



### Department of Business Administration

#### Courses focus on Employability, Entrepreneurship and Skill development

PARTICULARS	Regulation 2015 - 2018	Regulation 2018 -2021	Regulation 2021 - 2024
Courses Focusing Employability	8	18	14
Courses Focusing Skill Development	22	21	29
Courses Focusing Entrepreneurship	3	7	5
<b>Total</b>	<b>33</b>	<b>46</b>	<b>48</b>



### Courses focus on Employability, Entrepreneurship and Skill development

Regulation 2015 - 2018

S.No.	Semester	Course Code	Course Name	Employability	Skill development	Entrepreneurship	Contemporary Requirement
1	III	15UBAC31	Business Law		YES		YES
2	III	15UBAC32	Banking Practices	YES			YES
3	III	15UBAC33	Management Information System	YES			YES
4	III	15UBAC34	Organization Behaviour	YES			
5	III	15UBAA31	Business Statistics		YES		YES
6	III	15UBAS31	Understanding Body Language		YES		YES
7	III	15UBAV31	Introduction to Financial Market		YES		YES
8	IV	15UBAC41	Industrial Law		YES		
9	IV	15UBAC42	Entrepreneurial Development			YES	
10	IV	15UBAC43	Computer Application for Managers- Theory		YES		
11	IV	15UBAC4P	Computer Application for Managers- Practical		YES		
12	IV	15UBAA41	Business Mathematics		YES		YES
13	IV	15UBAO41	Research Methodology		YES		YES
14	IV	15UBAO42	International Finance	YES			

#### CRITERION - I



# SRI KALISWARI COLLEGE (AUTONOMOUS)

Affiliated to Madurai Kamaraj University, Madurai  
Re-accredited with 'A' grade (3<sup>rd</sup> cycle) by NAAC with CGPA 3.11

A.Meenakshipuram, Anaikuttam Post, SIVAKASI - 626 130. Tamilnadu

## NAAC IV CYCLE

15	IV	15UBA043	Organisational Development		YES		
16	V	15UBAC51	Production and Operation Management		YES		YES
17	V	15UBAC52	Marketing management		YES		YES
18	V	15UBAC53	Human resource management	YES			
19	V	15UBAC54	Financial management	YES			
20	V	15UBA051	Financial services		YES		
21	V	15UBA052	Consumer behaviour		YES		
22	V	15UBA053	Labour welfare		YES		YES
23	V	15UBAS51	In - plant training		YES		
24	V	15UBAS52	Case analysis		YES		YES
25	VI	15UBAC61	Strategic management			YES	
26	VI	15UBAC62	Sales and distribution management	YES			YES
27	VI	15UBAC63	Management accounting		YES		YES
28	VI	15UBAC64	Secretarial practices	YES			YES
29	VI	15UBA061	Advertising and sales promotion			YES	
30	VI	15UBA062	Security analysis and portfolio management		YES		
31	VI	15UBA063	Training and development		YES		
32	VI	15UBAS61	Project report		YES		
33	VI	15UBAV61	Retail Management		YES		
<b>Total No of courses</b>				<b>8</b>	<b>22</b>	<b>3</b>	
<b>Percentage</b>				<b>24.25</b>	<b>66.66</b>	<b>9.09</b>	

