

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 2021-2022 Batch onwards)

Department of Business Administration

UG Programme – B.B.A.

Approved in the Academic Council – XIII held on 11/08/2021

Curriculum Design and Development Cell
Annexure E

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
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Programme Scheme, Scheme of Examination and Syllabi
(From 2021-2022 Batch onwards)

Department of Business Administration

UG Programme - B.B.A.

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 Vice – Principal & Head of Business Administration Sri Kaliswari College (Autonomous), Sivakasi.
2.	University Nominee	Dr. K. Chandrasekaran Assistant Professor, Department of Management Studies, Madurai Kamaraj University, Madurai -625 021
3.	Academic Expert 1.	Dr. G. Venkadasalpathy Associate Professor in Business Administration Director-Self Finance Courses G. Venkataswamy Naidu College, Kovilpatti.
4.	Academic Expert 2.	Dr. D. Ram Kumar Assistant Professor PG Department of Business Administration Sri Meenakshi Government Arts College for Women (Autonomous), Madurai.
5.	Industrialist	Mr. R. Sathian Distributor, Hatsun Agro Products Pvt. Ltd., Sivakasi.
6.	Alumnus	Mr. P. Mahesh Kumar Assistant Sales Manager, NNR Global Logistics International Private Limited, Bangalore.
Members		
7.	Mr. S. Ajith Kumar	Assistant Professor of Business Administration
8.	Mr. P. Venkatesh Kumar	Assistant Professor of Business Administration
9.	Dr. K. Muthuselvi	Assistant Professor of Business Administration
10.	Mrs. M. Nageswari	Assistant Professor of Business Administration
11.	Mrs. S. Kamalaveni	Assistant Professor of Business Administration
12.	Mrs. P. Panchavarnam	Assistant Professor of Business Administration
13.	Mrs. M. Vijayalakshmi	Assistant Professor of Business Administration
14.	Mrs. V. Ahila	Assistant Professor of Business Administration

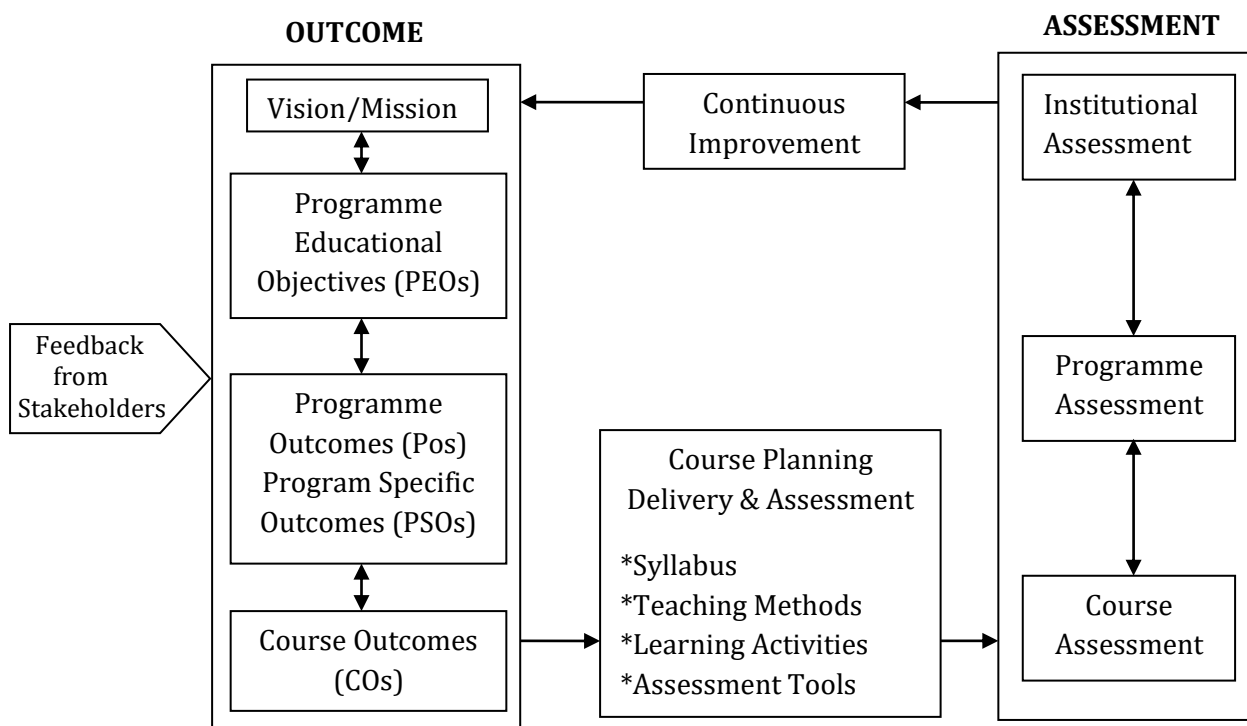
SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
 (Affiliated to Madurai Kamaraj University, Re-accredited with A Grade (CGPA 3.11) by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
GUIDELINES FOR OUTCOME-BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM
(From 2021-2022 Batch onwards)

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 instill 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, evaluate, analyse and solve problems related to business.

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, write reports and documentations with the use of ICT skills.

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 Life-long 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	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
P01	✓						
P02		✓					
P03			✓				
P04				✓			
P05					✓		
P06						✓	
P07							✓

X. PO-PEO Mapping Matrix - B.B.A.

PO \ PEO	PEO1	PEO2	PEO3	PEO4	PEO5
P01	✓				
P02		✓			
P03		✓			
P04			✓		
P05				✓	
P06				✓	
P07					✓

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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 2021 - 2024 may be permitted to write their examinations in this pattern up to April 2029.

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

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

For all Theory Courses : Internal Marks: 40; External Marks: 60

For all Practical Courses, Project and Internship : Internal Marks: 50; External Marks: 50

Internal Mark Distribution for Theory Courses

Assessment Type	Marks	Scheme of Assessment
Internal Test	15 marks	Two Internal Tests and 1 Model Exam will be conducted and average of the best two will be considered
Written Assignment	5 marks	One Written Assignment will be given
E-Assignment/ Case Studies/ Reviews/ Field Assignments/ Poster Presentations/ Portfolios	5 marks	Any one of the Assignments will be given
Quiz	5 marks	One Quiz Test will be conducted
Viva/ Oral Exam/ Group Discussion/ Role Play	10 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	40 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	40 marks	End result of the Practical
Viva -Voce	10 marks	Oral Mode Test

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
QUESTION PAPER PATTERN

Internal Test – 30 Marks – 1 hr Duration

S.No	Type of Questions	Marks
1.	Objectives type Questions: Multiple Choice – 4 questions Answer in a Word/Sentence – 4 questions	04 04
2.	Short Answer–3 questions –either or type	3x4=12
3.	Long Answer–1 question – either or type	1x10=10

Summative Examinations – 60 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	5x4=20
3.	Long Answer 3 questions – either or type	3x10=30

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,

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

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

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

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

For Practical Courses

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

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

CO	Level of Attainment
Above 70%	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.

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

Expected Level of Attainment for each of the Programme Outcomes

PO	Level of Attainment
Above 70%	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

PEO	Level of Attainment
Above 70%	Excellent
60 -70 %	Very good
50-60 %	Good
40 – 50 %	Satisfactory
Below 40%	Not Satisfactory

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UG Programme – B.B.A.
CURRICULUM STRUCTURE
OUTCOME-BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM
(From 2021-2022 Batch onwards)

S. No	Courses	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Credits
I	Tamil / Hindi / French	6 (3)	6 (3)	-	-	-	-	6
II	English	6 (3)	6 (3)	-	-	-	-	6
III	Core Courses	5 (5) 5 (4)	5 (4) 5 (4)	6 (5) 6 (5) 5 (4) 5 (4)	6 (5) 6 (5) 5 (4) 5 (3)	5 (5) 5 (5) 5 (4) 5P (4)	5 (5) 5 (5) 5 (4) 4 (4) 5 (4)	92
	Allied Courses	4 (3)	4P (3)	4 (3)	4 (3)	-	-	12
	Major Elective Courses	-	-	-	-	4(3) 4(3)	4(3)	9
	Self-paced Learning (Swayam Course)	-	-	-	(2)	-	-	2
IV	Ability Enhancement Compulsory Course (AECC) 1. Environmental Studies	2(1)	-	-	-	-	-	1
	2. Value Education	-	1(1)	-	-	-	-	1
	Non-Major Elective Courses	-	-	2 (1)	2 (1)	-	-	2
	Skill Enhancement Courses	2 (1)	2(1)	2 (1)	2(1)	2(1)	2 (1)Pro	6
	Internship	-	-	-	-	(1)	-	1
Disaster Management	-	1(1)	-	-	-	-	1	
V	Extension	-	-	-	(1)	-	-	1
Total Hours (Per week)/ Credits		30(20)	30(20)	30(23)	30(25)	30(26)	30(26)	140 180

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DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
CURRICULUM PATTERN
OUTCOME-BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM
(From 2021-2022 Batch onwards)
PROGRAMME CODE – UBA

Semester	Part	Course Code	Course Name	Hours	Credits
I	I	21UBAL11	காப்பீடு கோட்பாடுகளும் நடைமுறைகளும்	6	3
	II	21UENL11	Communicative English – I	6	3
	III	21UBAC11	Core Course – I: Principles of Management	5	5
		21UBAC12	Core Course – II: Financial Accounting	5	4
		21UBAA11	Allied Course – I: Economics for Business	4	3
	IV	21UESR11	Ability Enhancement Compulsory Course –I: Environmental Studies	2	1
		21UBAS11	Skill Enhancement Course – I: Soft Skills	2	1
Total				30	20
II	I	21UBAL21	அலுவலக மேலாண்மை	6	3
	II	21UENL21	Communicative English – II	6	3
	III	21UBAC21	Core Course – III: Business Environment	5	4
		21UBAC22	Core Course – IV: Business Organisation	5	4
		21UBAA2P	Allied Course – II: Practical: Office Automation	4	3
	IV	21UVED21	Ability Enhancement Compulsory Course – II : Value Education	1	1
		21UBAS21	Skill Enhancement Course – II: Corporate Skills	2	1
		21UDMG21	Disaster Management	1	1
Total				30	20
III	III	21UBAC31	Core Course – V: Organisational Behaviour	6	5
		21UBAC32	Core Course – VI: Business Statistics and Mathematics	6	5
		21UBAC33	Core Course – VII: Entrepreneurship	5	4
		21UBAC34	Core Course – VIII: Legal Aspects of Business	5	4
		21UBAA31	Allied Course – III: Money and Banking	4	3
	IV	21UBAN31	Non-Major Elective Course – I: Fundamentals of Management	2	1
		21UBAS31	Skill Enhancement Course – III: Goods and Services Tax	2	1
Total				30	23
IV	III	21UBAC41	Core Course – IX: Operations Management	6	5
		21UBAC42	Core Course – X: Financial Management	6	5
		21UBAC43	Core Course – XI: Human Resource Management	5	4
		21UBAC44	Core Course – XII: Marketing Management	5	3

		21UBAA41	Allied Course – IV: Management Information System	4	3
			Self-Paced Learning: (Swayam Course)		2
		21UBAM41	1. Customer Relationship Management		
		21UBAM42	2. Innovation, Business Models and Entrepreneurship		
	IV	21UBAN41	Non-Major Elective Course – II: Rural Entrepreneurship	2	1
		21UBAS41	Skill Enhancement Course – IV: Case Analysis	2	1
	V		Extension		1
Total				30	25
V	III	21UBAC51	Core Course – XIII: Strategic Management	5	5
		21UBAC52	Core Course – XIV: Cost and Management Accounting	5	5
		21UBAC53	Core Course – XV: Research Methodology	5	4
		21UBAC5Q	Core Course – XVI: Practical: Accounting Packages	5	4
		21UBA051	Major Elective Course – I:	4	3
		21UBA052	1. Indian Financial System		
	21UBA053	2. Financial Services			
	21UBA054	Major Elective Course – II:	4	3	
	21UBA055	1. E – Marketing			
	21UBA056	2. Services Marketing			
IV	21UBAS51	Skill Enhancement Course – V: Salesmanship	2	1	
	21UBAJ51	Internship		1	
Total				30	26
VI	III	21UBAC61	Core Course – XVII: International Business	5	5
		21UBAC62	Core Course – XVIII: Business Ethics & Corporate Governance	5	5
		21UBAC63	Core Course – XIX: Export Management	5	4
		21UBAC64	Core Course – XX: Logistics Management	4	4
		21UBAC65	Core Course – XXI: Family Business Management	5	4
		21UBA061	Major Elective Course – III:	4	3
	21UBA062	1. International Marketing			
	21UBA063	2. International Human Resource Management			
IV	21UBAJ61	Skill Enhancement Course –VI: Project Viva – Voce	2	1	
Total				30	26

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OUTCOME-BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM
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PROGRAMME ARTICULATION MATRIX (PAM)

Semester	Course Code	Course Name	P01	P02	P03	P04	P05	P06	P07
I	21UBAL11	காப்பீடு கோட்பாடுகளும் நடைமுறைகளும்	13	9	6	5	2	3	2
	21UENL11	Communicative English – I	10	7	2	8	2	2	3
	21UBAC11	Core Course – I: Principles of Management	14	11	4	7	4	5	5
	21UBAC12	Core Course – II: Financial Accounting	15	12	4	2	6	6	5
	21UBAA11	Allied Course – I: Economics for Business	14	10	5	5	3	8	5
	21UESR11	Ability Enhancement Compulsory Course –I: Environmental Studies	8	5	1	7	8	5	5
	21UBAS11	Skill Enhancement Course – I: Soft Skills	10	8	1	5	4	7	5
II	21UBAL21	அலுவலக மேலாண்மை	14	9	1	4	2	5	5
	21UENL21	Communicative English – II	10	8	2	8	2	2	3
	21UBAC21	Core Course – III: Business Environment	13	8	5	5	8	6	5
	21UBAC22	Core Course – IV: Business Organisation	14	12	5	5	3	6	5
	21UBAA2P	Allied Course – II: Practical: Office Automation	14	10	5	5	3	8	5
	21UVED21	Ability Enhancement Compulsory Course – II : Value Education	8	5	1	5	9	4	7
	21UBAS21	Skill Enhancement Course – II: Corporate Skills	14	8	2	5	3	5	3
	21UDMG21	Disaster Management	7	8	2	5	2	4	8
III	21UBAC31	Core Course – V: Organisational Behaviour	15	10	3	6	3	7	6
	21UBAC32	Core Course – VI: Business Statistics and Mathematics	14	13	4	3	3	7	6
	21UBAC33	Core Course – VII: Entrepreneurship	14	11	4	6	4	6	5

	21UBAC34	Core Course – VIII: Legal Aspects of Business	14	12	4	5	3	7	5
	21UBAA31	Allied Course – III: Money and Banking	14	13	4	5	3	6	5
	21UBAN31	Non-Major Elective Course – I: Fundamentals of Management	9	5	0	8	0	5	5
	21UBAS31	Skill Enhancement Course – III: Goods and Services Tax	14	8	2	5	3	5	3
IV	21UBAC41	Core Course – IX: Operations Management	15	12	4	5	3	6	5
	21UBAC42	Core Course – X: Financial Management	15	12	4	5	3	6	5
	21UBAC43	Core Course – XI: Human Resource Management	14	10	3	8	4	6	5
	21UBAC44	Core Course – XII: Marketing Management	14	12	3	6	4	6	5
	21UBAA41	Allied Course – IV: Management Information System	14	13	3	5	4	6	5
	21UBAM41	Self-Paced Learning: (Swayam Course) 1. Customer Relationship Management 2. Innovation, Business Models and Entrepreneurship	13	10	5	9	1	2	7
	21UBAM42								
	21UBAN41	Non-Major Elective Course – II: Rural Entrepreneurship	9	5	0	8	0	5	5
	21UBAS41	Skill Enhancement Course – IV: Case Analysis	14	8	2	5	3	5	3
	Extension	8	2	1	7	9	8	5	
V	21UBAC51	Core Course – XIII: Strategic Management	14	13	3	5	4	6	5
	21UBAC52	Core Course – XIV: Cost and Management Accounting	14	13	3	5	4	6	5
	21UBAC53	Core Course – XV: Research Methodology	14	13	4	6	4	6	3
	21UBAC5Q	Core Course – XVI: Practical: Accounting Packages	14	13	4	5	3	6	5
	21UBA051 21UBA052 21UBA053	Major Elective Course – I: 1. Indian Financial System 2. Financial Services 3. Investment Management	14	13	3	5	4	6	5
		Major Elective Course – II:	14	13	3	5	4	6	5

	21UBA054 21UBA055 21UBA056	1. E – Marketing 2. Services Marketing 3. Consumer Behaviour							
	21UBAS51	Skill Enhancement Course – V: Salesmanship	14	10	3	3	2	5	3
	21UBAJ51	Internship	14	10	3	4	2	4	3
VI	21UBAC61	Core Course – XVII: International Business	15	13	3	5	4	6	4
	21UBAC62	Core Course – XVIII: Business Ethics & Corporate Governance	14	13	4	5	4	6	4
	21UBAC63	Core Course – XIX: Export Management	14	13	3	5	4	6	5
	21UBAC64	Core Course – XX: Logistics Management	14	13	3	5	4	6	5
	21UBAC65	Core Course – XXI: Family Business Management	14	13	3	5	4	6	5
	21UBA061 21UBA062 21UBA063	Major Elective Course – III: 1. International Marketing 2. International Human Resource Management 3. International Finance	14	13	4	5	4	6	4
	21UBAJ61	Skill Enhancement Course –VI: Project Viva – Voce	14	10	3	3	2	5	3
Total Weightage of all Courses Contributing to PO			599	472	141	248	164	255	215

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 2021-2022 Batch onwards)

PROGRAMME ARTICULATION MATRIX – WEIGHTED PERCENTAGE

Semester	Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7
I	21UBAL11	காப்பீடு கோட்பாடுகளும் நடைமுறைகளும்	2.17	1.91	4.26	2.02	1.22	1.18	0.93
	21UENL11	Communicative English – I	1.67	1.48	1.42	3.23	1.22	0.78	1.4
	21UBAC11	Core Course – I: Principles of Management	2.34	2.33	2.84	2.82	2.44	1.96	2.33
	21UBAC12	Core Course – II: Financial Accounting	2.5	2.54	2.84	0.81	3.66	2.35	2.33
	21UBAA11	Allied Course – I: Economics for Business	2.34	2.12	3.55	2.02	1.83	3.14	2.33
	21UESR11	Ability Enhancement Compulsory Course – I: Environmental Studies	1.34	1.06	0.71	2.82	4.88	1.96	2.33
	21UBAS11	Skill Enhancement Course – I: Soft Skills	1.67	1.69	0.71	2.02	2.44	2.75	2.33
II	21UBAL21	அலுவலக மேலாண்மை	2.34	1.91	0.71	1.61	1.22	1.96	2.33
	21UENL21	Communicative English – II	1.67	1.69	1.42	3.23	1.22	0.78	1.4
	21UBAC21	Core Course – III: Business Environment	2.17	1.69	3.55	2.02	4.88	2.35	2.33
	21UBAC22	Core Course – IV: Business Organisation	2.34	2.54	3.55	2.02	1.83	2.35	2.33
	21UBAA2P	Allied Course – II: Practical: Office Automation	2.34	2.12	3.55	2.02	1.83	3.14	2.33
	21UVED21	Ability Enhancement Compulsory Course – II : Value Education	1.34	1.06	0.71	2.02	5.49	1.57	3.26
	21UBAS21	Skill Enhancement Course – II: Corporate Skills	2.34	1.69	1.42	2.02	1.83	1.96	1.4
	21UDMG21	Disaster Management	1.17	1.69	1.42	2.02	1.22	1.57	3.72
III	21UBAC31	Core Course – V: Organisational Behaviour	2.5	2.12	2.13	2.42	1.83	2.75	2.79
	21UBAC32	Core Course – VI: Business Statistics and Mathematics	2.34	2.75	2.84	1.21	1.83	2.75	2.79

	21UBAC33	Core Course – VII: Entrepreneurship	2.34	2.33	2.84	2.42	2.44	2.35	2.33
	21UBAC34	Core Course – VIII: Legal Aspects of Business	2.34	2.54	2.84	2.02	1.83	2.75	2.33
	21UBAA31	Allied Course – III: Money and Banking	2.34	2.75	2.84	2.02	1.83	2.35	2.33
	21UBAN31	Non-Major Elective Course – I: Fundamentals of Management	1.5	1.06	0	3.23	0	1.96	2.33
	21UBAS31	Skill Enhancement Course – III: Goods and Services Tax	2.34	1.69	1.42	2.02	1.83	1.96	1.4
IV	21UBAC41	Core Course – IX: Operations Management	2.5	2.54	2.84	2.02	1.83	2.35	2.33
	21UBAC42	Core Course – X: Financial Management	2.5	2.54	2.84	2.02	1.83	2.35	2.33
	21UBAC43	Core Course – XI: Human Resource Management	2.34	2.12	2.13	3.23	2.44	2.35	2.33
	21UBAC44	Core Course – XII: Marketing Management	2.34	2.54	2.13	2.42	2.44	2.35	2.33
	21UBAA41	Allied Course – IV: Management Information System	2.34	2.75	2.13	2.02	2.44	2.35	2.33
	21UBAM41	Self-Paced Learning: (Swayam Course) 1. Customer Relationship Management	2.17	2.12	3.55	3.63	0.61	0.78	3.26
	21UBAM42	2. Innovation, Business Models and Entrepreneurship							
	21UBAN41	Non-Major Elective Course – II: Rural Entrepreneurship	1.5	1.06	0	3.23	0	1.96	2.33
	21UBAS41	Skill Enhancement Course – IV: Case Analysis	2.34	1.69	1.42	2.02	1.83	1.96	1.4
		Extension	1.34	0.42	0.71	2.82	5.49	3.14	2.33
V	21UBAC51	Core Course – XIII: Strategic Management	2.34	2.75	2.13	2.02	2.44	2.35	2.33
	21UBAC52	Core Course – XIV: Cost and Management Accounting	2.34	2.75	2.13	2.02	2.44	2.35	2.33
	21UBAC53	Core Course – XV: Research Methodology	2.34	2.75	2.84	2.42	2.44	2.35	1.4
	21UBAC5Q	Core Course – XVI: Practical: Accounting Packages	2.34	2.75	2.84	2.02	1.83	2.35	2.33
	21UBA051	Major Elective Course – I: 1. Indian Financial System	2.34	2.75	2.13	2.02	2.44	2.35	2.33
21UBA052	2. Financial Services								
21UBA053	3. Investment Management								

	21UBA054 21UBA055 21UBA056	Major Elective Course – II: 1. E – Marketing 2. Services Marketing 3. Consumer Behaviour	2.34	2.75	2.13	2.02	2.44	2.35	2.33
	21UBAS51	Skill Enhancement Course – V: Salesmanship	2.34	2.12	2.13	1.21	1.22	1.96	1.4
VI	21UBAJ51	Internship	2.34	2.12	2.13	1.61	1.22	1.57	1.4
	21UBAC61	Core Course – XVII: International Business	2.5	2.75	2.13	2.02	2.44	2.35	1.86
	21UBAC62	Core Course – XVIII: Business Ethics & Corporate Governance	2.34	2.75	2.84	2.02	2.44	2.35	1.86
	21UBAC63	Core Course – XIX: Export Management	2.34	2.75	2.13	2.02	2.44	2.35	2.33
	21UBAC64	Core Course – XX: Logistics Management	2.34	2.75	2.13	2.02	2.44	2.35	2.33
	21UBAC65	Core Course – XXI: Family Business Management	2.34	2.75	2.13	2.02	2.44	2.35	2.33
	21UBA061 21UBA062 21UBA063	Major Elective Course – III: 1. International Marketing 2. International Human Resource Management 3. International Finance	2.34	2.75	2.84	2.02	2.44	2.35	1.86
	21UBAJ61	Skill Enhancement Course –VI: Project Viva – Voce	2.34	2.12	2.13	1.21	1.22	1.96	1.4
Total Weighted Percentage of Course Contribution to POs			100	100	100	100	100	100	100

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

காப்பீடு கோட்பாடுகளும் நடைமுறைகளும் (21UBAL11)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 6	INT. MARKS : 40
CREDITS : 3	EXT. MARKS : 60
DURATION : 90 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to the basic concepts and principles of Insurance.

