

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY, MADURAI

RE-ACCREDITED WITH 'A' GRADE (THIRD CYCLE) BY NAAC WITH CGPA 3.11)



Programme Scheme, Scheme of Examination and Syllabi

(From 2023-2024 Batch onwards)

Department of Business Administration

UG Programme

Approved in the Academic Council - XIV held on 31/07/2023

Curriculum Design and Development Cell

Annexure E

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

(AFFILIATED TO MADURAI KAMARAJ UNIVERSITY, MADURAI

RE-ACCREDITED WITH 'A' GRADE (THIRD CYCLE) BY NAAC WITH CGPA 3.11)



Programme Scheme, Scheme of Examination and Syllabi

(From 2023-2024 Batch onwards)

Department of Business Administration

UG Programme - B.B.A.

Approved in the Academic Council - XIV held on 31/07/2023

Curriculum Design and Development Cell

HOD

**Dean of
Business Science**

**Dean of
Academic Affairs**

Principal

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
MEMBERS OF BOARD OF STUDIES

S.No.	Board Members	Name and Designation
1.	Chairman of the Board	Dr. P.K. Balamurugan Principal & Head of Business Administration Sri Kaliswari College (Autonomous), Sivakasi.
2.	University Nominee	Dr. B.Anbzhagan Associate Professor, Department of Business Administration, Sourashtra College (Autonomous), Madurai
3.	Academic Expert 1.	Dr. G. Venkadasalapathy Associate Professor in Business Administration Director-Self Finance Courses G. Venkataswamy Naidu College, Kovilpatti.
4.	Academic Expert 2.	Dr. M. Veera Selvam Assistant Professor & HOD Department of Business Administration Government Arts & Science College, Sivakasi.
5.	Industrialist	Mr. R. Sathian Distributor, Hatsun Agro Products Pvt. Ltd., Sivakasi.
6.	Alumnus	Mr. G.Rajapandi Clerk, Tamilnad Mercantile Bank,Kodungallur.
Members		
7.	Mrs. M. Nageswari	Assistant Professor of Business Administration
8.	Mrs. S. Kamalaveni	Assistant Professor of Business Administration
9.	Mrs. P. Panchavarnam	Assistant Professor of Business Administration
10.	Mrs. M. Vijayalakshmi	Assistant Professor of Business Administration
11.	Mrs. V. Ahila	Assistant Professor of Business Administration
12.	Mrs.S.Muneeswari	Assistant Professor of Business Administration

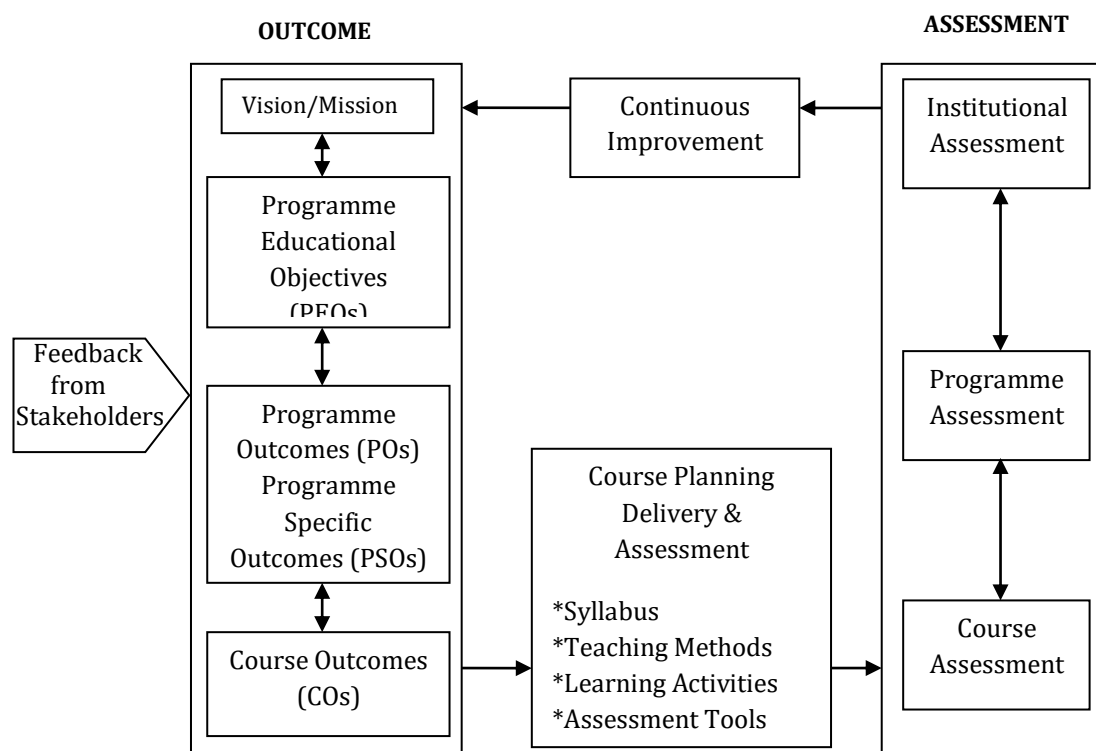
SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
 (Affiliated to Madurai Kamaraj University, Re-accredited with A Grade (CGPA 3.11) by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme - B.B.A.
GUIDELINES FOR OUTCOME-BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM
(From 2023-2024 Batch onwards)

INTRODUCTION

Sri Kaliswari College in its pursuit of imparting quality education has marked a remarkable growth in terms of academic excellence, infrastructure, student strength, ICT facilities, library and placement records since its establishment in 2000-2001. This institution constitutes an academic community that is committed to encourage the student community to experience and share knowledge, identify their potential, enhance the employability skills and enable them to pursue their goals. After the conferment of autonomous status in the year 2012, the college has so far gone for revision of the syllabi three times and is continually updating the syllabi to meet the needs and demands of the student community.

The institution in its success journey of imparting quality education has been Re-Accredited with A grade (CGPA 3.11) in its third cycle of accreditation by NAAC. As an added feather to its cap, the institution has taken a giant leap to embrace the Outcome-Based Education system to enable the student community to develop their knowledge, skill and attitude simultaneously through a focussed learning and help the graduates to compete with their global counterparts and prepare them for life.

I. OUTCOME-BASED EDUCATION (OBE) FRAMEWORK



II. VISION OF THE INSTITUTION

- To impart quality higher education to produce highly talented youth capable of developing the nation

III. MISSION OF THE INSTITUTION

- Ensuring quality in all aspects of the activities
- Developing the latent skills of the rural youth
- Providing value - based education to instil courage and confidence
- Nurturing the entrepreneurial skills of the rural youth
- Creating competency to meet global challenges
- Imbibing social awareness and social responsibilities

IV. VISION OF THE DEPARTMENT

- To develop young socially responsible competent business professionals and entrepreneurs.

V. MISSION OF THE DEPARTMENT

- To inculcate the concepts of business and management.
- To integrate value system and holistic personality of the learners.
- To develop the competencies of the learners to meet the rapidly changing business environment.

VI. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

The Graduates will

PEO 1: acquire intellectual strength on the core domains of management and identify and analyse the problems in Business and provide innovative solutions.

PEO 2: exhibit skills in solving business problems by applying suitable quantitative and qualitative tools and techniques.

PEO 3: acquire entrepreneurial thinking capability and communicate effectively using ICT skills and be competent to face the industrial needs.

PEO 4: undertake diverse careers in the national and international business organisations and involve in independent and life-long learning in diverse projects and ensure detailed study of various facets of Business.

PEO 5: demonstrate managerial and technical competency for the sustainable development in business and society and exhibit soft skills (communication, organizing, and teamwork) required to manage business.

VII. PROGRAMME OUTCOMES (POs)

PO1: Disciplinary Knowledge

Acquire comprehensive knowledge related to their academic disciplines that form a part of an undergraduate programme of study.

PO2: Critical Thinking, Problem Solving and Analytical Reasoning

Develop students' ability of critical observation and capacity to apply their competencies and skills to identify, analyse, evaluate and solve problems in order to draw valid conclusions.

PO3: Scientific Reasoning and Research Related Skills

Ability to analyze, draw conclusions from qualitative/quantitative data and critically evaluate ideas and also acquire necessary research skills to carry out an experiment or investigation

PO4: Communication Skills and Digital Literacy

Communicate effectively and articulate clearly the concepts in their discipline in written and oral form and make use of ICT skills to disseminate knowledge.

P05: Ethics, Values and Multicultural Competence

Embrace moral and ethical values and apply it with a sense of responsibility in the workplace and community and acquire knowledge on multiple cultures and practise tolerance and respect differences.

P06: Team Work, Leadership and Employability Skills

Work effectively in groups with enhanced inter-personal skills and exhibit qualities associated with leadership to build a team and achieve the vision and show proficiency in professional, employability and soft skills required for placements and higher education.

P07: Self-directed and Lifelong Learning

Recognize the need and have the ability to engage in independent learning and be self-motivated and acquire knowledge and skills to attain personal development needed in work place/society through self-paced and self-directed learning.

VIII. PROGRAMME SPECIFIC OUTCOMES (PSOs)–B.B.A.

On successful completion of B.B.A., the students will

PSO 1: acquire professional knowledge in the functional areas of management.

PSO 2: develop the ability to analyse, design and develop solutions to the problems in the contemporary business.

PSO 3: obtain the ability to explore the issues prevailing in real business situation and analyze and assess these problems using appropriate methodologies and offer better suggestions towards decision making.

PSO 4: develop effective interpersonal communication skills and competencies through the written and oral medium relevant to business and provide required reports to the stakeholders by using information system.

PSO 5: strengthen the capability to apply ethical principles and professional norms in achieving the organisational goals and also apply them in a multidisciplinary environment.

PSO 6: exhibit the ability to lead others, contribute effectively to a team environment and develop their career paths to be an entrepreneur, corporate professionals and instill a desire for higher studies.

PSO 7: acquire the required training and skills to engage self-regulating and lifelong learning in the constantly changing world.

IX. PO-PSO Mapping Matrix – B.B.A.

PO \ PSO	PSO	PS01	PS02	PS03	PS04	PS05	PS06	PS07
P01		✓						
P02			✓					
P03				✓				
P04					✓			
P05						✓		
P06							✓	
P07								✓

X. PO-PEO Mapping Matrix – B.B.A.

PO \ PEO	PEO	PE01	PE02	PE03	PE04	PE05
P01		✓				
P02			✓			
P03			✓			
P04				✓		
P05					✓	
P06					✓	
P07						✓

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade (CGPA
3.11) by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme - B.B.A.

REGULATIONS

Duration of the Programme : Three years (equivalent to six semesters)

Eligibility

Candidate should have passed the Higher Secondary Examinations conducted by the Board of Higher Secondary Education, Government of Tamil Nadu or any other examination accepted by the Syndicate of the Madurai Kamaraj University, Madurai as its equivalent.

Medium of Instruction : English

Age Limit

Maximum age limit : 21 Years

Age Relaxation

SC/ SCA/ST/BC/BCM/MBC/DNC & Women : 3 years age relaxation

Differently-Abled Students : 5 years age relaxation

Transitory Permission

Students joined from 2023 - 2024 may be permitted to write their examinations in this pattern up to April 2031.

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme - B.B.A.

SCHEME OF EXAMINATION

For all the UG Programmes, the internal and external marks are distributed as follows:

For all Theory Courses (Part I, II, III): Internal Marks: 25; External Marks: 75

For Courses with both Theory and Practical, it will be considered as practical course and assessment will be for both Theory and Practical.

For Part-IV Courses : Internal Marks:25; External Marks: 50(Converted to 75)

For all Practical Courses,

Project : Internal Marks: 25; External Marks: 75

Internship : Internal Marks: 25; External Marks: 75

Internal Mark Distribution for Theory Courses

Assessment Type	Marks	Scheme of Assessment
Internal Test	10 marks	Two Internal Tests and 1 Model Exam will be conducted and average of the best two will be considered
Written Assignment E-Assignment/ Case Studies/ Reviews/ Field Assignments/ Poster Presentations/ Portfolios	5 marks	Any two of the Assignments will be given and the average of the two will be considered
Quiz	5 marks	One Quiz Test will be conducted
Viva/ Oral Exam/ Group Discussion/ Role Play	5 marks	Test will be conducted in any one of the Oral Mode

Internal Mark Distribution for Practical Courses

Assessment Type	Marks	Scheme of Assessment
Lab work /Program Execution	15 marks	Two Internal Tests will be conducted and the average of the two will be considered
Observation/Record Notebook	5 marks	Assessment will be done during every practical class
Viva -Voce / Lab Quiz	5 marks	Two Lab Quiz Tests/viva-voce will be conducted and the average of the two will be considered

External Mark Distribution for Practical Courses

Assessment Type	Marks	Scheme of Assessment
Lab work/Program Execution	65 marks	End result of the Practical
Viva -Voce	10 marks	Oral Mode Test

Internal Mark Distribution for Courses with both Theory and Practical

Assessment Type	Marks	Scheme of Assessment
Internal Test	10 marks	Two Internal Tests and 1 Model Exam will be conducted and average of the best two will be considered
Written Assignment E-Assignment/ Case Studies/ Reviews/ Field Assignments/ Poster Presentations/ Portfolios	5 marks	Any two of the Assignments will be given and the average of the two will be considered
Lab work /Program Execution	10 marks	Two Internal Tests will be conducted and the average of the two will be considered

External Mark Distribution for Courses with both Theory and Practical

Assessment Type	Marks	Scheme of Assessment
External Written Test	50 marks	Two hours External Exam will be conducted for 50 marks
Lab work /Program Execution	20 marks	End result of the Practical
Viva -Voce	05 marks	Oral Mode Test

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme - B.B.A.
QUESTION PAPER PATTERN FOR PART- I, PART- II & PART-III COURSES

Internal Test – 30 Marks – 1 hr Duration

S.No	Type of Questions	Marks
1.	Objective type Questions: Multiple Choice – 3 questions Answer in a Word/Sentence – 3 questions	03 03
2.	Short Answer–2 questions –either or type	2x7=14
3.	Long Answer–1 question – either or type	1x10=10

Summative Examinations – For Part- I, Part- II & Part-III Courses
75 Marks -3 hrs Duration

S.No	Type of Questions	Marks
1.	Objective type Questions: Multiple Choice – 5 questions Answer in a Word/Sentence – 5 questions	05 05
2.	Short Answer - 5 questions – either or type	5x7=35
3.	Long Answer - 3 questions – either or type	3x10=30

QUESTION PAPER PATTERN FOR PART -IV COURSES
Internal Test- 30 Marks – 1 hr Duration

S.No	Type of Questions	Marks
1.	Objective type Questions: Multiple Choice – 5 questions	05
2.	Short Answer - 3 questions – either or type	3x5=15
3.	Long Answer - 1 question – either or type	01x10=10

Summative Examinations – For Part-IV Courses 50 Marks (converted to 75)
-2 hrs Duration

S.No	Type of Questions	Marks
1.	Objective type Questions: Multiple Choice – 10 questions	10
2.	Short Answer - 4 questions – either or type	4x5=20
3.	Long Answer - 2 questions – either or type	02x10=20

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme - B.B.A.

Attainment of Course outcomes

Attainment of Course outcomes is computed using Direct and Indirect assessment methods. Direct Method of Assessment is based on performance of the students in the Continuous Internal Assessment Tests, Summative Examinations and supporting activities such as Seminar, Assignment, Case study, Group Discussion, Quiz, etc., and Indirect Method of Assessment is based on periodical feedback from the students at the end of each course.

Weightage of Direct and Indirect Assessment in computation of attainment of each course is 70% for Direct Assessment and 30% for Indirect Assessment.

Direct Assessment of Course outcome attainment

i) Rubrics:

Internal Assessment contributes 60% and Summative Examinations Assessment contributes 40% to the Direct Assessment of a course outcome for Theory Courses. For the Practical Courses, Internal Assessment contributes 70% and Summative Examinations Assessment contributes 30% to the Direct Assessment of a course outcome.

ii) Setting of Target:

50% of the maximum mark is set as target of Internal Assessment tools and the average mark of the class is set as target of Summative Examinations Assessment.

Formula for calculating percentage attainment of each course outcome

Based on the result of Summative Examinations and Internal Assessment tools, the number of students scoring more than the target is found out.

For each Internal Assessment Tools,

$$\text{Percentage attainment of each course outcome} = \frac{\text{No. of Students who scored more than the target in the concerned course outcome}}{\text{Total Number of Students}} \times 100$$

$$\begin{array}{l} \text{Percentage attainment of each} \\ \text{Course outcome for Internal} \\ \text{Assessment tools} \end{array} = \begin{array}{l} \text{Average of percentage attainment of} \\ \text{all Internal Assessment tools} \end{array}$$

For Summative Examinations,

$$\text{Percentage attainment of each Course outcome} = \frac{\text{No. of Students who scored more than the target in the concerned co}}{\text{Total Number of Students}} \times 100$$

Formula for calculating Attainment Percentage of Course outcome of a course

$$\text{Percentage Attainment of Course outcome for Internal Assessment tools} = \text{Average of percentage attainment of all COs}$$

$$\text{Percentage Attainment of Course outcome for Summative Examinations} = \text{Average of percentage attainment of all COs}$$

Final Direct Assessment of Course outcome Attainment

For Theory Courses

$$\begin{aligned} \text{Percentage Attainment of Course outcome through Direct Assessment} = & (0.6 \times \text{percentage attainment of CO for internal assessment tool}) + \\ & (0.4 \times \text{percentage attainment of CO for summative examinations}) \end{aligned}$$

For Practical Courses

$$\begin{aligned} \text{Percentage Attainment of Course outcome through Direct Assessment} = & 0.7 \times \text{percentage attainment of CO for Internal Assessment tools} + \\ & 0.3 \times \text{percentage attainment of CO for Summative Examinations} \end{aligned}$$

Indirect Assessment of CO Attainment

The course outcome feedback is conducted at the end of every semester by distributing structured feedback questionnaire to the students. The analysis of this feedback questionnaire is done on the following score. The feedback forms

will be sorted with various scores and feedbacks with a score more than 5.5 are considered as satisfactory level for calculations for indirect attainment.

A : 10-8.5	B : 8.4-7.0	C : 6.9-5.5	D : 5.4-4.0	E : 3.9-0
-------------------	--------------------	--------------------	--------------------	------------------

$$\text{Percentage attainment for each CO} = \frac{\text{Satisfaction Number}}{\text{Response Received}} \times 100$$

Percentage Attainment of CO of a course = Average of percentage attainment of all COs

Final Assessment of CO attainment

$$\text{Average course attainment} = 0.7 \times \text{Direct assessment of CO attainment} + 0.3 \times \text{Indirect assessment of CO attainment}$$

Expected Level of Attainment for each of the Course Outcomes

Percentage of CO Attainment	Level of Attainment
= 70% and above	Excellent
= 60% - <70 %	Very good
= 50% - < 60 %	Good
= 40% - < 50 %	Satisfactory
Below 40%	Not Satisfactory

Assessment of PO attainment

At the end of the each programme, the Direct PO Assessment is done from the CO Attainment of all courses. The Direct PO Attainment for a particular course is determined from the attainment values obtained for each course outcome related to that PO and the CO-PO mapping values.

Weighted contribution of the course in attainment of each PO

$$= \frac{\text{Weighted Percentage of contribution of the course in attainment of each PO} \times \text{average course attainment}}{100}$$

$$\text{Percentage attainment for each PO} = \frac{\text{Total weightage of all courses contributed to each PO}}{\text{Total weightage of all courses contributed to all POs}} \times 100 \times \text{weighted contribution of the course in the attainment of each PO}$$

Percentage Attainment of PO = Average of Percentage attainment of all POs

Expected Level of Attainment for each of the Programme Outcomes

Percentage of PO Attainment	Level of Attainment
= 70% and above	Excellent
= 60% - <70 %	Very good
= 50% - < 60 %	Good
= 40% - < 50 %	Satisfactory
Below 40%	Not Satisfactory

Attainment of Programme Educational Objectives (PEO)

PEOs are assessed after 3 to 4 years of graduation. Attainment is measured based on the Feedback from Stakeholders

1. Alumni
2. Parents
3. Employer

The analysis of this feedback questionnaire is done on the following score. The feedback forms will be sorted with various scores and feedbacks with a score more than 5.5 are considered as satisfactory level for calculations for Indirect Attainment.

A : 10-8.5 B : 8.4-7.0 C : 6.9-5.5 D : 5.4-4.0 E : 3.9-0

$$\text{Percentage attainment of PEOs} = \frac{\text{Satisfaction number}}{\text{Response Received}} \times 100$$

Expected Level of Attainment for each of the Programme Educational Objectives

Percentage of PEO Attainment	Level of Attainment
= 70% and above	Excellent
= 60% - <70 %	Very good
= 50% - < 60 %	Good
= 40% - < 50 %	Satisfactory
Below 40%	Not Satisfactory

SRI KALISWARI COLLEGE (AUTONOMOUS), Sivakasi
(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade (CGPA 3.11) by
NAAC)

DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme - B.B.A

CURRICULUM STRUCTURE

OUTCOME-BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM

(From 2023-2024 Batch onwards)

Part	Courses	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Credits
I	Tamil / Hindi / French	6 (3)	6 (3)	6 (3)	6 (3)	-	-	12
II	English	6 (3)	6(3)	6 (3)	6 (3)	-	-	12
III	Core Courses	5 (5) 5 (5)	5 (5) 5 (5)	5 (5) 5 (5)	5(5) 5 (5)	5 (4) 5 (4) 5 (4) 5 (4)	6 (4) 6 (4) 6 (4)	68
	Elective Courses Generic/ Discipline Specific Project	4 (3)	4 (3)	4(3)	3 (3)	4 (3) 4P(3)	5 (3) 5 (3)	24
IV	Skill Enhancement Courses	2 (2) F 2 (2) NME	2(2) 2 (2) NME	1(1) E 2P (2)	2 P(2) 2 (2)	-	2(2)	17
	Environmental Studies	-	-	1	1(2)	-	-	02
	Value Education	-	-	-	-	2(2)	-	02
	Internship/ Industrial Training	-	-	-	-	(2)	-	02
V	Extension Activity	-	-	-	-	-	(1)	01
Total Hours (Per week)/ Credits		30(23)	30(23)	30(22)	30(25)	30(26)	30(21)	140 180
Self-paced Learning (Swayam Course)		-	-	-	-	-	1 Credit	1 Credit

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade (CGPA
3.11) by NAAC)

DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme - B.B.A

CURRICULUM PATTERN

OUTCOME-BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM

(From 2023-2024 Batch onwards)

PROGRAMME CODE - UBA

Semester	Part	Course Code	Course Name	Hours	Credits	Internal Marks	External Marks
I	I	23UTAG11	Podhu Tamil / Hindi - I	6	3	25	75
	II	23UENL11	General English - I	6	3	25	75
	III	23UBAC11	Core Course -I : Principles of Management	5	5	25	75
		23UBAC12	Core Course -II : Accounting for Managers I	5	5	25	75
		23UBAA11	Elective Course Generic/ Discipline Specific - I : Managerial Economics	4	3	25	75
	IV	23UBAS11	Skill Enhancement Course - I: Foundation Managerial Communication	2	2	25	75
		23UBAN11	Skill Enhancement Course -II: Non Major Elective Course : Basics of Event Management	2	2	25	75
	Total				30	23	
II	I	23UTAG21	Podhu Tamil / Hindi - II	6	3	25	75
	II	23UENL21	General English - II	6	3	25	75
	III	23UBAC21	Core Course III : Marketing Management	5	5	25	75
		23UBAC22	Core Course IV : Accounting for Managers II	5	5	25	75
		23UBAA21	Elective Course Generic/ Discipline Specific - II : International Business	4	3	25	75
	IV	23UBAS21	Skill Enhancement Course -III : Business Etiquette and Corporate Grooming	2	2	25	75
		23UBAN21	Skill Enhancement Course -IV: Non Major Elective Course : Managerial Skill Development	2	2	25	75

Total				30	23		
III	I	23UTAG31	Podhu Tamil/Hindi- III	6	3	25	75
	II	23UENL31	General English – III	6	3	25	75
	III	23UBAC31	Core Course V - : Organizational Behaviour	5	5	25	75
		23UBAC32	Core Course – VI : Financial Management	5	5	25	75
		23UBAA31	Elective Course Generic/ Discipline Specific - III: Business Statistics	4	3	25	75
	IV	23UBAS31	Skill Enhancement Course – V: (Entrepreneurial Skill)- Entreprenurial Skill New Venture Management	1	1	25	75
		23UBAS3P	Skill Enhancement Course – VI: Computer Applications in Business	2	2	25	75
		-	Environmental Studies	1	-	-	-
Total				30	22		
IV	I	23UTAG41	Podhu Tamil / Hindi – IV	6	3	25	75
	II	23UENL41	General English – IV	6	3	25	75
	III	23UBAC41	Core Course –VII : Business Environment	5	5	25	75
		23UBAC42	Core Course – VIII : Business Regulatory Frame Work	5	5	25	75
		23UBAA41	Elective Course Generic/ Discipline Specific - IV: Operation Research	3	3	25	75
	IV	23UBAS41	Skill Enhancement Course – VII: Intellectual Property Rights	2	2	25	75
		23UBAS4P	Skill Enhancement Course – VIII: Tally	2	2	25	75
		23UESR41	Environmental Studies	1	2	25	75
Total				30	25		
V	III	23UBAC51	Core Course – IX : Human Resource Management	5	4	25	75
		23UBAC52	Core Course – X : Research Methodology	5	4	25	75
		23UBAC53	Core Course – XI : Business Taxation	5	4	25	75
		23UBAC54	Core Course – XII: Management Information system	5	4	25	75
		23UBA051 23UBA052 23UBA053	Elective Courses Generic/ Discipline Specific - V: 1. Digital Marketing 2. Industrial Relations 3. Financial Services	4	3	25	75

		23UBAJ51	Elective Course VI -Project : Project with Viva -Voce	4	3	20	80
	IV	23UVED51	Value Education	2	2	25	75
		23UBAJ52	Internship/Industrial Training	-	2	25	75
Total				30	26		
VI	III	23UBAC61	Core Course – XIII : Entrepreneurial Development	6	4	25	75
		23UBAC62	Core Course – XIV : Services Marketing	6	4	25	75
		23UBAC63	Core Course – XV : Production and Materials Management	6	4	25	75
		23UBA061 23UBA062 23UBA063	Elective Courses Generic/ Discipline Specific - VII: 1. Consumer Behaviour 2. Innovation Management 3. Security Analysis and Portfolio Management	5	3	25	75
		23UBA064 23UBA065 23UBA066	Elective Courses Generic/ Discipline Specific - VIII: 1. Fundamentals of Logistics 2. E-Business 3. Strategic Management	5	3	25	75
	IV	23UBAS61	Skill Enhancement Course – IX: Professional Competency Skill: Quantitative Aptitude I And Quantitative Aptitude II	2	2	25	75
	V	-	Extension Activity	-	1	-	100
Total				30	21		

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade (CGPA 3.11) by NAAC)

DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme – B.B.A.

