyze Disciplinary Procedure.	K3
CO5	Identify the industrial outcomes, and apply in realistic Scenario.	K3

Mapping with programmes outcome:

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

S-Strong, M-Medium, L-Low

SYLLABUS

Unit – I (17 hrs)

Nature and scope of Human Resource Management - Characteristics and objectives – Principles of Human Resource Management - Functions of Human Resource Management - Human Resource Planning – Concepts, Methods.

Unit – II (16 hrs)

Job Analysis – Job Description, Job Specification – Job evaluation - Job enrichment, enlargement and job satisfaction. Recruitment - Selection - Methods of Selection - Employment tests and interviews.

Unit – III (15 hrs)

Identification of the training needs, Training - Methods - Techniques - Identification of the training needs - Executive development – Evaluation, design and techniques - Kirkpatrick model of evaluation – CIRO model- Cost Benefit Analysis - Return on Investment of training- Induction.

Unit – IV (16 hrs)

Performance appraisal – Techniques - Transfer – Promotion and termination of services - Compensation– Different patterns of compensation - time rate – Piece rate – Incentives – bonus – Human resource information system - Human Resource Audit - Nature - Benefits - Scope - Approaches.

Unit – V (18 hrs)

Concept of industrial relations –separation and its types- retirement and retirement benefits – Gratuity, Provident Fund and pension scheme. Discipline and Disciplinary procedure – Grievances – Steps in Grievance Handling.

TEXT BOOK:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S. P. Gupta	Human Resource Management	Sultan Chand and Sons, New Delhi.	19th Thoroughly Revised Edition 2018
2.	C.B. Memoria	Personnel Management	Himalaya Publishing House	13 th edition, 2018.

REFERENCE BOOKS:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	P. C. Tripathi	Personnel Management and Industrial relations	Sultan Chand and Sons, New Delhi.	21st Revised Edition 2013 Reprint, publishing in 2017
2.	Gary Dessler & Biju Varrkey	Human Resource Management	Pearson Publishing	16 th Edition, 2020.

Pedagogy: Seminar, Quiz, Assignment, Case Study, Group Discussion.

Course Designer: Dr.J.Tamilselvi, Associate Professor and Head.

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
CORE COURSE XII (CC) FINANCIAL MANAGEMENT	19UBA6CC12	6	5	3	25	75	100

Objectives:

- To cultivate a knowledge on the finance functions.
- To equip students to develop the skill of decision making.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts and the role of financial management in business organizations.	K1
CO2	Assess the importance of each capital structure employed in the business.	K2
CO3	Analyse the prominence of cost of capital in financial decision making.	K3
CO4	Evaluate the long term projects using various capital budgeting process.	K3
CO5	Predict the various factors influencing dividend policy of a company.	K3

Mapping with programmes outcome:

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

S-Strong, M-Medium, L-Low

UNIT: I (8 Hrs.)

Financial Management - Meaning – Nature and Scope of Financial Management – Goals of Financial Management – Concept of time value of money – Financial decisions.

UNIT: II (11 Hrs.)

Capital Structure – Meaning – Factors determining Capital Structure – Capital Structure Theories – Net Income Approach – Net Operating Approach – MM Approach – Traditional Approach – Leverages – Operating Leverage, Financial Leverage and Combined Leverage.

UNIT: III (13 Hrs.)

Cost of Capital – Sources of Capital for a company – Classification of Cost of Capital – Cost of Equity – Cost of Preference – Cost of Debt - Cost of Retained Earnings – Weighted Average Cost of Capital.

UNIT: IV (14 Hrs.)

Capital Budgeting – Importance – Process – Project Appraisal by using Traditional Methods and Modern Methods – Pay Back Method – Net Present Value Method – Average Rate of Return Method – Internal Rate of Return Method - Profitability Index

UNIT: V (14 Hrs.)

Dividend Decisions – Meaning – Types of Dividend Policies – Factors influencing Dividend Policy – Forms of Dividend – Concepts on Relevance and Irrelevance Theories of Dividend. Working Capital Management – Concepts, types, determinants and Estimating Working Capital requirements (Theory only)

Distribution of Marks: Theory 40% Problems 60%

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Prasanna Chandra	Financial Management	Tata McGraw Hill	9 th Edition 2017
2.	Dr. Ramachandran R & Dr. Srinivasan R	Financial Management	Sriram Publications	2019, Reprint

REFERENCE BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Pandey I.M	Financial Management	Vikas Publishing House Ltd	11 th Edition 2016
2.	Maheswari S.N	Elements of Financial Management	Sultan Chand and Sons, New Delhi.	12 th Edition 2019
3.	Khan M Y & Jain P K	Financial Management	McGraw Hill Education	8 th Edition 2017

PEDOGOGY: Lecture, Assignments and Quiz

Course Designer: Dr. M. Gayathri, Assistant Professor.