Course Outcomes (CO)

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

CO1[K1]: identify the provisions of IRDA Act and its importance

CO2[K2]: classify the various types of insurance

CO3[K3]: apply the principles of insurance for Investment opportunity

CO4[K4]: compare the methods of determining the premium

CO5[K4]: compare the different types of documents associated with insurance

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	1	-	1	1	-	1
CO2[K2]	3	2	-	1	1	1	1
CO3[K3]	3	2	-	1	-	1	-
CO4[K4]	2	2	3	1	-	-	-
CO5[K4]	2	2	3	1	-	1	-
Weightage of the course	13	09	06	05	02	03	02
Weighted percentage of Course contribution to POs	2.17	1.91	4.26	2.02	1.22	1.18	0.93

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

பகுதி I

(18 hrs)

காப்பீடு - இலக்கணம் - இடர்பாடு - இன்னல்கள் - இடையூறு - காப்பீட்டின் முக்கியத்துவம் - காப்பீட்டின் கூறுகள் - காப்பீட்டு ஒப்பந்தம் - காப்பீட்டு ஒப்பந்தத்தின் வகைகள் - காப்பீட்டின் அடிப்படைக் கொள்கைகள் - இரட்டைக்காப்பீடு - மறுகாப்பீடு - காப்பீட்டின் பணிகளும் இன்றியமையாமையும்.

பகுதி II

(18 hrs)

ஆயுள் காப்பீடு - பொருள் - ஆயுள் காப்பீட்டு ஒப்பந்தத்தின் அடிப்படைக் கூறுகள் - அயுள் காப்பீட்டு பத்திரங்களின் வகைகள் - முழு ஆயுள் மற்றும் குறித்த காலக்காப்பிட - பணம் மீட்டுப் பத்திரம் - காப்புறுதித் தொகை மீட்சியின் அடிப்படையில் பத்திரம் - ஒருவருக்கு மேற்பட்ட நபர்களுக்குக் காப்பீட்டு பத்திரம் - இலாபம் இணைந்த பத்திரம் - இலாபம் இணையா பத்திரம் - காப்பீட்டின் பிற வகைகள்.

பகுதி III

(18 hrs)

ஆயுள் முனைமம் கணக்கிடுதல் - வகைகள் - இறப்பு வீதம் - மதிப்பீடு - நிதி முதலீடு - முக்கியத்துவம் - முதலீட்டின் கோட்பாடுகள் - எஞ்சும் பணம் மற்றும் அதனைப் பிரித்துக் கொடுத்தல் - ஆயுள் காப்பீடு செய்யும் முறை - நிபந்தனைகள் - வயதுக்கான அத்தாட்சி - முனைமம் செலுத்துதல் - சலுகை நாட்கள் - பத்திரம் உரிமை இழத்தல் - பத்திரம் உரிமை மீட்பு - சரண் மதிப்பு.

பகுதி IV

(18 hrs)

கடல் காப்பீடு - இலக்கணம் - ஒப்பந்தத்தின் தன்மை - கடல்சார் காப்பீடு - நிபந்தனைகள் - கடல்சார் இடர்பாடுகள் - கடல் சார்ந்த காப்பீட்டின் வகைகள் - தீ காப்பீடு - இலக்கணம் - தீ காப்பீட்டின் இயல்புகள் - பல்வகையான காப்பீட்டுப் பத்திரங்கள் - காப்பீட்டு ஒப்பந்தத்தின் வகைகள்.

பகுதி V

(18 hrs)

காப்பீட்டு முறைப்படுத்துதல் மற்றும் வளர்ச்சிக்கான அதிகாரச் சட்டம் 1999 - ஆணையத்தின் பணிமுறை கட்டமைப்பு - குறிக்கோள்கள் - ஜி.ஆர்.டி.ஏ சட்டத்தின் சரத்துக்கள் - அதிகாரங்கள் மற்றும் பணிகள்.

TEXTBOOK

1. பீர் முஹம்மது எ. மற்றும் ஷாகலி இப்ராகிம் ஏ. என். *காப்பீடு கோட்பாடுகளும் நடைமுறைகளும்*. மதுரை: பாஸ் பப்ளிகேசன்ஸ், மறுபதிப்பு 2019.

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2. எல். ரெங்கராஜன். காப்பீடு. *கோட்பாடுகளும் நடைமுறைகளும்*: இராஜபாளையம், ரெங்கா பதிப்பகம், பதிப்பாண்டு 2006.
3. பிரசன்னா வெங்கடேசன். *அற்புத ஆயுதம் இன்கூரன்ஸ்: வெற்றிகரமான ஆயுள்காப்பீடு விற்பனை முறைகள்*. சென்னை: வெர்லிகல் ப்ரோக்ரஸ், 3rd Edition, 2017.

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1. <https://www.toppr.com/guides/business-studies/business-services/insurance/>
2. <https://taxguru.in/finance/concepts-insurance.html>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF ENGLISH
UG Programme – B.B.A.
SEMESTER- I
COMMUNICATIVE ENGLISH - I (21UENL11)
(From 2021-2022 Batch onwards)

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

INT. MARKS : 40
EXT. MARKS: 60
MAX. MARKS: 100

Preamble

This course helps the learners to develop their communication skills in English through listening, speaking, reading, and writing practices.

Course Outcomes (CO)

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

CO1[K1]: relate and state ideas by reading and listening to simple recorded conversations and fables

CO2[K2]: demonstrate communicative skills through simple Descriptions, Requests and Instructions

CO3[K3]: apply knowledge of word power and grammar rules in Formal and Informal letter writings

CO4[K4]: analyze fairy tales and folk tales to develop language skills through literature

CO5[K6]: construct grammatically correct and meaningful simple sentences in English

CO-PO Mapping table (Course Articulation Matrix)

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	2	-	2	-	-	-
CO2[K2]	2	2	-	2	-	-	-
CO3[K3]	2	1	-	2	1	-	1
CO4[K4]	2	1	1	1	1	1	1
CO5[K6]	2	1	1	1	-	1	1
Weightage of the course	10	07	02	08	02	02	03
Weighted percentage of Course contribution to Pos	1.67	1.48	1.42	3.23	1.22	0.78	1.4

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

UNIT I - LISTENING AND SPEAKING (18 hrs)

A. Listening

Listening to simple conversations in everyday contexts

Listening to fables

Listening to News Bulletin

B. Speaking

Introducing oneself and others

Describing persons, places, things, daily routines, health and symptoms

Asking for time and date

Asking for directions and giving directions

Giving instructions and seeking clarifications

Making requests and responding to requests

Thanking someone and responding to thanks

UNIT II - READING AND WRITING (18 hrs)

A. Reading

Interpreting pictures/maps/pie-charts/tables/flow charts /diagrams

Skimming or scanning through the texts

B. Writing

Hints Developing

Story Completion/ completing the story based on given outline.

Letter Writing: Informal letters- Family, Friends and Relatives

Formal letters: Leave letters and Apology Letter

UNIT III - WORD POWER (18 hrs)

Prefixes and Suffixes

Homophones and Homonyms

Words related to Parts of the Body & their functions, Cries of Animals,

Young Ones of Animals

Connotative and Denotative words

Contextual Usage of words

Puzzles and Anagrams

UNIT IV - GRAMMAR (18 hrs)

Nouns-Kinds, Number and Gender

Pronouns-Kinds

Adjectives- Kinds

Verbs-Regular and Irregular verbs, Transitive and Intransitive Verbs

Adverbs- Kinds and Position of Adverbs

UNIT V - LANGUAGE THROUGH LITERATURE

(18 hrs)

Fairy Tales, Folk Tales and Legendary Heroes

Fairy Tales

The Pied Piper of Hamelin

The Ugly Duckling

Hansel and Gretel

Folk Tales

Alibaba and the Forty Thieves

Aladdin and the Magic Lamp

The Town Mouse and the Country Mouse

Legendary Heroes

Chhatrapati Shivaji Maharaj- Shivaji's great escape

Mahatma Gandhi- Mohandas takes a spelling test

Tenali Raman- The Stolen Brinjal

Akbar and Birbal- Re-Union

TEXTBOOKS

1. Carthy Mc., and Felicity O'Dell. *English Vocabulary in Use (Upper intermediate)*. UK: Cambridge University Press, 2005.
2. Pillai, Radhakrishna, and K.Rajeevan. *Spoken English for You (Level One)*. Chennai: Emerald Publishers, 2009.
3. Sreelekshmi. *Folk Tales- A WonderWorld of 150 Stories for Children*. Kerala: SL Publishers, 2004.

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1. Babu, Sundara. *Leo's Tenali Raman Stories*. Chennai: Leo Book Publishers, 2015.
2. Kalyani V. *Fairy Tales 1*. Kerala: Sisco Publishers, 2004.
3. *Life Skills (Jeevan Kaushal) Facilitators' Guidelines*. New Delhi: University Grants Commission, 2021.
4. Sadanand, Kamalesh and Susheela Punitha. *Spoken English- A Foundation Course for Speakers of Tamil*. Mumbai: Orient Blackswan, 2009.
5. Taylor, Grant. *English Conversation Practice*. New Delhi: Tata McGraw Hill Publishers, 2001.

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2. <https://kathakids.com/great-personalities/stories-of-mahatma-gandhi/>
3. <https://www.infoplease.com/dictionary/brewers/animals-cries>
4. <https://www.zooborns.com/zooborns/baby-animal-names.html>
5. <https://learnenglish.britishcouncil.org/general-english/stories>
6. <https://www.talkenglish.com/lessonindex.aspx>
7. <https://www.englishhelper.com/>
8. <https://www.englishpage.com/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – I
CORE COURSE – I: PRINCIPLES OF MANAGEMENT (21UBAC11)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 5	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course provides the learners about the functions, responsibilities, tools and techniques to be adopted in the managerial job.

Course Outcomes (CO)

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

CO1[K1]: list the various concepts of management

CO2[K2]: demonstrate the manager’s role in promoting motivation

CO3[K3]: apply the principles of management for the effective functioning of the organization

CO4[K4]: analyze the planning, decision making process and various forms of organization structure

CO5[K4]: examine the leadership qualities, methods and need for control

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	-	-	-	1	1
CO3[K3]	3	2	1	2	1	1	1
CO4[K4]	3	2	1	2	1	1	1
CO5[K4]	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	2.34	2.33	2.84	2.82	2.44	1.96	2.33

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

UNIT I (15 hrs)

Management – Nature – Administration Vs Management – Levels of Management – Skills of a Manager – Role of a Manager – Importance of Management – Management Functions – Evolution of Management Thoughts – Henry Fayol’s Principles of Management – F.W.Taylor’s Scientific Management Principles.

UNIT II (15 hrs)

Planning – Nature – Importance – Limitation – Principles – Types – Steps in Planning Process – Decision Making – Nature – Types of Decision – Steps in Decision Making Process – Principles.

UNIT III (15 hrs)

Organizing – Nature – Steps in Organizing Process – Determinants of Organization Structure – Significance – Principles – Formal and Informal Organization – Delegation of Authority – Importance – Principles – Types.

UNIT IV (15 hrs)

Staffing – Elements – Importance – Principles – Directing – Nature – Signification – Principles – Techniques (Delegation, Supervision, Orders and Instructions) – Models – Motivation – Nature – Importance.

UNIT V (15 hrs)

Leadership – Nature – Importance – Qualities – Leadership Vs Management – Controlling – Nature – Objectives – Significance – Types of Control – Steps in Control Process – Essentials of an Effective Control System – Techniques of Control (Management Audit, Responsibility Accounting, PERT and CPM).

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.

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Books

1. Tripathi P C and Reddy P N. *Principles of Management*. New Delhi: Tata McGraw- Hill Publishing House, 6th Edition, 2017.
2. Harold Koontz and Heinz Weihrich. *Essential of Management: An International, Innovation and Leadership Perspective*. New Delhi: Tata McGraw- Hill Publishing House, 10th Edition, 2015.
3. Prasad L M. *Principles and Practice of Management*. New Delhi: Sultan Chand & Sons Pvt. Ltd, 10th Edition, 2020.

Web Sources

1. <https://nptel.ac.in/courses/110/105/110105146/>
2. <https://nptel.ac.in/courses/110/107/110107150/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – I
CORE COURSE – II: FINANCIAL ACCOUNTING (21UBAC12)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 4	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course provides knowledge on accounting concepts, subsidiary books, final accounts, depreciation and non - trading organization to the learners.

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 straight line method and written down value method, receipts and payments account and income and expenditure account

CO3[K3]: calculate the depreciation by using different methods

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

CO5[K6]: prepare final accounts, receipts and payments account and income and expenditure account by applying the accounting rules

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	-	-	1	1	-
CO2[K2]	3	3	1	-	1	1	1
CO3[K3]	3	2	1	-	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	2.5	2.54	2.84	0.81	3.66	2.35	2.33

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

UNIT I (15 hrs)

Accounting – Meaning – Book Keeping – Accounting Concepts – Double Entry System – Advantages – Journal – Ledger – Trial Balance.

UNIT II (15 hrs)

Subsidiary Book – Types – Advantages – Cash Book – Kinds – Single, Double and Triple Column Cash book – Petty Cash book.

UNIT III (15 hrs)

Final Accounts – Trading Account – Profit and Loss Account – Balance Sheet (Simple Adjustments Only).

UNIT IV (15 hrs)

Depreciation – Meaning – Definition – Causes – Need – Methods – Straight Line and Written Down Value Method Only (Simple Problems Only).

UNIT V (15 hrs)

Non Trading Organization – Meaning – Features – Receipt and Payment Account – Income and Expenditure Account – Balance Sheet.

NOTE: Questions shall be taken from 60% on Problems and 40% on Theory.

TEXTBOOKS

1. Reddy T S and Murthy A. *Financial Accounting*. Chennai: Margham Publications, 6th Edition, 2014.
2. Jain S P and Narang K L. *Financial Accounting*. Ludhiana: Kalyani Publishers, 5th Edition, 2010.

REFERENCES

Books

1. Tulsian P C. *Financial Accounting*. Hyderabad: Pearson India Education Services Private Limited, 24th Edition, 2019.
2. Shukla M C, Grewal T S and Gupta S C. *Advanced Accounts - Volume 1*. New Delhi: S. Chand and Company Limited, 17th Edition, 2011.
3. Jawahar Lal and Srivastava. *Financial Accounting Principles and Practices*. New Delhi: Sultan Chand & Sons, 1st Edition, 2003.

Web Sources

1. <https://www.classcentral.com/course/edx-financial-accounting-3915>
2. <https://nptel.ac.in/courses/110/106/110106147/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – I
ALLIED COURSE – I: ECONOMICS FOR BUSINESS (21UBAA11)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 4	INT. MARKS : 40
CREDITS : 3	EXT. MARKS : 60
DURATION : 60 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to the basic concepts of managerial economics and impact of the elements in business.

Course Outcomes (CO)

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

CO1 [K1]: identify the fundamental concepts of micro economics

CO2 [K2]: relate their business position with macroeconomic areas such as unemployment, inflation, national income

CO3 [K3]: present the theories of demand and supply and its impact

CO4 [K4]: analyze the different methods of demand forecasting

CO5 [K4]: analyze the causes and consequences of different market conditions

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	2	1	1	-	1	1
CO2[K2]	3	2	1	1	-	1	1
CO3[K3]	3	2	1	1	1	2	1
CO4[K4]	3	2	1	1	1	2	1
CO5[K4]	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	2.34	2.12	3.55	2.02	1.83	3.14	2.33

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

UNIT I (12 hrs)

Managerial Economics – Meaning – Definition – Nature – Scope – Functions of Managerial Economist – Relationship of Managerial Economics with Other Disciplines – Fundamental Concepts – Objectives of a Firm.

UNIT II (12 hrs)

Demand – Meaning – Types – Determinants and Distinctions of Demand– Law of Demand – Elasticity of Demand – Meaning – Types and Measurement of Elasticity of Demand – Law of Diminishing Marginal Utility – Demand Forecasting – Meaning – Factors Involved in Demand Forecasting – Methods of Demand Forecasting for Established Products.

UNIT III (12 hrs)

Cost Concepts – Cost Output Relationship in the Short Run and Long Run – Cost Control and Cost Reduction– Price Policy – Objectives – Methods – Break Even Analysis – Assumptions – Uses – Limitations.

UNIT IV (12 hrs)

Pricing Methods – Perfect Competition – Meaning – Features – Price Determination Under Perfect Competition – Monopoly – Types – Pricing Under Monopoly – Oligopoly (Kinked Demand Curve Model) – Monopolistic Competition – Features.

UNIT V (12 hrs)

Business Cycle – Phases – Inflation and Deflation – Meaning – Causes – Effects – Control – National Income – Meaning – Concepts – Measurement – Importance – Problems.

TEXTBOOKS

1. Bose D. and Marimuthu A. *Managerial Economics (Business Economics)*. Mumbai: Himalaya Publishing House, 1st Edition, 2019.
2. Mithani D M. *Managerial Economics Theory and Applications*. Mumbai: Himalaya Publishing House, 8th Edition, 2017.

REFERENCES

Books

1. Jhingan M L. and Stephen J K. *Managerial Economics*. New Delhi: Vrinda Publications Private Limited, 2nd Edition, 2015.
2. Dwivedi D N. *Managerial Economics*. New Delhi: Vikas Publishing House Private Limited, 8th Edition, 2015.
3. Sankaran S. *Managerial Economics*. Chennai: Margham Publications, 5th Edition, 2013.

Web Sources

1. <https://www.digimat.in/nptel/courses/video/110101005/L01.html>
2. <https://nptel.ac.in/courses/110/104/110104093/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
UG PROGRAMME
SEMESTER- I
ABILITY ENHANCEMENT COMPULSORY COURSE: ENVIRONMENTAL
STUDIES (21UESR11)
(From 2021 - 2022 Batch onwards)

HOURS/WEEK : 2
CREDIT : 1
DURATION : 30 hrs

INT. MARKS: 40
EXT. MARKS: 60
MAX. MARKS :100

Preamble

This course familiarizes the learners with the essentials of Environmental Studies by focusing on variety of environmental issues and factors affecting environment.

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, Food Web and Bio geochemical.

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[K4]: examine the impact of human action on the biological environment

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1 [K1]	2	1	-	2	2	1	1
CO2 [K2]	2	1	-	2	1	1	1
CO3 [K3]	2	1	-	1	1	1	1
CO4 [K4]	1	1	1	1	2	1	1
CO5 [K4]	1	1	-	1	2	1	1
Weightage of the course	08	5	1	7	08	05	05
Weighted percentage of Course contribution to Pos	1.34	1.06	0.71	2.82	4.88	1.96	2.33

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

UNIT I (6 hrs)

Structure of earth and its components: Atmosphere – Lithosphere – Hydrosphere – Biosphere. Renewable and non-renewable resources – Forest, water and energy resources.

UNIT II (6 hrs)

Ecosystem: Concept of ecosystem – Terrestrial and aquatic. Structure and function – Energy flow in the ecosystem – Food chain and food web – Ecological pyramids – Bio-geo chemical cycle – carbon and nitrogen cycle.

UNIT III (6 hrs)

Biodiversity: Introduction – Definition: genetic, species and ecosystem diversity. Indian Biodiversity Hotspots. Threats to biodiversity – Conservation of Biodiversity – In-situ and Ex-situ conservation strategies. IUCN Red list Categories.

UNIT IV (6 hrs)

Pollution: Definition – causes – effects and control measures of Air – Water – Noise – soil – nuclear pollution. Global issues – Global warming – acid rain – Ozone layer depletion. Water conservation – rain water harvesting and water recycling – solid waste management.

UNIT V (6 hrs)

Human Population and Environment: Population growth, variation among nations. Road safety awareness. Environment and human health. Human Rights. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Contribution of students and teachers in adoption of villages and steps to be taken for green villages.

TEXTBOOKS

1. Dharmaraj,J. *Text book of Environmental studies*, S. Chand and Co. New Delhi, 1995.
2. Susila Appadurai. *Environmental Studies*, New Century Book House, 2012.