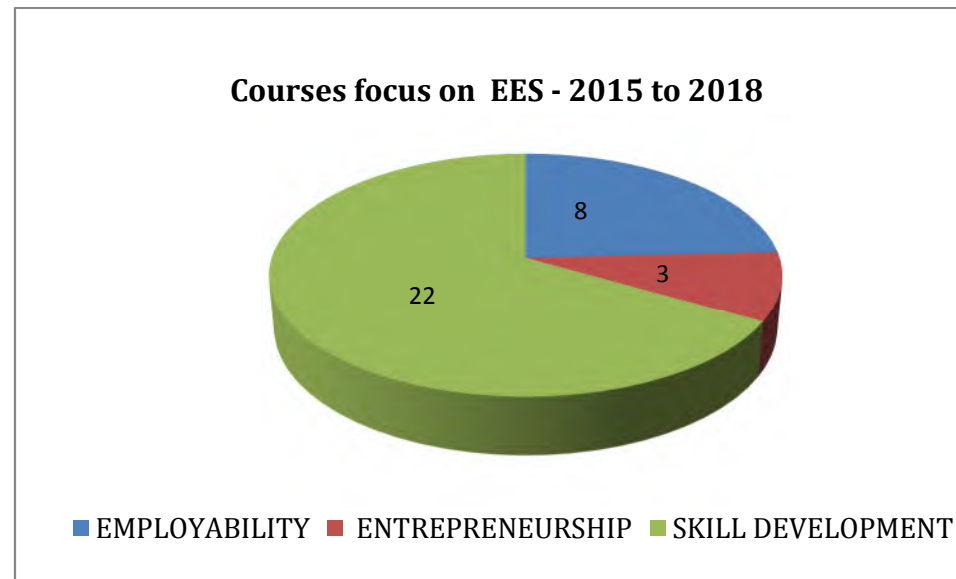
### CRITERION - I



### Courses focus on Employability, Entrepreneurship and Skill development

Regulation 2015 - 2018

Graphical Representation





### Courses focus on Employability, Entrepreneurship and Skill development

Regulation 2018 - 2021

S.No	Semester	Course Code	Course Name	Employability	Skill development	Entrepreneurship	Contemporary Requirement
1	I	18UBAL11	Seyalar panimuraigal	YES			YES
2	I	18UBAC11	Principles of			YES	
3	I	18UBAC12	Fundamentals of	YES			
4	I	18UBAA11	Managerial economics	YES			
5	I	18UBAN11	Fundamentals of management			YES	
6	I	18UBAE11	Introduction to business		YES		
7	II	18UBAL21	Aluvalaga melanmai			YES	
8	II	18UBAC21	Business environment			YES	
9	II	18UBAC22	Cost accounting	YES			
10	II	18UBAA21	Monetary economics	YES			
11	II	18UBAN21	Entrepreneurship			YES	
12	II	18UBAE21	Business communication		YES		YES
13	III	18UBAC31	Organizational		YES		
14	III	18UBAC32	Business law		YES		
15	III	18UBAC33	Business statistics		YES		
16	III	18UBAC3P	Computer Application in Lab		YES		
17	III	18UBAA31	Computer Application in theory		YES		

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## NAAC IV CYCLE

18	III	18UBAS31	Soft skill for managers		YES		YES
19	III	18UBAV31	Business Ethics		YES		YES
20	IV	18UBAC41	Entrepreneurship			YES	YES
21	IV	18UBAC41	Banking and Insurance management	YES			YES
22	IV	18UBAC42	Business mathematics		YES		
23	IV	18UBAC43	Labour legislation		YES		YES
24	IV	18UBAC44	Management information system	YES			
25	IV	18UBA041	Consumer affairs		YES		YES
26	IV	18UBA042	Event management	YES			YES
27	IV	18UBA043	Logistics management		YES		YES
28	V	18UBAC51	Operations management		YES		
29	V	18UBAC52	Human resources management	YES			
30	V	18UBAC53	Financial management	YES			
31	V	18UBAC54	Marketing management		YES		
32	V	18UBA051	Marketing research		YES		YES
33	V	18UBA052	Industrial relations		YES		YES
34	V	18UBA053	Financial services		YES		
35	V	18UBAS51	Advertising management			YES	YES
36	V	18UBAS52	Cooperative management	YES			YES
37	V	18UDMG51	Disaster Management	YES			YES
38	VI	18UBAC61	Strategic management	YES			
39	VI	18UBAC62	Management accounting	YES			

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## NAAC IV CYCLE

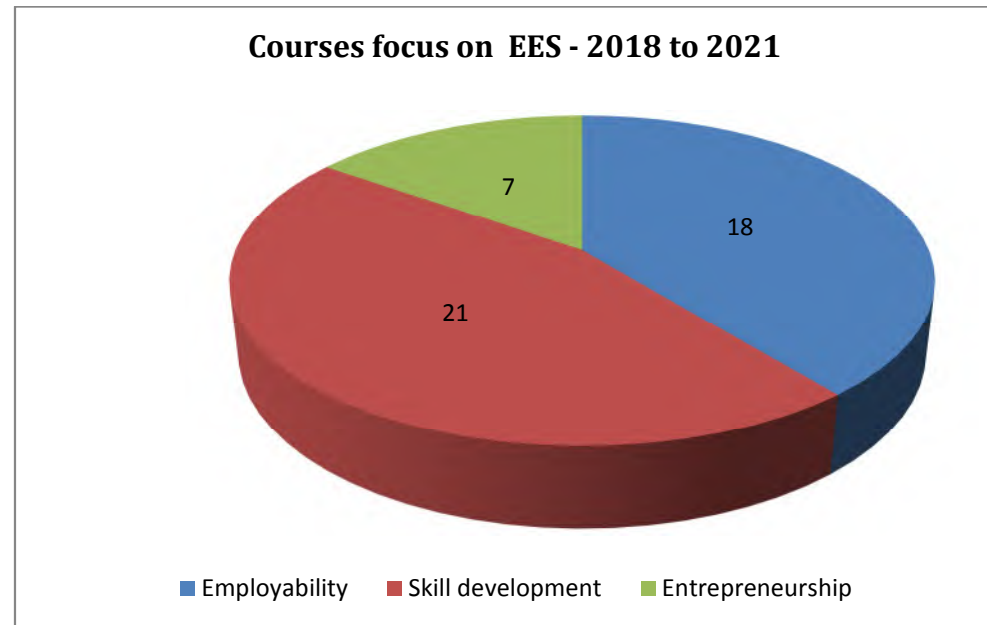
40	VI	18UBAC63	International business	YES			YES
41	VI	18UBAC64	Retail management		YES		
42	VI	18UBA061	Family business	YES			YES
43	VI	18UBA062	Travel and tourism	YES			YES
44	VI	18UBA063	Services marketing		YES		YES
45	VI	18UBAJ61	Project		YES		
46	VI	18UBAV61	Fundamentals of goods and services tax	YES			YES
<b>Total No of courses</b>				<b>18</b>	<b>21</b>	<b>7</b>	
<b>Percentage</b>				<b>39.13%</b>	<b>45.65%</b>	<b>15.21%</b>	