OUTCOME-BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM

(From 2023-2024 Batch onwards)

PROGRAMME ARTICULATION MATRIX (PAM)

Semester	Course Code	Course Name	P01	P02	P03	P04	P05	P06	P07
I	23UTAG11	Podhu Tamil/Hindi - I	10	7	2	8	2	2	3
	23UENL11	General English - I	10	7	2	8	2	2	3
	23UBAC11	Core Course - I: Principles of Management	14	11	4	7	4	5	5
	23UBAC12	Core Course - II: Accounting for Managers I	15	12	4	2	6	6	5
	23UBAA11	Elective Course Generic/Discipline Specific- I: Managerial Economics	14	10	5	5	3	8	5
	23UBAS11	Skill Enhancement Course -I: Foundation: Managerial Communication	10	9	4	2	5	5	4
	23UBAN11	Skill Enhancement Course - II: Non Major Elective Course: Basics of Event Management	9	5	0	8	2	5	5
II	23UTAG21	Podhu Tamil/Hindi - II	10	8	2	8	2	2	3
	23UENL21	General English - II	10	8	2	8	2	2	3
	23UBAC21	Core Course - III: Marketing Management	14	12	3	6	4	6	5
	23UBAC22	Core Course - IV: Accounting for Managers II	15	12	4	2	6	6	5
	23UBAA21	Elective Course Generic/Discipline Specific- II: International Business	15	13	3	5	4	6	4
	23UBAS21	Skill Enhancement Course -III: Business Etiquette and Corporate Grooming	10	8	2	5	3	5	3

	23UBAN21	Skill Enhancement Course - IV: Non Major Elective Course: Managerial Skill Development	9	5	0	8	2	5	5
III	23UTAG31	Podhu Tamil/Hindi – III	10	8	2	8	2	2	2
	23UENL31	General English - III	10	8	3	9	3	3	2
	23UBAC31	Core Course - V: Organizational Behaviour	15	10	3	6	3	7	6
	23UBAC32	Core Course - VI: Financial Management	15	12	4	5	3	6	5
	23UBAA31	Elective Course Generic/Discipline Specific- III: Business Statistics	14	13	4	3	3	7	6
	23UBAS31	Skill Enhancement Course- V: (Entrepreneurial Skill)- Entrepreneurial Skill New Venture Management	9	7	4	8	2	5	5
	23UBAS3P	Skill Enhancement Course – VI: Computer Applications in Business	10	6	4	3	3	3	3
IV	23UTAG41	Podhu Tamil/Hindi - IV	10	8	2	9	2	2	2
	23UENL41	General English - IV	10	9	3	8	2	3	3
	23UBAC41	Core Course - VII: Business Environment	14	11	4	7	4	5	5
	23UBAC42	Core Course - VIII: Business Regulatory Frame Work	14	12	4	5	3	7	5
	23UBAA41	Elective Course Generic/Discipline Specific- IV: Operation Research	12	11	4	7	4	5	5
	23UBAS41	Skill Enhancement Course -VII: Intellectual Property Rights	10	8	4	5	3	4	3
	23UBAS4P	Skill Enhancement Course -VIII: Tally	10	8	4	5	3	6	5
	23UESR41	Environmental Studies	8	5	1	7	8	5	5
V	23UBAC51	Core Course - IX: Human Resource Management	14	10	3	8	4	6	5
	23UBAC52	Core Course - X: Research Methodology	13	13	10	7	0	7	7
	23UBAC53	Core Course - XI: Business Taxation	14	11	4	7	4	5	5

	23UBAC54	Core Course - XII: Management Information system	14	13	3	5	4	6	5
	23UBA051 23UBA052 23UBA053	Elective Courses Generic/ Discipline Specific- V: 1. Digital Marketing 2. Industrial Relations 3. Financial Services	14	13	3	5	4	6	5
	23UBAJ51	Elective Course- VI: Project : Project with Viva –Voce	13	10	10	11	4	5	3
	23UVED51	Value Education	8	5	1	5	9	4	7
	23UBAJ52	Internship/Industrial Training	8	12	4	7	1	5	8
VI	23UBAC61	Core Course - XIII: Entrepreneurial Development	14	11	4	6	4	6	5
	23UBAC62	Core Course - XIV: Services Marketing	14	13	3	5	4	6	5
	23UBAC63	Core Course - XV: Production and Materials Management	15	12	4	5	3	6	5
	23UBA061 23UBA062 23UBA063	Elective Courses Generic/Discipline Specific- VII: 1. Consumer Behavior 2. Innovation Management 3. Security Analysis and Portfolio Management	14	13	3	5	4	6	5
	23UBA064 23UBA065 23UBA066	Elective Courses Generic/Discipline Specific- VIII: 1. Fundamentals of Logistics 2. E-Business 3. Strategic Management'	14	13	3	5	4	6	5
	23UBAS61	Skill Enhancement Course -XI: Professional Competency Skill- Quantitative Aptitude I and Quantitative Aptitude II	10	9	4	3	3	7	6
		Extension Activity	8	2	1	7	9	8	5
Total Weightage of all courses contributing to PO			523	423	147	268	156	224	201

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade (CGPA 3.11) by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
OUTCOME-BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM
(From 2023-2024 Batch onwards)

PROGRAMME ARTICULATION MATRIX – WEIGHTED PERCENTAGE

Semester	Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7
I	23UTAG11	Podhu Tamil/Hindi - I	1.91	1.65	1.36	2.99	1.28	0.89	1.49
	23UENL11	General English - I	1.91	1.65	1.36	2.99	1.28	0.89	1.49
	23UBAC11	Core Course - I: Principles of Management	2.68	2.6	2.72	2.61	2.56	2.23	2.49
	23UBAC12	Core Course - II: Accounting for Managers I	2.87	2.84	2.72	0.75	3.85	2.68	2.49
	23UBAA11	Elective Course Generic/Discipline Specific- I: Managerial Economics	2.68	2.36	3.4	1.87	1.92	3.57	2.49
	23UBAS11	Skill Enhancement Course -I: Foundation: Managerial Communication	1.91	2.13	2.72	0.75	3.21	2.23	1.99
	23UBAN11	Skill Enhancement Course - II: Non Major Elective Course: Basics of Event Management	1.72	1.18	0	2.99	1.28	2.23	2.49
II	23UTAG21	Podhu Tamil/Hindi - II	1.91	1.89	1.36	2.99	1.28	0.89	1.49
	23UENL21	General English - II	1.91	1.89	1.36	2.99	1.28	0.89	1.49
	23UBAC21	Core Course - III: Marketing Management	2.68	2.84	2.04	2.24	2.56	2.68	2.49
	23UBAC22	Core Course - IV: Accounting for Managers II	2.87	2.84	2.72	0.75	3.85	2.68	2.49
	23UBAA21	Elective Course Generic/Discipline Specific- II: International Business	2.87	3.07	2.04	1.87	2.56	2.68	1.99
	23UBAS21	Skill Enhancement Course -III: Business Etiquette and Corporate Grooming	1.91	1.89	1.36	1.87	1.92	2.23	1.49
	23UBAN21	Skill Enhancement Course - IV: Non Major Elective Course: Managerial Skill Development	1.72	1.18	0	2.99	1.28	2.23	2.49
	23UTAG31	Podhu Tamil/Hindi – III	1.91	1.89	1.36	2.99	1.28	0.89	1

III	23UENL31	General English - III	1.91	1.89	2.04	3.36	1.92	1.34	1
	23UBAC31	Core Course - V: Organizational Behaviour	2.87	2.36	2.04	2.24	1.92	3.13	2.99
	23UBAC32	Core Course - VI: Financial Management	2.87	2.84	2.72	1.87	1.92	2.68	2.49
	23UBAA31	Elective Course Generic/Discipline Specific- III: Business Statistics	2.68	3.07	2.72	1.12	1.92	3.13	2.99
	23UBAS31	Skill Enhancement Course- V: (Entrepreneurial Skill)- Entrepreneurial Skill New Venture Management	1.72	1.65	2.72	2.99	1.28	2.23	2.49
	23UBAS3P	Skill Enhancement Course - VI: Computer Applications in Business	1.91	1.42	2.72	1.12	1.92	1.34	1.49
IV	23UTAG41	Podhu Tamil/Hindi - IV	1.91	1.89	1.36	3.36	1.28	0.89	1
	23UENL41	General English - IV	1.91	2.13	2.04	2.99	1.28	1.34	1.49
	23UBAC41	Core Course - VII: Business Environment	2.68	2.6	2.72	2.61	2.56	2.23	2.49
	23UBAC42	Core Course - VIII: Business Regulatory Frame Work	2.68	2.84	2.72	1.87	1.92	3.13	2.49
	23UBAA41	Elective Course Generic/Discipline Specific- IV: Operation Research	2.29	2.6	2.72	2.61	2.56	2.23	2.49
	23UBAS41	Skill Enhancement Course -VII: Intellectual Property Rights	1.91	1.89	2.72	1.87	1.92	1.79	1.49
	23UBAS4P	Skill Enhancement Course -VIII: Tally	1.91	1.89	2.72	1.87	1.92	2.68	2.49
	23UESR41	Environmental Studies	1.53	1.18	0.68	2.61	5.13	2.23	2.49
V	23UBAC51	Core Course - IX: Human Resource Management	2.68	2.36	2.04	2.99	2.56	2.68	2.49
	23UBAC52	Core Course - X: Research Methodology	2.49	3.07	6.8	2.61	0	3.13	3.48
	23UBAC53	Core Course - XI: Business Taxation	2.68	2.6	2.72	2.61	2.56	2.23	2.49
	23UBAC54	Core Course - XII: Management Information system	2.68	3.07	2.04	1.87	2.56	2.68	2.49
	23UBA051 23UBA052 23UBA053	Elective Courses Generic/ Discipline Specific- V: 1. Digital Marketing 2. Industrial Relations 3. Financial Services	2.68	3.07	2.04	1.87	2.56	2.68	2.49
	23UBAJ51	Elective Course- VI: Project : Project with Viva –Voce	2.49	2.36	6.8	4.1	2.56	2.23	1.49
	23UVED51	Value Education	1.53	1.18	0.68	1.87	5.77	1.79	3.48

	23UBAJ52	Internship/Industrial Training	1.53	2.84	2.72	2.61	0.64	2.23	3.98
VI	23UBAC61	Core Course - XIII: Entrepreneurial Development	2.68	2.6	2.72	2.24	2.56	2.68	2.49
	23UBAC62	Core Course - XIV: Services Marketing	2.68	3.07	2.04	1.87	2.56	2.68	2.49
	23UBAC63	Core Course - XV: Production and Materials Management	2.87	2.84	2.72	1.87	1.92	2.68	2.49
	23UBAO61 23UBAO62 23UBAO63	Elective Courses Generic/Discipline Specific- VII: 1. Consumer Behavior 2. Innovation Management 3. Security Analysis and Portfolio Management	2.68	3.07	2.04	1.87	2.56	2.68	2.49
	23UBAO64 23UBAO65 23UBAO66	Elective Courses Generic/Discipline Specific- VIII: 1. Fundamentals of Logistics 2. E-Business 3. Strategic Management'	2.68	3.07	2.04	1.87	2.56	2.68	2.49
	23UBAS61	Skill Enhancement Course -XI: Professional Competency Skill- Quantitative Aptitude I and Quantitative Aptitude II	1.91	2.13	2.72	1.12	1.92	3.13	2.99
	-	Extension Activity	1.53	0.47	0.68	2.61	5.77	3.57	2.49
Total Weightage of all courses contributing to PO			100	100	100	100	100	100	100

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF TAMIL
UG Programme - B.A., B.Sc., B.Com., B.B.A., BCA.,
SEMESTER - I
nghJj;jkpo; - I (23UTAG11)
(From 2023-2024 Batch onwards)

HOURS / WEEK : 6
CREDITS : 3
DURATION : 90 hrs

INT. MARKS : 25
EXT. MARKS : 75
MAX. MARKS: 100

Nehf;fq;fs;

- Kjihkhz;L gl;l tFg;G khztu;fSf;Fj; jkpo; nkhop ,yf;fpaq;fis mwpKfk; nra;jy;.
- jw;fhy ,yf;fpag; Nghf;FfisAk; ,yf;fzq;fisAk; khztu; mwpAkhW nra;J mtu;fspd; gilg;ghw;wiyj;; J}z;Ljy;.
- jkpo; ,yf;fpak; rhu;e;j Nghl;bj; Nju;TfSf;F Vw;g fw;gpj;jy; eilKiwfis Nkw;nfhs;Sjy;.

fw;wypd; tpisTfs;

,j;jhis ntw;wpfukhf Kbj;jTld; khztHfs;>

C01[K1]:ghujpahu; fhye;njhl;L jw;fhyf; ftpijfs; tiu ftpij ,yf;fpak; mwpKfg;gLj;jg;gLtjhy; mtw;iw milahsk; fhz;gh;.

C02[K2]: ftpij tuyhw;wpid Ghpe;J nfhz;L gpio ,y;yhky; vOJk; jpwd; ngWth;.

C03[K3]:,f;fhy ,yf;fpa tiffs; kw;Wk; ,yf;fzk; fw;gjd; %yk; mtw;iw jk; tho;epiyNahL nghUj;jpg; ghg;g;gh;.

C04[K4]:nkhopawpNthL rpe;jidj;jpwd; ngw;W ,yf;fpak; kw;Wk; ,yf;fzq;fisg; gFg;gha;th;.

C05[K5]:cyfshpa ,yf;fpaq;fisf; fw;W kjpg;gPL nra;th;.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C01[K1]	2	2	0	2	0	0	0
C02[K2]	2	2	0	2	0	0	0
C03[K3]	2	1	0	2	1	0	1
C04[K4]	2	1	1	1	1	1	1
C05[K5]	2	1	1	1	0	1	1
Weightage of the course	10	07	02	08	02	02	03
Weighted percentage of Course contribution to POs	1.91	1.65	1.36	2.99	1.28	0.89	1.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

\$W I**(18 hrs)**

kuGf;ftpij: ng.Re;judhu; - jkpo;j; nja;t tzf;fk;> ghujpjhrd; - rpWj;ijia ntspapy; th> ftpkzp - Gj;jUk; rpWtDk;> Kbaurd; - nkhop czu;r;rp> fz;zjhrd; - Ml;ldj;jp Mjpke;jp - Mjpke;jpGyk;gy;> Rujh - JiwKfk; njhFg;gpypUe;J VNjDk; xUftpij> jkpo; xsp - fly;

\$W II**(18 hrs)**

GJf;ftpij: mg;Jy; uFkhd; - tPl;Lf;nfhUkuk; tsu;g;Nghk;> <NuhL jkpod;gd; - nrd;hpA+ ftpijfs; (VNjDk; le;J ftpijfs;)> ituKj;J - gpw;Nru;f;if> K.Nkj;jh - thiokuk;> mwpTkjp - ts;Stk; gj;J> eh Kj;Jf;Fkhu; - Mde;jahio kPl;Lfpwha;> Rfpu;juhzp - rgpf;fg;gl;l Kj;jk;> ,sk; gpiw - eP vOj kWf;Fk; vdJ moF.

\$W III**(18 hrs)**

rpWfijfs; : tha;r;nrhw;fs; - n[afhe;jd; (khiykaf;fk; njhFg;G)> fbjk; - GJikg;gpj;jd;> fU - ckhkNf];thp> Ks;Kb - jp.[hdfpuhkd;> rpjwy;fs; - tpop.gh.;jaNte;jd;> fhfpjcwT - R.rKj;jpuk;> tPl;bd; %iyapy; rikay; miw - mk;ig> (nkhopngau;g;Gf; fij) Mz;ld; nrf;fht; - eha;f;fhur; rPkhl;b> re;jpah gjpg;gfk;.

\$W IV**(18 hrs)**

kuGf;ftpij ftpij Njhw;wk; tsh;r;rp - GJf;ftpij ftpij Njhw;wk; tsh;r;rp - rpWfij Njhw;wk; tsh;r;rp

\$W V**(18 hrs)**

nkhopj;jpwd; Nghl;bNjh;T: nghUs; nghjpe;j nrhw;nwhlu; mik;jy;> Xu; vOj;J xUnkhop> Ntw;Wik cUGfs;> jpiz> ghy;> vz;> ,lk;> fiyr;nrhy;yhf;fk;> nkhopngau;g;G.

(Fwpg;G: myF 4> 5 Mfpad Nghl;bj; Nju;T Nehf;fpy; elj;jg;gl Ntz;Lk;).

ghlE}y;fs;

1. jkpopay; Jiwapdh;> njhFg;G E}y;> = fhsP];thp fy;Y}hp (jd;dhl;rp)> rptfhrp.
2. thRNjtd;> fh. gd;Kf Nehf;fpy; jkpo; ,yf;fpa tuyhW> Njtd; gjpg;gfk;> jpUr;ruphg;gs;sp> 2017.

ghh;it E}y;fs;;

1. rpw;gp. ghyRg;gpukzpad;> jkpo; ,yf;fpa tuyhW> ftpjh ntspaPL> nrd;id.
2. jkpoz;zy;> Gjpa Nehf;fpy; jkpo; ,yf;fpa tuyhW> Nrhiy gjpg;gfk;> kJiu
3. ghf;fpaNkhp> tifik Nehf;fpy; jkpo; ,yf;fpa tuyhW> ghhp epiyak;> nrd;id.

tiyg;gjpTfs; (Web Sources)

1. Tamil Heritage Foundation- www.tamilheritage.org
<<http://www.tamilheritage.org>>
2. Tamil virtual University Library- [www.tamilvu.org/ library](http://www.tamilvu.org/library)
3. <http://www.virtualvu.org/library>
4. Project Madurai - www.projectmadurai.org.
5. Chennai Library- www.chennailibrary.com
<<http://www.chennailibrary.com>>.
6. Tamil Universal Digital Library- www.ulib.prg <<http://www.ulib.prg>>.
7. Tamil E-Books Downloads- tamilebooksdownloads.blogspot.com
8. Tamil Books on line- [books.tamil cube.com](http://books.tamilcube.com)
9. Catalogue of the Tamil books in the Library of British Congress archive.org
10. Tamil novels on line - books.tamilcube.com

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF ENGLISH
UG Programme - B.A./ B.COM/B.B.A./ B.SC./BCA
SEMESTER- I

GENERAL ENGLISH-I (23UENL11)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 6 (L-5, T-1)

INT. MARKS : 25

CREDITS : 3

EXT. MARKS : 75

DURATION : 90 hrs

MAX. MARKS : 100

Course Objectives

- To enable learners to acquire the linguistic competence necessarily required in various life situations.
- To help them understand the written text and able to use skimming, scanning skills
- To assist them in creative thinking abilities.
- To enable them become better readers and writers.
- To assist them in developing correct reading habits, silently, extensively and intensively.

Course Outcomes (CO)

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

CO1[K1]: identify the use of the language skills i.e. Reading, Listening, Speaking and Writing.

CO2[K2]: demonstrate communicative skills by articulating simple dialogues and instructions.

CO3[K3]: apply knowledge of word power and grammar in framing correct sentences.

CO4[K4]: analyze prose, poetry and short stories to develop language skills through literature.

CO5[K5]: assess the linguistic competence that enables them, in the future, to present their views in various social, academic and employment situations.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	2	0	2	0	0	0
CO2[K2]	2	2	0	2	0	0	0
CO3[K3]	2	1	0	2	1	0	1
CO4[K4]	2	1	1	1	1	1	1
CO5[K5]	2	1	1	1	0	1	1
Weightage of the course	10	07	02	08	02	02	03
Weighted percentage of Course contribution to POs	1.91	1.65	1.36	2.99	1.28	0.89	1.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I - PROSE		(18 hrs)
Jerome K Jerome	-	Uncle Podger Hangs a Picture
David Sedaris	-	Us and Them -From Dress Your Family in Corduroy and Denim
Harish Bhat	-	JRD

UNIT II - POETRY		(18 hrs)
William Ralph Emerson	-	A Nation's Strength
Paul Laurence Dunbar	-	The Sparrow
Subramania Bharati	-	A Patch of Land
Chinua Achebe	-	Love Cycle

UNIT III - SHORT STORIES		(18 hrs)
Bhabani Bhattacharya	-	The Faltering Pendulum
R.K. Laxman	-	The Gold Frame
Sudha Murthy	-	How I Taught My Grandmother to Read

UNIT IV - LANGUAGE COMPETENCY		(18 hrs)
Vocabulary: Synonyms, Antonyms, Word Formation		
Appropriate use of Articles and Parts of speech		
Error Correction		

UNIT V - ENGLISH FOR WORKPLACE		(18 hrs)
Self-Introduction, Greetings		
Introducing others		
Listening for General and Specific Information		
Listening to and Giving Instructions/Directions		

TEXTBOOKS

1. Bhattacharya, Bhabani. *Steel Hawk and other stories*. New Delhi: Sahitya Akademi, 1967.
2. Sudha, Murthy. *How I Taught My Grandmother to Read and other Stories*, India: Penguin Books, 2004.

REFERENCES

Books

1. Kumar, Vijay T & K Durga Bhavani. *English in use -A Textbook for College Students*. YL Srinivas
2. Swan, Michael. *Practical English Usage - 4th Edition*. New York: Oxford University Press, 2016.
3. Shepherd Margaret & Sharon Hogan. Penny Carter (Illustrator). *The Art of Civilized Conversation: A Guide to Expressing Yourself with Style and Grace*. Now York: Broadway Books, 2005.

Web Sources

1. https://books.google.co.in/books?id=iSHvOmXuvLMC&printsec=frontcover&dq=subramania+bharati+poems&hl=en&newbks=1&newbks_redir=0&source=gb_mobile_search&sa=X&redir_esc=y#v=onepage&q=subramania%20bharati%20poems&f=false
2. <https://poets.org/poem/sparrow-0>
3. <https://poets.org/poem/nations-strength>
4. <https://www.best-poems.net/chinua-achebe/love-cycle.html>
5. <https://www.tata.com/newsroom/heritage/coffee-tea-jrd-tata-stories>
6. <https://legacy.npr.org/programs/morning/features/2004/jun/sedaris/usandthem.html>
7. <http://rosyhunt.blogspot.com/2013/01/uncle-podger-hangs-picture.html>
8. <https://fybaenglish.blogspot.com/2018/12/the-gold-frame-r-k-laxman.html>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER - I
CORE COURSE – I: PRINCIPLES OF MANAGEMENT (23UBAC11)
(From 2023-2024 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 25
CREDITS : 5	EXT. MARKS : 75
DURATION : 75 hrs	MAX. MARKS : 100

Course Objectives

- To impart knowledge about evolution of management.
- To provide understanding on planning process and importance of decision making in organization.
- To learn the application of principles in organization.
- To study the process of effective controlling in organization.
- To familiarize students about significance of ethics in business and its implications.

Course Outcomes (CO)

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

CO1[K1]: list the basic functions of management

CO2[K2]: demonstrate the importance of management

CO3[K3]: compute the need for control within an organization

CO4[K4]: examine common organizational structure and the advantages and disadvantages of each

CO5[K5]: Relate and infer ethical practices of organisation.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	1	1	1	1	1
CO2[K2]	3	2	0	0	0	1	1
CO3[K3]	3	2	1	2	1	1	1
CO4[K4]	3	2	1	2	1	1	1
CO5[K5]	2	2	1	2	1	1	1
Weightage of the course	14	11	04	07	04	05	05
Weighted percentage of Course contribution to Pos	2.68	2.6	2.72	2.61	2.56	2.23	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)
Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT II (15 hrs)
Planning: Nature – Importance – Forms – Types – Steps in Planning Objectives – Policies – Procedures and Methods – Natures and Types of Policies Decision –making – Process of Decision – making – Types of Decision.

UNIT III (15 hrs)
Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization-Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

UNIT IV (15 hrs)
Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT V (15 hrs)
Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business.

TEXTBOOKS

1. Gupta C B. *Management Theory and Practice*. New Delhi: Sultan Chand & Sons, 19th Revised Edition, 2017.
2. Ramasamy T. *Principles of Management*. Mumbai: Himalaya Publishing House, 9th Edition, 2017.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter. *Fundamentals of Management: 7th Edition*, Pearson Education, 2011
4. Stoner, Freeman, Gilbert Jr. (2014). *Managemen*. New Delhi: Prentice Hall India, (6th edition).
5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D. *Management*. Arab World Edition, Pearson, 2014.

REFERENCES

Books

1. P.C. Tripathi& P.N Reddy. *Principles of Management*. Sultan Chand& Sons, 6th Edition, 2017
2. L.M.Prasad. *Principles & Practice of Management*. Sultan Chand & Sons, 8th Edition.
3. Stephen P. Robbins & Mary Coulter. *Management*. Pearson Education, 13th Edition, 2017
4. Dr.C.B.Gupta. *Principles of Management*. Sultan Chand& Sons, 3rd Edition.
5. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri. *Principles of Management*. McGraw Hill, 2nd edition, 2015

Web Sources

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://open.umn.edu/opentextbooks/textbooks/693>
3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
SEMESTER - I

CORE COURSE-II: ACCOUNTING FOR MANAGERS I (23UBAC12)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 5

CREDITS : 5

DURATION : 75 hrs

INT. MARKS : 25

EXT. MARKS : 75

MAX. MARKS: 100

Course Objectives

- To impart knowledge about basic concepts of accounting its applications.
- To analyze and interpret financial reports of a company.
- To understand the gross profit and net profit earned by organization.
- To foster knowledge on Hire Purchase system.
- To understand the procedures of Accounting under Single entry system.