REFERENCES

Books

1. Agarwal, K.C. *Environmental Biology*, Nidi publication Ltd, Bikaner, 2001.
2. Odum, E.P. *Fundamentals of Ecology*, W.B. Saunders Co. USA, 1971.
3. Miller, T.G. *Environmental sciences*, Wadsworth Publishing Co, New Delhi. 2004.

Web Sources

1. <https://www.adcidl.com/pdf/India-Road, Traffic-Signs.pdf>
2. <https://www.youtube.com/watch?v=QewEi2U1jLs>
3. <https://byjus.com/biology/endemic-species/>

UNIT I (6 hrs)

Soft Skills – Importance – Attributes – Identifying Soft Skills – Practicing Soft Skills – Improving Soft Skills – Exhibiting Soft Skills.

UNIT II (6 hrs)

Know Thyself or Self Discovery – Introduction – Importance – Process of Knowing Oneself – SWOT Analysis – Benefits of SWOT Analysis – Using SWOT Analysis – SWOT Analysis Grid.

UNIT III (6 hrs)

Body Language – Introduction – Voluntary & Involuntary Body Language – Forms – Parts – Uses – Types – Improving Body Language.

UNIT IV (6 hrs)

Time Management – 80:20 Rule – Features of Time – Secrets of Time Management – Time Management Matrix – Effective Scheduling – Difficulties in Time Management – Overcoming Procrastination.

UNIT V (6 hrs)

Interpersonal Skills – Positive Character Traits – Formal Interpersonal Skills – Reasons for Poor Interpersonal Skills – Emotional Intelligence – Models – Measuring Emotional Intelligence – Develop Emotional Intelligence.

TEXTBOOKS

1. Alex K. *Soft Skills – Know Yourself and Know the World*. New Delhi: S. Chand & Company Private Limited, 3rd Revised Edition, 2014.
2. Vinay Mohan Sharma. *Body Language: The Art of Reading Gestures and Postures*. New Delhi: V & S Publishers, 1st Edition, 2014.

REFERENCES

Books

1. Jeff Butterfield. *Soft Skills for Everyone*. Noida: Cengage Learning India Private Limited, 1st Edition, 2020.
2. Rao M S. *Soft Skills: Enhancing Employability*. New Delhi: I.K. International Publishing House Private Limited, 2010.
3. Krishnamacharyulu C S G and Lalitha Ramakrishnan. *Soft Skills of Personality Development*. Mumbai: Himalaya Publishing House, 2nd Edition, 2012.

Web Sources

1. <https://www.skillsyouneed.com/general/soft-skills.html>
2. <https://nptel.ac.in/courses/109/107/109107121/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – II
அலுவலக மேலாண்மை (21UBAL21)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 6	INT. MARKS : 40
CREDITS : 3	EXT. MARKS : 60
DURATION : 90 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to the basic concept of office and office management.

Course Outcomes (CO)

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

CO1[K1]: identify the importance and functions of modern office

CO2[K3]: apply the principles of office systems

CO3[K3]: choose the location for an office

CO4[K4]: classify the methods of filing and indexing

CO5[K4]: inspect the principles of office environment and objects of using office machines

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	1	1	1	1	1	1
CO2[K3]	3	2	-	1	1	1	1
CO3[K3]	3	2	-	-	-	1	1
CO4[K4]	3	2	-	1	-	1	1
CO5[K4]	2	2	-	1	-	1	1
Weightage of the course	14	09	01	04	02	05	05
Weighted percentage of Course contribution to POs	2.34	1.91	0.71	1.61	1.22	1.96	2.33

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

பகுதி I

(18 hrs)

அலுவலக மேலாண்மை – அலுவலக மேலாண்மையின் கூறுகள் – அலுவலக மேலாண்மையின் பணிகள் – அலுவலக மேலாளருக் வேண்டிய தகுதிகள் – அலுவலக மேலாளரின் பணிகளும் கடமைகளும் – நவீன அலுவலகம் – முக்கியத்துவம் – அலுவலகப்பணிகள் – அலுவலக முறைகளின் கோட்பாடுகள் – சிறப்பு இயல்புகள் – அலுவலக முறைகளைத் திட்டமிடுதல் – அலுவலக முறைகளின் நன்மைகள்.

பகுதி II

(18 hrs)

அலுவலக இட அமைப்பு – நகர்பகுதிகள் – புற நகர்பகுதிகள் – இடத்தேர்வு – அலுவலக இடத் தேர்வின் போது ஆராய வேண்டிய காரணிகள் – அலுவலக அமைப்புத்திட்டம் – முக்கியத்துவம் – நோக்கங்கள் – அமைப்புத்திட்டக் கோட்பாடுகள் – அலுவலக அமைப்புத் திட்டத்தை உருவாக்குவதில் ஏற்பட்டுள்ள வளர்ச்சிகள் – அமைப்புத் திட்டத்தை உருவாக்கும் நடைமுறைகள் – அலுவலகச் சுற்றுச்சூழல்.

பகுதி III

(18 hrs)

கோப்பிடுதல் – பணிகள் – சிறப்பு இயல்புகள் – நன்மைகள் – மையக்கோப்பிதல் முறை – பண்முகக் கோப்பிதல் முறை – கோப்பிடுதல் வகைகள் – கோப்பிடுதல் முறைகள் – சுட்டகராதி – முக்கியத்துவம் – நன்மைகள் – வகைகள்.

பகுதி IV

(18 hrs)

அலுவலக அஞ்சல் முறையும் கடிதப் போக்குவரத்தும் – அஞ்சல் சேவையின் நன்மைகள் – அஞ்சல் நடைமுறையை அமைத்தல் – உள்வரும் மற்றும் வெளிச்செல்லும் அஞ்சலைக் கையாளும் முறைகள் – அலுவலகத் தகவல் தொடர்பு – அகத் தகவல் தொடர்பு – எழுத்து மூலத்தகவல் தொடர்பு.

பகுதி V

(18 hrs)

அலுவலக இயந்திரங்களும் சாதனங்களும் – பல்வேறு சாதனங்களின் தேவைகள் – அலுவலக இயந்திரங்களைத் தேர்ந்தெடுப்பதற்கான அலகுகள் – பிழை திருத்தப் பிரதி திருத்தலின் வகைகள் – குறியீடுகளைப் பயன்படுத்தும் முறைகள்.

TEXTBOOK

1. ராதா V. *அலுவலக மேலாண்மை*: சென்னை: பிரசன்னா பப்ளிஷர்ஸ், 3 ஆம் பதிப்பு, 2019.

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1. கு. அன்பழகன் மற்றும் இராமர், *அலுவலக மேலாண்மை*: மதுரை: மெரிட் இந்தியா பப்ளிக்ஷன், 3 ஆம் பதிப்பு, 1996.

Web Sources

1. <https://blog.vantagecircle.com/office-management/>
2. <https://tyrocity.com/topic/concept-of-office-management/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF ENGLISH
UG Programme – B.B.A.
SEMESTER- II
COMMUNICATIVE ENGLISH - II (21UENL21)
(From 2021-2022 Batch onwards)

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

INT. MARKS : 40
EXT. MARKS : 60
MAX. MARKS: 100

Preamble

This course helps the learners to develop their communication skills in English through listening, reading, speaking and writing practices.

Course Outcomes (CO)

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

CO1[K1]: relate and state ideas by reading and listening to recorded interviews and news

CO2[K2]: demonstrate effective speaking skills by offering suggestions, seeking permission and reporting ongoing activities

CO3[K3]: apply knowledge of word power and grammar rules through proverb expansion and paragraph writings

CO4[K4]: analyze simple poems and short stories to develop language skills through literature

CO5[K6]: construct grammatically correct and logically coherent paragraphs

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1 [K1]	2	1	-	1	-	-	-
CO2 [K2]	2	2	-	1	1	-	1
CO3 [K3]	2	2	-	2	-	1	-
CO4 [K4]	2	2	1	2	1	-	1
CO5 [K6]	2	1	1	2	-	1	1
Weightage of the course	10	08	02	08	02	02	03
Weighted percentage of Course contribution to POs	1.67	1.69	1.42	3.23	1.22	0.78	1.4

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

UNIT I - LISTENING AND SPEAKING (18 hrs)

A. Listening

Listening to interviews

Listening to news reading

Listening to instructions-download apps in mobile handsets, cooking, sending e-mail

B. Speaking

Inviting person, offering suggestion and seeking permission

Making complaints and asking apology

Expressing likes, dislikes, hopes, wishes, regrets, sympathy, offering condolences, compliments and praising

Reporting conversations, facts, meetings/interviews, ongoing activities and future plans

Talking about the weather, past & future events, interesting plans and arrangements

UNIT II - READING AND WRITING (18 hrs)

A. Reading

Reading advertisements

Reading notices

Reading short passages

B. Writing

Proverb Expansion

Paragraph Writing

Essay writing

UNIT III - WORD POWER (18 hrs)

Synonyms & Antonyms

Misspelt words

Words related to- House, Clothing, Food, Education, Speaking, Holidays and Sports

UNIT IV - GRAMMAR (18 hrs)

Preposition and its kinds

Conjunction and its kinds

Articles

Tenses

UNIT V - LANGUAGE THROUGH LITERATURE (18 hrs)

A. Poetry

Sarojini Naidu - The Queen's Rival

John Masefield - Laugh and be Merry

Alfred Noyes	-	The Highwayman
B. Short Story		
Somerset Maugham	-	The Ant and the Grasshopper
Katherine Mansfield	-	A Cup of Tea

TEXTBOOKS

1. Carthy Mc., and Felicity O'Dell. *English Vocabulary in Use (Upper intermediate)*. UK: Cambridge University Press, 2005.
2. Pillai, Radhakrishna and K.Rajeevan. *Spoken English for You (Level One)*. Chennai: Emerald Publishers, 2009.
3. Pillai, Radhakrishna. *Emerald English Grammar and Composition*. Chennai: Emerald Publishers, 2016.

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1. *Life Skills (Jeevan Kaushal) Facilitators' Guidelines*. New Delhi: University Grants Commission, 2021.
2. Radha, Alamelu et.al. *Situational Grammar and Composition*. Chennai: New Century Book House Pvt. Ltd, 2008.
3. Sadanand, Kamalesh and Susheela Punitha. *Spoken English- A Foundation Course for speakers of Tamil*. Mumbai: Orient Blackswan, 2009.
4. Subramanian A.E. *Gifts to Posterity*. Chennai: Anu Chitra Publications, 2003.
5. Taylor, Grant. *English Conversation Practice*. New Delhi: Tata McGraw Hill Publishers, 2001.
6. Tilak, Raghukul. *Sarojini Naidu Selected Poems*. New Delhi: Educational Publishers, 2009.

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1. <https://allpoetry.com/Laugh-and-be-Merry>
2. <https://lincolnprep.wildapricot.org/resources/Reading%20Selections%20for%20Reading%20Competition/The%20Highwayman.pdf>
3. <https://learnenglish.britishcouncil.org/general-english/stories>
4. <https://www.talkenglish.com/lessonindex.aspx>
5. <https://www.englishhelper.com/>
6. <https://www.englishpage.com/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – II
CORE COURSE – III: BUSINESS ENVIRONMENT (21UBAC21)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 4	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course provides knowledge on various Internal and External environment of business which has a considerable influence on the course of business and familiarize with Business Environment in the global view to the learners.

Course Outcomes (CO)

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

CO1[K1]: outline the concept of business environment

CO2[K1]: relate the culture and business

CO3[K2]: classify the economic systems

CO4[K4]: analyze the environmental factors influencing business

CO5[K5]: assess the impact of MNC's on domestic business

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	1	1	1	-	-	1
CO2[K1]	2	2	2	1	2	1	1
CO3[K2]	3	1	-	1	2	1	1
CO4[K4]	3	2	1	1	2	2	1
CO5[K5]	3	2	1	1	2	2	1
Weightage of the course	13	08	05	05	08	06	05
Weighted percentage of Course contribution to POs	2.17	1.69	3.55	2.02	4.88	2.35	2.33

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

UNIT I (15 hrs)

Business Environment – Meaning – Types of Environment – Environmental Analysis – Stages – Techniques – Steps – Types of Environmental Forecasting – Economic Environment – Nature – Structure – Economic Policies – Economic Conditions.

UNIT II (15 hrs)

Political and Legal Environment – Functions of State – Classification – Economic Roles of Government – Economic Systems – Government and Legal Environment – Economic Roles of Government in India – The Constitutional Environment.

UNIT III (15 hrs)

Demographic and Societal Environment – Importance – Population Size – Falling Birth Rate and Changing Age Structure – Migration and Ethnic Aspects – Business and Society – Objectives – Business and Culture – Elements of Culture – Impact of Culture – Culture and Organizational Behavior.

UNIT IV (15 hrs)

Technological Environment – Features – Impact – Status of Technology in India – General Agreement on Trade and Trade (GATT) – Objectives – Evaluation – World Trade Organization – Functions – WTO Agreement – Impact of WTO – Evaluation of WTO – WTO and India.

UNIT V (15 hrs)

Multi-National Corporations (MNC) – Meaning and Definition – Significance – Dominance of MNCs – MNCs and International Trade – Merits of MNCs – Demerits – Perspectives – Code of Conduct – Multinationals in India.

TEXTBOOKS

1. Francis Cherunilam. *Business Environment*. Mumbai: Himalaya Publishing House, 26th Edition, 2017.
2. Aswathappa K. *Essentials of Business Environment*. Mumbai: Himalaya Publishing House, 13th Revised Edition, 2017.

REFERENCES

Books

1. Mishra S K and Puri V K. *Economic Environment of Business*. Mumbai: Himalaya Publishing House, 5th Edition, 2000.
2. Balaji C K. *Business Environment*. Chennai: Margam Publications, 2nd Edition, 2017.
3. Justin Paul. *Business Environment*. New Delhi: Tata McGraw Hill Publishing Company Private Limited, Reprint 2006.

Web Sources

1. <https://www.studocu.com/in/document/amity-university/business-environment/lecture-notes/business-environment-lecture-notes-1-5/5649636/view>
2. <https://managementhelp.org/businessethics/index.htm>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – II
CORE COURSE – IV: BUSINESS ORGANISATION (21UBAC22)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 4	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course provides knowledge on the concept of business, forms of organization, incorporation of a company, company meetings and modes of winding up of the company to the learners.

Course Outcomes (CO)

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

CO1[K1]: state the concept of business and different forms of organization

CO2[K2]: outline the objectives of business and the various forms of business organization

CO3[K4]: distinguish between Industry, Commerce and Trade, in each form of organization

CO4[K4]: analyze the Legal and Procedural aspects for Incorporation and winding up of a company

CO5[K6]: evaluate the various vital documents for Incorporation and Winding up of a company

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	-	1	1	1	1
CO2[K2]	3	3	1	1	1	1	1
CO3[K4]	3	2	1	1	1	1	1
CO4[K4]	3	2	1	1	-	2	1
CO5[K6]	2	2	2	1	-	1	1
Weightage of the course	14	12	05	05	03	06	05
Weighted percentage of Course contribution to POs	2.34	2.54	3.55	2.02	1.83	2.35	2.33

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

UNIT I (15 hrs)

Business – Characteristics of Business – Scope of Business – Classification of Business Activities – Inter-Relationship between Industry, Commerce and Trade – Objectives of Business – Classification of Business Activities – Organic, Economic, Social, Human and National Objectives.

UNIT II (15 hrs)

Forms of Organization – Sole Proprietorship – Features, Advantages and Limitations – Joint Hindu Family Firm – Features, Advantages and Limitations – Partnership Firm – Kinds of Partners – Advantages and Limitations – Joint Stock Company – Company Vs Partnership – Advantages and Limitations – Co-operative Enterprises – Characteristics – Co-operative Organization Vs. Company.

UNIT III (15 hrs)

Incorporation of Company – Procedure for Incorporation of Public Limited Company having Share Capital – Duties of the Secretary at the Promotion Stage, Incorporation Stage, Capital Subscription Stage, Commencement of Business Stage – Memorandum of Association – Articles of Association – Memorandum Vs. Articles of Association.

UNIT IV (15 hrs)

Company Meeting – Kinds of Company Meetings – Requisites for Convening a Valid Meeting – Proper Authority – Proper Notice – Proper Quorum – Powers of Chairman – Agenda – Preparation of Agenda – Essentials of a Valid Motion – Proxies – Duties of Company Secretary Regarding Proxy – Resolution – Minutes of Resolution.

UNIT V (15 hrs)

Winding up of Company – Meaning – Modes of Winding up – Winding up by the Tribunal – Liquidator – Duties of Liquidator – General Powers of the Tribunal – Voluntary Winding up of the Company – Consequences of Voluntary Winding up – Duties of Secretary in Respect of Members Voluntary Winding up.

TEXTBOOKS

1. Gupta C B. *Business Organization and Management*. New Delhi: Sultan Chand & Sons, 17th Edition, 2021.
2. Santhi J. *Company Law and Secretarial Practice*. Chennai: Margham Publications, 6th Edition, 2019.

REFERENCES

Books

1. Kapoor N D. *Company Law & Secretarial Practice*. New Delhi: Sultan Chand & Sons, 9th Revised Edition, 2020.
2. Kapoor N D. *Elements of Company Law*. New Delhi: Sultan Chand & Sons, 30th Edition, 2017.
3. Sundra Pandian P. *Business Organisation*. Chennai: Thai Publications, 1st Edition, 2002.

Web Sources

1. <https://www.classcentral.com/course/swayam-bcoc-132-business-organisation-and-management-23767>
2. <https://www.youtube.com/watch?v=N44yiCRNnMs>

MS WORD

1. Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and center.
2. Preparing Business letter by using header & footer options.
3. Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.
4. Prepare a job application letter enclosing with your Resume.
5. Create a table with an address list containing Designation, Name of the Company, Address, Place, and PIN. Let it have ten addresses. Use this list for mail merges in a letter developed using MS Word. Save the merged letter in a different file.
6. Designing a Newsletter by using Drop Cap, Wrapping Text and columns layout.
7. Menu Card preparation for Hotel using bullets and Numbering.

MS EXCEL

8. To create a worksheet and entering information and apply aligning, editing in a sheet.
9. Preparation of Students Mark Statement by using charts
10. Preparation of Employee Payroll Calculation by using various tools
11. Usage of Statistical functions (Any three).

MS POWER POINT

12. Preparing a Business presentation and changing the slide layout.
13. To prepare Bio-Data presentation and also apply Transition and Animation Effects.

REFERENCES

Books

1. Rizwan Ahmed P. *Introduction to Information Technology*. Chennai: Margham Publications, 2nd Revised Edition, 2017.
2. Joan Lambert and Curtis Frye. *Microsoft Office 2016 Step by Step*. New Delhi: PHI Learning Private Limited, 2018.

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

UG Programme

SEMESTER –II

ABILITY ENHANCEMENT COMPULSORY COURSE: II -VALUE EDUCATION

(21UVED21)

(From 2021 - 2022 Batch onwards)

HOURS/WEEK: 1

INT. MARKS : 40

CREDIT : 1

EXT. MARKS : 60

DURATION : 15 hrs

MAX. MARKS: 100

Preamble

This course aims to promote the values of peace, non-violence, religious tolerance and secular thinking among the learners and equip the learners for a harmonious living in the multi-cultural pluralistic society.

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 inPeace

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[K4]: examine the importance of harmonious living in the multi-cultural Pluralistic society.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1 [K1]	2	1	-	1	1	-	2
CO2 [K2]	2	1	-	1	2	1	2
CO3 [K3]	2	1	-	1	2	1	1
CO4 [K4]	1	1	1	1	2	1	1
CO5 [K4]	1	1	-	1	2	1	1
Weightage of the course	08	05	01	05	09	04	07
Weighted percentage of Course contribution to POs	1.34	1.06	0.71	2.02	5.49	1.57	3.26

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

UNIT I – VALUES AND INDIVIDUAL (3 hrs)

Meaning of values – classification of values – Need for value education – Personal values like adaptability, courage, cheerfulness, dignity of labour and self control – Self discipline - Self Confidence - Self initiative - Social values like sacrifice, forgiveness, Honesty, good manners, tolerance, friendship, hospitality, cooperation and civic sense – Moral values like purity, dedication, punctuality, loyalty, truthfulness and sense of duty.

UNIT II – VALUES AND SOCIETY (3 hrs)

Definition of society – democracy – secularism – socialism – Human rights – social integration – Social Justice – Role models: Akbar, Balagangadhar Tilak, Abdul Kalam, Mother Teresa.

UNIT III – VALUES AND RELIGIONS (3 hrs)

Values in Hinduism, Christianity, Islam and Buddhism – Need for religious harmony inter faith dialogue – Role Models: Vivekananda, Narayana Guru, Aravindar, Tagore, Vallalar Ramalingar, Gandhi.

UNIT IV – VALUES AND NATIONAL INTEGRATION (3 hrs)

Secularism and National Integration – Message from the life of Gandhiji, Nehru, Bharathi, Subash Chandra Bose, Sarojini Naidu etc.

UNIT V – VALUES AND SCIENCE (3 hrs)

Indian Gurus – Indian Scientists – Indian Universities – Indian Mathematicians and World Scientists – Science and Religion – Science, Technology development and values – Science and Human values.

TEXTBOOK

1. Pitchaikani Prabhakaran, A. Babu Franklin, M.Archanadevi, *Value education*, Sri Kaliswari College (Autonomous), Sivakasi, 2017.

REFERENCES

Books

1. Subramanyam, K. *Values in Education*, Ramana Publications, 1995
2. Swamy Chidbhavananda, *Indian National Education*, Publication by Ramakirshna Tapovanam.
3. அறிஞர் குழு (தொகுப்பு). *வாழ்வியல் விழுமியங்கள்*, உலக சமுதாய சேவா சங்கம், ஆழியாறு.

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 – II
SKILL ENHANCEMENT COURSE – II: CORPORATE SKILLS (21UBAS21)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 2	INT. MARKS : 40
CREDIT : 1	EXT. MARKS : 60
DURATION : 30 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to perform in Group Discussion, Interview Skills, Manners and Etiquette required to develop the career.