MAJOR BASED ELECTIVE II - BUSINESS ANALYTICS

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
MAJOR BASED ELECTIVE II BUSINESS ANALYTICS	19UBA6MBE2A	6	5	3	25	75	100

OBJECTIVES

- To understand the Role of Business Analyst and Data Science in Business.
- To understand the basic concept of Data Management.
- To understand the basic concept of Machine Learning and the application of Business Intelligence.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basics of Business Analytics and Data Science	K1
CO2	Describe the Big Data Management	K1
CO3	Explore the Data Mining concept and its Techniques	K2
CO4	Analyzing Machine Learning Concept	K3
CO5	Application of Business Analytics in Different Domain	K2

Mapping with programme outcome:

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

S-Strong, M-Medium, L-Low.

SYLLABUS

Unit-I

Introduction: Business Analytics -Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics-Data Science-Applications for data science, Data Scientists Roles and Responsibility

Unit-II

Data: Data Collection- Data Management- Big Data Management-Organization/Sources of Data-Importance of Data Quality- Dealing with Missing or Incomplete Data-Data Visualization-DataClassification

Unit-III

Introduction to Data Mining-The origins of Data Mining- Data Mining Tasks-OLAP and Multidimensional data analysis-Basic concept of Association Analysis and Cluster Analysis.

Unit-IV

Introduction to Machine Learning: History and Evolution-AI Evolution, Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science

Unit-V

Application of Business Analytics: Retail Analytics- Marketing Analytics- Financial Analytics- Healthcare Analytics- Supply Chain Analytics

TEXT BOOKS

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Bhimasankaram Pochiraju, SridharSeshadri	Essentials of Business Analytics: An Introduction to the methodology and its application	Springer	2019
2.	Andreas C. Müller, Sarah Guido	Introduction to Machine Learning with Python: A Guide for Data Scientists	1st Edition O'Reilly media	2016

REFERENCE BOOKS

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Laura Igual, Santi Seguí	Introduction to Data Science	Springer	2017
2.	Pang-Ning Tan, Michael Steinbach, Vipin Kumar	Introduction to Data Mining	arson Education India	2014
3.	Ger Koole	An Introduction to Business Analytics	Lulu.com	2019

PEDOGOGY: Lecture, Assignments, Seminar and Quiz.

COURSE DESIGNER: Dr.S.Thamarai Selvi, Associate Professor.

MAJOR BASED ELECTIVE II - GLOBAL BUSINESS MANAGEMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
MAJOR BASED ELECTIVE II GLOBAL BUSINESS MANAGEMENT	19UBA6MBE2B	6	5	3	25	75	100

Objectives:

- 1: To provide student with an understanding of International Business
- 2: An insight into the International Business Environment and International Marketing

Course Outcome

CO Number	CO Statement	Knowledge Level
CO1	Explain the Basic concept of International Business Environment.	K1
CO2	Assess comprehensive knowledge about the Global Trade Institution.	K2
CO3	Acquire the concepts of Global Marketing Strategies.	K2
CO4	Examine the Ethics in International Business, OECD CSR policy tool	K3
CO5	Gain knowledge on Documentation in International Trade and United Nations Global Compact	K3

Mapping with programmes outcome:

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

S-Strong, M-Medium, L-Low

SYLLABUS

UNIT-I (16 hrs)

Introduction to International Business – Elements of International Business – Globalization – Domestic and International Business - Economic and political Environment - Cultural Environment – Foreign investment.

UNIT-II (17 hrs)

Global Trade Institution – World Trade Organization (WTO) – International Labor Organization (ILO) – GATS – TRIMS – TRIPS – Agreement - Dispute settlement under WTO – Tariff barriers.

UNIT-III (16 hrs)

International Marketing -Introduction - Scanning International Markets – Mode of entering into potential markets – Global marketing strategies – Branding for international markets.

UNIT-IV (16 hrs)

Ethics in International business - Introduction Business Ethics factor, – Differences in ethics, corporate governance – Code of conduct for MNC's – MNC's and international trade models – OECD CSR Policy tool.

UNIT-V (14 hrs)

Finance and International Trade – Introduction – Understanding planning mechanism – Documentation in international trade, financing techniques – Export promotion schemes - United Nations Global Compact 2011.

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business	PHI – New Delhi	2004
2.	Rakesh Mohan Joshi	International Business	Oxford University Press, Chennai	2014

BOOKS FOR REFERENCE

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Donald A Ball	International business	TATA Mcgraw Hill	2002
2.	T.T. Sethi	Money Banking & International Trade	S.Chand & Co., - Delhi.	2007

PEDAGOGY: Lecture, Seminar, PPT, Group discussion.

Course Designer: Dr.S.Thamaraiselvi, Assistant Professor.