Course Outcomes (CO)

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

CO1[K1]: recognize the fundamental accounting concepts

CO2[K2]: trace the hire purchase system, installment system and single entry system

CO3[K3]: compute bank reconciliation statement and rectify the errors

CO4[K4]: classify the different kinds of cash book and subsidiary book

CO5[K6]: prepare statement of affairs method, conversion method under single entry system and also prepare final accounts by applying accounting rules

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	0	0	1	1	0
CO2[K2]	3	3	1	0	1	1	1
CO3[K3]	3	2	1	0	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K6]	3	2	1	1	2	2	2
Weightage of the course	15	12	04	02	06	06	05
Weighted percentage of Course contribution to Pos	2.87	2.84	2.72	0.75	3.85	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance.

UNIT II (15 hrs)

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account.

UNIT III (15 hrs)

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

UNIT IV (15 hrs)

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.

UNIT V (15 hrs)

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

TEXTBOOKS

1. Goel.D.K and Shelly Goel. *Financial Accounting*. India: Arya Publications, 2nd Edition, 2018.
2. Jain .S.P & Narang .K. *Financial Accounting*. Kalyani Publishers, Ludhiana, 4th Edition, 1999.
3. Rakesh Shankar. R & Manikandan.S. *Financial Accounting*. SCITECH, 3rd Edition.
4. Shukla & Grewal. *Advanced Accounting*. New Delhi: Sultan Chand & Sons, 15th Edition, 2002.
5. Tulsian P.C. *Financial Accounting*. India: Pearson Education, 2006.

REFERENCES

Books

1. T.S Reddy & A.Murthy. *Financial Accounting*. Margham Publications, 6th Edition, 2019.
2. David Kolitz. *Financial Accounting*. Taylor and Francis group, USA 2017
3. M N Arora. *Accounting for Management*. Himalaya Publications House 2019.
4. S.N Maheswari. *Financial Accounting*. Vikas Publishing House, Jan 2018.

5. T. Horngren Charles, L. Sundern Gary, A. Elliott John. *Introduction to Financial Accountin*. Pearson Publications Oct 2017.

Web Sources

1. [https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING FOR MANAGERS.pdf](https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf)
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
4. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5. <https://www.profitbooks.net/what-is-depreciation>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
ELECTIVE COURSE GENERIC/ DISCIPLINE SPECIFIC – I: MANAGERIAL
ECONOMICS (23UBAA11)
SEMESTER- I
(From 2023-2024 Batch onwards)

HOURS/WEEK : 4

INT. MARKS : 25

CREDITS : 3

EXT. MARKS : 75

DURATION : 60 hrs

MAX. MARKS : 100

Course Objectives

- To familiarize students with concepts of economics and its relevant in business scenario.
- To understand the applications & implications of economics in decision-making and problem solving.
- To understand the optimal point of productivity of a firm.
- To describe the pricing strategies that are consistent with evolving marketing needs
- To provide insights to the various market structures in an economy.

Course Outcomes (CO)

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

CO1[K1]: identify the various managerial economic concepts in individual & business decisions

CO2[K2]: explain demand concepts, underlying theories and identify demand forecasting techniques.

CO3[K3]: employ production, cost and supply analysis for business decision making

CO4[K4]: examine the pricing strategies

CO5[K5]: classify the market structures under competitive scenarios.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	2	1	1	0	1	1
CO2[K2]	3	2	1	1	0	1	1
CO3[K3]	3	2	1	1	1	2	1
CO4[K4]	3	2	1	1	1	2	1
CO5[K5]	2	2	1	1	1	2	1
Weightage of the course	14	10	05	05	03	08	05
Weighted percentage of Course contribution to POs	2.68	2.36	3.4	1.87	1.92	3.57	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (12 hrs)

Nature and Scope of Managerial Economics – Definition of Economics – Important Concepts of Economics – Relationship Between Micro, Macro and Managerial Economics – Nature and Scope - Objectives of firm.

UNIT II (12 hrs)

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.

UNIT III (12 hrs)

Production and Cost Analysis – Production – Factors of Production – Production Function – Concept - Law of Variable Proportion - Law of Return to Scale and Economics of Scale – Cost Analysis – Different Cost Concepts – Cost Output Relationship Short -run and Long run – Revenue Curves of Firms – Supply Analysis.

UNIT IV (12 hrs)

Pricing Methods and Strategies – Objectives – Factors – General Consideration of Pricing – Methods of Pricing – Dual Pricing – Price Discrimination.

UNIT V (12 hrs)

Market Classification – Perfect Competition – Meaning – Features – Monopoly – Types – Monopolistic Competition – Duopoly – Cournot's Model – Oligopoly – Kinked Demand Curve Model.

TEXTBOOKS

1. Journal of Economic Literature – American Economic Association
2. Arthasastra Indian Journal of Economics & Research
3. Mithani D.M. *Managerial Economics*. Mumbai: Himalaya Publishing House, 2016.
4. Indian Economic Journal/ Sage Publications
5. Mehta P.L. *Managerial Economics*. New Delhi : Sultan Chand & Sons , 2016.
6. Bose D. and Marimuthu A. *Managerial Economics (Business Economics)*. Mumbai: Himalaya Publishing House, 1st Edition, 2019.
7. Mithani D M. *Managerial Economics Theory and Applications*. Mumbai: Himalaya Publishing House, 8th Edition, 2017.

REFERENCES

Books

1. Dr.S.Sankaran. *Managerial Economics*. Chennai: Margham Publication, 2019.
2. Thomas and Maurice. *Managerial Economics Foundations of Business Analysis and Strategy* .New Delhi: McGraw Hill Education, 10th Editions, 2017.
3. D N Dwivedi. *Managerial Economics* .New Delhi: Vikas Publishing House, 8th Edition 2015.
4. H L Ahuja. *Managerial Economics*. New Delhi: S.Chand Publishing House, 9th Edition, 2017.
5. Dominick Salvatore. *Managerial Economics, Principles and Worldwide Applications*.Oxford University Press, 8th Edition, 2016.

Web Sources

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
3. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER- I

SKILL ENHANCEMENT COURSE- I FOUNDATION: MANAGERIAL COMMUNICATION
(23UBAS11)

(From 2023-2024 Batch onwards)

HOURS / WEEK : 2	INT.MARKS : 25
CREDITS : 2	EXT.MARKS : 75
DURATION : 30 hrs	MAX.MARKS:100

Course Objectives

- To educate students role & importance of communication skills
- To build their listening, reading, writing & speaking communication skills.
- To introduce the modern communication for managers.
- To understand the skills required for facing interview
- To facilitate the students to understand the concept of Communication.

Course Outcomes (CO)

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

CO1 [K1]: understand communication process and its barriers.

CO2 [K2]: rephrase business letters in different scenarios.

CO3 [K3]: use oral communication skills & conducting interviews.

CO4 [K4]: analyse the managerial writing for business communication.

CO5 [K5]: evaluate the usage of modern communication tools & its significance for managers.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	2	1	1	0	1	1
CO2[K2]	3	2	1	1	0	1	1
CO3[K3]	3	2	1	1	1	2	1
CO4[K4]	3	2	1	1	1	2	1
CO5[K5]	2	2	1	1	1	2	1
Weightage of the course	14	10	05	05	03	08	05
Weighted percentage of Course contribution to Pos	2.68	2.36	3.4	1.87	1.92	3.57	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (6 hrs)
Definition – Methods – Types – Principles of effective Communication – Barriers to Communication–Communication etiquette.

UNIT II (6 hrs)
Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.

UNIT III (6 hrs)
Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language

UNIT IV (6 hrs)
Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

UNIT V (6 hrs)
Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

TEXTBOOKS

1. Krishan Mohan & Meena Banerji. *Developing Communication Skills*. New Delhi: Macmillan India Ltd, 2008
2. Bovee, Thill, Schatzman. *Business Communication Today*. New Delhi: Pearson Education Private Ltd.
3. Sundar K.A. *Business Communication*. Chennai: Vijay Nicole imprints Pvt. Ltd.

REFERENCES

Books

1. Rajendra Paul & J S Kovalahalli. *Essentials of Business Communication*. New Delhi: Sultan Chand & Sons, 2017.
2. R C Sharma & Krishan Mohan. *Business Correspondance and Report Writing*. New Delhi: Mc Graw Hill, India Pvt Ltd, 2006.
3. Kevin Galaagher. *Skills Development for Business and Management Students*. New Delhi: Oxford University Press, 2010.
4. Dr. C B Gupta. *Basic Business Communication*. New Delhi: Sultan Chand & Sons, 2017.
5. R C Bhatia. *Business Communication*. New Delhi: Ane Books Pvt Ltd., 2015.

Web Sources

1. https://www.managementstudyguide.com/business_communication.html
2. <https://studiousguy.com/business-communication/>
3. <https://www.oercommons.org/curated-collections/469>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
SEMESTER - I

SKILL ENHANCEMENT COURSE II: NON MAJOR ELECTIVE COURSE:
BASICS OF EVENT MANAGEMENT (23UBAN11)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 2
CREDITS : 2
DURATION : 30 hrs

INT. MARKS : 25
EXT. MARKS : 75
MAX. MARKS: 100

Course Objectives

- To know the basic of event management its concepts.
- To make an event design.
- To make feasibility analysis for event.
- To understand the 5 Ps of Event Marketing.
- To know the financial aspects of event management and its promotion.

Course Outcomes (CO)

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

CO1[K1]: identify the basics of event management

CO2[K2]: interpret the confluence of various factors to make the event successful

CO3[K3]: apply the marketing practices in the event management

CO4[K5]: evaluate the event by using appropriate technique

CO5[K6]: develop their own idea to start the event management business

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	0	0	1	1	1	1
CO2[K2]	2	1	0	1	1	1	1
CO3[K3]	1	0	0	2	0	1	1
CO4[K5]	2	2	0	2	0	1	1
CO5[K6]	2	2	0	2	0	1	1
Weightage of the course	09	05	0	08	02	05	05
Weighted percentage of Course contribution to POs	1.72	1.18	0	2.99	1.28	2.23	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (6 hrs)
Introduction: Event Management – Definition, Need, Importance, Activities.

UNIT II (6 hrs)
Concept and Design of Events: Event Co-ordination, Developing & Evaluating event concept – Event Design

UNIT III (6 hrs)
Event Feasibility: Resources – Feasibility, SWOT Analysis

UNIT IV (6 hrs)
Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

UNIT V (6 hrs)
Event Budget – Financial Analysis – Event Cost – Event Sponsorship.

TEXTBOOKS

1. Devesh Kishore, Ganga Sagar Singh, *Event Management: A Booming Industry and an Eventful Career*. Har – Anand Publications Pvt. Ltd.
2. Swarup K. Goyal. *Event Management*. Adhyayan Publisher ,2009.
3. Savita Mohan. *Event Management & Public Relations*. Enkay Publishing House.
4. S.J. Sebellin Ross. *Event Planning – The ultimate guide –Public Relations*
5. Lynn Van Der Wagen & Brenda R Carlos. *Event Management*. New Delhi: PearsonPublishers.

REFERENCES

Books

1. Chaudehary & Krishna. *Event Management Bio* –Green Publishers
2. Anton Shone & Bryn Parry. *Successful Event Management*
3. Razaq Raj, Paul Walters & Tahir Rashid. *Event Management an integrated & Practical Approach*.
4. Judy Allen. *Event Planning Ethics and Etiquette, A Principled Approach to the Business of Special Event Management*. New Delhi: Wiley Publishers.
5. Alex Genadinik. *Event Planning: Management & Marketing For Successful Events: Become an Event Planning Pro & Create a Successful Event Series*, Create Space Independent Publishing Platform, 2015.

Web Sources

1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf.
2. <https://www.inderscience.com/jhome.php?jcode=ijhemInternational>
Journal of Hospitality & Event Management
3. <https://www.emeraldgrouppublishing.com/journal/ijefmInternational>
Journal of Event and Festival Management.

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF TAMIL
UG Programme - B.A., B.Sc., B.Com., BBA.,BCA.,
SEMESTER - II
nghJj;jkpo; - II (23UTAG21)
(From 2023-2024 Batch onwards)

HOURS / WEEK : 6 **INT. MARKS : 25**
CREDITS : 3 **EXT. MARKS : 75**
DURATION : 90 hrs **MAX. MARKS: 100**

Nehf;fq;fs;

- rka ,yf;fpaq;fisAk; rpw;wpyf;fpaq;fisAk; khztu;fSf;F mwpKfg;gLj;Jjy;
- nkhopj;jpwidAk; rpWfij ,yf;fpa tbjt;ijAk; khztu;fSf;F czu;j;Jjy;.

fw;wypd; tpisTfs;

,j;jhis ntw;wpfukhf Kbj;jTld; khztHfs;>

C01[K1]: gf;jp ,yf;fpaq;fisf; fw;gjd; %yk; gf;jp newpapidAk;> rka ey;ypzf;fj;ijAk; mwph;.

C02[K2]: rkag;ghly;fs; kw;Wk; rpw;wpyf;fpaq;fspd; mikg;gpidaK;> Nehf;fj;jpidaK; njspthff; \$Wth;.

C03[K3]: jkpopy; cs;s gf;jp ,yf;fpak; kw;Wk; rpw;wpyf;fpaq;fspd; nghUz;ikfSld; ,yf;fzj; njspitAk; milth;.

C04[K4]: jkpo;r; r%fg; gz;ghl;L tuyhw;wpid ,yf;fpaq;fs; thapyhf mwpe;J nfhz;L ghFgLj;Jth;.

C05[K5]: Nghl;bj; Nju;Tfspy; ntw;wp ngWtjw;Fj; jkpo;g; ghli;jpidaK; gad;nfs;Sk; tifapy; Vw;w gapw;rp ngw;W kjpg;gPL nra;th;.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C01[K1]	2	1	0	1	0	0	0
C02[K2]	2	2	0	1	1	0	1
C03[K3]	2	2	0	2	0	1	0
C04[K4]	2	2	1	2	1	0	1
C05[K5]	2	1	1	2	0	1	1
Weightage of the course	10	08	02	08	02	02	03
Weighted percentage of Course contribution to POs	1.91	1.89	1.36	2.99	1.28	0.89	1.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

\$W I**(18 hrs)**

gf;jp ,yf;fpak;: jpUehTf;furu; Njthuk; - ehkhu;f;Fk; Fbnay;yhk; vdj; njhmq;Fk; gjpfk; (10 ghly;fs;)> Mz;lhs; - jpUg;ghit (Kjy; 10 ghRuk;)

\$W II**(18 hrs)**

ts;syhu; - mUs; tpsf;fkhiy (Kjy; 10 ghly;)>vr;.V.fpUl;bzg; gps;is - ,ul;rzpakNdhfuk; - ghy;agpuhu;;jid> Fzq;Fb k];jhd; rhfpG - guhguf;fz;zp (Kjy; 10 fz;zp)

\$W III**(18 hrs)**

rpw;wpyf;fpaq;fs;: jkpo;tpL J}J (Kjy; 20 fz;zp)> jpUf;Fw;whyf; FwtQ;rp - Fwj;jp kiytsk; \$Wjy;> Kf;\$ly; gs;S - ehl;L tsk;

\$W IV**(18 hrs)**

ghlk; jOtpa ,yf;fpa tuyhW (gy;yth; fhyk;> ehaf;fh; fhyk;)

\$W V**(18 hrs)**

nkhopj;jpwd; Nghl;bj;Njh;Tjpwd;: njhllh; tiffs;> kuGj;njhlh;> gonkhopfs;> gpwnkhopr; nrhw;fisf; fisjy;> tOr;nrhw;fs; ePf;Fjy;> ,yf;fzf; Fwpg;G mwpjy;.

(Fwpg;G: myF 4> 5 Mfpad Nghl;bj; Nju;T Nehf;fpy; elj;jg; gl Ntz;Lk;).

ghlE}y;fs;

1. jkpopay; Jiwapdh;> *njhFg;G E}y;*> = fhsP];thp fy;Y}hp (jd;dhl;rp)> rptfhrp.
2. thRNjtd;> fh. *gd;Kf Nehf;fpy; jkpo; ,yf;fpa tuyhW*> Njtd; gjpg;gfk;> jpUr;rpuhg;gs;sp> 2017.

ghh;it E}y;fs;

1. rpw;gp. ghyRg;gpukzpad;> *jkpo; ,yf;fpa tuyhW*> ftpjh ntspaPL> nrd;id.
2. jkpoz;zy;> *Gjpa Nehf;fpy; jkpo; ,yf;fpa tuyhW*> Nrhiy gjpg;gfk;> kJiu
3. ghf;fpaNkhp> *tifik Nehf;fpy; jkpo; ,yf;fpa tuyhW*> ghhp epiyak;> nrd;id.

tiyg;gjpTfs; (Web Sources)

1. [Tamil Heritage Foundation- www.tamilheritage.org](http://www.tamilheritage.org)
<http://www.tamilheritage.org>
2. [Tamil virtual University Library- www.tamilvu.org/ library](http://www.virtualvu.org/library)
http://www.virtualvu.org/library
3. [Project Madurai - www.projectmadurai.org.](http://www.projectmadurai.org)
4. [Chennai Library- www.chennailibrary.com](http://www.chennailibrary.com)
<http://www.chennailibrary.com>.
5. [Tamil Universal Digital Library- www.ulib.prg](http://www.ulib.prg) <http://www.ulib.prg>.
6. [Tamil E-Books Downloads- tamilebooksdownloads. blogspot.com](http://tamilebooksdownloads.blogspot.com)
7. [Tamil Books on line- books.tamil cube.com](http://books.tamilcube.com)
8. [Catalogue of the Tamil books in the Library of British Congress archive.org](http://archive.org)
9. [Tamil novels on line - books.tamilcube.com](http://books.tamilcube.com)

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF ENGLISH
UG Programme - B.A./ B.COM/B.B.A./ B.SC./BCA
SEMESTER- II
GENERAL ENGLISH-II (23UENL21)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 6(L-5, T-1)

CREDITS : 3

DURATION : 90 hrs

INT. MARKS : 25

EXT. MARKS : 75

MAX. MARKS: 100

Course Objectives

- To introduce learners to the essential skills of communication in English.
- To enable them use these skills effectively in academic and non-academic contexts.
- To help them identify and eliminate common mistakes in writing and speaking.
- To enable them use various business communication strategies and to use advanced vocabulary.
- To familiarize them in writing descriptive essays and respond to arguments orally and in writing.

Course Outcomes (CO)

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

CO1[K1]: identify appropriate literary terms such as diction, tone, imagery, figures of speech, motif etc.,

CO2[K2]: define verbs, tenses and concord and its role in speaking and writing effectively.

CO3[K3]: apply the knowledge of language competency at workplace and day-to-day life

CO4[K4]: analyze prose, poetry and short stories to develop language skills through literature.

CO5[K6]: construct grammatically correct and meaningful sentences by choosing apt words.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	1	0	1	0	0	0
CO2[K2]	2	2	0	1	1	0	1
CO3[K3]	2	2	0	2	0	1	0
CO4[K4]	2	2	1	2	1	0	1
CO5[K6]	2	1	1	2	0	1	1
Weightage of the course	10	08	02	08	02	02	03
Weighted percentage of Course contribution to POs	1.91	1.89	1.36	2.99	1.28	0.89	1.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I- PROSE (18 hrs)

W.R. Inge	-	The Spoon-Fed Age
Dale Carnegie	-	If You Are Wrong. Admit it
Shashi Tharoor	-	Kindly Adjust to our English

UNIT II- POETRY (18 hrs)

Alfred Lord Tennyson	-	The Flower
Nissim Ezekiel	-	Very Indian Poem in Indian English
Maya Angelou	-	Still I Rise
Dr. Gieve Patel	-	On Killing a Tree

UNIT III- FICTION (18 hrs)

Paulo Coelho	-	The Alchemist
--------------	---	---------------

UNIT IV- LANGUAGE COMPETENCY (18 hrs)

Homonyms, Homophones, Homographs, Portmanteau words
Verbs and Tenses, Subject Verb Agreement, Error correction

UNIT V- ENGLISH IN THE WORKPLACE (18 hrs)

Reading for General and Specific information [charts, tables, schedules, graphs etc]

Reading news and weather reports
Writing paragraphs
Taking and making notes

TEXTBOOKS

1. Coelho, Paulo. *The Alchemist*. New York: Harper, 2005.
2. Pillai, Radhakrishna. *Emerald English Grammar and Composition*. Chennai: Emerald Publishers, 2016.

REFERENCES

Books

1. Hewings, Martin. *Advanced English Grammar*. Cambridge University Press, 2000.
2. SP Bakshi, Richa Sharma. *Descriptive English*. India: Arihant Publications Ltd, 2019.
3. Sheena Cameron, Louise Dempsey. *The Reading Book: A Complete Guide to Teaching Reading*. London: S & L. Publishing, 2019.
4. Sherman, Barbara. *Skimming and Scanning Techniques*. Virginia: Liberty University Press, 2014.
5. Chambers, Phil. *Brilliant Speed Reading: Whatever you need to read, However You want to Read it-Twice as Quickly*, India: Pearson, 2013.
6. Coelho, Paulo. *The Archer*. New York: Penguin Viking, 2020.

Web Sources

1. [http://econtent.in/pacc.in/admin/contents/40 %20 2020103001102714.pdf](http://econtent.in/pacc.in/admin/contents/40%202020103001102714.pdf)
2. <https://www.poetryfoundation.org/poems/46446/still-i-rise>
3. <https://www.poemhunter.com/poem/the-flower-2/>
4. <https://www.poemhunter.com/poem/on-killing-a-tree/>
5. <https://www.tbr.fun/if-youre-wrong-admit-it/>
6. <https://www.theweek.in/columns/shashi-tharoor/2018/05/25/kindly-adjust-to-our-english.html?fbclid=IwAR3IhtdXqvuV4ySECn9S7SA6HmCEYISyd1QHd3BlwKgiNKKwdkeSg3qWp-U/>
7. <https://docplayer.net/217945876-The-spoon-fed-age-1-by-the-very-reverend-w-r-inge.html>
8. <https://www.youtube.com/watch?v=lxBYpmxjeDU>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER- II
CORE COURSE - III: MARKETING MANAGEMENT (23UBAC21)
(From 2023-2024 Batch onwards)

HOURS / WEEK : 5
CREDITS : 5
DURATION : 75 hrs

INT.MARKS : 25
EXT.MARKS : 75
MAX.MARKS: 100

Course Objectives

- To understand the marketplace.
- To identify the PLC stages and the pricing strategies.
- To select the different marketing channels of distribution.
- To appraise the Sales Forecasting.
- To prepare according to the latest trends in market.

Course Outcomes (CO)

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

CO1[K1]: list and identify the core concepts of Marketing and its mix.

CO2[K2]: sketch the nature of product, PLC and pricing strategies.

CO3[K3]: analyze the appropriate promotional mix.

CO4[K4]: assess the sales and evaluation of customers.

CO5[K5]: Prepare and rearrange the latest trends in marks

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	0	2	1	2	1
CO2[K2]	3	3	1	1	1	1	1
CO3[K3]	3	2	1	1	0	1	1
CO4[K4]	3	2	0	1	1	1	1
CO5[K5]	2	2	1	1	1	1	1
Weightage of thenb course	14	12	03	06	04	06	05
Weighted percentage of Course contribution to POs	2.68	2.84	2.04	2.24	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

UNIT II (15 hrs)

Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.

UNIT III (15 hrs)

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

UNIT IV (15 hrs)

A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

UNIT V (15 hrs)

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force–Digital Marketing: Introduction- Applications & Benefits.

TEXTBOOKS

1. Philip Kotler, 2003.*Marketing Management*. New Delhi :Pearson Education (Singapore) Pte Ltd, 11th edition.
2. V.S. Ramaswamy & S. Namakumari. *Principles of Marketing*.India: S.G. Wasani / Macmillan India Ltd, First edition ,1994.

REFERENCES

Books

1. Cranfield.*Marketing Management*. Palgrave Macmillan.
2. Harsh V Verma & Ekta Duggal. *Marketing*, Oxford University Press, 2017.
3. Sontakki C.N. *Marketing Management*. Kalyani Publishers, Ludhiana.

Web Sources

1. http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
SEMESTER - II
CORE COURSE IV: ACCOUNTING FOR MANAGERS II (23UBAC22)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 5
CREDITS : 5
DURATION : 75 hrs

INT. MARKS : 25
EXT. MARKS : 75
MAX. MARKS: 100

Course Objectives

- To provide basic understanding of cost concepts and classification.
- To develop skills in tools & techniques and critically evaluate decision making in business.
- To understand various ratios and cash flow related to finance
- To recognize the role of budgets and variance as a tool of planning and control.
- To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

Course Outcomes (CO)

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

CO1[K1]: state the cost and management Accounting concepts and its applications

CO2[K2]: outline the methods of budget and break even analysis

CO3[K3]: compute the classification of ratio analysis

CO4[K4]: classify the financial statement analysis, cash flow and fund flow analysis and methods of budget

CO5[K6]: prepare cost sheet, cash flow and fund flow statement and budget

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	0	0	1	1	0
CO2[K2]	3	3	1	0	1	1	1
CO3[K3]	3	2	1	0	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K6]	3	2	1	1	2	2	2
Weightage of the course	15	12	04	02	06	06	05
Weighted percentage of Course contribution to Pos	2.87	2.84	2.72	0.75	3.85	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)

Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – cost sheets – Tenders & Quotation.

UNIT II (15 hrs)

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods Comparative Statements, Common Size statement and Trend analysis.

UNIT III (15 hrs)

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover – cash flow and funds flow statement.

UNIT IV (15 hrs)

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget.