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

CO2[K2]: explain the forms and importance of resume, group discussion and interview

CO3[K3]: use the guidelines and tips for developing the career planning

CO4[K6]: perform in the group discussion, interview and negotiation by applying the techniques

CO5[K6]: prepare resume and develop negotiation to apply for the career

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	2	1	1	1	1	-
CO2[K2]	3	2	1	1	1	1	-
CO3[K3]	3	1	-	1	-	1	1
CO4[K6]	3	2	-	1	-	1	1
CO5[K6]	2	1	-	1	1	1	1
Weightage of the course	14	08	02	05	03	05	03
Weighted percentage of Course contribution to POs	2.34	1.69	1.42	2.02	1.83	1.96	1.4

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

UNIT I (6 hrs)

Manners – Introduction – Poor Manners – Practicing Good Manners – Dealing with the Challenged – Professional Manners – Social Manners – Getting along with People – Mobile Manners – Annoying Office Habits – Corporate Grooming Tips – Etiquette – Benefits – Classification – Accompanying Women – Modern Etiquette.

UNIT II (6 hrs)

Resume – Meaning – Bio-data, CV and Resume – Types of Resume – Tips for Writing Resume – Do's and Don'ts in Resume – Preparing Entry Level Resume – Resume Contents – Electronic Resume Tips – Common Resume Blunders – Cover Letter – Tips to Write Cover Letter.

UNIT III (6 hrs)

Group Discussion (GD) – Introduction – Characters Tested in GD – Tips – Types – Skills Required – Consequences – GD Etiquette – Techniques – Interview – Introduction – Types – Types of Questions Asked – Reasons for Selecting a Candidate – Reasons for Rejecting a Candidate – Dress Code at Interview.

UNIT IV (6 hrs)

Negotiation Skills – Need for Negotiation – Types of Negotiation – Process of Negotiation – Archetypes of Negotiation – Improving Negotiation Skills.

UNIT V (6 hrs)

Career Planning – Introduction – Benefits – Guidelines for Choosing a Career – Myths about Choosing a Career – Tips for Successful Career Planning – Developing Career Goals – Final Thoughts on Career Planning – Things Should Know While Starting Career and During the Career.

TEXTBOOK

1. Alex K. *Soft Skills – Know Yourself and Know the World*. New Delhi: S. Chand & Company Private Limited, 3rd Revised Edition, 2014.

REFERENCES

Books

1. Sumit Kati and Vikesh Ramchandani. *Selling and Negotiation Skills*. Mumbai: Himalaya Publishing House, 2nd Edition, 2012.
2. Jeff Butterfield. *Soft Skills for Everyone*. Noida: Cengage Learning India Private Limited, 3rd Edition, 2020.
3. Rao M S. *Soft Skills: Enhancing Employability*. New Delhi: I.K. International Publishing House Private Limited, 2nd Edition, 2010.

Web Sources

1. <https://nptel.ac.in/courses/109/104/109104031/>
2. https://www.youtube.com/watch?v=azrqlQ_SLW8

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
UG Programme
SEMESTER - II
DISASTER MANAGEMENT (21UDMG21)
(From 2021-2022 Batch onwards)

HOUR/WEEK : 1	INT. MARKS : 40
CREDIT : 1	EXT. MARKS : 60
DURATION : 15 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to know the causes and impact of disasters and the agencies for disaster management in India.

Course Outcomes (CO)

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

CO1[K1]: outline the causes and impact of disasters.

CO2[K2]: explain the features of national policy on disaster management.

CO3[K3]: present the issues in rehabilitation.

CO4[K4]: classify the mitigation measures.

CO5[K5]: assess the role of the agencies for disaster management.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	2	1	1	1	-	2	2
CO2[K2]	2	1	-	1	-	-	1
CO3[K3]	1	2	1	1	-	-	2
CO4[K4]	1	2	-	1	1	2	2
CO5[K5]	1	2	-	1	1	-	1
Weightage of the course	07	08	02	05	02	04	08
Weighted percentage of Course contribution to POs	1.17	1.69	1.42	2.02	1.22	1.57	3.72

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

UNIT I (3 hrs)

Introduction – Disaster – Hazards – Causes and Impact of Disasters – Levels of Disaster – Casual Factors of Disaster – Phases of a Disaster.

UNIT II (3 hrs)

Disaster Mitigation – Risk Reduction Measures – Mitigation Actions – Disaster Management Cycle – Classification of Mitigation Measures.

UNIT III (3 hrs)

Disaster Preparedness and Planning – Objectives – Strategies – Elements of Disaster Preparedness – Principles of Disaster Planning.

UNIT IV (3 hrs)

Disaster Rehabilitation – Issues in Rehabilitation – Objectives – Approaches – Elements of a Rehabilitation Programme.

UNIT V (3 hrs)

Framework Disaster Management in India – Features of National Policy on Disaster Management – Primary and Secondary Relief Functions of Central Government – Disaster Management Act 2005 – Agencies for Disaster Management: India Red Cross Society, NIDM – Bharat Scouts and Guides, India Paramilitary Forces.

TEXTBOOK

1. Satish Modh. *Introduction to Disaster Management*. New Delhi: Macmillan Publishers India Limited, 1st Edition, 2015.

REFERENCES

Books

1. Balamurugan P K and Ajith Kumar S. *Disaster Management*. Chennai: New Century Book House Private Limited, 1st Edition, 2020.
2. Dasgupta R. *Disaster Management and Rehabilitation*. New Delhi: Mittal Publications, 1st Edition, 2010.
3. Narayanan B. *Disaster Management*. New Delhi: A.P.H. Publishing Corporation, 1st Edition, 2009.

Web Sources

1. <https://nptel.ac.in/courses/105/104/105104183/>
2. <https://nidm.gov.in/>

UNIT I (18 hrs)

Organisational Behaviour (OB) – Introduction – Elements – Nature and Scope – Need – Disciplines of OB – Evolution – Development – OB Process – Challenges – Hawthorne Studies.

UNIT II (18 hrs)

Individual Behaviour – Introduction – Individual Differences – Human Behaviour and its Causation – Models of Man – Personality – Introduction – Determinants – Types – Theories.

UNIT III (18 hrs)

Perception – Process – Factors Affecting Perception – Attitudes – Formation – Types – Measurement of Attitude – Change of Attitude – Values – Types – Learning – Determinants – Learning Theories (Classical Conditioning, Operant Conditioning, Cognitive, Social Learning) – Learning Principles.

UNIT IV (18 hrs)

Group Dynamics – Characteristics – Reason for Joining Group – Types – Stages of Group Formation – Group Behaviour – Motivation – Theories of Motivation (Maslow, Herzberg Two Factors) – Motivational Tools – Incentives, Job Design – Leadership – Functions – Styles – Theories (Trait Theory, Behavioural Theory, Managerial Grid).

UNIT V (18 hrs)

Organisational Change – Introduction – Reasons for Change – Types – Planned Change – Kurt Lewi's Change Model – Resistance to Change – Managing Resistance – Organizational Development (OD) – Introduction – Characteristics – Models of OD – OD Intervention – Stress – Causes – Consequences – Measures to Overcome Stress.

TEXTBOOK

1. Khanka S S. *Organisational Behaviour – Text and Cases*. New Delhi: S. Chand & Company Ltd, 13th Edition 2018.

REFERENCES

Books

1. Subbarao P. *Management and Organisational Behaviour – (Text and Cases)*. Mumbai: Himalaya Publishing House, 2nd Edition, 2019.
2. Aswathappa K. *Organisational Behaviour – (Text, Cases and Games)*. Mumbai: Himalaya Publishing House, 13th Edition, 2020.
3. Booma Halpeth and Veena Prasad. *Organisational Behaviour*. Mumbai: Himalaya Publishing House, 1st Edition, 2017.

Web Sources

1. <https://nptel.ac.in/courses/110/106/110106145/>
2. <https://www.iedunote.com/organizational-behavior-notes>

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

UG Programme – B.B.A.

SEMESTER – III

CORE COURSE – VI: BUSINESS STATISTICS AND MATHEMATICS (21UBAC32)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 6

CREDITS : 5

DURATION : 90 hrs

INT. MARKS : 40

EXT. MARKS : 60

MAX. MARKS : 100

Preamble

This course provides knowledge on the concept of statistics, measures of central tendency, dispersion, correlation, regression, time series, set theory, Venn diagram and matrix to the learners.

Course Outcomes (CO)

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

CO1[K1]: describe the basic concept of statistics, set theory, commercial arithmetic and matrix

CO2[K2]: explain the methods of collection of data

CO3[K3]: calculate the measures of central tendency, dispersion, venn diagram, bankers gain and bankers discount

CO4[K4]: examine the correlation, regression and time series

CO5[K5]: prove the set theory and venn diagram and matrix

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	1	-	1	1	1
CO2[K2]	3	3	2	-	1	1	1
CO3[K3]	3	3	-	1	-	1	1
CO4[K4]	3	2	1	1	1	2	1
CO5[K5]	2	2	-	1	-	2	2
Weightage of the course	14	13	04	03	03	07	06
Weighted percentage of Course contribution to POs	2.34	2.75	2.84	1.21	1.83	2.75	2.79

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

UNIT I (18 hrs)

Statistics – Importance – Functions – Data – Primary Data – Secondary Data – Measures of Central Tendency – Arithmetic Mean – Geometric Mean – Harmonic Mean – Median – Mode.

UNIT II (18 hrs)

Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Simple Correlation – Scatter Diagram – Karl Pearson's Co-Efficient of Correlation.

UNIT III (18 hrs)

Rank Correlation – Regression Analysis – Regression Line – Regression Equations – Least Square Method – Deviation Taken from Actual Mean and Assumed Mean Method – Analysis of Time Series – Methods of Determining Trend – Semi – Average Method and Least Square Method.

UNIT IV (18 hrs)

Elements of Set Theory – Roster Method – Rule Method – Types of Sets – Union – Intersection – Complements – Difference of Two Sets – Venn Diagram – De-Morgan's Law – Commercial Arithmetic – Simple Interest – Compound Interest – Discounting of Bills – Face Value of Bills – Banker's Discount – Banker's Gain.

UNIT V (18 hrs)

Determinants – Properties – Product – Matrix – Types – Addition – Multiplication – Matrix Inversion – Solving a System of Linear Equation Using Matrix Inversion – Rank of Matrix – Testing Consistency of Equation.

NOTE: Questions shall be taken from 60% on Problems and 40% on Theory.

TEXTBOOKS

1. Manoharan M, Elango C and Eswaran K C. *Business Mathematics*. Palani: Paramount Publications, 8th Edition, 2013.
2. Pillai R S N and Bagavathi. *Statistics Theory and Practice*. New Delhi: S. Chand and Company Private Limited, 7th Revised Edition, 2009.

REFERENCES

Books

1. Arora P N and Arora S. *Statistics for Management*. New Delhi: S. Chand and Company Private Limited, 8th Edition, 2016.
2. Narayana Nadar E. *Statistic*. New Delhi: PHI Learning Private Limited, 2nd Edition, 2015.
3. Rethinapandy A and Krishnan A. *Business Mathematics*. Madurai: Sree Vani Publications, 1st Edition, 2010.

Web Sources

1. <https://nptel.ac.in/courses/110/107/110107114/>
2. <https://www.youtube.com/watch?v=NvVK001pY5g>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – III
CORE COURSE – VII: ENTREPRENEURSHIP (21UBAC33)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 4	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to inculcate the entrepreneurial qualities and start their own enterprise for the development of economy.

Course Outcomes (CO)

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

CO1[K1]: list the qualities and characteristics of a successful entrepreneur

CO2[K2]: explain the role of entrepreneur and entrepreneurship in the economic development of the country

CO3[K3]: build awareness about the entrepreneurship development programmes and inspect the problems and measures to overcome the sickness in small – scale enterprises

CO4[K4]: analyse the steps involved in project and starting new enterprises

CO5[K4]: 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	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	2	-	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[K4]	2	2	-	1	-	1	1
Weightage of the course	14	11	04	06	04	06	05
Weighted percentage of Course contribution to POs	2.34	2.33	2.84	2.42	2.44	2.35	2.33

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

UNIT I (15 hrs)

Entrepreneur – Evolution – Characteristics – Functions – Qualities – Need – Types – Entrepreneur Vs Manager – Intrapreneur – Characteristics – Entrepreneur Vs Intrapreneur – Women Entrepreneur – Problems – Measures – Entrepreneurial Competency – Kinds – Role of Entrepreneur in Economic Development – Institutional Support to Entrepreneurs – DIC, NSIC, SIDO, FIWE, CWEI, FLO.

UNIT II (15 hrs)

Entrepreneurship – Growth of Entrepreneurship – Characteristics of Entrepreneurship – Factors Stimulating Entrepreneurship – Phases of Entrepreneurship Development – Entrepreneurship as a Career – Role of Entrepreneurship in Economic Development – Factors Affecting Entrepreneurship Growth.

UNIT III (15 hrs)

Entrepreneurship Development Programme (EDP) – Meaning – Objectives – Phases in EDP – Course Contents and Curriculum of EDPs – Problems in EDP, Institutions Support for Entrepreneurship Development Programme – TCO, NIESBUD, EDII.

UNIT IV (15 hrs)

Project Classification – Project Life Cycle – Project Identification – Steps – Project Report – Components – Contents – Importance – Precautions in Preparing Project Report – Reasons for Failure of Project Report – Project Appraisal – Meaning – Feasibility Analysis – Market, Technical, Financial, Economic, Managerial and Social – Business Plan.

UNIT V (15 hrs)

Micro and Small Enterprises – Concept – Types – Characteristics – Scope and Objectives of Micro and Small Enterprises – Problems – Steps in Starting Micro and Small Enterprises – Sickness in Micro and Small Enterprises – Definition – Signals and Symptoms – Causes – Measures to Prevent Sickness.

TEXTBOOK

1. Khanka S S. *Entrepreneurship Development*. New Delhi: S. Chand & Company Ltd, 28th Edition, 2018.

REFERENCES

Books

1. Gupta C B and Srinivasan N P. *Entrepreneurial Development*. New Delhi: Sultan Chand and Sons, 10th Revised Edition, 2013.
2. Gordon E and Natarajan K. *Entrepreneurship Development*. Mumbai: Himalaya Publishing House, 6th Edition, 2020.
3. Vasant Desai. *Entrepreneurship Management*. Mumbai: Himalaya Publishing House, 1st Edition, 2018.

Web Sources

1. <https://nptel.ac.in/courses/127/105/127105007/>
2. <https://www.entrepreneur.com/topic/starting-up>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – III
CORE COURSE –VIII: LEGAL ASPECTS OF BUSINESS (21UBAC34)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 4	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to the basic knowledge about law related to business.

Course Outcomes (CO)

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

CO1[K1]: outline the concepts of contract and cyber laws

CO2 [K2]: classify the kinds of contracts and cyber crimes

CO3[K3]: present the remedies for breach of contract and the methods of preventing cyber crimes

CO4 [K4]: examine the benefits to a worker under various industrial laws

CO5[K4]: analyze the working conditions related to adult, young persons and women workers

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	3	-	1	1	1	1
CO3[K3]	3	2	1	1	1	2	1
CO4[K4]	3	2	-	1	-	2	1
CO5[K4]	2	2	2	1	-	1	1
Weightage of the course	14	12	04	05	03	07	05
Weighted percentage of Course contribution to POs	2.34	2.54	2.84	2.02	1.83	2.75	2.33

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.

UNIT II (15 hrs)

Discharge of Contract by Performance – Devolution of Joint Liabilities and Joint Rights – Time and Place for Performance – Discharge of Contract by New Agreement – Discharge of Contract by Operation of Law – Discharge by Supervening Impossibility – Doctrine of Frustration – Breach of Contract – Remedies for Breach of Contract.

UNIT III (15 hrs)

Factories Act 1948 – Objects of the Act – Approval, Licensing and Registration – The Inspection Staff – Health – Safety – Welfare – Working Hours of Adult Workers – Restrictions on Employment of Women – Employment of Young Persons – The Workmen Compensation Act 1923 – Rules – Amount for Compensation.

UNIT IV (15 hrs)

The Employees' State Insurance Act 1948 – Benefits of ESI – The Employee Provident Fund Act 1952 – Application – EPF Scheme – The Payment of Wages Act, 1936 – Rules for Payment of Wages – Deduction from wages – Industrial Disputes Act 1947 – Objects – Authorities for Settlement of Disputes.

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. Saravanavel P and Sumathi S. *Legal Aspects of Business*. Chennai: Eswar Press, 1st Edition, 2018.
2. Kapoor N D. *Elements of Mercantile Law*. New Delhi: Sultan Chand Sons, 34th Revised Edition, 2017.

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Books

1. Saravanel P. *Labour Legislation*. Chennai: Eswar Press, 1st Edition, 2016.
2. Shukla M C. *Mercantile law*. New Delhi: S. Chand & Company Ltd. 5th Edition, 2015.
3. Pillai R S N and Bagavathi. *Mercantile Law*. New Delhi: S. Chand & Company Ltd, 3rd Edition, 2015.

Web Sources

1. <http://www.freebookcentre.net/Law/Contrarct-Law-Books.html>
2. <https://edurev.in/courses/10810-Industrial-Laws-Notes--Videos>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – III
ALLIED COURSE – III: MONEY AND BANKING (21UBAA31)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 4	INT. MARKS : 40
CREDITS : 3	EXT. MARKS : 60
DURATION : 60 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to the basic concepts of money and banking systems and its operations.

Course Outcomes (CO)

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

CO1[K1]: identify the fundamental concepts of money and banking

CO2[K2]: classify the rights of a banker

CO3[K3]: apply the basic concepts in modern E-banking technologies

CO4[K4]: examine the functions of commercial banks

CO5[K4]: analyse the circular flow of money

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	1	1	-	2	1
CO2[K2]	3	3	-	1	-	1	1
CO3[K3]	3	3	1	1	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K4]	2	2	1	1	1	1	1
Weightage of the course	14	13	04	05	03	06	05
Weighted percentage of Course contribution to POs	2.34	2.75	2.84	2.02	1.83	2.35	2.33

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

UNIT I (12 hrs)

Barter Economy – Evolution – Forms of Money in a Modern Economy – Functions of Money – Kinds of Money – Circular Flow of Money – Monetary Standard – Significance of Money in Capitalist Economy – Monetary Standard – Meaning – Types – Principles of Note Issue.

UNIT II (12 hrs)

Banking – Origin – Banker – Customer – Types of Customer – Relationship between a Banker and a Customer – General Relationship – Special Relationship – Statutory Obligation to Honour Cheques – Banker's Lien – A Banker's Duty to Maintain Secrecy of Customer's Account – Right to Claim Incidental Charges – The Right to Charge Compound Interest – Exemption from the Law of Limitation Act.

UNIT III (12 hrs)

General Precautions for Opening Accounts – KYC Norms – Current Deposit Account – Fixed Deposit Account – Savings Deposit Account – Recurring Deposit Account – Other Deposits – Bank Customers – Special Types – Minor or Infant – A Married Woman – Lunatic – Drunkard – A Partnership Firm – A Joint Stock Company – Non-trading Companies – Private Companies – Clubs, Societies and Non-Trading Associations – Executors, Administrators and Trustees – Joint Account.

UNIT IV (12 hrs)

Commercial Banking – Introduction – Kinds of Banks – Functions of Commercial Banks – Creation of Credit – Process of Credit Creation – Central Bank – Nature and Functions – Methods of Credit Control – Reserve Bank of India – Objectives – Functions.

UNIT V (12 hrs)

Traditional Banking Vs E-Banking – Electronic Delivery Channels – Electronic Purse and Digital Cash – Facets of E-Banking – E-Banking Services – Truncated Cheque and Electronic Cheque – Mobile Banking – Electronic Mobile Wallet – Inter-Bank Mobile Payment Service (IMPS) – Real-time Gross Settlement (RTGS) – SWIFT – NEFT – Aadhaar Enabled Payment System (AEPS) – Models For E-Banking – Advantages of E-banking – Constraints in E-Banking – Frauds in Internet Banking – Security Measures.

TEXTBOOKS

1. Mithani D M. *Money, Banking, International Trade and Public Finance*. Mumbai: Himalaya Publishing House, 18th Revised Edition, 2016.
2. Gordon E and Natarajan K. *Banking Theory, Law and Practice*. Mumbai: Himalaya Publishing House, 28th Revised Edition, 2020.
3. Indian Institute of Banking and Finance. *Digital Banking*. Mumbai: Taxmann Publications, Private Limited, 2nd Edition, 2019.

REFERENCES

Books

1. Narayanan Nadar E. *Money and Banking*. New Delhi: PHI Learning Private Limited, 1st Edition, 2013.
2. Srivastava P K. *Banking – Theory and Practice*. Mumbai: Himalaya Publishing House, 12th Edition, 2016.
3. Arunajatesan S and Radhakrishnan S. *Bank Management*. Chennai: Margham Publications, 2nd Revised Edition, 2013.

Web Sources

1. <https://nptel.ac.in/courses/110/105/110105143/>
2. <https://www.digimat.in/nptel/courses/video/109104076/L01.html>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – III
NON-MAJOR ELECTIVE COURSE – I: FUNDAMENTALS OF MANAGEMENT
(21UBAN31)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 2	INT. MARKS : 40
CREDIT : 1	EXT. MARKS : 60
DURATION : 30 hrs	MAX. MARKS : 100

Preamble

This course provides the learners to realize the basic functions of management like planning, organizing, staffing, directing and controlling in an organisation.

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 [K4]:** analyse the concepts related to business

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	-	-	1	-	1	1
CO2[K2]	2	1	-	1	-	1	1
CO3[K3]	1	-	-	2	-	1	1
CO4[K4]	2	2	-	2	-	1	1
CO5[K4]	2	2	-	2	-	1	1
Weightage of the course	09	05	0	08	0	05	05
Weighted percentage of Course contribution to POs	1.5	1.06	0	3.23	0	1.96	2.33

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

UNIT I (6 hrs)

Management – Nature – Administration Vs Management – Levels of Management – Skills of a Manager – Role of a Manager – Importance of Management – Management Functions.

UNIT II (6 hrs)

Planning – Nature – Importance – Limitation – Principles – Types – Steps in Planning Process.

UNIT III (6 hrs)

Organizing – Nature – Steps in Organizing Process – Determinants of Organization Structure – Significance – Principles – Formal and Informal Organization.

UNIT IV (6 hrs)

Staffing – Elements – Importance – Principles – Directing – Nature – Significance – Principles.