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Regulation 2018 - 2021

Graphical Representation







### Courses focus on Employability, Entrepreneurship and Skill development

#### Regulation 2021- 2024

S.No.	Semester	Course Code	Course Name	Employability	Skill development	Entrepreneurship	Contemporary Requirement
1	I	21UBAL11	Kappedu Kotpadukalum	YES			YES
2	I	21UBAC11	Principles of Management			YES	
3	I	21UBAC12	Financial Accounting	YES			YES
4	I	21UBAA11	Economics for Business	YES			YES
5	I	21UBAS11	Soft Skills		YES		YES
6	II	21UBAL21	Aluvalaga Melanmai		YES		
7	II	21UBAC21	Business Environment	YES			
8	II	21UBAC22	Business Organization		YES		YES
9	II	21UBAA2P	Practical: Office Automation		YES		YES
10	II	21UBAS21	Corporate Skills		YES		YES
11	II	21UDMG21	Disaster Management		YES		
12	III	21UBAC31	Organizational Behaviour		YES		
13	III	21UBAC32	Business Statistics and		YES		YES
14	III	21UBAC33	Entrepreneurship			YES	
15	III	21UBAC34	Legal Aspects of Business		YES		YES
16	III	21UBAA31	Money and Banking	YES			YES

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S.No.	Semester	Course Code	Course Name	Employability	Skill development	Entrepreneurship	Contemporary Requirement
17	III	21UBAN31	Fundamentals of Management			YES	
18	III	21UBAS31	Goods and Services Tax	YES			
19	IV	21UBAC41	Operations Management		YES		
20	IV	21UBAC42	Financial Management	YES			
21	IV	21UBAC43	Human Resource Management	YES			
22	IV	21UBAC44	Marketing Management		YES		
23	IV	21UBAA41	Management Information System	YES			
24	IV	21UBAM41	Customer Relationship Management		YES		YES
25	IV	21UBAM42	Innovation, Business Models and Entrepreneurship			YES	YES
26	IV	21UBAN41	Rural Entrepreneurship			YES	YES
27	IV	21UBAS41	Case Analysis		YES		YES
28	V	21UBAC51	Strategic Management		YES		
29	V	21UBAC52	Cost and Management Accounting		YES		YES
30	V	21UBAC53	Research Methodology		YES		
31	V	21UBAC5P	Practical: Accounting Packages		YES		YES
32	V	21UBA051	Indian Financial System		YES		YES
33	V	21UBA052	Financial Services		YES		
34	V	21UBA053	Investment Management		YES		YES
35	V	21UBA054	E-Marketing		YES		YES

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## NAAC IV CYCLE

S.No.	Semester	Course Code	Course Name	Employability	Skill development	Entrepreneurship	Contemporary Requirement
36	V	21UBA055	Services Marketing		YES		
37	V	21UBA056	Consumer Behavior		YES		YES
38	V	21UBAS51	Salesmanship	YES			YES
39	V	21UBAJ51	Internship		YES		
40	VI	21UBAC61	International Business		YES		YES
41	VI	21UBAC62	Business Ethics & Corporate Governance		YES		YES
42	VI	21UBAC63	Export Management	YES			YES
43	VI	21UBAC64	Logistics Management		YES		
44	VI	21UBAC65	Family Business Management	YES			
45	VI	21UBA061	International Marketing		YES		YES
46	VI	21UBA062	International Human Resource Management	YES			YES
47	VI	21UBA063	International Finance	YES			YES
48	VI	21UBAJ61	Project		YES		
<b>Total No of courses</b>				<b>14</b>	<b>29</b>	<b>05</b>	
<b>Percentage</b>				<b>29.16%</b>	<b>60.41%</b>	<b>10.41%</b>	

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Regulation 2021 - 2024

Graphical Representation