UNIT V (15 hrs)

Marginal Costing – CVP analysis – Break even analysis

TEXTBOOKS

1. Gupta, R.L and M. Radhaswamy. *Advanced Accountancy*. Sultan Chand & Sons, 2016.
2. T.S.Reddy and Hari Prasad Reddy. *Management Accounting*. Chennai: Margham, 2007.
3. Jain S.P and K.L Narang. *Advanced Accountancy* (Part II). Kalyani, 2007.
4. Maheshwari S.N. *Advanced Accountancy* (Part1I). Vikas, 2007.
5. Man Mohan and S.N. Goyal. *Principles of Management Accounting*. Agra: SahityaShawan, 2017.

REFERENCES

Books

1. T. S. Reddy and Hari Prasad Reddy. *Cost and Management Accounting*, Margham Publication, 2016
2. Antony Atkinson, Rebert S Kalpan, *Advance Management Accounting*. Pearson Publications, 2015.
3. Horngren Sunderu Stratton. *Introduction to Management Accountin*. Pearson Education, 2013.
4. Rajiv Kumar Goel & Ishaan Goel. *Concept Building Approach to Management Accounting*. 2019

5. Colin Drury, *Management and Cost Accounting* (with CourseMate and eBook Access), Cengage, 2015.
6. Dr.K.Ganesan & S. Ushena Begam, *Accounting for Managers – Volume II*, Charulatha Publications, Chennai

Web Sources

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
2. <https://efinancemanagement.com/financial-accounting/management-accounting>
3. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
4. <https://www.wallstreetmojo.com/ratio-analysis/>
5. <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER - II
ELECTIVE COURSE GENERIC/ DISCIPLINE SPECIFIC - II: INTERNATIONAL
BUSINESS (23UBAA21)
(From 2023-2024 Batch onwards)

HOURS / WEEK : 4
CREDITS : 3
DURATION : 60 hrs

INT.MARKS :25
EXT.MARKS:75
MAX.MARKS :100

Course Objectives

- To familiarize students on basics & theories of International Trade.
- To impart knowledge about international trade organization.
- To provide awareness about recent trends in International Trade and its implications.
- To Identify the key areas and terms relating to trade in the global economy
- To gain knowledge on the various modes of entry and the roles played by global institutions in international business

Course Outcomes (CO)

CO1[K1]: discuss the difference between internal and international trade and its Significance

CO2[K2]: explain international trade theories

CO3[K3]: outline the balance of trade, balance of payment, exchange rate concept

CO4[K4]: analyse the relevance of international institutions and trading blocs.

CO5[K5]: analyse the globalization and its impact on Indian business scenario and Export Business.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	0	1	1	1	0
CO2[K2]	3	3	1	1	1	1	1
CO3[K3]	3	3	0	1	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	3	2	1	1	0	2	1
Weightage of the course	15	13	03	05	04	06	04
Weighted percentage of Course contribution to Pos	2.87	3.07	2.04	1.87	2.56	2.68	1.99

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (12 hrs)
Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs

UNIT II (12 hrs)
Introduction of Trade theories- Mercantilism - Absolute Advantage - Comparative Advantage - Huckster-Ohlin Theory - The New Trade Theory - Porter's Diamond Competitive Advantage Theory.

UNIT III (12 hrs)
Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.

UNIT IV (12 hrs)
Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.

UNIT V (12 hrs)
Regional Economic Groupings in Practice - Levels of Regional Economic Integration Regionalism vs. Multilateralism – Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.

TEXTBOOKS

1. Gupta CB. *International Business*. New Delhi: S Chand & Co. Ltd, 2014.
2. Bhattacharya, B. *Going International: Response Strategies of the Indian Sector*. New Delhi: Wheeler Publishing.
3. Hill, C.W.L. and Jain, A.K. *International Business: Competing in the Global Marketplace*. New Delhi: Tata McGraw-Hill Education, 11th Edition, 2018.
4. Cherunilam, F. *International Business: Text and Cases*. New Delhi: PHI Learning, 5th Edition, 2010.
5. Paul, J. *International Business*. New Delhi: PHI Learning, 5th Edition, 2010.

REFERENCES

Books

1. Deresky, H., *International Management: Managing Across Borders and Cultures*, 6th Edition, Pearson, 2011.
2. Griffin, R., *International Business*, 7th Edition, Pearson Education, 2012.

3. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017
4. Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
5. Subba Rao P,International Business, (Text and Cases), Himalaya Publishing House, 2016

Web Sources

1. <chromeextension://efaidnbmnnnibpcajpcgglefindmkaj/http://bgc.ac.in/pdf/study-material/International-Trade.pdf>
2. <https://www.britannica.com/topic/international-trade>
3. <https://www.wto.org>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER- II

SKILL ENHANCEMENT COURSE – III: BUSINESS ETIQUETTE AND CORPORATE GROOMING (23UBAS21)

(From 2023-2024 Batch onwards)

HOURS / WEEK : 2	INT.MARKS :25
CREDITS : 2	EXT.MARKS :75
DURATION : 30 hrs	MAX.MARKS:100

Course Objectives

- To impart knowledge about basic etiquettes in professional conduct
- To provide understanding about the workplace courtesy and ethical issues involved
- To suggest on guidelines in managing rude and impatient clients
- To familiarize students about significance of cultural sensitivity and the relative business attire
- To stress on the importance of attire

Course Outcomes (CO)

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

CO1[K1]: identify the basic concepts of business etiquette and corporate grooming.

CO2[K2]: explain the etiquette and grooming standards followed in business environment.

CO3[K3]: apply the workplace courtesy and resolve ethical issues.

CO4[K4]: analyze Professional qualities expected from an employer’s perspective.

CO5[K5]: assess the Telephonic etiquette, email etiquette and Disability etiquette.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	2	2	1	1	1	1	0
CO2[K2]	2	2	1	1	1	1	0
CO3[K3]	2	1	0	1	0	1	1
CO4[K4]	2	2	0	1	0	1	1
CO5[K5]	2	1	0	1	1	1	1
Weightage of the course	10	08	02	05	03	05	03
Weighted percentage of Course contribution to POs	1.91	1.89	1.36	1.87	1.92	2.23	1.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (6 hrs)

Introduction to Business Etiquette: Introduction- ABCs of etiquette - meeting and greeting scenarios - principles of exceptional work behaviour - role of good manners in business - professional conduct and personal spacing.

UNIT II (6 hrs)

Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies-choosing appropriate gift in the business environment-real life work place scenarios -company policy for business etiquette.

UNIT III (6 hrs)

Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the work place, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices.

UNIT IV (6 hrs)

Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity-Taboos and Practices - Inter-Cultural Communication.

UNIT V (6 hrs)

Business Attire and Professionalism Business style and professional image - dress code - guidelines for appropriate business attire - grooming for success.

TEXTBOOKS

1. Journal of Computer Mediated Communication By ICA
2. Business and Professional Communication by Sage Journals
3. Myka Meier, Skyhorse. *Business Etiquette Made Easy: The Essential Guide to Professional.*
4. Peggy Post and Peter Post, William Morrow Emily Post's *.The Etiquette Advantage in Business: Personal Skills for Professional Success.*
5. Shital Kakkar Mehra. *Business Etiquette: A guide for the Indian Professional* HarperCollins Publisher 2012.

REFERENCES

Books

1. Raghu Palat. *Indian Business Etiquette*, JAICO Publishers.
2. Nina Kochhar. *At Ease with Etiquette*, B.jain Publisher 2011.
3. NimeranSahukar, Prem P. Bhalla, *The Book of Etiquette and manners*, Pustak Mahi publishers 2004.
4. Sarvesh Gulati. *Corporate Grooming and Etiquette*, Rupa Publications India Private Limited 2012.
5. Barbara Pachter , Mc Graw Hill Education. *The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success.*

Web Sources

1. <https://compilers.iecc.com/crenshaw/tutorfinal.pdf>
2. http://www.penguin.cz/~radek/book/lets_build_a_compiler.pdf
3. <https://www.geeksforgeeks.org/last-minute-notes-compiler-design-gg/>
4. https://www.tutorialspoint.com/automata_theory/deterministic_finite_automaton.htm
5. <https://www.geeksforgeeks.org/intermediate-code-generation-in-compiler-design/>
6. <https://abbreviations.yourdictionary.com/articles/seconds-minutes-and-hours-abbreviations-and-conversions.html>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A
SEMESTER - II

SKILL ENHANCENMENT COURSE IV: NON MAJOR ELECTIVE COURSES:
MANAGERIAL SKILL DEVELOPMENT (23UBAN21)
(From 2023-2024 Batch onwards)

HOURS/WEEK : 2	INT. MARKS : 25
CREDITS : 2	EXT. MARKS : 75
DURATION : 30 hrs	MAX. MARKS : 100

Course Objectives

- To improve the self-confidence, groom the personality and build emotional competence.
- To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
- To assess the Emotional intelligence.
- To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions.
- To improve professional etiquettes.

Course Outcomes (CO)

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

CO1[K1]: list the skills, manners and etiquette required to develop the career and sustain in the world of work.

CO2[K2]: demonstrate effective communication techniques in a simulated managerial scenario

CO3[K3]: explain the roll of emotional intelligence in effective leader ship.

CO4[K4]: analyse real life case studies to identify effective and ineffective managerial practices

CO5[K5]: examine the root causes of work place issues and propose solutions

CO-PO Mapping table (Course Articulation Matrix)

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	0	0	1	1	1	1
CO2[K2]	2	1	0	1	1	1	1
CO3[K3]	1	0	0	2	0	1	1
CO4[K4]	2	2	0	2	0	1	1
CO5[K5]	2	2	0	2	0	1	1
Weightage of the course	09	05	0	08	02	05	05
Weighted percentage of Course contribution to Pos	1.72	1.18	0	2.99	1.28	2.23	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (6 hrs)

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills.

UNIT II (6 hrs)

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

UNIT III (6 hrs)

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model

UNIT IV (6 hrs)

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

UNIT V (6 hrs)

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

TEXTBOOKS

1. Dr.K.Alex . *Managerial Skills*. Publication S. Chand , edition 2018.
2. Joshi, G. *Campus to Corporate-Your Roadmap to Employability*. Sage Publication, 2015.
3. McGrath E. H. *Basic Managerial Skill*. Prentice Hall India Learning Private Limited, 9th edition ,2011.

REFERENCES

Books

1. Whetten D. *Developing Management Skills*. Prentice Hall India Learning Private Limited, 9 edition ,2011
2. P. Varshney , A. Dutta. *Managerial Skill Development*. Alfa Publications, 2012
3. Dr. Sumeet Suseelan: *EQ- soft skills for Corporate Carrer* .

Web Sources

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. [https://www.academia.edu/4358901/managerial skill development pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
3. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
4. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF TAMIL
UG Programme - B.A., B.Sc., B.Com., BBA.,BCA.,
SEMESTER - III
ngghJj;jkpo; - III (23UTAG31)
(From 2023-2024 Batch onwards)

HOURS / WEEK : 6 **INT. MARKS : 25**
CREDITS : 3 **EXT. MARKS : 75**
DURATION : 90 hrs **MAX. MARKS: 100**

Nehf;fq;fs;

- ,yf;fpaq;fspd; rpwg;gpjd czh;j;Jjy;.
- fhye;NjhWk; vOe;j fhg;gpaq;fspd; Nghf;ifAk;> Gjpdj;jpd; ,yf;fpa tbtj;ijAk; ahg;G> mzp Nghd;w ,yf;fpa tiffisAk; nkhopngah;g;Gj; jpwidAk; khzth;fs; czUkhW nra;jy;.
- jkpo; ,yf;fpak; rhh;e;j Nghl;bj; Njh;TfSf;F Vw;g fw;gpj;jy; eilKiwfis Nkw;nfhS;Sjy;.

fw;wypd; tpisTfs;

,j;jhis ntw;wpfukhf Kbj;jTld; khztHfs;>

C01[K1]: ,yf;fpaq;fspd; top tho;tpay; rpe;jidfs; gw;wp mwpth;.

C02[K2]: fhg;gpa rkaf; fUj;Jf;fisAk; Nehf;fq;fisAk; milahsk; fhz;gh;.

C03[K3]: jkpo; Gjpdq;fspd; top rkfyg; gilg;Gfspd; tho;f;if Kiwapd;

Mw;wiyg; ngWth;.

C04[K4]: fhg;gpaq;fs; kw;Wk; Gjpdq;fspd;; tuyhw;wpidg; ghFgLj;Jth;.

C05[K5]: ,yf;fpa ,yf;fzq;fis fw;W mtw;iw kjpg;gPL nra;th;.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C01[K1]	2	1	0	1	0	0	0
C02[K2]	2	1	0	1	0	0	0
C03[K3]	2	2	0	2	1	0	0
C04[K4]	2	2	1	2	0	1	1
C05[K5]	2	2	1	2	1	1	1
Weightage of the course	10	08	02	08	02	02	02
Weighted percentage of Course contribution to Pos	1.91	1.89	1.36	2.99	1.28	0.89	1

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

\$W I**(18 hrs)**

ngUq;fhg;gpaq;fs;: rpyg;gjpfhuk; - tof;Fiu fhij - ,sq;Nfhtbfs;> kzpNkfiy
Mjpiu gpr;irapl;l fhij – rPj;jiyr;rhj;jdhh;> rPtfrpe;jhkzp – G+kfs; ,yk;gfk; -
jpUj;jf;fNjth;> tisahgjp – ehjFe;jdhh;.

\$W II**(18 hrs)**

rkaf; fhg;gpaq;fs;: nghpaGuhzk; - g+ryhh; ehadhh; Guhzk; -
Nrf;fpohh;> fk;guhkhazk; - ke;jiu R+o;r;rpq; glyk; - fk;gh;> tpy;ypghujk; -
kw;Nghh; rUf;fk; - tpy;ypg;Gj;J}uho;thh;> rPwhg;Guhzk; - Gyp trdpj;j glyk; -
ckWg;Gyth;.

\$W III**(18 hrs)**

Gjpdk;: tQ;rpkehuk; (tuyhw;Wg; Gjpdk;) – eh.ghh;j;jrhujp.

\$W IV**(18 hrs)**

fhg;gpaj;jpd; Njhw;wKk; tsh;r;rpAk; - Gjpdj;jpd; Njhw;wKk; tsh;r;rpAk;

\$W V**(18 hrs)**

nkhopj;jpwd;: E}y; kjpg;Giu> jpwdha;T nra;jy;> fbjk; tiujy;> tpz;zg;gk;
vOJy;.

ghE}y;fs;

1. jkpopay; Jiwapdh;> *njhFg;G E}y;*> = fhsP];thp fy;Y}hp (jd;dhl;rp)>
rptfhrp.
2. thRNjtd;> fh. *gd;Kf Nehf;fpy; jkpo; ,yf;fpa tuyhW>* Njtd; gjpg;gfk;>
jpUr;rpuhg;gs;sp> 2017.
3. eh.ghh;j;jrhujp> tQ;rp kehuk;> ftpjh ntspaPL> nrd;id> 600017

ghh;it E}y;fs;

1. rpw;gp. ghyRg;gpukzpad;> *jkpo; ,yf;fpa tuyhW>* ftpjh ntspaPL> nrd;id.
2. jkpoz;zy;> *Gjpa Nehf;fpy; jkpo; ,yf;fpa tuyhW>* Nrhiy gjpg;gfk;> kJiu
3. ghf;fpaNkhp> *tifik Nehf;fpy; jkpo; ,yf;fpa tuyhW>* ghhp epiyak;> nrd;id.

tiyg;gjpTfs; (Web Sources)

1. Tamil Heritage Foundation- www.tamilheritage.org
<http://www.tamilheritage.org>
2. Tamil virtual University Library- www.tamilvu.org/library
<http://www.virtualvu.org/library>
3. Project Madurai - www.projectmadurai.org.
4. Chennai Library- www.chennailibrary.com
<http://www.chennailibrary.com>
5. Tamil Universal Digital Library- www.ulib.prg <http://www.ulib.prg>
6. Tamil E-Books Downloads- tamilebooksdownloads.blogspot.com
7. Tamil Books on line- books.tamilcube.com
8. Catalogue of the Tamil books in the Library of British Congress archive.org
9. Tamil novels on line - books.tamilcube.com

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF ENGLISH
UG Programme - B.A./ B.COM/B.B.A./ B.SC./BCA
SEMESTER- III

GENERAL ENGLISH - III (23UENL31)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 6 (L- 5, T-1)

CREDITS : 3

DURATION : 90 hrs

INT. MARKS : 25

EXT. MARKS : 75

MAX. MARKS : 100

Course Objectives

- To enhance the level of literary and aesthetic experience of students and to help them respond creatively.
- To sensitize them to the major issues in the society and the world.
- To provide them with an ability to build and enrich their communication skills.
- To equip them to utilize the digital knowledge resources effectively for their chosen fields of study.
- To help them think and write imaginatively and critically.

Course Outcomes (CO)

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

CO1[K1]: relate and state ideas by reading simple poems and scenes from Shakespearean plays.

CO2[K2]: demonstrate effective speaking skills by listening to speeches of famous personalities and express it in day-to-day life.

CO3[K3]: apply the knowledge of language competency in writing letters, emails and display social etiquettes in everyday life.

CO4[K4]: analyse data interpretation, meeting etiquettes, organizing and participating in a meeting.

CO5[K5]: develop language skills through literature and assess the knowledge of English in the workplace.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	1	0	2	0	0	0
CO2[K2]	2	2	0	2	1	1	0
CO3[K3]	2	2	1	2	1	1	0
CO4[K4]	2	2	1	2	0	0	1
CO5[K5]	2	1	1	1	1	1	1
Weightage of the course	10	08	03	09	03	03	02
Weighted percentage of Course contribution to POs	1.91	1.89	2.04	3.36	1.92	1.34	1

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I - SPEECHES OF FAMOUS PERSONALITIES (18 hrs)

Jawaharlal Nehru	-	Tryst with Destiny
Steve Jobs	-	You've got to Find What You Love
Barack Obama	-	Yes, We Can

UNIT II- POETRY (18 hrs)

Christina Rossetti	-	In an Artist's Studio
Toru Dutt	-	Sita
Oodgeroo Noonuccal	-	A Song of Hope
Mamang Dai	-	The Voice of the Mountains

UNIT III - SCENES FROM SHAKESPEARE (18 hrs)

Romeo & Juliet	-	The Balcony Scene
Macbeth	-	Banquet Scene
Julius Caesar	-	Murder Scene

UNIT IV - LANGUAGE COMPETENCY (18 hrs)

Writing letters and emails
Writing and messaging in social media platforms [blogs, twitter, Instagram, facebook]
Learning netiquette, email etiquette

UNIT V - ENGLISH FOR WORK PLACE (18 hrs)

Data Interpretation and Reporting
Data Presentation and analysis
Meeting Etiquettes - language, dress code, voice modulation
Online Meetings - Terms and expressions used
Conducting and participating in a meeting

TEXTBOOK

1. Arden Shakespeare: *Complete works of William Shakespeare*. Bloomsbury, 2011.

REFERENCES

Books

1. Wells, Stanley. *The Shakespeare Book: Big Ideas Simply Explained*, et al. DK Publishing, 2015.
2. Gandhi, Mahatma. *Famous Speeches by Mahatma Gandhi*, Create space Independent Publishing Platform, 2016.
3. Bernish, Jeanne Kelly. *How to Build a Professional Digital Profile* Kindle Edition, Bernish Communications Associates, LLC; 1st edition (May 29, 2012).
4. Folse, Keith.S. *Keys to Teaching Grammar to English Language Learners*, Second Ed.: A Practical Handbook, Michigan Teacher Training, 2016.
5. Yardley, Krysia.M. *Role Play- Theory and Practice*. Matwiejczuk, SAGE publications ltd, 1997.

Web Sources

1. <https://www.scribd.com/document/558838656/>
2. <http://www.wordslikethis.com.au/>
3. <https://www.poetryfoundation.org/poems/146804/in-an-artist39s-studio>
4. <https://www.poetrynook.com/poem/s%E2%94%9C%C2%ABta>
5. <https://www.cam.ac.uk/files/a-tryst-with-destiny/index.html#:~:text=Jawaharlal%20Nehru%2C%20delivering%20his%20Tryst%20with%20Destiny%20speech.&text=%22Long%20years%20ago%20we%20made,awake%20to%20life%20and%20freedom>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
SEMESTER - III
CORE COURSE V: ORGANISATIONAL BEHAVIOUR (23UBAC31)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 5
CREDITS : 5
DURATION : 75 hrs

INT. MARKS : 25
EXT. MARKS : 75
MAX. MARKS: 100

Course Objectives

- To have extensive knowledge of OB.
- To create awareness of job satisfaction.
- To enhance the importance of workplace counseling.
- To analyze the importance of coordination.
- To measure the organizational development.

Course Outcomes (CO)

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

CO1[K1]: recall the fundamental concepts and principles related to organisational behavior.

CO2[K2]: interpret the concepts and theories of organizational behavior, providing examples and explanations of their application..

CO3[K3]: apply OB concepts and theories to real-world scenarios, demonstrating problem-solving skills

CO4[K4]: impact and bring positive change in the culture of the organisation

CO5[K5]: create a congenial climate in the organization.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	2	0	2	0	2	2
CO2[K2]	3	2	0	1	0	1	1
CO3[K3]	3	2	1	1	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	3	2	1	1	1	2	1
Weightage of the course	15	10	03	06	03	07	06
Weighted percentage of Course contribution to POs	2.87	2.36	2.04	2.24	1.92	3.13	2.99

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I**(15 hrs)**

INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics).

UNIT II**(15 hrs)**

INDIVIDUAL BEHAVIOUR: 1. Learning, Attitude and Job Satisfaction: Concept of Learning, Conditioning, Shaping and Reinforcement. Concept of Attitude, Components, Behavior and Attitude. Job Satisfaction: Causation; Impact of Satisfied Employees on Workplace.

2. Motivation: Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs,

3. Personality and Values: Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit)

4. Perception, Decision Making: Perception and Judgments; Factors; Linking Perception to Individual Decision Making.

UNIT III**(15 hrs)**

GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);

UNIT IV**(15 hrs)**

ORGANISATIONAL CULTURE AND STRUCTURE: Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options

UNIT V**(15 hrs)**

ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of Change; Planned change; Resistance; Approaches (Lewin's model, Organisational development) Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.

TEXTBOOKS

1. Neharika Vohra Stephen P. Robbins, Timothy A. Judge, *Organizational Behaviour*, Pearson Education, 18th Edition, 2022.
2. Fred Luthans. *Organizational Behaviour*. New Delhi: Tata Mc Graw Hill, 2017.
3. Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles. New Delhi: *Organizational Behaviour*. John Wiley & Sons, 2011.
4. Louis Bevoc, Allison Shearsett, Rachael Collinson. *Organizational Behaviour* Reference, Nutri Niche System LLC (28 April 2017)

5. Dr.Christopher P.Neck, Jeffery D.Houghton and Emma L.Murray. *Organizational Behaviour: A Skill –Building Approach*. SAGE Publications, Inc, 2nd Edition (29 November 2018).
6. Khanka S S. *Organisational Behaviour – Text and Cases*. New Delhi: S. Chand & Company Ltd, 13th Edition, 2018.
7. Subbarao P. *Management and Organisational Behaviour – (Text and Cases)*. Mumbai: Himalaya Publishing House, 2nd Edition, 2019.
8. Aswathappa K. *Organisational Behaviour – (Text, Cases and Games)*. Mumbai: Himalaya Publishing House, 13th Edition, 2020.

REFERENCES

Books

1. Uma Sekaran. *Organizational Behaviour Text & Cases*. New Delhi: Tata McGraw Hill Publishing CO. Ltd, 2nd edition.
2. Gangadhar Rao, Narayana, V.S.P Rao. *Organizational Behaviour* Konark Publishers Pvt. Ltd, Reprint 2000.
3. S.S. Khanka. *Organizational Behaviour*. New Delhi: S. Chand & Co.
4. J. Jayasankar. *Organizational Behaviour*. Chennai: Margham Publications, 2017.
5. John Newstrom. *Organizational Behaviour: Human Behaviour at Work*. New Delhi: McGrawHill Education, 12th edition (1 July 2017).

Web Sources

1. <https://www.iedunote.com/organizational-behavior>
2. <https://www.london.edu/faculty-and-research/organisational-behaviour>
3. [Journal of Organizational Behavior on JSTOR](#)
4. [International Journal of Organization Theory & Behavior | Emerald Publishing](#)
5. <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme – B.B.A.

SEMESTER- III

CORE COURSE – VI: FINANCIAL MANAGEMENT (23UBAC32)

(From 2023-2024 Batch onwards)

HOURS / WEEK : 5

CREDITS : 5

DURATION :75 hrs

INT.MARKS : 25

EXT.MARKS :75

MAX.MARKS:100

Course Objectives

- To understand the basics of finance and roles of finance manager
- To evaluate Capital structure & Cost of capital
- To evaluate Capital budgeting
- To Assess dividends
- To appraise Working Capital

Course Outcomes (CO)

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

CO1[K1] : list the various sources of finance and find appropriate source of finance.

CO2[K2] :explain the dynamic role of financial management function in an organization.

CO3[K3] : calculate the capital budgeting, capital structure.

CO4[K4] : analyze the working capital requirements.

CO5[K5] : prepare investment project based on return estimates.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	1	1	0	2	1
CO2[K2]	3	3	1	1	0	1	1
CO3[K3]	3	2	0	1	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	3	2	1	1	1	1	1
Weightage of the course	15	12	04	05	03	06	05
Weighted percentage of Course contribution to POs	2.87	2.84	2.72	1.87	1.92	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

UNIT II (15 hrs)

Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)

UNIT III (15hrs)

Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.

UNIT IV (15hrs)

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter's Gordon's – M.M. Hypothesis)

UNIT V (15hrs)

Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

TEXTBOOKS

1. Dr Kulkarni and Dr. Sathya Prasad. *Financial Management*, 13th Edition 2011.
2. Kohok M. A. *Advanced Financial Management*. Everest Publishing House.
3. Kishore R M. *Financial Management Taxman Allied Service*.
4. Jakhotiya. *Strategic Financial Management*
5. Srivastava, R M Himalaya. *Financial Management & Policy*.