UNIT V (6 hrs)

Controlling – Nature – Objectives – Significance – Types of Control – Steps in Control Process.

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.

REFERENCES

Books

1. Tripathi P C and Reddy P N. *Principles of Management*. New Delhi: Tata McGraw- Hill Publishing House, 6th Edition, 2017.
2. Harold Koontz and Heinz Weihrich. *Essential of Management: An International, Innovation and Leadership Perspective*. New Delhi: Tata McGraw- Hill Publishing House, 10th Edition, 2015.
3. Prasad L M. *Principles and Practices of Management*. New Delhi: Sultan Chand and Sons, 9th Edition, 2016.

Web Sources

1. <https://nptel.ac.in/courses/110/107/110107150/>
2. <https://nptel.ac.in/courses/110/105/110105146/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – III
SKILL ENHANCEMENT COURSE – III: GOODS AND SERVICES TAX
(21UBAS31)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 2	INT. MARKS : 40
CREDIT : 1	EXT. MARKS : 60
DURATION : 30 hrs	MAX. MARKS : 100

Preamble

This course helps the learners to recognize the basic concept of GST in the country.

Course Outcomes (CO)

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

CO1[K1]: describe the functions, powers and structure of GST Council and GSTN

CO2[K1]: define basic concepts and terms under CGST Act and IGST Act

CO3[K2]: explain the provisions of levy and collection of GST

CO4[K4]: analyze the structure of GST and various types of Assessment under CGST Act

CO5[K5]: examine the procedure for registration, payment and refund of GST

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	2	1	1	1	1	-
CO2[K1]	3	2	1	1	1	1	-
CO3[K2]	3	1	-	1	-	1	1
CO4[K4]	3	2	-	1	-	1	1
CO5[K5]	2	1	-	1	1	1	1
Weightage of the course	14	08	02	05	03	05	03
Weighted percentage of Course contribution to POs	2.34	1.69	1.42	2.02	1.83	1.96	1.4

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

UNIT I (6 hrs)

Goods and Services Tax – Introduction – Meaning – Emergence – GST Council – Features – Objectives – Basic Scheme – Scope – Subsuming of Taxes – Principles – Benefits.

UNIT II (6 hrs)

Types of Goods and Services Tax – Central Goods and Service Tax (CGST) – State Goods and Service Tax (SGST) – Integrated Goods and Service Tax (IGST) – Union Territory Goods and Services Tax (UGST) – Features.

UNIT III (6 hrs)

Registration procedure of Goods and Services Tax – Time Limit – Procedure – Persons Liable for Registration – Persons not Liable for Registration – Compulsory Registration – Deemed Registration.

UNIT IV (6 hrs)

Procedure Relating to Levy – Scope of Supply – Types of Supply – Rate of GST – Tax Calculation Under GST – Exempted Goods and Services.

UNIT V (6 hrs)

Assessment – Definition – Types – Provisional Assessment – Scrutiny Assessment – Best Judgement Assessment – Summary Assessment.

TEXTBOOK

1. Ghousia Khatoon, Naveen Kumar C M. and Venkatesh S N. *Goods and Services Tax*. Mumbai: Himalaya Publishing House, 1st Edition, 2017.

REFERENCES

Books

1. Datey V S. *Taxmann's GST Ready Reckoner*. New Delhi: Taxmann's Publications Private Limited, 16th Edition, 2020.
2. CA. Keshav and Garg R. *Bharat's GST Ready Reckoner*. New Delhi: Bharat Law House Private Limited, 1st Edition, 2016.
3. Mishra S K. *Simplified Approach to GST*. New Delhi: Edu Creation Publishing, 2nd Edition, 2018.

Web Sources

1. <https://www.youtube.com/watch?v=xt5XRacjA9U>
2. <https://www.youtube.com/watch?v=SYx-HwRxfc>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – IV
CORE COURSE – IX: OPERATIONS MANAGEMENT (21UBAC41)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 6	INT. MARKS : 40
CREDITS : 5	EXT. MARKS : 60
DURATION : 90 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to recognize the roles and responsibilities of operations managers and the challenges they faced in modern manufacturing.

Course Outcomes (CO)

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

CO1[K1]: outline the fundamental aspects of operations management functions in an organisation

CO2[K2]: trace the characteristics and trends in modern manufacturing and challenges faced by operation managers in an organisation

CO3[K2]: 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	-	1	-	1	1
CO2[K2]	3	3	-	1	-	1	1
CO3[K2]	3	2	-	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	2.5	2.54	2.84	2.02	1.83	2.35	2.33

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

UNIT I (18 hrs)

Production and Operations Management – Meaning – Characteristics of Modern Production and Operations Function – Organisation of Production Function – Recent Trends in Production and Operations Management – Process Planning and Process Design – Process – Process Planning – Process Selection – Process Management – Major Process Decisions.

UNIT II (18 hrs)

Production Processes – Manufacturing and Service Operations – Selection of a Process – Non-Manufacturing or Service Operations – Manufacturing Vs. Service Operations – Classification of Manufacturing Processes – Manufacturing Operations as Conversion Processes – Characteristics of Modern Manufacturing – Operations in the Service Sector – Production of Goods Vs. Service Operations – Challenges Faced by Operation Managers.

UNIT III (18 hrs)

Location – Introduction – Location Theories – Freedom of Location – Errors in Selection – Steps in Location Selection – Relative importance of Location Factors – Location Models – Layout – Introduction – Scope – Objectives – Factors influencing Facility Layout – Principles of Layout – Types of Layout – Service Facility Layout – Arrangement of Other Facilities.

UNIT IV (18 hrs)

Operations Strategies for Services – Types of Service Operations – Scheduling for Services – Scheduling Strategies for Services – Other Possible Strategies – Scheduling – Quasi- Manufacturing Operations – Scheduling Customer-As-Participant – Service Operations – Scheduling Customer-As-Product – Service Operations – Scheduling Multiple Resources – Cyclical Schedule – Rotating Schedule.

UNIT V (18 hrs)

Quality Management – Modern Quality Management – Process Management – Bench Marking – Business Process Reengineering (BPR) – Quality Movement in India – Quality Circles – Quality Certification.

TEXTBOOK

1. Aswathappa K and Shridhara Bhat K. *Production and Operations Management*. Mumbai: Himalaya Publishing House, 2nd Edition, 2019.

REFERENCES

Books

1. Chunawalla S A and Patel D R. *Production and Operations Management*. Mumbai: Himalaya Publishing House, 9th Edition, 2018.
2. Pannerselvam R. *Production and Operation Management*. New Delhi: PHI Learning Private Limited, 3rd Edition, 2012.
3. Chary S N. *Production and Operation Management*. New Delhi: Tata McGraw Hill Education Private Limited, 5th Edition, 2012.

Web Sources

1. <https://nptel.ac.in/courses/110/107/110107141/>
2. [https://ebooks.lpude.in/Management/Bba/Term_4/Dmgt206_Production_A
nd_Operations_Management.Pdf](https://ebooks.lpude.in/Management/Bba/Term_4/Dmgt206_Production_And_Operations_Management.Pdf)

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – IV
CORE COURSE – X: FINANCIAL MANAGEMENT (21UBAC42)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 6	INT. MARKS : 40
CREDITS : 5	EXT. MARKS : 60
DURATION : 90 hrs	MAX. MARKS : 100

Preamble

This course provides knowledge on the concept of financial management, financial decision, investment decision, dividend decision and working capital management to the learners.

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 an appropriate source of finance

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

CO3[K3]: calculate the cost associated with different types of capital

CO4[K4]: analyze the working capital requirements of a company and examine the cost of capital in financial decisions

CO5[K5]: justify the investment project based on return estimates

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	1	1	-	2	1
CO2[K2]	3	3	1	1	-	1	1
CO3[K3]	3	2	-	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	2.5	2.54	2.84	2.02	1.83	2.35	2.33

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

UNIT I (18 hrs)

Financial Management – Aims of Finance Function – Scope of Financial Management – Objectives of Financial Management – Financial Decisions – Functional Areas of Financial Management – Functions of a Finance Manager.

UNIT II (18 hrs)

Capital structure – Equity Capital – Preference Capital – Debentures – Institutional Loans – Capital Structure – Theories of Capital Structure – Net Income Approach and Net Operating Income Approach – Traditional Approach – Modigliani and Miller Approach – Financing Decision – Cost of Equity Capital – Cost of Preference Share Capital – Cost of Retained Earnings – Cost of Debentures – Overall Cost of Capital.

UNIT III (18 hrs)

Capital Budgeting Decisions – Capital Budgeting Process – Types of Investment Decisions – Methods of Capital Budgeting – Payback Period – Discounted Payback Period – Average Rate of Return and Discounted Techniques – Net Present Value – Internal Rate of Return and Profitability Index.

UNIT IV (18 hrs)

Dividend Decision – Relevance of Dividends – Irrelevance of Dividends – Determinants of Dividend Policy – Bonus Shares – Stock Split.

UNIT V (18 hrs)

Liquidity Decision – Need – Kinds of Working Capital – Sources of Working Capital – Factors Determining Working Capital Requirements – Statement of Estimating Working Capital Requirements.

NOTE: Questions shall be taken from 60% on Problems and 40% on Theory.

TEXTBOOKS

1. Ramachandran R and Srinivasan R. *Financial Management – Theory, Problems and Solutions*. Trichy: Sri Ram Publications, 16th Edition, 2019.
2. Maheshwari S N. *Financial Management Principles & Practices*. New Delhi: Sultan Chand and Sons, 15th Edition, 2019.
3. Sudarsana Reddy G. *Financial Management – Principles and Practice*. Mumbai: Himalaya Publishing House, 4th Edition, 2019.

REFERENCES

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1. Khan M Y and Jain P K. *Financial Management: Text Problems and Cases*. New Delhi: Tata McGraw Hill Education Private Limited, 8th Edition, 2018.
2. Shashi K. Gupta and Sharma R K. *Financial Management and Management Accounting*. New Delhi: Kalyani Publishers, Reprint 2014.
3. Maheswari S N. *Financial Management*. New Delhi: Sultan Chand and Sons, 13th Edition, 2017.

Web Sources

1. <https://www.classcentral.com/course/swayam-financial-management->
2. <https://nptel.ac.in/courses/110/107/110107144/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – IV
CORE COURSE – XI: HUMAN RESOURCE MANAGEMENT (21UBAC43)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 4	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to enable the students to realize the Human Resource Management system at various levels in an organization.

Course Outcomes (CO)

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

CO1[K1]: outline the scope and functions of Human Resource Management

CO2[K2]: explain the components of Job analysis and wage and salary administration

CO3[K3]: present the factors influencing the recruitment process and industrial relations

CO4[K4]: analyse the methods of selection and training the employees

CO5[K5]: evaluate the methods of performance appraisal and workers participation in management

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	2	-	1	1	1	1
CO2[K2]	3	2	-	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	-	1	1
Weightage of the course	14	10	03	08	04	06	05
Weighted percentage of Course contribution to POs	2.34	2.12	2.13	3.23	2.44	2.35	2.33

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

UNIT I (15 hrs)

Human Resource Management – Meaning – Definition – Functions – Objectives – Human Resource Planning – Objectives – Benefits – HR Planning Process – Factors Affecting HR Planning.

UNIT II (15 hrs)

Job Analysis – Process – Job Analysis Information – Techniques of Data Collection for Job Analysis – Job Description – Job Specification – Recruitment – Recruitment Process – Sources of Recruitment – Selection – Selection Process – Placement – Induction.

UNIT III (15 hrs)

Performance Appraisal – Methods of Performance Appraisal – Training – Needs – Methods of Training – Training Procedures – Job Evaluation – Objectives – Principles – Methods of Job Evaluation.

UNIT IV (15 hrs)

Wage and Salary Administration – Objectives – Factors Affecting Wage and Salary Levels – Promotion – Transfer – Demotion – Career Development – Steps – Career Development Actions.

UNIT V (15 hrs)

Workers Participation in Management – Objectives – Forms of Workers Participation in Management – Quality of Work Life – Specific Issues in Quality Work Life – Quality Work Life and Productivity – Workplace Violence – Aspects of E-HRM – Human Resource Accounting.

TEXTBOOK

1. Subba Rao P. *Personnel and Human Resource Management*. Mumbai: Himalaya Publishing House, 5th Revised Edition, 2017.

REFERENCES

Books

1. Aswathappa K. *Human Resource Management: Text and Cases*. New Delhi: Tata McGraw Hill Education Private Limited, 7th Edition, 2013.
2. Gupta C B. *Human Resource Management: Text and Cases*. New Delhi: Sultan Chand & Sons, 13th Edition, 2017.
3. Tripathi P C. *Personnel Management & Industrial Relations*. New Delhi: Sultan Chand & Sons, 21st Revised Edition, 2013.

Web Sources

1. <https://nptel.ac.in/courses/110/105/110105069/>
2. <https://brauss.in/hrm-basic-notes.pdf>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – IV
CORE COURSE – XII: MARKETING MANAGEMENT (21UBAC44)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 3	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course provides knowledge on the concepts of marketing management, marketing process for different types of products and services and the tools used by marketing managers in the marketing environment to the learners.

Course Outcomes (CO)

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

CO1[K1]: describe the concepts of marketing management

CO2[K2]: estimate the role of marketing in business

CO3[K3]: articulate the stages of product life cycle and new product development

CO4[K4]: examine the distribution channels and packaging functions for a product

CO5[K4]: analyze the tools employed in the activities of advertising and sales promotion

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	-	2	1	2	1
CO2[K2]	3	3	1	1	1	1	1
CO3[K3]	3	2	1	1	-	1	1
CO4[K4]	3	2	-	1	1	1	1
CO5[K4]	2	2	1	1	1	1	1
Weightage of the course	14	12	03	06	04	06	05
Weighted percentage of Course contribution to POs	2.34	2.54	2.13	2.42	2.44	2.35	2.33

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

UNIT I (15 hrs)

Market – Meaning – Marketing – Meaning – Definition – Importance – Functions of Marketing – Evolution of Marketing Concept – Features and Importance – Recent Innovation in Modern Marketing – Marketing Mix – Elements.

UNIT II (15 hrs)

Market Segmentation – Meaning – Requirements of Effective Segmentation – Bases of Segmentation – Levels of Segmentation – Consumer Behavior – Factor Influencing Consumer Buying Behavior – Consumer Decision Making Process – Buying Motives of Consumer.

UNIT III (15 hrs)

Product – Meaning – Levels of Product – Product Objectives and Policies – Branding – Brand Name – Functions – Kinds of Brand, Brand Names and Packaging – Meaning – Functions – Kinds – Essentials of Good Package – Product Life Cycle (PLC) – New Product Development.

UNIT IV (15 hrs)

Pricing – Meaning – Factors Affecting Price – Objectives of Pricing – Kinds of Pricing – New Product Pricing – Channels of Distribution – Meaning – Kinds of Distribution Channels – Functions of Distribution Channels.

UNIT V (15 hrs)

Advertising – Definition – Objectives – Kinds of Advertisement – Importance of Advertising – Advertising Media – Choice of Advertising Media – Advertisement Copy – Advertising Agency – Meaning – Advantages – Sales Promotion – Meaning – Levels of Sales Promotion – Tools of Sales Promotion.

TEXTBOOKS

1. Gupta C B and Rajan Nair N. *Marketing Management*. New Delhi: S. Chand & Sons Company Limited, 15th Edition, 2012.
2. Varshney R L and Gupta S L. *Marketing Management*. New Delhi: S. Chand & Sons Company Limited, 3rd Revised Edition, 2015.

REFERENCES

Books

1. Philip Kotler. *Marketing Management*. New Delhi: Prentice Hall of India Private Limited, 15th Edition, 2017.
2. Shilpa Ahuja, Chanpreet Kaur and Kashnie Singh. *Marketing Management*. New Delhi: Bharat's Law House, University Edition, 2017.
3. Rajan Saxena. *Marketing Management*. New Delhi: Tata McGraw-Hill Publishing Company Limited, 4th Edition, 2009.

Web Sources

1. <https://nptel.ac.in/courses/110/104/110104068/>
2. <https://onlinecourses.nptel.ac.in/noc21 mg28/preview>

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

ALLIED COURSE – IV: MANAGEMENT INFORMATION SYSTEM (21UBAA41)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 4	INT. MARKS : 40
CREDITS : 3	EXT. MARKS : 60
DURATION : 60 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to aware of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.

Course Outcomes (CO)

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

CO1[K1]: identify the fundamental concepts and elements in Management Information system and Artificial Intelligence

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[K4]: examine the various components of database and computing system

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	1	1	-	1	1
CO2[K2]	3	3	-	1	1	2	1
CO3[K3]	3	3	-	1	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K4]	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	2.34	2.75	2.13	2.02	2.44	2.35	2.33

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

UNIT I (12 hrs)

Management Information System (MIS) – Concept – Definition – Evolution – Understanding MIS – Role, Impact and Importance of MIS – Characteristics – Objectives – Elements – Establishing MIS – Advantages and Disadvantages of MIS – Resistance to MIS – Implementing MIS – Management Challenges in Computer Based Information System – Model of MIS.

UNIT II (12 hrs)

Database and Database Management – Data Processing Systems – Components to a DBMS – Characteristics of DBMS – Objectives of DBMS – Components of DBMS Package – Major Uses of DBMS – Types of Database used by Organisations and Users.

UNIT III (12 hrs)

Data Models – Concept – Database Organisations – Hierarchical Data Model – Network Data Model – Relational Data Model – The Server Architecture – Database Trends – Distributed Data Processing.

UNIT IV (12 hrs)

Transaction Processing System (TPS) – Steps for Conversion of Manual to Computer Based Information System – Types – Components of End-user Computing System – Operating Elements – Decision Support System – Definition – Architecture – Characteristics – Components – Structure – Conceptual Model of DSS – DBMS under DSS – MBDMS under DSS – Limitations.

UNIT V (12 hrs)

Information System in Business Functions – Functional Areas: Accounting, Financial, Marketing, Production Personnel. Artificial Intelligence – Turing Test – Areas of Artificial Intelligence – Robots – New Paradigm – Task Domains of Artificial Intelligence – New Robots in the Offing – Smart Robots.

TEXTBOOK

1. Murthy C S V. *Management Information Systems*. New Delhi: Himalaya Publishing House, New Delhi, 3rd Edition, 2019.

REFERENCES

Books

1. Nitin C. Kamat and Chinmay N. Kamat. *Management Information Systems*. New Delhi: Himalaya Publishing House, 3rd Edition, 2017.
2. Mohan P. *Management Information Systems*. New Delhi: Himalaya Publishing House, 12th Edition, 2018.
3. James A. O'Brian and George M. Marakas. *Management Information Systems*. Tata McGraw Publishing House, 10th Edition, 2013.

Web Sources

1. <https://nptel.ac.in/courses/110/105/110105148/>
2. <https://www.sigc.edu/department/mba/studymet/ManagmentInformationSystem.pdf>

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

UG Programme – B.B.A.

SEMESTER – IV

**SELF-PACED LEARNING (SWAYAM COURSE): CUSTOMER RELATIONSHIP
MANAGEMENT (21UBAM41)**

(From 2021-2022 Batch onwards)

CREDITS : 2 **EXT. MARKS : 100**
DURATION : 8 Weeks **MAX. MARKS : 100**

Preamble

This course provides the learners with an opportunity for a lifelong learning by meeting the demand in terms of knowledge, skills, and competencies.

Course Outcome (CO)

On successful completion of this course learners will be able to

CO1[K1]: identify the background and the key words in customer relationship management

CO2[K2]: demonstrate independent and self-paced learning for clear understanding of the concept

CO3[K3]: develop computer and communication skills to broaden their knowledge in the course

CO4[K3]: use high quality reading resources, communication tools and technology to send assignments and to take up test

CO5 [K4]: analyse critically and apply technical skills to comprehend the ideas or theories in the video lectures

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	2	1	2	-	-	2
CO2[K2]	3	2	1	1	-	-	2
CO3[K3]	3	2	1	2	1	1	1
CO4[K3]	2	2	1	2	-	-	1
CO5[K4]	2	2	1	2	-	1	1
Weightage of the course	13	10	5	9	1	2	7
Weighted percentage of Course contribution to POs	2.17	2.12	3.55	3.63	0.61	0.78	3.26

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

WEEK I	(1 week)
Customer Relationship Management (CRM) – The Strategic Imperative – Co-Creation.	
WEEK II	(1 week)
Building Customer Relationships.	
WEEK III	(1 week)
Economics of CRM.	
WEEK IV	(1 week)
Social CRM – Tchibo Case study.	
WEEK V	(1 week)
Customer Equity in CRM – CRM in B2C Markets.	
WEEK VI	(1 week)
CRM B2B Markets.	
WEEK VII	(1 week)
e-CRM – Components and Strategies.	
WEEK VIII	(1 week)
Contact Centres in CRM – Global CRM	

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI

DEPARTMENT OF BUSINESS ADMINISTRATION

UG Programme – B.B.A.

SEMESTER – IV

**SELF-PACED LEARNING (SWAYAM COURSE): INNOVATION, BUSINESS
MODELS AND ENTREPRENEURSHIP (21UBAM42)**

(From 2021-2022 Batch onwards)

CREDITS : 2

DURATION : 8 Weeks

EXT. MARKS : 100

MAX. MARKS : 100

Preamble

This course provides the learners with an opportunity for a lifelong learning by meeting the demand in terms of knowledge, skills, and competencies.

Course Outcome (CO)

On successful completion of this course learners will be able to

CO1[K1]: identify the background and the key words in innovation, business models and entrepreneurship

CO2[K2]: demonstrate independent and self-paced learning for clear understanding of the concept

CO3[K3]: develop computer and communication skills to broaden their knowledge in the course

CO4[K3]: use high quality reading resources, communication tools and technology to send assignments and to take up test

CO5 [K4]: analyse critically and apply technical skills to comprehend the ideas or theories in the video lectures

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	2	1	2	-	-	2
CO2[K2]	3	2	1	1	-	-	2
CO3[K3]	3	2	1	2	1	1	1
CO4[K3]	2	2	1	2	-	-	1
CO5[K4]	2	2	1	2	-	1	1
Weightage of the course	13	10	5	9	1	2	7
Weighted percentage of Course contribution to POs	2.17	2.12	3.55	3.63	0.61	0.78	3.26

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

WEEK I **(1 week)**

Analyzing the Current Business Scenario – Innovation and Creativity – An Introduction – Innovation and Current Environment – Types of Innovation – School of Innovation.