MAJOR BASED ELECTIVE III - OPERATIONS MANAGEMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
MAJOR BASED ELECTIVE III OPERATIONS MANAGEMENT	19UBA6MBE3A	5	5	3	25	75	100

OBJECTIVES

- To lay a special emphasis on production management.
- To familiarize students with basic concepts on operations management.

Course Outcome

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts and acquire knowledge on an overview of production Management.	K1
CO2	Expertise in selecting a suitable plant location and plant layout.	K2
CO3	Interpret the elements related to various aspects of time study, work study and motion study.	K2
CO4	Define and identify the concepts of production planning and control, improve the productivity by using effective quality control standards and techniques.	K3
CO5	Discuss basic concepts on Materials Management , Materials Handling and Inventory Management.	K3

Mapping with programme outcome:

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

S-Strong, M-Medium, L-Low

SYLLABUS

Unit-I (15 hrs)

Production Management – Overview of Production Management – Scope and Significance – Relationship of Production Management with Marketing, Finance, HRM – Production System – Functions and Types.

Unit-II (18 hrs)

Plant Location – Introduction need for selecting a suitable Location-Plant location decision types – Factors influencing Location decisions – steps in plant location selection – Plant layout – objectives – Importance – Types of layout.

Unit –III (18 hrs)

Work study – Time study and Motion study – Work measurement – Maintenance of plant – Types.

Unit- IV (15 hrs)

Production planning and control – Meaning – Definition – Objectives and Importance – Elements of production planning – Routing and Scheduling – Quality control and inspection – Meaning – Objectives and Significance – TQM - Certification Marks

Unit -V (15 hrs)

Materials Management - Materials Handling – Inventory Management – Objectives – Classification - Techniques – Store Keeping.

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Justin Paul and Rajiv Aserkar	Production and Operations Management	Himalaya Publishing	2015
2.	E.S.Buffa	Modern Production and Operations Management	Wiley Series in Management	2007

BOOKS FOR REFERENCE

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	B.S. Goyal	Production and Operations Management	Pragati Prakashan	2002
2.	Paneer selvam	Production and Operation Management	Prentices Hall of India	2012

Pedagogy : Lecture, PPT, Quiz, Assignment ,Group discussion, Seminar.

Course Designer: Dr. S. Thamarai Selvi, Assistant Professor.

MAJOR BASED ELECTIVE III - BUSINESS ETHICS

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
MAJOR BASED ELECTIVE III – BUSINESS ETHICS	19UBA6MBE3B	5	5	3	25	75	100

Objectives:

- To increase awareness of the ethical dimension of business conduct.
- To develop skills in recognizing and analyzing ethical issues.
- To understand organizational practices in corporate social responsibility and business ethics.
- To practice decision-making about ethical issues.

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Create the knowledge on fundamental concepts of business ethics and application of the ethical concepts.	K1
CO2	Creates a platform to understand the workplace ethics.	K2
CO3	Discuss the theories of consequence Ethics.	K3
CO4	Demonstrate the ability to apply business ethics and social responsibility to business practices	K2
CO5	Discussion regarding the implementation of business ethics in global economy	K3

Mapping with programme outcome:

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

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT- 1: (8 Hours)

Introduction to Business Ethics – Definition - Nature of Business ethics – Characteristics -Causes of unethical behavior - Public good – values and Ethics.

UNIT- 2: (8 Hours)

Ethics in the Workplace - Small Business Ethics - Codes of Conduct - Code of Ethics - Role and function of ethical managers - Management and Ethics.

UNIT-3: (8 Hours)

Social Responsibility - Business accountability - Ethical value, Theories of Ethics - Consequentialism – Utilitarianism – Egoism

UNIT-4: (9Hours)

Consumer Rights: expectations vs. Reality - A bridge between business and society, Decision making process: Ethical decision making and ethical leadership, Individual factors: moral philosophies.

UNIT: 5 (9Hours)

Implementing business ethics in a global economy: Developing an effective ethics programs - Implementation and auditing an ethics program - business ethics in a global economy

Text Book:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.K.Mandal	Ethics in Business and Corporate Governance	TMH, New Delhi	2012
2.	A.C.Fernando	Business Ethics and Corporate Governance	Pearson Publishers, New Delhi	2013

Books for Reference:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Ann k. Buchholtz, Archie B. Carroll	Business and Society	Cengage Learning &Inc	2012
2.	O. C. Ferrell, John Fraedrich, Ferrell	Business Ethics : Ethical Decision Making and Case	Cengage Learning &Inc	2009
3.	P. Griseri, N. Seppala	Business Ethics and Corporate Social Responsibility	South-Western Cengage Learning	2010

Pedagogy: Power point presentations, Seminar, Assignment, Discussion.

Course Designer: Dr.S.ThamaraiSelvi, Associate Professor.