REFERENCES

Books

1. I.M. Pondey. *Financial Management*. Vikas Publishing, 2009.
2. Dr. K. Ganesan & S. Ushena Begam. *Financial Management*. Chennai: Charulatha Publications,
3. Prasanna Chandra. *Financial Management*. New Delhi: Mc Graw Hill, 2008.
4. S.N. Maheswari. *Financial Management*.
5. Y. Khan and Jain. *Financial Management*. Sultan Chand & Sons, 2009.
6. A. Murthy. *Financial Management*.

Web Sources

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
2. https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_15555_67170_5654.pdf
3. [Journal of Financial Management \(esciencepress.net\)](http://esciencepress.net)
4. [Financial Management on JSTOR](#)
5. [Financial Management Wiley online library](#)

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER- III
ELECTIVE COURSES GENERIC/ DISCIPLINE SPECIFIC - III: BUSINESS STATISTICS
(23UBAA31)
(From 2023-2024 Batch onwards)

HOURS / WEEK : 4	INT.MARKS :25
CREDITS : 3	EXT.MARKS :75
DURATION : 60 hrs	MAX.MARKS:100

Course Objectives

- To apply the Measures of Central Tendency in business.
- To understand the Measures of Variation.
- To analyze of Time Series.
- To understand Index Numbers and Statistical quality control.
- To test the hypothesis.

Course Outcomes (CO)

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

CO1[K1]: describe the basic concept of statistics.

CO2[K2]: explain the methods of measuring trend and seasonal variations.

CO3[K3]:calculate the measures of central tendency, measures of variation, correlation & regression.

CO4[K4]: analyze time series and Index Numbers.

CO5[K6]: develop hypothesis and test the chi-square, T-test, F-test and ANOVA.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	1	0	1	1	1
CO2[K2]	3	3	2	0	1	1	1
CO3[K3]	3	3	0	1	0	1	1
CO4[K4]	3	2	1	1	1	2	1
CO5[K6]	2	2	0	1	0	2	2
Weightage of the course	14	13	04	03	03	07	06
Weighted percentage of Course contribution to POs	2.68	3.07	2.72	1.12	1.92	3.13	2.99

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (12 hrs)

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.

UNIT II (12 hrs)

Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve – Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.

UNIT III (12 hrs)

Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations.

UNIT IV (12 hrs)

Index Numbers – Consumer Price Index – And Cost of Living Indices.

UNIT V (12 hrs)

Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

TEXTBOOKS

1. P.R. Vittal. *Business Mathematics and Statistics*. Chennai: Margham Publications, 2004.
2. S.P. Gupta. *Statistical Methods*. New Delhi :Sultan Chand & Sons, 2007.
3. S.P. Gupta. *Elements of Business Statistics*. New Delhi: Sultan Chand & Sons, 2007.
4. J.K. Sharma. *Business Statistics*. New Delhi: Pearson Education, 2007.
5. Dr. S. P. Rajagopalan .*Business Statistics & OR*. New Delhi: Tata McGraw-Hill.

REFERENCES

Books

1. David M. Levine, David F. Stephan et al. *Business Statistics .A first Course*, 7th edition.
2. Dina Nath Pandit. *Statistics: A Modern Approach* . Hindustan Publishing Corporation.
3. Hazarika Padmalochan. *A textbook of Business Statistics* . New Delhi: S.Chand Publications.
4. Vohra ND. *Business Statistics: Text and Problems – With Introduction to Business Analytics*. New Delhi: Mc Graw Hill , 2021.
5. Alexander Holmes, Barbara Illowsky and Susan Dean. *Introductory Business Statistics* . 12th Media Services, 2017.

Web Sources

1. <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
2. <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
3. <http://www.statisticshowto.com>
4. <https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
SEMESTER - III
SKILL ENHANCEMENT COURSE- V: ENTREPRENEURIAL SKILL NEW
VENTURE MANAGEMENT (23UBAS31)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 1

INT. MARKS : 25

CREDIT : 1

EXT. MARKS : 75

DURATION : 15 hrs

MAX. MARKS: 100

Course Objectives:

- To learn to generate and evaluate new business ideas
- To learn about a business model that generates money
- To understand how to find, evaluate and buy a business
- To evaluate the feasibility of idea into a Venture
- To understand sources who lend for new ventures

Course Outcomes

On successful completion of the course, the learners will able to

CO1[K1]:recall the concept of entrepreneurship and skill sets of an entrepreneur.

CO2 [K2]: assess new venture opportunities & analyze strategic choices in relation to new ventures

CO3[K3]: apply credible business plan for real life situations.

CO4[K4]: analyse a team to develop and launch and manage the new venture through the effective leadership

CO5[K5]: evaluate different sources for financing new venture.

CO-PO Mapping table (Course Articulation Matrix)

PO	P01	P02	P03	P04	P05	P06	P07
CO							
CO1[K1]	2	1	1	1	1	1	1
CO2[K2]	2	1	1	1	1	1	1
CO3[K3]	1	1	1	2	0	1	1
CO4[K4]	2	2	0	2	0	1	1
CO5[K5]	2	2	1	2	0	1	1
Weightage of the course	09	07	04	08	02	05	05
Weighted percentage of Course contribution to POs	1.72	1.65	2.72	2.99	1.28	2.23	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (3 hrs)

Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

UNIT II (3 hrs)

Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.

UNIT III (3 hrs)

Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability

UNIT IV (3 hrs)

Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.

UNIT V (3 hrs)

Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.

TEXTBOOKS

1. Journal of Business Venturing – Elsevier
2. Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3. David H. Holt .*Entrepreneurship New Venture Creation*. New Delhi: Pearson Education India, 2016.
4. Arun Sahay, V. Sharma . *Entrepreneurship and New Venture Creation*. Excel Book ,2008.
5. Robert D. Hisrich, Michael P.Peters .*Entrepreneurship* .11th Edition.

REFERENCES

Books

1. Kathleen R. Allen .*New Venture Creation*. Cengage Publication ,2013.
2. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. *Essentials of Entrepreneurship and Small Business Management*. Boston: Pearson ,2016.
3. Agrawal, Rashmi and Mehra, Yogieta S .*Project Appraisal and Management*. New Delhi: Taxmann Publications, 2017.
4. Vijaya Kumar Ivaturi and Meena Ganesh . *The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture* .Penguin Enterprise.
5. K. Ramachandran . *Entrepreneurship Development, Indian Cases on Change* New Delhi: Mc Graw Hill Publication.

Web Sources

1. <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217>
2. <https://core.ac.uk/download/pdf/98660713.pdf>
3. <https://core.ac.uk/download/pdf/98660713.pdf>
4. https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm
5. <https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER- III

SKILL ENHANCEMENT COURSE –VI: COMPUTER APPLICATIONS IN BUSINESS
(23UBAS3P)

(From 2023-2024 Batch onwards)

HOURS / WEEK : 2	INT.MARKS :25
CREDITS : 2	EXT.MARKS :75
DURATION : 30 hrs	MAX.MARKS:100

Course Objectives

- To build skills in Ms-Word
- To build skills in Ms-Excel
- To build skills in Ms- Power Point
- To understand the basics of tally
- To familiarize students with google forms for students with relevance in business scenario and its applications.

Course Outcomes (CO)

On successful completion of the course, the learners will able to

CO1[K1]: identify and locate the basic tools available in office documents

CO2[K3]: analyze the data by using mathematical and statistical operations/functions.

CO3[K4]: design a presentation by using animation & transition effects.

CO4[K5]: create graphs and charts by using the available data.

CO5[K6]: create company, groups, vouchers and ledger in Tally.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	2	1	1	0	1	1
CO2[K3]	2	1	1	1	0	1	1
CO3[K4]	2	0	0	1	1	0	0
CO4[K5]	2	1	1	0	1	1	1
CO5[K6]	2	2	1	0	1	0	0
Weightage of the course	10	06	04	03	03	03	03
Weighted percentage of Course contribution to POs	1.91	1.42	2.72	1.12	1.92	1.34	1.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (6 hrs)

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .

UNIT II (6 hrs)

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data-Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types-Mathematical, Group, string, date and time, Formatting Spread Sheet-Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools-Error checking, spell check, formula auditing, tracking changes, customization.

UNIT III (6 hrs)

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.

UNIT IV (6 hrs)

Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet

UNIT V (6 hrs)

Use Google forms to develop & share questionnaire.

List of Practicals

1. Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and center.
2. Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.
3. Menu Card preparation for Hotel using bullets and Numbering.
4. Preparation of Employee Payroll Calculation by using various tools
5. Usage of Statistical functions.
6. Preparing a Business presentation changing the slide layout and apply Transition and Animation Effects.
7. Create a New Company – Name and Other Relevant Details and Configure the company.
8. Preparing Ledger Account.
9. Configuring, Creating, Displaying, Altering and Cancellation of Vouchers
10. Preparing Final Accounts from the Trial Balance with few adjustments.

TEXTBOOKS

1. International Journal of Computer Applications in Technology
2. International Journal of Computer Applications – IJCA
3. P.Rizwan Ahmed. *Computer Application in Business*. Chennai: Margham Publications, 2019.
4. Dr. R.Paramaeswaran. *Computer Application in Business*. Tamil Nadu
5. Hem Chand Jain and H.N. Tiwari. *Basics of Computer Applications in Business*. Mumbai: Taxmann Publications Private Limited .

REFERENCES

Books

1. P.Rizwan Ahmed. *Computer Application in Business and Management*. Chennai: Margham Publications, 2019.
2. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3. Bittu Kumar. *Mastering Ms-Office*. V&S Publishers, 2017.
4. Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander. *Microsoft Office 2013 BIBLE*. New Delhi: Wiley, 2013.
5. S.S. Shrivatsava. *Ms-Office*. Laxmi Publications ,First Edition , 2015.

Web Sources

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18>
3. <https://byjus.com/govt-exams/microsoft-word/>
4. <https://edu.gcfglobal.org/en/google-forms/>
5. <https://www.tutorialkart.com/tally/tally-tutorial/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF TAMIL
UG Programme - B.A., B.Sc., B.Com., BBA.,BCA.,
SEMESTER - IV

nghJj;jkpo; - IV (23UTAG41)
(From 2023-2024 Batch onwards)

HOURS / WEEK	: 6	INT. MARKS	: 25
CREDITS	: 3	EXT. MARKS	: 75
DURATION	: 90 hrs	MAX. MARKS	: 100

Nehf;fq;fs;

- ,yf;fpaq;fspd; rpwg;gpId czh;j;Jjy;.
- rq;f ,yf;fpaj;jpd; rpwg;igAk;> ehlfk; vd;Dk; ,yf;fpa tifapd; jd;ikiaAk; mfGw ,yf;fzq;fisAk; khzth;fSf;F mwpKfg;gLj;Jjy;.
- jkpo; ,yf;fpak; rhh;e;j Nghl;bj; Njh;TfSf;F Vw;g fw;gpj;jy; eilKiwfis Nkw;nfhs;Sjy;.

fw;wypd; tpisTfs;

,j;jhis ntw;wpfukhf Kbj;jTId; khztHfs;>

C01[K1]: rq;f ,yf;fpaj;jpy; fhzg;ngWk; mwf;fUj;Jf;fis mwpe;J nfhS;th;.

C02[K2]: rq;f ,yf;fpaq;fs; kw;Wk; ehlf ,yf;fpak; thapyhf kf;fspd; tho;f;if Kiwapid vLj;Jiug;gh;.

C03[K3]: ehlf ,yf;fpak; %yk; ebg;ghw;wiyAk;> fiyj;jd;ikiaAk;> gilg;ghw;wiyAk; fw;gh;. NkYk; nkhopngah;g;G Mw;wiyAk; ngWth;.

C04[K4]: fiyr;nrehw;fisf; fz;lwpe;J mtw;NwhL njhLh;Gila nrhy;iyg; gFg;gh;.

C05[K5]: rq;f ,yf;fpak; kw;Wk; ehlf ,yf;fpaq;fis kjpg;gPL nra;th;.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C01[K1]	2	1	0	1	0	0	0
C02[K2]	2	1	0	2	0	0	0
C03[K3]	2	2	0	2	1	0	1
C04[K4]	2	2	1	2	1	1	0
C05[K5]	2	2	1	2	0	1	1
Weightage of the course	10	08	02	09	02	02	02
Weighted percentage of Course contribution to POs	1.91	1.89	1.36	3.36	1.28	0.89	1

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

\$W I (18 hrs)
vl;Lj;njhif: ew;wpiz (10>14>16ghly;fs;> FWe;njhif
(16>17>19>20>25>29>38>440)> fypj;njhif (38>51)> mfehD}W (15>33>55)>
GwehD}W (37>86>112)> ghpghly; (55)

\$W II (18 hrs)
gj;Jg;ghl;L: neLey;thil - ef;fPuh;

\$W III (18 hrs)
ehlfk;: rghgjp - gk;ky; rk;ge;j Kjypahh;

\$W IV (18 hrs)
rq;f ,yf;fpak; Njhw;wk; tsh;r;rp - ehlfj;jpd; Njhw;wk; tsh;r;rp

\$W V (18 hrs)
nkhopj;jpwd;: nkhopngah;g;G - fiyr;nrhw;fs;> nfhLf;fg;gl;Ls;s Mq;fpyg;
gFjpiaj; jkpopy; nkhopngah;jy;> mYtyff; fbjk; - jkpopy; nkhopngah;j;jy;.

ghlE}y;fs;

1. jkpopay; Jiwapdh;> njhFg;G E}y;> = fhsP];thp fy;Y}hp (jd;dhl;rp)> rptfhrp.
2. thRNjtd;> fh. gd;Kf Nehf;fpy; jkpo; ,yf;fpa tuyhW> Njtd; gjpg;gfk;> jpUr;ruphg;gs;sp> 2017.
3. rghgjp> gk;ky; rk;ge;j Kjypahh;> nfsuh gjpg;gff; FOkk;> nrd;id

ghh;it E}y;fs;

1. rpw;gp. ghyRg;gpukzpad;> jkpo; ,yf;fpa tuyhW> ftpjh ntspaPL> nrd;id.
2. jkpoz;zy;> Gjpa Nehf;fpy; jkpo; ,yf;fpa tuyhW> Nrhiy gjpg;gfk;> kJiu
3. ghf;fpaNkhp> tifik Nehf;fpy; jkpo; ,yf;fpa tuyhW> ghhp epiyak;> nrd;id.

tiyg;gjpTfs; (Web Sources)

1. [Tamil Heritage Foundation- www.tamilheritage.org](http://www.tamilheritage.org)
<<http://www.tamilheritage.org>>
2. [Tamil virtual University Library- www.tamilvu.org/ library](http://www.virtualvu.org/library)
<http://www.virtualvu.org/library>
3. [Project Madurai - www.projectmadurai.org.](http://www.projectmadurai.org)
4. [Chennai Library- www.chennailibrary.com](http://www.chennailibrary.com)
<<http://www.chennailibrary.com>>.
5. [Tamil Universal Digital Library- www.ulib.prg](http://www.ulib.prg) <<http://www.ulib.prg>>.
6. [Tamil E-Books Downloads- tamilebooksdownloads.blogspot.com](http://tamilebooksdownloads.blogspot.com)
7. [Tamil Books on line- books.tamil cube.com](http://books.tamilcube.com)
8. [Catalogue of the Tamil books in the Library of British Congress archive.org](http://archive.org)
9. [Tamil novels on line - books.tamilcube.com](http://books.tamilcube.com)

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF ENGLISH
UG Programme - B.A./ B.COM/B.B.A./ B.SC./BCA
SEMESTER- IV
GENERAL ENGLISH -IV (23UENL41)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 6 (L-5, T-1)

CREDITS : 3

DURATION : 90 hrs

INT. MARKS : 25

EXT. MARKS : 75

MAX. MARKS: 100

Course Objectives

- To help learners imbibe the rules of language unconsciously and tune to deduce language structure and usage.
- To use receptive skills through reading and listening to acquire good exposure to language and literature.
- To develop language skill for effective communication.
- To provide exposure to plays, autobiographies and expose them to value based ideas.
- To enhance the learner's language skills especially in the areas of grammar and pronunciation.

Course Outcomes (CO)

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

CO1 [K1]: state ideas effectively and appropriately in real life situations.

CO2 [K2]: demonstrate speaking skills in appreciating literature.

CO3 [K3]: use grammar and pronunciation effectively and appropriately.

CO4 [K4]: examine the literary works to develop language skills.

CO5 [K6]: construct grammatically correct and meaning full sentences.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	2	1	0	1	0	0	0
CO2[K2]	2	1	0	1	0	0	0
CO3[K3]	2	2	1	2	1	1	1
CO4[K4]	2	2	1	2	1	1	1
CO5[K6]	2	3	1	2	0	1	1
Weightage of the course	10	09	03	08	02	03	03
Weighted percentage of Course contribution to Pos	1.91	2.13	2.04	2.99	1.28	1.34	1.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I - LIFE WRITING (18 hrs)

Malala Yousafzai	-	I am Malala - Chapter 1
Nikola Tesla	-	My Inventions - Chapter 2

UNIT II - ONE ACT PLAYS (18 hrs)

Edward Albee	-	The Zoo Story
Anton Chekhov	-	The Proposal

UNIT III - INTERVIEWS (18 hrs)

Nelson Mandela's Interview with Larry King
Rakesh Sharma's Interview with Indira Gandhi from Space
Lionel Messi with Sid Lowe (Print)

UNIT IV - LANGUAGE COMPETENCY (18 hrs)

Refuting, Arguing & Debating, Making Suggestions & Responding to Suggestions, Asking for and Giving Advice or Help, Interviews (face to face, telephone and video conferencing)

UNIT V - ENGLISH FOR WORKPLACE (18 hrs)

Job Applications: Covering letters, CV and Resume
Creating a digital profile - LinkedIn
Filling Forms (Online & Manual): creation of account, railway reservation, ATM, Credit/debit card
Body Language - Practical Skills for Interviews

TEXTBOOKS

1. Yousafzai, Malala, and Christina Lamb. *I Am Malala The Girl Who Stood Up for Education and Was Shot by the Taliban*. New York: Little Brown, 2013.
2. Tesla, Nikola. *My Inventions*. London: Ingram Short Title, 2011.

REFERENCES

Books

1. Taylor, Mary Borg, & Francis, *Writing Your Life: A Guide to Writing Autobiographies*. Routledge, 2021.
2. Bert, A. Norman. *One-act Plays for Acting Students: An Anthology of Short one- Act Plays for one, Two or Three actors*. Christian Publisher LLC, 1987.
3. Dolley, Colin. and Rex Welford. *The One-Act Play Companion: A Guide to plays, Play wrights and Performance*. Bloomsbury Publishing, 2015.
4. Bernis, Jeanne Kelly. Editor. *How to Build a Professional Digital Profile*. Bernish, Bernish Communications Associates, LLC, 2012
5. Yardley, M Yardley - Matwiejczuk, *Role Play-Theory and Practice*. SAGE publications ltd, 1997.

Web Sources

1. For Readers' Theatre:
<https://www.youtube.com/watch?v=JaLQJt8orSw&t=469s>(the link to the performance; refer scripts by Aaron Sheperd) <http://BBC learn English.com>
2. <https://www.infoplease.com/dictionary/brewers/animals-cries>
3. <http://onestopenglish.com>
4. <http://hearn-english-today.com>
5. <http://talkenglish.com>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER - IV
CORE COURSE – VII: BUSINESS ENVIRONMENT (23UBAC41)
(From 2023-2024 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 25
CREDITS : 5	EXT. MARKS : 75
DURATION : 75 hrs	MAX. MARKS : 100

Course Objectives

- To impart knowledge on the concept of business environment & its significance.
- To know the various environment factors and its impact on business.
- To throw light on importance of the types of Social Organization.
- To discuss on the role of Planning.
- To create awareness of RBI & Stock Exchange.

Course Outcomes (CO)

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

CO1[K1]: outline the concepts of Business Environment.

CO2[K2]: relate the culture and business

CO3[K3]: classify the economic systems

CO4[K4] : analyze the environmental factors influencing business

CO5[K5]: construct and stimulate environment for real-time business.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	1	1	1	1	1
CO2[K2]	3	2	0	0	0	1	1
CO3[K3]	3	2	1	2	1	1	1
CO4[K4]	3	2	1	2	1	1	1
CO5[K5]	2	2	1	2	1	1	1
Weightage of the course	14	11	04	07	04	05	05
Weighted percentage of Course contribution to Pos	2.68	2.6	2.72	2.61	2.56	2.23	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT (15 hrs)
The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions.

UNIT II (15 hrs)
Political Environment – Government and Business relationships in India.

UNIT III (15 hrs)
Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization.

UNIT IV (15 hrs)
Economic Environment – Economic systems and their impact of business – Role of planning - NITI aayog.

UNIT V (15 hrs)
Financial Environment – Financial system – Commercial bank – Financial Institutions – RBI Stock Exchange – IDBI – Non-Banking Financial Companies NBFCs.

TEXTBOOKS

1. Francis Cherunilam. *Business Environment*. Mumbai: Himalaya Publishing House, 11th Revised Edition 2018, India.
2. C B Gupta. *Business Environment*. New Delhi: Sultan Chand & Sons, 2018.

REFERENCES

Books

1. Justin Paul. *Business Environment*. New Delhi: Tata McGraw Hill , 2006.
2. Shaikh Saleem. *Business Environment*. New Delhi: Pearson Education; 4th edition, 2020.
3. Dr.Amit Kumar. *Business Environment*. New Dehi: Sahitya Bhawan Publications, 1st edition, 2019.

Web Sources

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. https://www.academia.edu/4358901/managerial_skill_development_pdf
3. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
4. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
SEMESTER - IV

CORE COURSE - VIII: BUSINESS REGULATORY FRAME WORK (23UBAC42)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 5 **INT. MARKS : 25**
CREDITS : 5 **EXT. MARKS : 75**
DURATION : 75 hrs **MAX. MARKS: 100**

Course Objectives

- To explain Indian Contracts Act
- To understand Sales of goods act & contract of agency
- To understand Indian Companies Act 1956.
- To understand Consumer Protection Act – RTI
- To understand Cyber law.

Course Outcomes (CO)

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

- CO1[K1]:** outline the essentials of contract law, including the elements of a valid contract, contract formation, interpretation, and breach.
- CO2[K2]:** explain the laws and regulations aimed at protecting consumers and their privacy rights
- CO3[K3]:** apply relevant legal principles, and propose appropriate solutions within a business context
- CO4[K4]:** contemporary regulatory issues and trends in cyber security and emerging areas of business regulation.
- CO5[K5]:** develop effective communication skills for presenting legal arguments, negotiating contracts, and interacting with regulatory authorities

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	1	1	1	1	1
CO2[K2]	3	3	0	1	1	1	1
CO3[K3]	3	2	1	1	1	2	1
CO4[K4]	3	2	0	1	0	2	1
CO5[K5]	2	2	2	1	0	1	1
Weightage of the course	14	12	04	05	03	07	05
Weighted percentage of Course contribution to POs	2.68	2.84	2.72	1.87	1.92	3.13	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)

Scope of Indian Contract Act 1872 – Agreement and Contract – Characteristics of Agreement – Kinds of an Agreement – Essentials of a Contract – Classification of Contract – Valid – Void – Voidable – Illegal and Unenforceable. Special Contracts Act.

UNIT II (15 hrs)

Contract of Agency – Classification of Agents - Duties, Rights and Liabilities of agent – Termination of Agency - Contract of Sale of Goods – Essential of Contract of Sale – Distinction between Sale and Agreement to Sell – Difference between Sale and Hire purchase Agreement – Goods - Classification of Goods - Document of title to Goods.

UNIT III (15 hrs)

Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up .

UNIT IV (15 hrs)

Consumer Protection Act, 1986 – Definition – Consumer & Rights of Consumer – Restrictive and Unfair Trade Practice – Consumer Councils and Redressal Agencies – RTI -Main objects of the RTI Act, 2005; Salient features of the Act - Definitions – ‘Information’ & ‘Right to Information’ - Appropriate Government - Central Information Commission - Central Public Information Officer - Chief Information Commissioner - Competent Authority - Public Authority.

UNIT V (15 hrs)

Cyber Law – Need for Cyber Law – Cyber Crime – Types of Cyber Crimes – Pornography on the Net – Cryptography, Privacy and National Security Concerns – Breach of Confidentiality and Privacy – Encryption and Cryptography – The Right to Privacy and Cryptography – Restrictions on Cryptography in India – Preventing of Computer Crime – By Practicing Safe Computing – Information Technology – Objectives – Electronic Governance – Offences.

TEXTBOOKS

1. Tulsian.P.C. *Business Law*. New Delhi: McGraw Hill Publications, 3rd Edition.
2. Pillai R S N. Bhagavati. *Business Law*. New Delhi: Sultan Chand,3rd Edition.
3. Dr.Sreenivasan.M. *Business Law*. New Delhi: *Mc Graw Hill Publication*, 3rd Edition.
4. Dr.M.R.Sreenivasan & Ananda Krishna Deshkulkarni. *Constitutional Law*.
5. Saravanavel P and Sumathi S. *Legal Aspects of Business*. Chennai: Eswar Press, 1st Edition, 2018

REFERENCES

Books

1. N.D.Kapoor. *Business Laws*. New Delhi: Sultan Chand.
2. K.S. Anantharaman. *Business and Corporate Laws*, Sitaraman & co.Pvt.Ltd. 2003
3. Chandrasekaran. *Intellectual Property Law* . Sitaraman & co Pvt Ltd, 2004.
4. Bare Acts- FEMA, Consumer Protection Act.
5. Acharya , *Intellectual Property Rights* . Asia Law House Publication, 2004.