WEEK II **(1 week)**

Challenge of Innovation – Steps of Innovation Management – Idea Management System – Divergent Vs. Convergent Thinking – Design Thinking and Entrepreneurship.

WEEK III **(1 week)**

Experimentation in Innovation Management – Idea Championship – Participation for Innovation – Co-Creation of Innovation – Prototyping to Incubation.

WEEK IV **(1 week)**

Business Model – Entrepreneur – Social Entrepreneurship – Blue Ocean Strategy-I – Blue Ocean Strategy-II.

WEEK V **(1 week)**

Marketing of Innovation – Technology Innovation Process – Technological Innovation Management Planning – Technological Innovation Management Strategies – Technology Forecasting.

WEEK VI **(1 week)**

Sustainability Innovation and Entrepreneurship – Innovation Sustainable Conditions – Innovation – Context and Pattern – Strategic Involvement in Sustainable Development – Insight and Entrepreneurship.

WEEK VII **(1 week)**

Management of Innovation – Creation of IPR-I – Creation of IPR-II – Types of IPR – Patents and Copyrights – Patents in India.

WEEK VIII **(1 week)**

Business Models and Value Proposition – Business Model Failure – Reasons and Remedies – Incubators – Business Vs. Technology – Managing Investors for Innovation – Future Markets and Innovation Needs for India.

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – IV
NON-MAJOR ELECTIVE COURSE – II: RURAL ENTREPRENEURSHIP
(21UBAN41)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 2	INT. MARKS : 40
CREDIT : 1	EXT. MARKS : 60
DURATION : 30 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to inculcate the entrepreneurial qualities and start their own enterprise for the development of economy.

Course Outcomes (CO)

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

CO1[K1]: list the characteristics of a successful entrepreneur

CO2[K2]: explain the need and problems of rural entrepreneurship

CO3[K3]: build awareness about the entrepreneurship development programmes

CO4[K4]: analyse the steps involved in project and starting new enterprises

CO5[K4]: classify the institutions that render various support services to the entrepreneurs

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	2	-	-	1	1	1	1
CO2[K2]	2	1	-	1	1	1	1
CO3[K3]	1	-	-	2	-	1	1
CO4[K4]	2	2	-	2	-	1	1
CO5[K4]	2	2	-	2	-	1	1
Weightage of the course	09	05	0	08	0	05	05
Weighted percentage of Course contribution to POs	1.5	1.06	0	3.23	0	1.96	2.33

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

UNIT I (6 hrs)

Entrepreneur – Meaning – Characteristics – Functions of Entrepreneurs – Entrepreneur Vs. Manager – Types – Rural Entrepreneurship – Meaning – Need – Problems – Developing Rural Entrepreneurship.

UNIT II (6 hrs)

Entrepreneurship Development Programme (EDP) – Meaning – Objectives – Phases in EDP – Course Contents and Curriculum of EDPs – Problems in EDP.

UNIT III (6 hrs)

Project Classification – Project Life Cycle – Project Identification – Steps – Project Report – Components – Contents – Importance – Precautions in Preparing Project Report – Reasons for Failure of Project Report.

UNIT IV (6 hrs)

Project Appraisal – Meaning – Feasibility Analysis – Market, Technical, Financial, Economic, Managerial and Social.

UNIT V (6 hrs)

Institutional Support to Entrepreneurs – DIC, NSIC, SISI, TCO, SIDO, SSIB.

TEXTBOOK

1. Khanka S S. *Entrepreneurship Development*. New Delhi: S. Chand & Company Ltd, 28th Edition, 2018.

REFERENCES

Books

1. Gupta C B and Srinivasan N P. *Entrepreneurial Development*. New Delhi: Sultan Chand and Sons, 10th Revised Edition, 2013.
2. Gordon E and Natarajan K. *Entrepreneurship Development*. Mumbai: Himalaya Publishing House, 6th Edition, 2020.
3. Vasant Desai. *Entrepreneurship Management*. Mumbai: Himalaya Publishing House, 1st Edition, 2018.

Web Sources

1. <https://nptel.ac.in/courses/110/107/110107094/>
2. <https://www.dynamictutorialsandservices.org/2018/10/entrepreneurship-development-notes-26.html>

UNIT I (6 hrs)
Case Study – Introduction – Preparing for Case Discussion – Benefits of Case Method.

UNIT II (6 hrs)
Case Method and Roles – Role of a Participant – Role of a Leader – Nature of Learning.

UNIT III (6 hrs)
Steps in Conducting a Case Study.

UNIT IV (6 hrs)
Listening – Principles – Essentials – Factors Affecting Listening – Importance of Listening in Case Analysis.

UNIT V (6 hrs)
Practical Sessions – Discussion of Cases from General Management and Functional Areas of Management.

NOTE:

- Internal summative examinations alone will be conducted for 100 marks.
- At the end of the semester, the students are given with 4 cases from different functional areas and submit the case analysis in detail. Each case carries 25 marks.

TEXTBOOK

1. Neeta Baporikar. *Case Method*. Mumbai: Himalaya Publishing House, 2nd Edition, 2017.

REFERENCES

Books

1. Neeta Baporikar. *Contemporary Cases in Management*. Mumbai: Himalaya Publishing House, 1st Edition, 2016.
2. Gopal R, Pradip Manjrekar and Rashmi Gopinathan. *Case Studies in Business and Industry Management: Indian Context*. Mumbai: Himalaya Publishing House, 1st Edition, 2017.
3. Chansarkar B A. *Cases in Indian Management (Vol IV)*. Mumbai: Himalaya Publishing House, 1st Edition, 2017.

Web Sources

1. <https://downloads.hrdpressonline.com/files/3420080326141835.pdf>
2. <https://som.yale.edu/news/2018/12/top-40-most-popular-case-studies-of-2018>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
UG Programme
SEMESTER - III & IV
PART V - EXTENSION
(From 2021 -2022 Batch Onwards)

HOURS/WEEK: 2

CREDIT : 1

DURATION : 60 hrs

INT. MARKS: 100

Preamble

This course aims to promote holistic development among the youth by defining their roles and responsibilities towards ones family and their society and enables them to acquire professional skills and ethics.

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/non verbal 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	-	-	2	2	1	1
CO2 [K2]	2	1	-	2	1	1	1
CO3 [K3]	2	-	-	1	2	2	1
CO4 [K4]	1	1	1	1	2	2	1
CO5 [K6]	1	-	-	1	2	2	1
Weightage of the course	08	02	01	07	09	08	05
Weighted percentage of Course contribution to Pos	1.34	0.42	0.71	2.82	5.49	3.14	2.33

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 | |

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – V
CORE COURSE – XIII: STRATEGIC MANAGEMENT (21UBAC51)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 5	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to gain knowledge about the strategies adopted by the companies in the competitive world.

Course Outcomes (CO)

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

CO1[K1]: outline the criteria for effective strategy and guidelines for successful implementation of strategy

CO2[K2]: explain the types of strategies

CO3[K3]: perform the SWOT analysis for an individual business firm

CO4[K4]: examine the impact of environmental sectors on strategic management

CO5[K4]: compare strategy analysis framework alternatives

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	-	1	-	1	1
CO2[K2]	3	3	-	1	1	1	1
CO3[K3]	3	3	1	1	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K4]	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	2.34	2.75	2.13	2.02	2.44	2.35	2.33

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

UNIT I (15 hrs)

Strategy – Meaning – Criteria for Effective Strategy – Forms & Kinds of Strategy – Need for Strategy – Strategic Management – Need – Strategic Management – Process – Challenges for Strategic Management.

UNIT II (15 hrs)

Environmental Analysis – Meaning – Characteristics of Environment – Environmental Sectors – Socio Cultural, Economic, Political, Market, Regulatory, National, International, Supplier, Technological – Michael Porter’s Approach to Industry Analysis – Environmental Scanning – Techniques – SWOT Analysis – Environmental Threat and Opportunity Profile – TOWS.

UNIT III (15 hrs)

Strategic Analysis and Choice – Criteria for Evaluating Strategic Alternatives – A Strategy Analysis Framework Alternatives – BCG Matrix – GE Nine Cell Matrix – Hofer’s Life Cycle Matrix.

UNIT IV (15 hrs)

Corporate Level Strategic Alternatives – Strategy formulation – Situational Analysis – Stability Strategy – Growth Strategy – Diversification Strategy – Retrenchment Strategy – Turnaround and Transformation Strategy – Strategic Alliances – Combination Strategy / Portfolio Restructuring – Integrated Functional Strategy – Learning, Experience and Technological Curves.

UNIT V (15 hrs)

Strategic Evaluation and Control – Introduction – Process of Strategic Control – Reluctance to Use Strategic Control – Strategic Control and Environmental Factors – Strategic Information Systems – Implementing Strategic Control – Guidelines for Successful Maintenance to Strategic Control.

TEXTBOOK

1. Subba Rao P. *Strategic Management*. Mumbai: Himalaya Publishing House, 3rd Edition, 2017.

REFERENCES

Books

1. Azhar Kazmi. *Strategic Management and Business Policy*. New Delhi: Tata McGraw Hill Publishing Company, 3rd Edition, 2008.
2. Balasubramaniam R, Ushapriya S and Hema K. *Strategic Management*. Trichy: Gego Publication, First Millennium Edition, 2012.
3. Charles W. L. Hill and Gareth R. Jones. *Strategic Management an Integrated Approach*. New Delhi: Biztantra Publication, 9th Edition, 2012.

Web Sources

1. <https://nptel.ac.in/courses/110/108/110108047/>
2. <https://nptel.ac.in/content/storage2/courses/110108047/module1/Course%20Lecture%20Notes.pdf>

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

CORE COURSE – XIV: COST AND MANAGEMENT ACCOUNTING (21UBAC52)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 5	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course familiarizes the learners with the basic concepts of cost accounting and Management Accounting.

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 costs, pricing of material issues and methods of remuneration

CO3[K3]: calculate the labour turnover ratio and classification of ratio analysis

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

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

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	-	1	-	1	1
CO2[K2]	3	3	1	1	1	1	1
CO3[K3]	3	3	-	1	1	1	1
CO4[K4]	3	2	1	1	1	2	1
CO5[K6]	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	2.34	2.75	2.13	2.02	2.44	2.35	2.33

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

UNIT I (15 hrs)

Cost Accounting – Objectives – Methods of Cost – Cost Sheet – Material Control – Objectives – Stock Levels – EOQ – Methods of Pricing of Material Issues – FIFO, LIFO, Simple Average and Weighted Average Method.

UNIT II (15 hrs)

Labour – Direct and Indirect Labour – Labour Turnover Ratio – Methods of Remuneration – Time Rate System – Bonus system – Overhead – Meaning – Allocation and Apportionment – Principles of Apportionment – Primary Distribution.

UNIT III (15 hrs)

Management Accounting – Objectives – Cost Accounting Vs. Management Accounting – Financial Statement Analysis – Comparative – Common Size – Trend Analysis.

UNIT IV (15 hrs)

Ratio Analysis – Mode of Expression – Merits and Demerits – Classification of Ratios – Solvency Ratio – Profitability Ratio – Turnover Ratio – Du-Pont Control Chart.

UNIT V (15 hrs)

Fund Flow Statement – Objectives – Preparation of Fund Flow Statement – Cash Flow Statement – Significance – Fund Flow Vs. Cash Flow Statement – Preparation of Cash Flow Statement.

NOTE: Questions shall be taken from 60% on Problems and 40% on Theory.

TEXTBOOKS

1. Pillai R S N and Bagavathy. *Cost Accounting*. New Delhi: S. Chand & Company Limited, 7th Edition, 2017.
2. Reddy T S and Hariprasad Reddy. *Management Accounting*. Chennai: Margham Publications, 1st Edition, 2000.

REFERENCES

Books

1. Reddy T S and Hari Prasad Reddy. *Cost Accounting*. Chennai: Margham Publication, 4th Edition Reprint, 2012.
2. Maheswari S N. *Management Accounting*. New Delhi: Sultan Chand and Sons Limited, 13th Edition, 2007.
3. Pillai R S N and Bagavathi. *Management Accounting*. New Delhi: S. Chand and Sons Limited, 2nd Edition, 2000.

Web Sources

1. <https://www.classcentral.com/course/swayam-cost-accounting-13968>
2. <https://www.mooc-list.com/tags/cost-management>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – V
CORE COURSE – XV: RESEARCH METHODOLOGY (21UBAC53)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 4	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to the basic concepts of research, sampling design, Methods of Data Collection, Processing of Data and Report writing.

Course Outcomes (CO)

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

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

CO2[K2]: trace the tools of data collection in methods

CO3[K3]: choose the appropriate sampling technique

CO4[K4]: examine the elements of processing the data

CO5[K6]: construct a questionnaire or interview schedule for data collection

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	-	1	1	2	1
CO2[K2]	3	3	1	1	-	1	1
CO3[K3]	3	3	1	1	1	-	-
CO4[K4]	3	2	1	1	1	2	-
CO5[K6]	2	2	1	2	1	1	1
Weightage of the course	14	13	04	06	04	06	03
Weighted percentage of Course contribution to POs	2.34	2.75	2.84	2.42	2.44	2.35	1.4

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

UNIT I (15 hrs)

Research – Meaning – Objectives – Types of Research – Selection and Formulation of Research Problem – Research Design – Contents.

UNIT II (15 hrs)

Sampling Design – Meaning – Census Method and Sample Survey – Steps in Sampling Design – Characteristics of a Good Sample Design – Sampling Techniques – Criteria for Selecting Sampling Techniques – Sampling and Non-Sampling Errors.

UNIT III (15 hrs)

Methods of Data Collection – Sources of Data – Methods of Primary Data Collection – Tools for Data Collection – Observation Schedule – Interview Schedule – Check List – Construction of Schedule and Questionnaire – Pre-Test and Pilot Study.

UNIT IV (15 hrs)

Processing of Data – Preparation for Analysis – Editing – Coding and Classification – Transcriptions of Data – Methods – Preliminaries for Computerized Data Processing – Tabulation – Construction of Frequency Table – Graphs/Charts/Diagrams.

UNIT V (15 hrs)

Report Writing – Types of Reports – Steps in Planning Report Writing – Research Report Format – Body of the Report – Documentation – Footnotes and Bibliography.

TEXTBOOKS

1. Krishnaswami O R and Ranganathan M. *Methodology of Research in Social Sciences*. Mumbai: Himalaya Publishing House, 2nd Edition, 2019.
2. Kothari C R. *Research Methodology Methods and Techniques*. New Delhi: New Age International Publishers, 2nd Revised Edition, 2004.
3. Thanulingom N. *Research Methodology*. Mumbai: Himalaya Publishing House, 2nd Edition, 2019.

REFERENCES

Books

1. Donald R Cooper and Pamela S Schindler. *Business Research Methods*. New Delhi: Tata Mc Graw Hill Company Limited, 12th Edition, 2013.
2. Panneerselvam R. *Research Methodology*. New Delhi: PHI Learning Private Limited, 2nd Edition, 2014.
3. Rasool Begum P and Nagavalli P. *Research Methodology*. Chennai: Thakur Publishers, University Edition, 2018.

Web Sources

1. <https://www.classcentral.com/course/swayam-research-methodology-17760>
2. <https://research-methodology.net/research-methodology/research-types/>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG PROGRAMME – B.B.A.
SEMESTER – V

CORE COURSE – XVI: PRACTICAL: ACCOUNTING PACKAGES (21UBAC5Q)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 50
CREDITS : 4	EXT. MARKS : 50
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course enables the learners to use software for creating and maintaining books of accounts for a company.

Course Outcomes (CO)

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

- CO1[K1]:** identify the concepts of creating a company in Tally
- CO2[K3]:** determine the fundamental steps in accounting system using Tally
- CO3[K4]:** analyse the profit and loss account, income statement and balance sheet to take business decisions through Tally
- CO4[K6]:** create company, groups, vouchers and ledger in Tally
- CO5[K6]:** compose transactions using Tally

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	-	1	1	2	1
CO2[K3]	3	3	1	1	1	1	1
CO3[K4]	3	3	1	1	1	1	1
CO4[K6]	3	2	1	1	-	1	1
CO5[K6]	2	2	1	1	-	1	1
Weightage of the course	14	13	04	05	03	06	05
Weighted percentage of Course contribution to POs	2.34	2.75	2.84	2.02	1.83	2.35	2.33

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

1. Create a New Company – Name and Other Relevant Details and Configure the Company.
2. Create a Ledger and Inventory Information.
3. Preparing Ledger Account.
4. Configuring, Creating, Displaying, Altering and Cancellation of Vouchers
5. Prepare a Day Book.
6. Preparing Final Accounts from the Trial Balance with Few Adjustments.
7. Final Accounts – Trading Account – Profit and Loss Account and Balance Sheet.
8. Integrate Stock and Inventory Details (Stock Groups / Categories / Measurement Units)
9. Preparing Stock Summary of the Organization.
10. Budget Preparation of an Organization.
11. Invoicing.
12. Actual Billed Quantity.
13. Create Stock Ledger.

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

MAJOR ELECTIVE COURSE – I: INDIAN FINANCIAL SYSTEM (21UBA051)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 4	INT. MARKS : 40
CREDITS : 3	EXT. MARKS : 60
DURATION : 60 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to the Indian financial system and the stock markets.

Course Outcomes (CO)

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

CO1[K1]: outline the concept of financial system, money market and secondary market

CO2[K2]: explain the powers of SEBI, functions and new issues market

CO3[K3]: organize the listing procedure, trading transactions and investors' protection in the stock market

CO4[K4]: analyse the methods of floating new issue market

CO5[K4]: examine the role of players in new issue market and secondary market

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	-	1	-	1	1
CO2[K2]	3	3	-	1	1	2	1
CO3[K3]	3	3	1	1	1	-	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K4]	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	2.34	2.75	2.13	2.02	2.44	2.35	2.33

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

UNIT I (12 hrs)

Financial System – Functions – Financial Concepts – Financial Assets – Financial Intermediaries – Financial Markets – Importance of Capital Market – Money Market – Financial Instruments – Development of Financial System in India – Financial System and Economic Development – Weakness of Indian Financial System.

UNIT II (12 hrs)

Money Market – Definition – Money Market Vs. Capital Market – Features of Money Market – Characteristic Features of a Developed Money Market – Importance of Money Market – Composition of Money Market – Call Money Market – Commercial Bill Market – Money Market Instruments.

UNIT III (12 hrs)

New Issue Market – Meaning – Stock Exchange – New Issue Market Vs. Stock Exchange – Relationship Between New Issue Market and Stock Market – Functions of New Issue Market – Methods of Floating New Issues – Players in the New Issue Market – Advantages and Limitations of Primary Market.

UNIT IV (12 hrs)

Secondary Market – Meaning – Functions or Services of Stock Markets – Procedure of Recognition of Stock Exchanges – Organisation of Stock Exchanges in India – Listing of Securities – Advantages and Limitation of Listing – Procedure – Registration of Stock Brokers – Functions of Brokers – Kinds of Brokers and their Assistants – Methods of trading in a Stock Exchange – Procedure of Trading Transactions – Online Trading – Mobile Trading – Merits of Online Trading – Defects of Indian Stock Market.

UNIT V (12 hrs)

Securities and Exchange Board of India – Securities Contracts (Regulations) Act – Malpractices in Securities Market – Deficiencies in the Market – Securities and Exchange Board of India (SEBI) – Objectives – Functions – Powers – Organisation – SEBI Guidelines – Prohibition of Unfair Trade Practices – Investors' Protection – Need – Factors affecting Investors' Interest – Investors' Protection – Measures.

TEXTBOOK

1. Gordon E and Natarajan K. *Financial Markets and Services*. Mumbai: Himalaya Publishing House, 11th Revised Edition, Reprint 2020.

REFERENCES

Books

1. Sandeep Goel. *Financial Markets, Institutions and Services*. New Delhi: PHI Learning Private Limited, 2018.
2. Bharati V. Pathak. *Indian Financial System*. Noida: Pearson India Education Services Pvt. Ltd., 5th Edition, 2018.
3. Khan M Y. *Indian Financial System*. Noida: McGraw Hill Education India Private Limited, 11th Edition, 2020.

Web Sources

1. <https://nptel.ac.in/courses/110/105/110105121/>
2. <https://www.igntu.ac.in/eContent/IGNTU-eContent-457919741593-B.Com-6-Prof.ShailendraSinghBhadouriaDean&-FINANCIALSERVICES-All.pdf>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – V
MAJOR ELECTIVE COURSE – I: FINANCIAL SERVICES (21UBA052)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 4	INT. MARKS : 40
CREDITS : 3	EXT. MARKS : 60
DURATION : 60 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to the various financial services prevailing in the market.

Course Outcomes (CO)

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

CO1[K1]: describe the concept of financial services

CO2[K2]: classify the types of equity shares, leasing, venture financing and mutual funds

CO3[K3]: present the features and functions of hire purchase, factoring and forfaiting

CO4[K4]: differentiate the role of credit rating agencies in India and symbols used by them to assess the companies

CO5[K5]: assess the modes of evaluating the performance and selection of mutual funds

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	-	1	-	1	1
CO2[K2]	3	3	-	1	1	2	1
CO3[K3]	3	3	1	1	1	-	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	2.34	2.75	2.13	2.02	2.44	2.35	2.33

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

UNIT I **(12 hrs)**

Financial Services – Meaning – Features – Importance – Classification – Scope – Causes for Financial Innovation – Financial Services and Promotion of Industries – New Financial Products and Services – Innovative Financial Instruments – Classification of Equity Shares – Challenges Facing the Financial Service Sector.

UNIT II **(12 hrs)**

Hire Purchase – Origin and Development – Features – Hire Purchase Agreement – Hire Purchase and Credit Sale – Hire Purchase and Instalment Sale – Hire Purchase and Leasing – Bank Credit for Hire Purchase Business – Leasing – Concept – Steps Involved in Leasing Transaction – Types of Lease – Instalment Buying, Hire Purchase and Leasing – Advantages of Lease – Limitations of Leasing – Legal Aspects of Leasing – Contents of a Lease Agreement – Factors Influencing Lease Decision – Problems of Leasing.