Web Sources

1. <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html>
2. <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
3. <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661>
4. [International Journal of Law \(lawjournals.org\)](http://www.lawjournals.org)
5. <https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book TitleM=%20Business%20Regulatory%20Framework>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER - IV
ELECTIVE COURSES GENERIC/ DISCIPLINE SPECIFIC - IV: OPERATION
RESEARCH (23UBAA41)
(From 2023-2024 Batch onwards)

HOURS/WEEK : 3	INT. MARKS : 25
CREDITS : 3	EXT. MARKS : 75
DURATION : 45 hrs	MAX. MARKS : 100

Course Objectives

- To analyse Linear Programming.
- To analyse Transportation problem
- To analyse Assignment problem
- To analyse Network models
- To analyse Game Theory

Course Outcomes (CO)

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

CO1[K1]: outline the concept of Operation research

CO2[K2]: describe the linear equation, Assignment and Transportation Problems

CO3[K3]: compute the resources, time and allocate the jobs to the machine

CO4[K4]: analyse Network models and Game theory

CO5[K6]: evaluate the resources and complete the task with minimum time.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	1	1	1	1	1
CO2[K2]	2	2	0	0	0	1	1
CO3[K3]	3	2	1	2	1	1	1
CO4[K4]	2	2	1	2	1	1	1
CO5[K6]	2	2	1	2	1	1	1
Weightage of the course	12	11	04	07	04	05	05
Weighted percentage of Course Contribution to Pos	2.29	2.6	2.72	2.61	2.56	2.23	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (9 hrs)

Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.

UNIT II (9 hrs)

Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method- Vogel's approximation method to find the optimal solution.

UNIT III (9 hrs)

Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem- Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.

UNIT IV (9 hrs)

Network models-PERT and CPM- difference between PERT and CPM – constructing- network –critical path, various floats, three –time estimates for PERT

UNIT V (9 hrs)

Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game.

TEXTBOOKS

1. DR H. Premraj. *Elements of Operation Research*. Chennai: Margham publications, 2019.
2. P.R. Vittal & V. Malini. *Operative Research*. Chennai: Margham Publications.

REFERENCES

Books

1. P.K. Gupta & Man Mohan. *Problems in Operations Research*. New Delhi: Sultan Chand & sons.
2. P. Varshney, A. Dutta. *Managerial Skill Development*. Alfa Publications, 2012.
3. Hamdy A Taha. *Operation Research: An Introduction*. New Delhi: Prentice Hall of India.
4. P. Gupta, N. Aruna Rani, M. Haritha. *Operations Research and Quantitative Techniques*. Mumbai: Himalaya Publishing House, First edition, 2018.

Web Sources

1. <chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf>
2. <chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bba.u.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf>
3. <https://www.onlinemathlearning.com> › linear-programming-example
4. <https://www.kellogg.northwestern.edu> › weber › Notes 6 Decision trees

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER- IV
SKILL ENHANCEMENT COURSE –VII: INTELLECTUAL PROPERTY RIGHTS
(23UBAS41)
(From 2023-2024 Batch onwards)

HOURS / WEEK : 2
CREDITS : 2
DURATION : 30 hrs

INT.MARKS : 25
EXT.MARKS: 75
MAX.MARKS:100

Course Objectives

- To learn aspects of Intellectual property Rights to students.
- To disseminate knowledge on patents, patent regime in India and abroad and registration aspects.
- To evaluate the copyright law.
- To disseminate knowledge on copyrights and its related rights and registration aspects.
- To understand about Geographical Indicators.

Course Outcomes (CO)

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

CO1[K1]: identify the knowledge of IPR through various laws.

CO2[K2]: explain the process of acquiring a trademark.

CO3[K3] : apply the knowledge of patents.

CO4[K4]: analyse the awareness about copyrights.

CO5[K5]: assess the geographical indicators.

CO-PO Mapping table (Course Articulation Matrix)

PO \ CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	2	2	1	1	1	1	1
CO2[K2]	2	2	0	1	1	1	1
CO3[K3]	2	2	1	1	1	0	1
CO4[K4]	2	1	0	1	0	1	0
CO5[K5]	2	1	2	1	0	1	0
Weightage of the course	10	08	04	05	03	04	03
Weighted percentage of Course contribution to Pos	1.91	1.89	2.72	1.87	1.92	1.79	1.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (6 hrs)

IPR Introduction: and need for intellectual property right – IPR in India – Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing – Intellectual Property Rights in the Cyber World.

UNIT II (6 hrs)

Introduction – Classification –Importance – Types of Patent Applications in India - Patentable Invention – Inventions Not Patentable.

UNIT III (6 hrs)

Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks -Industrial Designs – Need for Protection of Industrial Designs.

UNIT IV (6 hrs)

Introduction to Copyright – Conceptual Basis – Copy Right and Related Rights – Author & Ownership of Copyright - Rights Conferred By Copy Right-Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media.

UNIT V (6 hrs)

Geographical Indication: Concepts, Protection & Significance

TEXTBOOKS

1. V.K.Ahuja, Lexis Nexis. *Intellectual Property Rights in India*.
2. Singh, Phundan. *Introduction to Intellectual Property Rights Softbound*. Daya Publishing House.

REFERENCES

Books

1. Kush Kalra .*Landmark Judgements on Intellectual Property rights*. Central Law Publishing.
2. Chawkam H.S .*Introduction To Intellectual Property Rights*. Oxford & Ibh.
3. W.Cornish. *Intellectual Property - Patents, Copyright and Trade Marks an Allied Right*.

Web Sources

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>
5. https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_100220_20.pdf

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme – B.B.A.

SEMESTER- IV

SKILL ENHANCEMENT COURSE – VIII: TALLY (23UBAS4P)

(From 2023-2024 Batch onwards)

HOURS / WEEK : 2

INT.MARKS : 25

CREDITS : 2

EXT.MARKS: 75

DURATION : 30 hrs

MAX.MARKS:100

Course Objectives

- To impart knowledge about basic use of Tally and its functions
- To understand the creation of groups and Ledgers
- To provide understanding about Data Management in Tally
- To understand the process of GST, EPF etc.
- To familiarize students about significance of Tally in implications in the Organizations

Course Outcomes (CO)

CO1[K1] : recall the basic concept of accounting and Tally ERP.9

CO2[K2] : demonstrate the voucher entries and Taxes in Tally ERP 9.

CO3[K3] : apply the short keys in Tally ERP 9.

CO4[K5] : create company groups , vouchers and ledger in tally.

CO5[K6] : prepare the business transactions using tally.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	1	0	1	1	2	1
CO2[K2]	2	1	1	1	1	1	1
CO3[K3]	2	2	1	1	1	1	1
CO4[K5]	2	2	1	1	0	1	1
CO5[K6]	2	2	1	1	0	1	1
Weightage of the course	10	08	04	05	03	06	05
Weighted percentage of Course contribution to Pos	1.91	1.89	2.72	1.87	1.92	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (6 hrs)

Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.

UNIT II (6 hrs)

Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.

UNIT III (6 hrs)

Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.

UNIT IV (6 hrs)

Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.

UNIT V (6 hrs)

Technological Advantages, Payroll, Report Generations, Short Keys in Tally ERP 9.

TEXTBOOKS

1. Journal of Emerging Technologies and Innovative Research.
2. Global Journal for Research Analysis.
3. Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press
4. Vikas Gupta. *Comdex Tally,ERP 9 Course Kit with GST and MS Excel*. India: Wiley, 2017.
5. Official Guide To Financial Accounting Using Tally Erp 9 With GST by Tally Education, BPB Publications.

REFERENCES

Books

1. Shraddha Singh & Navneet Mehra. *Tally ERP 9*. V & S Publishers, 2015.
2. *Official Guide to Financial Accounting using Tally ERP 9*. Fourth Revised & Updated Edition, BPB Publications.
3. Vinod Kumar. *Tally ERP 9 Made Easy*, Accounting Education.
4. Bimlendu Shekhar. *Tally Practical Work Book – 1*, 2nd Edition.
5. Vishn Priya Singh Asian's. *Quintessential Course Tally ERP 9 with GST*, 2020

Web Sources

1. <https://tallysolutions.com/learning-hub/>
2. <https://www.tutorialkart.com/tally/tally-tutorial/>
3. <https://sscstudy.com/tally-erp-9-book-pdf-free-download/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
UG Programme
SEMESTER- III & IV
ENVIRONMENTAL STUDIES (23UESR41)
(From 2023 - 2024 Batch onwards)

HOURS/WEEK: 2 (III SEM-1, IV SEM-1)
CREDITS : 2
DURATION : 30 hrs

INT. MARKS : 25
EXT. MARKS : 75
MAX. MARKS: 100

Course Objectives

- To provide a comprehensive understanding of various environmental issues, including pollution, deforestation, climate change, loss of biodiversity, water scarcity, and resource depletion
- To encourage sustainable practices in various sectors, such as energy, transportation, agriculture, and waste management.
- To promote the conservation and preservation of natural resources, habitats, and ecosystems
- To foster a sense of environmental ethics and values.
- To encourage individuals to, participate in community initiatives, and contribute to sustainable development at local, national, and global levels

Course Outcomes (CO)

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

CO1[K1]: recognize the importance of environment and role of Individuals in its protection.

CO2[K2]: explain the key concepts of Ecosystem, biodiversity and climatic change

CO3[K3]: apply the right measures for the sustainable use of natural resources.

CO4[K4]: analyse the ethical, cross-cultural, and historical context of environmental issues and the links between Human and Natural Systems.

CO5[K5]: evaluate the impact of human action on the biological environment

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	2	1	0	2	2	1	1
CO2[K2]	2	1	0	2	1	1	1
CO3[K3]	2	1	0	1	1	1	1
CO4[K4]	1	1	1	1	2	1	1
CO5[K5]	1	1	0	1	2	1	1
Weightage of the course	08	05	01	07	08	05	05
Weighted percentage of Course contribution to Pos	1.53	1.18	0.68	2.61	5.13	2.23	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I – NATURAL RESOURCES

(6 hrs)

Natural resources: Definition of resource; Classification of natural resources- biotic and abiotic, renewable and non-renewable. **Biotic resources:** Major type of biotic resources- forests, grasslands, wetlands, wildlife and aquatic (fresh water and marine); Microbes as a resource; Status and challenges. **Water resources:** Types of water resources- fresh water and marine resources; Availability and use of water resources; Environmental impact of over-exploitation, issues and challenges; Water scarcity and stress; Conflicts over water.

UNIT II –SUSTAINABLE DEVELOPMENT

(6 hrs)

Soil as a resource and its degradation. **Energy resources:** Sources of energy and their classification, renewable and non-renewable sources of energy; Conventional energy sources- coal, oil, natural gas, nuclear energy; Non-conventional energy sources- solar, wind, tidal, hydro, wave, ocean thermal, geothermal, biomass, hydrogen and fuel cells; Implications of energy use on the environment. **Introduction to sustainable development:** Sustainable Development Goals (SDGs) - targets and indicators, challenges and strategies for SDGs.

UNIT III – ENVIRONMENTAL ISSUES LOCAL, REGIONAL AND GLOBAL(6 hrs)

Industrial revolution and its impact on the environment; Population growth and natural resource exploitation; Global environmental change. **Pollution:** Impact of sectoral processes on Environment, Types of Pollution- air, noise, water, soil, municipal solid waste, hazardous waste; Trans boundary air pollution; Acid rain; Smog. Land use and Land cover change: land degradation, deforestation, desertification, urbanization. **Biodiversity loss:** past and current trends, impact. Global change: Ozone layer depletion; Climate change.

UNIT IV – CONSERVATION OF BIODIVERSITY AND ECOSYSTEM (6 hrs)

Biodiversity and its distribution: Biodiversity as a natural resource; Levels and types of biodiversity; Biodiversity in India and the world; Biodiversity hotspots; Species and ecosystem threat categories. **Ecosystems and ecosystem services:** Major ecosystem types in India and their basic characteristics- forests, wetlands, grasslands, agriculture, coastal and marine; Threats to biodiversity and ecosystems. Major conservation policies: in-situ and ex-situ conservation approaches; Major protected areas.

UNIT V – CLIMATE CHANGE: IMPACTS, ADAPTATION AND MITIGATION

(6 hrs)

Climate change: Natural variations in climate; Structure of atmosphere; Anthropogenic climate change from greenhouse gas emissions– past, present and future; Projections of global climate change with special reference to

temperature, rainfall, climate variability and extreme events; Importance of 1.5 °C and 2.0 °C limits to global warming; Impacts of climate change on ocean and land systems; Sea level rise, changes in marine and coastal ecosystems; Impacts on forests and natural ecosystems; **Mitigation of climate change** - Renewable energy sources; Carbon capture and storage, National climate action plan and Intended Nationally Determined Contributions (INDCs).

TEXTBOOKS

1. Chiras D. D and Reganold J. P. *Natural Resource Conservation: Management for a Sustainable Future*, 10th Edition, Pearson, 2010
2. Harris, Frances, *Global Environmental Issues*, 2nd Edition, Wiley-Blackwell

REFERENCES

Books

1. Krishnamurthy K. V, *Textbook of Biodiversity*, Science Publishers, Plymouth, UK.
2. Pittock, Barrie, *Climate Change: The Science, Impacts and Solutions*, 2nd Edition, Routledge.

Web Sources

1. <https://www.youtube.com/watch?v=QewEi2U1jLs>
2. <https://www.unep.org/news-and-stories/story/marine-biodiversity-gets-lifeline-high-seas-treaty>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme - B.B.A.

SEMESTER – V

CORE COURSE - IX: HUMAN RESOURCE MANAGEMENT (23UBAC51)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 5

CREDITS : 4

DURATION : 75 hrs

INT. MARKS : 25

EXT. MARKS : 75

MAX. MARKS: 100

Course Objectives

- To explain the concepts, functions and process of HRM.
- To examine the selection and placement process.
- To evaluate the training and performance.
- To understand the importance of employee engagement and compensation
- To understand the recent trends in HR.

Course Outcomes (CO)

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

CO1[K1]: identify the fundamental concepts, theories, and models in HRM

CO2[K2]: examine the selection, placement and training process

CO3[K3]: identifying potential issues related to staffing, employee performance, employee engagement, labor relations, and developing strategies to address these challenges effectively.

CO4[K4]: apply strategic HRM principles to contribute to organizational success.

CO5[K5]: design and implement performance management systems that align individual and organizational goals.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	2	0	1	1	1	1
CO2[K2]	3	2	0	1	1	2	1
CO3[K3]	3	2	1	2	1	1	1
CO4[K4]	3	2	1	2	1	1	1
CO5[K5]	2	2	1	2	0	1	1
Weightage of the course	14	10	03	08	04	06	05
Weighted percentage of Course contribution to Pos	2.68	2.36	2.04	2.99	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)

Nature and scope of Human Resources Management –Roles & responsibilities of HR manager - HR Policies & Procedures-Differences between Personnel Management and HRM – Environment of HRM -Concept & Examine scope of Strategic Human resource management (SHRM) -HRM as a Competitive Advantage in the VUCA World.

UNIT II (15 hrs)

Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job Specification. Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement.

UNIT III (15 hrs)

Training and Development, Training Process, Methods, Training Need Assessment, Career Development. Transfer and Promotion. Performance Management –Meaning- Process- Performance Appraisal Methods-Performance Monitoring and Review.

UNIT IV (15 hrs)

Employee Engagement- Meaning- Importance- Evaluation- Measuring Employee Engagement- Employee Compensation- Components- Incentives- Benefits- Welfare and Social Security Measures.

UNIT V (15 hrs)

Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational work force. Global HRM.

TEXTBOOKS

1. Shashi.k. Gupta & Rosy Joshi. *Human Resource Management*. Kalayani Publisher,1st Edition, 2018.
2. Steve Brown. *HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management*.
3. Bernard Marr. *Data- Driven HR: How to Use Analytics and Metrics to Drive Performance*, Kogan Page, 1st Edition, 2018.
4. Kirs Wayne Cascio and John Boudreau. *Investing in People: Financial Impact of Human Resource Initiatives*, Prentice Hall, 2nd Edition, 2015.
5. Srinivas R Kandula. *Competency Based Human Resource Management*, PHI Learning, 1st Edition, 2013.
6. Subba Rao P. *Personnel and Human Resource Management*. Mumbai: Himalaya Publishing House, 5th Revised Edition, 2017.
7. Aswathappa K. *Human Resource Management: Text and Cases*. New Delhi: Tata McGraw Hill Education Private Limited, 7th Edition, 2013.

8. Gupta C B. *Human Resource Management: Text and Cases*. New Delhi: Sultan Chand & Sons, 13th Edition, 2017.
9. Tripathi P C. *Personnel Management & Industrial Relations*. New Delhi: Sultan Chand & Sons, 21st Revised Edition, 2013.

REFERENCES

Books

1. V S P Rao. *Human Resource Management: Text & Cases*, Excel Books. 3rd Edition, 2010
2. K. Ashwathappa. *Human Resource Management – Text and Cases*. New Delhi: McGraw Hill Edition India, 6th Edition.
3. Garry Deseler. *Human Resource Management*. New Delhi: Person, 15th Edition, 2017.
4. L M Prasad. *Human Resource Management*. New Delhi: Sultan Chand and Sons ,3rd Edition, 2014.
5. Tripathi. P C. *Human Resource Management*. New Delhi: Sultan Chand Sons, 1st Edition, 2010.

Web Sources

1. <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-0VI%20Sem.pdf>
3. <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>
4. <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835>
5. <http://14.139.185.6/website/SDE/SLM>
6. <http://14.139.185.6/website/SDE/SLM/III%20Sem%20BBA%20Human%20Resource%20Management.pdf>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
SEMESTER - V
CORE COURSE -X: RESEARCH METHODOLOGY (23UBAC52)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 5
CREDITS : 4
DURATION : 75 hrs

INT. MARKS : 25
EXT. MARKS : 75
MAX. MARKS: 100

Course Objectives

- To familiarize the students to the basic concepts of Research and operationalize research problem
- To provide insights on research design and scaling.
- To throw light on data collection and presentation.
- To elucidate on Hypothesis Testing and other statistical Test.
- To summarize and present research results with focus on ethics and plagiarism.

Course Outcomes (CO)

On successful completion of the course, the learners will be able

CO1[K1]: outline the different types of research and the format of a research report

CO2[K2]:comprehend and decide the usage of design and formulate hypothesis

CO3[K3]: analyze data collection sources and tools

CO4[K4]: summarize and establish solutions through data analysis

CO5[K5]: compare and justify the process of writing and organizing a research report.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	1	1	0	1	1
CO2[K2]	3	2	1	2	0	1	1
CO3[K3]	3	3	2	2	0	1	1
CO4[K4]	2	3	3	1	0	2	2
CO5[K5]	2	2	3	1	0	2	2
Weightage of the course	13	13	10	07	0	07	07
Weighted percentage of Course contribution to POs	2.49	3.07	6.8	2.61	0	3.13	3.48

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.

UNIT II (15 hrs)

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process- techniques.

UNIT III (15 hrs)

Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.

UNIT IV (15 hrs)

Data Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data.

UNIT V (15 hrs)

Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.

TEXTBOOKS

1. W.Lawrence Newman. *Social Research Methods: Qualitative and Quantitative Approaches*. India: Pearson Education, 7th Edition, 2014.
2. Mark Saunders, Philip Lewis. Adrain Thornhill. *Research Methods for Business Students*. India: Pearson Education, 5th Edition, 2011.
3. John W Creswell. *Research Design: Qualitative, Quantitative and Mixed Method Approaches*. South Asia: Sage, 4th Edition, 2014.
4. Emma Bell, Bill Harley, and Alan Bryman. *Business Research Methods*. Oxford University Press, 6th Edition, 2022.
5. Naresh K Malhotra. *Marketing Research An applied Orientation*. New Delhi: Pearson , 7th Edition, 2019.

REFERENCES

Books

1. C.R Kothari, Gaurav Garg. *Research Methodology Methods and Techniques*. New Age International Publisher, 4th edition, 2019.
2. Donald R.Cooper, Pamela S. Schindler. *Business Research Methods*. New Delhi: Tata McGraw Hill 12th edition, 2018.
3. Kumar R, *Research Methodology. A step-by-step guide for beginners*. South Asia, Sage, 2011.
4. Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui. *Statistics for Management*. New Delhi: Pearson Education, 8th edition, 2017.
5. Dr.R.K.Jain. *Research Methodology, Methods and Techniques*. Vayu Education 2021.

Web Sources

1. [https://mrcet.com/downloads/digital_notes/CSE/Mtech/1%20Year/RESEARCH% 20 METHODLOGY.pdf](https://mrcet.com/downloads/digital_notes/CSE/Mtech/1%20Year/RESEARCH%20METHODLOGY.pdf)
2. [https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016% 20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf](https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf)
3. <https://prog.lmu.edu.ng/colleges\CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf>
4. https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf
5. https://ebooks.lpude.in/commerce/mcom/term2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
SEMESTER - V
CORE COURSE- XI: BUSINESS TAXATION (23UBAC53)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 5

CREDITS : 4

DURATION : 75 hrs

INT. MARKS : 25

EXT. MARKS : 75

MAX. MARKS: 100

Course Objectives

- To understand the basic concepts of Taxes.
- To provide insights on the Income Tax Act.
- To evaluate the procedure for assessment and methods of valuation for customs.
- To discuss on GST.
- To analyze and apply the returns, Tax payment and Penalties under GST

Course Outcomes

On successful completion of the course, the learners will be able

C01[K1]: outline and understand the basic concepts of tax.

C02[K2]: examine and apply GST rules in real-time business situations.

C03[K3]: apply the elements of GST mechanism in India.

C04[K4]: analyse the rules of Income Tax and methods of valuation for customs.

C05[K5]: prepare the needed documents under GST Compliance.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C01[K1]	3	3	1	1	1	1	1
C02[K2]	3	2	0	0	0	1	1
C03[K3]	3	2	1	2	1	1	1
C04[K4]	3	2	1	2	1	1	1
C05[K5]	2	2	1	2	1	1	1
Weightage of the course	14	11	04	07	04	05	05
Weighted percentage of Course contribution to Pos	2.68	2.6	2.72	2.61	2.56	2.23	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)

Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.

UNIT II (15 hrs)

Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure.

UNIT III (15 hrs)

Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.

UNIT IV (15 hrs)

Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.

UNIT V (15 hrs)

Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.

TEXTBOOKS

1. V.S. Datey. *Central Excise*. JBA Publishers, 1st Edition, 2013.
2. Reddy. T. S and Y. Hari Prasad Reddy. *Business Taxation (Goods & Services TAX - GST)*. Chennai: Margam Publication, 2nd Edition, 2019.
3. Srinivasan N.P and Priya Swami. M. *Business Taxation*. Kalyani publishers 2nd Edition, 2013.
4. Pagaredinkar. *Business Taxation*.New Delhi: Sultan Chand and Sons,2012.
5. Journal of Indian Taxation

REFERENCES

Books

1. Senthil and Senthil. *Business Taxation*. Mumbai: Himalaya Publication, 4th Edition.
2. Vinodk. Singania. New Delhi: *Indirect Tax*. New Delhi: Sultan Chand and Sons, Edition 2013.
3. Dr. Rajani Bhat & Dr. Dhamodharan V. *Indirect Taxation*. Chennai: TR Publications, 2020.
4. DR. Vandhana Bangar, Yogendra Bangar. *Indirect tax laws*. Aadhya Prakasam Allahabad, 2018.
5. T.S. Reddy & Y. Hariprasad Reddy. *Business Taxation*. Chennai: Margham Publications, 2018.

Web Sources

1. <https://www.gst.gov.in/>
2. <https://gstcouncil.gov.in/>
3. <https://taxguru.in/custom-duty/types-duties-customs.html>
4. <https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901>
5. <https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme – B.B.A.

SEMESTER - V

**CORE COURSE – XII: MANAGEMENT INFORMATION SYSTEM (23UBAC54)
(From 2023-2024 Batch onwards)**

HOURS/WEEK : 5

CREDITS : 4

DURATION : 75 hrs

INT. MARKS : 25

EXT. MARKS : 75

MAX. MARKS : 100

Course Objectives

- To understand MIS in decision making.
- To explain MIS, its structure and role in management functions.
- To explain & discuss information system categories, Database Management systems.
- Discuss SDLC and functional information system categories.
- Outline functions of BPO, Data mining and the recent trends in information management.

Course Outcomes (CO)

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

CO1[K1]: identify the fundamental concepts and elements management information system

CO2[K2]: classify the various process systems and models in database

CO3[K3]: apply the information system in the functional areas of business

CO4[K4]: analyse the various architecture in the data and decision support system

CO5[K5]: estimate the various components of database and computing system

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	1	1	0	1	1
CO2[K2]	3	3	0	1	1	2	1
CO3[K3]	3	3	0	1	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	2	2	1	1	1	1	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to Pos	2.68	3.07	2.04	1.87	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)

Definition of Management Information System - MIS support for planning, organizing and controlling - Structure of MIS - Information for decision-making. – Ethical issues

UNIT II (15 hrs)

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT III (15 hrs)

Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

UNIT IV (15 hrs)

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT V (15 hrs)

Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.

TEXTBOOKS

1. John Walkenback. *Excel Formulas*. New Delhi: Wiley Publications, 2010.
2. Jawadekar . *Management Information System*. New Delhi: Tata Mc Graw hill Publication, 2nd Edition .
3. Murthy C S V. *Management Information Systems*. New Delhi: Himalaya Publishing House, New Delhi, 3rd Edition, 2019.

REFERENCES

Books

1. Mudrick& Ross. *Management Information System*. Prentice - Hall of India.
2. Sadagopan. *Management Information Systems*. Prentice- Hall of India
3. Dr. S.P. Rajagopalan I . *Management Information Systems* .Chennai : Margham Publications .
4. Nitin C. Kamat and Chinmay N. Kamat. *Management Information Systems*.New Delhi: Himalaya Publishing House, 3rd Edition, 2017.
5. Mohan P. *Management Information Systems*. New Delhi: Himalaya PublishingHouse, 12th Edition, 2018.

Web Sources

1. <https://www.tutorialspoint.com/management-information-system/management-information-system.htm>
2. <http://tumkuruniversity.ac.in/oc-ug/comm/notes/MIS.pdf>
3. [JMIS - Journal of Management Information Systems \(jmis-web.org\)](http://jmis-web.org)

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme – B.B.A.

SEMESTER - V

ELECTIVE COURSES GENERIC/ DISCIPLINE SPECIFIC - V:

DIGITAL MARKETING (23UBA051)

(From 2023-2024 Batch onwards)

HOURS / WEEK: 4

INT.MARKS: 25

CREDITS : 3

EXT.MARKS: 75

DURATION :60 hrs

MAX.MARKS:100

Course Objectives

- To provide basic knowledge about digital marketing.
- To understand and develop various digital marketing tools used for business.
- To know the digital analytics and measurement tools used for digital marketing.
- To familiarise online and Social media marketing.
- To Undersatand various data analytics and measurement tools in digital marketing.