UNIT III **(12 hrs)**

Merchant Banking – Definition – Origin – Merchant Banking in India – Merchant Bankers and Commercial Banks – Services of Merchant Banks – Qualities Required for Merchant Bankers – Guidelines for Merchant Bankers – Problems of Merchant Bankers – Scope for Merchant Banking in India – Venture Capital – Concept – Features – Scope of Venture Capital – Importance of Venture Capital – Methods of Venture Financing – Suggestions for the Growth of Venture Capital Funds.

UNIT IV **(12 hrs)**

Mutual Funds – Definition – Origin of the Fund – Scope of Mutual Fund – Types or Classification of Funds – Importance of Mutual Funds – Risks – Organisation of the Fund – Facilities Available to Investors – Performance Evaluation of Mutual Funds – Selection of a Fund – Reasons for Slow Growth – Future of Mutual Fund.

UNIT V **(12 hrs)**

Factoring – Meaning – Definition – Modus Operandi – Terms and Conditions – Functions – Types – Factoring Vs. Discounting – Benefits – Forfaiting – Definition – Factoring Vs. Forfaiting – Benefits of Forfaiting – Credit Rating – Meaning – Functions – Origin – Credit Rating in India – Credit Rating Agencies in India – Benefits of Credit Rating – New Symbols of Credit Rating – Practical Problems in Credit Rating.

TEXTBOOK

1. Gordon E and Natarajan K. *Financial Markets and Services*. Mumbai: Himalaya Publishing House, 11th Revised Edition, Reprint 2020.

REFERENCES**Books**

1. Sandeep Goel. *Financial Markets, Institutions and Services*. New Delhi: PHI Learning Private Limited, 2018.
2. Shanmugham R. *Financial Services*. New Delhi: Wiley Higher Education., 2nd Edition, 2017.
3. Khan M Y. *Financial Services*. Noida: McGraw Hill Education India Private Limited, 10th Edition, 2019.

Web Sources

1. <https://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
2. <https://nptel.ac.in/courses/110/105/110105121/>

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

UG Programme – B.B.A.

SEMESTER – V

MAJOR ELECTIVE COURSE – I: INVESTMENT MANAGEMENT (21UBA053)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 4

CREDITS : 3

DURATION : 60 hrs

INT. MARKS : 40

EXT. MARKS : 60

MAX. MARKS : 100

Preamble

This course introduces the learners to the avenues for investment and also the techniques to analyze the investors' portfolio.

Course Outcomes (CO)

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

CO1[K1]: describe the basic concepts in Investment Management

CO2[K2]: explain the secrets for achieving success in financial derivative markets, options, futures and stock markets

CO3[K3]: present the risk of investment and aspects in process of investment

CO4[K4]: classify the types of bonds, investment classification of industries, charts and chart patterns

CO5[K5]: assess the investors' portfolio using fundamental and technical analysis

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	3	-	1	-	1	1
CO2[K2]	3	3	-	1	1	2	1
CO3[K3]	3	3	1	1	1	-	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	2.34	2.75	2.13	2.02	2.44	2.35	2.33

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

UNIT I (12 hrs)

Investment – Speculation – Gambling – Features of an Investment Programme – Risks of Investment – Finance Vs. Investments – Bond Valuation – Introduction – Reasons for Issuing Bonds – Features – Types of Bonds.

UNIT II (12 hrs)

Portfolio Investment Analysis – Introduction – Basic Principles – Aspects of Investment Process – Planning – Implementation – Portfolio Monitoring – Objectives of Portfolio Management – Factors to be Considered in Establishing Objectives – Personal Characteristics of the Investor.

UNIT III (12 hrs)

Fundamental Security Analysis – Introduction – Economy Analysis – Industry Analysis – Industrial Growth Cycle – Structure and Operational Characteristics of the Industry – Input-Output Analysis – Reasons for Decline in the Competitive Position of an Industry – Investment Classification of Industries – Selection of an Industry – Company Analysis – Evaluating Management.

UNIT IV (12 hrs)

Technical Analysis – Introduction – Basic Technical Assumption – Technical Vs. Fundamental Analysis – Dow Theory – Elliott Wave Principle – Kondratiev Wave Theory – Chaos Theory – Types of Charts – Chart Patterns – Limitations of Charts – Technical Indicators – Future of Technical Analysis.

UNIT V (12 hrs)

Success in Investment – Introduction – Characteristics of Success – Behavioural Aspects in Investment Financing – Established Behaviour – Mistaken Statistics – Recipe for Success – Achieving Success in Financial Derivatives Markets – Achieving Success in Option Markets – Trading Rules in Options – Trading Secrets of the Professionals in Futures – Golden rules for Success in Stock Markets.

TEXTBOOK

1. Bhalla V K. *Investment Management*. New Delhi: S. Chand & Company Ltd, 11th Revised Edition, 2011.

REFERENCES

Books

1. Preeti Singh. *Investment Management*. Mumbai: Himalaya Publishing House Private Limited, 20th Revised Edition, 2019.
2. Avadhani V A. *Investment Management*. Mumbai: Himalaya Publishing House Private Limited, 8th Edition, 2019.
3. Agarwal O P. *Security Analysis and Investment Management*. Mumbai: Himalaya Publishing House Private Limited, 3rd Edition, 2019.

Web Sources

1. <https://nptel.ac.in/courses/110/105/110105035/>
2. <https://www.smartzworld.com/notes/investment-management-pdf-notes-in-pdf-notes/>

UNIT I (12 hrs)

E-Marketing – Introduction – E-Marketing is Bigger than the Web and Technology – Marketing Implications of Internet Technologies – E-Business Models – Seven Step E-Marketing Plan.

UNIT II (12 hrs)

E-Marketing Opportunities and Issues – Market Similarity – Technological Readiness Influences Marketing – Ethical and Legal Issues – International Privacy Issues – Digital Property.

UNIT III (12 hrs)

E-Marketing Strategy – Monitoring the Social Media – Consumer Behaviour Online – Segmentation and Targeting Strategies – Market Segmentation Bases and Variables – Differentiation and Positioning Strategies.

UNIT IV (12 hrs)

E-Marketing Management – Creating Customer Value Online – E-Marketing Enhanced Product Development – Internet Changes Pricing Strategies – Payment Options.

UNIT V (12 hrs)

E-Marketing Communication Tools – Internet Advertising – Sales Promotion Offers – Marketing Communication Media – Digital Media – Branding Goals in Digital and Physical Media.

TEXTBOOK

1. Judy Strauss and Raymond Forst. *E-Marketing*. New Delhi: PHI Learning Private Limited, 5th Edition, 2009.

REFERENCES

Books

1. Sanjay Mohapatra and Suman Kumar Kanth. *E-Marketing*. New Delhi: Wiley India Private Limited, 1st Edition, 2013.
2. Rob Stokes. *eMarketing: The Essential Guide to Marketing in a Digital World*. Cape Town: The Red & Yellow Creative School of Business, 6th Edition, 2018.
3. Philip Kotler. *Marketing Management*. New Delhi: Pearson Education India, 15th Edition, 2015.

Web Sources

1. <https://www.slideshare.net/PauloSambo2/e-marketing-92560427>
2. <https://www.studocu.com/en-au/document/university-of-new-south-wales/e-marketing/lecture-notes/emarketing-notes-lecture-notes-lectures-1-12/332422/view>

UNIT I (12 hrs)

Services Marketing – Introduction – Types – Nature – Characteristics – Services Vs. Goods – Classification of Services – Service Marketing Management – Marketing Management Process for Services.

UNIT II (12 hrs)

Managing Demand and Supply – Forecasting Demand – Understanding Demand Patterns Managing Capacity Constraints – Capacity Planning – Services Marketing Mix – Elements of Service Marketing Mix – Services Product – Development of New Service – Stages in New Service Development – Service Life Cycle Concept – Branding in Services – Service Positioning.

UNIT III (12 hrs)

Pricing in Services – Role of Pricing – Steps Involved in Pricing Decisions – Objectives of Pricing – Factors Affecting Pricing Decisions – Methods of Pricing in Services – Pricing Strategies – Services Promotion – Communication Process – Steps in Developing Effective Communication – Service Communication – Promotion Mix for Services.

UNIT IV (12 hrs)

Physical Evidence – Essential Evidence – Peripheral Evidence – Physical Environment – Social Setting – Role of Physical Evidence – Marketing Strategy in Services – Types of Marketing in Service Firms – Interactive Marketing.

UNIT V (12 hrs)

Globalisation of Services – Challenges to Global Service Marketers – Successful Global Service Marketing – Typical International Services – Globalisation and Corporate Culture – Marketing of Services – Bank Marketing – Tourism Marketing – Hospital Marketing – Airline Marketing.

TEXTBOOK

1. Vasanti Venugopal and Raghu V N. *Services Marketing*. Mumbai: Himalaya Publishing House, 1st Edition, 2019.

REFERENCES

Books

1. Nirmala K, Appannaiah H R, Anil Kumar and Reddy P N. *Services Marketing*. Mumbai: Himalaya Publishing House, 1st Edition, 2017.
2. Valarie A. Zeithaml. *Services Marketing*. Noida: Tata McGraw Hill (India) Private Limited, 7th Edition, 2018.
3. Douglas Hoffman K and John E G Bateson. *Services Marketing: Concepts, Strategies & Cases*. Nodia: Cengage Learning, 5th Edition, 2006.

Web Sources

1. <https://nptel.ac.in/courses/110/105/110105038/>
2. [https://www.brainkart.com/subject/Services-Marketing 76/](https://www.brainkart.com/subject/Services-Marketing-76/)

UNIT I (12 hrs)

Consumer Behaviour – Meaning and Definition – Factors Influencing Consumer Behaviour – Consumer Behaviour as an Inter Disciplinary Science – Application for Consumer Behaviour Principles to Profit Marketing, Not for Profit Marketing and to Strategic Marketing.

UNIT II (12 hrs)

Consumer Motivation – Meaning – Consumer Needs, Goals and Motives – Maslow’s Hierarchy of Needs – Dynamic Nature of Motivation – Consumer as a Perceiver and Learner – Perception – Meaning – Dynamics of Perception – Learning – Meaning – Basic Principles of Learning and Learning Theories.

UNIT III (12 hrs)

Consumer Attitude – Nature of Consumer Attitude – Functions of Consumer Attitude – Models of Consumer Attitude – Personality – Meaning – Theories of Personality – Brand Personality.

UNIT IV (12 hrs)

Social and Economic Class – Meaning and Definition – Different Social Classes in India – Family in Decision Making – Definition – Role and Functions of Family – Socialization of Family Members – Life Style of Family – Role of Family in Decision Making.

UNIT V (12 hrs)

Meaning and Nature of Group Dynamics – Consumer Relevant Groups – Nature of Reference Group – Factors Affecting Reference Group Influence – Application of Reference Group Concept – Decision Making – Meaning – Decision Making Process – Complex Decision Making – Model of Consumer Involvement.

TEXTBOOK

1. Jain P C and Monika Bhatt. *Consumer Behaviour in Indian Context*. New Delhi: S. Chand & Company Limited, 2nd Edition 2017.

REFERENCES

Books

1. Suja R. Nair. *Consumer Behaviour*. Mumbai: Himalaya Publishing House, 1st Edition, 2015.
2. Leon G. Schiffman and Leslie Lazar Kanu. *Consumer Behaviour*. Hyderabad: Pearson College Division, 10th Edition, 2016.
3. David L Mothers baugh, Del I. Hawkins and Amit Mookerjee. *Consumer Behavior: Building Marketing Strategies*, Tata McGraw- Hill India Private Limited, 13th Edition, 2019.

Web Sources

1. <https://nptel.ac.in/courses/110/105/110105029/>
2. <https://www.mooc-list.com/course/buyer-behaviour-and-analysis-edx>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – V
SKILL ENHANCEMENT COURSE – V: SALESMANSHIP (21UBAS51)
(From 2021-2022 Batch onwards)

HOURS/WEEK: 2
CREDIT : 1
DURATION : 30 hrs

INT. MARKS : 40
EXT. MARKS : 60
MAX. MARKS : 100

Preamble

This course makes the learners to effectively perform the selling process and to acquire the qualities of a salesman.

Course Outcomes (CO)

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

CO1[K1]: state the importance of salesmanship and product knowledge

CO2[K2]: explain the qualities of a good salesman

CO3[K3]: select the appropriate methods of prospecting

CO4[K4]: classify the methods of pre-approach and approach

CO5[K4]: analyze the methods of handling objections

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	2	-	-	-	1	-
CO2[K2]	3	2	1	1	-	1	1
CO3[K3]	3	2	1	1	1	1	1
CO4[K4]	3	2	1	-	1	1	1
CO5[K4]	2	2	-	1	-	1	-
Weightage of the course	14	10	03	03	02	05	03
Weighted percentage of Course contribution to POs	2.34	2.12	2.13	1.21	1.22	1.96	1.4

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

UNIT I (6 hrs)

Salesmanship – Origin and Evolution – Meaning and Definition – Importance – Scope – Salesman – Classification – Qualities of a Good Salesman.

UNIT II (6 hrs)

Knowledge of Products – Importance of Product Knowledge – Knowledge of Customers – Classification of Customers – Selling Process.

UNIT III (6 hrs)

Prospecting – Meaning – Importance – Characteristics – Methods – Pre-Approach – Importance – Objectives – Sources of Information – Approach – Essential of Good Approach – Methods of Approach.

UNIT IV (6 hrs)

Presentation – Meaning – Essentials Features of a Good Presentation – Demonstration Significance of Demonstration – Essentials Features of a Good Demonstration – Types of Demonstration.

UNIT V (6 hrs)

Overcoming Objections – Meaning – Handling Objections – Procedure for Handling Objections – Methods – Common Objections – Close – Meaning – Reasons of Unsuccessful Closing – Features of Successful Closing – Methods of Closing – Additional Selling – After Sales Service.

TEXTBOOK

1. Sahu P K and Raut K C. *Salesmanship and Sales Management*. New Delhi: Vikas Publishing House Private Limited, 3rd Revised Edition, 2015.

REFERENCES

Books

1. Rustom S. Davar, Sohrab R. Davar and Nusli R. Davar. New Delhi: *Salesmanship and Publicity*. Vikas Publishing House Private Limited, 16th Edition, 2009.
2. Saravanavel P and Sumathi S. *Advertising and Salesmanship*. Chennai: Margham Publications, 2nd Edition, 2015.
3. Varshney R L and Gupta S L. *Marketing Management*. New Delhi: S. Chand & Sons Co. Ltd., 8th Revised Edition, 2015.

Web Sources

1. <https://nptel.ac.in/courses/110/105/110105122/>
2. https://nptel.ac.in/content/storage2/110/104/110104117/MP4/mod03le_11.mp4

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – V
INTERNSHIP (21UBAJ51)
(From 2021-2022 Batch onwards)

HOURS/WEEK : -
CREDIT : 1
DURATION : -

INT. MARKS : 50
EXT. MARKS : 50
MAX. MARKS : 100

Preamble

This course enables the learners to acquire practical exposure and to know the corporate culture.

Course Outcomes (CO)

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

CO1 [K1]: outline the basic concepts of business and management

CO2 [K2]: estimate the employability qualities

CO3 [K3]: compare the theory and practices

CO4 [K4]: justify the policies and practices followed by the business Organization

CO5 [K6]: develop the problem-solving skills

CO-PO Mapping table (Course Articulation Matrix)

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	2	-	1	1	1	1
CO2[K2]	3	2	-	1	1	1	1
CO3[K3]	3	2	1	1	-	1	1
CO4[K4]	3	2	1	1	-	1	-
CO5[K6]	2	2	1	-	-	-	-
Weightage of the course	14	10	03	04	02	04	03
Weighted percentage of Course contribution to POs	2.34	2.12	2.13	1.61	1.22	1.57	1.4

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

Guidelines

1. Each Student has to undergo minimum 25 days institutional/industry-based training during the fourth semester summer vacation.
2. Internships could be undertaken in different organizations, industries and agencies 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 every week.
4. The Internship report should be of minimum 50 pages.
5. Attendance certificate from the organization has to be submitted to the HOD.
6. Two copies of the Internship report should be submitted.
7. The Internship carries 100 marks out of which 50 marks for Internal Assessment and 50 Marks for External Assessment.
8. The student has to appear for Viva-voce.
9. The viva-voce board shall consist of the External Examiner/ the Head of the Department and the Internal Examiner

The following rubrics will be taken into account for the evaluation of the Training Programme:

Internal Assessment (50 Marks)

Training Report & Review	: 40 Marks
Daily Log Report/Attendance	: 5 Marks
PPT Presentation	: 5 Marks

External Examination (50 Marks)

Training Report	: 20 Marks
Viva Voce	: 30 Marks

Internship report shall contain the following details:

- Title Page
- Certificate Page
- Internship Certificate provided by the internship institution
- Declaration Page
- Acknowledgement
- Company Profile
- List of figures, List of Tables
- Index
- Chapters

List of Chapters

1. Introduction
2. Objectives of the training
3. Organizational structure of the concern
4. Observations about working of the concern
5. Identification of the problems, if any
6. Suggestions to solve the problems
7. Limitations of the training
8. Conclusion

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – VI
CORE COURSE – XVII: INTERNATIONAL BUSINESS (21UBAC61)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 5	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course enables the learners to assess the role of social, cultural, political, legal and technological environment in aiding international business.

Course Outcomes (CO)

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

- CO1[K1]:** list the drivers of globalisation and goals of international business.
- CO2[K2]:** explain the stages of internationalisation and factors causing conflict.
- CO3[K3]:** present the role of international agencies in conflict resolution.
- CO4[K4]:** analyse different modes of entering into international business.
- CO5[K4]:** examine the methods of selection of manufacturing and market centres.

CO-PO Mapping table (Course Articulation Matrix)

CO \ PO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	-	1	1	1	-
CO2[K2]	3	3	1	1	1	1	1
CO3[K3]	3	3	-	1	1	1	1
CO4[K4]	3	2	1	1	1	1	1
CO5[K4]	3	2	1	1	-	2	1
Weightage of the course	15	13	03	05	04	06	04
Weighted percentage of Course contribution to POs	2.5	2.75	2.13	2.02	2.44	2.35	1.86

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

UNIT I (15 hrs)

Globalisation – Introduction – Integrated Globalisation – Emerging global economy – Drivers of Economic Globalisation – Globalisation of Markets – Globalisation of Production – Globalisation of Investment – Globalisation of Technology – Advantages and Disadvantages of Globalisation.

UNIT II (15 hrs)

International Business – Meaning – Influences of International Business – Stages of Internationalisation – International Business Approaches – Goals of International Business – Advantages and Problems of International Business.

UNIT III (15 hrs)

International Business Environment – Introduction – Social and Cultural Environment – Technological Environment – Economic Environment – Political Environment – Country Evaluation and Selection – Introduction – Selection of Manufacturing – Selection of Marketing Centres – Data collection and Analysis – Country / Location Comparison Tools – Foreign Market Analysis.

UNIT IV (15 hrs)

Modes of Entering International Business – Introduction – Modes of Entry – Comparison of Different Modes of Entry – Functional Alliances – Managing Conflict Situations – Break-up of Alliances.

UNIT V (15 hrs)

Conflicts and Negotiations in International Business – Introduction – Factors Causing Conflict – Conflict between Host Country and Transnational Country – Negotiations – Role of International Agencies in Conflict Resolution – Controlling and Evaluation of International Business – Control of MNCs – Performance Indicators – Organisation Structure and Relationships – Control Mechanism.

TEXTBOOK

1. Subba Rao P. *International Business (Text and Cases)*. Mumbai: Himalaya Publishing House Private Limited, 4th Revised Edition, 2017.

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1. Francis Cherunilam. *International Business Environment*. Mumbai: Himalaya Publishing House Private Limited, 7th Edition, 2018.
2. Rubee Singh and Sangeeta Rani. *International Business Environment*. New Delhi: Edu Creation Publishing Private Limited, 2019.
3. Mahua Dutta. *International Business: Environment and Globalization*. New Delhi: Dreamtech Press India Private Limited, 2020.

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1. <https://nptel.ac.in/courses/110/107/110107145/>
2. <https://ebooks.lpude.in/commerce/mcom/term 3/DCOM501 INTERNATIONAL BUSINESS.pdf>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – VI
CORE COURSE – XVIII: BUSINESS ETHICS & CORPORATE GOVERNANCE
(21UBAC62)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 5	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course makes the learners to recognize ethical issues while making business decisions.

Course Outcomes (CO)

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

CO1[K1]: outline the theories of corporate governance

CO2[K2]: explain the relationship between ethics, morals and values in the workplace

CO3[K3]: present the ethical issues in finance, marketing, human resource management and global business

CO4[K4]: examine the forms of corporate social responsibility performed by business organization

CO5[K4]: compare the theories of business ethics

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	-	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	2	1
CO5[K4]	2	2	1	1	-	1	-
Weightage of the course	14	13	04	05	04	06	04
Weighted percentage of Course contribution to POs	2.34	2.75	2.84	2.02	2.44	2.35	1.86

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

UNIT I (15 hrs)

Ethics – Meaning – Objectives – Ethics and Morality – Moral Standards – Characteristics – Business Ethics – Meaning – Objectives – Scope of Business Ethics – Arguments For and Against Business Ethics – Code of Ethics – Principles of Business Ethics.

UNIT II (15 hrs)

Theory of Business Ethics – Meaning – Relevance – Foundation – Theories of Business Ethics – Technological Theories – Deontological Theories – Human Values – Meaning – Types – Importance of Human Values at the Workplace – Profession and Professional Ethics – Meaning – Professional Ethics Vs. Personal Ethics – Ethics Dilemma – Meaning – Types – Resolving Ethical Dilemmas at Workplace.

UNIT III (15 hrs)

Ethical Issues in Finance – Unethical Practices in Finance – Causes of Unethical Practices – Ethics in HRM - Ethics in Marketing – Concept of Market and Marketing – Unethical Issues in Marketing – Unethical Practices in Marketing – Ethics Relating to Global Business Environment – Ethics Issues Involved in Global Business – Dealing with Unethical Practices in Global Business.

UNIT IV (15 hrs)

Corporate Governance – Concepts – Objectives – Features – Advantages – Corporate Governance Code – Principles – Theories of Corporate Governance and its Obligations to Stakeholders.