Course Outcomes (CO)

On successful completion of the course, the learners will able to

CO1[K1]: identify the basic concept of digital marketing.

CO2[K2]: explain the opportunities and challenges in digital marketing.

CO3[K3]: apply the social media marketing.

CO4[K4]: classify the online reputation management.

CO5[K5]: analyse the various data analytics and measurement tools in digital marketing.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	0	1	0	1	1
CO2[K2]	3	3	0	1	1	2	1
CO3[K3]	3	3	1	1	1	0	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	2	2	1	1	1	2	1
Weightag eof the course	14	13	03	05	04	06	05
Weighted percentage of Course contributio nto Pos	2.68	3.07	2.04	1.87	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (12 hrs)

Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.

UNIT II (12 hrs)

Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing – Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.

UNIT III (12 hrs)

Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing – Lead generation & sales in social media.

UNIT IV (12 hrs)

Online Reputation Management: Social commerce: Ratings & Reviews - Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.

UNIT V (12 hrs)

Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)

TEXTBOOKS

1. Journal of Digital & Social Media Marketing
2. International Journal of Internet Marketing and Advertising
3. Damian Ryan. *Understanding Digital Marketing*. USA: publisher:Korgan page limited , 4th Edition, 2017 .
4. Vandanahuja. *Digital Marketing current trends*. Chennai: Oxford University press, 7th edition, 2015.
5. *Digital Marketing essentials you always wanted to know*. USA: Vibrant publishers 7th edition, 2012.

REFERENCES

Books

1. Ian Dodson. *The Art of Digital Marketing: The Definitive Guide t Creating Strategic, Targeted and Measurable Online Campaigns*. New Delhi: Wiley Publications, First Edition , 201c
2. Nitin C Kamat & Chinmay Nitin Kamat. *Digital Social Media Marketing*. Mumbai: Himalaya Publishing House, 2018.

3. Philip Kotler. *Marketing 4.0 Moving From Traditional to Digital*. New Delhi:Wiley Publications, 2017.
4. Vandhana Ahuja. *Digital Marketing*. Oxford University Press, 2015.
5. Romi Sainy, Rajendra Nargundhkar. *Digital Marketing Cases from India*.Notion Press, Incorporated 2018.

Web Sources

1. <https://www.soravjain.com/ebook/ebook.pdf>
2. <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners>
3. <https://www.optron.in/blog/digital-marketing/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
SEMESTER - V
ELECTIVE COURSES GENERIC/ DISCIPLINE SPECIFIC - V:
INDUSTRIAL RELATIONS (23UBA052)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 4
CREDITS : 3
DURATION : 60 hrs

INT. MARKS : 25
EXT. MARKS : 75
MAX. MARKS: 100

Course Objectives

- To educate about the Industrial legislation in India..
- To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,
- To know about Labour Legislation.
- To provide knowledge about the Councils and Collective Bargaining.
- To educate about Trade Unions.

Course Outcomes (CO)

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

CO1[K1]: outline the role and importance of industrial relations

CO2[K2]:comprehending the principles,theories,and relationships within the field of industrial relations

CO3[K3]: apply knowledge to labour laws analyse workplace scenarios and determine their legal implications.

CO4[K4]: analyse the breaking down complex labour law issues and evaluating their impact on different stakeholders.

CO5[K5]:examine the effectiveness of labour legislation in protecting employee rights and promoting fair labor practices.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	0	1	0	1	1
CO2[K2]	3	3	0	1	1	2	1
CO3[K3]	3	3	1	1	1	0	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	2	2	1	1	1	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to Pos	2.68	3.07	2.04	1.87	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (12 hrs)

Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.

UNIT II (12 hrs)

Industrial Dispute: Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure -Settlement of Disputes – Machinery – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders.

UNIT III (12 hrs)

Labor Legislation: Factories Act 1948, Employee State Insurance Act 1948, Employee Compensation Act 1923, Payment of Wages Act 1936, Payment of Bonus act 1965, Employee Provident Fund and Miscellaneous Provisions Act 1952, Payment of Gratuity Act, 1972.

UNIT IV (12 hrs)

Workers' Participation in Management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance.

UNIT V (12 hrs)

Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures, Types and Functions, Social

TEXTBOOKS

1. Dr.CB Mamoria, Satish Mamoria, P Subba Rao. *Dynamics of Industrial Relations*. Himalaya Publishing house, 16 edition, 2022.
2. Arun Monappa. *Industrial Relations & Labour laws*. New Delhi: Tata McGraw Hill, 2012.
3. C S Venkata Ratnam , Manoranjan Dha. *Industrial Relations*, Oxford, 2nd Edition.
4. A M Sharma. *Industrial Relations and Labour Laws*. HPH, Revised Edition
5. P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar. *Industrial Relations, Trade Unions and Labour Legislation*, Pearson, 3 edition.
7. Saravanavel P and Sumathi S. *Legal Aspects of Business*. Chennai: Eswar Press, 1st Edition, 2018.
8. Kapoor N D. *Elements of Mercantile Law*. New Delhi: Sultan Sons, 34th Revised Edition, 2017.

REFERENCES

Books

1. Pradeep Kumar. *Personnel Management and Industrial Relations*, Kedarnath Ramnath and Company, 2018
2. Gupta CB (Dr), Kapoor N.D, Tripathi PC. *Industrial Relations and Labour Laws.* New Delhi: Sultan Chand and Sons, 2020.
3. Chris Hall. *Trade Union and its State.* Princeton University, 2017
4. S C Shrivastava. *Industrial Relations & Labour Laws.* New Delhi: Vikas Publishing, 2022
5. R C Sharma. *Industrial Relation and Labour Legislation.* PHL learning Pvt ltd, 2016.

Web Sources

1. <https://www.studocu.com/in/document/panjab-university/mangerial-finance/bba-specialization-hrm-vi-sem-industrial-relations/15804491>
2. https://www.srcc.edu/e-resources?field_e_resources_tid=447
3. <https://labour.gov.in/industrial-relations>
4. <https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union>
5. <https://theintactone.com/2022/08/17/joint-management-councils/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme B.B.A.

SEMESTER - V

ELECTIVE COURSES GENERIC/ DISCIPLINE SPECIFIC -V:

FINANCIAL SERVICES (23UBA053)

(From 2023-2024 Batch onwards)

HOURS/WEEK: 4

CREDITS : 3

DURATION : 60 hrs

INT. MARKS : 25

EXT. MARKS : 75

MAX. MARKS: 100

Course Objectives

- To understand the types of financial services and its environment
- To recognize role and functions of merchant banker and capital market
- To compare and contrast factoring, leasing, hire purchase and consumer Finance
- To understand Consumer Finance, Venture capital and credit rating
- To understand Consumer Finance, Venture capital and credit rating

Course Outcomes(CO)

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

C01[K1]: outline the concept of financial services

C02[K2]: classify the types of shares, leasing, venture financing and mutual funds

C03[K3]: compare and contrast factoring, leasing, hire purchase and consumer Finance

C04[K4]: analyse the consumer finance, venture capital and credit rating

C05[K5]: examine the mutual funds and its functions.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C01[K1]	3	3	0	1	0	1	1
C02[K2]	3	3	0	1	1	2	1
C03[K3]	3	3	1	1	1	0	1
C04[K4]	3	2	1	1	1	1	1
C05[K5]	2	2	1	1	1	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to Pos	2.68	3.07	2.04	1.87	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (12 hrs)

Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System- RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs).

UNIT II (12 hrs)

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI.

UNIT III (12 hrs)

Leasing concepts and types - Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor – type.

UNIT IV (12 hrs)

Venture Capital –concepts - features – importance - Credit Rating – meaning- functions-credit rating agencies- Consumer Finance.

UNIT V (12 hrs)

Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency.

TEXTBOOKS

1. Padmalatha suresh and JustinPaul . *Management of Banking and financial Services*.
2. Thmmuluri Siddaiah . *Financial Services*.
3. Kevin D Peterson. *Financial Services*.
4. Gordon E and Natarajan K. *Financial Markets and Services*. Mumbai: Himalaya Publishing House, 11th Revised Edition, Reprint 2020.
5. Dr Punithavathy pandian . *Financial services and Markets*.

REFERENCES

Books

1. Khan M Y. *Financial Services*. Noida: McGraw Hill Education India Private Limited, 10th Edition, 2019.
2. B.Santhanam .*Financial Services*.
3. Dr.M.N.Mishra. *Law of Insurance*
4. H.r.Machiraju . *Indian Financial System* .
5. A S.K.Basu. *Review of current Banking Theory and Practice* .

Web Sources

1. <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
3. <https://academyfinancial.org/journal>
4. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme B.B.A.

SEMESTER - V

**ELECTIVE COURSE - VI: PROJECT: PROJECT WITH VIVA - VOCE (23UBAJ51)
(From 2023-2024 Batch onwards)**

HOURS/WEEK: 4

CREDITS : 3

DURATION : 60 hrs

INT. MARKS : 25

EXT. MARKS : 75

MAX. MARKS: 100

Course Objectives

- To give Idea about Research Project
- To identify the research problem
- To review Literature
- To give knowledge on Data Collection and Analysis
- To learn Project Preparation

Course Outcomes (CO)

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

CO1[K2]: recollect the basic principles and concepts of research

CO2[K3]: explain the methodology of research

CO3[K4]: apply the appropriate research tools

CO4[K5]: recommend solutions to problems based on the study

CO5[K6]: produce suitable suggestions for the selected research problem

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K2]	3	2	2	2	0	1	0
CO2[K3]	3	2	2	2	1	1	0
CO3[K4]	3	2	2	2	1	1	1
CO4[K5]	2	2	2	2	1	1	1
CO5[K6]	2	2	2	3	1	1	1
Weightage of the course	13	10	10	11	04	05	03
Weighted percentage of Course contribution to POs	2.49	2.36	6.8	4.1	2.56	2.23	1.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' NoCorrelation)

Guidelines for Project Submission

1. Students will work in group on a semester-long project.
2. Depending on the interest of the students, project titles will be chosen.
3. Students must meet the guide periodically.
4. The project report should be of minimum 25 pages (excluding bibliography & appendices)
5. The project carries 100 marks of which 25 marks for Internal Assessment and 75 Marks for External Examination.
6. There will be two project review sessions.
7. A draft of the final project report should be submitted to the Project Guide for review at least two weeks prior to the end of the semester.
8. Three copies of the final project report should be submitted.
9. The Head of the department and the Project Guide will evaluate the final Project Report.
10. The viva-voce board shall consist of the External Examiner, the Head of the Department and the Internal Examiner.
11. The final project report shall contain the following:
 - A. Introduction
 - B. Objectives
 - C. Methodology
 - D. Data Analysis
 - E. Findings
 - F. Limitations
 - G. Suggestions
 - H. Conclusion

The following rubrics will be taken into account for the evaluation of Projectwork and viva-voce:

Internal Evaluation (25 Marks)		External Evaluation (75 Marks)	
Project Report & Review	: 15 Marks	Project Report	: 25 Marks
PowerPoint Presentation	: 5 Marks	Viva Voce	: 50 Marks
Demo/Performance	: 5 Marks		

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

UG Programme

SEMESTER -V

VALUE EDUCATION (23UVED61)

(From 2023 - 2024 Batch onwards)

HOURS/WEEK : 2

CREDITS : 2

DURATION : 30 hrs

INT. MARKS : 25

EXT. MARKS : 75

MAX. MARKS : 100

Course Objectives

- To inculcate the values towards personal development
- To know the social values for the global development
- To ensure the modern challenges of Adolescent
- To be aware of human right
- To enrich the knowledge to control the mind

Course Outcomes (CO)

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

CO1[K1]: identify the basic human values and ethics necessary for harmonious human relationship

CO2 [K2]: explain the significance of social values and religious tolerance to live in peace

CO3[K3]: articulate the life-changing principles of brotherhood, honesty, loyalty and community solidarity

CO4[K4]: analyse emotional, social, spiritual attribute to acquire well balanced personality

CO5[K5]: assess the importance of harmonious living in the multi-cultural pluralistic society

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1 [K1]	2	1	0	1	1	0	2
CO2 [K2]	2	1	0	1	2	1	2
CO3 [K3]	2	1	0	1	2	1	1
CO4 [K4]	1	1	1	1	2	1	1
CO5 [K5]	1	1	0	1	2	1	1
Weightage of the course	08	05	01	05	09	04	07
Weighted percentage of Course contribution to POs	1.53	1.18	0.68	1.87	5.77	1.79	3.48

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I – CONCEPT OF HUMAN VALUES, VALUE EDUCATION TOWARDS

PERSONAL DEVELOPMENT

(6 hrs)

Aim of Education and Value Education; Evolution of Value Oriented Education; Concept of Human Values; Types of Values; Components of Value Education. **Personal Development:** Self Analysis and Introspection; Sensitization Towards Gender Equality, Physically Challenged, Intellectually Challenged. Respect to - Age, Experience, Maturity, Family Members, Neighbours, Co-Workers. **Character Formation towards Positive Personality:** Truthfulness, Constructivity, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision.

UNIT II – VALUE EDUCATION TOWARDS NATIONAL AND GLOBAL DEVELOPMENT

(6 hrs)

National and International Values: Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values - Pity and probity, self-control, universal brotherhood. Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious Values - Tolerance, wisdom, character. Aesthetic values - Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.

UNIT III – IMPACT OF GLOBAL DEVELOPMENT ON ETHICS AND VALUES

(6 hrs)

Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparison and competition; positive and negative thoughts. Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance

UNIT IV – THERAUPATIC MEASURES

(6 hrs)

Control of the mind through

1. Simplified physical exercise
2. Meditation – Objectives, types, effect on body, mind and soul
3. Yoga – Objectives, Types, Asanas
4. Activities: (i) Moralisation of Desires (ii) Neutralisation of Anger (iii) Eradication of Worries (iv) Benefits of Blessings

UNIT V – HUMAN RIGHTS

(6 hrs)

Concept of Human Rights – Indian and International Perspectives - Evolution of Human Rights - Definitions under Indian and International documents - **Broad classification of Human Rights and Relevant Constitutional Provisions** - Right to Life, Liberty and Dignity - Right to Equality - Right against Exploitation - Cultural and Educational Rights - Economic Rights - Political Rights - Social Rights - **Human Rights of Women and Children** - Social Practice and Constitutional Safeguards - Female Foeticide and Infanticide - Physical assault and harassment - Domestic violence - Conditions of Working Women - **Institutions for Implementation** - Human Rights Commission – Judiciary - Violations and Redressal - Violation by State - Violation by Individuals - Nuclear Weapons and terrorism - Safeguards.

REFERENCES

Books

1. Pitchaikani Prabhakaran, A. Babu Franklin, M.Archana Devi, *Value education*, Sri Kaliswari College (Autonomous), Sivakasi, 2017.
2. Subramanyam, K. *Values in Education*, Ramana Publications, 1995
3. Swamy Chidbhananda, *Indian National Education*, Publication by Ramakrishna Tapovanam.

Web Sources

1. <https://www.youtube.com/watch?v=ruKY3GqBvYQ>.
2. <https://www.republicworld.com/technology-news/science/15-famous-indian-scientists-list-know-what-were-their-innovations.html>.
3. https://www.youtube.com/watch?v=M9_l9DDvEsw.

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme - B.B.A.
SEMESTER- V
INTERNSHIP/INDUSTRIAL TRAINING (23UBAJ52)
(From 2023 - 2024 Batch onwards)

HOURS/WEEK :- **INT. MARKS: 25**
CREDITS : 2 **EXT. MARKS: 75**
DURATION : 25 Days **MAX. MARKS: 100**

Course Objectives

- To learn and develop new skills relevant to the field of study or career interests.
- To understand different departments, roles, and functions within the organization to broaden knowledge and explore potential career paths.
- To apply the knowledge gained in academic studies to real-world scenarios.
- To bridge the gap between classroom learning and professional life.
- To gain exposure to different tasks, projects, and challenges relevant to the chosen field.

Course Outcomes (CO)

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

CO1[K1]: Identify different career paths within the industry and gain insights into potential future roles.

CO2[K3]: apply theoretical concepts and academic knowledge to real-world situations and challenges encountered during the internship.

CO3[K4]: analyse problems, generate innovative solutions, and make informed decisions.

CO4[K5]: evaluate how to manage time effectively and prioritize tasks to meet deadlines and deliver quality work.

CO5[K6]: create a portfolio of the work, projects, and achievements during the internship.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1 [K1]	3	2	0	1	1	1	2
CO2 [K3]	2	3	0	1	0	1	2
CO3 [K4]	2	2	0	2	0	1	1
CO4 [K5]	0	2	1	0	0	1	1
CO5 [K6]	1	3	3	3	0	1	2
Weightage of the course	08	12	04	07	01	05	08
Weighted percentage of Course contribution to POs	1.53	2.84	2.72	2.61	0.64	2.23	3.98

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

Rules and Regulations

1. Each Student has to undergo 25 days institutional/industry based training during the fourth semester summer vacation.
2. Internships could be undertaken in different media organizations, industries and educational institutions which should be approved by the department.
3. Students should keep a detailed record of activities performed and hours spent in training and report the same to the Faculty Coordinator/Mentor/Guide regularly about the progress of internship on weekly basis
4. At the end of the internship, the student must submit a full-fledged detailed internship report (not exceeding 20 pages) along with attendance certificate
5. The Internship carries 100 marks out of which 25 marks for Internal and 75 Marks for External.
6. The viva voce board shall consist of the Head of the Department and the Internal Examiner (Senior Faculty member)
7. The training programme shall be evaluated as per the following pattern

Internal (25 Marks)

Training Review : 15 Marks
Daily Log Report : 5 Marks
PPT Presentation :5 Marks

External (75 Marks)

Training Report :25 Marks
Viva Voce : 50 Marks

EACH INTERNSHIP REPORT WILL FOLLOW THE FORMAT DESCRIBED:

- Title Page
- College Certificate Page
- Internship Certificate provided by the internship institution
- Declaration Page
- Acknowledgement
- Company Profile
- Organizational structure of the concern
- Weekly work plan
- List of figures, List of Tables
- Index
- Chapters

List of Chapters

1. Introduction
2. Nature of work
3. Role in the organization
4. Questionnaires and Observations about work
5. Operating Environment
6. Detailed Description of Technology used
7. Implementation
8. Conclusion
9. Appendix

Text Format in the report : Times New Roman 12 with 1.5 line
Margins 1.5" left and 1" all other

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
SEMESTER - VI
CORE COURSE-XIII: ENTREPRENEURIAL DEVELOPMENT (23UBAC61)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 6
CREDITS : 4
DURATION : 90 hrs

INT. MARKS : 25
EXT. MARKS : 75
MAX. MARKS: 100

Course Objectives

- To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
- To know the various ideas and implementation of business plan.
- To throw light on importance of the Business analysis and evaluation.
- To discuss the role of Government in developing entrepreneurship.
- To understand the problems and remedies of Entrepreneurial failure.

Course Outcomes (CO)

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

CO1[K1]: list the role of entrepreneur and entrepreneurship in the economic development of the country.

CO2[K2]: trace the innovative ideas of new business and business plan

CO3[K3]: build awareness about the entrepreneurship development programmes, role of women entrepreneur and inspect the problems and measures to overcome the sickness in small – scale enterprises

CO4[K4]: analyze the steps involved in project and starting new enterprises

CO5[K5]: classify the institutions that render various support services to the entrepreneurs of small – scale enterprises in India

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	2	0	2	1	2	1
CO2[K2]	3	2	1	1	1	1	1
CO3[K3]	3	3	1	1	1	1	1
CO4[K4]	3	2	2	1	1	1	1
CO5[K5]	2	2	0	1	0	1	1
Weightage of the course	14	11	04	06	04	06	05
Weighted percentage of Course contribution to POs	2.68	2.6	2.72	2.24	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (18 hrs)

Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.

UNIT II (18 hrs)

Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project. Introduction of Patent and Trademarks.

UNIT III (18 hrs)

Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis. Project formulation, assessment of business models - Dealing with basic and initial problems of setting up of enterprises.

UNIT IV (18 hrs)

Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development.-Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.

UNIT V (18 hrs)

Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.

TEXTBOOKS

1. S.S.Khanka. *Entrepreneurial Development*. S.Chand & Company Ltd, 2017.
2. Sangram Keshari Mohanty. *Fundamentals of Entrepreneurship*. New Delhi: PHI Learning, 2017.
3. Sangeeta Sharma. *Entrepreneurship Development*.New Delhi: PHI Learning, 2016.
4. Poornima M.Charantimath. *Entrepreneurship Development & Small Business Enterprises*. New Delhi:Tata Mc Graw Hill, 2012.
5. David H Holt. *Entrepreneurship: New Venture Creation*. New Delhi: John Wiley & Sons, 2016.

REFERENCES

Books

1. A.K.Singh. *Entrepreneurial Development and Management*. Laxmi Publication, 2nd Edition.
2. Hisrich. *Entrepreneurship*. New Delhi: Tata Mc Graw Hill, 2001.
3. K. Ramachandran. *Entrepreneurial Development*. New Delhi: McGraw-Hill Education, 2008.
4. Vasanth Desai. *Dynamics of Entrepreneurial Development & Management*. Mumbai: Himalaya Publishing House, 2016.
5. Robert D. Hisrich. *International Entrepreneurship*. Sage Publications, 3rd Edition, 2016.

Web Sources

1. <https://leverageedu.com/blog/entrepreneurship-development/>
2. <https://www.vedantu.com/commerce/entrepreneurship-development-process>
3. <https://www.himpub.com/documents/Chapter2011.pdf>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme B.B.A.
SEMESTER - VI
CORE COURSE – XIV: SERVICES MARKETING (23UBAC62)
(From 2023-2024 Batch onwards)

HOURS/WEEK: 6
CREDITS : 4
DURATION : 90 hrs

INT. MARKS : 25
EXT. MARKS : 75
MAX. MARKS: 100

Course Objectives

- To recall the basic concepts of Services Marketing.
- To know the Marketing Mix in Service Marketing.
- To examine effectiveness of Service Marketing.
- To discuss on delivering Quality Service.
- To analyze the Marketing of Services.

Course Outcomes (CO)

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

CO1[K1]: detail outline the concepts of services marketing.

CO2[K2]: examine the marketing mix in service marketing

CO3[K3]: apply and design the various strategies in the field of services marketing

CO4[K4]: analyze the role of delivering quality service and demand and supply

CO5[K5]: evaluate the tools of marketing with effective communication about service quality.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	0	1	0	1	1
CO2[K2]	3	3	0	1	1	2	1
CO3[K3]	3	3	1	1	1	0	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	2	2	1	1	1	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to POs	2.68	3.07	2.04	1.87	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' NoCorrelation)

UNIT I (18 hrs)

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations

UNIT II (18 hrs)

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT III (18 hrs)

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT IV (18 hrs)

Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT V (18 hrs)

Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.

TEXTBOOKS

1. Reddy P.N. *Services Marketing*. Mumbai: Himalaya Publication.
2. Christopher Lovelock, Jochen Wirtz . *Services Marketing* . World Scientific Publisher.
3. The Journal of Services Marketing.
4. Valarie A Zeithmal and Mary JO Bitner. *Services Marketing: Integrating Customer Focus across the firm*, New Delhi: Tata Mc Graw Hill.
5. C.Bhattacharjee. *Services Marketing, Excel Books*. New Delhi.
6. Vasanti Venugopal and Raghu V N. *Services Marketing*. Mumbai: Himalaya Publishing House, 1st Edition, 2019.
7. Nirmala K, Appannaiah H R, Anil Kumar and Reddy P N. *Services Marketing*. Mumbai: Himalaya Publishing House, 1st Edition, 2017.

REFERENCES

Books

1. Dr.B.Balaji. *Services Marketing and Management*. New Delhi : S.Chand & Co.
2. S.M.Jha. *Services Marketing*.Mumbai: Himalaya Publishers.
3. Baron. *Services Marketing*.New Delhi: Palgrave Macmillan ,Second Edition
4. Dr.L.Natarajan. *Services Marketing*, Chennai: Margham Publications.
5. Thakur. G.S.Sandhu Supreet & Dogra Babzan. *Services Marketing*. Kalyani
6. Publishers, Ludhiana.

Web Sources

1. <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
2. <https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>
3. <https://www.marketingtutor.net/service-marketing/>
<https://www.marketing91.com/service-marketing/>
4. <https://www.marketing91.com/service-marketing-mix/>

SRI KALISWARI COLLEGE(AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER- VI

CORE COURSE- XV: PRODUCTION AND MATERIALS MANAGEMENT (23UBAC63)
(From 2023-2024 Batch onwards)

HOURS / WEEK : 6
CREDITS : 4
DURATION : 90 hrs

INT.MARKS : 25
EXT.MARKS : 75
MAX.MARKS: 100

Course Objectives

- To provide comprehensive outlook on basic concepts, theories and practices of production.
- To know the quality concepts & and quality control measures in area of production.
- To understand layout and service facilities.
- To compare and contrast inventory management techniques.
- To analyse work study methods.

Course Outcomes (CO)

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

CO1[K1]: outline the fundamental aspects of operations management

CO2[K2]: explain the trends in modern manufacturing and challenges faced by operation managers in an organisation

CO3[K3]: explain the principles and philosophies of gurus in modern quality management

CO4[K4]: analyse the strategies for services and factors influencing the location and layout in an organisation

CO5[K6]: prepare the service operations schedule and layout

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	0	1	0	1	1
CO2[K2]	3	3	0	1	0	1	1
CO3[K3]	3	2	0	1	1	1	1
CO4[K4]	3	2	2	1	1	1	1
CO5[K6]	3	2	2	1	1	2	1
Weightage of the course	15	12	04	05	03	06	05
Weighted percentage of Course contribution to POs	2.87	2.84	2.72	1.87	1.92	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' NoCorrelation)

UNIT I (18 hrs)

Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

UNIT II (18 hrs)

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.

UNIT III (18 hrs)

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

UNIT IV (18 hrs)

Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance- Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC- VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ- EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions

UNIT V (18 hrs)

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management

TEXTBOOKS

1. K.Shridhara Bhat. *Material Management*. Mumbai: Himalaya Publishing House, 2020.
2. R.B Khanna. *Production and Operations management*. Prentice Hall Publications, 2015.
3. Biswajit Banerjee. *Operations Management and Control*. New Delhi: S Chand, Revised Edition, 2010.
4. Anil Kumar S and N Suresh. *Operation Management*. New Age International, 1st Edition, 2018.
5. Enson Stev. William J. *Operations Management*. New Delhi: Mc Graw Hill, 13th Edition, 2022.

REFERENCES

Books

1. P.Saravanavel and S.Sumathi. *Production and Materials Management*. Chennai : Margham Publications, 2015.
2. M.M.Verma. *Materials Management*. New Delhi : Sultan Chand Publishing, Edition 2004.
3. P. Gopalakrishnan & Abid Haleem. *Hand book of Materials Management*. New Delhi: PHI Learning Pvt. Ltd, Second Edition, 2015.

4. P. Ramamurthy. *Production and Operations Management*. JBA publishers, 2nd edition 2013.
5. S.N.Chary. *Production and Operations Management*. JBA Publishers, 6th Edition.

Web Sources

1. https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTE_S.pdf
3. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf

**SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION**

UG Programme – B.B.A.

SEMESTER- VI

**ELECTIVE COURSES GENERIC/ DISCIPLINE SPECIFIC - VII: CONSUMER
BEHAVIOUR (23UBA061)**

(From 2023-2024 Batch onwards)

HOURS / WEEK : 5

CREDITS : 3

DURATION : 75

INT.MARKS : 25

EXT.MARKS: 75

MAX.MARKS:100

Course Objectives

- To understand the different concepts relating to nature, scope and application of consumer behavior.
- To understand the various internal influences on consumer behavior
- To comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.To impart knowledge about personality and Consumer Behaviour
- To learn about the various external influences on consumer behaviour
- To understand the process of human decision making in a marketing context.

Course Outcomes (CO)

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

CO1[K1]: identify the basic concepts and theories of motivation and personality

CO2[K2]: express the factors influencing consumer behaviour

CO3[K3]: present the role of family and reference groups

CO4[K4]: analyze the nature of consumer reference groups

CO5[K5]: analyze the models of attitude

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	0	1	0	1	1
CO2[K2]	3	3	0	1	1	2	1
CO3[K3]	3	3	1	1	1	0	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	2	2	1	1	1	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to POs	2.68	3.07	2.04	1.87	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' NoCorrelation)

UNIT I (15 hrs)

Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying.

UNIT II (15 hrs)

Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.

UNIT III (15 hrs)

Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model.

UNIT IV (15 hrs)

External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.

UNIT V (15 hrs)

Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation.

TEXTBOOKS

1. Satish K Batra, S H H Kazmi . *Consumer Behaviour*.
2. K K Srivastava, Sujata Khandai. *Consumer Behaviour in Indian Context*.
3. Suja Nair. *Consumer Behaviour* .Mumbai: Himalaya Publishers. 6 edition, 2006.

4. Henry Assael. *Consumer Behaviour and Marketing Action (2001)* , Cengage India Private Limited
5. Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar. *Consumer Behavior*. New Delhi: Pearson Publication, 11th Edition, 2015.

REFERENCES

Books

1. Schiffman L. G., Wisenblit J. and Kumar S.R. *Consumer Behaviour*. New Delhi: Pearson Education India.
2. Blackwell, R.D., Miniard, P.W., & Engel, J. F. *Consumer Behaviour*, Cengage India Private Limited.
3. Sarkar. *A Problems of Consumer Behaviour in India*. New Delhi: Discovery Publishing House.
4. Anita Ghatak . *Consumer Behaviour in India*. New Delhi: D K Agencies(P) Ltd.
5. David L. Louden and Albert J Della Bitta. *Consumer Behavior*. New Delhi: McGraw Hill, New Delhi 2002.

Web Sources

1. <https://theintactone.com/2019/08/31/ccsubba-401-consumer-behavior/>
2. <https://indiafreenotes.com/bba406-consumer-behavior/>
3. <https://opentextbc.ca/introconsumerbehaviour/chapter/involvement-levels/>
4. <https://www.yourarticlelibrary.com/consumers/personality-consumers/personality-of-consumer-nature-theories-and-life-style-concept/64136>
5. <https://www.iedunote.com/attitude-and-consumer-behavior>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER - VI
ELECTIVE COURSES GENERIC/ DISCIPLINE SPECIFIC - VII: INNOVATION
MANAGEMENT (23UBA062)
(From 2023-2024 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 25
CREDITS : 3	EXT. MARKS : 75
DURATION : 75 hrs	MAX. MARKS : 100

Course Objectives

- To have a broad understanding on the concept innovation management
- To familiarize the students about the creativity and innovation in product development.
- To have a broad understanding of the innovation strategy and its competitive advantage.
- To provide the knowledge about the technical innovation and its need and importance.
- To understand the business strategy and objectives in current scenario.

Course Outcomes (CO)

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

CO1[K1]: identify the concepts of innovation management.

CO2[K2]: estimate the value of customers to increase the profitability ratio

CO3[K3]: apply the knowledge of new business plans and strategies.

CO4[K4] : analyse the knowledge about the need and importance of creative techniques

CO5[K5]: analyse critically and apply technical skills to comprehend the ideas and tools for innovation

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	0	1	0	1	1
CO2[K2]	3	3	0	1	1	2	1
CO3[K3]	3	3	1	1	1	0	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	2	2	1	1	1	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to POs	2.68	3.07	2.04	1.87	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' NoCorrelation)

UNIT I (15 hrs)

Concept – Scope – Characteristics - Evolution of Innovation Management – Significance - Factors Influencing - process of innovation - types of innovation - challenges and barriers of Innovation.

UNIT II (15 hrs)

Tools for Innovation Traditional V/S Creative Thinking - Individual Creativity Techniques: Meditation - Self-Awareness, & Creative Focus. Group Creative Techniques: Brain Storming - off The Wall Thinking & Thinking Hats Method.

UNIT III (15 hrs)

Areas of Innovation Product Innovation: Concept, New product development - Packaging And Positioning Innovation Process Innovation: Concept - Requirement & Types: Benchmarking – TQM - Business Process Reengineering

UNIT IV (15 hrs)

Create customer value- grow market share - entering into new markets - increasing profitability ratio - competitive marketing strategy.

UNIT V (15 hrs)

Need and importance of technical innovation - continuous flow of small increments of productivity and efficiency - application of practical knowledge into a productive process.

TEXTBOOKS

1. Peter F. Drucker . *Innovation and Entrepreneurship*.
2. Clayton M. Christensen. *The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business*.
3. Christensen . *Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)*.
4. S S Khanka . *Creativity and Innovation in Entrepreneurship*. New Delhi: Sultan Chand & Sons.

REFERENCES

Books

1. C S G Krishnamacharyulu & Lalitha R . *Innovation Management*. Mumbai: Himalaya Publishing House.
2. Bodi, Kane, Markus, Mohanty. *Investments*. New Delhi: Tata McGraw Hill, 8th edition, 2011.
3. James A Christiansen. *Competitive Innovation Management*. Mumbai: Macmillan Business, 2000.
4. Paul Trott. *Innovation Management & New Product Development*. Pitman, 2000.
5. Kelley, Tom, Jonathn Littmant, and Tom Peters. *The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm*. New York: Doubleday, 2001.
6. Wagner, Tony. *Creating Innovators: The Making of Young People Who Will Change the World*. New York: Scribner, 2012.

Web Sources

1. www.stock-trading-infocentre.com
2. www.sebi.gov.in
3. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/>
4. <https://www.investopedia.com/terms/t/technicalanalysis.asp>
5. <https://groww.in/p/portfolio-management>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER - VI
ELECTIVE COURSES GENERIC/ DISCIPLINE SPECIFIC - VII: SECURITY
ANALYSIS AND PORTFOLIO MANAGEMENT (23UBA063)
(From 2023-2024 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 25
CREDITS : 3	EXT. MARKS : 75
DURATION : 75 hrs	MAX. MARKS : 100

Course Objectives

- To understand financial intermediaries, financial markets and risk return trade off.
- To evaluate the performance of bonds and Equity Valuation.
- To study Fundamental and Technical analysis.
- To illustrate Portfolio Management.
- To know about Derivatives

Course Outcomes (CO)

On successful completion of the course, the learners will be able to
CO1[K1]: recall the meaning of the basic terminologies used in stock market.
CO2[K2]: explain the various instrument used in investment processes
CO3[K3]: solve problems relating to various investment decisions
CO4[K4]: analyze theories and problems relating to stock market
CO5[K5]: interpret the various investment models that aid in investment decision making.

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	0	1	0	1	1
CO2[K2]	3	3	0	1	1	2	1
CO3[K3]	3	3	1	1	1	0	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	2	2	1	1	1	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to POs	2.68	3.07	2.04	1.87	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' NoCorrelation)

UNIT I (15 hrs)

Theory: Meaning, objectives, classification of investment. Investment versus speculation. Security markets-primary and secondary, market indices-calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. Financial intermediaries. Return and Risk – Meaning, types of risk. Problem: Measurement of risk and return.

UNIT II (15 hrs)

Theory: Equity analysis and valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity Problem: Equity valuation models -Walter model, Gordon's model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return.

UNIT III (15 hrs)

Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels Problems: Relative Strength Analysis, Moving Averages breadth of market.

UNIT IV (15 hrs)

Theory: steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing TheoryProblems: Evaluation of Portfolios; Sharpe Model, Jensen's Model, Treynor's model.

UNIT V (15 hrs)

Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.

TEXTBOOKS

1. Punithavathy Pandian . *Security Analysis & Portfolio Management*. New Delhi: Vikas Publishing, 2nd edition, 2012.
2. Prasanna Chandra. *Investment Analysis & Portfolio Management*. McGraw Hill 6th edition, 2021.
3. E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini. *Security Analysis & Portfolio Management*. New Delhi: Pearson, 7th edition, 2018.
4. S Kevin. *Portfolio Management*. New Delhi: PHI Publishing, 2nd revised edition 2006.
5. L.Natarajan. *Investment Management*.Chennai: MarghamPublicaitons, 1st Edition.

REFERENCES

Books

1. Reilly & Brown. *Investment Analysis and Portfolio Management*. Cengage, 10th edition, 2016.
2. Bodi, Kane, Markus, Mohanty. *Investments*. New Delhi: Tata McGraw Hill, 8 th edition, 2011.

3. V.A.Avadhan. *Securities Analysis and Portfolio Management*. Mumbai: Himalaya PublishingHouse, 2013.
4. V.K.Bhalla. *Investment Management*. New Delhi: S.Chand & Company Ltd., 2012.
5. Jay M Desai, Nishag A Joshi. *Investment Management*. Dream Tech Press.

Web Sources

1. www.stock-trading-infocentre.com
2. www.sebi.gov.in
3. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/>
4. <https://www.investopedia.com/terms/t/technicalanalysis.asp>
5. <https://groww.in/p/portfolio-management>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER - VI
ELECTIVE COURSES GENERIC/ DISCIPLINE SPECIFIC -VIII: FUNDAMENTALS
OF LOGISTICS (23UBA064)
(From 2023-2024 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 25
CREDITS : 3	EXT. MARKS : 75
DURATION : 75 hrs	MAX. MARKS : 100

Course Objectives

- To understand the various basic concepts and terms relating to Logistics.
- To comprehend the importance of customer service and outsourcing relevant to logistics
- To evaluate the importance and issues in global logistics
- To possess an overall knowledge about the services and factors allied to logistics
- To understand the technological impact of logistics

Course Outcomes (CO)

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

CO1[K1]: identify the philosophy of the logistics concept and Evolution of warehousing as a concept

CO2[K2]: specify the inventory management policy, principles of designing, transportation and warehouse design

CO3[K3]: determine the operational objectives of logistics, functions of logistics information, transportation, and inventory & warehousing

CO4[K4]: examine the application of information technology in logistics

CO5[K5]: classify the model characteristics in transportation

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	0	1	1	1	1
CO2[K2]	3	3	1	1	1	1	1
CO3[K3]	3	3	1	1	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	2	2	0	1	0	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to POs	2.68	3.07	2.04	1.87	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)

Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy.

UNIT II (15hrs)

Customer service and outsourcing – Definition of customer services- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing.

UNIT III (15 hrs)

Global Logistics - Global Supply Chain. Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics - Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM.

UNIT IV (15 hrs)

Key logistics activities- Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.

UNIT V (15 hrs)

Technology & Logistics: Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange – types - benefits.

TEXTBOOKS

1. Vinod V. Sople. *Logistic Management*. New Delhi: Pearson Limited, 2nd Edition.
2. Sudalaimuthu & Anthony Raj. *Logistics Management for International Business: Text and Cases*. Ne Delhi: PHI Learning, First Edition, 2009.
3. Martin Christopher. *Logistics and Supply Chain Management*. New Delhi: Pearson Education Limited, 2012.
4. Satish C. Ailawadi, Rakesh P. Singh. *Logistics & Supply Chain Management*. PHI Learning Private Limited, 2011.
5. Paul Myerson. *Lean Supply Chain and Logistics Management*. New Delhi: Mc Graw Hill, 2012.

REFERENCES

Books

1. Janat Shah. *Supply Chain Management – Text and Cases*. New Delhi: Pearson Education, 5th edition, 2012.
2. Sunil Chopra and Peter Meindl. *Supply Chain Management-Strategy Planning and Operation*. New Delhi: PHI Learning / Pearson Education, 5th edition, 2012.
3. Douglas Lambert, James R Stock, Lisa M. Ellram. *Fundamentals of Logistics Management*. New Delhi: McGraw-hill/Irwin, First Edition, 1998.

Web Sources

1. <https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/>
2. <https://www.track-pod.com/blog/functions-of-logistics/>
3. <https://www.projectmanager.com/blog/logistics-management-101>
4. <https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme – B.B.A.

SEMESTER-VI

**ELECTIVE COURSES GENERIC/ DISCIPLINE SPECIFIC - VIII: E-BUSINESS
(23UBA065)**

(From 2023-2024 Batch onwards)

HOURS / WEEK : 5

INT.MARKS : 25

CREDITS : 3

EXT.MARKS :75

DURATION : 75 hrs

MAX.MARKS:100

Course Objectives

- To understand the basic concepts of electronic business.
- To identify web-based tools.
- To examine the security threats to e-business.
- To discuss the strategies on marketing.
- To analyze the business plan for e-business.

Course Outcomes (CO)

On completion of this course, students will;

CO1[K1]: relates and states the basic concepts of business done through web.

CO2[K2]: explain and apply web tools in real-time business situations.

CO3[K3]: identify the security threats in electronic payment methods.

CO4[K4]: discuss the recent strategies for marketing.

CO5[K5]: evaluate the cyber crime barriers for e-business.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	0	1	1	1	1
CO2[K2]	3	3	1	1	1	1	1
CO3[K3]	3	3	1	1	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	2	2	0	1	0	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to POs	2.68	3.07	2.04	1.87	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT-I (15 hrs)
Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business

UNIT-II (15 hrs)
Web based tools for e - business - e - business software - overview of packages

UNIT-III (15 hrs)
Security threats to e - business - implementing security for e - commerce and electronic payment systems.

UNIT-IV (15 hrs)
Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals.

UNIT-V (15 hrs)
The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business.

TEXTBOOKS

1. Garry P Schneider and James T Perry. *Electronic Commerce, Course technology*. Thomson Learning, 2000.
2. Diwan, Prag and Sunil Sharma. *E-Commerce Managers guide to E-Business* .
3. Kosivr, David. *Understanding E-Commerce*.
4. Turban, Efraim, David King et. *Electronic Commerce*.
5. *A Managerial Perspective*. New Delhi: Pearson Education
6. C S Rayudu. *E Commerce E Business*, HPH Publications.

REFERENCES

Books

1. Smantha Shurety. *E-Business with Net Commerce, Addison*. Singapore: Wesley.
2. J. Christopher Westle and Theodore H K Clarke. *Global Electronic Commerce – Theory and Case Studies*. University Press
3. David Whitely. *E Commerce Strategy, Technology and Applications*, TMH.
4. Kalakota, Ravi. *Frontiers of Electronic Commerce, Addison* ,New Delhi: Wesley.
5. Dave Chaffey. *E-Business and E-Commerce Management*. New Delhi: Pearson Education.

Web Sources

1. https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
2. <https://www.techtarget.com/searchcio/definition/e-business>
3. <https://irpcdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme – B.B.A.

SEMESTER- VI

**ELECTIVE COURSES GENERIC/ DISCIPLINE SPECIFIC -VIII: STRATEGIC
MANAGEMENT (23UBA066)**

(From 2023-2024 Batch onwards)

HOURS/WEEK: 5

INT. MARKS : 25

CREDITS : 3

EXT. MARKS : 75

DURATION : 75 hrs

MAX. MARKS: 100

Course Objectives

- To understand the concept of strategy and strategic management process.
- To create awareness of evolving business environment.
- To understand strategic alternatives and make appropriate strategic choice
- To know the basics of strategic implementation
- To understand recent trends for competitive advantage

Course Outcomes (CO)

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

CO1[K1]: state the process and complexities of business environment.

CO2[K2]: develop organizational strategy formulation

CO3[K3]: list the most suitable strategies for organization.

CO4[K4]: evaluate the organizational status and achievements.

CO5[K5]: analyze the successful implementation of the chosen strategies

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	0	1	1	1	1
CO2[K2]	3	3	1	1	1	1	1
CO3[K3]	3	3	1	1	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K5]	2	2	0	1	0	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course Contribution to Pos	2.68	3.07	2.04	1.87	2.56	2.68	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (15 hrs)

Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition

UNIT II (15 hrs)

External Environment Appraisal using PESTEL- Competitor Analysis using Porter's 5-Forces model -Environmental Threat and Opportunity Profile (ETOP)- Value chain Analysis - Strategic Advantage Profile(SAP) - Scanning Functional Resources and Capabilities for building Organization - Capability Profile (OCP) SWOT Analysis

UNIT III (15 hrs)

Strategic alternatives at corporate level: concept of grand strategies - Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies

UNIT IV (15 hrs)

Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control

UNIT V (15 hrs)

Concept of Balanced Scorecard approach. Use of Big data for balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability.

TEXTBOOKS

1. Wheelan and Hunger. *Concepts in Strategic Management and Business Policy*, New Delhi: Pearson,14th Edition,2017.
2. Azhar Kazmi. *Strategic Management and Business Policy*.New Delhi: McGraw Hill ,Third Edition,2012.
3. Jauch, Glueck & Gupta. *Business Policy and Strategic Management*.Frank Brothers, 7th Edition.
4. Pearce, Robinson and Mittal. *Strategic Management, Formulation, Implementation & Control*. New Delhi: McGraw Hill, 12th Edition.
5. Hitt, Ireland, Hoskisson & Manikutty. *Strategic Management – A South Asian Perspective*. Cengage Learning, Ninth Edition, 2012.

REFERENCES

Books

1. Thomson & Strickland. *Crafting and Executing Strategy*.New Delhi: McGraw Hill, Sixteenth Edition, 2011.

2. N. Chandrasekaran, Ananthanarayanan. *Strategic Management*. Oxford University Press , First Edition 2012.
3. Ireland, Hoskisson & Manikutty. *Strategic Management – A South Asian Perspective*. Cengage Learning, Ninth Edition,2012.
4. Dr.LM.Prasad. *Strategic Management*.New Delhi: Sultan Chand & Sons.
5. Kenneth Carrig,Scott A Snell. *Strategic Execution:Driving Breakthrough performance in business*.Stanford University Press,2019.

Web Sources

1. <https://onlinelibrary.wiley.com/journal/10970266>
2. <https://str.aom.org/teaching/all-levels>
3. <https://online.hbs.edu/courses/business-strategy/>
4. <https://study.sagepub.com/parnell4e>
5. <https://www.strategicmanagement.net>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme B.B.A.

SEMESTER - VI

**SKILL ENHANCEMENT COURSE - IX: PROFESSIONAL COMPETENCY SKILL:
QUANTITATIVE APTITUDE I AND QUANTITATIVE APTITUDE II (23UBAS61)**

(From 2023-2024 Batch onwards)

HOURS/WEEK: 2

CREDITS : 2

DURATION : 30 hrs

INT. MARKS : 25

EXT. MARKS : 75

MAX. MARKS: 100

Course Objectives

- To categorize, apply and use thought process to distinguish between concepts of Quantitative methods
- To prepare and explain the fundamentals related to various possibilities and probabilities related to time
- To be able to solve questions relating to percentages, Profit and loss
- To analyze data in Charts and the applications of Base system
- To understand the application Geometry and mensuration

Course Outcomes

On completion of this course, students will;

CO1[K1]: use their logical thinking and analytical abilities to solve reasoning questions

CO2[K2]: solve questions related to time and distance and time and work

CO3[K3]: apply concept of percentages, profit and loss, discount

CO4[K4]: interpret data using bar charts and diagrams

CO5[K6]: solve questions relating to geometry and mensuration , syllogisms, clocks and calendars

CO-PO Mapping table (Course Articulation Matrix)

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1[K1]	2	1	1	0	1	1	1
CO2[K2]	2	2	2	0	1	1	1
CO3[K3]	2	2	0	1	0	1	1
CO4[K4]	2	2	1	1	1	2	1
CO5[K6]	2	2	0	1	0	2	2
Weightage of the course	10	09	04	03	03	07	06
Weighted percentage of Course Contribution to Pos	1.91	2.13	2.72	1.12	1.92	3.13	2.99

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

UNIT I (6 hrs)
Numerical computation: Applications based on Numbers, Ratio & Proportion, Chain Rule. Applications Based on Time and work, Time and Distance.

UNIT II (6 hrs)
Applications based on percentages, Profit Loss, Simple interest and Compound Interest, Partnerships, Shares.

UNIT III (6 hrs)
Data interpretation related to Averages, Allegations or Mixtures and, Bar charts, Pie charts, Venn diagrams.

UNIT IV (6 hrs)
Numerical Reasoning: Problems related to Number series, Analogy of numbers, Classification of numbers, Letter series, Seating arrangements, Directions, blood relations and puzzle test.

UNIT V (6 hrs)
Combinatorics: Counting techniques, Permutations, Combinations and Probability, Syllogisms and data sufficiency, Clocks (Base 24), Calendars (Base7).

TEXTBOOKS

1. R S Agarwal. *Quantitative aptitude*. New Delhi: S Chand Publication.
2. Rajesh Verma . *Fast Track Objective Airthmetic* . Arihant Publication.
3. R V Praveen. *Quantitative Aptitude and Reasoning* .New Delhi: PHI Publication.
4. RajatVijay Jain. *Essential Quantitative Aptitude for Competitive Exams* . 2nd Edition , Disha Publications .
5. Disha Experts . *Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19)*. Disha Publications , 3rd Edition by.
6. Shakunatala devi . *Puzzles to puzzle you*. Orient paperback publication.
7. Nishit K Sinha . *Reasoning For Competitive Examinations*, Pearson India, 2019 Edition.
8. R S Agarwal . *A Modern Approach To Logical Reasoning*. New Delhi: S Chand Publications.
9. Disha Experts. *General Reasoning Ability for Competitive Exams - SSC/Banking/Defence/Railway/Insurance*. Disha Publications.

REFERENCES

Books

1. U Mohan Rao . *Quantitative Aptitude*. Scitech publications.
2. Arun Sharma . *Quantitative Aptitude*. New Delhi:McGrawhill publications.
3. Abhijit Guha . *Quantitative Aptitude* .

Web Sources

1. www.m4maths.com
2. www.Indiabix.com
3. <https://www.123test.com/numerical-reasoning-test/>
4. <https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html>
5. <https://playquiz2win.com/reasoning.html>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

UG Programme

SEMESTER VI

PART V – EXTENSION

(From 2023 -2024 Batch Onwards)

HOURS/WEEK: -

CREDIT : 1

DURATION :-

INT. MARKS: 100

Course Objectives

- To promote community involvement, encourage civic participation, and foster a sense of ownership and responsibility.
- To involve the learners in organizing campaigns, seminars, or public events to educate the public, promote understanding, and advocate for positive change.
- To create platforms for knowledge sharing, partnership development, and collective action.
- To encourage environmental conservation, promote responsible resource management, or foster sustainable livelihoods.
- To raise awareness about social issues, advocate for marginalized groups, or implement programs that promote inclusivity and equal opportunities.

Course Outcomes (CO)

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

CO1[K1]: recognize the importance of community service through training and education

CO2[K2]: interpret ecological concerns, consumer rights, gender issues & legal protection

CO3[K3]: develop team spirit, verbal/nonverbal communication and organizational ethics by participating in community service

CO4[K4]: examine the necessity of professional skills & community-oriented services for a holistic development

CO5[K6]: create awareness on human rights, legal rights, First Aid, Physical fitness and wellbeing.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	0	0	2	2	1	1
CO2[K2]	2	1	0	2	1	1	1
CO3[K3]	2	0	0	1	2	2	1
CO4[K4]	1	1	1	1	2	2	1
CO5[K6]	1	0	0	1	2	2	1
Weightage of the course	08	02	01	07	09	08	05
Weighted percentage of Course contribution to Pos	1.53	0.47	0.68	2.61	5.77	3.57	2.49

Based on the level of contribution ('3'-High, '2'-Medium, '1'-Low '-' No Correlation)

Details of the Courses

- | | | |
|----|--------------------------------------|-----------|
| 1 | National Cadet Corps (NCC) | - 190 hrs |
| 2 | National Service Scheme (NSS) | - 240 hrs |
| 3 | Physical Education | |
| 4 | Red Ribbon Club (RRC) | |
| 5 | Youth Red Cross (YRC) | |
| 6 | Fine Arts Club | |
| 7 | Library and Information Service Club | |
| 8 | Yoga Club | |
| 9 | ECO Club | |
| 10 | Consumer Club | |
| 11 | Human Rights Club | |
| 12 | Women Empowerment Cell | |
| 13 | Legal Awareness League | |