UNIT V (15 hrs)

Corporate Social Responsibility – Corporate Philanthropy – Corporate Social Responsibility – Strategy – Forms of CSR – Dimensions of CSR – Corporate Social Performance – Stakeholders Theory of the Corporation – Forms of Stakeholders Theory – Corporate Citizenship – Concepts – Benefits of Corporate Citizenship – Corporate Citizenship in India – Manifestations of Corporate Citizenship in India.

TEXTBOOKS

1. Khanka S S. *Business Ethics and Corporate Governance (Principles and Practices)*. New Delhi: S. Chand and Company Limited, Revised Edition, 2020.
2. Murthy C S V. *Business Ethics Text and Cases*. Mumbai: Himalaya Publishing House, 1st Edition, 2019.

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1. Fernando A C. *Business Ethics and Corporate Governance*. Noida: Pearson India Education Services Private Limited, 2nd Edition, 2017.
2. Ghose B N. *Business Ethics and Corporate Governance*. New Delhi: Tata McGraw Hill Education (India) Private Limited, 1st Edition, 2012.
3. Mathur U C. *Corporate Governance and Business Ethics Text and Cases*. New Delhi: MacMillan Publishers India Limited, 1st Edition, 2005.

Web Sources

1. <https://josephsononbusinessethics.com/resources/links/>
2. <https://nptel.ac.in/content/storage2/110/105/110105138/MP4/mod01lec01.mp4>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – VI
CORE COURSE – XIX: EXPORT MANAGEMENT (21UBAC63)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 4	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to the Import – Export trade procedure and documents involved in it.

Course Outcomes (CO)

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

CO1[K1]: outline the fundamental concepts in export management

CO2[K2]: classify the categories of importers, exporters, documents and export payment

CO3[K3]: determine the methods of quality control, marine insurance policy and export finance

CO4[K4]: analyse the role of Institutional framework for export finance and custom house agents for exporters

CO5[K4]: differentiate the registration procedure for export, import license and international market selection process

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	-	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[K4]	2	2	-	1	1	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to POs	2.34	2.75	2.13	2.02	2.44	2.35	2.33

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

UNIT I (15 hrs)

India's Foreign Trade – Introduction – Growth of India's Foreign Trade – Merits and Demerits of Foreign Trade – Prospects and Challenges to India's Foreign Trade Development – Exports and Imports – Meaning – Classification – Categories of Exporters – Strategy and Preparation of Foreign Trade – Identifying Foreign Markets – International Market Selection Process – Methods of Entering International Market – Constraints in Entering Foreign Market – Export Contract.

UNIT II (15 hrs)

International Trade Documents – Introduction – Classification of Documents – Aligned Documentation System (ADS) – Proforma Invoice – Commercial Invoice – Packaging List – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – Guaranteed Remittance (GR) Form – Bill of Exchange – Airway Bill – Import Documents.

UNIT III (15 hrs)

Export Procedure – Introduction – Registration Procedure – Pre-shipment Procedure – Shipment Procedure – Post-Shipment Procedure – Excise Clearance for Exportable Goods – Quality Control and Pre-shipment Inspection – Objectives – Methods – Procedure for Pre-shipment Inspection – Procedure for Shipping and Customs Clearance – Marine Insurance Policy – Procedure – Types – Procedure for Filing Marine Insurance Claim – Importer Exporter Code (IEC) Number – Registration-cum-Membership Certificate – Role of Customs House Agents.

UNIT IV (15 hrs)

Import Procedure – Introduction – Categories of Importers – Import Licence – Import of Samples – Import Contract – Pre-Import Procedure – Legal Dimensions of Import Procedure – Retirement of Import Documents – Customs Clearance for Imported Goods – Warehousing of Imported Goods – Exchange Control Provision for Imports – Import Risks – Import Duties – Valuation of Customs Duty – Import Incentives under Special Schemes – Import of Personal Baggage – Import Gifts.

UNIT V (15 hrs)

Methods of Payment – Conditions for Realisation of Export Proceeds – Factors Affecting Export Payment Terms – Methods of Export Payment – Letter of Credit – Procedure for Opening Letter of Credit – Types of Letter of Credit – Advantages of Letter of Credit – Types of Export Finance – Pre-shipment Finance – Features of Post-Shipment – Procedure for Obtaining Export Finance – Institutional Framework for Export Finance.

TEXTBOOK

1. Khushpat S. Jain and Apexa V. Jain. *Foreign Trade – Theory, Procedures, Practices and Documentation*. Mumbai: Himalaya Publishing House Private Limited, 7th Revised and Enlarged Edition, 2017.

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1. Francis Cherunilam. *International Trade and Export Management*. Mumbai: Himalaya Publishing House Private Limited, 21st Revised Edition, 2019.
2. Balagopal T A S. *Export Management*. Mumbai: Himalaya Publishing House Private Limited, 22nd Edition, 2016.
3. Justin Paul and Rajiv Aserkar. *Export Import Management*. Noida: Oxford University Press, 2013.

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1. https://www.youtube.com/watch?v=L3G2p_IJsJA
2. https://archive.mu.ac.in/myweb_test/TYBA%20study%20material/T.Y.B.A.%20PAPER%20-VI%20EXPORT%20MANAGMENT.pdf

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – VI
CORE COURSE – XX: LOGISTICS MANAGEMENT (21UBAC64)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 4	INT. MARKS : 40
CREDITS : 4	EXT. MARKS : 60
DURATION : 60 hrs	MAX. MARKS : 100

Preamble

This course provides introduction of the fundamental concepts of logistics processes such as logistics planning and strategy, customer service, procurement, transport, inventory, warehousing and handling to the learners.

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, participants in transport decisions and role of warehousing
- CO5[K5]:** classify the modal characteristics in transportation, types of inventory and warehousing

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	-	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	-	1	-	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to POs	2.34	2.75	2.13	2.02	2.44	2.35	2.33

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

UNIT I **(12 hrs)**
Logistics Management – Introduction – Competitive Advantage – Philosophy – Working of Logistics – Inventory Management Policy – Integrated Logistics – Operational Objectives.

UNIT II **(12 hrs)**
Logistics Information – Introduction – Information Functionality – Principles of Designing – Logistics Information Architecture – Application of Information Technology.

UNIT III **(12 hrs)**
Transportation – Introduction – Functionality – Principles – Participants in Transport Decisions – Modal Characteristics – Intermodal Operators – Transport Economics.

UNIT IV **(12 hrs)**
Inventory – Introduction – Characteristics of Inventory – Types – Functionality – Conceptual Framework – Service Level – Inventory Categorization – Poor Inventory Management.

UNIT V **(12 hrs)**
Warehousing – Introduction – Need – Evolution – Role – Principles of Warehouse Design – Types of Warehouses – Strategies – Functions.

TEXTBOOKS

1. Sathish C. Ailawadi and Rakesh P. Singh. *Logistics Management*. New Delhi: PHI Learning Private Limited, 2nd Edition, 2013.
2. Natarajan L. *Logistics and Supply Chain Management*. Chennai: Margham Publications, 2nd Edition, 2020.
3. Donald B J. *Logistical Management- The Integrated Supply Chain Process*. New Delhi: Tata McGraw Hill, 2nd Edition, 2000.

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1. Shridhara Bhat K. *Logistics Management*. Mumbai: Himalaya Publishing House, 3rd Edition, 2018.
2. David B. Grant. *Logistics Management*. Hyderabad: Pearson India Education Services Private Limited, 1st Edition, 2012.
3. Christopher M. *Logistics & Supply Chain Management: Creating Value-Adding Networks*. New Delhi: FT Press, 2007.

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1. <https://www.classcentral.com/course/linkedin-learning-logistics-foundations-2015-30619>
2. <https://www.classcentral.com/course/linkedin-learning-managing-logistics-30641>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – VI
CORE COURSE – XXI: FAMILY BUSINESS MANAGEMENT (21UBAC65)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 5	INT. MARKS : 40
CREDITS : 4	EXT. MARKS : 60
DURATION : 75 hrs	MAX. MARKS : 100

Preamble

This course introduces the learners to the various aspects pertaining to family business and the ways to carry forward the same to the next generation.

Course Outcomes (CO)

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

CO1[K1]: describe the fundamental concepts in Family Business management

CO2[K2]: explain the structure, core values, ethics and culture pertaining to family business

CO3[K3]: present the transition of family business to next generation, conflicts and tips to prepare next generation

CO4[K4]: analyse the next generation leadership and role of women in the family owned business

CO5[K4]: examine the success and failure for family business succession and keys to improve the success of family business

CO-PO Mapping table (Course Articulation Matrix)

PO CO	P01	P02	P03	P04	P05	P06	P07
CO1[K1]	3	3	-	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[K4]	2	2	-	1	-	2	1
Weightage of the course	14	13	03	05	04	06	05
Weighted percentage of Course contribution to POs	2.34	2.75	2.13	2.02	2.44	2.35	2.33

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

UNIT I (15 hrs)

Family Business – Characteristics – Unique Resources of Family Business – Strength and Weakness – Core Values, Culture and Ethical Climate of Family Business – Family Governance – Family Governance Structure – Family Constitution – Process of Creating a Family Constitution.

UNIT II (15 hrs)

Succession Options – Succession Planning – Choosing the Successor – Succession Challenges – Twenty Challenges for the Family Business – Management Problems in Family Owned Businesses.

UNIT III (15 hrs)

Family Business Dynamics – Roles in the Family Business – Planning Process – Family Dynamics – Growing Role of Women as Successor in Family Business – Succession Planning – Reasons for the Failure of Family Business – Benefits and Drawbacks of Family Succession.

UNIT IV (15 hrs)

Types of Family Business – Types of Founders – Different Types of Owners of a Family Business – Managing the Developing Family Business – Organisation Structure – Concepts – Rules for Avoiding Conflicts in a Family Business.

UNIT V (15 hrs)

Next Generation Leadership Perspectives – Keys to Family Business Success – Transition of the Family Business to Next Generation – Tips to Prepare the Next Generation.

TEXTBOOK

1. Mukesh Bhatia. *Family Business Management (Generation to Generation) from Family Business to Business Family*. New Delhi: Regal Publications, 1st Edition, 2015.

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Books

1. Thomas Zellweger. *Managing the Family Business – Theory and Practice*. UK: Edward Elgar Publishing, 1st Edition, 2017.
2. Keanon Alderson. *Understanding the Family Business Exploring the Differences Between Family and Non family Businesses*. New York: Business Expert Press, 1st Edition, 2018.
3. Ernesto J. Poza. *Family Business*. United States: Thomson South-Western, 1st Edition, 2010.

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1. <https://nptel.ac.in/courses/110/107/110107094/>
2. https://saylordotorg.github.io/text_small-business-management-in-the-21st-century/s07-family-businesses.html

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

MAJOR ELECTIVE COURSE – III: INTERNATIONAL MARKETING (21UBAO61)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 4	INT. MARKS : 40
CREDITS : 3	EXT. MARKS : 60
DURATION : 60 hrs	MAX. MARKS : 100

Preamble

This course helps the learners to understand the basic concept of International Marketing.

Course Outcomes (CO)

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

CO1[K1]: describe the stages of a product life cycle

CO2[K2]: explain the basic concepts, principles and practices in pricing and distribution

CO3[K3]: present the economic union and economic integration in international trade

CO4[K4]: analyse the market entry strategies

CO5[K4]: examine the impact of social and cultural implications on marketing

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	3	1	1	1	1	1
CO3[K3]	3	3	1	1	-	1	1
CO4[K4]	3	2	-	1	1	1	1
CO5[K4]	2	2	1	1	1	2	-
Weightage of the course	14	13	04	05	04	06	04
Weighted percentage of Course contribution to POs	2.34	2.75	2.84	2.02	2.44	2.35	1.86

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

UNIT I (12 hrs)

International Marketing – Meaning – Definition – Future – Motives for International Marketing – Participants in International Marketing – Problems in International Marketing – International Orientation – Internationalization Stages.

UNIT II (12 hrs)

International Marketing Environment – Economic – Social – Political – Government – Demographic – Technological International Marketing Environment.

UNIT III (12 hrs)

Market Entry Strategies – Licensing and Franchising – Exporting – Contract Manufacturing – Turnkey Contracts – Fully Owned Manufacturing Facilities – Joint Venture – Merger and Acquisition – Strategic Alliance – Counter Trade.

UNIT IV (12 hrs)

Trade Barriers – Tariff and Non-Tariff Barrier – Economic Integration – Free Trade Area – Custom Union – Common Market – Economic Union – Economic Integration.

UNIT V (12 hrs)

International Product – Components and Levels of Product – Product Life Cycle – New product Development – International Pricing – Objectives – Factors Affecting Pricing – Pricing Methods – International Distribution – Indirect Exporting – Direct Export – Types of Foreign Intermediaries.

TEXTBOOKS

1. Francis Cherunilam. *International Marketing*. Mumbai: Himalaya Publishing House, 16th Edition, 2021.
2. Bhalla V K and Shiva Ramu S. *International Business: Environment and Management*. New Delhi: Anmol Publication, 13th Revised Edition, 2010.

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1. Philip R. Cateora, Mary C. Gilly and John L. Graham. *International Marketing*. New Delhi: Tata McGraw Hill Education, 15th Edition, 2017.
2. Charles W.L. Hill and Arun K. Jain. *International Business: Competing in the Global Marketplace*. New Delhi: Tata McGraw Hill Publication, 10th Edition 2014.
3. Srinivasan R and Asoke K. Ghosh. *International Marketing*. New Delhi: Prentice Hall of India Private Limited, 2nd Edition, 2005.

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1. <https://www.tutorialspoint.com/international-marketing/international-marketing-introduction.htm>
2. <https://businessjargons.com/international-marketing.html>

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
DEPARTMENT OF BUSINESS ADMINISTRATION
UG Programme – B.B.A.
SEMESTER – VI
MAJOR ELECTIVE COURSE – III: INTERNATIONAL HUMAN RESOURCE
MANAGEMENT (21UBA062)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 4	INT. MARKS : 40
CREDITS : 3	EXT. MARKS : 60
DURATION : 60 hrs	MAX. MARKS : 100

Preamble

This course familiarizes the learners with the functions of Human Resource Management at the International level by considering the culture and value of the respective country.

Course Outcomes (CO)

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

CO1 [K1]: list the approaches to international human resource management and expatriate's success factors

CO2 [K2]: differentiate the international human resource management from domestic human resource management

CO3 [K3]: present the basic components of performance management and compensation package

CO4 [K4]: analyze the different international labour market sources

CO5 [K4]: examine the different methods of training

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	3	1	1	1	1	1
CO3[K3]	3	3	1	1	-	1	1
CO4[K4]	3	2	-	1	1	1	1
CO5[K4]	2	2	1	1	1	2	-
Weightage of the course	14	13	04	05	04	06	04
Weighted percentage of Course contribution to POs	2.34	2.75	2.84	2.02	2.44	2.35	1.86

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

UNIT I (12 hrs)

International Business and Human Resource Management – Types of International Employees – Factors Influence International Human Resource Management – International Vs. Domestic Human Resource Management – Strategic Role of International Human Resource Department – Issues in International Human Resource Management – Challenges to Effective Global Human Resource Management – Approaches to IHRM.

UNIT II (12 hrs)

Recruitment and Selection by Multinationals – Types of Assignments – Human Resource Planning and Information System – International Labour Market Sources – Parent Country Nationals – Host Country Nationals – Third Country Nationals – Procedure of Selecting Expatriates – Use of Selection Test – Expatriates Success Factors – Human Resource Outsourcing.

UNIT III (12 hrs)

Expatriate Training and Development – Schematic Representation of Training and Development – Cultural Integrator – Management Philosophy and Training – Cultural Awareness Training – Developing an International Mindset – Types of Cross Cultural Training – Diversity Training – Cross Cultural Team Building.

UNIT IV (12 hrs)

Performance Management in International Organisations – Basic Components of Performance Management – Performance Management of Expatriates – Variables that Influence Performance of Expatriates – Criteria Used for Performance Appraisal – Performance Feedback.

UNIT V (12 hrs)

International Compensation Management – Factors Influencing Compensation Programmes – Constitution of Total Compensation Package – Approaches to Expatriates Compensation – Repatriation of Expatriates – Competencies of Required in HR Professionals – Talent Management – Repatriation Process – Predictors of Repatriation Maladjustment.

TEXTBOOK

1. Gupta S C. *International Human Resource Management Text and Cases*. New Delhi: Macmillan Publishers India Ltd., 2nd Edition, 2011.

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1. Pulapa Subba Rao. *International Human Resource Management*. Mumbai: Himalaya Publishing House, 2nd Edition, 2020.
2. Aswathappa K and Sadhna Dash. *International Human Resource Management Text and Cases*. New Delhi: McGraw Hill Education (India) Private Limited, 3rd Edition, 2020.
3. Peter J. Dowling, Marion Festing and Allen D. Engle. *International Human Resource Management*. Noida: Cengage Learning India Private Limited, 6th Edition, 2017.

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1. <https://www.shrm.org>
2. <https://www.albworld.org>

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

UG Programme – B.B.A.

SEMESTER – VI

MAJOR ELECTIVE COURSE –III: INTERNATIONAL FINANCE (21UBA063)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 4	INT. MARKS : 40
CREDITS : 3	EXT. MARKS : 60
DURATION : 60 hrs	MAX. MARKS : 100

Preamble

This course helps the learners to understand the basic concept of International Finance.

Course Outcomes (CO)

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

CO1[K1]: outline the basic concepts of International Financial Markets

CO2[K2]: explain the Forms of International Investment

CO3[K3]: present the foreign Investment theories

CO4[K4]: classify the types of Foreign Exchange Exposure

CO5[K4]: differentiate the International Financial Management and Domestic Financial Management

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	3	1	1	1	1	1
CO3[K3]	3	3	1	1	-	1	1
CO4[K4]	3	2	-	1	1	1	1
CO5[K4]	2	2	1	1	1	2	-
Weightage of the course	14	13	04	05	04	06	04
Weighted percentage of Course contribution to POs	2.34	2.75	2.84	2.02	2.44	2.35	1.86

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

UNIT I (12 hrs)

International Finance – Meaning – Nature – Function and Scope of the International Financial Management – International Financial Management Vs. Domestic Financial Management.

UNIT II (12 hrs)

International Financial Markets – Foreign Exchange Market – International Money Market – International Credit Market – International Bond Market – International Stock markets.

UNIT III (12 hrs)

Foreign Exchange Market – Participants – Foreign Exchange Rates – Forward Exchange Rates – Cross Rates – Spot Exchange – Currency Arbitrage – Triangle Arbitrage.

UNIT IV (12 hrs)

Nature and Measurement of Foreign Exchange Exposure – Meaning – Types of Exposure – Relevance of Exposure – Transaction Exposure – Real Operating Exposure – Transaction Exposure – Management of Foreign Exchange Exposure – Need for Hedging – Hedging of Transaction Exposure – Hedging of Real Operating Exposure – Managing Transaction Exposure.

UNIT V (12 hrs)

Foreign Investment – Introduction – Foreign Investment Theories Based on Market Structure and Organisation – Export – International License Agreement – International Franchises Agreement – International Management Contract – Turnkey Project – Specific Contract – Direct Investment – Activities of Venture Capital.

TEXTBOOKS

1. Jain P K, Josette Peyrard and Surendra S Yadav. *International Financial Management*. New Delhi: Macmillan Publishers India Limited, 5th Edition 2010.
2. Vyuptakesh Sharan. *International Financial Management*. New Delhi: PHI Learning Private Limited, 5th Edition 2011.
3. Prakesh G Apte. *International Financial Management*. New Delhi: Tata McGraw Hill Education India Private Limited, 5th Edition, 2008.

REFERENCES

Books

1. Kevin S. *Fundamentals of International Financial Management*. New Delhi: PHI Learning Private Limited, 1st Edition, 2009.
2. Jeff Madura. *International Financial Management*. New Delhi: Cengage Learning India Private limited, 5th Edition 2011.
3. Prakesh G Apte. *International Finance*. New Delhi: Tata McGraw Hill Education Private Limited, 5th Edition 2010.

Web Sources

1. <https://www.mooc-list.com/tags/international-finance>
2. <https://www.mooc-list.com/course/international-finance-mruniversity>

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

SKILL ENHANCEMENT COURSE –VI: PROJECT VIVA – VOCE (21UBAJ61)
(From 2021-2022 Batch onwards)

HOURS/WEEK : 2	INT. MARKS : 50
CREDIT : 1	EXT. MARKS : 50
DURATION : 30 hrs	MAX. MARKS : 100

Preamble

This course helps the learners to apply the research knowledge in the selected field of study to offer suggestions based on the findings.

Course Outcomes (CO)

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

- CO1[K1]:** recollect the basic principles and concepts of research
- CO2[K2]:** explain the methodology of research
- CO3[K3]:** 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)

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1[K1]	3	2	-	-	-	1	1
CO2[K2]	3	2	-	-	-	1	1
CO3[K3]	3	2	1	1	-	1	1
CO4[K5]	3	2	1	1	1	1	-
CO5[K6]	2	2	1	1	1	1	-
Weightage of the course	14	10	03	03	20	05	03
Weighted percentage of Course contribution to POs	2.34	2.12	2.13	1.21	1.22	1.96	1.4

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

Guidelines

1. Students will work individually or in groups with maximum 5 members on a semester-long project.
2. Depending on the interest of the students, project research areas will be chosen.
3. Students should undergo 2 weeks field study in their chosen domain after completion of the V Semester examinations.
4. Students must meet the guide periodically.
5. The project carries 100 marks of which 50 marks for Internal Assessment and 50 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 atleast two weeks prior to the end of the semester.
8. The project report should be of minimum 40 pages (excluding bibliography & appendices)
9. Two copies of the final project report should be submitted.
10. The Head of the department and the Project Guide will evaluate the final Project Report.
11. The viva-voce board shall consist of the External Examiner/the Head of the Department and the Internal Examiner
12. 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 Project work and viva-voce:

Internal (50 Marks)		External (50 Marks)	
Project Report & Review	: 40 Marks	Project Report	: 20 Marks
Powerpoint Presentation	: 5 Marks	Viva Voce	: 30 Marks
Demo/Performance	: 5 Marks		